



Southwest Connecticut Tech Hub

CT Tech Careers Kit

Welcome to our Outreach Campaign

CT Tech Careers Kit

CT Tech Hub created a multi-channel outreach campaign to expose high school students to in-demand tech careers.

Our toolkit contains links to a simple mobile web experience, downloadable PDFs that explore unique tech careers in depth, and digital/print posters to attract students to the content.

Key Visual

I DIDN'T HAVE A
PLAN FOR AFTER
HIGH SCHOOL



Discover your career path

with CT Tech Hub

#JustLikeMe



Southwest Connecticut

TECHHUB

CTTechHub.org



The **WorkPlace**
» Think it forward.

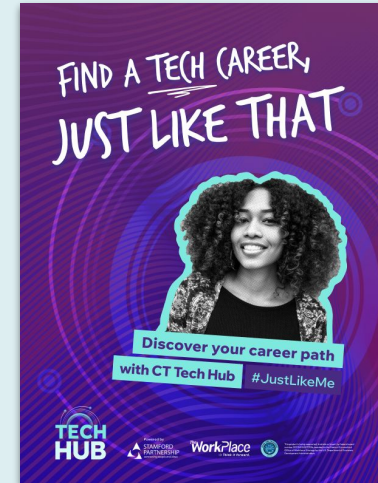


This project is being supported, in whole or in part, by federal award number ED22HDQ3070186, awarded to the State of Connecticut Office of Workforce Strategy by the U.S. Department of Economic Development Administration.

PDF Career Content

- For the four priority career categories, we created deep dive pathways, two pages each.
- The pathways, in PDF format, empower future career seekers with job descriptions, average salaries, training options, project ideas, and community resources specific to each career type.

[DOWNLOAD HERE](#)



Landing Page

LET'S GO 

- The mobile friendly landing page asks a simple multiple choice question that maps to one of four career paths:
 - Networking & Systems
 - Data Analytics
 - Software Engineering
 - Cybersecurity
- cttechhub.org/career-pathways



Digital Displays

[ACCESS HERE](#)



- Please download these digital display graphics for rotation on your digital display network. You can run one of them or put them all into rotation. Students receive the most variety of faces and roles when all the posters run in rotation.
- The posters have a QR code which students can snap to go to the landing page experience.

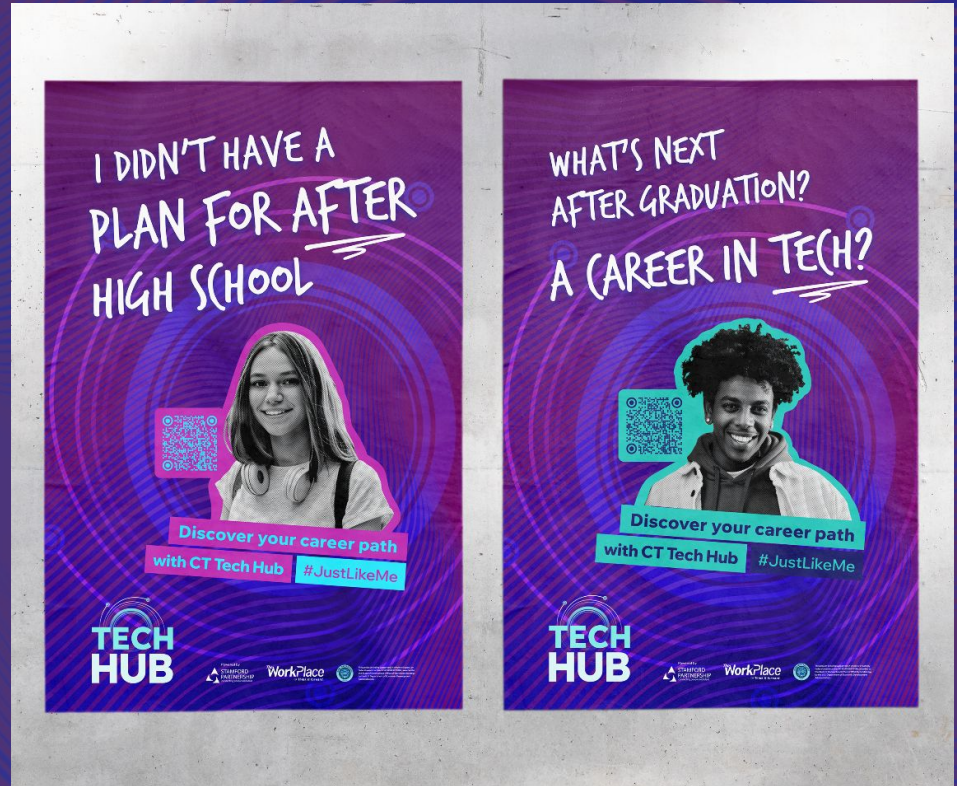


Printed Posters

[ACCESS HERE](#)



- Physical posters may be printed as needed. Please send an email to patricia@stamfordpartnership.org if you would like to place posters around your school's campus.
- If you have the technology in house, you may print the posters yourself.



Social Media

- Download these images for use in social posts to promote the Just Like Me page.
- Sample post copy: What's next after high school? Did you know you can find a rewarding career in technology through CT Tech Hub?

[ACCESS HERE](#)



CT Tech Hub Career Pathways

Index to All Campaign Assets

- Mobile Friendly Website
- Downloadable PDFs
- Digital Posters
- Printed Poster Files
- Social Media Posts