



LEHIGH COUNTY CAREER PATHWAYS

LEHIGH COUNTY SCHOOL DISTRICTS

Career Pathways Resources for Report to Marketing Committee

1. Middle School Planner
2. Elementary Planner
3. Brochure, 4-inserts
4. Video – English
5. Video – Spanish
6. PBS sponsorship spot on Scholastic Scrimmage
7. Web site
8. Morning Call article – November 3, 2002
9. Live from the IU – television show and PowerPoint Presentation
10. Bookmarks
11. PowerPoint presentations (several versions)
12. Press releases
13. Point-of-Contact Representative Program and training
14. C.P. Leadership Introduction Booklet
15. Flyers for web site launch
16. Web site stickers for planners
17. UBEC Newsletter
18. Parent/group presentations
19. SuperScript columns
20. Career Pathways advertisement – Morning Call, publishing March 24, 2003
21. PEC 2000/2002
22. 9th grade LCTI presentations/Career Pathways
23. Summer Fun Camp 2003 presentations
24. Surveys of level of knowledge of Career Pathways
25. In-service presentations/workshops/programs
26. Informational articles for inclusion in district-wide publications – given to superintendents

Allentown School District

Catasauqua School District

East Penn School District

Northern Lehigh School District

Northwestern Lehigh School District

Parkland School District

Salisbury School District

Southern Lehigh School District

Whitehall-Coplay School District

Carbon-Lehigh Intermediate Unit 21

Lehigh Career & Technical Institute