

Thinking Content? Think Contentra.

# Career and Technical Education

Contentra's career and technical education (CTE) team partners with publishers to build content with a shared goal: to help students understand and implement all aspects of career development and its supporting technical skills. We develop industry- and standards-aligned CTE content across all career clusters—including foundational knowledge, industry-specific skills, technical processes, critical thinking skills, and problem-solving techniques. We understand that experiential learning and technical proficiency are key predecessors for successful, meaningful careers. Our approach is always to develop lessons that are engaging, interactive, relevant to students, and supportive of their instructors.

Contentra's CTE team shines with its extensive experience in building both print and digital courses, including blended learning guides and scripting for media. By combining hands-on projects with industry-specific practices, we aim to create high-quality, meaningful content that empowers students and their teachers for future success.

## eLearning

At Contentra, we understand the need for digital learning approaches that are personalized to meet students' and educators' needs. We will partner with you to develop effective, flexible materials for a variety of platforms and devices—from fully virtual courses to resources that support and enrich classroom instruction. We also design digital professional development that facilitates collaboration and evidence-based coaching for teachers and schools.



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