

First Lady Michelle Obama Launches CTE App Challenge

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In an effort to inspire students to pursue an education beyond high school, First Lady Michelle Obama's Reach Higher Initiative and the U.S. Department of Education (ED) launched the Reach Higher Career App Challenge to promote the development of mobile apps that will help students navigate education and career pathways, including Career and Technical Education (CTE).
([Read the full press release](#) ↗.)

"If students want to learn cutting-edge skills and prepare for successful careers, a four-year university isn't their only choice. CTE is also an excellent option because students can get all the professional skills they need for a good job in a high-demand field, and they can do it at a fraction of the time and cost of a four-year school," said First Lady Michelle Obama.

The First Lady released a video message announcing the launch and call to action.

The Office of Career, Technical and Adult Education (OCTAE) is eager to see the innovative solutions that our nation of solvers will bring to the challenge. The submissions period opened on October 7, 2015 and closes on December 7. The challenge enables developers, educators, and data mavens to compete for a share of the \$225,000 cash prize pool.

You can find all the information about the Reach Higher Career App Challenge on [Challenge.gov](#) ↗ and enter the challenge at [ReachHigherChallenge.com](#) ↗.

You can also view the complete [Federal Register Notice](#) ↗.

Source: [OCTAE Blog, October 9, 2015](#) ↗