**MEMBERSHIP**

**Membership Update:**

* State Membership: 55 State Directors, 211 State Members
* Associate State: 16
* Associate Non-state: 80
* Organizational: 44 organizations, 202 individuals

**State CTE Directors:**

* Iowa: Dennis Harden, longtime CTE staff in Missouri has begun his new role as the State Director in Iowa
* Alabama: Tommy Glasscock is no longer State Director in Alabama. Daniel Boyd is the interim State Director.

**JANUARY 2020 COMMUNICATIONS REPORT**

|  |  |
| --- | --- |
| Note: This report was submitted on December 20, 2019 due to the holidays. This impacts the data in this section, which is lower than previous months given the time frame submitted.  | **Major Organizational Releases/Initiatives** * Resource Center (1704)
* Fact Sheets (1023)
* Careers (671)

**Acquisition of site users*** Organic search (19%)
* Direct (62%)
* Referral (17%)
* Social (1.4%)
 |
|  | **11 Blog Posts Published** Most visited blogs: * Perkins V: How can the comprehensive local needs assessment drive improvement?
* Where Do the Presidential Candidates Stand: Joe Biden
 |
|  | **Facebook: +35****Twitter: +134** |

**Strategies for Attracting Students to High-Quality CTE** (Siemens Grant)

Staff closed out all grants with grantees in November and December. The Grant with the Siemens Foundation will end February 29. Staff is in the process of closing down the project. The Siemens Foundation has approved the next phase of funding to begin March 1.

**Media Engagement**

Advance CTE’s report, State Policies Impacting CTE: 2019 Year in Review, was [profiled](https://www.educationdive.com/news/report-states-enacted-more-than-200-cte-policies-in-2019/571357/) in Education Dive. Additionally, a reporter from Hechinger Report reached out to staff to pitch potential stories about CTE.