

Joint Advance CTE/The Center to Advance CTE Board of Directors' Meeting

**AGENDA**

April 3, 2018

11 a.m. – 4 p.m.

Meeting Room: Hampton Ballroom

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1. Welcome, Overview of Agenda  
*11 – 11:05 a.m. (5 minutes)*  
.....*Pages 1-2*  
Pradeep Kotamraju  
President
2. Approval of Consent Agenda  
*11:06 – 11:11 a.m. (5 minutes)*  
.....*Pages 3-78*  
Pradeep Kotamraju  
President
  - Federal Policy Strategy Update
  - Member Engagement Strategy Update
  - Postsecondary Strategy Update
  - Promotion Strategy Update
  - State Policy Strategy Update
  - September 2017 – February 2018 Monthly Board Updates
3. Approval of January 30, 2018 Minutes  
*11:12 – 11:15 a.m. (3 minutes)*  
.....*Pages 79-80*  
Sarah Heath  
Secretary/Treasurer
4. Responses to October 2017 Stocktake  
*11:16 – 11:51 a.m. (35 minutes)*  
.....*Pages 81-83*  
Ashleigh McFadden  
State Policy Manager
- LUNCH – Roberts Restaurant  
*Noon – 12:55 p.m.*
5. Stocktake: Shared Impact Dashboard Discussion  
*1 – 2:15 p.m. (1 hour and 15 minutes)*  
Kate Kreamer  
Deputy Executive Director  
  
Austin Estes  
Policy Associate
6. Draft Strategic Plan Discussion and Approval  
*2:16 – 3:11 p.m. (55 minutes)*  
Kate Kreamer  
Deputy Executive Director  
  
Kimberly Green  
Executive Director

7. Career Clusters Revision Discussion  
*3:12 – 3:57 p.m. (45 minutes)*

Kate Creamer  
Deputy Executive Director

Kimberly Green  
Executive Director

.....Pages 84-85

8. Next Steps  
*3:58 – 4 p.m. (2 minutes)*

Pradeep Kotamraju  
President

## Federal Policy Strategy Update – April 2018

### Overview of Major Activities

#### **1. Ensure high-quality federal and state CTE policies are adopted and implemented**

We have continued to make progress in the area of supporting the adoption and implementation of high-quality CTE policies at the federal and state levels. We have been coordinating with state policy on resources (e.g., state web profiles that include information on Perkins funds) and events. In addition, we have continued to advocate for our members' interests related to the reauthorization of Perkins and the Higher Education Act, as well as the federal investment in CTE on Capitol Hill. Between January and March, we engaged with 64 Congressional offices, up from 43 between October and December. We have also increased our number of engagements with offices, in large part due to our coordination with two Senate CTE Caucus events that occurred in January and February.

#### **2. Empower members through professional learning**

We have focused intently on ensuring Advance CTE's members have timely and accurate access to resources to be effective advocates, leaders and implementers of federal policy over the past six months. Following the opening session at Advance CTE's Fall Meeting that shared the results of the 2017 Perkins Implementation Survey, we have created a number of related resources for Advance CTE's members, including an encore presentation of that session as a members-only webinar and two members-only briefs that can be found on the [members-only federal resources page](#) on Advance CTE's website: *Coordination between Career Technical Education & State Initiatives* and *Leveraging the Perkins Basic State Grant to Advance High-quality CTE*. As discussions about reauthorization of the Carl D. Perkins Career and Technical Education Act (Perkins) picked up in recent months, we also conducted a [CTE Advocacy 101](#) session at the Fall Meeting, have continued to host quarterly advocacy calls for State CTE Directors, held a members-only webinar, *Walking Through Advance CTE's Perkins Recommendations* and created a new "[Become a CTE Advocate](#)" page on Advance CTE's website (which leverages our existing advocacy resources, connects them to the federal policy landscape and provides tangible steps for how to make outreach to a member of Congress). In addition to these professional learning opportunities, we have provided on-demand federal policy technical assistance to 19 states since October.

#### **3. Raise the visibility and promotion of high-quality CTE**

In coordination with communications, we redesigned the federal policy section of Advance CTE's website to better organize the content, make it easier for users to find the information they need and include updated resources. While each federal policy continues to have its own page, they have a common format that includes the reauthorization status of the law, its purpose and its connection to CTE. In addition, resources related to each federal policy have been listed by category, updated to include more timely information and now include brief descriptions. We hope that these updates and our continued collaboration with communications will better position Advance CTE as the go-to organization for CTE-related federal policy information, resources and tools.

#### **4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission**

Advance CTE has over 30 federal policy partners with whom we maintain relationships. In addition to regularly attending meetings for the coalitions of which we are members and participating in their advocacy activities (e.g., signing on to letters to Congress, engaging in social media campaigns, etc.), we have been conducting meetings with key partners to build out our partnership strategy for key federal policies that impact CTE. For example, we presented to congressional staff on rural CTE and how Perkins reauthorization can support equity and access to rural CTE programs with the School Superintendents Association (AASA). We are also working with Opportunity America and the Jobs and Careers Coalition to share information and ideas about how HEA can better link education and workforce development. One proposal that advances that goal is the Jumpstart Our Businesses By Supporting Students (JOBS) Act, which would expand access to the federal Pell Grant to short-term programs, while ensuring the appropriate safeguards are in place (e.g., aligned to a career pathway, result in an industry-recognized credential, etc.). We are partnering with the National Skills Coalition to build support for this proposal and to build resources related to the implementation of the Workforce Innovation and Opportunity Act (WIOA).

#### **5. Developing internal processes and protocols to ensure a strong and sustainable organization**

In order to better support the federal policy strategy and related efforts to accurately capture our impact for Advance CTE's Dashboard, we created a new process to track engagement with the Administration and members of Congress on a monthly basis. Our new spreadsheets include information about the type of engagement and the topic. These new spreadsheets also provide a backup to our current system to track lobbying efforts, making it easier for staff to electronically access which legislation we have reviewed or endorsed and what we have communicated with the Administration.

## Major Accomplishments (October 2017 – March 2018)

- Built strong relationships with key Senate Health, Education, Labor and Pensions (HELP) committee staff on both sides of the aisle. Staff have shared ideas with Advance CTE and asked for our input as they work on Perkins reauthorization.
  - Invited by the Senate Health, Education, Labor and Pensions (HELP) Committee lead Democratic staff to discuss Perkins with the education staffers from each Democratic office represented on the committee. Kimberly Green presented at the meeting and education staffers from 10 of the 11 offices were in attendance.
- Kitchen cabinets for both the reauthorization of HEA and Perkins have been created and we have been in touch with both groups about relevant and timely topics of discussion relating to both efforts.
- Advance CTE staff presented at a House CTE Caucus event in October that focused on sharing the findings from Advance CTE’s communications research.
- Advance CTE’s Kimberly Green presented during a Senate CTE Caucus event on Perkins reauthorization and moderated a Senate CTE Caucus event on HEA.
- Advance CTE has been engaged in HEA advocacy efforts, including sending letters and/or advocacy materials to the leadership of both the House Committee on Education and the Workforce and Senate HELP Committee.
- The federal policy section of Advance CTE’s website has been redesigned, as mentioned above.
- New members-only resources related to Perkins implementation have been created and distributed to members, as mentioned above.

## Challenges

- Advance CTE’s federal policy team remains committed to supporting our members in all areas of federal policy that intersect with CTE. As Congress moves forward reauthorization of HEA, Advance CTE has advocated for our members’ interested based on our policy recommendations. During this process, we have realized that there are a number of areas within HEA that are of interest to the CTE community and we have been more engaged in policy conversations around Pell grants for short-term programs and transparency of postsecondary data.
- Similarly, as WIOA implementation continues, we realize that we need to do a better job of monitoring and reporting on implementation implications, successes and challenges.

## Update on Identified Priorities for (October 2017 – March 2018)

- **Update the federal policy section of the website:** The federal policy section of the website has been revamped and was officially launched on February 28. Each page has been reorganized for ease of use and a new “become an advocate” page has been created.
- **Refine specific goals for more targeted advocacy activities to engage Hill staff and other key audiences, like the Perkins Education Coalition:** We regularly review engagement with key audiences (weekly staff check-ins and quarterly partnership reviews). There are specific goals for Advance CTE’s involvement in advocacy events

and meetings with these audiences. Based on our analysis of when these events occur and our engagement with our members, we will continue to refine these goals as part of the overall federal policy strategy.

- **Produce advocacy resources that help position Advance CTE as the "go-to" organization for stakeholders (advocacy, policy, etc.) for accurate information and timely resources related to CTE:** A number of new resources have been developed or updated, including the monthly newsletter for congressional staff, revamped federal policy section of the website, a new *Getting to Know Perkins* fact sheet, and updated fact sheets on *How States Use Perkins* and *Funding CTE: An American Imperative*. We rely upon these resources to provide easily accessible information to congressional staff and for technical assistance to states.
- **Develop and actively maintain a content management system for tracking federal policy and related information (e.g. research, legislation, policies, data, etc.):** New spreadsheets to track engagement with the Administration and congressional staff have been created. We frequently update them with our interactions and legislation we have been asked to review or support. Federal policy research and data are also included in Advance CTE's internal knowledge management system. We work with ACTE to track federal legislation related to CTE in a shared spreadsheet and address any concerns about such legislation during our monthly policy calls with ACTE.
- **Develop and consistently apply clear decision rules to determine when legislation/policies align to Advance CTE's federal policy priorities:** This internal resource is currently being developed and should be completed within the next month. It will be used as a quick reference guide that will include key questions to consider when Advance CTE is asked to review or endorse legislation. Our hope is to streamline this process and ensure that legislation reflects Advance CTE's priorities.

### **Priorities for Next Six Months (April – September 2018)**

- Continue to update the CTE fact sheets that use data from the Perkins survey and state CAR data
- Continue discussions with our partners at RTI around the readiness and implementation phase of Perkins reauthorization to ensure that we are prepared to support states
- Plan and develop resources on the implementation of WIOA and its intersections with CTE
- Refine our HEA advocacy priorities and identify, plan and create related resources
- Determine if we need to do a survey to gather additional information on Perkins implementation (e.g., focus of reserve fund) to support Perkins reauthorization efforts and our members' professional learning

### **Relevant Data**

- On October 12, 2017, Senators Inhofe (R-OK) and McCaskill (D-MO) led the effort to send a "[Dear Colleague](#)" letter to the Senate Health, Education, Labor and Pensions

(HELP) Committee leadership encouraging them to take up Perkins reauthorization. This “Dear Colleague” letter garnered 59 signatures from Senators (of both parties).

- On November 20, 2017, Representatives Glenn “GT” Thompson (R-PA) and Raja Krishnamoorthi (D-IL) sent a similar “[Dear Colleague](#)” letter to urge their Senate colleagues to take up the *Strengthening Career and Technical Education for the 21st Century Act* (H.R. 2353) to reauthorize the Carl D. Perkins Career and Technical Education Act (Perkins). This bipartisan letter garnered 237 signatures from Representatives.
- We have engaged 64 congressional offices this year so far, meaning we are well on our way to exceed the number of offices engaged in 2017 (a total of 68 offices).
- The members-only *Coordination between Career Technical Education & State Initiatives* brief that used data from the Perkins Implementation survey was released on December 18, 2017. In collaboration with our Communications team, we crafted an email blast for our members that had a 39% open rate and 37% click rate, demonstrating that the e-blast (and topic of the brief) was of great interest to our members.
- Three of the top ten blogs of 2017 were legislative updates and one additional top ten blog was about the Senate CTE Caucus event in October (which was created in collaboration with our Communications team). Two legislative updates were the top two blogs of the year and they were focused on a key issue for us in Spring 2017 – appropriations. The *President's Budget Proposal Raises Questions* was the top blog of the year and the *What a 15 Percent Cut to Perkins Really Means* blog was number two. The popularity of these blogs demonstrates the effectiveness of our message around the importance of the federal investment in CTE.

## **Member Engagement Strategy Update – April 2018**

### **Overview of Major Activities**

#### **1. Ensure high-quality federal and state CTE policies are adopted and implemented**

This priority area is addressed below, specifically under “empower members through professional learning.”

#### **2. Empower members through professional learning**

All Advance CTE professional learning is designed with our members in mind, and reaffirms our commitment to being a member-driven organization. Advance CTE is committed to providing comprehensive professional learning for its members through its bi-annual Spring and Fall Meetings. We have also actively sought to raise awareness among our State Director membership about Advance CTE’s expertise and ability to deliver technical assistance both virtually and in-person.

Since October, staff have actively supported an 11-person cohort through the New State Director Leadership Program, which was re-launched in the fall as a one-year personalized program offering leadership development and content expertise. As part of these supports, as of March 2018, staff have held monthly check-in calls and delivered two full-length, self-paced modules on maximizing the state allocation for the Carl D. Perkins Career and Technical Education Act and ensuring high-quality programs of study. Modules currently under development focus on employer engagement and data and accountability.

Advance CTE’s fall and spring meetings continue to be our premier professional development events, providing opportunities for members to learn from each other and national experts.

#### **3. Raise the visibility and promotion of high-quality CTE**

The members of Advance CTE are leaders within and beyond their states and the CTE community. As such, the organization formally recognizes those accomplishments through its annual awards program for long-standing and up-and-coming State CTE Directors. Since October, a Board-led subcommittee has proposed expanding this awards program to include state leaders beyond the State Director. This proposal will be put in front of the board for consideration in April. Additionally, Advance CTE and the Center to Advance CTE promotes their work by publishing an annual report for its members and the broader public, as well as informative blog posts to feature new State Directors and exciting work happening in states.

#### **4. Build and maintain strong and effective partnerships that advance Advance CTE’s vision and mission**

Advance CTE relies on the expertise and leadership of its members to inform and enrich the organization’s work. In doing so, it also recognizes the unique partnership between the organization and its members. Since October, staff are continuing to have ongoing conversations about how to create the most meaningful connections both for our members and for the organization, and are still developing clear strategies. However, staff took much care and consideration toward this issue when analyzing the most 2017 Member Services Survey. In particular, staff noted a significant difference between how postsecondary members feel and view their membership in comparison to all other membership groups, and collectively, staff are

considering ways to shape and target programming to be more inclusive of members not in the secondary education system.

Additionally, compared to years past, staff are consulting better across strands of work now when considering member input for their projects and strategies, with special consideration toward membership type. This has already yielded a richer pool of members on which staff can draw to inform their work.

## 5. Developing internal processes and protocols to ensure a strong and sustainable organization

As a member-driven organization, strong internal processes and protocols create a critical infrastructure through which we are able to best serve our members. To that end, Advance CTE has worked diligently to create strong processes throughout the full-life cycle of membership to ensure members receive their full benefits and these processes are efficient and accurate.

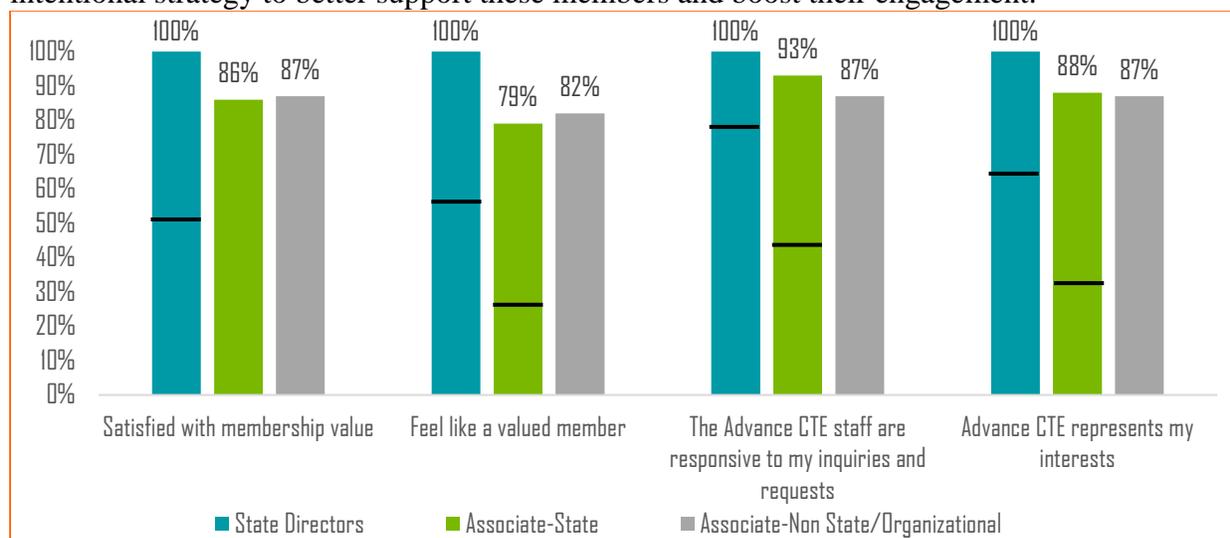
### Major Accomplishments (October 2017 – March 2018)

The Member Engagement Strategy had several notable accomplishments during the past six months.

#### *Member Services Survey*

At the end of 2017, staff surveyed Advance CTE members as part of our annual Member Services Survey. Each year, we ask a range of questions to understand how members use and view their membership, and always include a question asking how they perceive the value of their membership. We believe this gives us a temperature check at its highest level of how individuals enjoy their membership to Advance CTE.

On the chart below, you can see the results, disaggregated by membership type. As an example, staff are keenly aware of the lower level of satisfaction and feeling of value among Associate-State members, many of whom are based in the postsecondary system. Staff are building an intentional strategy to better support these members and boost their engagement.



### *Renewal and Re-affirmation of Expanded State Membership and Other Membership-related Changes*

In January, staff revisited the new process that was established in Fiscal Year (FY) 2017 to support the expanded state membership structure in preparation for the FY18 dues renewal process. With 47 of 53 states participating in the expanded membership and more than 75 percent adding three or more individuals, the FY18 dues renewal process stood to be more complex than in years past. However, the systems built in 2017 proved a strong foundation on which to revise and build the processes to handle the coming-and-going of members as well as its connection to our membership database system.

States are actively submitting their dues intent forms and affirming or changing their state membership composition for FY19. Staff will provide an update on the turnover and progress of the state membership during the April Board Meeting.

### *Bi-annual Meetings*

Over the past two years, staff used a continuous improvement mindset as it comes to the professional development and overall structure of Advance CTE's Spring and Fall Meetings. To that end, some experiments have been very successful and others less so but still helped to inform future improvements.

For example, staff are better using data to drive and inform decision-making around the meeting's development, promotion and planning. By actively tracking weekly registration and sponsorship outcomes, staff have been able to adjust other meeting planning efforts such as ensuring a full agenda is posted publicly within two weeks of registration's launch. This tweak, among others, has helped Advance CTE secure more than half of its registration target by the time Early Bird registration ends. Similarly, tweaks to the sponsorship packages have created more flexibility and opportunity for sponsors, and resulted in staff surpassing sponsorship targets for both Spring Meetings.

An experiment that was a teachable moment for staff involve the introduction of the workshop format during the 2017 Spring Meeting. Based on the positive reception, expanded that concept in the fall, but perhaps overly so. Upon further analysis across both meetings, attendees appreciated the interactivity of the workshop format, and during preparation for the Spring Meeting, staff were encouraged to embed into all sessions, regardless of format.

That being said, staff's willingness to experiment and be creative has been rewarded by our ever-increasing registration numbers, and we have surpassed our registration targets every year for three years. The 2017 Fall Meeting met or exceeded 97 percent of attendees' expectations. Our continuous improvement mindset pushes us to keep growing, pushing and stretching in order to provide the most meaningful meeting possible for attendees – and more importantly, our members.

### *Implementation of Board Governance Structure*

Staff began implementation of the phased-in changes to the Board of Directors' Governance Structure. This spring, membership will vote for the first time on three of the newly created regions as well as one of the at-large positions as part of the first year phase-in. As part of this

transition, the organization's Nominations Committee was also expanded to include active State Directors (who had tenure, but had not necessarily served as President) and one Associate State member.

## **Challenges**

### **New State Director Leadership Program**

In the fall, it was announced that former State CTE Director Danielle Mezera would serve as a consultant to this program and provide both content expertise and capacity. However, in practice, those expectations were not quite the right fit and due to unrelated personal circumstances, Mezera ended her consultancy work in mid-February. These issues have impaired the rapid and full development of the program, but staff have stepped in to write and produce the program's modules, which have been very well received by the cohort.

In this current format, staff have continued to evaluate and tweak the program as it goes along. A common refrain from the new State Directors is "I don't know what I don't know," which has presented some unique challenges to delivering content that is both tailored and specialized but also sufficiently broad and high level for the cohort. One modification staff made was to add monthly check-in calls, which have been very useful because they allow the cohort to discuss the current module but also any other pressing concerns that are emerging.

A fuller analysis will be conducted by staff later this summer as the yearlong program concludes.

### **Members Only spaces on the Advance CTE website**

This is an ongoing challenge due to capacity and other shifting organizational priorities. However, as an interim step, staff have revisited this portion of the website to re-organize and add new resources, especially now that there is a more steady production of members' only resources. That said, this is an area that needs more attention and should be informed by what would be useful to all members.

### **Update on Identified Priorities for (October 2017 – March 2018)**

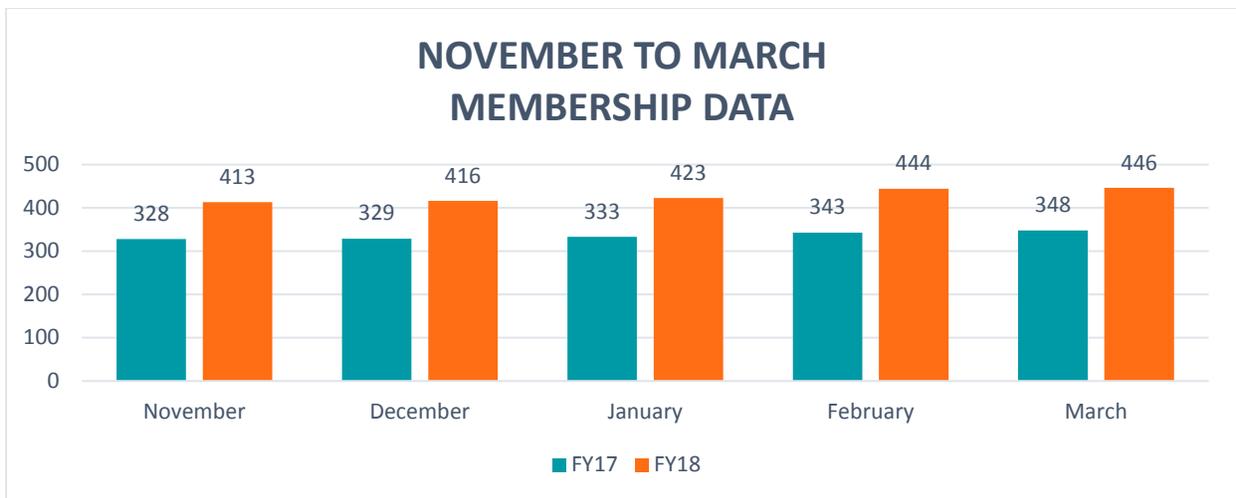
- Implementation of the New State Director Program
  - o The program, which was launched in October 2017, has released three modules, held five monthly calls, and supported 13 State Directors.
- 2018 Spring Meeting
  - o The 2018 Spring Meeting has surpassed all of its targets – with more than 115% of its registration target and 132% of its sponsorship target, which also more than makes up for the missed sponsorship target from the 2017 Fall Meeting.
- Supporting State Director-ACTE relationships during the 2017 CareerTech VISION conference and beyond
  - o More than 10 State Directors or proxies attended this well-liked session at VISION in Nashville, Tennessee in December.
- Member Services Survey
  - o Participation rate in the survey increased across most membership types and the results are being used to inform future work. In total, about 30 percent of our membership completed the survey, including 43 State Directors.

**Priorities for Next Six Months (April – September 2018)**

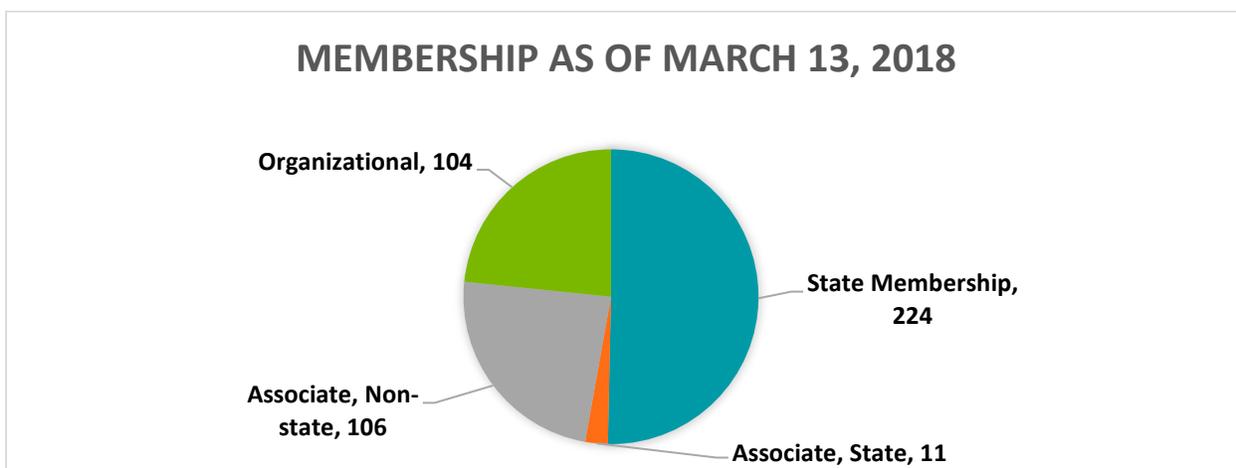
The next six months will focus on strong implementation of the many projects we offer in support of our members, specifically:

- Continued implementation and subsequent evaluation of the first year of the New State Director Leadership Program, along with thoughtful revisions to launch the second cohort in September 2018.
- 2018 Fall Meeting
- Renewal of Advance CTE membership across all membership types, and refined, targeted outreach for state members to help increase their engagement

**Relevant Data**

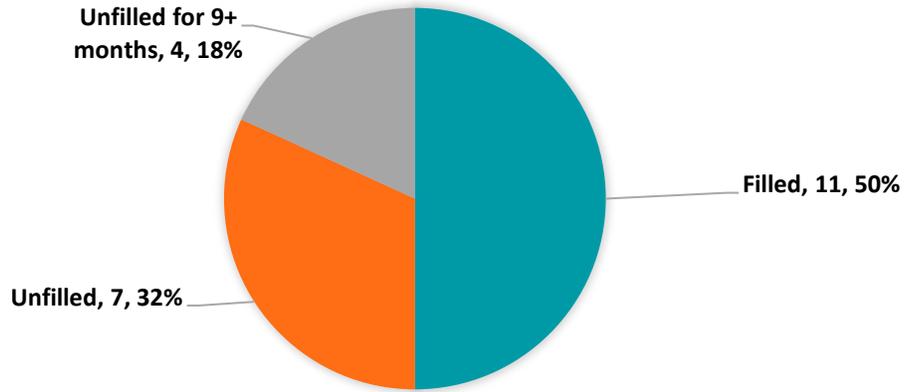


\*Note: March 2018 numbers are current through March 13.



\*Total membership: 446 (as of March 13)

### 2017-18 STATE DIRECTOR TURNOVER



\*Note: Two states turned over twice and another three times.

### STATE DIRECTOR TURNOVER



## Postsecondary Strategy Update – April 2018

### Overview of Major Activities

#### **1. Ensure high-quality federal and state CTE policies are adopted and implemented**

Advance CTE has been making an effort to focus on postsecondary CTE through both federal and state policy work. At the federal level, Advance CTE has been engaged in advocacy and lobbying efforts related to the PROSPER Act, proposed legislation that would reauthorize the Higher Education Act (HEA). Staff recently redesigned the federal policy section of the Advance CTE website, including updated materials related to HEA reauthorization and the Workforce Innovation and Opportunity Act (WIOA). Going forward, Advance CTE will monitor state submissions of new WIOA plans and focus on cataloguing and sharing promising practices. To ensure full representation of postsecondary members, staff launched an HEA “kitchen cabinet,” a group of postsecondary members who are consulted to give input on Advance CTE efforts related to HEA reauthorization.

In state policy work, Advance CTE has prioritized sharing postsecondary stories and strategies in research and publications. A \$250,000 grant from the Joyce Foundation will also allow Advance CTE to work directly with three states (Colorado, Illinois and Ohio) to examine and improve postsecondary program approval and review policies. This grant will also fund the publication of a report this summer examining postsecondary program approval and review policies.

#### **2. Empower members through professional learning**

Advance CTE aims to better serve its postsecondary members through more deliberate postsecondary-focused professional development. Notably, staff have worked to ensure the Advance CTE Spring Meeting features numerous postsecondary content sessions, including HEA reauthorization, postsecondary career advising, apprenticeships and equity in postsecondary student success efforts. Staff will continue to include postsecondary content in professional development opportunities, and will work on creating deliberate and enduring spaces for postsecondary members to interact with each other. These will include, but not be limited to, cross-state sharing among the three participating states in the Joyce Foundation grant, which may be open to other states as appropriate.

#### **3. Raise the visibility and promotion of high-quality CTE**

Advance CTE is working to raise the visibility of high-quality postsecondary CTE through a postsecondary blog series and postsecondary-focused fact sheets. Staff capacity challenges have delayed these projects, but over the next six months, a renewed focus will see these projects accomplished. Staff will also work to promote promising practices and work from other postsecondary organizations as new partnerships are developed. Advance CTE would like to utilize postsecondary Excellence in Action award winners to raise visibility of this topic, but finding quality postsecondary programs to apply for that award program has been a challenge.

#### **4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission**

The Advance CTE postsecondary strategy lists a goal of establishing five new partnerships in the postsecondary space, and work on that goal is progressing. Representatives from postsecondary organizations Achieving the Dream, the Community College Research Center and New America will be leading discussions at the Spring Meeting, and conversations with organizations about possible future collaborations are ongoing. Staff have also engaged more deeply with organizations like the Institute for Higher Education Policy (IHEP) and National Skills Coalition (NSC) on postsecondary policy issues, particularly those related to HEA and Pell grants. Finally, Advance CTE leadership serves on selection committee for the Aspen Prize for Community College Excellence.

#### **5. Developing internal processes and protocols to ensure a strong and sustainable organization**

In order to truly grow in the postsecondary content space, Advance CTE staff must have a thorough understanding of the content and the ways in which K-12 and postsecondary CTE differ. To this end, several staff members have created professional development goals focused on postsecondary content. Staff are beginning prioritize going to postsecondary-focused events and seeking out opportunities to give presentations on postsecondary topics. Additionally, staff are committed to ensuring that the Advance CTE Board includes both secondary and postsecondary representatives.

#### **Major Accomplishments (October 2017 – March 2018)**

- Received a \$250,000 grant from the Joyce Foundation to use the Policy Benchmark Tool to work with three states to examine and improve postsecondary program approval and review policies.
- Included numerous postsecondary-focused sessions in the Advance CTE Spring Meeting agenda, as well as new State Director leadership program modules.
- Initiated a partnership with Achieving the Dream, a non-profit organization focused on student success efforts in community colleges.
- Postsecondary examples included in recent publications, including rural briefs, labor market information guide, the State of CTE report on career advising, Perkins survey fact sheets and *Year in Review*.
- Launched a new federal policy section of the Advance CTE website, including updated resources on HEA and WIOA and moderated a Senate CTE Caucus event on the intersection of HEA and Perkins.

#### **Challenges**

Staff capacity, in terms of both availability and content knowledge, have been a challenge for this strategy. Several of the activities proposed in this strategy are currently proposed as additional work for staff to add to their workloads. Additionally, it is challenging to prioritize this work among existing initiatives outside of funded projects like the Joyce Foundation grant.

In order to fully commit to succeeding in our postsecondary goals, staff must re-commit and reprioritize the work. Advance CTE is working to address these challenges by leveraging consultants with content expertise to assist in the work as staff increase their knowledge base and bring on board new staff members.

A section of the postsecondary strategy is devoted to increasing the number of postsecondary Excellence in Action award winners and then leveraging those winners to learn from and share their stories more widely. Despite concerted effort on the part of staff, this goal was not realized for the 2018 awards. Staff will reconvene after the Spring Meeting and brainstorm new strategies for attracting postsecondary award applicants.

Finally, Advance CTE is not seen as a “go-to” organization for postsecondary issues, which creates its own challenges as the organization works to gain traction in this space. While Advance CTE is still building trust and capital within the postsecondary community, positive results are slower to manifest.

#### **Priorities for Next Six Months (April – September 2018)**

- Continue expanding postsecondary partnerships in order to expand our postsecondary content in a meaningful and informed way.
- Release two fact sheets on postsecondary topics – the role of CTE in student success efforts and the role of CTE in state attainment goals.
- Release publication on promising state postsecondary program approval and review policies.
- Continue work with Joyce Foundation grant.
- Analyze state WIOA plans and provide resources to assist states with implementation.
- Ensure that each of the 12 topics within the Learning that Works Resource Center contain at least one postsecondary-focused policy resource.

## Promotion Strategy Update – April 2018

### Overview of Major Activities

#### **1. Ensure high-quality federal and state CTE policies are adopted and implemented**

Advance CTE is continually being positioned as the national voice on federal and state policies related to Career Technical Education (CTE). This is being accomplished by leveraging our social media and e-communications, resulting in 32 percent open rates and 22 percent click rates, meeting targeted goals. (*See social media data below*).

We have also gained traction through our state policy resources. Our media engagement uptick reflects our success in both the federal and state policy space with 15 articles featuring our federal and state policy resources and work, including *Career Readiness & the Every Student Succeeds Act: Mapping Career Readiness in State ESSA Plans*, *State Policies Impacting CTE: 2017 Year in Review*, statements on reauthorization, as well as the appropriations process.

During CTE Month in February, Advance CTE authored two op-eds. The [first](#) discussed the importance of supporting school counselors and communicating the value of CTE with parents and students was co-authored with the Siemens Foundation and the [second](#) made the case for investing in the Carl D. Perkins Act, co-authored with the Association for Career and Technical Education (ACTE).

#### **2. Empower members through professional learning**

Advance CTE has continued to effectively and efficiently communicate with members to keep them abreast of new resources, tools, announcements, and more. In addition to meeting targeted open and click rates, exceeding the target for Sprint Meeting registration by over eleven percent signals members are finding materials and supports useful to their work.

Staff refreshed the CTE: Learning that works for America® section with updated [fact sheets](#), a new [advocacy strategy guide](#), which includes updated state examples of use of the campaign, and streamlined the information presented.

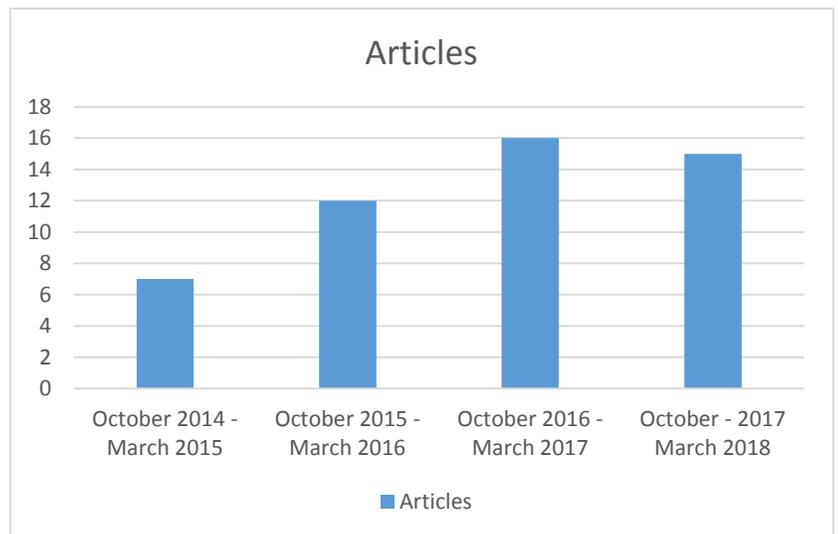
In addition to the new resources, staff also launched a recommitment to the Learning that works for America campaign, with 24 states signing on to date. This re-commitment is intended to help new State CTE Directors understand the campaign and how it can be used at the state level, as well as their role in signing off on local users who wish to use the campaign. Additionally, it is intended to inform current State Directors on new resources available. Staff created a new process for managing both state and local users on the back end, and embedded the campaign sign on into the new State CTE Director program. Staff will continue to engage those who have not signed on through follow up emails to meet the goal of 40 states committed to the campaign.

As part of the Siemens Foundation work, staff concluded the first round of technical assistance with four states: Indiana, Maryland, New Jersey and Washington. Each state received the opportunity for monthly calls with Advance CTE staff as well as on-site TA visits. Staff has since selected four new states to receive the second round of funding, as well as monthly calls

and on-site TA with Advance CTE. North Dakota, Idaho, New Hampshire and Colorado will work over the next year on recruitment and communications strategies utilizing the Advance CTE research, messages and tools created. Additionally, staff continues to support all members in this work through webinars, conference presentations, and workshops, when requested. (See *Strategies for Recruiting Students into High Quality CTE full report.*)

### 3. Raise the visibility and promotion of high-quality CTE

Advance CTE has remained committed to promoting quality through a multitude of channels and partners. For example, Advance CTE has held the Excellence in Action award for five years, highlighting innovative and effective programs of study from around the country that set students up for success. Selected through a rigorous vetting process by State CTE Directors, their staff, and past award winners, this year Advance CTE will recognize 11 programs of study. The winners will be featured in an awards ceremony at the Spring Meeting, and will be highlighted in a monthly blog series.



To further recognize high-quality CTE through the promotion of these programs, staff has embedded 2017 winners throughout the year in presentations, webinars, two-pagers, briefs and reports, with plans to do the same for the current winners. This allows us to demonstrate what effective CTE programs look like to critical stakeholders including the media, employers, and policymakers. Most recently, Advance CTE featured three program recipients in an article in ACTE’s Techniques magazine and is already working to feature them at the 2018 CareerTech VISION conference.

Staff has continued to build relationships with key media resulting in an amount of articles on par with last year (see chart above), across a variety of topics including communications, state and federal policy, award winners, and Advance CTE resources. Advance CTE has also been featured in a diverse array of media outlets including Education Week, The Hill, Education Writers Association, Education Dive, K-12 Daily and Black Enterprise. This demonstrates Advance CTE’s ability to speak to a range of CTE issues.

### 4. Build and maintain strong and effective partnerships that advance Advance CTE’s vision and mission

Advance CTE worked with partners, including ACTE, on Perkins reauthorization, the Higher Education Act, and the appropriations process over the past six months. In addition to crafting [statements](#), which highlighted organizational leadership quotes and reinforced our federal policy

priorities, we also authored an [op-ed](#) with ACTE on the importance of the Trump administration investment in Perkins.

We have worked with partners such as AEI and the Thomas B. Fordham Institute, who have helped us promote our state policy resources and materials, amplifying best practices and innovative state strategies.

Additionally, staff has continued to refine the promotion strategy including developing a promotional package with suggested emails, social media posts, graphics, and more for staff, partners and funders to use when promoting new Advance CTE materials. This ensures that there is consistent messaging across these various audiences when promoting key resources.

## **5. Developing internal processes and protocols to ensure a strong and sustainable organization**

Advance CTE has continued to develop protocol and processes around communications and media activities. This includes training staff in the style guide and social media protocol, continuing the formal process for disseminating new resources to a variety of stakeholders and tracking media engagement. Staff utilizes Google analytics, Google alerts, and social media analytics to report to the Board on engagement monthly.

Additionally, as mentioned previously, staff has developed a process for the recommitment to the Learning that works for America campaign that is also embedded in the new State Director program with a step-by-step guide to be utilized by future communications staff.

### **Major Accomplishments (October 2017 – March 2018)**

- Staff submitted a second proposed to the Siemens Foundation, and received a two-year contract to accomplish the following:
  - Conduct two additional rounds of state work to pilot recruitment and communications strategies at the state and local levels;
  - Create an off the shelf training for school counselors to education them on the messages to use with parents and students, as well as CTE more generally. The training will be conducted through contracts with the American School Counselors Association and the Association for Career and Technical Education in up to eight states across the country, as well as offered to all states who have received the pilot grants.
- Staff conducted the final work with round one of the Siemens Foundation grant recipients, closing out all projects. Additionally, staff launched an RFP for a second round of grants, selecting Idaho, Colorado, North Dakota and New Hampshire as grant recipients. Each state will receive \$20,000 and one year of technical assistance to conduct online and on-site recruitment events, utilizing school counselors as key messengers. (*See Strategies for Attracting Students to High Quality CTE for full report.*)
- Staff also developed a formal sign-on and commitment process for the Learning that works for America campaign, which was not in place prior. This will ensure the program

is widely adopted by state staff, especially in light of recent turnover at the State Director level in the past two years. This will ensure longevity and sustainability of the campaign.

- Advance CTE continues to build its presence online as evidenced below. This not only signals our ability to produce meaningful and relevant content that leads the CTE field, but also our continued efforts to communicate this content to critical stakeholders.

### **Challenges**

- Primarily due to capacity, staff has not compiled all materials created by states throughout the grant period, and scaled them to be usable for all members. Staff is working on developing a plan and roll out for these materials and has since hired an additional communications staff member work on the Siemens Foundation and general communications work.
- Twenty-four states have signed up for the Learning that works for America re-commitment. Staff will work on a plan to reengage all states to be part of this campaign, and continue to embed it in the new State Director program to ensure they are aware of the campaign and the campaign resources.
- As the amount of resources, materials and tools created by staff continues to grow, it has been challenging to coordinate all the various communication to members.

### **Update on Identified Priorities for (October - March)**

- All priorities outlined in the last Board report have been addressed and are completed or are being worked on including:
  - Staff submitted and received a second round of funding from the Siemens Foundation to last through 2019 and begun working with each state;
  - Staff has launched new materials under the [Learning that works for America campaign](#), refreshed the website, as well as developed a process for signing on new State Directors and updating current ones;
  - Staff successfully conducted the 2017 Excellence in Action awards, featuring them in a number ways as outlined above.

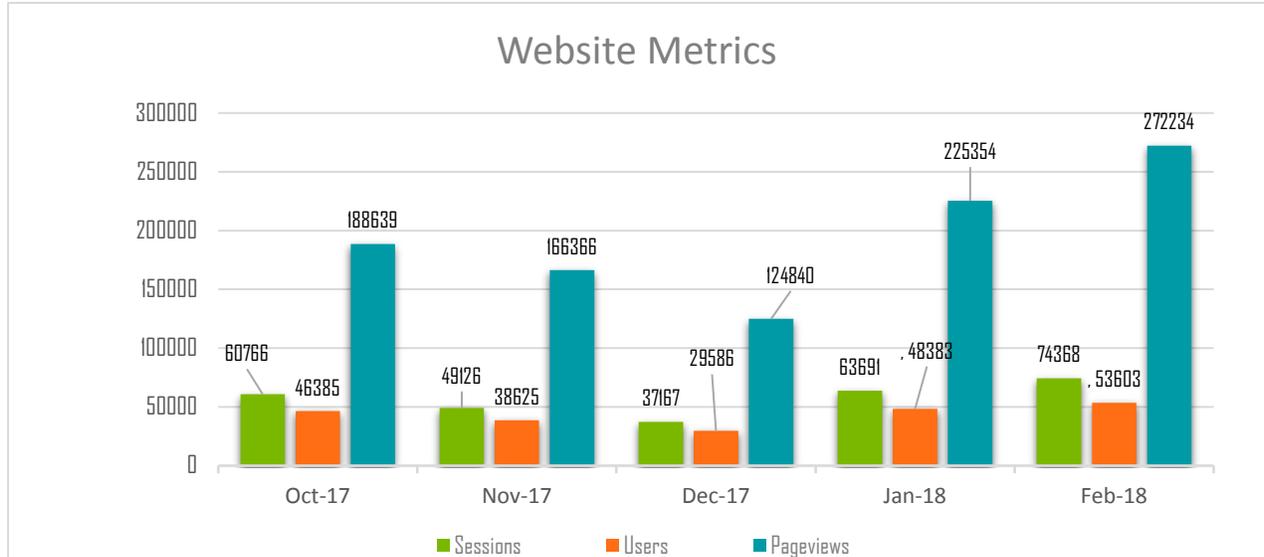
### **Priorities for Next Six Months (April – September 2018)**

- Continuing to build recognition of and support for the Learning that works for America campaign including engaging the states not yet signed on, and continuing to embed it in the onboarding process for new State CTE Directors;
- Develop and implement a strategy to feature the 2018 award winners, as well as those awarded over the last four years to celebrate five years of Excellence in Action. This will include announcing the award winners at the Spring Meeting, and continuing to embed both former and new award recipients in panels, conferences, newsletters, webinars, articles, briefs, reports and tools.
- Developing and implementing a strategy for repurposing the Siemens round one grantee assets and deliverables to be utilized by all states and members;

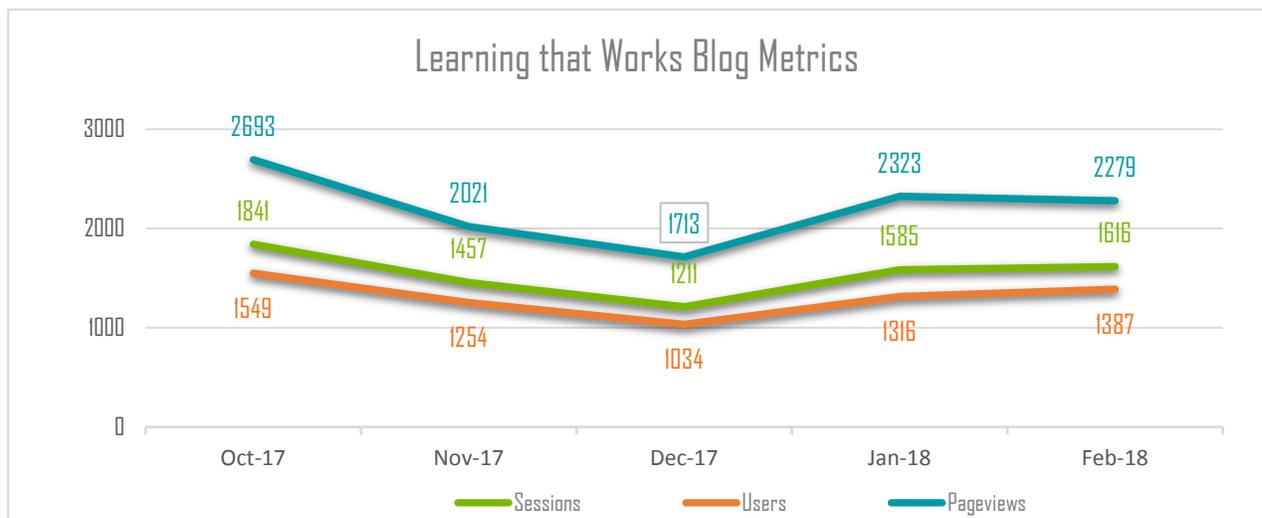
- Conduct the second round of technical assistance to states through the Siemens Foundation, assisting them in executing recruitment and communications strategies, with a focus on school counselors, while also continuing to support round one grantees and all states that are interested in focusing on this work;
- Creating and launching the off the shelf training for school counselors in partnership with a consultant, an advisory committee, national partners, and experts in CTE and school counseling.
- Delivering the trainings through district, state and regional meetings across the country, as well as developing a plan for creating a virtual delivery system for the training.

## Relevant Data

Website metrics were lower in holiday months, consistent with years past. Page views, sessions and users all increased in January, consistent with holidays ending and schools back in session.



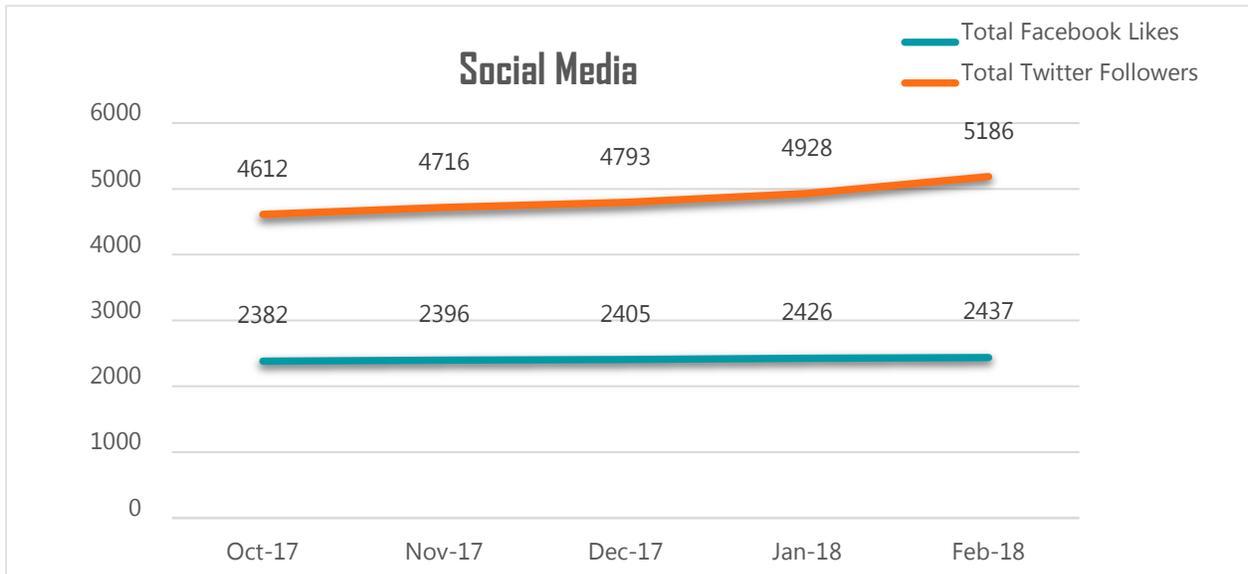
The Learning that works Blog was similarly slower during the holidays. There are no concerns with this data.



Since October, staff has released a number of resources resulting in increased traffic to organizational priorities.

Release	Web Hits
Resource Center landing page	8503
Excellence in Action Award	4127
Perkins	2388
Policy & Legislation	2375
Learning that works for America Campaign	2193
Siemens Research/Recruitment Strategies	1792
Fact Sheets	1633
Spring Meeting	1535
CTE Month	1250
Putting Learner Success First	1164
State of CTE	1151
Mapping Career Readiness and ESSA	1003

Social media has continued to grow as we utilize it to announce events and resources, build partnerships, and lead the dialogue around CTE.



## State Policy Strategy Update – April 2018

### Overview of Major Activities

#### **1. Ensure high-quality federal and state CTE policies are adopted and implemented**

To influence the adoption of high-quality federal and state CTE policy, Advance CTE regularly conducts research and produces tools, reports, case studies and other resources that are responsive to state needs and aligned to *Putting Learner Success First: A Shared Vision for the Future of Career Technical Education*. In the last six months, there have been six state policy-focused reports published, and one policy benchmark tool on program approval and review policies. Reports covered a range of topics, including rural equity, career advising and development, use of labor market data, and state accountability plans under the Every Student Succeeds Act (ESSA):

- [The State of Career Technical Education: Career Advising and Development](#)
- [State Policies Impacting CTE: 2017 Year in Review](#)
- [CTE on the Frontier: Providing Learners Access to Diverse Career Pathways](#)
- [Career Readiness & the Every Student Succeeds Act: Mapping Career Readiness in State ESSA Plans](#)
- [CTE on the Frontier: Leveraging Federal Policy to Strengthen Rural CTE](#)
- [Putting Labor Market Information in the Right Hands: A Guide](#)
- [Policy Benchmark Tool: CTE Program of Study Approval](#)

In the coming months, Advance CTE plans to release a series of briefs focused on equity in CTE, a report on postsecondary program approval, and ten state snapshots covering work done by the ten New Skills for Youth (NSFY) states in 2017. Additionally, Advance CTE has begun to work directly with states to influence implementation of high-quality policies, both through direct strategic planning contracts (Vermont CTE) and grant-funded state policy work with the Joyce Foundation. The two-year Joyce Foundation grant will involve working directly with three state postsecondary systems to utilize the Policy Benchmark Tool to reform postsecondary program approval and review policies at the state and institution level. Advance CTE will also release a publication this summer detailing the landscape of postsecondary program approval in the country, as well as a publication at the end of 2019 that summarizes the work done in the three participating states.

#### **2. Empower members through professional learning**

Advance CTE continues to support state implementation of federal policy through storytelling, developing resources and providing tailored technical assistance. In December 2017, Advance CTE released an [updated guide](#) on state ESSA plans, diving into how well states took advantage of the career readiness opportunities ESSA provided. In the coming months, we'll examine state Workforce Innovation and Opportunity Act (WIOA) plans and catalog promising practices. Through direct and indirect technical assistance, Advance CTE continues to help states answer the question of “how” when looking at high-quality policy. This indirect assistance includes the creation of facilitation and discussion guides as part of wider initiatives. Other indirect assistance

has been provided through webinars focused on resources we've created, as well as conference sessions for Advance CTE meetings and partner conferences.

### **3. Raise the visibility and promotion of high-quality CTE**

With regards to state policy, Advance CTE raises the visibility of high-quality CTE by identifying and disseminating research, best practices and policy strategies as well as reaching out to new audiences to expand the reach and awareness of strong policy. Since June 2016, Advance CTE has maintained a robust repository of reports, tools and policy profiles through the [Learning that Works Resource Center](#), which now includes more than 200 resources. The Resource Center continues to draw high levels of traffic, with an average of 7,400 page views per month. Each month, staff conduct a deep "audit" of one of the twelve topic pages to ensure all resources are high-quality, relevant, current and to identify any content gaps. So far, audits have been completed for five topic pages. Additionally, Advance CTE regularly publishes research and policy updates on Advance CTE's blog.

In October, Advance CTE launched the first cohort of the CTE Virtual Institute, a program designed to introduce partners as well as national and state influencers to the core components of high-quality CTE. More than 100 individuals applied to participate in the inaugural cohort and 18 were selected. The second cohort will launch in late spring/early summer 2018.

### **4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission**

The state policy team maintains partnerships with key influences in the field in order to strengthen our own capacity and influence the national conversation around CTE. Our highest value partnership at the moment is with the Council of Chief State School Officers and Education Strategy Group in support of the New Skills for Youth initiative. That initiative has national visibility and has enabled Advance CTE to deeply engage a cohort of states working to transform their career readiness systems.

Additionally, Advance CTE continues to work with ACTE on the annual Year in Review policy report. We also have an ongoing partnership with the American Institutes for Research Center on Great Teachers and Leaders (AIR GTL), focusing on CTE teacher issues, including co-leading the two working groups, with participants from six states each and several partner organizations, which focused on innovative strategies to address the CTE teacher challenge. A productive partnership with the American School Counselor Association (ASCA), which was started for the recent State of CTE report on career advising, has resulted in numerous presentation opportunities and further collaboration on career advising issues.

### **5. Developing internal processes and protocols to ensure a strong and sustainable organization**

Advance CTE has adopted processes to maximize efficiency and impact and ensure all state policy-related activities are aligned with *Putting Learner Success First*. For example, Advance

CTE staff have identified opportunities to improve internal knowledge sharing in staff meetings and one-on-one check in meetings to ensure all staff are informed of relevant project and state policy developments. Staff also have quarterly strategy reflection meetings to diagnose strengths and challenges and push the team to more effectively advance the vision. This strategy has since been mirrored by the organization as a whole. Over the last year, staff have also worked to develop an effective internal knowledge management strategy, so that as the organization grows, efforts are better coordinated and promising practices are more easily shared among staff.

### **Major Accomplishments (October 2017 – March 2018)**

- Received \$250,000 grant from the Joyce Foundation to use the Policy Benchmark Tool to work with three state postsecondary offices to improve program approval and review policies.
- Several states have begun using the Policy Benchmark Tool to reform state program approval policies, including Oregon, where secondary and postsecondary partners have been meeting regularly to use the tool and revise state policy at both levels.
- Released *State of CTE: Career Advising and Development* report in February 2018, which received over 1100 website hits during the month of February.
- Launched and ran the first cohort of the CTE Virtual Institute.
- The Learning that Works Resource Center experienced its highest period of activity during this time period, with an average of 9,300 page views per month (compared to a historical monthly average of 7,400). Advance CTE-produced resources were responsible for around one-third of the page views during this period.
- A total of 29 new resources were added to the Learning that Works Resource Center since October 2017.
- Documented a significant increase in the number of state passing policies related to CTE and career readiness, from 139 in 2016 to 241 in 2017.
- Published another *CTE on the Frontier* brief and a federal policy guide on rural issues, with a fourth brief planned for March 2018 release. Advance CTE has presented, or been invited to present, on the topic six times since October 2017.

### **Challenges**

Staff capacity has been a challenge in terms of getting to all state policy priorities in a timely fashion. In what is surely a promising challenge to have, new funding opportunities and projects have presented themselves, which have disrupted our original timelines and deadlines. However, this new funding has allowed the hiring of a new Policy Associate, which will directly address capacity challenges once the staff member has been fully onboarded. Additionally, staff regularly meet to review strategic priorities and time allotment to ensure that our available capacity is utilized as efficiently as possible.

Staff capacity and competing priorities also delayed an internal project related to knowledge sharing and dissemination within the organization. Staff have placed a renewed focus on this area and begun working on an internal research warehouse. During the next six months, focus will shift to maintenance of the internal knowledge sharing and associated behavior shifts.

### **Update on Identified Priorities for (October 2017 – March 2018)**

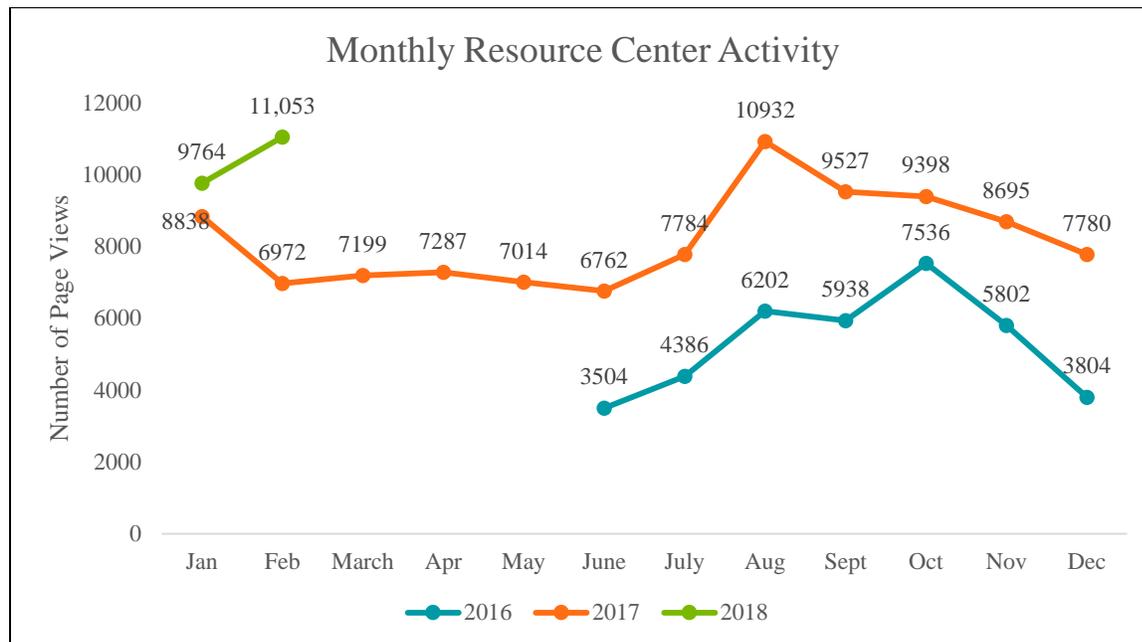
- Launch the first cohort of the CTE Virtual Institute in October 2017 and a second in early Spring 2018
  - The first cohort was launched in October 2017 and completed in December 2017. Fifty percent of participants completed the program, which was largely in line with expected attrition, given the general success rates of online courses as well as this being the pilot cohort. Staff have interviewed participants and examined other feedback, and will be updating the Virtual Institute syllabus in April 2018. Based on revisions needed and capacity, we are shifting the launch of the second cohort to summer 2018.
- Provide in-person and virtual technical assistance to states related to the Policy Benchmark Tool
  - Advance CTE is providing formal technical assistance related to the Policy Benchmark Tool to three states through the Joyce Foundation grant, which examines postsecondary policies. Additionally, staff have had less formal calls with representatives from Oregon, Ohio and New Mexico to discuss using the tool.
- Identify the topic for the next Policy Benchmark Tool and have a draft ready by March 2018
  - This project has been delayed due to other internal priorities and to give the organization more time with the first Benchmark tool, to determine its impact and utilization in the field. Staff are considering a release of the next Policy Benchmark Tool in early 2019.
- Release an updated version of the ESSA brief, including the second round of state plan submissions
  - This was released in December 2017.
- Release the State of CTE report on career advising and development in partnership with ASCA in February 2018
  - This was released in February 2018, and received over 1,100 website hits in its first month. The partnership with ASCA continues through the Siemens-funded messaging work and advisory group on career advising.
- Release snapshots of the ten NSFY Phase Two states
  - Due to some restructuring within the NSFY project team, this project was delayed by over a month. The snapshots are under way, however, and will be released in mid-April 2018.
- Release two additional rural briefs
  - Another rural brief was released in December 2017, and the fourth will be released in March 2018.

### **Priorities for Next Six Months (April – September 2018)**

- Release several reports, including:
  - The first in a series of briefs on equity in CTE
  - Report on postsecondary program approval and review policies
  - Update to *Making Career Readiness Count*, in partnership with Achieve and ESG
  - *CTE on the Frontier* rural discussion guide
  - Ten snapshots highlighting the 2017 work of the Phase Two NSFY states
  - Report on how states allocate and use state and federal CTE funding

- Finalize work plans for three states receiving funds through the Joyce grant and begin implementing a technical assistance plan
- Work with Vermont to survey stakeholders, analyze data and identify strategic priorities for the state CTE office
- Begin working with New Jersey on their OCTAE teacher pipeline grant by attending quarterly stakeholder meetings and providing thought partnership
- Continue Phase Two of NSFY, including participating in convenings, progress monitoring conversations and monthly project team meetings, as well as providing technical assistance to states as requested

**Relevant Data**



**QUICK UPDATES**

**Upcoming Advance CTE and Center to Advance**

**CTE Board Meetings**

**Advance CTE Board Meetings**

- Fall Meeting Board Meeting – October 16, 2017 at 9:30 a.m.-3 p.m. ET, Salon ABC BWI Marriott Hotel; lunch included
- January 30, 2018 at 2:00 p.m.-3:00 p.m. ET – Conference call on Audit and 990s approval
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 2:00 p.m.-3:00 p.m. ET – Conference call on FY19 Budget approval

**The Center to Advance CTE Board Meetings**

- Fall Meeting Board Meeting – October 16, 2017 at 12:45 - 4:30 p.m. ET, Salon ABC at BWI Marriott Hotel, lunch included
- January 30, 2018 at 2:30 p.m.-3:30 p.m. ET – Conference call on Audit and 990s approval
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 4:00 p.m.-5:00 p.m. ET – Conference call on FY19 Budget approval

**State CTE Director Changes**

- In September, two open State Director positions were filled:
  - Oregon: Laura Foley
  - South Dakota: Laura Scheibe
- Also in September, Jo Anne Honeycutt left her position and an interim director, John Kirkman was named.
- Check out the blog posts for the following new State Director: [Wisconsin](#)
- Additionally, the following states remain without permanent leadership: **Alabama, New York, North Carolina, South Carolina** and **Texas**.

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

**Finance Update:** The financial snapshot below represents income and expenses through September 29, 2017 or 25% of the fiscal year.

Advance CTE Budget Snapshot
Received 63% of budgeted income
Expended 21% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 71 % of budgeted income
Expended 7% 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 this month’s engagement with various development opportunities.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
<b>Strategies for Recruiting Students into CTE</b>	Siemens Foundation	We learned in late September that our second round of funding was approved – totaling \$610,000 over two years. While we work to complete our first grant project, we are beginning to plan for the second grant, which will focus on providing TA to states around communications and messaging and activating counselors as CTE advocates.	Ongoing
<b>New Skills for Youth</b>	JP Morgan Chase; CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
<b>Postsecondary program quality</b>	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and have submitted a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. If approved, the project would launch in January 2018.	Proposal Development
<b>IDIQ – Connecting Secondary CTE &amp; Apprenticeships</b>	OCTAE	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by September 2017.	Ongoing

**Priority: Empower members through PROFESSIONAL LEARNING**

**Membership Update**

Advance CTE received 4 new memberships – 1 State Member; 1 Associate, State; 2 Associate, Non-state. Since July 1, there have been 4 members removed from state memberships and 4 replacements.

Note: As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. Since this is the first time we are reporting these numbers, we will report all replacements or removals since July 1, and will continue to report monthly.

Total membership as of August 31, 2017: **412** individuals

- State Membership\*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 87
- Organizational: 33 organizations (representing 100 individuals)

\*Note: The state membership category is now a disaggregated count of the State Directors and state members.

**Member Resources and Supports**

**CTE Virtual Institute:** In September Advance CTE opened applications for the inaugural CTE Virtual Institute program. The CTE Virtual Institute is a seven-module web-based crash course designed to bring new audiences up to speed on all things related to CTE. As of September 20, almost 100 applications have been received, demonstrating widespread enthusiasm and interest in learning the basics of CTE policy. Advance CTE aims to select a small cohort of 15-20 participants for the first course, which is scheduled to launch on October 23. Given the unanticipated interest in the program, Advance CTE staff will examine opportunities to engage other applicants who are not selected to participate in the first cohort.



**Industry Expert Working Groups:** Advance CTE is working with AIR’s Center on Great Teachers and Leaders to lead two working groups to identify policy strategies to support expanding access to industry experts in secondary schools. Both working groups have met twice so far, and will each meet 3-4 more times before March 2018. After staff had participated in the initial meetings, they met with partner staff at the Center on Great Teachers and Leaders to plan ways to increase participation and ensure members find the interactions useful. At the most recent call with the postsecondary working group, representatives from Idaho, Minnesota and Oregon shared valuable insights on successful strategies they have used to improve dual and concurrent enrollment policies and practices.

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
How to Sell CTE to Parents & Students: States Share Lessons Learned Webinar	9/7/17	45	15	NA
Advance CTE Fall Meeting	10/16-18	146	112 members (32 State Directors)	116%

The Advance CTE Fall Meeting has more than surpassed its target registration numbers, which helped backfill for the missed sponsorship target. The agenda provides a robust, comprehensive offering of breakouts, panels and workshops that focus on the leading issues of the day as well as the leadership skills needed to create and maintain a high-quality state CTE system.

Additionally, the meeting will provide a space for new State Directors to begin working together as part of the New State Director Leadership Program. Staff have also negotiated with the Office of Career, Technical and Adult Education to bring them back to our meetings in an official capacity with office hours and as well as their traditional panel.

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

**Federal Advocacy Plan:**

In September, our advocacy efforts focused on identifying ways we can continue to push on the Senate to reauthorize Perkins and also remain engaged with the House CTE Caucus. As such, we

hosted a Perkins Stakeholder Meeting (more details below). In addition, we are sponsoring a briefing entitled, “Communicating the Value and Promise of CTE” in coordination with the House and Senate CTE Caucuses to occur on October 11. The event will feature the national research conducted with support from the Siemens Foundation on the most effective ways to communicate with parents and students so that they would choose Career Technical Education (CTE) as an option for their education. Panelists will share key findings from the research, including the messages that CTE advocates at all levels can use to highlight the many benefits of CTE. Panelists will also discuss how they see CTE’s value and promise in their own communities, work and lives.

#### **Perkins:**

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We had successful meetings with two education staffers for members of the Senate Health, Education, Labor and Pensions (HELP) Committee and have requests in to meet with the remainder of the education staffers for the committee. We also asked our members to contact their Senators to sign on to a bipartisan “Dear Colleague” letter that Senators Inhofe (R-OK) and McCaskill (D-MO) are planning to send to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. At this time, the letter has over 40 signatures from Senators from 29 states, a strong signal that reauthorizing Perkins has strong bipartisan support and that the advocacy efforts of Advance CTE’s members are working! On September 28, we also hosted a “Perkins Stakeholder Meeting” in partnership with ACTE and brought in two key staff for the Senate HELP Committee to share their perspectives with about 30 attendees. The meeting gave us a sense of which education groups have taken a position on secretarial authority, the key issue holding up reauthorization. The meeting also confirmed that this issue is not about secretarial authority in Perkins specifically, but is about all of the federal education laws that will be up for reauthorization in the coming years (i.e., the Higher Education Act, Individuals with Disabilities Education Act, etc.). We are hopeful that Senators Alexander (R-TN) and Murray (D-WA) will come to an agreement on this issue soon, but we have heard that this is unlikely to occur before early 2018.

#### **HEA:**

While not specific to HEA reauthorization, our postsecondary-focused advocacy efforts in September focused on ensuring that the U.S. Department of Education is aware of Advance CTE’s position on key issues. On September 9, we submitted joint comments with ACTE on the Department’s Evaluation of Existing Regulations that covered three main concerns, one of which was related to postsecondary accountability. Overall, these comments reinforced how helpful the non-regulatory guidance documents and questions and answer resources are for state and local leaders, recommended developing appropriate Methods of Administration (MOA) guidance through a formal regulatory process (and one which would allow state and local CTE leaders to provide input and work collaboratively with OCR) and highlighted that the negotiated rulemaking panel that will convene later this year should develop a new Gainful Employment regulatory framework that addresses the particular needs of postsecondary CTE.

In addition, we signed on to this [comment](#), in partnership with 27 organizations that participate in the Postsecondary Data Collaborative on the 2017-2018 National Postsecondary Student Aid Study Administrative Collection (NPSAS:18-AC), that expresses “support for the National Center for Education Statistics (NCES) proposed revision to add NPSAS:18-AC to the existing NPSAS study cycle” which will “support state and federal policymaker and researcher efforts in answering critical questions related to college affordability and students’ financing of postsecondary education.”

#### **Budget / Appropriations:**

When the U.S. House of Representatives and Senate returned in September, the main focus was on the budget and appropriations for Fiscal Year 2018 (FY18). On September 8, President Trump signed H.R.

601, a short-term spending measure (known as a continuing resolution) that would fund the government through December 8. While the measure keeps the government open until that time, it included a small reduction in funds (0.6971 percent) across all programs in order to comply with current budget caps. This means that some states may see a slightly smaller allocation for the portion of funds in the Perkins Basic State Grant that will be disbursed October 1st.

However, there will be opportunities to restore these funds when appropriators work on their final FY18 spending bills - the House and Senate passed Labor, Health and Human Services, Education and Related Agencies spending bills in September, but they differ on a number of allocations. Both include level-funding for Perkins Basic State Grants and National Programs and you can find more information on the allocations for other education and workforce programs [here](#). Congress will need to determine a way forward for these bills and the other FY18 spending bills by December 8 in order to avoid a government shutdown. Advance CTE will continue to advocate for strong federal investment in Perkins and communicate this priority in collaboration with the coalitions we participate in and our partners.

#### **Congressional Offices Engaged in September 2017:**

- Call with Kerry McKittrick, Rep. Langevin (D-RI) and Katie Brown, Rep. Glenn Thompson (R-PA)
- Perkins Stakeholder Meeting with Garnett Decosimo and Allie Kimmel, Senate HELP Committee
- Meeting with Cory Gattie, Sen. Isakson (R-GA)
- Meeting with Josh Yurek, Sen. Roberts (R-KS)

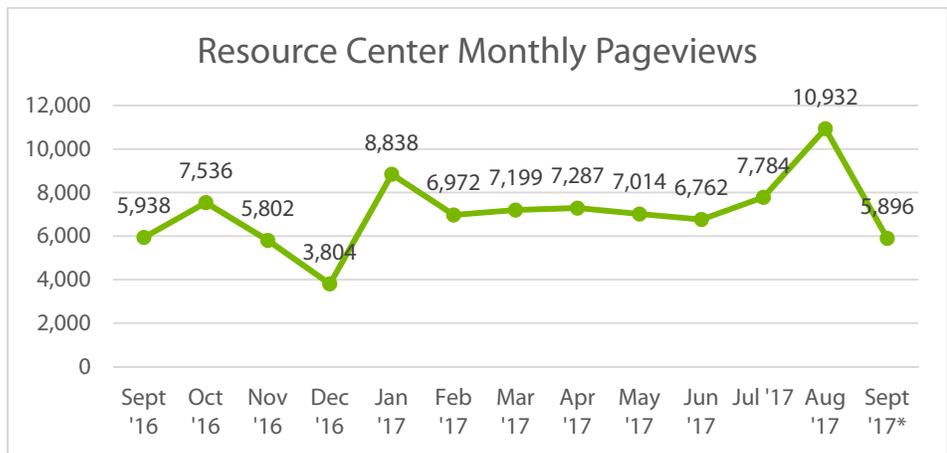
#### **State Policy Update**

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017.

Program Approval Policy Benchmark Tool: After updates to the program approval policy tool were made, staff sent the draft for review to eight Advance CTE members and six organizational partners, including one representative from a school district. Staff incorporated the valuable feedback from these reviews and drafted a members-only facilitation guide to use with the rubric. The tool will be released on October 3, along with a webinar on October 12, explaining how the tool works. Staff have also been preparing a strategy for providing technical assistance to states in using the tool, which will be discussed at the upcoming webinar.

State of CTE: Career Development and Advisement: Staff recently launched three surveys for the upcoming State of CTE report. One survey will be administered to State CTE Directors and the other will be administered to a sampling of the American School Counselor Association's (ASCA's) 33,000 members. Additionally a version of the State CTE Director survey will be sent to state guidance directors. Staff have been analyzing the survey results, and a preview of the survey conclusions will be presented at the Advance CTE Fall Meeting. The report will be released in early February 2018.

**Resource Center:** After a record high of 10,900 hits in August, the Learning that Works Resource Center was on track to meet the monthly average of 6,500-7,000 hits as of September 20. While this represents a slight drop from the previous month, the Resource Center has been performing well above its averages for the



previous year. In September 2016, the Resource Center received a total of 5,900 hits – a level the Resource Center surpassed by its third week in September 2017. In September Advance CTE staff began the first round of in-depth Resource Center auditing, diving into the “Equity and Access” topic category. The aim of the topic-page audits is to reduce duplication of resources, ensure comprehensive coverage and identify opportunities to develop new resources and policy profiles. Each topic page will be reviewed in depth over the course of a year, at which point the process will start over.

In September 2016, the Resource Center received a total of 5,900 hits – a level the Resource Center surpassed by its third week in September 2017. In September Advance CTE staff began the first round of in-depth Resource Center auditing, diving into the “Equity and Access” topic category. The aim of the topic-page audits is to reduce duplication of resources, ensure comprehensive coverage and identify opportunities to develop new resources and policy profiles. Each topic page will be reviewed in depth over the course of a year, at which point the process will start over.

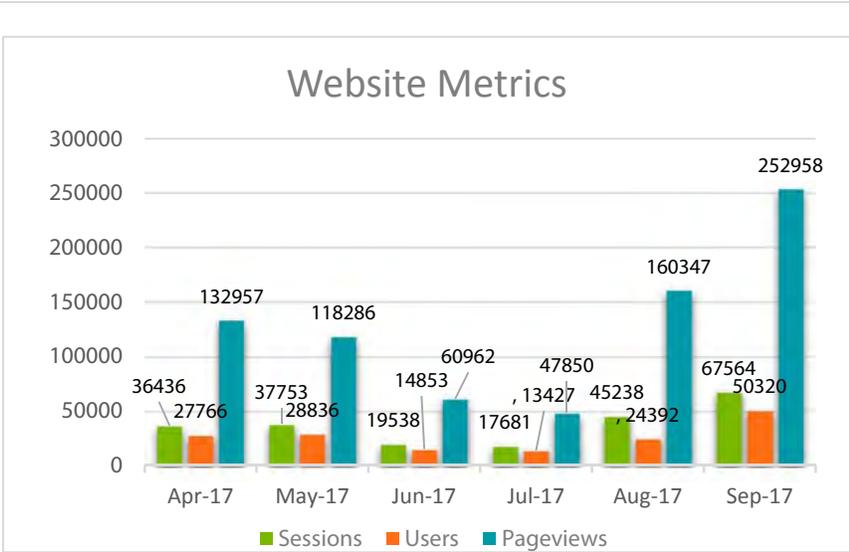
**Rural briefs:** This fall Advance CTE continues its *CTE on the Frontier* series with two new releases. [CTE on the Frontier: Connecting Rural Learners with the World of Work](#) was released at the end of September. That brief features strategies from Louisiana, Montana, North Dakota and West Virginia and describes how those states are leveraging technology, industry partners and innovation to bring the world of work directly to learners. At the end of October, Advance CTE aims to release *CTE on the Frontier: Providing Learner Access to Diverse Career Pathways*, which will feature state strategies to leverage partnerships and technology to expand the breadth of high-quality career pathways available to rural learners.

**Labor Market Information guide:** Staff drafted a guide for states to use in the dissemination of labor market information to key stakeholders. The guide includes prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington. The guide will be released in mid-November.

**Career Clusters Task Force**

Following a productive in-person meeting in August, the Career Clusters Task Force held a virtual meeting in September to reflect on the initial recommendations that emerged from the first meeting and identify other areas for consideration. In October, Danielle Mezera, who is leading the Task Force, will lead an invite-only focus group at the Advance CTE fall meeting to continue to seek input and feedback from our members.

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

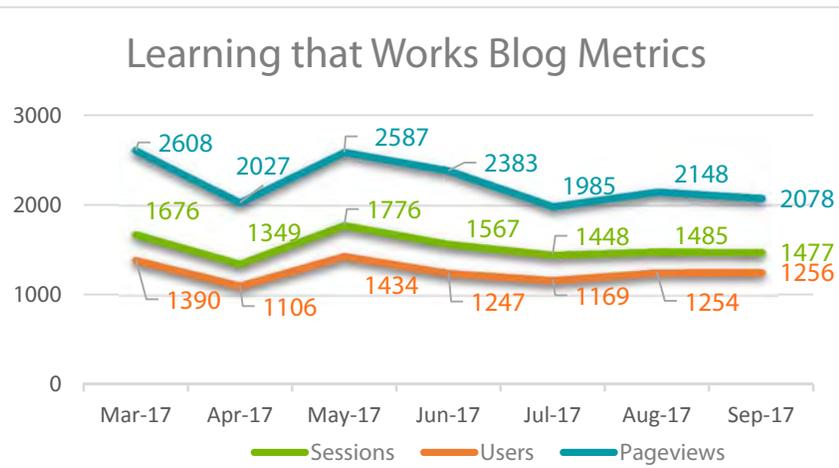


**Major Organizational Releases/Initiatives**

- [Resource Center](#) (2052)
- [Virtual Institute](#) (593)
- [CTE Campaign](#) (454)

**Acquisition of site users**

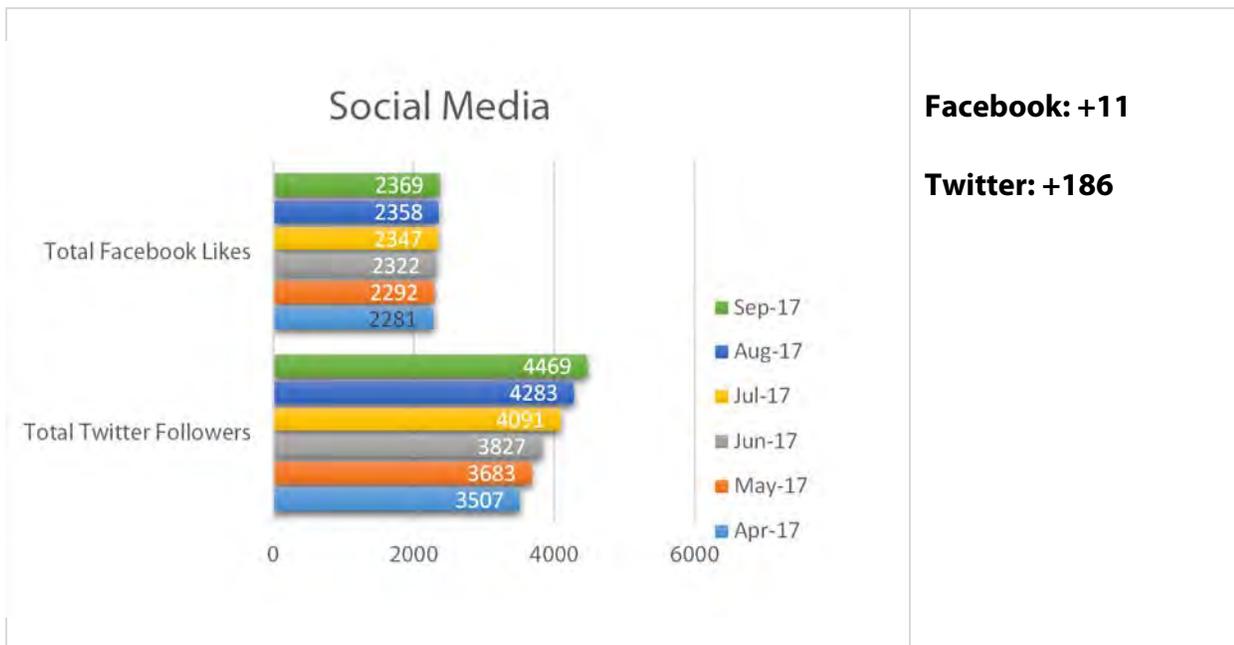
- Organic search (46%)
- Direct (40%)
- Referral (14%)



**11 Blog Posts Published**

Most visited blogs:

- [Colleges Play Important Role in Creating Alternative Credentialing Pathways](#)
- [New Tool Helps Instructors Embed Global Competence in CTE Coursework](#)
- [States Can Strengthen Career Readiness Under ESSA; Will Round Two States Seize the Opportunity?](#)



**Media**

Advance CTE was featured in the media this month including:

- [Career Center Students Explore Advanced Manufacturing](#), Pharos-Tribune
- Background interview with Wall Street Journal

**Strategies for Attracting Students to High-Quality CTE**

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls. Staff also conducted technical assistance with New Jersey staff on developing strategies to more effectively communicate with parents and students.

Staff also received notification that the Siemens Foundation will reinvest in Advance CTE through a two year initiative beginning in October 2017. Through this grant, Advance CTE will work with eight more states and develop a workshop and workshop delivery strategy to engage school counselors across the country to empower them as effective messengers to parents and students.

**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	
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>• <i>Putting Learner Success First</i> and Federal Policy Update Presentation at the Forum for Excellence 2017 Conference in Bloomington, IL</li> <li>• Provided technical assistance to New Jersey State Department of Education around communications</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>• Back to Afterschool: Preparing Young People for Success in School and Life Briefing hosted by the Afterschool Alliance</li> <li>• Campaign to Invest in America's Workforce Meeting</li> </ul>

- Committee for Education Funding (CEF) Meetings
- Federal Data Linkages Workgroup Meeting hosted by the National Skills Coalition
- National Coordinating Council-CTSOs Meeting
- Perkins Stakeholder Meeting
- Perkins Coalition Meeting
- STEM strategy meeting at Texas Instruments, Dallas, TX
- Texas Instruments STEM Education Policy Group - Dallas, Texas
- Women in Government Relations' Education Task Force Meeting
- Workforce Data Quality Campaign's "Measuring Credential Attainment" Kickoff Meeting, Washington, DC

**OTHER PARTNERS  
ENGAGED**

- AIR Center on Great Teachers and Leaders
- Aspen Institute
- Alliance for Excellent Education
- American Federation of Teachers (AFT)
- American School Counseling Association
- Asia Society to release the global CTE competency toolkit
- CNA
- Jobs for the Future
- OCTAE
- Workforce Data Quality Campaign

## QUICK UPDATES

### **Upcoming Advance CTE and Center to Advance CTE Board Meetings**

#### **Advance CTE Board Meetings**

- January 30, 2018 at 2 -3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 2 -3 p.m. ET – Conference call on FY19 Budget approval

#### **The Center to Advance CTE Board Meetings**

- January 30, 2018 at 2:30 3:30 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 4 -5 p.m. ET – Conference call on FY19 Budget approval

#### **Joint Board Meetings** (Both Advance CTE and The Center to Advance CTE Boards)

- January 30, 2018 at 2:30 p.m.- 3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.

### **State CTE Director Changes**

- In October, no new State CTE Directors were named. The following states continue to have vacancies:
  - Alabama
  - New York
  - North Carolina
  - South Carolina
  - Texas

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

### **Finance Update:** The financial snapshots reflect:

- actuals as of November 2, except those income and expense categories related to investments (those are entered by the accountant when the statements are reconciled), and
- reconciled statements through September 30, 2017.

The first quarter payroll and benefits reconciliation has been completed. We are currently following up with states that have not yet paid their dues: Connecticut, California, District of Columbia, Illinois, Pennsylvania and Missouri.

Advance CTE Budget Snapshot
Received 69% of budgeted income
Expended 32% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 75% of budgeted income
Expended 19% 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 this month’s engagement with various development opportunities.

Grant/Proposal/ Contract	Organization /Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	We learned in late September that our second round of funding was approved – totaling \$610,000 over two years. While we work to complete our first grant project, we are beginning to plan for the second grant, which will focus on providing TA to states around communications and messaging and activating counselors as CTE advocates.	Ongoing
New Skills for Youth	JP Morgan Chase; CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
Postsecondary program quality	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and have submitted a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. If approved, the project would launch in January 2018.	Proposal Development
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by fall 2017.	Ongoing
	Credentials Engine	We are in early stages of developing a joint proposal with Credentials Engine and Education Strategy Group to support a state-facing utilization of the Credentials Engine “app” to identify high-quality/meaningful industry-recognized credentials.	Early discussions

**Priority: Empower members through PROFESSIONAL LEARNING**

**Membership Update**

Advance CTE received 3 new memberships – 2 State Members; 1 Associate, Non-state.

Note: As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and

impact of the membership structure on our systems. Since this is the first time we are reporting these numbers, we will report all replacements or removals since July 1, and will continue to report monthly.

Total membership as of October 31, 2017: **413** individuals

- State Membership\*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 88
- Organizational: 33 organizations (representing 100 individuals)

\*Note: The state membership category is now a disaggregated count of the State Directors and state members.

**Member-Only Resources and Supports**

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
Advance CTE 2017 Fall Meeting	October 16 – 18, 2017	152	106 members (40 State Directors or proxies)	121%
Advance CTE 2018 Spring Meeting	April 6 – 8, 2018	n/a	n/a	n/a

**2017 Fall Meeting:** The 2017 Advance CTE Fall Meeting was a success. Though we missed our sponsorship target, we more than surpassed its target registration numbers, which helped to make up the difference.

For this meeting, we expanded the number of workshops available to attendees to provide more choices and opportunities to explore one topic in more detail. The meeting evaluation helped to shed additional insight about the attendee experience. Consistent with our new dashboard metrics, we asked attendees to measure how much they learned and how likely they are to use the information they learned.

On a scale of 1 to 5 (with 5 being the greatest), attendees gave a 3.7 for the degree to which the workshops increased their understanding of the topic and a 3.8 for the likelihood that they would use the information they learned. Staff will actively use the results of the evaluation to inform our planning for the 2018 Spring Meeting.

**2018 Spring Meeting:** Planning has already begun for the 2018 Spring Meeting, which will be held April 4-6 in Washington, DC. Registration is set to launch on January 9. We will provide updates as plans continue to take shape.

**2018 Fall Meeting:** Finally, Advance CTE has locked in a location and dates for the 2018 Fall Meeting. Staff surveyed other nearby hotels to determine the possibility of a location change, but none of the neighboring hotels offered better meeting space and the downtown Baltimore hotels proved too expensive. As such, the 2018 Fall Meeting will be held October 22-24 at the BWI Marriott.

**Federal Advocacy Plan:**

In October, our advocacy efforts focused on engaging Hill staff on our communications research and the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) appropriations and reauthorization, as well as gearing up for sessions during the Fall Meeting that focused on federal policy and advocacy. On October 11, we held a briefing, "[Communicating the Value and Promise of CTE](#)" in coordination with the House and Senate CTE Caucuses that featured the highlights from the communications research Advance CTE commissioned with support from the Siemens Foundation. The event was well-attended and featured opening remarks from Representative Glenn Thompson (R-PA), who emphasized CTE as "an important rung on the ladder of opportunity," and its ability to provide a pathway to in-demand and high-wage careers. Following these remarks, Kate Kreamer provided an overview of the key findings from the research and engaged David Etwiler, CEO of the Siemens Foundation, Dr. Lynne Gilli, the Assistant State Superintendent, Division of Career and College Readiness at the Maryland State Department of Education and Lauren Fillebrown, a senior at Penn State University, in a lively discussion about the value and promise of CTE and moderated questions from the audience. We hope to hold additional briefings going forward in coordination with the House and Senate CTE Caucuses.

**Perkins:**

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We encouraged our members to make outreach to their Senators to ask them to sign on to the bipartisan "Dear Colleague" letter that Senators Inhofe (R-OK) and McCaskill (D-MO) sent to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. The letter was sent on October 12 and garnered 59 signatures from Senators across 38 states. Advance CTE is sending thank you notes to each Senator who signed on to the letter. In addition, we are encouraging our members to contact their Representatives to ask them to sign on to a similar letter that is being led by Representatives Krishnamoorthi (D-IL) and Thompson (R-PA). This bipartisan letter is currently being circulated in the House and at this time has over 200 signatures.

**Budget / Appropriations:**

Advance CTE participated in the Committee for Education Funding's "Hill Day" to encourage appropriators to increase the federal investment in education across the education continuum as they work to come to an agreement on appropriations levels for Fiscal Year 2018 (Congress must act by December 8 in order to avoid a government shutdown). We will also be sending a letter in partnership with ACTE to key House and Senate appropriators requesting that the budget caps be raised to allow for additional non-defense discretionary (NDD) spending and an increase the federal investment in the Perkins Basic State Grant to \$1.3 billion. The letter also underscores how the continuing resolution that level-funds the government through December 8 resulted in a small reduction in funds (0.6971 percent) for the Perkins Basic State Grants and created uncertainty in states as they began the school year. Advance CTE will continue to advocate for strong federal investment in Perkins and communicate this priority in collaboration with the coalitions we participate in and our partners, especially as Congress works toward a potential budget deal to raise budget caps and fund the government past December 8<sup>th</sup>.

**Congressional Offices Engaged in September 2017:**

- Kerry McKittrick, Rep. Langevin (D-RI) and Katie Brown, Rep. Glenn Thompson (R-PA)
- Chris Cunningham, Rep. Esty (D-CT)

- Teresa Frison, Rep. McNerney (D-CA)
- Nia Lesesne, Sen. Booker (D-NJ)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Meeting with Laura Lyon, Rep. Taylor (R-VA)
- Meeting with Joshua Jackson, Rep. Cole (R-OK)
- Meeting with Garnett Decosimo, Senate HELP Committee

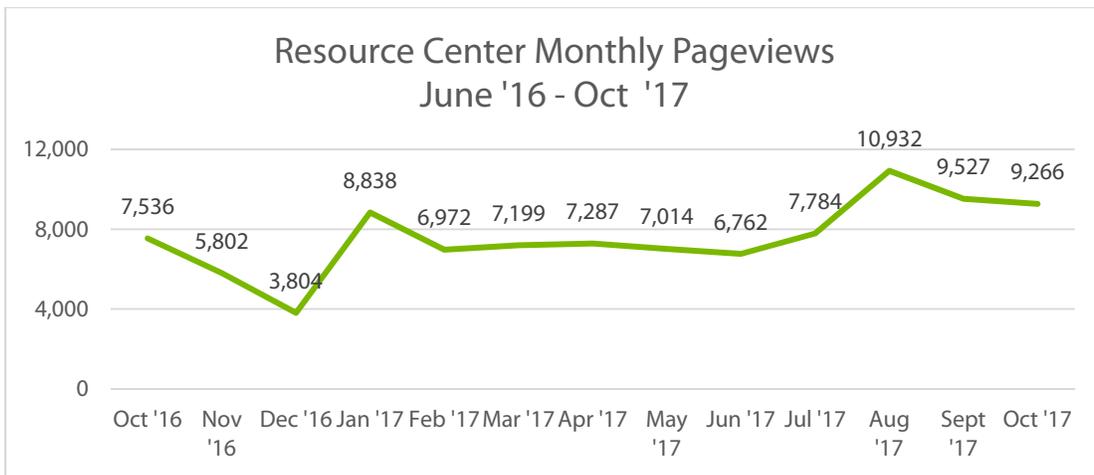
### **State Policy Update**

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has continued working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017, and facilitated two stocktake conversations for Wisconsin and Delaware.

Program Approval Policy Benchmark Tool: The Benchmark Tool was released on October 3, 2017, with a webinar on October 12 to explain its functionality more thoroughly to members. Additionally, the Advance CTE Fall Meeting featured two sessions on the tool and program quality, allowing participants a deeper dive into the topic. Staff are now focusing on providing technical assistance to states who wish to use the tool to examine their program approval and evaluation policies.

State of CTE: Career Development and Advisement: Staff recently completed three surveys for the upcoming State of CTE report. One survey was administered to State CTE Directors and the other was administered to a sampling of the American School Counselor Association's (ASCA's) 33,000 members. Additionally a version of the State CTE Director survey was sent to state guidance directors. Staff have been analyzing the survey results and conducting follow-up interviews, and a preview of the survey conclusions was presented at the Advance CTE Fall Meeting and the NSFY convening in Cincinnati. The report will be released in early February 2018.

Resource Center: The Learning that Works Resource Center received about 9,200 hits in the month of October, putting it 1,730 hits above where it was in October of 2016. This sustained activity in the Resource Center has been partly driven by a steady production of new and relevant Advance CTE resources. We released new publications almost every month this year, and these resources continue to drive a lot of traffic to the Resource Center. In October, the top visited resource was Advance CTE's new Program Approval Policy Benchmark Tool, which generated more than 550 hits. The top resource category for this month was "Career Advisement," closely followed by "Work-based Learning." And in October, Advance CTE staff conducted the second monthly topic page audit, this time digging into the "Articulation and Transfer" resource page.



**CTE Virtual Institute:** After receiving more than 100 applications, Advance CTE selected 18 individuals to participate in the inaugural CTE Virtual Institute cohort. Those participating include local CTE directors, aides for state legislative staff, national partners and more. Participants are assigned weekly readings and videos and participate in online discussions to hone their knowledge of CTE and prepare them to become strong advocates. They will also be responsible for designing and implementing a personal project that leverages their own influence and background to promote high-quality CTE in their own communities.



**Rural briefs:** This fall Advance CTE continues its *CTE on the Frontier* series with two new releases. [CTE on the Frontier: Connecting Rural Learners with the World of Work](#) was released at the end of September. That brief features strategies from Louisiana, Montana, North Dakota and West Virginia and describes how those states are leveraging technology, industry partners and innovation to bring the world of work directly to learners. Although the third brief was scheduled to be released in October, the decision was made to delay the release until early December to sustain the initiative's momentum. After the third brief is released, an additional publication will be scheduled for early 2018.

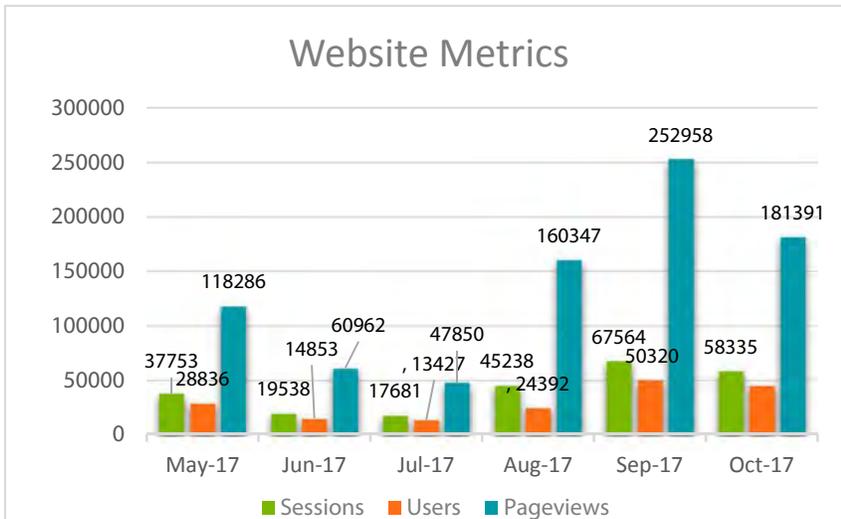
Aside from the publications, Advance CTE is pursuing other opportunities and partnerships to advance our work around rural access and quality. In November, we plan to release a short guide to help states leverage federal funding to support rural CTE. Advance CTE staff also presented on this work at the fall meeting in Baltimore and is preparing to share at both the New Skills for Youth convening in Cincinnati, Ohio and ACTE's VISION conference in Nashville, Tennessee.

**Labor Market Information guide:** Staff drafted a guide for states to use in the dissemination of labor market information to key stakeholders. The guide includes prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington. The guide will be released in early November.

**Industry Expert Working Groups:** Both working groups have met twice so far, and will each meet 3-4 more times before March 2018. After staff had participated in the initial meetings, they met with partner staff at the Center on Great Teachers and Leaders to plan ways to increase participation and ensure members find the interactions useful.

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

COMMUNICATIONS REPORT

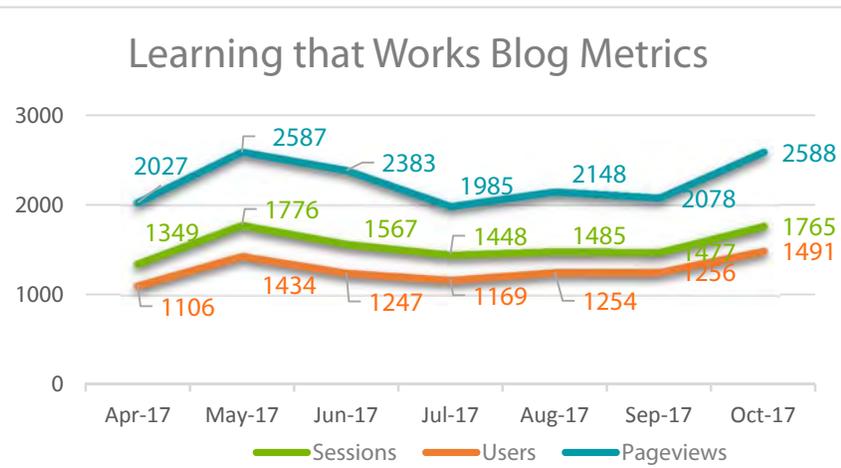


Major Organizational Releases/Initiatives

- [Excellence in Action Award](#) (2590)
- [Resource Center](#) (1694)
- [Program Approval Tool](#) (543)

Acquisition of site users

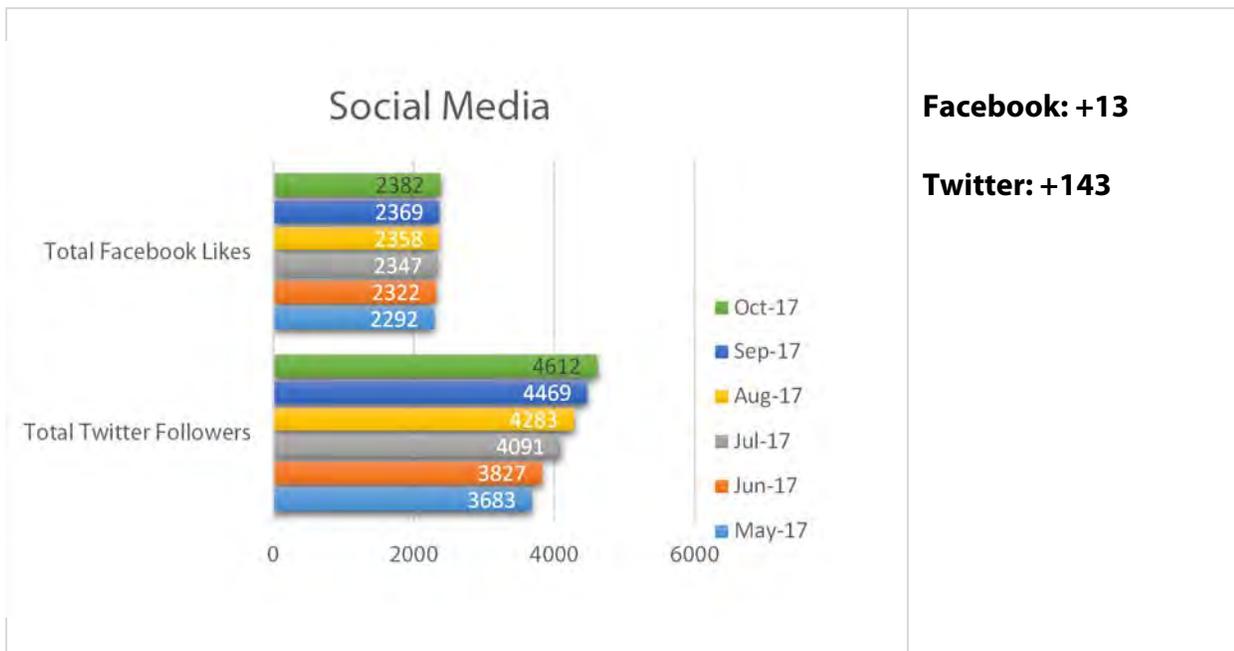
- Organic search (43%)
- Direct (37%)
- Referral (16%)



16 Blog Posts Published

Most visited blogs:

- [Four Essential Components of a Quality CTE Program](#)
- [Communicating the Value and Promise of CTE on the Hill](#)
- [New Report Examines Nondegree Credentials and Their Value](#)



**Media:** Advance CTE conducted two background calls with Education Week and CQ Roll Call.

**Strategies for Attracting Students to High-Quality CTE:** Staff will continue to work with three of the four states through December 15, 2017, a slight extension to the grant, which was supposed to end October 31. This will give states more time to complete their deliverables and collect data. Staff is also presenting on the research findings including in Minnesota, Maryland and Ohio in November.

**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	
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>House and Senate CTE Caucuses’ Briefing on Communicating the Value &amp; Promise of CTE</li> <li>Maryland’s School Counselor Association meeting</li> <li>Montana’s ACTE Fall Institute</li> <li>National Association of Workforce Liaisons</li> <li><i>Valuing the Intersection of STEM and CTE</i>, Washburn University conference on STEM recruitment, Topeka, KS</li> <li>Virginia Career and Technical Education Administrators’ Conference, Hot Springs, VA</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>Career Development Coalition Steering Committee Meeting</li> <li>Congressional Briefing on Addressing the Skills Gap: Community Colleges and the Private Sector</li> </ul>

- Three Committee for Education Funding (CEF) Meetings
- Employer-Driven Innovations in CTE: Promise, Practice, & Opportunities for Policy Capitol Hill forum
- Manufacturing Skills Standards Council Board of Director Meeting
- Participated in NGA's selection committee for the Work-Based Learning Policy Academy
- PostsecData Working Group Monthly Meeting

**OTHER  
PARTNERS  
ENGAGED**

- AIR Center on Great Teachers and Leaders
- American School Counselor Association
- Council of Chief State School Officers (CCSSO)
- Credentials Engine
- Education Week
- Gates Foundation
- Hawaii Community Foundation
- National Recreation and Park Association (NRPA)
- NCC-CTSO Communications committee
- Kickoff meeting for New Jersey's Department of Education CTE Teacher Pathway Initiative Grant
- Society for Maintenance & Reliability Professionals (SMRP)
- Texas Instruments
- Workforce Data Quality Campaign

**QUICK UPDATES**

**Upcoming Advance CTE and Center to Advance CTE Board Meetings**

**Advance CTE Board Meetings**

- January 30, 2018 at 2 -3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel

**The Center to Advance CTE Board Meetings**

- January 30, 2018 at 2:30 3:30 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel

**Joint Board Meetings** (Both Advance CTE and The Center to Advance CTE Boards)

- January 30, 2018 at 2:30 p.m.- 3 p.m. ET – Conference call on Audit and 990s approval

If you haven't RSVP'd for the calls and retreat noted above, please do so as soon as possible.

**State CTE Director Changes**

- In November, we saw one new retirement. Lolita Hall of Virginia retired after a long tenure at the Virginia Department of Education. We are working with the acting State Director, George Willcox, to support him and the staff during this transition.
- There are now six vacant State Director positions:
  - Alabama
  - New York
  - North Carolina
  - South Carolina
  - Texas
  - Virginia

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

**Finance Update:** The organizations' finances are in a strong position, tracking with budget projections.

<b>Advance CTE Budget Snapshot</b>
Received 75.51% of budgeted income
Expended 37.48 % of budgeted expenses

<b>Center to Advance CTE Budget Snapshot</b>
Received 82.03 % of budgeted income
Expended 20.62% 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 this month’s engagement with various development opportunities.

<b>Grant/Proposal/Contract</b>	<b>Organization/Partner</b>	<b>Engagement in Past Month</b>	<b>Status</b>
<b>Strategies for Recruiting Students into CTE</b>	Siemens Foundation	We learned in late September that our second round of funding was approved – totaling \$610,000 over two years. While we work to complete our first grant project, we are beginning to plan for the second grant, which will focus on providing TA to states around communications and messaging and activating counselors as CTE advocates. The next RFP for the state TA grants will be going out in early December.	Ongoing
<b>New Skills for Youth</b>	JP Morgan Chase; CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
<b>Postsecondary program quality</b>	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and have submitted a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. If approved, the project would launch in January 2018.	Proposal Development
<b>IDIQ – Connecting Secondary CTE &amp; Apprenticeships</b>	OCTAE	The final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, were released in November during a webinar hosted by OCTAE. We will be submitting our final invoice and closing out this contract.	Ongoing
<b>Quality Credentials</b>	Credentials Engine	We have jointly submitted a proposal t with Credentials Engine and Education Strategy Group o a group of funders to support a state-facing utilization of the Credentials Engine “app” to identify high-quality/meaningful industry-recognized credentials. At this point, it’s unclear what a timeline would be. Proposal has been shared with Lumina, Bloomberg and the Arnold Foundations.	Proposal Development
<b>NJ Teacher Pipeline Initiative</b>	NJ Dept. of Education	New Jersey was one of two states to receive a grant from OCTAE for the CTE Teacher Pipeline grant. Advance CTE will be providing support and technical assistance over the three years of the grant. We are in the process of finalizing the contract and scope of work, which will begin in early 2018.	Secured but has not started
<b>Strategic Planning</b>	VT State Education Agency	Earlier this fall, Advance CTE submitted a proposal in response to an RFP from Vermont to help them develop a strategic vision for CTE. We learned in October that we had been selected and are in the process of finalizing the contract and scope of work, which will begin in January 2018.	Secured but has not started

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update :** Advance CTE received two new memberships – Two state members (state membership replacements)

**Note:** As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of November 30, 2017: **413** individuals

- State Membership\*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 88
- Organizational: 33 organizations (representing 100 individuals)

### **Member-Only Resources and Supports**

#### **New State Director Leadership Program**

In November, staff released the first module of the New State Director Leadership Program. The module focuses on opportunities to maximize the state's Perkins allocation and explores these opportunities through how you can require, incentivize and support high-quality CTE in your state. Although the modules are being used by the new State Director cohort, the modules are being built with the idea that they can and should be accessible and applicable to all State Directors, no matter their years of experience. If you are interested in using this first module yourself, please reach out to Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org).

The full slate of programming for the modules is:

1. Perkins
2. Programs of Study
3. Data
4. Employer Engagement
5. Personnel Review & Interagency Partnerships
6. Building an Action Plan

We will also offer supplemental curriculum on topics of interest such as work-based learning, industry-recognized credentials and CTE instructor quality and support. Staff will draw from Advance CTE's existing resources to create helpful reports to read and guiding questions.

#### **2018 Spring Meeting**

Planning has already begun for the 2018 Spring Meeting, which will be held April 4-6, 2018 in Washington, DC. Registration is set to launch on January 9, 2018. We will provide updates as plans continue to take shape.

***Federal Advocacy Plan:***

In November, our advocacy efforts focused on reinforcing the need to reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and emphasizing the importance of the federal investment in CTE (especially in light of the tax reform debates that happened throughout November). In addition, in partnership The School Superintendents Association, we presented at an event for Hill staff interested in rural issues that was convened by the Senate Health, Education, Labor and Pensions (HELP) Democratic staff. During the event, we highlighted the key findings from the “CTE on the Frontier” rural briefs and shared policy recommendations for how to support access and equity to rural CTE. The information was well-received by staff and we hope to be involved in similar events in future.

**Higher Education Act (HEA)**

On December 1, Representative Virginia Foxx (R-NC), Chairwoman of the House Education and the Workforce Committee, introduced the “Promoting Real Opportunity, Success and Prosperity Through Education Reform”, or PROSPER, Act. This bill would reauthorize the Higher Education Act and would make significant changes to a number of provisions within the current law. The four-page [summary](#) from the Committee can be found with additional materials [here](#) (with full bill text [here](#)). The summary highlights the following changes, among others:

- “Allows students to use Pell Grants for shorter-term programs;
- Focuses additional resources on the Federal Work-Study program, while eliminating the arbitrary cap that prevents more than 25 percent of an institution’s Work-Study funding from flowing to students working at private-sector companies;
- Allows institutions to use more resources to locate and develop work-based learning jobs for students that align with the students’ career goals;
- Allows institutions to use institutional aid to develop and implement career-specific programs;
- Requires accrediting agencies to have at least one representative from the business community on the agency’s board;
- Repeals the outdated and rigid definition of distance education, making it possible for institutions to develop more innovative methods of delivering postsecondary education;
- Encourages competency-based education by creating a clear pathway for such programs to be eligible for federal student aid to help students attain a less costly degree based on their own learning schedule;
- Encourages Pell-eligible students to complete on-time and with less debt by offering a \$300 Pell Grant bonus to students who take 15 credits per semester in an award year;
- Streamlines student aid programs into one grant program, one loan program, and one Work-Study program;
- Requires the Secretary, in consultation with states, institutions of higher education, secondary schools, and college access programs, to notify secondary school students no later than the students’ sophomore year of the availability of federal financial aid;
- Requires the Secretary to create a consumer-tested College Dashboard that displays key information about colleges and universities, including enrollment, completion, cost, and financial aid;
- Replaces the current 10 statutory accreditation standards with a requirement that accreditors have standards that assess the institution’s success in relation to the institution’s mission with respect to student learning and educational outcomes”

Advance CTE will provide further analysis on the bill as soon as possible.

### **Perkins:**

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins and met with key partners at the National Alliance for Partnerships in Equity (NAPE) and the Center for Law and Social Policy (CLASP). We were encouraged by the strong show of support for a [bipartisan letter](#) sent to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. The letter, led by Representatives Krishnamoorthi (D-IL) and Thompson (R-PA), was sent on November 11 and garnered support from 237 Representatives.

### **Budget / Appropriations:**

On November 16, the House of Representatives passed H.R. 1, the "Tax Cuts and Jobs Act" by a vote of 227-205. The Senate Committee on Finance passed its tax reform bill on a party line vote on November 16 and the bill is likely to be voted on by the full Senate in early December. Because the bill is tied to the budget reconciliation process, it would need 50 votes to pass (in which case, Vice President Pence could break the tie). While there are differences between the House and Senate bills and a final version has not been enacted, it is important to note that there are provisions in both bills (as currently written) that would have [implications for CTE](#). Advance CTE signed onto [this letter](#) to both the House and Senate with 42 other organizations in opposition to specific provisions in their bills. In addition, Advance CTE partnered with the Association for Career and Technical Education (ACTE) to send letters to both the Leadership of the House Ways and Means Committee and Senate Committee on Finance on their respective tax reform proposals outlining our concerns and how they would impact CTE.

### **Congressional Offices Engaged in November 2017:**

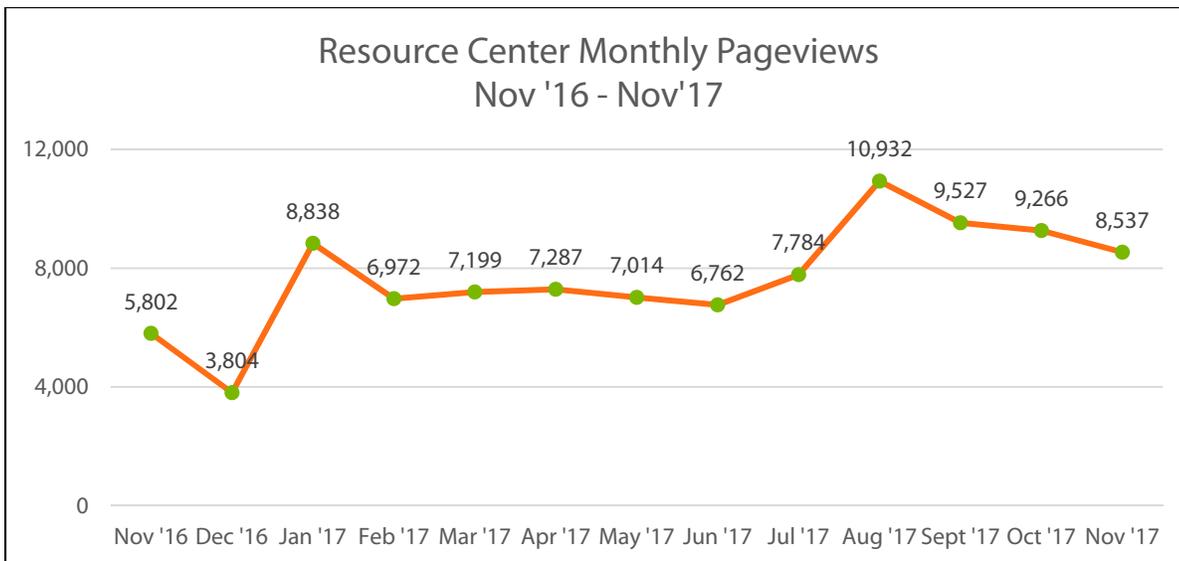
- Jake Baker, Senate HELP Committee
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Meeting with Katie Brown, Sen. Collins (R-ME)
- Meeting with Katherine McClelland, Senate HELP Committee

### **State Policy Update**

New Skills for Youth: The NSFY team presented in multiple sessions at the NSFY Fall Convening in Cincinnati, OH on a range of topics including career advising, federal policy alignment, Perkins updates, rural issues and communications. Staff are currently planning for the second year of NSFY Phase Two, which will include snapshots on the ten NSFY states documenting year one progress, as well as publications focused on career advising, equity, funding and middle grades CTE.

State of CTE: Career Development and Advisement: Staff have been analyzing survey results and conducting follow-up interviews. The report is currently in draft form and will be finalized soon. The report will be released in early February 2018.

Learning that Works Resource Center: Even with a drop in traffic during the Thanksgiving holiday, the Learning that Works Resource Center received more than 8,500 hits in the month of November. This represents a 2,700 page view increase over last November. Additionally, Advance CTE released a new report this month titled Putting Labor Market Information in the Right Hands: A Guide, which garnered a total of 396 hits. In line with past trends, the top resource topics for the month were Career Advisement (232 hits) and Work-based Learning (226 hits).



**CTE Virtual Institute:** The inaugural cohort of the CTE Virtual Institute wrapped up its fifth module at the end of November, with only two modules to go. Participants have been actively engaged, reading materials and participating in online discussions related to CTE program quality, career advisement, work-based learning and competency-based pathways. At the end of the course, participants will design and produce personal projects that draw on their own expertise to apply lessons learned through the course. Advance CTE plans to launch a second cohort in spring 2018.



**Rural briefs:** Earlier this month, Advance CTE released [CTE on the Frontier: Leveraging Federal Policy to Strengthen Rural CTE](#) that examines federal opportunities to strengthen rural CTE strategies. The report covers opportunities under Perkins, WIOA and ESSA and includes state profiles to describe how different opportunities can be leveraged. It was released as a corollary resource under the CTE on the Frontier series, but was not released under the New Skills for Youth initiative.

On December 5, Advance CTE will publish the third full brief in the 'CTE on the Frontier' series. The topic for that brief is providing rural earners access to diverse program offerings and ensuring that choices are not limited by locale. The brief features programs and strategies from Nebraska, Alaska, North Dakota and Idaho.

**Labor Market Information guide:** [Putting Labor Market Information in the Right Hands: A Guide](#) was released in early November. The guide includes prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington.

**Industry Expert Working Groups:** The Industry Experts and Secondary and Postsecondary Collaboration Working Groups have met twice so far, and will each meet three-four more times before March 2018. After staff had participated in the initial meetings, they met with partner staff at the Center on Great Teachers and Leaders to plan ways to increase participation and ensure members find the interactions useful.

**Upcoming Publications:** In December, Advance CTE will also release an update to our July 2017 report mapping intersections between CTE and state ESSA plans. In our analysis, conducted in partnership

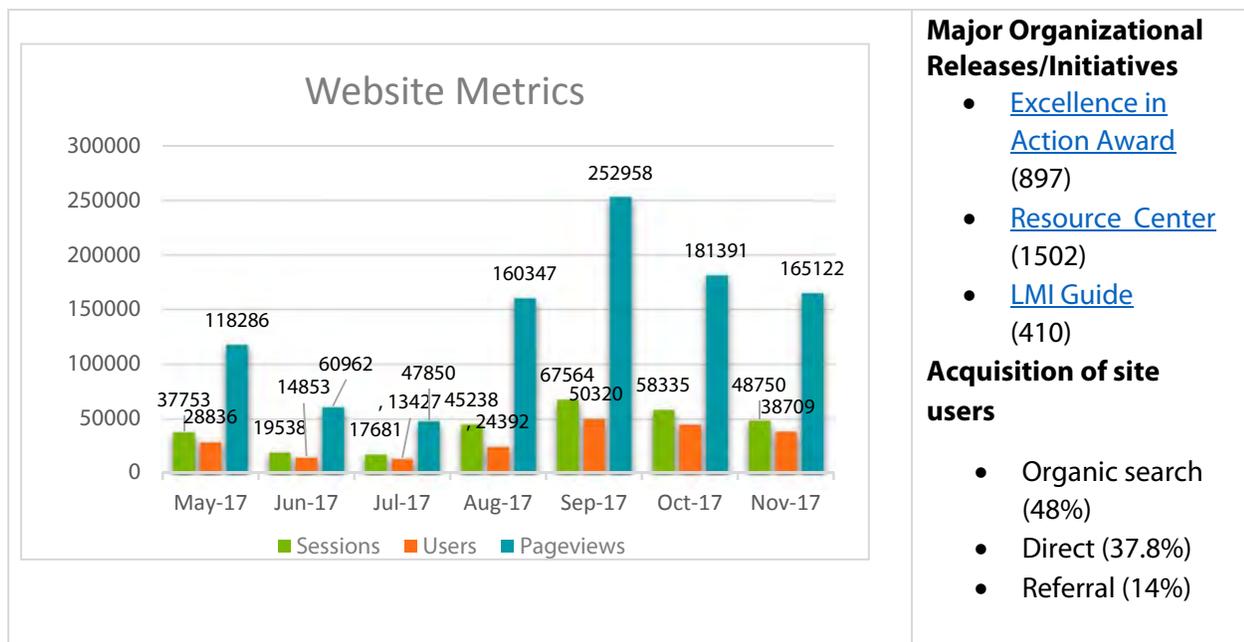
with Education Strategy Group, we found that 36 states total, across both the first and second submission rounds, plan to measure career readiness through ESSA accountability in some way.

As 2017 winds to a close, Advance CTE staff are starting to dive in to the annual year in review report. The state policy team has been tracking state policy developments – including legislation, board regulations, governor-led initiatives and more – over the past year and has compiled a list of relevant career-readiness related policies across the state. In early December, Advance CTE staff will reach out to State Directors will also be asked to respond to the annual 2-minute roundup (documenting challenges and successes from the past year) and review the content on their state web profile on the careertech.org website. These housekeeping measures help us keep a pulse on national trends, forecast upcoming challenges and opportunities, and ensure we accurately represent our members to the public.

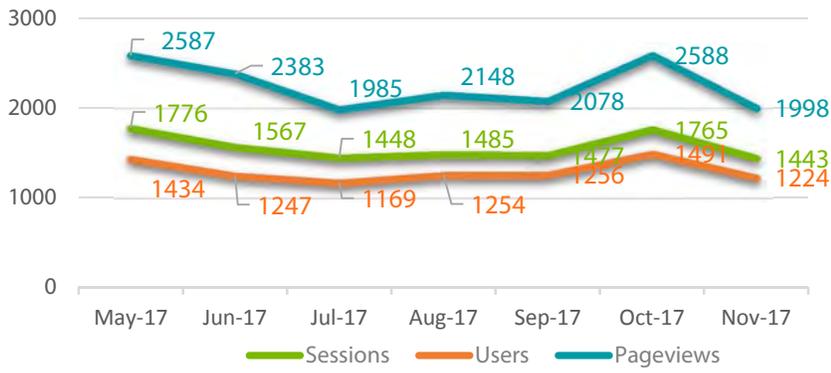
**Career Clusters Task Force:** The Career Clusters Task Force held a virtual meeting in November to review a draft set of recommendations that emerged from the first meeting, the in-person focus group at the Advance CTE Fall meeting and through discussions with other key stakeholders. We are on track to have a final set of recommendations completed in January to be presented to the Board in preparation for the strategic planning retreat.

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

**COMMUNICATIONS REPORT**



### Learning that Works Blog Metrics

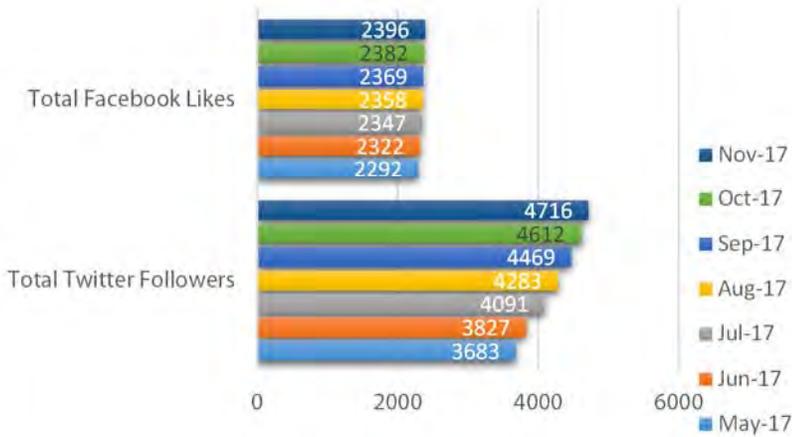


### 11 Blog Posts Published

Most visited blogs:

- [Leveraging Federal Policy to Strengthen Rural CTE](#)
- [Getting to Know Kansas](#)
- [Legislative Updates: Implications of House Tax Reform Bill for CTE](#)

### Social Media



**Facebook: +14**

**Twitter: +104**

**Media:** Advance CTE conducted two background calls with Education Week and Bloomberg as well provided on the record interview with the University Business Magazine, District Administration Magazine.

**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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• Advance CTE Fall Meeting, various topics</li> <li>• Data Quality Institute (Maryland)</li> <li>• Excel in Ed's National Summit (Tennessee)</li> <li>• Global Cities Education Network meeting (Colorado)</li> <li>• CTEWorks! Summit (Minnesota)</li> <li>• New Skills for Youth/Career Readiness Network Convening (Ohio)</li> <li>• Senate Democrats Rural Briefing</li> <li>• Valuing the Intersection of STEM and CTE, Washburn University conference on STEM recruitment (Kansas)</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• Apprenticeship Forward, Jobs for the Future Event</li> <li>• Committee for Education Funding (CEF) Meeting by phone</li> <li>• Congressional Briefing on Higher Education and Veterans' Economic Opportunity and Mobility</li> <li>• Credentials of Value Career Readiness Expert Workgroup (CREW) virtual meeting</li> <li>• CTE Working Group at American Enterprise Institute</li> <li>• Data Quality Institute</li> <li>• Jobs for the Future Celebrate Apprenticeship &amp; Work-Based Learning Luncheon</li> <li>• National Alliance for Partnerships in Equity (NAPE) National Advisory Board Meeting</li> <li>• New America's Youth Apprenticeship Meeting</li> <li>• North American Workforce Development Symposium</li> <li>• White House Domestic Policy Council, meeting on Industry-Recognized Credentials</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• ACTE</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• American School Counselor Association</li> <li>• Asia Society</li> <li>• Center for Law and Social Policy (CLASP)</li> <li>• Credential Engine</li> <li>• FCCLA</li> <li>• Education Week</li> <li>• National Alliance for Partnerships in Equity (NAPE)</li> <li>• Texas Instruments</li> <li>• Workforce Data Quality Campaign</li> </ul>

## QUICK UPDATES

### Upcoming Advance CTE and Center to Advance CTE Board Meetings

All Spring Board meetings will be held at the Omni Shoreham Hotel on April 3, 2018.

Advance CTE Board: 9 a.m. – 11 a.m.

Joint Advance CTE and Center to Advance CTE Boards: 11 a.m. – 4 p.m.

The Center to Advance CTE Board: 4 -5 p.m.

Please RSVP to Kim at [kgreen@careertech.org](mailto:kgreen@careertech.org) with your availability to attend the April Board meetings.

### State CTE Director Changes

- In December, **New Jersey** State CTE Director Marie Barry announced her retirement after more than 10 years as a state and national leader. Acting Chief Academic Officer Laura Morana has been named in the interim and Advance CTE is in contact with her to continue to provide the state support during this transition.
- Advance CTE has also received word from **Michigan's** Patty Cantu, who plans to retire in February after 17 years as the state's CTE Director. Patty shared that her 17-year tenure was the longest in Michigan history for the State CTE Director position. Though Michigan is still no longer a member of Advance CTE, staff will maintain contact during the transition in hopes to build a relationship with the new leader and put them back on the path to state membership.
- At the end of February, Wayne Kutzer will retire after 18 years of leadership at the **North Dakota** Department of Career and Technical Education. Advance CTE will work to maintain contact with the office during this time of transition.
- As of January, there are now eight vacant State Director positions:
  - Alabama
  - Michigan
  - New York
  - New Jersey
  - North Carolina
  - South Carolina
  - Texas
  - Virginia

Administrative Updates: Due to performance, Sherry Quinn is no longer part of the Advance CTE team. We are searching for a replacement for our office administrative support, as well as two new positions: a communications association and a policy associate. In the interim, Krissy Haynes, has been contracted with to support expanded administrative duties. We have hired several contractors to assist with multiple grants, including Kathy Hughes (former deputy at CCRC) to assist with the Joyce grant, Marie Barry (former State CTE Director in New Jersey) to assist with the second Siemens grant and a write to support the New Skills for Youth initiative.

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

**Finance Update:** As of February 1, 2018, 59% of the fiscal year has passed.

Advance CTE Budget Snapshot
Received 86.05% of budgeted income
Expended 55.59 % of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 73.59% of budgeted income
Expended 35.49% 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 this month's engagement with various development opportunities.

Grant/Proposal/Contract	Organization /Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	We are in the process of closing out our first grant from Siemens (with the final report to be submitted in January 2018) and beginning our new grant. The RFP went out to State Directors in December and four states will be selected to receive technical assistance and seed funding in early 2018.	Ongoing
New Skills for Youth	JP Morgan Chase; CCSSO	As we enter the third year of this project – and year 2 of the second phase of the initiative – we have renegotiated our scope of work and overall funding with CCSSO, contingent on Advance CTE taking on expanded responsibilities related to knowledge management and information sharing internally and externally. A revised budget and scope of work has been agreed to by Advance CTE and CCSSO.	Ongoing
Postsecondary program quality	Joyce Foundation	In early December, we learned we received a \$250,000 grant from the Joyce to work with three states over two years to advance quality CTE programs at the postsecondary level. The project is already underway as we work to develop plans and MOUs with the three participating states. A fuller description is below.	Ongoing
CTE Landscape	Gates Foundation	Over the years, we have continued to engage with the Gates Foundation about opportunities to partner. In December, we were approached to develop a briefing document (internal but with the potential of a public release) on the state of CTE, career readiness and related topics. We submitted the scope of work for the contract in mid-January and the project will run through April 2018. While a short-term contract, it represents a unique opportunity to introduce ourselves and our work to the Gates Foundation within the context of their newly adopted strategic plan.	Contract Submitted
CTE Funders Meeting	Multiple	Late in 2017, Kim was invited to present at a closed gathering of funders currently involved in or interested in CTE and career readiness, including Siemens, JPMC, Gates, Joyce, Bloomberg, Walton and others.	Exploratory

	Bloomberg Philanthropies	As an outcome of the funders meeting described above and the release of our 2017 Year in Review, we have been asked by Bloomberg to do a briefing for them on CTE. We're in the early stages of organizing this.	Exploratory
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**Priority: Empower members through PROFESSIONAL LEARNING**

**Membership Update:** In December, Advance CTE received four new memberships, three of whom were new State Members and one is a replacement State Member. In January, Advance CTE received five new memberships – one new State Member, two Associate-Non-state member, one add-on for an organizational membership and one full organizational membership.

Total membership as of January 31, 2017: **423** individuals

- State Membership\*: 53 states (representing 53 State Directors and 166 state members)
- Associate, State: 10
- Associate, Non-state: 90
- Organizational: 34 organizations (representing 104 individuals)

**Member Services Survey:** On December 19, Advance CTE released its Member Services Survey to better understand how organizational resources are used and how to improve. Over the years, this survey has varied in terms of its frequency (i.e. annual vs. bi-annual), but given the re-dedication to being a responsive, member-driven organization, staff will now measure member satisfaction annually to better inform our planning as well as the new dashboard for accountability.

The survey, which closed on January 19, received 143 responses across all four membership categories – State Director; Associate-State; Associate, non-state and Organizational. This equates to roughly one third of the Advance CTE membership. An analysis of the member input will be shared during the Board strategic planning retreat.

**Member-Only Resources and Supports**

**New State Director Leadership Program:** In December, staff held the first check-in call with the new State Directors regarding the Perkins module, which was released prior to the Thanksgiving holiday. Many of the new State Directors, including those who had multiple years of prior experience managing Perkins within the state CTE office, shared that they learned a great deal about how to better manage – and maximize – their state allocation. In January, Advance CTE released the second module, which focuses on high-quality Programs of Study.

## Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors
Leveraging ESSA's Momentum to Advance Career Readiness	1/17/18	51	4
CTE and Federal Policy: Recapping the Highlights of 2017	1/25/18	196	TBD
State Policies Impacting CTE: 2017 Year in Review	1/31/18	64	2
2018 Advance CTE Spring Meeting	4/6-8	64	19
2018 Advance CTE Fall Meeting	10/22-24	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-10	n/a	n/a

**2018 Spring Meeting:** The [2018 Spring Meeting](#) will be held April 4-6 in Washington, DC. Registration for the meeting kicked off on January 10, and registration rates are already beginning to outpace last year's numbers. A [high-level agenda](#) was released in mid-January, which can be viewed here.

Sponsorships are taking off as well. After releasing this year's sponsorship packages on January 22, staff has already achieved 71% of the target.

**2019 Spring Meeting Contract:** In January, Advance CTE signed a contract with the Omni Shoreham Hotel in Washington, DC, to host our 2019 Spring Meeting with Board meetings taking place on April 7 and the full meeting, April 8 – 10, 2019.

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

**Federal Advocacy Plan:** In December, our advocacy efforts focused on responding to both tax reform proposals and the proposal from the House Committee on Education and Workforce to reauthorize the Higher Education Act. Throughout December and January, we also continued preparation for the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) by engaging with key Senate Health, Education, Labor and Pensions (HELP) Committee staff. In addition, we released two briefs that highlight results from Advance CTE's 2017 Perkins Implementation Survey. These briefs, [Coordination between Career Technical Education & State Initiatives](#) and [Leveraging the Perkins Basic State Grant to Advance High-quality CTE](#) showcase promising practices across states and draw connections between the survey findings and [Putting Learner Success First: A Shared Vision for the Future of CTE](#).

**Higher Education Act (HEA):** As we shared in our [Legislative Update](#) on December 1, Representative Virginia Foxx (R-NC), Chairwoman of the House Committee on Education and the Workforce, introduced H.R. 4508, the "Promoting Real Opportunity, Success and Prosperity Through Education Reform" ([PROSPER](#)) Act. This bill would reauthorize the Higher Education Act (HEA), and make significant changes to a number of provisions within the current law. Advance CTE analyzed the bill based on our board-approved [HEA Reauthorization Recommendations](#) and submitted a [letter](#)

expressing our views to the Committee in advance of the Committee's markup on December 12. The PROSPER Act passed out of Committee on a party line vote (23-17) and the bill is expected to go before the full U.S. House of Representatives for a vote in early 2018. Advance CTE plans to send a letter to House leadership prior to the vote to express our views. We are currently seeking input on high-priority concerns to reinforce in our letter from a group of Advance CTE's postsecondary members that were initially convened to discuss HEA reauthorization during Advance CTE's Spring Meeting.

It is likely that the U.S. Senate will unveil its own proposal in early 2018, which is likely to differ significantly from the House bill, given that an HEA reauthorization proposal would need the support of Democrats in order to be passed out of the Senate (the PROSPER Act was a Republican-only proposal). Advance CTE will continue to advocate for our [HEA Reauthorization Recommendations](#) as the process moves forward and will provide updates on HEA reauthorization as they become available.

**Perkins:** In December and January, we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We had multiple discussions with Senate HELP Committee staff and have answered questions, provided state examples and shared our legislative language. In addition, the Senate CTE Caucus held a briefing, *Perkins CTE and How Reauthorization Can Improve Programs*. During the briefing, Kimberly Green, Advance CTE's Executive Director and Alisha Hyslop, the Director of Public Policy at the Association for Career and Technical Education (ACTE), presented on the history of Perkins, provided state and local examples of implementation and covered how reauthorization could improve programs. Both groups were invited to a session with staff from the Senate HELP Committee and the education staffers for Democratic members of the committee. During the closed session, we shared Perkins resources, our reauthorization principles and answered questions from staff as they consider their priorities for Perkins reauthorization.

In December, we held a call with the State CTE Directors for all of the states represented on the Senate HELP Committee. During this call we provided an overview of the reauthorization process thus far and shared that early discussions among Senate HELP Committee staff are beginning. In addition, we shared more about how Advance CTE coordinated with the State Directors from HELP Committee states during the reauthorization process for Perkins IV and how we would like to have a similarly open line of communication for this reauthorization. Advance CTE created an interactive listserv for this group of State CTE Directors and will use it to share updates on reauthorization when they become available, gather feedback and schedule impromptu calls as needed. We developed a set of talking points on the current status of reauthorization that we shared with this group and plan to continue to provide any resources they need to advance reauthorization. Based on the results of a survey of this group, we will be hosting a webinar on February 8 to walk through our Perkins recommendations.

**Budget / Appropriations:** In November, both the House and Senate passed tax reform bills. Advance CTE had concerns about a number of provisions in each bill, including the elimination of: the deductions for state and local taxes (SALT), the educator expense deduction, student loan interest tax deductions, the lifetime learning credit and tax benefits for employer tuition reimbursement programs. In addition, the overall cost of tax reform is likely to put pressure on appropriators to cut spending in other areas going forward. This means there could be an adverse impact on education spending, including for Perkins Basic State Grants, which have remained relatively [flat funded since 1991](#). Advance CTE partnered with the Association for Career and Technical Education (ACTE) to send letters expressing our views on both bills, and once both passed, we sent a [letter](#) to the conference committee expressing our outstanding concerns. The conference committee released its proposal for a final bill on December 15. While the final bill removes a number of problematic provisions, Advance

CTE remains concerned about the \$10,000 cap on the deduction for state and local taxes and the overall cost of tax reform, both of which are likely to have negative implications for the overall investment in CTE. The final bill passed both the House and Senate on December 20 and President Trump signed it in time for it to go into effect on January 1, 2018.

The first order of business for Congress in 2018 was to keep the government open past January 19, when the last short-term funding measure would expire. Congress did not come to an agreement until January 22, which meant that the government was shut down for three days. On January 22, Congress passed a continuing resolution to keep the government funded until February 8. Due to the budget caps for Fiscal Year 2018 (FY18), Congress applied a small (0.6791 percent) across-the-board cut, which impacts education programs that are advance-funded (including the Perkins Basic State Grant). However, Congress has the opportunity to nullify these cuts when they come to a final agreement for the FY18 spending bills and Advance CTE will advocate for such action as Congress works to finalize these bills.

It is also important to note that the President's Budget Proposal is slated to be released on February 12. While we do not yet know what that budget will contain, during President Trump's State of the Union address on January 31, he included a call for Congress to "invest in workforce development and job training, which we need so badly." Then he added, "Let us open great vocational schools so our future workers can learn a craft and realize their full potential." President Trump did not offer additional details after this statement.

#### **Congressional Offices Engaged in December 2017:**

- James Redstone, House Committee on Education and the Workforce
- Karishma Merchant, Sen. Kaine (D-VA)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee

#### **Congressional Offices Engaged in January 2018:**

- Karishma Merchant, Sen. Kaine (D-VA)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- Jon Cardinal, Sen. Gillibrand (D-NY)

#### **State Policy Update**

New Skills for Youth: Now that the New Skills for Youth initiative is in its second year, Advance CTE is building systems to organize and leverage information and best practices learned from participating states as part of a comprehensive new knowledge management strategy. As an initial step, staff has put out a request to project partners to provide information and resources from their work. Advance CTE is also conducting interviews with NSFY coaches to gain an understanding of the challenges, successes and lessons learned in their states. Once organized, this body of information will support technical assistance and supports for NSFY states and will also set Advance CTE up to leverage lessons from the initiative to support our members.

Joyce Foundation – Postsecondary Program Approval: the states (Ohio, Illinois and Colorado) were chosen before the grant was approved for funding, there was not a traditional Request for Proposal process with these states. Staff developed an MOU template that could serve that role for the grantees by requiring them to complete detailed work plans and to provide specific and actionable goals and metrics to accomplish during the grant period. States must submit their MOUs by February 2, at which time staff will review them for ambition, feasibility and comprehensiveness. MOU edits will be completed around the end of February.

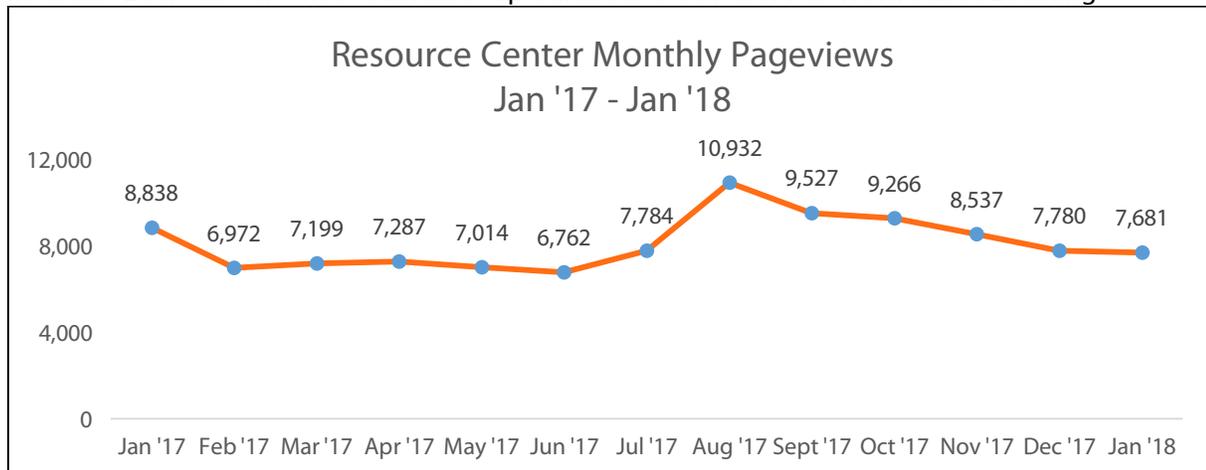
Vermont Strategic Planning: Staff began their work with the Vermont State CTE Director with a kickoff call. During the call, a draft list of stakeholders to be consulted was put together, and the objectives of a stakeholder survey were discussed. Staff is now working on drafting the stakeholder survey and will reconvene virtually with the State Director in mid-February.

Year in Review: In January, Advance CTE released the annual *State Policies Impacting CTE: 2017 Year in Review* report, examining trends in state CTE and career readiness policy during the 2017 calendar year. In total, 49 states and Washington, D.C. passed a total of 241 policies related to CTE and career readiness, more than 100 policies more than the year before. A webinar is scheduled for January 31 to unpack findings from the report and will feature Charisse Childers from the Arkansas Department of Career Education.

State of CTE: Career Advising and Development: This report on career advising and development will be released on February 6, which falls during both CTE Month and National School Counseling Week. There will also be a webinar about the report on February 20 at 3 pm ET. An article focusing on the findings for elementary and middle school career advising will be a feature of the March issue of ACTE’s *Techniques*.

Industry Expert Working Groups: Both working groups are beginning to wrap up their interactions. AIR released a survey for participants to rate their experiences; Advance CTE will follow up to explore those survey results. Findings and lessons from the working groups will be released to the public in March 2018, and will be featured at an upcoming briefing on Capitol Hill being put together in partnership with the Society for Maintenance and Reliability Professionals.

Resource Center: The Resource Center received more than 7,700 hits in January (as of 1/26/18). This activity was buoyed by two new Advance CTE releases, the *Mapping Career Readiness in State ESSA Plans* report, which was released in December and received more than 350 hits in January, and *State Policies Impacting CTE: 2017 Year in Review*, which was published on January 25 and received 280 hits in its first 24 hours. The most trafficked topic area for the month was Work-based Learning.



\*Only includes site traffic data through January 26, 2018

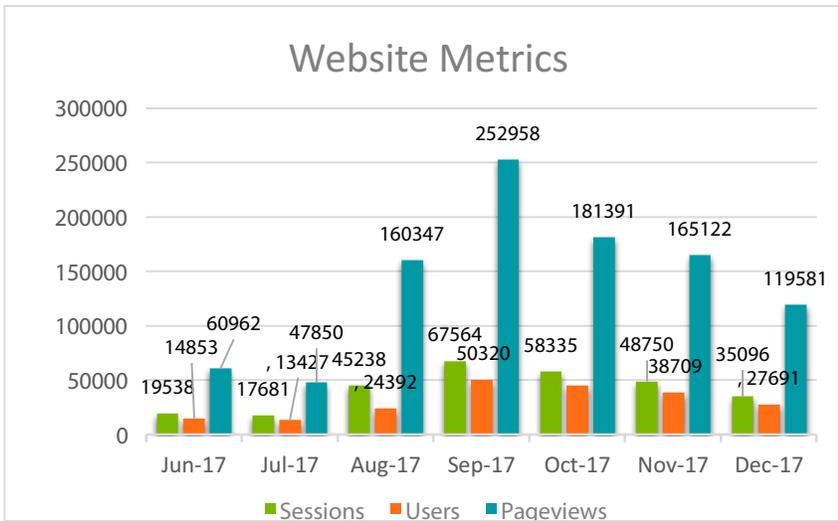
**Postsecondary Update:** Advance CTE staff are progressing through the activities proposed in the organization's new postsecondary strategy. The strategy is organized through the five priority areas:

- **Policy:**
  - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff have drafted updated policy sections for the Advance CTE website covering both HEA and WIOA.
  - **State:** In development of the 2018 research agenda, two publications were added to the schedule focused specifically on postsecondary topics – one will focus on postsecondary program approval, and the other will focus on equity in postsecondary. Additionally, staff is beginning research for two fact sheets on the role of CTE in specific postsecondary issues.
- **Promotion:** Staff has developed a schedule for a new postsecondary blog series, which will begin in February. The blogs will dive deeper into numerous CTE and career readiness topics that might not otherwise have a postsecondary perspective in Advance CTE resources. For example, to accompany the planned May webinar on rural challenges, the postsecondary blog series will focus on rural challenges specific to postsecondary institutions.
- **Professional Development:** Advance CTE's upcoming Spring Meeting will feature multiple postsecondary partners, with at least three sessions being dedicated specifically to postsecondary content.
- **Partnerships:** Staff has begun developing partnerships with postsecondary organizations, including introductory conversations with Achieving the Dream. Additionally, staff has been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation, to make new connections and generate new content ideas.
- **Processes:** At least half of staff members have incorporated increasing postsecondary content knowledge into their annual professional development goals. These goals include writing postsecondary briefs and giving presentations to postsecondary audiences.

**Career Clusters Task Force:** The Career Clusters Task Force provided final input on draft recommendations, which were delivered to Advance CTE staff in late December. We are on track to have a final set of recommendations completed in February to be presented to the Board in preparation for the strategic planning retreat.

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

## DECEMBER 2017 COMMUNICATIONS REPORT

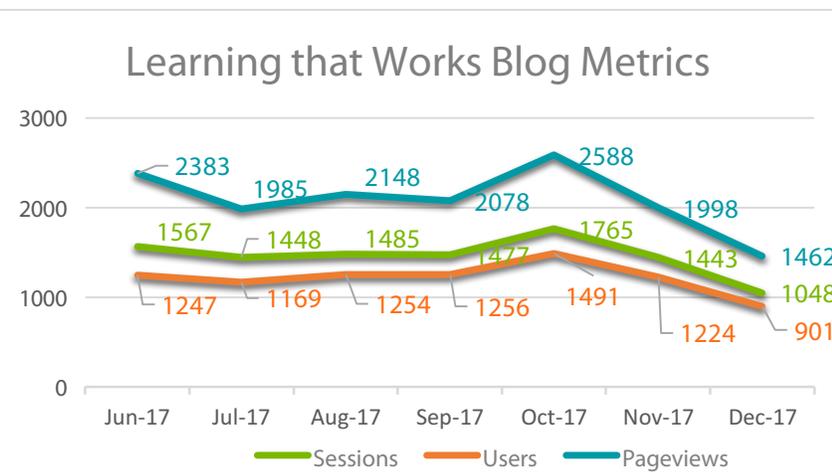


### Major Organizational Releases/Initiatives

- [Mapping Career Readiness](#) (404)
- [Recruitment Strategies](#) (314)

### Acquisition of site users

- Organic search (51.5%)
- Direct (35.9%)
- Referral (11.7%)

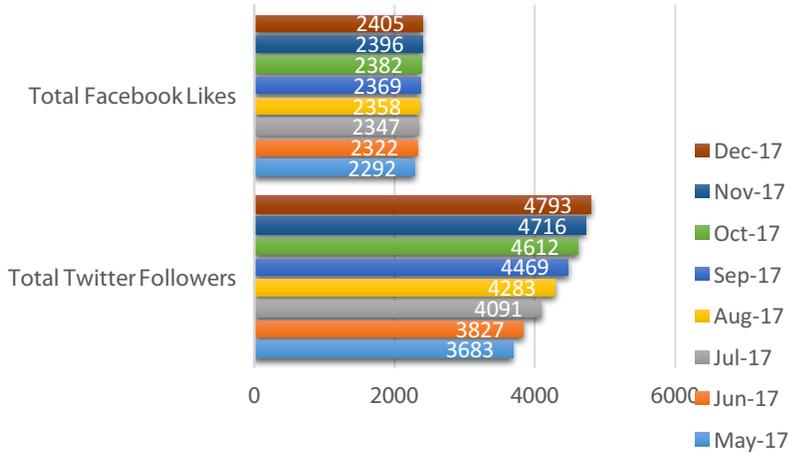


### 10 Blog Posts Published

#### Most visited blogs:

- [Legislative Update: House Introduces HEA Reauthorization Bill](#)
- [CTE Leaders Explore German TVET System](#)
- [New America Releases Recommendation s for Connecting Higher Education and Apprenticeships to Improve Both](#)

## Social Media

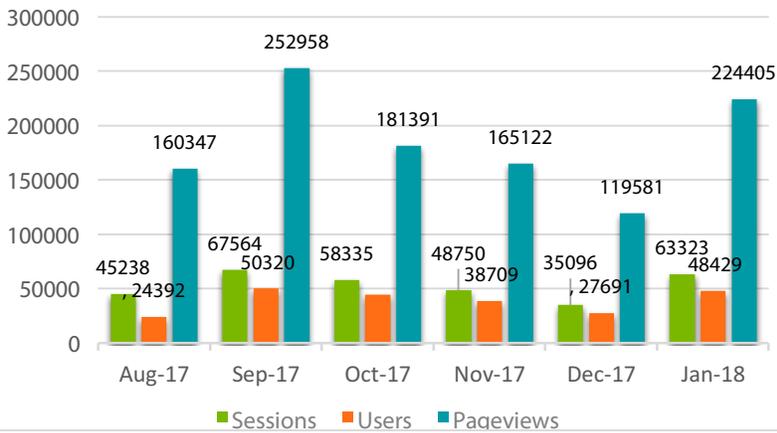


Facebook: +9

Twitter: +77

## JANUARY 2018 COMMUNICATIONS REPORT

### Website Metrics



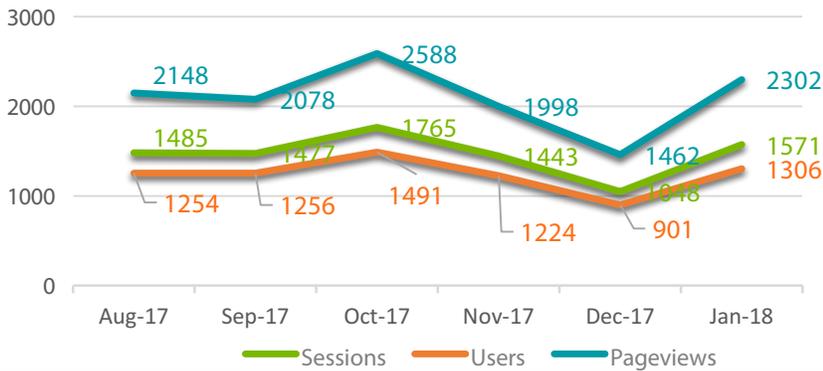
### Major Organizational Releases/Initiatives

- Resource Center (1892)
- Spring Meeting (724)
- State Policies Impacting CTE (425)

### Acquisition of site users

- Organic search (48%)
- Direct (39%)
- Referral (12%)

### Learning that Works Blog Metrics

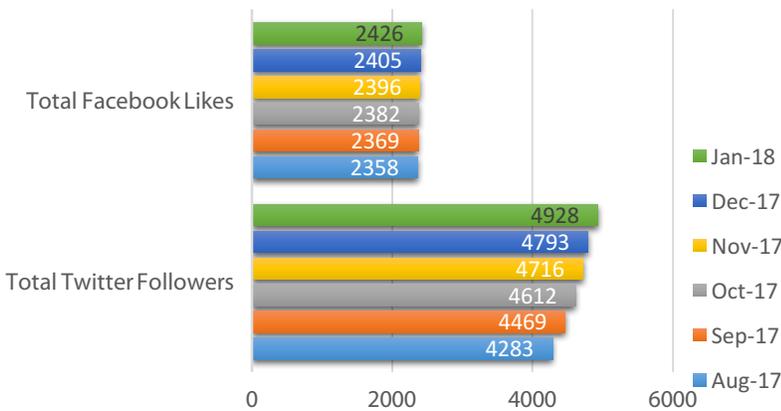


### 10 Blog Posts Published

Most visited blogs:

- Guided Pathways Initiatives Require Major Overhaul of How Things are Done at Community Colleges
- Two Webinars Digging into Federal and State Policy: Register Today!
- CTE & Federal Policy: Recapping the Biggest Stories of 2017

### Social Media



Facebook: +21

Twitter: +135

**Media:** Advance CTE conducted interviews with Hechinger Report (x2), Education Week, Bloomberg and NPR in January 2018. Advance CTE was featured in Hechinger Report, NPR, Education Writer’s Association, Morning Education Roundup and American Enterprise Institute. Staff is planning to publish at least one op-ed during CTE Month with the Siemens Foundation, and potentially a second

with ACTE. Additionally, Education Week covered the recent report, *Mapping Career Readiness in State ESSA Plans*, in a blog post.

**Strategies for Attracting Students to High-Quality CTE:** Staff has completed all work with Siemens 1.0 grantees, and is in the process of selecting four states to receive a second round of funding beginning March 2018.

**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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• ACTE CareerTech VISION</li> <li>• ACTE-Research</li> <li>• Co-hosted with National Career Pathways Network (NSPN): <i>CTE &amp; Federal Policy: Recapping the Highlights of 2017</i></li> <li>• DECA’s Thought Leadership Conference</li> <li>• NGA’s Work-Based Learning Policy Academy</li> <li>• New America’s Youth in Apprenticeship release event</li> <li>• Senate CTE Caucus Briefing “Briefing on Perkins CTE and How Reauthorization Can Improve Programs”</li> <li>• Senate HELP Committee – Democrats – Private briefing on Perkins</li> <li>• UnidosUS &amp; National Urban Leagues’ briefing on CTE and ESSA</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• Career Readiness Expert Workgroup on Industry-Recognized Credentials</li> <li>• Committee for Education Funding Briefing on Education Budgeting</li> <li>• Campaign to Invest in America’s Workforce</li> <li>• Energized for Evidence Fly-In hosted by the Workforce Data Quality Campaign</li> <li>• Global CTE Advisory Meeting</li> <li>• Jobs and Careers Coalition</li> <li>• NOCTI Board of Directors</li> <li>• NCC-CTSO Quarterly meeting</li> <li>• PostsecData Working Group (IHEP)</li> <li>• Women in Government Relations Education Task Force</li> <li>• <i>Ready for a Working Future: Leader Conversation, America’s Promise Alliance, Washington, DC</i></li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• ACTE</li> <li>• Achieving the Dream</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• America Achieves</li> <li>• American Association of Community Colleges</li> <li>• American School Counselor Association</li> <li>• Bloomberg Foundation</li> <li>• CCSSO</li> <li>• Education Strategy Group</li> <li>• Education Trust</li> </ul>

- Education Week
- Gates Foundation
- National Alliance for Partnerships in Equity
- National Career Pathways Network
- National FFA
- National Skills Coalition
- New America regarding a potential partnership around youth apprenticeship
- OCTAE
- Opportunity America
- Perkins Coalition (led by IBM)
- Project Management Institute Education Foundation
- Society for Maintenance and Reliability Professionals (SMRP)
- Texas Instruments
- Society for Maintenance and Reliability Professionals

## QUICK UPDATES

### **Upcoming Advance CTE and The Center to Advance CTE Board Meetings**

2018 Spring Meeting Board meetings are taking place at the Omni Shoreham Hotel in Washington, DC on Monday, April 3, 2018:

- Advance CTE Board: 9 – 11 a.m.
- Joint Board meeting: 11 a.m. – 4 p.m.
- The Center Board: 4 – 5 p.m.

We'll meet in the Hampton Ballroom. If you haven't RSVP'd for the Board meeting, please do so by emailing Kimberly Green at [kgreen@careertech.org](mailto:kgreen@careertech.org).

### **FY19 Budget Approval Conference Calls – June 20, 2018**

- Advance CTE: 2 – 3 p.m. ET
- Center to Advance CTE: 4 – 5 p.m. ET

### **State CTE Director Changes**

- In February, two State Directors retired – from **North Dakota** and **Michigan**. Given that Michigan is not currently a paying member of Advance CTE, we are maintaining contact with the office in hopes that we can build a relationship with the new director and bring them back as a member.
- Also this month, two new State Directors were named: Heather Justice of **Texas** and Stefany Deckard of **Indiana**. Both previously worked in state CTE offices in Tennessee and Florida, respectively.
- As of February, there are now eight vacant State Director positions:
  - Alabama
  - Michigan
  - New York
  - New Jersey
  - North Carolina
  - North Dakota
  - South Carolina
  - Virginia

**Administrative Updates:** We are excited to welcome two new individuals to our team: Nicole Howard ([nhoward@careertech.org](mailto:nhoward@careertech.org)) is our new Communications Associate. Nicole will be supporting our organization's core communications work, the Siemens grant and our Excellence in Action awards program. Brianna McCain ([bmccain@careertech.org](mailto:bmccain@careertech.org)) is joining the team as a Policy Associate, expanding our capacity on the state policy front and supporting the New Skills for Youth work. Watch our blog for introductory posts about each of them.

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

**Finance Update:** As of the end of February 2018 67% of the fiscal year has passed. The organizations are in a strong fiscal position, with spring sponsorships and registrations coming in on target. The financial statements still need to be reconciled for January and February, so the snapshots below do not reflect those adjustments. The Center income reflects new grants received that haven't been accounted for in the original-passed budget. A budget modification will be presented to the Board in April.

Advance CTE Budget Snapshot
Received 94% of budgeted income
Expended 65% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 108% of budgeted income
Expended 38% 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 this month's engagement with various development opportunities.

Grant/Proposal/Contract	Organization /Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	Our new grant is well underway, with our next cohort of four states – Colorado, Idaho, New Hampshire and North Dakota – selected to receive TA and implement recruitment activities. We have also began work on the development of a workshop for counselors to become “champions” for CTE in their communities, which will be launched at ASCA’s conference in summer 2018.	Ongoing
New Skills for Youth	JP Morgan Chase; CCSSO	As we enter the third year of this project – and year 2 of the second phase of the initiative – we have renegotiated our scope of work and overall funding with CCSSO, contingent on Advance CTE taking on expanded responsibilities related to knowledge management and information sharing internally and externally.	Ongoing
Postsecondary program quality	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway.	Ongoing
CTE Landscape	Gates Foundation	We have secured a \$100,000 contract to develop a landscape analysis of all things CTE for the Bill & Melinda Gates Foundation to inform their future investments in the area. The current timeline is to have this contract completed in early summer; it’s unclear if any of the final document will be made public or not but it’s a possibility.	Ongoing
	Bloomberg Philanthropies	We will be conducting a virtual briefing for Bloomberg’s education team on CTE in mid-March.	Exploratory

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update:** February brought an incredibly large number of members to Advance CTE. Our quick assessment of this bump is likely due to a combination of increased visibility from CTE Month and state member changes ahead of the Spring Meeting.

Advance CTE received 26 new memberships – nine State Members, one Associate-State and 16 Associate, Non-state members. However, five of the new state members were replacements, bringing the final total of new members to 21.

**Note:** As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of February 28, 2018: **444** individuals

- State Membership\*: 53 states (representing 53 State Directors and 170 state members)
- Associate, State: 11
- Associate, Non-state: 106
- Organizational: 34 organizations (representing 104 individuals)

### **Member-Only Resources and Supports**

#### **Meetings/Events**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2018 Advance CTE Spring Meeting	4/6-8	165	35	86%
Webinar: <i>Walking Through Advance CTE's Perkins Recommendations</i>	2/8/18	29	5	n/a
Webinar: State of CTE on Career Advisement (with ASCA)	2/20/18	89	7	n/a
2018 Advance CTE Fall Meeting	10/22-24	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

**2018 Spring Meeting:** The [2018 Spring Meeting](#) will be held April 4-6 in Washington, DC. Registration will close on March 9. Additionally, staff have secured 100% of our sponsorship target before the March 2 deadline. We have an exciting, impactful [agenda](#) planned that will provide our members with high-quality professional development.

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

***Federal Advocacy Plan:*** In February, our advocacy efforts focused the reauthorization of the Higher Education Act and the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins), as well as the federal investment in Perkins. In addition, we engaged with the Administration on two recent proposals. We also put the finishing touches on the refreshed [federal policy section of the website](#) and hope the updates will make it easier for our members to find federal policy resources and engage in federal policy advocacy efforts!

In preparation for the Spring Meeting, we put out a request to all State CTE Directors for nominations for the Congressional Star of Education Award in January. We did not receive any nominations by the February deadline. Given this, we have decided to discontinue this Award.

**Higher Education Act (HEA):** While there has not been any movement on the PROSPER Act (the HEA reauthorization bill that passed out of Committee in the House in December), the Senate engaged in the following activities:

- Hearings on HEA reauthorization topics (as we shared in our [Legislative Update](#) on February 9)
- Senator Alexander (R-TN) called for comments on an accountability white paper released in February
  - Advance CTE partnered with ACTE to respond to the request with a letter emphasizing the importance of disaggregating postsecondary data at the program level.
- Senators Alexander (R-TN) and Murray (D-WA) put out a general call for input on HEA reauthorization
  - Advance CTE sent in our [HEA Recommendations](#) with a note offering to answer questions and provide additional information.
  - Advance CTE also signed onto a letter led by the PostSec Data coalition to reinforce our recommendations related to data transparency and availability.
- The Senate CTE Caucus held a briefing, “How Reauthorization of the Higher Education Act Can Better Reflect Today’s CTE Landscape”
  - Kimberly Green moderated the discussion, during which Senator Kaine (D-VA) provided remarks about the power of CTE and his appreciation of the effort to share best practices.

**Perkins:** In February, we advocated for Perkins reauthorization and provided related tools for our members by:

- Meeting with staff for multiple members of the Senate HELP Committee staff,
- Discussing our legislative language with key Senate HELP Committee staff and providing additional input around key reauthorization themes identified by the staffer,
- Hosting (and [recording](#)) a webinar for State CTE Directors and Associate State Members to walk through Advance CTE’s [Perkins Recommendations](#)

**Budget / Appropriations:** Congress passed a measure in February to fund the government through March 23 (additional details in this [Legislative Update](#)). On February 12, President Trump released his Budget proposal. To learn more, check out the [statement](#) and related [op-ed](#) that Advance CTE created in partnership with ACTE. We will continue to advocate for an increased federal investment in Perkins by working with our coalition partners to both send letters to key Congressional appropriators and meet with their staff members.

**Engagement with the Administration:** Advance CTE provided comments to the U.S. Department of Education related to two items:

- The proposed shift to merge the Office of Career, Technical and Adult Education (OCTAE) and the Office of Postsecondary Education. Our concerns are outlined in this [letter to Secretary DeVos](#).
- A U.S. Department of Education request for actions the Department can take to “increase the consideration and participation of rural schools and rural local educational agencies in the development and execution of the processes, procedures, policies and regulations of the Department.” We highlighted lessons learned from our *CTE on the Frontier* series and provided related recommendations.

**Congressional Offices Engaged in February 2018:**

- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- Karishma Merchant, Sen. Kaine (D-VA)
- Rebecca Howard, Sen. Jones (D-AL)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Tashayla Persons, Sen. Roberts (R-KS)
- Brittany Weaver, Sen. Hassan (D- NH)
- Andrew Zack, Sen. Markey (D-MA)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- Emma Mehrabi, Rep. Lee (D-CA)
- Kerry McKittrick, Rep. Langevin (D-RI)

**State Policy Update**

New Skills for Youth: Now that the New Skills for Youth initiative is in its second year, Advance CTE is building systems to organize and leverage information and best practices learned from participating states as part of a comprehensive new knowledge management strategy. In February, Advance CTE sent out a request for information and resources from across the project team. Resources will be organized into a shared filing system to ensure all involved parties can easily draw on lessons from New Skills for Youth states to inform their work in other states. The structure of the system has been approved, and Advance CTE staff will begin to construct and populate it in the coming month. Once completed, this system will allow Advance CTE to leverage lessons from the initiative to support our members.

Additionally, staff have begun work on supporting the next NSFY convening, which will take place in Providence, RI April 24-25. Attendance will be limited to the ten Phase Two states and sessions will focus on sustainability, equity and strategic planning.

Joyce Foundation – Postsecondary Program Approval: Staff worked with three prospective states to develop MOUs which also included detailed work plans and timelines, which states submitted in early February. Staff and a contractor reviewed and provided feedback on the plans, which were then returned to states. Updated versions of work plans were due at the end of February, and once they are finalized, staff will dive into the work of providing TA. Staff also attended a kickoff meeting of sorts for one state’s Joyce work in Denver, CO.

Vermont Strategic Planning: Staff drafted the stakeholder survey for Vermont’s strategic planning process, and are hoping to launch it soon. The survey has been designed for a broad range of state

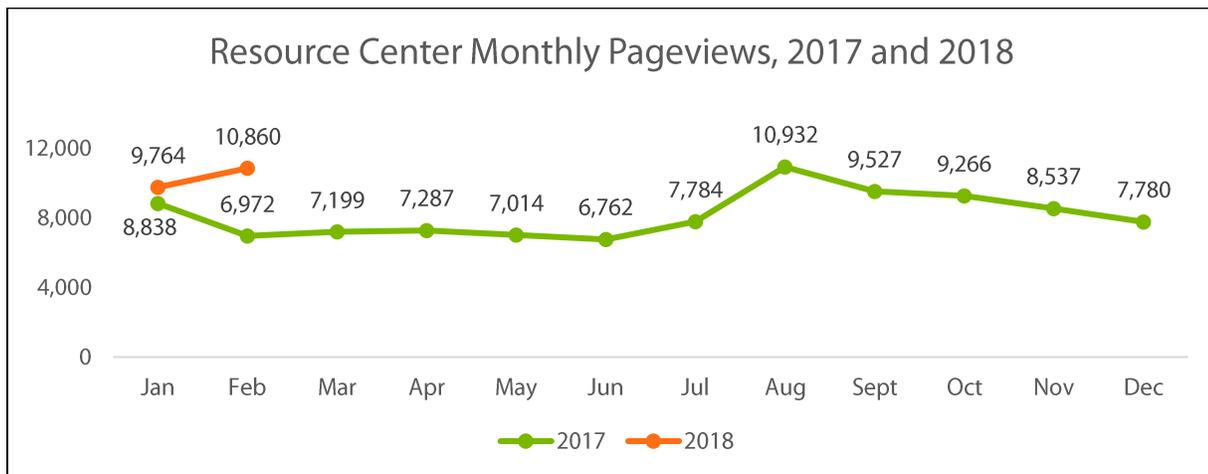
stakeholders, in order to gather input and buy-in for the state CTE office’s new goals and priorities. During the months of March and April, staff will also conduct ten individual stakeholder phone interviews, information from which will inform a strategic planning workshop in the state in June.

**Rural Initiative:** In March, Advance CTE will release the fourth installment in the *CTE on the Frontier* series, exploring strategies to strengthen the CTE teacher pipeline in rural areas. The report will profile case studies from several different states and examine strategies to recruit, train and develop strong CTE teachers. Also coming this spring is a short guide that draws on lessons from the series to help state leaders develop a strategy for expanding and strengthening rural CTE. The series, which started with the first publication in August of 2017, has been well received.

**NSFY Snapshots:** Similar to the snapshots created to highlight states’ progress during Phase One of NSFY, staff are working with a contractor to develop ten snapshots covering the Phase Two state stories of 2017. Three have been drafted already, with all ten due to launch in mid- to late April.

**State of CTE: Career Advising and Development:** The [report on career advising and development](#) was released in early February, coinciding both with CTE month and National School Counseling week. Staff also presented on a webinar describing the report’s findings on February 20. An article focusing on the findings for elementary and middle school career advising will be a feature of the March issue of ACTE’s *Techniques*.

**Resource Center:** Despite being the shortest month, February saw the most Resource Center activity since August of last year. In total, the Resource Center received 10,860 hits this month, nearly 4,000 more than in February, 2017. A lot of this activity was related to the publication of the *State of CTE: Career Advising and Development* report, which was released at the beginning of the month and generated more than 1,100 hits. In the next month, we plan to send out a call for resources and ask partners to submit new reports, guides and tools to include in the Resource Center.



**Postsecondary Update**

Advance CTE staff are progressing through the activities proposed in the organization’s new postsecondary strategy. The strategy is organized through the five priority areas:

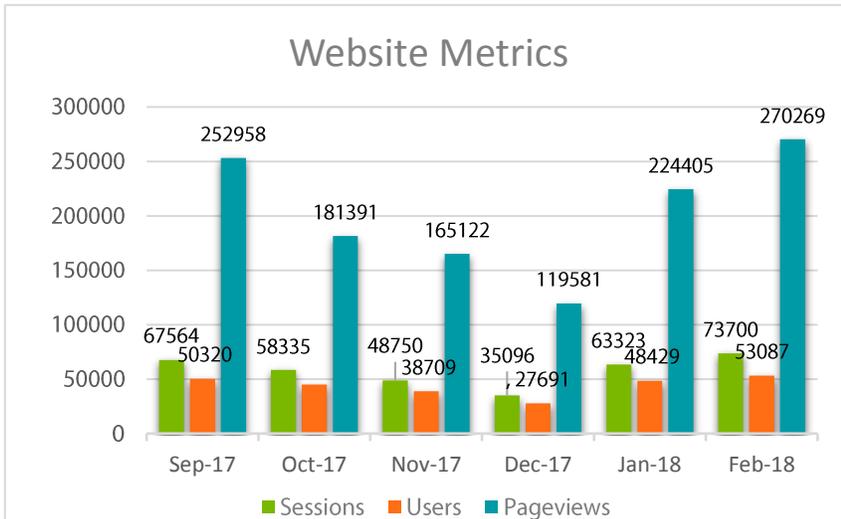
- **Policy:**
  - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff have launched updated policy sections for the Advance CTE website covering both HEA and WIOA.

- **State:** In development of the 2018 research agenda, two publications were added to the schedule focused specifically on postsecondary topics – one will focus on postsecondary program approval, and the other will focus on equity in postsecondary. Additionally, staff are beginning research for two fact sheets on the role of CTE in specific postsecondary issues.
- **Promotion:** Staff have developed a schedule for a new postsecondary blog series, which will begin in March. The blogs will dive deeper into numerous CTE and career readiness topics that might not otherwise have a postsecondary perspective in Advance CTE resources. For example, to accompany the planned May webinar on rural challenges, the postsecondary blog series will focus on rural challenges specific to postsecondary institutions.
- **Professional Development:** Advance CTE’s upcoming Spring Meeting will feature multiple postsecondary partners, with at least three sessions being dedicated specifically to postsecondary content.
- **Partnerships:** Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation, to make new connections and generate new content ideas.

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

**FEBRUARY 2018 COMMUNICATIONS REPORT**

**Advance CTE Website:**



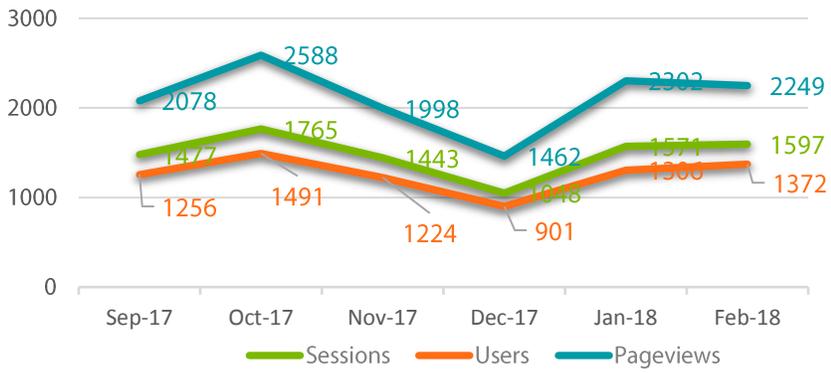
**Major Organizational Releases/Initiatives**

- Resource Center (1994)
- State of CTE (1143)
- Spring Meeting (803)

**Acquisition of site users**

- Organic search (48%)
- Direct (39%)
- Referral (12%)

### Learning that Works Blog Metrics

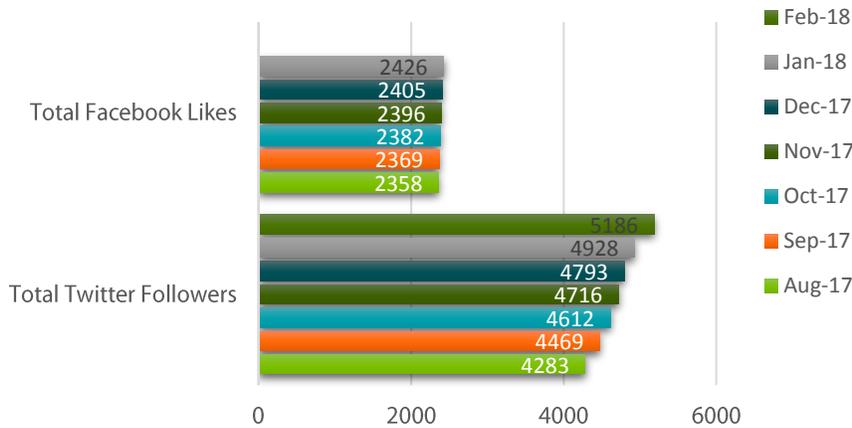


### 8 Blog Posts Published

Most visited blogs:

- Words Matter: A Response to President Trump’s Recent Remarks on CTE
- Making Students Career Ready in a Globally Connected World
- This Week in CTE: States Take to Social Media to Celebrate CTE Month

### Social Media



**Facebook: +11**

**Twitter: +258**

**Media:** Advance CTE conducted interviews with Education, Dive, Bloomberg and K-12 Daily, with a significant presence in the [K-12 Daily](#) and [Education Dive](#) pieces. Additionally, Advance CTE was mentioned in an article published by [Black Enterprise](#), and staff published an [op-ed](#) commenting on President Trump’s FY-19 budget, which was picked up by The Hill, and an [op-ed](#) with the Siemens Foundation, which was self-published on Medium.

**Strategies for Attracting Students to High-Quality CTE:** Four states – Colorado, Idaho, New Hampshire and North Dakota – were selected for the next round of Siemens grants piloting recruitment activities with a focus on engaging school counselors. The grantees will begin their work in March. Advance CTE has also contracted with Marie Barry to develop a one-day workshop for

counselors to help them be better champions for CTE in their schools and communities providing them with the information and resources they need. We are finalizing contracts with ACTE and ASCA to deliver the workshop at their national and state conferences in 2018-19.

**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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• Addressing the Nation’s Skills Gap Through Prioritizing Access to Industry Experts: Capitol Hill Briefing, Organized by Society for Maintenance and Reliability Professionals</li> <li>• College &amp; Career Readiness &amp; Success Center at AIR’s webinar on work-based learning</li> <li>• CTE &amp; the National Policy Landscape: Updates and Outlook for 2018</li> <li>• CTE and Higher Education: Senate CTE Caucus Event - moderated panel</li> <li>• Discussion with NSFY state Chief Information Officers</li> <li>• Magnet Schools of America policy conference</li> <li>• State of CTE: Career Advising and Development Webinar</li> <li>• Webinar: Engaging Work-based Learning Intermediaries in Rural Communities</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• ACTE CTE Month site visit to University of the District of Columbia-Workforce Development</li> <li>• Advance CTE/The Center to Advance CTE Strategic Planning Retreat – Baltimore</li> <li>• Apprenticeship Forward Collaborative partner meeting</li> <li>• Briefing on Expanding High School Career and Technical Education Access to Industry Experts</li> <li>• Briefing on How Reauthorization of the Higher Education Act Can Better Reflect Today’s CTE Landscape</li> <li>• Colorado Postsecondary Competency-Based Education Conference</li> <li>• Committee for Education Funding</li> <li>• Jobs and Careers Coalition</li> <li>• Leadership Conference on Civil and Human Rights</li> <li>• Lunch with National FFA Officers</li> <li>• Manufacturing Skills Standards Board Board meeting</li> <li>• National Association of State Liaisons for Workforce Development Partnerships Session at National Governors Association Meeting</li> <li>• PostsecData Working Group</li> <li>• School Counselor of the Year Awards Ceremony, American School Counselor Association</li> <li>• SME Equity Meeting – OCTAE Advancing Equity Initiative</li> <li>• STEM Policy Discussion, Texas Instruments</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• Achieving the Dream</li> <li>• ACTE</li> <li>• AEI and Opportunity America on potential New Jersey event</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• AIR College and Career Readiness and Success Center</li> <li>• America Achieves/Bloomberg Philanthropies</li> </ul>

- American Association of Community Colleges
- American Federation of Teachers
- American School Counselor Association
- Aspen Institute
- Bush Institute
- Center for Law and Social Policy
- Code.org
- Credential Engine
- Education Trust
- National Skills Coalition
- OCTAE- USDE
- Perkins Coalition (led by IBM)
- Project Lead the Way
- RTI
- Society for Maintenance and Reliability Professionals
- Texas Instruments
- Western Interstate Commission for Higher Education

**Joint Meeting of the Advance CTE and Center to Advance CTE  
Board of Directors' Meeting**

January 30, 2018  
Conference Call

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**ATTENDEES:** Pradeep Kotamraju, Sarah Heath, Meg Harvey, Lee Burket, Jean Massey, Jeralyn Jargo, Charisse Childers, Rich Katt, Thalea Longhurst, Cheryl Carrier, Hillary Wells, Jennifer Grove

**STAFF:** Kimberly Green, Kate Kreamer

**ABSENT:** Rod Duckworth, Bernadette Howard, Eleni Papadakis, Sheila Ruhland

**GUESTS:** Terri McKnight and Carolyn Skinner

**Welcome:** Kotamraju welcomed the Center Board members and guests to the call.

**Review and approval of October Board minutes:** Heath presented the minutes from the October 16, 2017 Board Meeting.

**MOTION: To approve the October 16, 2017 Board minutes, as presented.  
Carrier; Wells.  
MOTION ADOPTED.**

**Review of FY17 Annual Audit:** Terri McKnight of Gelman, Rosenberg and Freedman (auditing firm) shared an overview of the audit with the Boards of Directors. In summary, the audit being submitted to the Boards is considered “clean” and with no findings. The organizations are in a strong fiscal position, having secured a number of grants during the timeframe covered by the audit.

As a reminder, the audit presents a combined set of financial statements, representing the financial assets of both Advance CTE and the Center to Advance CTE. The audit was reviewed in detail by the Finance/Audit Committee and was approved unanimously.

McKnight noted that management (staff and the accountant) were well-prepared for the audit, there were no adjustments or misstatements made, no unusual transactions that lacked authoritative guidance and no disagreements with management. McKnight shared that there are upcoming changes to the accounting standards/pronouncements that the organization should watch for, which may have an impact on how the liability of membership dues are recorded, as well as a multi-year lease.

**MOTION: To approve the FY17 annual audit as presented.  
Jargo; Katt.  
MOTION ADOPTED.**

**Review of Advance CTE and Center to Advance CTE 990s:** Carolyn Skinner of Dembo Jones P.C., who serves as the organizations' accountant, provided the Boards with an overview of the 990s. The 990s are required to be reviewed by the Boards before being submitted to the IRS. Changes were made in the program descriptions to reflect current work, including new grants. Otherwise, the bulk of the 990s is consistent with the financial statements represented in the audit with the exception of in-kind contributions (which is not included in 990s).

Skinner noted that IRS auditors are looking at officer compensation, making sure that the top executive salary is appropriate and below \$1 million; Advance CTE/the Center is well below this threshold. Further, it is important that the salary is benchmarked and the process for setting the salary is documented. For Green, her salary setting process is written in her employment contract.

Wells asked a question about the statement that describes the Board's responsibility for providing policy leadership, noting WGBH prevents her from this role. Green clarified that it is the Advance CTE Board that sets the policy, so Wells service on the Center Board is not in violation of her organization's policies.

**MOTION: To approve the 2017 Advance CTE 990s.  
Katt; Heath.  
MOTION ADOPTED.**

**MOTION: To approve the 2017 Center to Advance CTE 990s.  
Carrier; Grove.  
MOTION ADOPTED.**

Call ended at 3 p.m.

## Responses to the October 2017 Stocktake Discussion

*Submitted by Andrea Zimmermann, Senior Associate for Member Engagement & Leadership Development & Ashleigh McFadden, State Policy Manager*

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At the October 2017 joint Advance CTE/The Center to Advance CTE Board meeting, staff led Board members through a stocktake, where participants examined progress on organizational strategies and metrics. A key goal of the stocktake process is to identify areas for deeper scrutiny or discussion. Two of the topics discussed were how to support and strengthen regional collaboration and to define “quality” within CTE’s programs, delivery systems and infrastructure. The Board charged staff with addressing the two issues – regional collaboration and defining quality in CTE – and reporting back on progress made and next steps.

### **Regional Collaboration:**

As Advance CTE’s member engagement strategy has continued to take shape, staff have looked at how and in what ways they can better engage and support regional collaboration. Since the October Board Meeting, these efforts have taken three forms:

1. **Revisions to the Star of Education awards program:** As will be presented to the Board for approval in April, the Board subcommittee looking to revise the awards program will propose including regional representatives in the recruitment and review of nominations. Specifically, regional representatives will be asked to send an email to all State Directors in their regions announcing the opening of the nominations window, and will receive and review all nominations against the awards criteria. This shift is being proposed as part of a broader regional engagement strategy and to create better connections and more intentional communications between the representatives and the State Directors within their regions.
2. **Advance CTE’s bi-annual meetings:** When reviewing opportunities for regional collaboration, a natural starting place is Advance CTE’s bi-annual meetings. As such, during the 2018 Spring Meeting, attendees will be asked to attend the April 5 afternoon workshops according to their regions. The afternoon workshops will focus on what states can and should be doing both to prepare for reauthorization of the Carl D. Perkins Career and Technical Education Act (Perkins) as well as what they can and should be doing now, regardless of congressional action. This area, in particular, is ripe for cross-regional collaboration, and facilitators will have explicit prompts to help attendees begin these conversations.
3. **Future engagement plans:** Staff are actively looking for appropriate, natural places for regional collaboration among Advance CTE members as well as creative engagement opportunities that may not currently exist, as they prepare to revise their strategies to reflect the new organizational strategic plan.

### **Defining “Quality” in CTE:**

Since the October discussion, Advance CTE staff have discussed potential follow-up options, and decided on the following recommendations, which honor existing statements on quality, avoid duplication with ACTE’s High-Quality CTE Framework and recognize the diversity of the CTE system:

- For **programs**, we propose that quality is defined by our shared vision in *Putting Learner Success First*, and elaborated on in our recent *CTE Program Approval Policy Benchmark*

*Tool*, which dives deeper into many of the components discussed in *Putting Learner Success First*. The first principle of the Vision states that:

- “All programs must be comprehensive, rigorous and prepare learners for opportunities in high-skill and in-demand fields—period. At a minimum, CTE programs of study should be flexible and responsive to both workforce and workplace needs; impart skills and competencies necessary for lifelong success in the evolving labor market; integrate academic and career content; have formalized alignment between secondary and postsecondary systems to ensure seamless transitions and offer dual credit opportunities; and culminate in a credential of value.”
- In addition, the *CTE Program Approval Policy Benchmark Tool* identifies six core elements, which CTE program approval and review policies must address:
  - Rigorous course standards and progressive, sequenced courses;
  - Secondary and postsecondary alignment and early postsecondary offerings;
  - Industry involvement;
  - Labor market demand;
  - High-quality instruction; and
  - Experiential learning.
- When it comes to **delivery systems**, we recommend that Advance CTE not establish a formal definition for quality delivery systems, as these systems vary widely across the country. We propose that staff continue to explore this topic through research efforts, including a planned brief later this year on Area Technical Centers. This research would help Advance CTE to understand and determine whether we want to establish some universal benchmarks for quality delivery systems, or build resources to help states assess the quality and impact of their own delivery systems.
- For **infrastructure**, we recommend creating a very brief resource that discusses the infrastructure components needed to successfully implement high-quality programs, while reinforcing the principles of *Putting Learner Success First*. These components may vary across states, but there are some universal elements that apply to all states, such as, but not limited to: invested leadership, a cohesive statewide vision, coordinated initiative overlap, up-to-date equipment and classroom space, data systems, etc. If the Board accepts these recommendations, we can complete this fact sheet by the summer.

**Board action:** Discussion

**Discussion Questions:**

- Though quality programs are described in *Putting Learner Success First* and in the Policy Benchmark Tool, are there elements of quality that need more research and examination?
- Are there aspects of quality delivery systems that are universal to any state and context? Or, are there markers Advance CTE should be putting down? If so, what form should this take?
- Do you agree with the recommendation to create the infrastructure fact sheet?
  - If so, what other universal elements should be included, besides invested leadership, a cohesive statewide vision, coordinated initiative overlap, up-to-date equipment and classroom space, data systems?
- Is there another way to frame and therefore define high-quality CTE that we are missing?
- How do we avoid duplication of effort with ACTE's High-Quality CTE Framework?

**Career Clusters Revision Strawman Proposal**  
*Submitted by Kate Kreamer, Deputy Executive Director*

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During the strategic planning retreat, Advance CTE staff presented on the Career Clusters Task Force’s recommendations for addressing the National Career Cluster® Framework. The recommendations are as follows:

***Recommendations***

- Maintain organizational commitment to Framework (and its maintenance/relevancy)
- Re-organize the Framework
- Redesign the Plans of Study

***Cross-Cutting Considerations***

- Industry involvement
- Postsecondary alignment/involvement
- Integrate the Framework into Advance CTE’s core work

During that discussion, there were strong areas of agreement (e.g., to archive the Knowledge & Skills Statements) and areas where less agreement was found (i.e., how to address the career pathways terminology challenge).

One major theme emerged during the discussion – given the variety of ways states have used the Framework over the past two decades, we must approach the revision in a way that supports flexible use to facilitate cross-system alignment, rather than in a way that aims to work one way for all 50 states. Simply put, states have different needs from the Framework revision and we must design a process and develop the resources and supports that respects those varying needs.

To that end, Advance CTE/The Center to Advance CTE proposes a strategy that aligns with the spirit of the recommendations from the Task Force as well as the organization’s strategic priority areas. Specifically, Advance CTE proposes:

- Keeping the 16 Career Clusters as they are, with some potential revisions to the names (e.g., Information Technology becomes Computer Science & Information Technology and STEM becomes Engineering and Energy, as possible examples) and updated descriptions;
- Developing a version of the Framework that organizes the 16 Career Clusters into a smaller number of career fields (or “buckets”), like many states already have done on their own;
- Conducting research and developing case studies on states that have successfully leveraged the Framework to facilitate alignment and collaboration across secondary, postsecondary and workforce development;
- Leveraging our own process of bucketing the Framework and research on the promising practices from the field to support stronger cross-sector collaboration in other states through guidance, technical assistance and professional development;
- Archiving the Knowledge & Skills Statements/Common Career Technical Core (i.e., keeping them publicly available but not updating them);

- Reorganizing the Career Cluster section on careertech.org to reflect above-referenced changes; and
- Supporting a (virtual) but inclusive process that gathers input from key stakeholders – state and local CTE leaders, practitioners, business/industry, workforce development, etc. – to identify updated names for the 16 Career Cluster and input into the programs of study (or CTE pathways) that should be identified within them. This does not address the terminology problem head on, but can help us gather the information and input needed to make an informed decision.

To accomplish this work, Advance CTE will need to identify a contractor to lead the review process. We anticipate the stakeholder engagement and input will largely happen virtually through webinars and surveys.

**Board action:** Discussion

**Questions for Discussion:**

- What are your initial reactions to this proposal? Does it address the competing priorities of states?
- Based on where your state is and its current use of the Framework, would these resources (e.g., case studies, technical assistance, etc.) be helpful in supporting cross-sector alignment?
- Does this proposal mitigate some of the concerns about too much change for local leaders?
- Is there anything not included in this proposal that we need to address?
- What is an appropriate timeline for starting and completing this work in particular the re-organization of the 16 Career Clusters into a set of fields?
- What groups or individuals should be involved in the stakeholder input?