

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings (all times listed are in Eastern)

Please mark your calendars! All meetings will take place via Zoom unless otherwise specified.

September 23, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Financial reports (year-end); Approval of Career Clusters revised purpose statement
October 21, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Debrief on CTE Forward Summit and next steps on the vision; FY21 budgets modifications; Career Clusters plan of work
November 17, 2020 – Advance CTE Board	2 – 4 p.m.	Strategic plan and strategy progress updates; financial update; WIOA recommendations; stocktake
November 17, 2020 – The Center to Advance CTE Board	3 – 5 p.m.	Strategic plan and strategy progress updates; financial update; stocktake

Administrative Update: Our staff are still working remotely and will plan to do so until the end of 2020. We are in the midst of the hiring process for three positions – Senior Associate for Communications, Policy Associate and a Senior Policy Associate. Our hope is for the communications position to begin in October and the other two to begin in late October or November.

Priority: Develop internal PROCESSES and PROTOCOLS to ensure a strong and sustainable organization

Finance Update: We have finished wrapping up our FY20 books, and are ready for our annual audit scheduled for the last week of September. The numbers below represent the FY21 finances for July and August, which is 17% of the fiscal year. FY21 Center income is largely the carry forward funds from grant income received in FY20.

Advance CTE Budget Snapshot
Received 56.5% of budgeted income
Expended 7.1% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 81% of budgeted income
Expended 12.1% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining the organization’s ongoing grants and any major development activities from this month.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Status</i>	<i>Progress Since Last Board Update</i>
Strategies for Recruiting Students into CTE	Siemens Foundation	Ongoing	In August, staff attended 10 virtual focus groups with families, with a specific focus on learning the perceptions of CTE programs of Latinx and Black families. Findings from the focus groups will inform the national survey to be released in the fall.
New Skills ready network (formerly Global Career Readiness Initiative)	JPMorgan Chase	Ongoing	The project will be branded “New Skills ready network” to align with the brand identity of JPMorgan Chase’s broader set of investments in jobs and skills. Advance CTE is leading the process of developing communication assets to support the project, including graphics and templates along with project talking points. Sites are near the completion of their needs assessment and planning phase process; they are finalizing a needs assessment and year-one action plan to submit to JPMorgan Chase & Co. by late September. Advance CTE and Education Strategy Group are planning for a virtual cross-site convening that will take place September 30-October 1. JPMorgan Chase & Co. will publicly announce the six sites in the New Skills ready network on October 20.
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	Ongoing	We have secured a no-cost extension for this grant (from December 31, 2020 to March 31, 2021). We begin more formal discussions about our next round of funding after the Summit. We have scheduled a briefing with the Gates Foundation on our Perkins plan review and the Summit in October 2020.
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	Discussions have continued about the next phase of this investment across the partner organizations, which would kick off in October 2020. Our specific scope is still to be finalized but will likely build on our data work.
New Skills for Youth – Innovation Sites & Data Quality	JPMorgan Chase	Ongoing	This fall, we will be seeking a no-cost extension until at least March 31, 2021 (the grant currently ends in December 2020) to expand our data quality efforts.
Perkins implementation	Joyce Foundation	Ongoing	No major updates beyond the work is progressing.
Area Technical Centers	Lumina Foundation	Ongoing	The first analysis of the survey data has been analyzed, informing the drafting of an outline to guide the 50-state report and related assets.

			Advance CTE received approval for five states to be profiled in case studies, which seek to focus on the state policy environment that is most conducive to support area technical centers as resources for adult, postsecondary credential attainment providers.
Short-Term Pell	Lumina Foundation (NASFAA)	Ongoing	The report was finalized in August and is with the designers and copyeditors; projected release is in September.
Postsecondary Data Quality	ECMC Foundation	Ongoing	Advance CTE will select the cohort in August and announce it publicly in September in partnership with ECMC.
NIDILRR	UMass Medical School	Ongoing	No major updates
National Study on Community College Workforce Programs	Lumina Foundation (Opportunity America)	MOU being developed	At the very end of July, Advance CTE signed an MOU with Opportunity America to help develop, collect and disseminate survey findings on credit/non-credit offerings at community colleges. The contract is with Advance CTE, extends over 2020-21 and is for \$14,000.
College High School Alliance	Joyce Foundation	Approved	Earlier this year, Advance CTE joined the steering committee of the College High School Alliance, and are part of all major grant proposals moving forward. In July, a grant from the Joyce Foundation was approved, with Advance CTE to receive \$57,000 over two years. In August, CHSA received the go-ahead for a one-year, \$250,000 grant from the Gates Foundation, of which Advance CTE will receive \$23,000. CHSA also submitted a letter of invite (by invitation) to ECMC for \$600,000 over two years. Our sub-grant amount is still TBD as the scope is finalized.
	Gates Foundation,	Approved	
	ECMC Foundation	Letter of intent submitted	
Summit Supporters	Strada, ECMC Foundation, JPMorgan Chase, Lumina,	Sponsors secured	As reported before, we have secured sponsorships for our CTE Forward Summit from Strada Education Network, ECMC Foundation, JPMorgan Chase and Lumina Foundation. We also have support built into our Gates and Siemens grants. All six of the funders are participating in the Summit and have submitted videos to be shown during and after the event to make the case for CTE.
Postsecondary Online CTE	ECMC Foundation	Letter of intent submitted	Advance CTE partnered with Western Governors University to submit a LOI to ECMC for a \$2.5 million grant focused on building models for equitable online postsecondary CTE programs. We will know if our proposal was selected in early September.
Trauma-Sensitive and Resilience Building Project	ECMC Foundation	Letter of intent submitted	Advance CTE was approached by the Corporation for a Skilled Workforce to partner on a proposal to the ECMC Foundation around building trauma-

			sensitivity and resilience for adults in workforce programs. The LOI was submitted in August and we will be submitting a full proposal later this month.
CTE/Justice-Connected Youth and Young Adults	Gates Foundation	Not funded	Advance CTE submitted a proposal to the Gates Foundation (for a new, short-term “innovation fund”), focusing on strengthening CTE opportunities for justice-connected youth and young adults, which we learned this month we did not receive. Advance CTE is continuing to work with the Council of State Government-Justice Center to seek funding for this work.

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update:

- State Directors: 55
- State Team Members: 212
- Individual Associate State: 13
- Individual Associate Non-State: 59
- Organizational: 40 organizations, 134 individual organizational members

New State CTE Directors: No new State CTE Directors in August

Member Professional Learning: Advance CTE offered a series of supports to members in August:

- Lunch and Learn: Challenges and Strategies for Sustaining CTE Early Postsecondary Opportunities in a Pandemic, 41 attendees;
- CTE’s Role in the Future of Work and our Economic Recovery, 157 attendees; and
- Regional Calls for State Directors, 27 State Directors joined.

August concluded our 11-part Virtual Learning programming, offered via Summer Learning Series webinars and Lunch and Learn discussions that were meant to supplement the professional learning missed at the cancelled Spring 2020 meeting. Events engaged an average of 95 individuals, with a total audience size of over 1,000 participants.

We closed each session with a two-question evaluation poll and, on average across the series, participants reported that they were likely to use the information they learned in their own work (3.89 out of 5) and that the webinar increased their understanding of the topic at hand (3.73 out of 5). Lunch and Learns were a members-only benefit for State Directors and state members and often encouraged small group discussions and sharing of promising practices in Zoom breakout rooms, while Summer Learning Series webinars played to larger audiences of members and non-members and offered attendees the chance to chat with leaders across the CTE field. The Summer Learning Series recordings are archived on YouTube and the view counts are steady.

We look forward to continuing our virtual professional learning with a new webinar series starting in mid-October and running approximately every three weeks through at least January 2021, and offering State CTE Directors space to meet every other month on Regional Calls through at least June 2021.

Eight of the ten State Directors who started in their roles since December 2019 are enrolled in the upcoming New State Director Institute, which will launch with a program orientation in late September 2020.

Priority: Ensure the adoption and implementation of high-quality state and federal CTE POLICY.

Federal Advocacy Plan: In August, Advance CTE continued to represent members' priorities during COVID-19 (coronavirus) to members of Congress and the U.S. Department of Education. Staff also advocated for increased CTE funding in the Fiscal Year 2021 (FY21) appropriations process.

Also, this month, the House CTE Caucus hosted a briefing on the Effects of COVID-19 on Career & Technical Education. The panel featured:

- Jena Collins, Manager of Strategic Initiatives Group at Apple Public Sector
- Makenna Glassman, Welding Academy Student at Gateway Technical College in Elkhorn, Wisconsin;
- Bob Kilmer, a retired Construction and Architecture Instructor at Enumclaw High School in Enumclaw, Washington; and
- Angel Malone, Director of Career and Technical Education for the South Carolina Department of Education.

The briefing was moderated by Meredith Hills, Federal Policy Associate. Panelists discussed the effects of coronavirus on state CTE plans and businesses hiring skilled and qualified employees, possible implications for CTE students due to the disruption of hands-on learning and recommendations for Congress as we debate further legislation. The virtual briefing had around 50 attendees, including upwards of 30 staffers from Congressional offices.

Congressional Offices Engaged in August 2020:

- Brenna Barber, Senator Tina Smith (D-MN)
- Andrew Brenner, Senator Tina Smith (D-MN)
- Caroline Goodson, Rep. Langevin (D-RI)
- Nick Rockwell, Rep. Thompson (R-PA)
- Jennifer Stiddard, Senate Committee on Health, Education, Labor, and Pensions

Perkins Implementation Strategy: Advance CTE's Perkins implementation strategy is underway, with many core elements already in place.

State Technical Assistance: Advance CTE continues to provide technical assistance to states in support of their Perkins plan implementation.

- **Florida:** Advance CTE wrapped up research for one of the core deliverables for the Florida technical assistance project on equity in CTE. Over the past two months our team has been interviewing local leaders at the secondary and postsecondary level and evaluating program enrollment data to identify disparities in access and success. A final memo will be shared with the state in September. We also completed the opportunity gap analysis workshop pilot with Miami Dade College and Miami Dade Public Schools.

- Illinois: A technical assistance plan was finalized with the state; Illinois will be receiving support related to work-based learning and program standards.
- Minnesota: Advance CTE launched the opportunity gap analysis workshop with Minnesota. Consortium leaders who attended the kickoff meeting are building out data dashboards and will come together at the end of September to identify root causes and next steps.
- Opportunity Gap Analysis Workshop: Advance CTE finalized the latest draft of materials for the opportunity gap analysis workshop. These materials are being reviewed by members of the equity kitchen cabinet and equity committees to identify additional resources and address any biased or deficit-based language.

Perkins V State Plan Review: Advance CTE has completed our internal review of all states' Perkins V plans and is in the process of drafting the 50-state report, which will be released in late October along with updated state pages and a new comparison tool to allow users to compare aspects of states' CTE systems and Perkins plans. We have begun to map out other deliverables that delve into key aspects of Perkins plans, including fact sheets and mini-briefs, which will be released starting in November.

State Policy Update:

Advancing The Framework: Advance CTE facilitated a workshop with the Career Clusters Kitchen Cabinet to develop a draft purpose statement for The Framework. Advance CTE presented that draft purpose statement to State Directors for input and feedback. In September, Advance CTE will finalize the proposed purpose statement for The Framework, present it to the Advance CTE/Center to Advance CTE Boards for approval, and plan the next phase of the work on the structure of The Framework itself.

CTE Forward Summit: We are two weeks away from the CTE Forward Summit and have reached our internal goal of 225 participants ("contributors"). In August, we finalized the agenda and the facilitation guide, closed registration and finalized plans for the post-Summit meeting, in which Advance CTE, the co-conveners and another 20 invited participants (including members of the Advance CTE/The Center Boards and key partners and funders) to help us begin to synthesize the outcomes of the Summit to inform the development of our new vision.

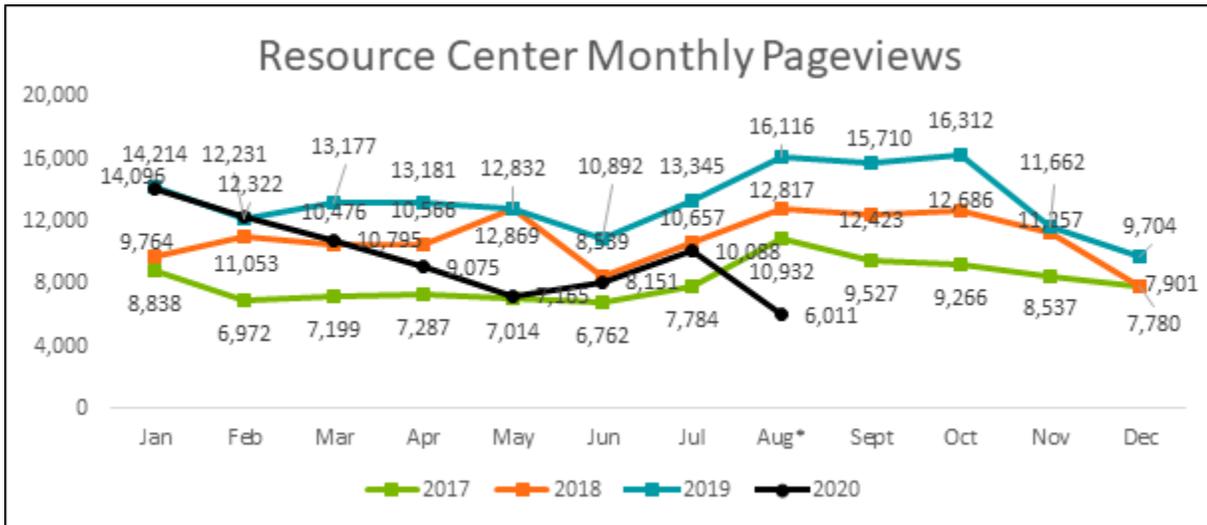
PAYA Data Workgroup: The PAYA Youth Apprenticeship data workgroup completed its last workgroup meeting in August. The final deliverable for the workgroup is a report highlighting challenges and recommendations for improving youth apprenticeship data quality. It is scheduled for release in mid-November.

Year in Review: The state policy team has worked with the Association for Career and Technical Education (ACTE) to complete its initial review of the policies enacted in the first half of 2020. The team is continuing to make updates to the master policy tracker, which will be next reviewed in October.

Learning that Works Resource Center: The Resource Center sustained a total of 6,011 hits for the month of August. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Broadening the Path: Design Principles for Middle Grades CTE*.

Visits to the Resource Center throughout 2020 remain considerably lower than in past years, with a significant drop-off in August compared to previous months this year. We continue to attribute this to several factors. Since mid-March, Advance CTE has directed users to the COVID-19 page on the website for resources related to the pandemic, rather than to the Resource Center. In addition, we believe that states' efforts in August have largely been focused on planning and preparing for school reopening/re-entry and this focus has not led them to the Resource Center. Finally, Advance CTE has not released as many publications throughout 2020 as in past years, largely as a result of staff effort being dedicated to

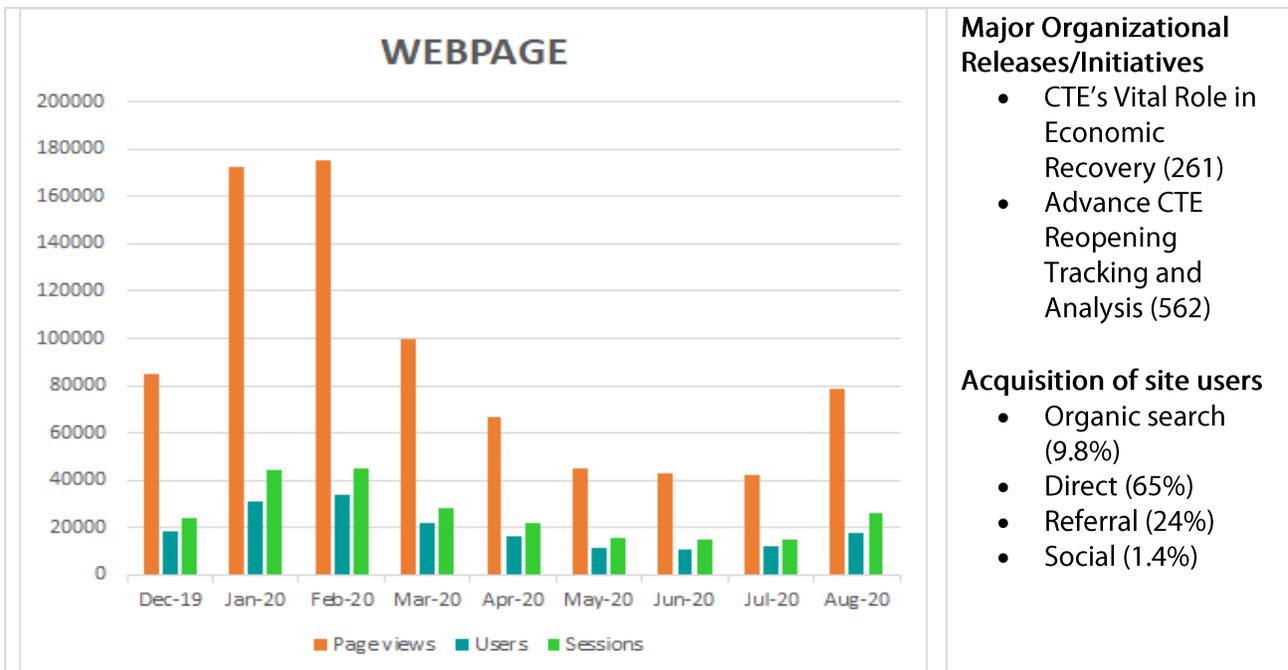
supporting states' response to the coronavirus. We anticipate numbers to trend upward as we phase out the coronavirus-specific work and begin releasing other resources, which should begin redirecting traffic to the Resource Center.



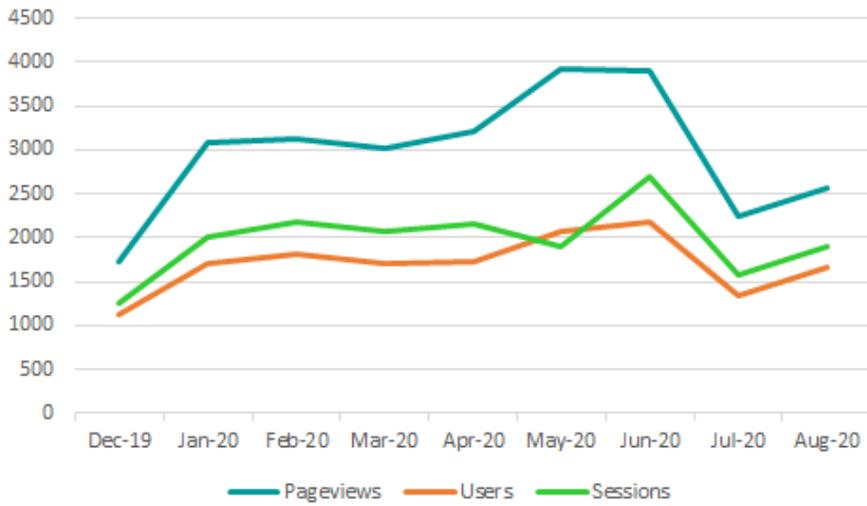
*Reported data for August include website traffic through August 21, 2020

Priority: Raise the visibility and PROMOTION of high-quality CTE

AUGUST 2020 COMMUNICATIONS REPORT: Website and blog pageviews, sessions and users are typically lower in the Summer months, and this year is no exception. We anticipate these numbers will climb again in the fall, as schools begin to reopen. Evidence of this is that numbers trended upwards in August.



LEARNING THAT WORKS BLOG

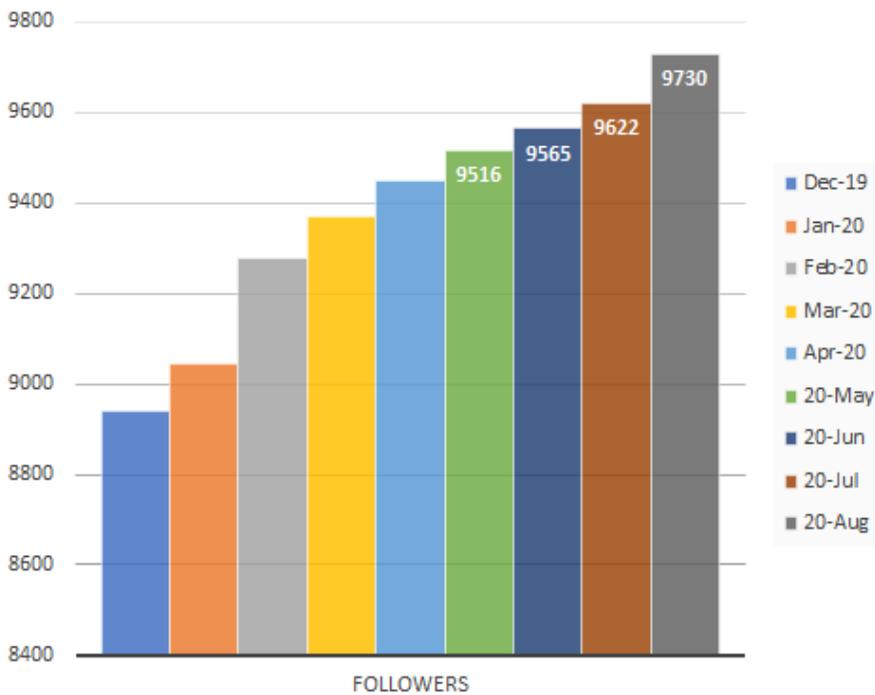


9 Blog Posts Published

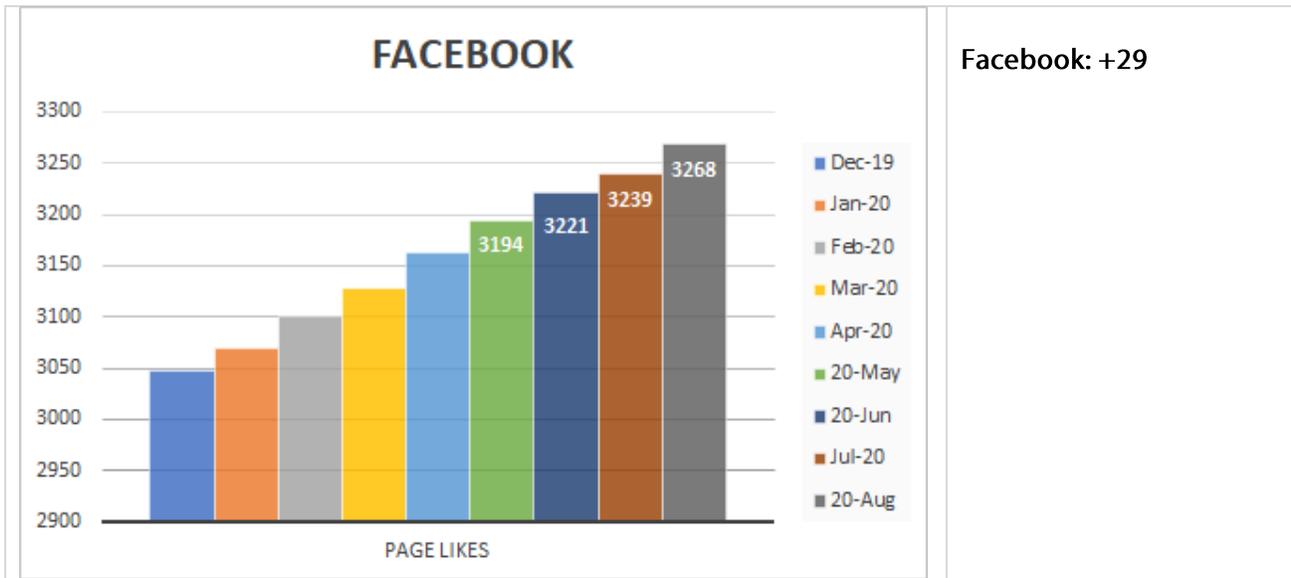
Most visited blogs:

- New Resource: Prioritizing CTE Through and Beyond COVID-19
- 100 Years of Advancing CTE: John Fischer Shares His Journey

Twitter



Twitter: +108



Facebook: +29

Media Engagement: Advance CTE had an informational interview with Hechinger in August regarding concerns related to equity in CTE during coronavirus.

Priority: Build and maintain strong and effective PARTNERSHIPS that advance our vision and mission.

Below is a list of Advance CTE’s staff most impactful or otherwise notable engagement activities from last month

PRESENTATIONS	
	<ul style="list-style-type: none"> • Career Clusters Kitchen Cabinet Meeting, Advance CTE, Virtual • State Director Regional Calls, Advance CTE, Virtual • Lunch & Learn: Challenges and Strategies for Sustaining CTE Early Postsecondary Opportunities in Covid-19, Advance CTE, Virtual • PAYA Youth Apprenticeship Data Workgroup, Advance CTE and New America, Virtual • Using Data to Identify and Address Opportunity Gaps, Miami Dade College and Miami Dade Public Schools, Advance CTE, Virtual
EVENTS ATTENDED	
	<ul style="list-style-type: none"> • Apprenticeship Forward Collaborative Partner Meeting, Virtual • Career Development Coalition Board Meeting, Virtual • College High School Alliance Steering Committee Meeting, Virtual • CTE Forward Summit Design Committee Meeting, Advance CTE, Virtual • DQI 20 “Connect” Session, RTI and OCTAE, Virtual • Education & Training to Jobs Working Group, Credential Engine • Education & Training to Jobs Working Group, Credential Engine, Virtual • It Started at Horizons: Advancing Equity in Postsecondary Education, JFF, Virtual • Manufacturing Skill Standards Council Board meeting, Virtual • The New Education Consumer: What’s Driving Americans’ Interest in Short-term and Online Training Options?, Strada Education Network, Virtual • PAYA Partner Meeting, Virtual

OTHER PARTNERS ENGAGED

- American Institutes of Research
- American Youth Policy Forum
- Association for Career and Technical Education
- Bill & Melinda Gates Foundation
- Center for American Progress
- College in High School Alliance
- Corporation for a Skilled Workforce
- Council of State Governments Justice Center
- Credential Engine
- ECMC Foundation
- Education Strategy Group
- Georgetown Center for Education and Workforce
- Institute of Education Sciences
- Joyce Foundation
- JPMorgan Chase & Co.
- Manufacturing Skills Standards Council
- National Alliance for Partnerships in Equity
- National Alliance of Concurrent Enrollment Partnerships
- National Association of Student Financial Aid Administrators
- National Center for Homeless Education
- National Coalition for Advanced Technology Centers
- National Governors Association
- National League of Cities
- New America
- Office of Career, Technical and Adult Education, U.S. Department of Education
- Paxton Patterson
- Penn State, Department of Education and Workforce
- Project Lead the Way
- SkillsUSA
- Society for Human Resource Management Foundation
- U.S. Chamber of Commerce Foundation
- Vivayic
- Western Governors University



ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

While Kim is off on a well-deserved vacation this week, I am thrilled to update you with the work of Advance CTE this month.

Many of you have begun to reopen your schools and campuses with an unusual start to a new academic year. Your continued dedication to high-quality Career Technical Education (CTE) is evident in your reopening [guidance and plans](#). As you battle the challenge of your Perkins V implementation and the unknown of the pandemic, we remind you of our [resources](#) to help you in planning your short-term and long-term priorities during this time.

Advance CTE has placed major [emphasis](#) on CTE's vital role in economic recovery this month as well, launching an economic recovery kitchen cabinet and releasing new resources for you to use in your state to amplify our unified voice. While the future of the economy remains uncertain, we do know that equitable access to CTE and workforce programs for Black, Latinx, female and other individuals impacted the most by the pandemic are vital to our nation's economic recovery. We need a continued investment in CTE and workforce systems, and the time is now. When speaking with policymakers, the media, employers and other key stakeholders within your networks, utilize these [talking points](#), fact sheets and [video](#) to make the case for CTE at both the secondary and postsecondary levels.

Aside from the release of resources, this past week we hosted a webinar with view points from employers and the research community. The webinar explored the changes in the labor market as a result of COVID-19 (coronavirus) and how CTE can prepare learners for economic mobility. You can review the recording and slide deck [here](#).

Together, we can and will make CTE part of the narrative for economic recovery. Advance CTE remains committed to being [accessible](#) to addressing your needs and any questions you may have.



KATE KREAMER
Deputy Executive Director

Wishing you all a safe and happy
September,

Kate Kreamer

Membership Update

Applications Open for ECMC Foundation Fellowship

The ECMC Foundation (ECMCF) has launched the application for The Strategic Data Project for Postsecondary CTE (SDP-CTE) fellowship program. The one year fellowship is for individuals working at institutions of higher education who want to strengthen their use of data to support postsecondary CTE student success. Participation in the program is free of charge and includes training in methodology and statistical programming, communication and influence skills, problem solving, and updates on recent research findings.

Accepted SDP ECMCF Fellows will also answer a strategic data question of interest to their institution around student success or labor market outcomes, with support from a Faculty Advisor, SDP staff at CEPR, and other SDP ECMCF Fellows. More information about the SDP-CTE program, along with a link to the application, is available [here](#). The deadline to apply is September 17, 2020.

Feel free to reach out to [Adrienne Murphy](#) with any questions.

This month, Advance CTE has developed a number of resources for you:

- **Factsheet:** [Secondary Career Technical Education and Economic Recovery](#)
- **Factsheet:** [Postsecondary Career Technical Education and Economic Recovery](#)
- **Video:** [Career Technical Education's Vital Role in Economic Recovery](#)

View from the Hill

Advance CTE continued to work with staff on Capitol Hill and in the U.S. Department of Education to advocate for state CTE leaders' needs during coronavirus, as well as during the Fiscal Year 2021 (FY21)

appropriations process. Also this month, the House CTE Caucus hosted a briefing on the Effects of COVID-19 on Career & Technical Education. The panel featured: Makenna Glassman, Welding Academy Student at Gateway Technical College in Elkhorn, Wisconsin; Bob Kilmer, a retired Construction and Architecture Instructor at Enumclaw High School in Enumclaw, Washington; Angel Malone, Director of Career and Technical Education for the South Carolina Department of Education; and a public sector representative from Apple, Inc. The briefing was moderated by Advance CTE staff. Panelists discussed the effects of COVID-19 on state CTE plans and businesses hiring skilled and qualified employees, possible implications for CTE students due to the disruption of hands-on learning and recommendations for Congress as we debate further legislation.

To follow along with Congressional and administration actions related to CTE, check out our [Legislative Updates](#).

State Policy Update

Advance CTE is looking for passionate and committed individuals to join our team to support our goal of advancing high-quality CTE for each learner.

The Senior Policy Associate position is focused on delivering direct technical assistance to state and local leaders to support their CTE policy development and implementation efforts, along with creating, sharing and managing information and knowledge about efforts to expand high-quality and equitable career pathways.

The Policy Associate position is focused on conducting research and developing resources that will be used by state and local CTE leaders to help ensure each learner has access to high-quality CTE and preparation for the careers of their choice.

More information on these positions can be found [here](#). Applications will be accepted through September 4, 2020.

Where in the (Virtual) World is Advance CTE?

Advance CTE has facilitated and/or participated the following virtual meetings, this month:

- Hosted CTE's Role in the Future of Work and our Economic Recovery webinar
- Attended Partnership to Advance Youth Apprenticeship (PAYA) partner meeting
- Attended Apprenticeship Forward Collaborative meeting
- Hosted CTE Forward Summit Design Committee meeting
- Facilitated Using Data to Identify and Address CTE Opportunity Gaps pilot workshop

- Facilitated Using CLNA Data to Develop Actionable Steps to Address Equity and Access: Kick-off Meeting
- Attended Committee for Education Funding meeting
- Attended Road to November: Politics in America, Dentons
- Attended Short-Term Credentials and Racial Equity: Complicated Past, Promising Future, National Skills Coalition
- Attended Path Forward: COVID-19 and the Reopening of K-12 Schools, U.S. Chamber of Commerce
- Attended Managing to Train the World training, The Management Center
- Attended Next Generation Federal Student Aid Stakeholder Briefing, U.S. Department of Education
- Presented on Effects of COVID-19 on CTE, Congressional CTE Caucus
- Attended Advancing Equity in Postsecondary Education: How California Community Colleges Are Leading the Way, JFF

Advance CTE has engaged with the following partners, virtually, this month:

- Association for Career and Technical Education (ACTE)
- American Youth Policy Forum
- Bill & Melinda Gates Foundation
- College in High School Alliance (CHSA)
- Corporation for a Skilled Workforce
- ECMC Foundation
- Education Strategy Group (ESG)
- Georgetown University Center on Education and Workforce
- Institute for Education Sciences (IES)
- JPMorgan Chase & Co.
- Joyce Foundation
- Manufacturing Skills Standards Council
- National Alliance for Partnerships in Equity (NAPE)
- National Association of Student Financial Aid Administrators
- National Coalition for Advanced Technology Centers
- National Governors Association (NGA)
- National League of Cities
- Office of Career, Technical and Adult Education, U.S. Department of Education
- Paxton Patterson
- Penn State, Department of Education and Workforce
- Project Lead the Way (PTLW)
- Siemens Foundation
- SkillsUSA
- Society for Human Resource Management Foundation
- Vivayic
- Western Governors University

Save the Date for the 2021 Spring Meeting.

Advance CTE: State Leaders Connecting Learning to Work, first established in 1920, is the longest-standing national non-

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NASDC CTE worked extensively with a committee consisting of varying backgrounds including representatives from the **Building Linkages** projects, **State CTE Directors...**



profit that represents State CTE Directors and state leaders responsible for secondary, postsecondary and adult CTE across all 50 states, the District of Columbia and U.S. territories. Advance CTE is committed to supporting states for another 100 years to ensure that each learner has access to a high-quality CTE program.

