

QUICK UPDATES

Gratitude and Welcome: We wish to extend our appreciation to Jay Ramsey, Sheila Ruhland and Barbara Wall for their service on the Advance CTE Board. Sheila and Barbara's terms ended on June 30 and Jay got a promotion, so is no longer eligible to serve. Thank you for the time and leadership you graciously provided to the Board and for helping shepherd our organization through Perkins reauthorization and state plans!

Welcome to Luke Rhine (Region A), Steve Playl (Region B), Angel Malone (Region C) and Cathie Raymond (Region E) and Donna Lewelling (associate representative). Their terms can be found on the leadership tab of [this page](#) of our website. And thank you to Sarah, Marcie and Bernadette for continuing to serve in their current positions on the Executive Committee and to Laura Scheibe who assumed the role of Secretary/Treasurer.

The year ahead is filled with a lot of exciting work: the Summit and resulting shared vision, a new strategic plan, the next round of Siemens-funded perceptions research, a whole bunch of data quality work, analysis of Perkins state plans, Perkins state plan implementation, the area technical center research, and our continued federal advocacy and equity work. The entire staff at Advance CTE looks forward to working with you to achieve our ambitious goals!

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

Please mark your calendars! Calendar invites will be sent soon. 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.	Strategic plan progress updates; budget modifications (if needed); financial reports (year-end)
October 21, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Approval of Career Clusters revised statement and 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
January 12, 2021 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Approve vision from CTE Forward Summit
February 2, 2021 – Advance CTE Board	3 – 4 p.m.	Approve 990s, audit and FY22 state dues

February 2, 2021 – The Center to Advance CTE Board	3:30 – 4:40 p.m.	Approve 990s, audit and development update
March 10, 2021 – Advance CTE and The Center to Advance CTE Boards	9 – 4 p.m.	Regular Board meeting, in-person meeting (hopefully) aligned with the Spring Meeting
April 2021 (dates TBD) – Advance CTE and The Center to Advance CTE Boards	½ day, full day, ½ day	In-person Strategic planning retreat to draft the organization's strategic direction, priorities, and plan for next three years
June 29, 2021 – Advance CTE Board	3 – 4 p.m.	Approve FY22-25 strategic plan and FY22 budget
June 29, 2021 – The Center to Advance CTE Board	3:30 – 4:30 p.m.	Approve FY22-25 strategic plan and FY22 budget

Administrative Update: We are pleased to share that Krissy Haynes has agreed to extend her contract role with Advance CTE, now serving as the organization’s lead on finances and operations. She is currently doing meeting planning work and bookkeeping. She’ll be assisting with management of the Board, so you’ll start to see her name a lot more! We couldn’t be happier to have Krissy serving in this expanded role! She can be reached at khaynes@careertech.org.

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

Finance Update: These numbers represent the FY20 year-end finances through June 30, 2020, which is 100% of the fiscal year. We are still closing out some invoices and payments; the investments are reflected through May 31, 2020 and salaries and benefits are reflected through June 30, 2020 (including the reimbursement by the Center to Advance CTE).

Advance CTE Budget Snapshot
Received 85% of budgeted income
Expended 52% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 100% of budgeted income
Expended 61% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of federal, 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.

Grant/Proposal/Contract	Organization /Partner	Status	Progress Since Last Board Update
Strategies for Recruiting Students into CTE	Siemens Foundation	Ongoing	The Siemens grant work is officially underway. The timeline has been pushed back four months due to COVID-19. However, the first phase of the work, conducting research with students and families, with a specific focus on reaching Black and Hispanic families, has begun. Focus groups with families will take place in July and August, and a national survey will be distributed in the fall. Additionally, the project will include a small survey of employers to also be released in the fall.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Status</i>	<i>Progress Since Last Board Update</i>
Global Career Readiness Initiative	JPMorgan Chase	Ongoing	The six project sites are completing a needs assessment process to identify their strengths and their gaps related to high-quality career pathways. Between now and late September, sites will complete these needs assessments and develop action plans to guide their work in the first year of the five-year project. Advance CTE and Education Strategy Group (ESG) are finalizing a virtual collaboration platform to enable sites to network and share information with each other, which will launch in July. Finally, Advance CTE and ESG have begun planning for a virtual cross-site convening that will take place in the fall.
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	Ongoing	We will be seeking a no-cost extension for this grant (from December 31, 2020 to March 31, 2021). We also began discussions about our next round of funding and will plan to begin more formal plans after the Summit.
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	Discussions have started about the next phase of this investment across the partner organizations, which would kick off in October 2020. We will continue to be a part of the project, but our specific scope is still to be finalized.
New Skills for Youth – Innovation Sites & Data Quality	JPMorgan Chase	Ongoing	The final two innovation site snapshots were released in June. We are seeking a no-cost extension until at least March 31, 2021 (the grant currently ends in December 2020).
Area Technical Center	Lumina Foundation	Ongoing	The project team has revamped the strategy and deliverables, which will more closely align to the role ATCs can have in helping adults achieve postsecondary credentials to improve re-employment or career progression. The work has been delayed due to COVID-19. Expectations are for an early 2021 release of the findings.
Perkins implementation	Joyce Foundation	Ongoing	The next shared solutions workgroup will be funded by the Joyce grant and will focus on equity.
Short-Term Pell	Lumina Foundation (NASFAA)	Ongoing	The final draft of the paper is being reviewed this week. The expectation is that the paper, focused on non-credit postsecondary programs, will be released later this summer.
Postsecondary Data Quality	ECMC Foundation	Ongoing	The application window for the Advancing Postsecondary CTE Data Quality Initiative opened on June 8 and will remain open until July 17. Advance CTE hosted an informational webinar in mid-June with more than 50 individuals in attendance.

<i>Grant/Proposal/Contract</i>	<i>Organization /Partner</i>	<i>Status</i>	<i>Progress Since Last Board Update</i>
NIDILRR	UMass Medical School	Ongoing	
National Study on Community College Workforce Programs	Lumina Foundation (Opportunity America)	MOU being developed	Advance CTE was approached to partner with Opportunity America to help develop, collect and disseminate survey findings on credit/non-credit offerings at community colleges. The contract will be with Advance CTE, extend over 2020-21 and be for \$14,000.
College High School Alliance	Gates Foundation, Joyce Foundation	Proposal development	Earlier this year, Advance CTE joined the steering committee of the College High School Alliance. A proposal has been sent to the Joyce Foundation and conversations are underway with the Gates Foundation and ECMC Foundation.
Summit Supporters	Strada, ECMC Foundation, JPMorgan Chase	Sponsors secured	We have secured sponsorships for our CTE Forward Summit from Strada (\$25,000), ECMC Foundation (\$3,000) and JPMorgan Chase (\$10,000). We also have support built into our Gates and Siemens grants and are likely to add Joyce Foundation and Lumina Foundation to our list of supporters. We were very strategic and only invited these eight funders given their commitment to CTE and career readiness.

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update:

- State Directors: 55
- State Team Members: 218
- Individual Associate State: 8
- Individual Associate Non-State: 67
- Organizational: 32 organizations, 117 individual organizational members

New State CTE Directors:

- Ryan Merritt, new State CTE Director in Texas

Member Engagement: Advance CTE held a number of supports for members over the past month detailed below. Across the offerings, **all states except three** participated in a Regional Call, Summer Learning Series webinar and/or Lunch and Learn. Details are below:

- Regional Call, June 4: 31 State CTE Directors attended
- Lunch and Learn: Career Exploration and Industry Engagement in a Remote World, June 11: 49 attendees
- Career Technical Education & Talent Pipeline Management: Strategies for Connecting Classrooms to Careers webinar, June 18: 145 attendees
- Regional Call, June 25: 25 State CTE Directors attended

- Lunch and Learn: Strategies for Secondary and Postsecondary Distance Learning, June 30: 44 attendees
- Staff published 11 blogs related to coronavirus and CTE

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

Federal Advocacy Plan: In June, Advance CTE continued to represent members’ priorities during COVID-19 to members of Congress and the U.S. Department of Education. Staff also advocated for increased CTE funding in the FY21 appropriations process. On June 30, Senate Democrats introduced the Coronavirus Child Care and Education Relief Act- which includes \$1 billion for CTE programs and activities. Advance CTE is pleased to endorse this bill, and shared a quote of support in partnership with the Association for Career and Technical Education (ACTE).

Congressional Offices Engaged in June 2020:

- Caroline Goodson, Rep. Langevin (D-RI)
- Nick Rockwell, Rep. Thompson (R-PA)
- Jennifer Stiddard, Senate Committee on Health, Education, Labor, and Pensions
- Adam Tanga, Rep. Sablan (I- Northern Mariana Islands)

Perkins Implementation Strategy:

Shared Solutions Workgroups (SSWG): The eight-part [blog series](#) on middle grades CTE, developed in partnership with ACTE, ended on June 30, with the final blog on effective middle grades polices. This is the official last deliverable of the middle grades CTE workgroup.

State Policy Update:

CTE Forward Summit: Advance CTE made the decision to transition the CTE Forward Summit to a virtual event, to be held on September 15 and September 16, from 1-5 pm ET each day. We are in the process of finalizing the agenda with our co-convening organizations. Registration will be opening on July 2. The majority of State Directors identified their invitees, as did the co-conveners, sponsors and Advance CTE. We are inviting approximately 275 individuals, with the expectation 250 will participate.

As described above, we have secured sponsorships from six foundations – Gates and Siemens (through our current grants with them), Strada, JPMorgan Chase and ECMC Foundation. We are in active discussions with the Joyce Foundation and Lumina Foundation and are optimistic both will support this event. We did not invite any other organizations to sponsor as we wanted to keep it focused on those high-profile organizations with a public commitment to CTE and career readiness.

Advancing The Framework: Advance CTE gathered input from State CTE Directors and postsecondary CTE leaders about their use of Career Clusters® and The National Career Clusters® Framework (The Framework) and the potential uses of both in the future. Advance CTE conducted research and a literature review to learn more about the use of Career Clusters and The Framework in programming and research. Finally, Advance CTE launched its Career Clusters Kitchen Cabinet with a discussion of the most relevant purpose and audience of Career Clusters and The Framework in the future. In July, Advance CTE will hold its second call with the Career Clusters Kitchen Cabinet, synthesize all the feedback received from states, and prepare to launch a process to build consensus among state CTE leaders on a renewed purpose statement for The Framework.

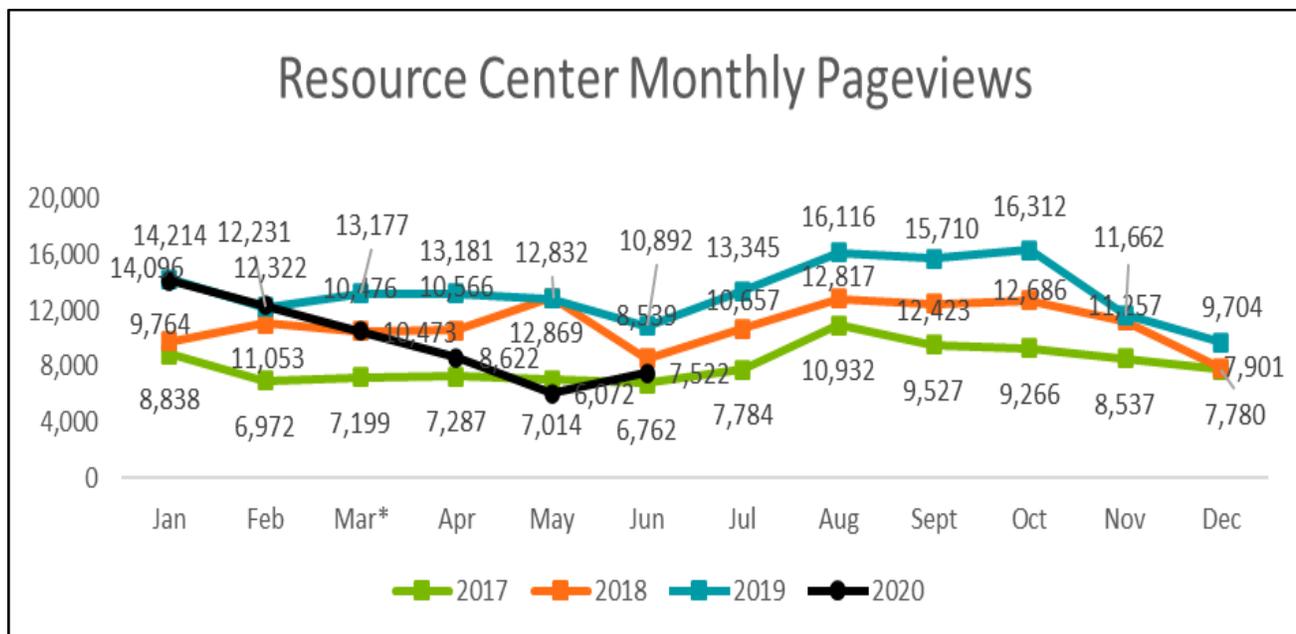
CTE Data Quality Policy Benchmark Tool: Advance CTE held another CTE data quality workgroup meeting in June with nearly all workgroup members in attendance. The group discussed and provided input into three additional deliverables: a short series of case studies, a comprehensive CTE data glossary and a repository of resources and templates in use by states.

Partnership to Advance Youth Apprenticeship (PAYA) Data Workgroup: Advance CTE hosted another workgroup meeting in June, this time unpacking challenges and strategies for the effective use and communication of youth apprenticeship data. This information will inform a summary memo, which will be shared for input with the workgroup at the final meeting in August.

Opportunity Gap Analysis Workshop: Advance CTE is making progress on the opportunity gap analysis project, finalizing the design of the draft materials and moving forward on plans to pilot them in Florida and Minnesota. The materials will also be reviewed by Advance CTE’s equity consultant and selected members of the equity kitchen cabinet and equity committee before they are released publicly.

Equity Resources: In June, Advance CTE released a resource, [Making Good on the Promise: Improving Equity and Access to High-Quality CTE for Youth and Young Adults in the Justice System](#), in partnership with the Council of State Governments (CSG) Justice Center that examined how to advance access and equity in CTE for justice involved youth and young adults.

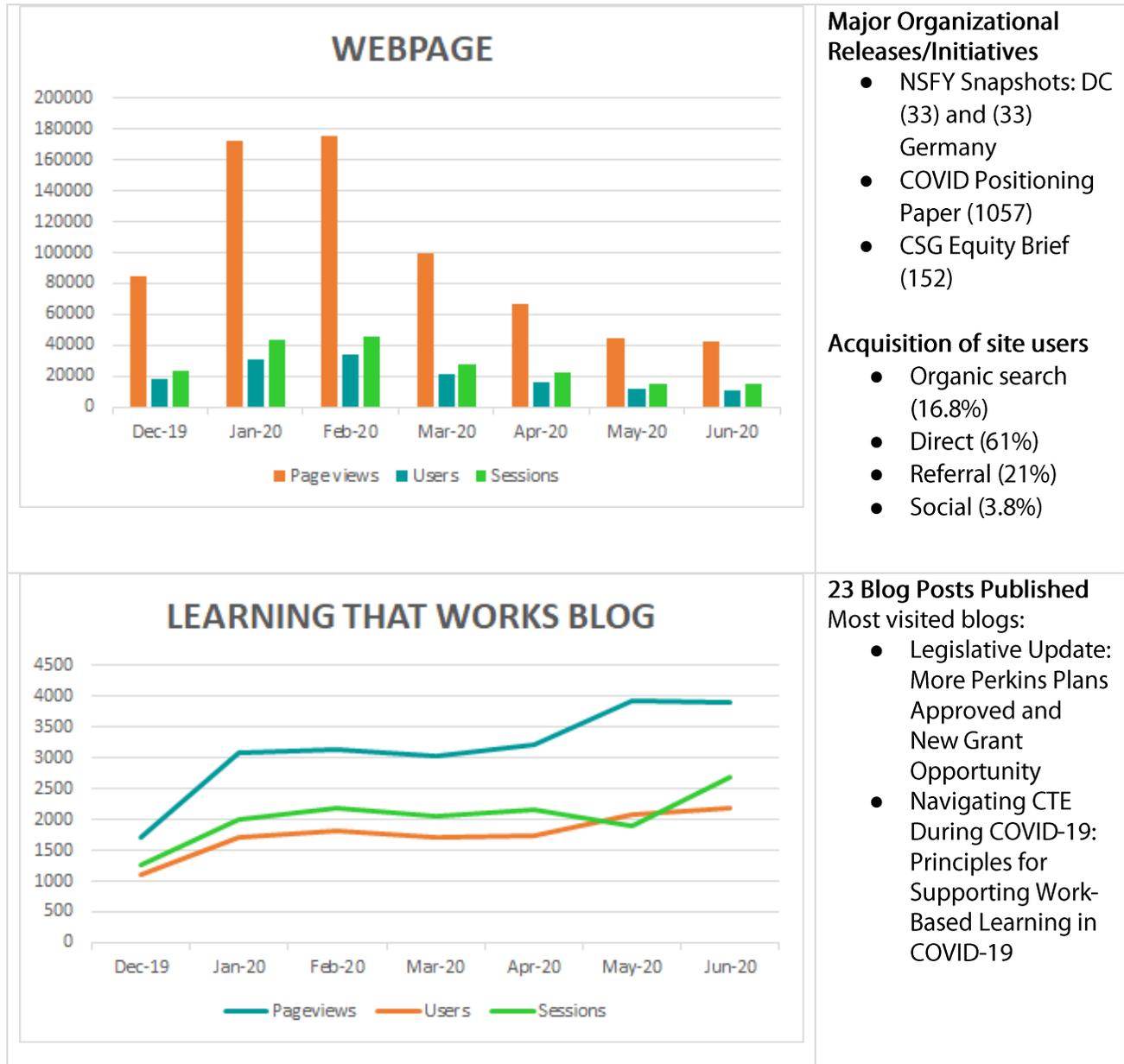
Learning that Works Resource Center: The Resource Center sustained a total of 7,522 hits for the month of June. The top two resources for this month include Advance CTE’s *Career Clusters Student Interest Survey*, followed by Advance CTE’s *Broadening the Path: Design Principles for Middle Grades CTE*.



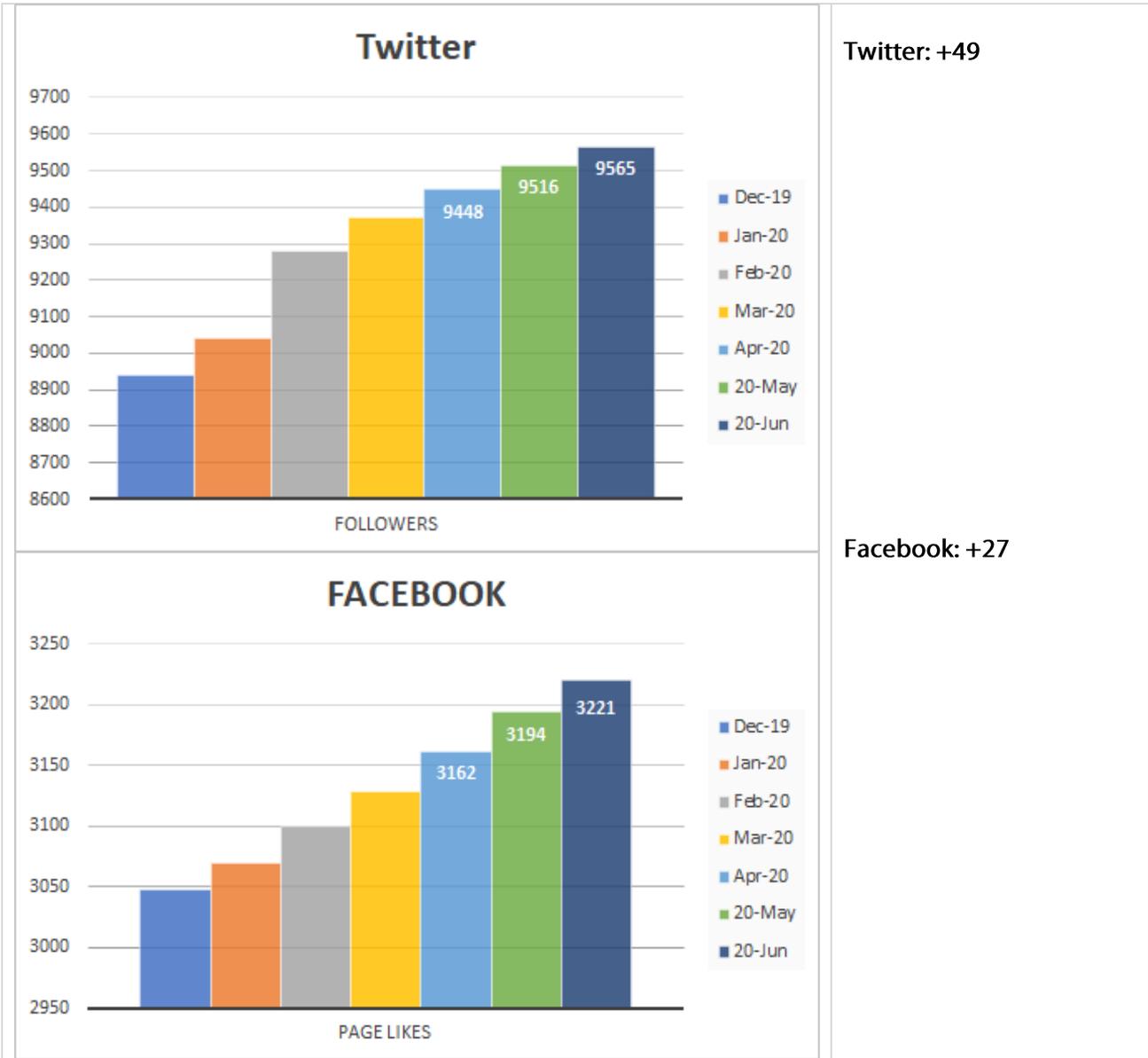
*Reported data for June include website traffic through June 29, 2020

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

JUNE 2020 COMMUNICATIONS REPORT



On trend with years past, website views and visits to the Learning that Works Resource Center is slower. We expect an upward trend at the end of August and early September when schools go back into session.



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

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| PRESENTATIONS | <ul style="list-style-type: none"> Advancing Postsecondary CTE Data Quality Initiative, Advance CTE, virtual A State Policy Framework for Improving CTE Data Quality, Association for Institutional Research, virtual Career Clusters Kitchen Cabinet, Advance CTE, virtual Career Clusters Postsecondary Focus Group, Advance CTE, virtual "CTE 101", The Education Trust, virtual |
|----------------------|--|

<p>PRESENTATIONS</p>	<ul style="list-style-type: none"> • CTE Data Quality workgroup meeting, Advance CTE, virtual • CTE Forward Summit Design Committee Meeting, Advance CTE, virtual • PAYA Data Workgroup meeting, Advance CTE, virtual • Regional State CTE Director Discussions on Career Clusters, Advance CTE, virtual • Remote CTE and Work-based Learning - Emerging Practices and Lessons Learned, Workforce Matters, virtual
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Addressing Digital Equity in the Era of COVID-19, Congressional Black Caucus Foundation, Virtual • Advance CTE Regional State Director webinars, Advance CTE, virtual • AIR Forum, Association for Institutional Research, virtual • Campaign to Invest in America’s Workforce meeting, Virtual • Career Technical Education & Talent Pipeline Management: Strategies for Connecting Classrooms to Careers, Advance CTE, virtual • Committee for Education Funding meeting, Virtual • COVID-19 Working Group Meeting, College in High School Alliance, Virtual • CTE Forward Summit Design Committee Meeting, Advance CTE, virtual • Homework Gap Coalition meeting, Virtual • Horizons: JFF National Summit, JFF, Virtual • The Indispensable Institution: Reimagining Community College, Opportunity America and the Louisiana Community and Technical College System, Virtual • Lunch & Learn: Career Exploration and Industry Engagement in a Remote World, Advance CTE, virtual • PAYA Community Conversation webinar, New America, virtual • Postsecondary Data Workgroup, Institute for Higher Education Policy, virtual • Practical Applications of Virtual Learning, U.S. Department of Education, Virtual • Remote CTE and Work-based Learning - Emerging Practices and Lessons Learned, Workforce Matters, virtual • Safely Reopening America’s Schools, American Federation of Teachers, Virtual • Steering Committee Strategic Planning Session, College High School Alliance, Virtual • Varying Degrees: How Americans Perceive Higher Education in 2020, New America, Virtual
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieving the Dream • Aspen Institute • Association for Career and Technical Education • Association for Institutional Research • Bill & Melinda Gates Foundation • Council of State Governments Justice Center • Credential Engine • Data Quality Campaign • Education Commission of the States • Education Northwest • Education Strategy Group

OTHER PARTNERS ENGAGED

- The Education Trust
- Institute for Higher Education Policy
- Institute of Education Sciences
- Joyce Foundation
- JPMorgan Chase & Co.
- Launch Years
- Manufacturing Skills Standards Council
- National Alliance of Concurrent Enrollment Partnerships
- National Center for Homeless Education
- National Center for Learning Disabilities
- National Coalition of Advanced Technology Centers
- National Governors Association
- National Skills Coalition
- National Student Clearinghouse
- New America
- Office of Career, Technical and Adult Education
- Siemens Foundation
- Strada
- University of Massachusetts Medical College
- U.S. Chamber of Commerce Foundation
- Vivayic
- Western Governors University
- Whiteboard Advisors
- Wonder: Strategies for Good



ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

I'd like to take the opportunity to use my newsletter greeting this month to share our journey in tackling equity challenges and opportunities both within the organization and in the larger CTE field.

Why? First and foremost, equity is anchored in Advance CTE's [mission and vision](#) and yet was largely unattended to in our work. In fact, while 2020 is our organization's 100-year anniversary, it was only two years ago that we did any appreciable work with regard to equity. Sure, we sprinkled the word equity in documents, legislation and resources, but we did very little to make the word actionable. We saw what the data revealed to us – the gaps. We were emboldened by the [research](#) that parents and students of all backgrounds wanted, and would benefit from, high-quality CTE. We recognized the opportunity and urgency to shed the vestiges of tracking, compelled to step up as a leadership organization should and lean in.

What have we done? Our first step was naturally linked to federal policy, our organization's deepest roots. We broadened our perspective of equity within our [Perkins V priorities](#), moving beyond only a focus on gender. Working with ACTE, we drafted legislative language to support our priorities, including what would eventually become the comprehensive local needs assessment (CLNA), with the intent to link policy, fiscal and accountability decisions to focus efforts on closing gaps.

We approached the initial equity work as we do all other policy areas. We thought we could do a deep dive into the literature and interview leaders in the field to get smart. We published [papers](#) that acknowledge CTE's role in perpetuating historical inequities, lifted up best practices and challenged the field to step up. We held panels and began discussions at our annual meetings. But rather than turning us into experts, this work made us realize how much more we had to learn.

In 2019, we launched a Kitchen Cabinet of Advance CTE members and a National Committee on Equity, comprised of national organizations leading civil rights and equity in education work; both groups are still in place and advising our work. Both groups also informed our Board-approved [statement on equity](#), which acknowledges the historical and ongoing inequities within CTE and names the role, responsibility and opportunity state leaders and Advance CTE have in closing these gaps. The commitments made in the statement on equity, coupled with our reauthorization priorities, led us to center our series of [Perkins V supports](#) around equity and quality.

About a year ago, we were lucky enough to secure a small grant from the Associated Black Charities to allow us to turn our efforts inwards, examining our own organizational culture and processes, including our recruitment and hiring practices, evaluation systems, and more. Our staff has participated in three intensive, internal training sessions and senior leadership has had months of equity coaching focused on addressing racial inequities. The work has been deeply personal, impacting each of us as individuals and professionals and collectively, as an organization. And because of this work, we knew that silence was complicity in the face of recent events across our country. As a result, earlier this month we issued this [statement](#) focused on racial equity, a first for our organization.

What next? We know this work takes time, effort and persistence. We still have a lot more listening and learning to do and the work will never be done as a commitment to equity is a commitment to growing, adapting and lifelong learning. Our staff is continuing to invest in more individual and collective equity training. We are mapping out how we will fulfill the commitments made in this [statement](#). We will continue to be an advocate for equitable access to high-quality CTE and for robust investments to be targeted where the demands are greatest. We have more resources in the pipeline to support you - our members, including population-specific resources like this [one](#) that was recently released, a workshop and supporting resources on how to identify opportunity gaps (via the CLNA and Perkins data), an equity shared solutions workgroup and more.

I welcome the opportunity to talk to any of our members about the work we have done and are doing, as well as for your suggestions of resources you need or if you have successful strategies, policies, etc. that we lift up. You can always reach me at kgreen@careertech.org or I am happy to set up a time to chat by video or phone.

Our nation is in the midst of a metamorphosis that I hope will lead to growth, healing, change and improved opportunities for every learner, every person in our country. As an organization devoted to leaders and leadership, we have the responsibility to take this time of disruption and the advent of Perkins V and do something transformative and lasting. We can do this, together.

With best regards,



KIMBERLY GREEN
Executive Director

Kimberly A. Green

Membership Update

- Welcome to Ryan Merritt, new State CTE Director in Texas!

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

- **Brief:** *Making Good on the Promise: Improving Equity and Access to High-Quality CTE for Youth and Young Adults in the Justice System*
- **Fact Sheet:** *Distance Learning Across the Work-Based Learning Continuum*
- **Paper:** *COVID-19's Impact on CTE: Defining the Challenge and the Opportunity*
- **New Skills for Youth Innovation Sites 2020 Snapshots:** *Greater Washington Region and Germany*

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 COVID-19 (coronavirus). As the U.S. Department of Education continued to approve states' four-year plans under the Strengthening Career and Technical Education for the 21st Century Act (Perkins), Advance CTE is [tracking](#) and reading each plan. So far, 35 plans have been approved.

Continue to [ask your representative](#) to support an increase in Perkins funding (or the Perkins Basic State Grant) in the Fiscal Year 2021 (FY21) appropriations.

To learn more about the federal response to the coronavirus, follow our [Legislative Updates](#).

State Policy Update

In Louisiana, two bills were signed into law on June 11, H.B. 734 and S.B. 365. [H.B.734](#) establishes the Dual Enrollment Innovation and Equity Grant. The grant will support the implementation of a statewide dual enrollment framework to assist and encourage institutions to implement new or continue existing dual enrollment programs that provide equitable access. [S.B.365](#) requires that learners are provided with information about the top 20 high-demand jobs in their state and learners' regions when developing their individual graduation plans.

For more updates on state CTE policy developments, check out Advance CTE's [state policy blog](#).

Where in the World is Advance CTE?

Advance CTE has facilitated the following virtual meetings, this month:

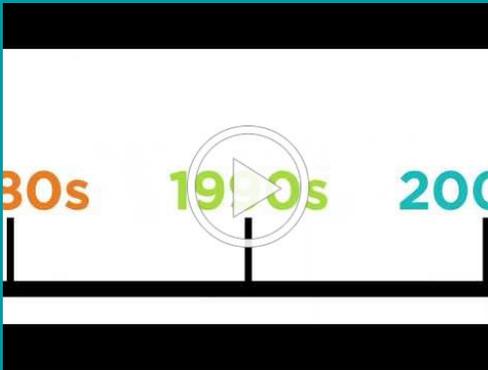
- Advance CTE's Equity Kitchen Cabinet meeting
- CTE Forward Summit Design Committee meeting
- Career Clusters Feedback with State Directors meetings
- Career Clusters Postsecondary Focus Group meeting
- Career Clusters Kitchen Cabinet meeting
- PAYA Data Workgroup meeting
- Advancing Postsecondary CTE Data Quality Initiative informational webinar
- CTE Data Quality Workgroup meeting

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

- Bill and Melinda Gates Foundation
- Siemens Foundation
- US Chamber of Commerce Foundation
- Aspen Institute
- National Governors Association
- New America
- IHEP
- Association for Institutional Research
- ACTE
- UMass Medical School
- IES
- NACEP
- Education Strategy Group
- Achieving the Dream
- Data Quality Campaign
- National Skills Coalition
- Education Northwest
- National Student Clearinghouse
- Vivayic
- Partnership to Advance Youth Apprenticeship (PAYA)
- JFF

- American Federation of Teachers (AFT)
- College in High School Alliance
- Homework Gap Coalition
- Committee for Education Funding

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-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.

