



DENVER PUBLIC SCHOOLS  
**CAREERCONNECT**

August 2015

## Fall 2015 Communications Update

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Welcome back! Cheers to another inspiring and engaging school year!

As we begin the 2015-2016 school year, the Career and Technical Education school support team would like to share an update regarding branding and communications!

After months of communications planning with many of you, as well as assistance from a communications subject matter expert, it was clear that we needed a new external name to help us succinctly describe all of our programs -- both new and existing -- to an increasingly large number of internal and external stakeholders who were unfamiliar with CTE. This spring, we asked our educators, school leaders and business partners to help brainstorm a new name for the CTE program.

Multiple people submitted "DPS CareerConnect" as a possible new name. When we consulted the CTE community, DPS CareerConnect was most popular name, and students and parents preferred the name in focus groups.

CTE will always be "CTE" internally and for state program approvals, but we'll use the DPS CareerConnect name to describe our programming externally. DPS CareerConnect features sequences of relevant, hands-on, project-based CTE courses with expanding opportunities for work-based learning and new linkages to higher education. We're excited for everything that this new branding has to offer, including new names for our pathways.

While the DPS CareerConnect brand is overarching, we strongly encourage you to use these sub-brands in student and parent communications:



DENVER PUBLIC SCHOOLS  
**BUSINESSCONNECT**

**DPS BusinessConnect:** Marketing, entrepreneurship, management, finance

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DENVER PUBLIC SCHOOLS  
**CREATIVECONNECT**

**DPS CreativeConnect:** Graphic design, performing arts, audio engineering, theater set design, etc.

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DENVER PUBLIC SCHOOLS  
**EDCONNECT**

**DPS EdConnect:** Early childhood education, teaching

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DENVER PUBLIC SCHOOLS  
**ENGINEERINGCONNECT**

**DPS EngineeringConnect:** Energy, engineering

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**HOSPITALITYCONNECT**

**DPS HospitalityConnect:** Culinary arts, restaurant management

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DENVER PUBLIC SCHOOLS  
**MAKERCONNECT**

**DPS MakerConnect:** Advanced manufacturing, skilled trades

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DENVER PUBLIC SCHOOLS  
**MEDCONNECT**

**DPS MedConnect:** Healthcare, biomedicine, sports medicine, nursing

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DENVER PUBLIC SCHOOLS  
**PUBLIC SAFETYCONNECT**

**DPS PublicSafetyConnect:** Fire science, public safety, forensics, law

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DENVER PUBLIC SCHOOLS  
**TECHCONNECT**

**DPS TechConnect:** Computer programming, web design, robotics

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DENVER PUBLIC SCHOOLS  
**ACECONNECT**

**DPS ACEConnect:** Prepares students with disabilities, ensuring that they are post-secondary and workforce ready. This is a supplemental program; students may choose to enter any industry, and this program will equip them with the soft skills they need to succeed.

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We encourage you to use this branding heavily on your materials, classrooms and throughout your school. Also, please visit our [website](#) to see all of the great new [resources](#) (logos, templates, etc.) available to you.

We welcome your feedback and input! If you have any questions about the new name or how this applies to your school, please reach out to [karis\\_morrall@dpsk12.org](mailto:karis_morrall@dpsk12.org).

Thanks again for all you do to put Students First. Our youth are very lucky to have such a dedicated group of caring professionals investing in their future. We wish you luck in starting off the school year. Please reach out and let us know where you need support and resources.

**Best regards,**  
**The DPS CareerConnect School Support Team**

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