

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

**AGENDA**

October 22, 2018

12:15 – 4:10 p.m.

Meeting Room: Salon ABC

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1. Welcome, Overview of Agenda  
*12:15 – 12:18 p.m. (3 minutes)* Bernadette Howard  
President
  
2. Approval of Consent Agenda  
*12:19 – 12:20 p.m. (2 minutes)* Bernadette Howard  
President
  - April – September 2018 Monthly Board Updates

.....*Pages 1-70*
  
3. Fundraising & Development Update  
*12:21 – 12:31 p.m. (10 minutes)* Kate Kreamer  
Deputy Executive Director  
  
Kimberly Green  
Executive Director  

.....*Pages 71-74*
  
4. Strategy Updates
  - Federal Policy Strategy Update
    - 12:32 – 12:52 p.m.
    - Kathryn Zekus, Senior Associate for Federal Policy
  - Postsecondary Strategy Update
    - 12:53 – 1:13 p.m.
    - Meredith Hills, Policy Associate
  - Communications Strategy Update and Brand Promise Revision
    - 1:14 – 1:40 p.m.
    - Katie Fitzgerald, Communications Manager
  - State Policy Strategy Update
    - 1:41 – 2:01 p.m.
    - Ashleigh McFadden, State Policy Manager

BREAK

  - Member Engagement Strategy Update
    - 2:16 – 2:36 p.m.
    - Andrea Zimmermann, Senior Associate for Member Engagement and Leadership Development

.....*Pages 75-105*

5. Strategic Plan Update  
*2:37 – 2:51 p.m. (15 minutes)*

Kate Kreamer  
Deputy Executive Director

Kimberly Green  
Executive Director

.....*Pages 106-115*

6. Stocktake  
*2:52 – 4:04 p.m. (72 minutes)*

Kate Kreamer  
Deputy Executive Director

Austin Estes  
Senior Policy Associate

7. Other items to be added/next meeting  
*4:05 – 4:10 p.m. (5 minutes)*

Bernadette Howard  
President

**QUICK UPDATES**

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

Advance CTE

- June 20, 2-3 p.m. ET
- Topic: FY19 budget approval

The Center to Advance CTE

- June 20, 4-5 p.m. ET
- Topic: FY19 budget approval

**State CTE Director Changes:**

- In April, Brian Pyles was named Michigan’s new State CTE Director. For the past 15 years, Brian has served as a county CTE director in Michigan and began his career as a high school marketing teacher.
- On May 1, Wayne Sick will begin as North Dakota’s new State Director. We will hold an introductory call soon.
- As of April, there are now five vacant State Director positions:
  - Alabama
  - New York
  - New Jersey
  - South Carolina
  - Virginia

**Administrative Updates:** With the support of the Finance/Audit Committee, we have renewed our engagement of Gelman, Rosenberg and Freedman as our auditing firm. The annual audit has been scheduled for September 2018.

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

**Finance Update:** At the end of April, 83% of the fiscal year had been completed. The payroll reconciliation for quarter three is underway, with those numbers reflected in the May report.

Advance CTE Budget Snapshot	Center to Advance CTE Budget Snapshot
Received 104% of budgeted income	Received 100% of budgeted income
Expended 65% of budgeted expenses	Expended 52% 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>
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	This work is well underway. See fuller update below.	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.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America, Siemens, TBD	We are continuing discussions with New America to partner with them on a multi-year project to conduct research and develop supports for states and local communities interested in scaling youth apprenticeship programs. The project would likely start in earnest in summer/fall 2018.	Proposal development
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

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update:** Advance CTE received eight new memberships – 2 new State Members, one Associate-State and 5 Associate, Non-state members.

**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 March 31, 2018: **453** individuals

- State Membership\*: 53 states (representing 53 State Directors and 173 state members)
- Associate, State: 12
- Associate, Non-state: 111
- Organizational: 34 organizations (representing 104 individuals)

**FY19 Dues Renewal:** Our dues renewal process has now moved into its second phase, having collected nearly all of the state dues intent forms and member renewals. Only four states have outstanding components and staff are working with them.

The state membership renewal process this year was a test of the newly expanded membership structure and what type of changes we might see among the states. Tentatively, we can report the following:

- 86% of state members were retained for FY19.
- Though 19 state members were removed, a majority of them had left their positions.
- States added 32 new members, thus resulting in a net gain of 13 members for FY19.

We also had a few notable state memberships that are bound to bring another great depth and dynamic to Advance CTE. In **Ohio** and **North Carolina**, both State Directors added 10 and nine state members, respectively. These state memberships, notably, include a number of their direct reports as well as a cross-agency approach. For **Vermont** and **New Mexico**, these are two states who only added one individual to their memberships last year and this year, fully maximized this benefit to bring in their cross-sector partners in labor, postsecondary and economic development.

As we move into the second phase of dues renewal for our individual and organizational members, we will continue to report on this progress in future reports.

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
2018 Advance CTE Spring Meeting	4/6-8	219	39	118%
CTE on the Frontier webinar	5/17/18	TBD	TBD	
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](#) was an exciting, highly attended convening. Registration has far surpassed expectations at 118% of the target and the same can be said for our sponsorships, which closed at 132% of the target.

This year, staff tried a new way of evaluating the breakout sessions using paper tickets. This proved very effective, but also had an effect on the number of overall meeting evaluations received. The meeting received high marks across the board, including the new elements we introduced including the focus on equity, a shortened, more interactive Excellence in Action Awards ceremony and a series of region-specific workshops about Perkins.

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

**Federal Advocacy Plan:** In April, our advocacy efforts focused on the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and the federal investment in Perkins. In addition, we engaged with Administration and Congressional leaders on the House and Senate Education and Appropriations Committees by sending them a letter signed by 25 organizations opposing the proposed merger of the Office of Career, Technical and Adult Education (OCTAE) and the Office of Postsecondary Education (OPE). We have also continued to check in with partners and build our knowledge about the reauthorization of the Higher Education Act (HEA) by holding meetings and hosting a panel on reauthorization at the Spring Meeting, but there were not any new developments in April.

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

- Presenting a session, “A Refresher on Congress’ Work to Reauthorize Perkins” at the Spring Meeting,
- Delivering a general session and breakout workshops on “Maximizing Perkins to Realize Your State’s Vision for CTE” at the Spring Meeting,
- Moderating a “View from the Hill” discussion among key Senate staff at the Spring Meeting,
- Hosting multiple calls with staff for members of the Senate Health, Education, Labor and Pensions (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,

- Providing an overview of the status of Perkins Reauthorization in the Senate to State CTE Directors, along with a high-level summary of the ideas included in the Republican Discussion Draft and
- Sending out a survey to the Senate HELP Committee Kitchen Cabinet (comprised of State CTE Directors from the states represented on the Senate HELP Committee) soliciting their feedback on ideas and discussion drafts proposed by congressional staff for the Senate HELP Committee.

**Budget / Appropriations:** In April, Congress began to turn its attention to the Fiscal Year 2019 (FY19) appropriations process. A summary of the month's highlights are below:

- We moderated a discussion with Kara McKee from the Domestic Policy Council at the Spring Meeting, during which the federal investment in CTE was brought up.
- Advance CTE has been attending meetings with both the Committee for Education Funding (CEF) and the Campaign to Invest in America's Workforce (CIAW) with congressional staff for key members of the House and Senate appropriations committee.
- A letter led by Senator Blumenthal (D-CT), along with two of the co-chairs of the Senate CTE Caucus, Senators Baldwin (D-WI) and Kaine (D-VA), that requested \$1.3 billion for the Perkins Basic State Grants garnered 38 signatures.
- On April 25, the House Labor, Health and Human Services, Education and Related Agencies (Labor-HHS) Appropriations Subcommittee held a hearing on the FY19 Pipeline to the Workforce. Dr. Tom Friedemann, Superintendent/CEO of the Francis Tuttle Technology Center in Oklahoma testified, along with other representatives from business and industry and workforce development.
- On April 26, the House Labor, Health and Human Services, Education and Related Agencies (Labor-HHS) Appropriations Subcommittee held a hearing on the FY19 Budget for public witnesses to testify. Advance CTE submitted testimony for the record to the Committee requesting that Congress double the investment in the Basic State Grant to \$2.4 billion for FY19.

### **Congressional Offices Engaged in April 2018**

- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- Karishma Merchant, Senator Kaine (D-VA)
- Kate Cassling and Thomas Lucas, Senator Manchin (D-WV)
- Julia Sferlazzo, Senator Casey (D-PA)
- Liz Albertine and Robin Juliano, Representative DeLauro (D-CT)
- Geoff Browning, Representative Clark (D-MA)
- Jose Miranda, Representative Roybal-Allard (D-CA)
- James Redstone, House Committee on Education and the Workforce

### **State Policy Update:**

New Skills for Youth: After compiling and organizing resources and artifacts across the NSFY cohort, Advance CTE finalized and launched a shared knowledge warehouse with the full project team to facilitate information access and ensure all partners are equipped to support states' work. The knowledge management system will also set up Advance CTE staff to draw lessons and artifacts from the NSFY cohort that can be shared with other states.

Staff attended and facilitated at the recent NSFY convening in Providence, RI during the week of April 22. The ten NSFY states spent much of the convening hearing from each other by sharing common challenges, promising practices and planning for future wins.

In April staff attended an in-person stocktake in Nevada, and joined another stocktake virtually. These stocktakes serve as progress monitoring checkpoints for the NSFY states, as well as a chance for the states to request specific technical assistance and/or content research.

Joyce Foundation – Postsecondary Program Approval: The first cross-state sharing call between the Joyce states happened in April. Representatives from Colorado and Illinois shared their goals for the grant period, and discussed anticipated challenges and technical assistance needs. Staff also began work on a publication exploring the role of states in ensuring quality for postsecondary CTE programs. This publication will be released this summer.

Vermont Strategic Planning: Staff completed stakeholder interviews and began diving into the nearly 1500 survey responses from a range of Vermont stakeholders, including students, employers, parents and teachers. In May staff will use this data to begin planning strategic goals for Vermont CTE, as well as planning a workshop that will take place in July. The workshop will allow around forty Vermont stakeholders to weigh in on the strategic plan goals and metrics.

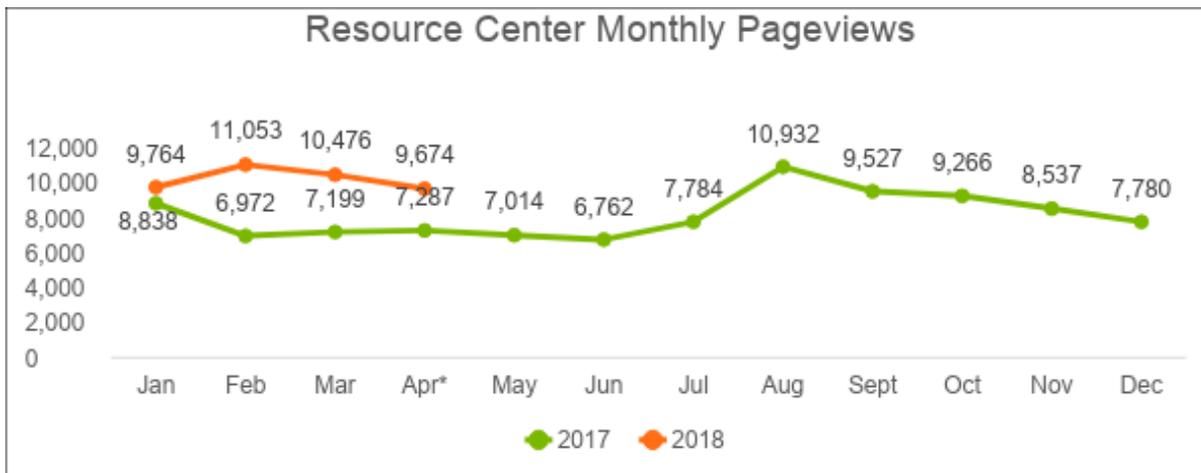
Rural Initiative: Advance CTE released the final tool in the CTE on the Frontier series this month, a five-point guide to developing a rural strategy for CTE. Staff have been working with national partners to get the word out about these resources. The National Rural Education Association posted a guest blog, and the Education Commission of the States plans to post a blog shortly. Advance CTE also shared these resources on a webinar for the Department of Labor’s Youth CareerConnect Virtual Training and has scheduled a webinar in mid-May to unpack some major takeaways and strategies from the series.

NSFY Snapshots: Advance CTE developed updated state snapshots highlighting activity from the first full year of New Skills for Youth (NSFY) Phase Two. Snapshots were published and shared with states at this month’s NSFY convening in Providence, Rhode Island. Advance CTE plans to launch these resources to the public in May.

CTE Virtual Institute: After the success of last year’s inaugural CTE Virtual Institute, Advance CTE is preparing to re-launch the virtual program to the public this summer. Before the program application opens again, Advance CTE staff plan to update the course syllabus and build out a virtual platform on Moodle to facilitate the course.

Equity Initiative: Staff have begun planning an organizational equity initiative, focusing on numerous equity-related topics in CTE. This work began at the Advance CTE Spring Meeting with a panel and breakouts focused on equity themes, and will continue with a series of briefs this summer. Additionally, Advance CTE is planning to convene members and organizational partners to serve in an advisory capacity on the initiative. More information on that will follow soon.

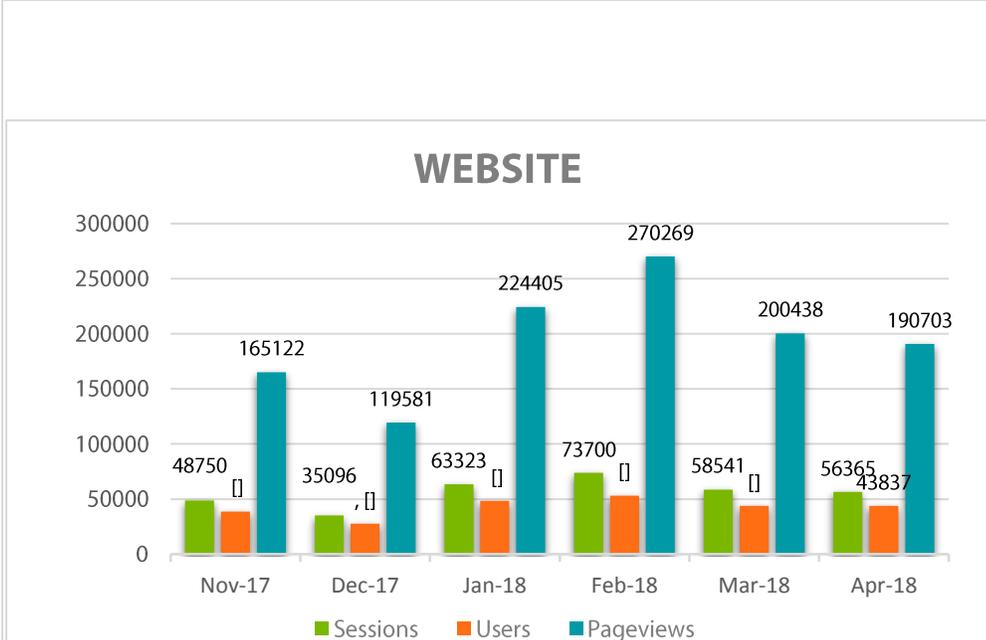
Resource Center: As of April 27, 2018, the Resource Center had sustained a total of 9,674 hits for the month, bringing the monthly average for 2018 to slightly over 10,000. Overall, this is a great start to the year. Traffic to the Resource Center has outpaced the monthly totals from 2017, and, with an ambitious publication schedule on the horizon, Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE’s latest CTE on the Frontier resource, the rural strategy guide, as well as the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning.



**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.
  - **State:** Staff released a fact sheet on the role of CTE in postsecondary student success initiatives in April, which was picked up by multiple national organizations in their member newsletters, and was received well by other partners. A second fact sheet on the role of CTE in state attainment goals is scheduled for release in late May.
- **Promotion:** The postsecondary blog series and research requests have been delayed, as staff explore options for how best to communicate with postsecondary members separate from avenues such as newsletters and the State Director listserv, which not all postsecondary members receive.
- **Professional Development:** Advance CTE’s Spring Meeting featured 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.

**COMMUNICATIONS REPORT**

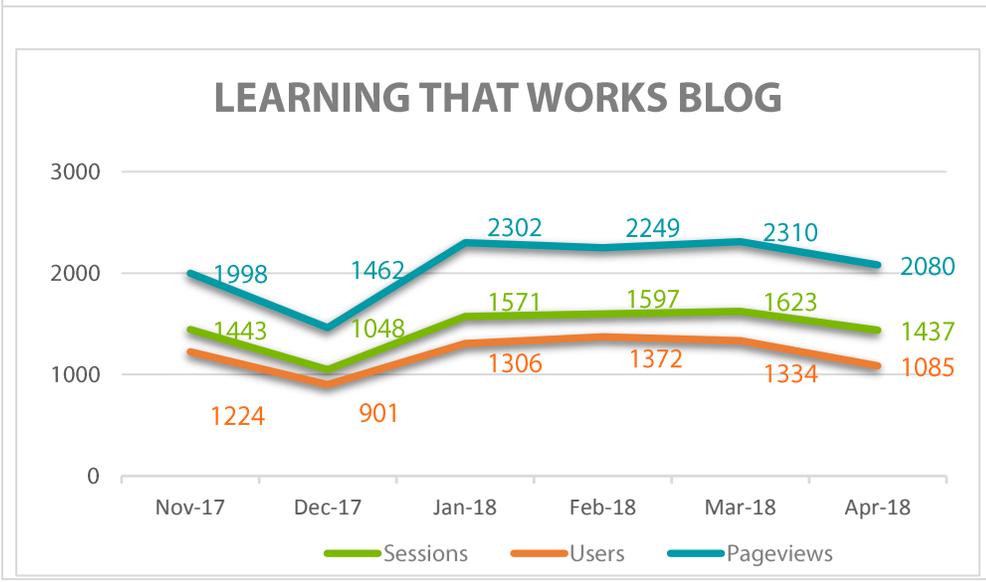


**Major Organizational Releases/Initiatives**

- Resource Center (1839)
- Rural Strategy Guide (419)
- Federal Policy Agenda (434)
- Spring Meeting Agenda (741)

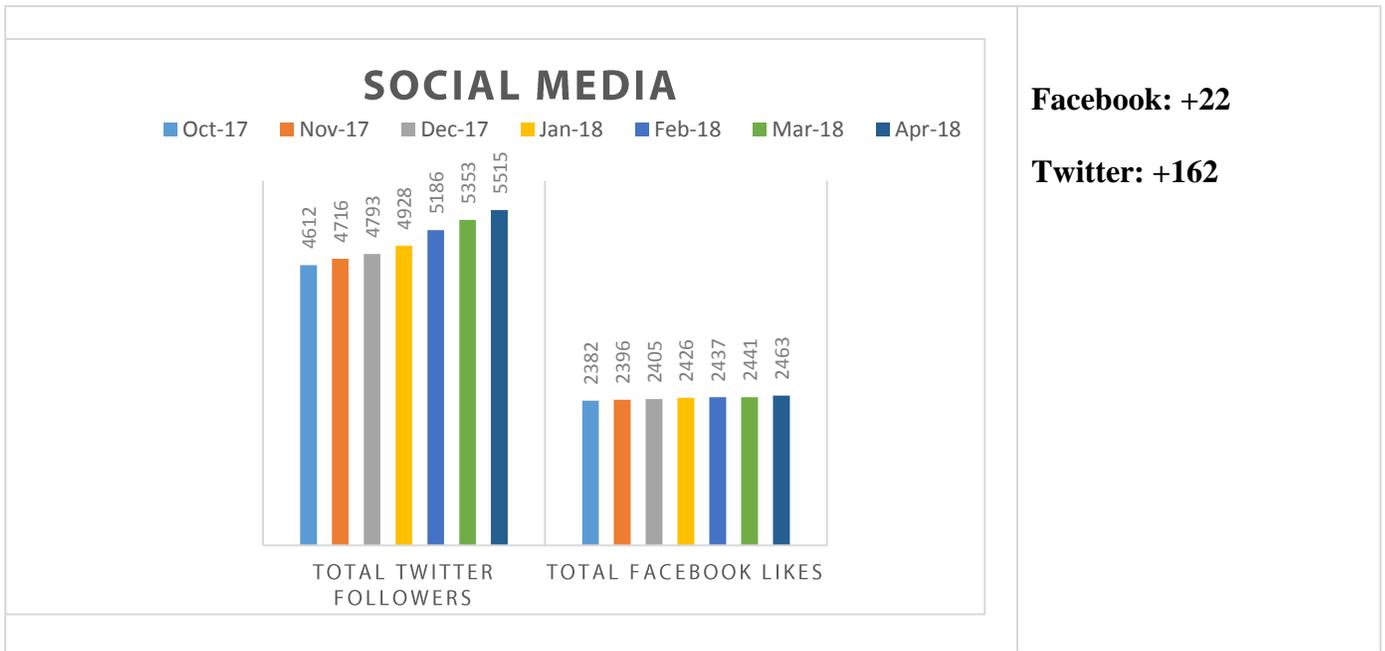
**Acquisition of site users**

- Organic search (52%)
- Direct (38%)
- Referral (11%)
- Social (.8%)



**15 Blog Posts Published Most visited blogs:**

- FY18 Omnibus Appropriations Bill Includes Increase for Perkins
- Congratulations to the 2018 Excellence in Action Award Recipients!
- Advance CTE Explores the Critical State of CTE Research at the 2018 Spring Meeting



**Media:** Advance CTE had significant media pickup this month around a variety of initiatives including rural CTE, federal policy and the Excellence in Action award. See full list below:

**Excellence in Action Award:**

- Career-Tech Center Wins National Excellence Award, Traverse City Ticker
  - CTC's Teacher Academy program wins national award, Traverse City Record-Eagle
  - Michigan Teacher Academy Program Wins National Award, U.S. News and World Report
  - TBAISD's Career Tech Center Teaching Academy Receives National Recognition, 9 & 10 News
  - Traverse City area teacher academy wins national award, Detroit News
- ICTC nursing program receives award, Muskogee Phoenix
  - ICTC Nursing Transition receives award, Tahlequah Daily Press

**General**

- High-paying jobs go begging while high school grads line up for bachelor's degrees, Hechinger Report
  - Revamped and Rigorous, Career and Technical Education is Ready to be Taken Seriously, PBS
  - High-Paying Trade Jobs Sit Empty, While High School Grads Line Up For University, NPR
  - With our shortage of skilled workers, career and technical education is ready to be taken seriously, Manchester Ink Link
- Career Technical Education creates pathways to high demand, high wage careers, Stateman's Journal
- Batel: Rethinking the School-to-Work Pipeline With Career and Technical Education That Is Rigorous, Inclusive, and Equitable, The 74
- Research and Commentary: Massachusetts Career Technical Education Programs Increasing Graduation Rates, Raising Test Scores, Heartland Institute

### **Teacher Training Proposal**

- Senators Make Bipartisan Push to Boost Career and Technical Education Teachers, Education Week
  - Kaine, Portman, Baldwin, Capito Introduce Bill to Expand Teacher Training to Prepare Students, WVNSTV.com

### **NSFY**

- Delaware Pathways Receives \$3.25 Million Grant from Bloomberg Philanthropies to Prepare Students for High-Demand Jobs

### **Rural CTE**

- For rural colleges, good vocational teachers are hard to find, Hechinger
  - The lack of faculty is going to kill our rural schools,' PBS

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state (Colorado, Idaho, New Hampshire, North Dakota) on their recruitment strategies. Additionally, staff has created an audit of all the assets created by round one grantees to scale them up to be used by all members. Staff will release a series of tools/materials, based on the first state cohort (Indiana, Maryland, New Jersey and Washington) created by the states in June.

**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 Spring Meeting</li> <li>● Association of State Supervisors of Mathematics (ASSM)</li> <li>● Iowa Department of Education Webinar: <i>CTE &amp; the Federal Policy Landscape: Updates and Outlook for 2018</i></li> <li>● New Skills for Youth spring convening</li> <li>● New Skills for Youth convening, facilitated state-featured breakout discussions</li> <li>● <i>Rural Workforce Development Challenges</i>, presented on <i>CTE on the Frontier</i> topics, Western Governors Association, webinar</li> <li>● Youth Career Connect - <i>CTE on the Frontier</i> (webinar)</li> <li>● WICHE Academic Dean’s Conference, Vancouver, WA</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>● America’s Promise Leadership Summit</li> <li>● Aspen’s Community College Excellence Selection Committee</li> <li>● Committee for Education Funding (CEF)</li> <li>● Education Commission of the States’ Higher Education Policy Forum</li> <li>● Education Matters: Investing in America's Future - CEF Budget Book Event</li> <li>● House Labor, Health and Human Services, Education and Related Agencies Appropriations Subcommittee Hearing on FY19 Pipeline to the Workforce</li> <li>● MSSC’s Career Development Advisory Board Meeting, Washington, DC</li> <li>● <i>Symposium on Section 504/ADA and Learning Disabilities</i>, National Joint Committee on Learning Disabilities, Rockville, MD</li> <li>● NAPE Equity Summit, Arlington, VA</li> <li>● National Alliance for Partnerships in Equity (NAPE) Public Policy Day</li> <li>● Nevada’s New Skills for Youth Stocktake</li> <li>● New America’s Equity in Youth Apprenticeship Roundtable</li> <li>● OCTAE Equity SME Meeting</li> <li>● OCTAE, YA Diversion SME Meeting</li> <li>● Project Management Institute Education Foundation’s Project Learning Network, Raleigh, NC</li> <li>● RISE, Anniversary Celebration of A Nation At Risk</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>● Achieving the Dream</li> <li>● ACTE</li> <li>● AIR Center on Great Teachers and Leaders</li> <li>● American School Counselor Association</li> <li>● CCSSO and ESG on New Skills for Youth</li> <li>● Center for Law and Social Policy (CLASP)</li> <li>● Data Quality Campaign</li> <li>● Leadership Conference on Civil and Human Rights</li> <li>● NAPE</li> <li>● National Governors Association</li> <li>● National Skills Coalition</li> <li>● National Wildlife Federation</li> <li>● RTI</li> <li>● Siemens Foundation</li> <li>● Texas Instruments</li> <li>● United Way of Delaware</li> </ul>

- U.S. Department of Education, meeting with leadership on proposed OCTAE merger
- YouScience
- Workforce Data Quality Campaign

## QUICK UPDATES

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

#### Advance CTE

- June 20, 2-3 p.m. ET  
Topic: FY19 budget approval
- October 22
- January 30, 2019, 2-3 p.m. ET
- April 7, 2019
- June 26, 2019, 3-4 p.m. ET

#### The Center to Advance CTE

- June 20, 4-5 p.m. ET  
Topic: FY19 budget approval
- October 22
- January 30, 2019, 2:30-3:30 p.m. ET
- April 7, 2019
- June 26, 2019, 4-5 p.m. ET

### **State CTE Director Changes**

- In April, Trey Michael became North Carolina's new State Director. You can read more about his journey in this [blog post](#).
- On May 1, Wayde Sick will begin as North Dakota's new State Director. Wayde has a strong background in workforce development, having served as division director in the state's Department of Commerce prior to becoming State CTE Director. You can read more about his background [here](#).
- In May, we also saw two State Directors leave their positions – John Cech of Montana and Vanessa Cooley of Rhode Island. Advance CTE is working closely with the state CTE offices during the transition periods.
- As of May, there are now seven vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
  - Alabama\*
  - Montana
  - New York\*
  - New Jersey
  - Rhode Island
  - South Carolina\*
  - Virginia\*

**Administrative Updates:** Please join us in welcoming Shannon Johnson ([sjohnson@careertech.org](mailto:sjohnson@careertech.org)) to our team as our Administrative Associate. Shannon joined the team in late May, having most recently worked at Achieve. She will be supporting the organization in all things administrative,

membership/meetings, serving as a key liaison for the Board and eventually growing in to finance work.

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

**Finance Update:** 90% of the fiscal year has passed and the financials are in a very strong position.

Advance CTE Budget Snapshot
Received 91% of budgeted income
Expended 84% of budgeted expenses

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New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below.	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 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. In May, we presented to a cross-organization team on our analysis and submitted the final draft for review and sign off. We are optimistic this contract will lay the foundation for an investment from the Foundation.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We held a meeting with New America to discuss Advance CTE’s role in their multi-year project to conduct research and develop supports for states and local communities interested in scaling youth apprenticeship programs. We are submitting a scope of work for an MOU in June 2018. The project will launch in summer/fall 2018.	Proposal development
New Skills for Youth – Innovation Sites	JPMorgan Chase	We had an initial call with JPMorgan Chase about conducting case studies on a number of their community-based investments as a standalone project. Our next call is scheduled for mid-June 2018.	Initial discussions

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update:** Advance CTE received 9 new memberships – 1 new State Member, 6 Associate, Non-state members and 2 organizational members.

**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 May 31, 2018: **469** individuals

- State Membership\*: 53 states (representing 53 State Directors and 174 state members)
- Associate, State: 12
- Associate, Non-state: 116
- Organizational: 36 organizations (representing 114 individuals)

**FY19 Dues Renewal:** The dues renewal process has now moved into its third phase, having now sent out all membership invoices. Staff is actively implementing a plan to collect all dues in a timely manner before June 30.

Next month, staff will prepare our membership systems for the fiscal year turnover. All newly added state members will receive a four-week welcome email series to help them learn about Advance CTE and how to take advantage of their new membership. Staff are also developing additional engagement opportunities for all state members over the summer to help them interact further with the organization.

### **Meetings/Events**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
CTE on the Frontier webinar	5/17/18	49	0	n/a
2018 Advance CTE Fall Meeting	10/22-24/18	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-10/19	n/a	n/a	n/a

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

**Federal Advocacy Plan:** In May, our advocacy efforts focused on the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and the federal investment in Perkins. In addition, we communicated our support for the nomination of Scott Stump for Assistant Secretary for OCTAE with Congressional leaders on the House and Senate Education Committees. We have also continued to check in with partners and build our knowledge about the reauthorization of the Higher Education Act (HEA) by attending events and discussions focused on equity and access in

postsecondary education, but there were not any new developments in May. We have also engaged in conversations about apprenticeship and notified our members of the release of the final report from the Task Force on Apprenticeship Expansion.

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

- Hosting multiple calls with staff for members of the Senate Health, Education, Labor and Pensions (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.
- Covering the House Committee on Education and the Workforce hearing on May 22 in a legislative update. During the hearing, Secretary DeVos testified and discussed the importance of reauthorizing Perkins.
- Providing a reauthorization update to our members about Senator Alexander’s (R-TN) opening remarks during a hearing noting that he would like to hold a mark-up of Perkins on June 20.
- Making targeted outreach to partners to reinforce the urgency of reauthorizing Perkins sooner versus later.

**Budget / Appropriations:** In May, Congress continued the Fiscal Year 2019 (FY19) appropriations process. A summary of the month’s highlights are below:

- Throughout the month, Advance CTE has been attending meetings with both the Committee for Education Funding (CEF) and the Campaign to Invest in America’s Workforce (CIAW) with congressional staff for key members of the House and Senate Appropriations subcommittees to make the case for a stronger federal investment in Perkins.
- On May 9, the U.S. House Committee on Education and the Workforce Subcommittee on Higher Education and Workforce Development held a hearing, “Closing the Skills Gap: Private sector solutions for America’s workforce.” Witnesses discussed the role CTE can play in connecting education to business and industry and examples of programs that have seen promising results. In addition, they discussed the importance of investing in the Carl D. Perkins Career and Technical Education Act (Perkins) and the Workforce Innovation and Opportunity Act (WIOA).
- On May 31, Advance CTE submitted written testimony for the record to the Senate Appropriations Subcommittee on Health, Human Services, Education and Related Agencies requesting a \$2.4 billion investment in the Perkins Basic State Grant.

#### **Workforce Innovation and Opportunity Act (WIOA)**

- Advance CTE is examining the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE.
- States submitted WIOA Unified or Combined State Plan two-year modifications to the U.S. Departments of Labor (DOL) and Education (ED) by March 15, 2018. As those plans become publically available, Advance CTE will analyze the plans to evaluate their impact on CTE.
- Advance CTE is in the process of updating resources related to WIOA and CTE. Notably, Advance CTE is partnering with the National Skills Coalition to update *Aligned by Design: WIOA and Career and Technical Education*.

#### **Congressional Offices Engaged in May 2018**

- Kelvin Lum, Rep. Bera (D-CA)
- John Galisky, Rep. Pallone (D-NJ)
- Elaina Murphy, Rep. Guthrie (R-KY)
- James Redstone, House Committee on Education and the Workforce
- Lauren Arias, Sen. Udall (D-NM)

- Katrina Potts, Sen. Durbin (D-IL)
- Lucas DaPieve and Anna Newton, Sen. Alexander (R-TN)
- Moira Lenehan, Sen. Reed (D-RI)
- Jacob Gattman, Sen. Kennedy (R-LA)
- Tashayla Person, Sen. Roberts (R-KS)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Julia Sferlazzo, Senator Casey (D-PA)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senate HELP Committee

### **State Policy Update:**

New Skills for Youth: To ensure that information is effectively captured and shared within the New Skills for Youth project team, Advance CTE staff are developing “state profiles” summarizing key information and updates from the ten funded states. This information will also be used to support Advance CTE’s own resource development, meeting planning and member support.

Joyce Foundation – Postsecondary Program Approval: In May, staff traveled to Illinois to facilitate the Illinois Community College Board’s system-level self-assessment using the Policy Benchmark Tool, a key first step in the state’s Joyce grant work. Later this summer, Illinois will convene ten community colleges to discuss program quality and work through the Policy Benchmark Tool. Advance CTE staff will attend this convening and help facilitate conversations. Staff also held a check-in call with the Colorado grant lead. Staff continued work on a publication exploring the role of states in ensuring quality for postsecondary CTE programs. This publication will be released this summer.

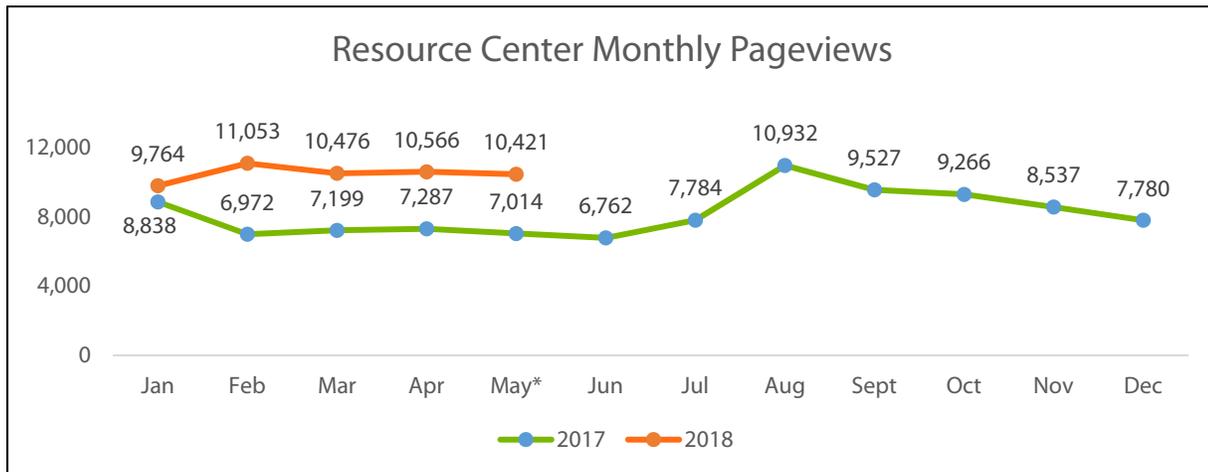
Equity Initiative: Staff have continued work on the equity initiative, interviewing numerous state and national leaders on a variety of issues related to the topic, and conducting a literature review on equity topics. Through these interviews and research, several key themes emerged and staff were able to plan out a series of briefs and other resources, with the first report release scheduled for late summer. Additionally, staff identified a group of around 20 national leaders to invite to be a part of the Committee on Equity in CTE, a group which will meet at least once in person and several times virtually to provide feedback on Advance CTE resources and collaborate on common projects and initiatives related to equity. Invitations for the Committee will be sent in early June.

Vermont Strategic Planning: Staff developed draft strategic goals for Vermont CTE to begin their strategic planning, and planned a day-long strategic planning workshop, which will take place in June. The workshop will allow around forty Vermont stakeholders to weigh in on the strategic plan goals and metrics. Staff held a call with the Vermont CTE steering committee to review the workshop agenda and draft goals, as well as data from the stakeholder interviews and survey.

CTE Virtual Institute: The application period for the Summer 2018 CTE Virtual Institute will open on June 4. The Institute is a five-week crash course on CTE designed for partners and members with a limited background in CTE. A few changes have been made to the course since last fall: the syllabus has been streamlined, “brown bag” calls have been scheduled with national experts, and an online Moodle forum has been set up to facilitate the course.

Resource Center: As of May 24, 2018, the Resource Center had sustained a total of 10,421 hits for the month, bringing the monthly average for 2018 to roughly 10,500 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include

Advance CTE’s New Skills for Youth 2017 Snapshot Executive Summary, as well as the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Career Advisement.



\*Reported data for May include website traffic through May 24, 2018

**New Jersey Teacher Pipeline Work:** As part of New Jersey’s recent \$800,000 grant from OCTAE related to improving the CTE teacher pipeline, Advance CTE began work assisting the state with thought partnership and helping to plan grant-related convenings. New Jersey is pursuing a two-fold approach with this grant: one part of the project is focused on recruiting CTE teachers from industry and lowering their barriers to entering the teaching profession, and the other part aims to recruit CTE teachers from related academic classrooms. The first convening of both cohorts of teacher candidates will likely be in mid- to late August.

**Rural Initiative:** Advance CTE held a webinar on May 17 to share lessons and conclusions from the CTE on the Frontier series. Amy Lorenzo from the Idaho Division of CTE was gracious enough to join for the webinar to share about Idaho’s Program Quality Initiative. A recording is available at <https://careertech.org/webinars>.

**NSFY Snapshots:** Advance CTE developed updated [state snapshots](#) highlighting activity from the first full year of New Skills for Youth (NSFY) Phase Two. Snapshots were published and shared with states at this month’s NSFY convening in Providence, Rhode Island. Advance CTE plans to launch these resources to the public in May.

**Postsecondary Update:** Staff are progressing through the activities proposed in the organization’s new postsecondary strategy. The strategy is organized through the five priority areas:

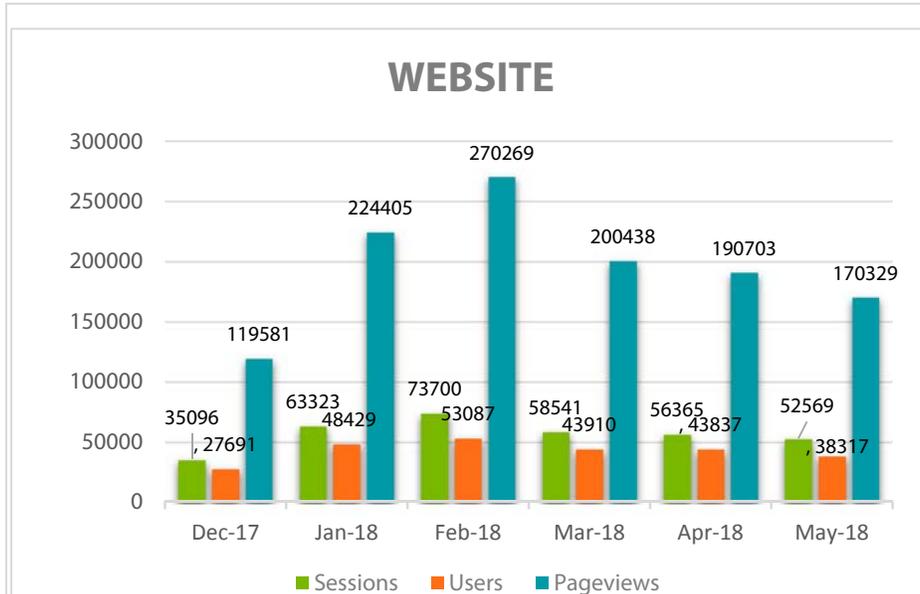
- **Policy:**
  - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff time has been prioritized to further examine implementation of WIOA, including a potential update to the [Aligned by Design](#) resource, originally released in 2015.
  - **State:** Staff released a second postsecondary-focused fact sheet and blog post in May, which looked at the role of CTE in state attainment goals. Staff are also planning more blog posts focused on postsecondary issues this summer, in addition to the upcoming Joyce publication on postsecondary program quality.
- **Promotion:** The postsecondary blog series and research requests have been delayed, as staff explore options for how best to communicate with postsecondary members separate from

avenues such as newsletters and the State Director listserv, which not all postsecondary members receive.

- **Partnerships:** Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate new content ideas.

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

**COMMUNICATIONS REPORT**

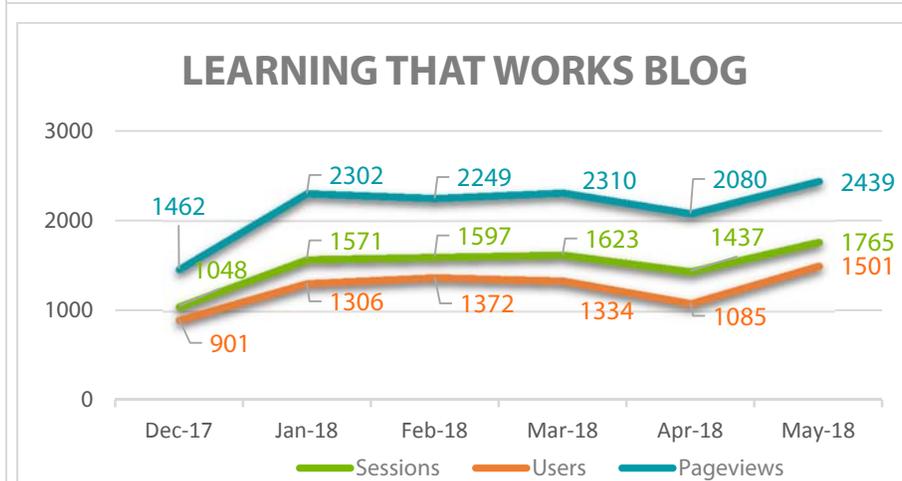


**Major Organizational Releases/Initiatives**

- CTE101 Video (2251)
- Resource Center (1966)
- CTE Works (576)
- Perkins (575)
- Snapshots Exec. Summary (449)

**Acquisition of site users**

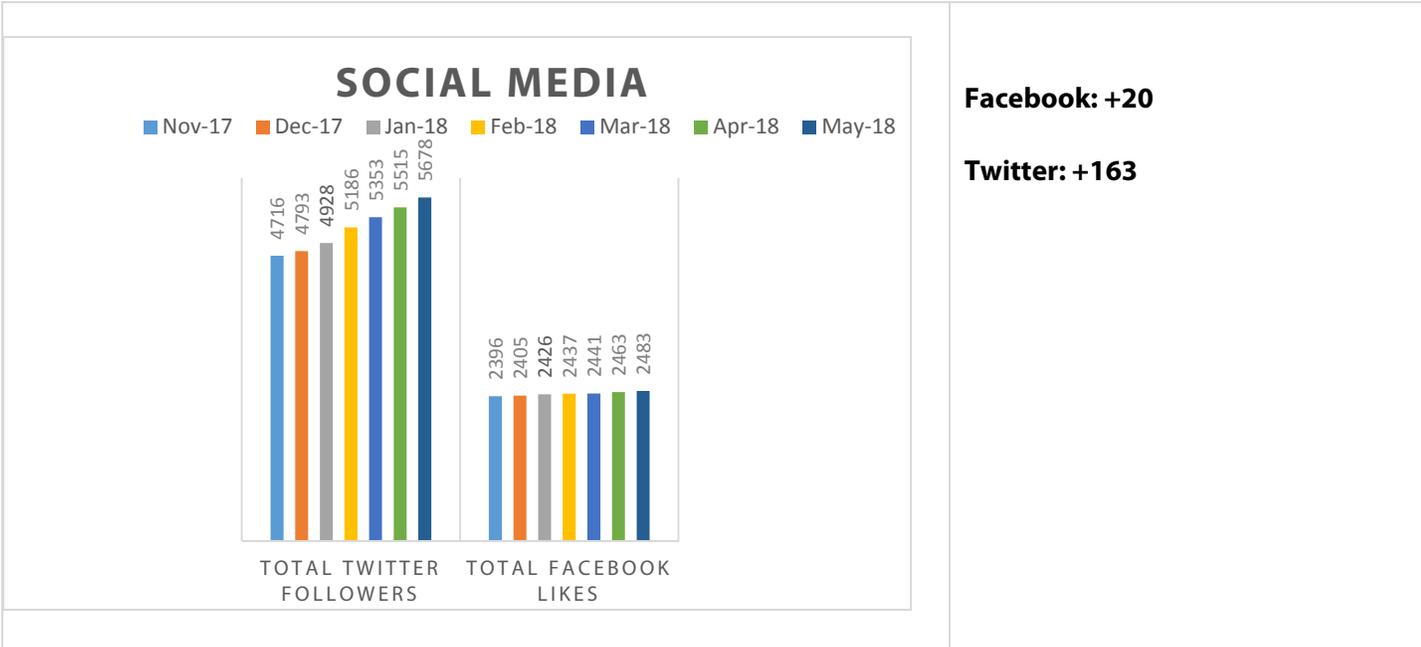
- Organic search (50%)
- Direct (37%)
- Referral (11%)
- Social (1.6%)



**14 Blog Posts Published**

Most visited blogs:

- High School Senior, Danielle Rothchild’s FCCLA Experience Lead to Creating a Non-Profit
- New Video To Help You Make The Case For CTE
- The New Fact Sheet on the Role of CTE in Statewide Attainment Goals



**Media:** Advance CTE had five this month around a variety of initiatives including the Excellence in Action awards, federal policy, and a widely circulated op-ed published in Hechinger Report authored by Kimberly Green and Kate Kreamer. Staff was in contact with reporters from Bloomberg, Education Daily, Chronicle of Higher Education and Education Week.

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state on their recruitment strategies. Staff will visit North Dakota in early June and Hew Hampshire in August. Staff has developed a strategy for releasing assets created by Siemens round 1 states to be published in July.

**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>Data Quality Campaign’s Policymaker Summit, Arizona</li> <li>New Jersey as a Laboratory for America (Advance CTE, AEI, Opportunity America event)</li> <li>Bill &amp; Melinda Gates Foundation’s Equitable Futures team, Washington</li> <li>Facilitated Illinois Community College Board’s self-assessment on the Policy Benchmark Tool, Bloomington, IL</li> <li>STELAR I-TEST Summit, presented on work-based learning</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>NCC-CTSO Bi-monthly meeting</li> <li>NOCTI Board of Directors’ meeting</li> <li>Law &amp; Public Safety Education Network (LAPSEN) Board meeting</li> <li><i>From College to Life</i>, Gallup and Strada</li> </ul>

- Pathways to Adult Success Convening, Johns Hopkins University School of Education
- *From ESSA Plans to Implementation: A Look at 50 State Plans*, AIR and Education Counsel
- *School Funding: Stories from the States*, Urban Institute
- *National Partner Breakfast & Virtual Coffee with Youth Leaders*, America's Promise Alliance

**OTHER PARTNERS  
ENGAGED**

- New America on Youth Apprenticeship Project
- Apprenticeship Forward Collaborative on joint apprenticeship principles
- College Board
- Education Strategy Group
- Government Accounting Office
- Achieve
- AIR Center on Great Teachers and Leaders
- ACTE
- Achieving the Dream
- National Governors Association
- National Alliance for Partnerships in Equity
- Leadership Conference on Civil and Human Rights
- Center for Law and Social Policy
- National Conference of State Legislatures
- The Education Trust
- Unidos US
- National Urban League
- Aspen Institute
- Opportunity America
- Council of State Governments
- American Youth Policy Forum

## QUICK UPDATES

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

#### Advance CTE

- October 22, 2018 – In person at the BWI Marriott Hotel
- January 30, 2019, 2-3 p.m. ET – Conference call
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

#### The Center to Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel
- January 30, 2019, 2:30-3:30 p.m. ET – Conference call
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

### State CTE Director Changes

- **Mississippi's** Jean Massey retired on June 30.
- Rich Katt of **Nebraska** has announced his retirement after nearly 40 years at the state department of education. Katt is expected to retire on July 6.
- Laura Arnold of **Kentucky** has also decided to step down from her position and take a new position leading the workforce development efforts at one of the state's new regional career academies.
- As of June, there are now eight vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
  - Alabama\*
  - Mississippi
  - Montana
  - New York\*
  - New Jersey
  - Rhode Island
  - South Carolina\*
  - Virginia\*

**Administrative Updates:** Happy New Year – new fiscal year that is! And with the New Year comes some transitions. We wish to extend our sincere gratitude to Jean Massey, Eleni Papadakis, Rich Katt and Hillary Wells for their service, leadership and active participation on the Board. And to Pradeep, thank you for your year of Presidency. We know we ask a lot of you, so now you can take a deep breath and relax as you move into Past Presidency. And finally, to Rod, thank you for continuing to step up and fill in, as others have retired and we have had to call upon you to serve again and again. We appreciate you!

We welcome Marcie Mack, as our Secretary/Treasurer and Donna Wyatt at a new regional Board representative. Last but not least, Bernadette aloha and mahalo in advance for your year of service as

President. Bernadette shared with Kate and Kim that her priorities are Perkins reauthorization (and making it a good law that will advance the field forward), teacher prep and quality and equity. Hopefully next month we'll have some new announcements, including filling the vacant public member position on the Center Board and replacing Laura Arnold as the regional representative.

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

**Finance Update:** FY18 finances are being wrapped up as we write this up and it is too early in FY19 to share details, so more to come in next month's update. In the interim, we are happy to share that each respective Board approved their FY19 budget, without objection.

**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	This work is well underway. See fuller update below.	Ongoing
<b>New Skills for Youth</b>	JP Morgan Chase	This work is well underway. See fuller update below.	Ongoing
<b>Postsecondary program quality</b>	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway.	Ongoing
<b>CTE Landscape</b>	Gates Foundation	We 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. In May, we presented to a cross-organization team on our analysis and submitted the final draft for review and sign off. We are optimistic this contract will lay the foundation for an investment from the Foundation.	Ongoing
<b>Career Clusters &amp; National Leadership</b>	Gates Foundation	We were invited to submit a concept paper; once approved, we will be invited to submit a formal proposal for a 12-month grant from the Gates Foundation. The total amount would be for \$300,000 and support a range of Advance CTE projects, including the Career Clusters revision, state policy supports and implementation support around Perkins.	Proposal development
<b>Partnership for Advancing Youth Apprenticeship</b>	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have submitted a scope of work to inform an MOU to partner on New America's multi-year project focused on scaling youth apprenticeship programs. We are participating in a kickoff meeting in early August with New America and other key partners.	Proposal development

<b>New Skills for Youth – Innovation Sites</b>	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 10 local innovation sites – five domestic and five international – and a final summative report. The work would take place between summer 2018-2019. We have heard that there are new innovation site investments coming in fall 2018, so the scope of the proposal may change to reflect that.	Proposal development
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## Priority: Empower members through PROFESSIONAL LEARNING

***Membership Update:*** Advance CTE received 8 new memberships – 2 replacement State Members, 5 Associate, Non-state members and 3 organizational members.

***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 June 30, 2018: **477** individuals

- State Membership\*: 53 states (representing 53 State Directors and 174 state members)
- Associate, State: 12
- Associate, Non-state: 121
- Organizational: 37 organizations (representing 117 individuals)

***FY19 Dues Renewal:*** Our dues renewal process has now moved into its next phase of collections. Through July, staff will begin individual outreach to the remaining unpaid members. A full report of write-offs and cancellations will be provided in August.

On July 2, staff will prepare our membership systems for the fiscal year turnover. All newly added state members will receive a four-week welcome email series to help them learn about Advance CTE and how to take advantage of their new membership. Staff are also developing additional engagement opportunities for all state members over the summer to help them interact further with the organization.

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

#### **Fall Meeting**

The 2018 Fall Meeting will be held October 22-24 at the BWI Marriot in Linthicum, MD. Registration will launch on July 10 and close on September 24. We will share more details about the agenda as it develops.

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

***Federal Advocacy Plan:*** In June, our advocacy efforts focused on the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) in the Senate. In addition, we communicated our support for the nomination of Scott Stump for Assistant Secretary for OCTAE with Congressional leaders on the Senate Health, Education, Labor and Pensions (HELP) Committee.

**Perkins:** In June, we worked very closely with Senate HELP Committee staff to answer questions and build knowledge about key aspects of Perkins, but did not receive legislative text until the Senate Perkins reauthorization draft was released on June 20. Once we received it, we worked quickly to identify both technical and substantive changes and communicate them with the Senate HELP Committee. We held multiple calls with Senate HELP Committee staff to discuss and explain the rationale for those changes. We secured a commitment from Senate HELP Committee staff that they would continue to work with us to make these changes before the bill goes to the Senate floor and we will continue to work closely with Committee staff to work through our suggested changes. In June, we also kept our members informed about Perkins reauthorization and provided related tools for our members by:

- Providing reauthorization updates to our members and sending out related materials (e.g., bill text, letter to the Senate HELP Committee, etc.)
- Working with our Senate HELP Committee kitchen cabinet to share information, resources, and coordinate on key messages about the Senate bill.
- Coordinating with partners to reinforce key messages about Perkins reauthorization.
- Providing real-time updates to the State CTE Directors about Perkins reauthorization, including using the Quarterly Advocacy call to discuss the Senate Perkins reauthorization bill.

**Budget / Appropriations:** In June, Congress continued the FY19 appropriations process. A summary of the month's highlights are below:

- On June 15, the House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies marked up its FY19 spending bill. This bill proposes a \$102 million increase (above the level Congress provided in FY18) for the Perkins Basic State Grants for FY19 and an additional \$13 million for National Programs.
- Advance CTE and ACTE sent a letter to House appropriators expressing our gratitude for the increase and encouraging them to maintain it as the FY19 process moves forward. We anticipate that House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies FY19 bill will be marked up by the full House Appropriations Committee on July 11, but the markup has already been delayed twice.
- On June 26, the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies marked up their Fiscal Year 2019 (FY19) spending bill. The bill proposed maintaining the FY18 funding level for the Perkins Basic State Grants and was approved by the Senate Appropriations Committee on June 28.
- As the process moves forward, Advance CTE will continue to make the case for greater federal investment in Perkins. We have also proposed that the Senate Perkins reauthorization bill include a FY19 authorization level that would incorporate the increase that was proposed in the House bill mentioned above and in subsequent years increase the level to eventually double the investment by the end of the bill's authorization period (FY24).

**Workforce Innovation and Opportunity Act (WIOA):**

- Advance CTE is continuing to examine the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE.

- Advance CTE will continue to monitor and analyze states' WIOA Unified or Combined State Plan two-year modifications as those plans become publicly available to evaluate their impact on CTE.
- Advance CTE is in the process of updating resources related to WIOA and CTE. Notably, Advance CTE is partnering with the National Skills Coalition to update Aligned by Design: WIOA and Career and Technical Education.

**Congressional Offices Engaged in June 2018:**

- Michelle Rakebrand, Rep. Thompson (R-PA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- John Galisky, Rep. Pallone (D-NJ)
- James Redstone, House Committee on Education and the Workforce
- Jacque Chevalier Mosley, House Committee on Education and the Workforce
- Lauren Arias, Sen. Udall (D-NM)
- Devin Parsons, Sen. Peters (D-MI)
- Joshua Delaney, Sen. Warren (D-MA)
- Rebecca Howard, Sen. Jones (D-AL)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Julia Sferlazzo, Sen. Casey (D-PA)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senate HELP Committee
- Robert Moran, Senate HELP Committee (Education Policy Director, Majority)
- Kara Marchione, Senate HELP Committee (Education Policy Director, Minority)

**State Policy Update:**

New Skills for Youth: Staff continue to coordinate with CCSSO, ESG, RTI and JPMC to coordinate technical assistance and progress monitoring. In June, Advance CTE compiled a quarterly memo of progress and sent that to CCSSO and participated in several leadership calls to discuss upcoming stocktakes and technical assistance trips. Staff traveled to Ohio to work with their NSFY team on incorporating an equity lens into their career pathway initiatives.

New Skills for Youth state profiles were completed and shared with the project team in mid-June. These profiles pull together information from across the full project team to document state progress and lessons learned. This is part of Advance CTE's strategy to capture best practices from the New Skills for Youth project to inform our resource development, meeting planning and member support.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff conducted individual check-in calls with Colorado and Illinois, and participated in a cross-state call where the two states discussed dual enrollment policies and challenges. Advance CTE also wrote and finalized the content for a report examining postsecondary program quality across the country, featuring in-depth looks at policies in California, Florida and Wisconsin. That report will be released in late July. In late August, staff will attend Illinois' convening of ten participating community colleges as they use the Policy Benchmark Tool to assess the quality of their programs and identify areas for improvement.

Equity Initiative: Staff have continued work on the equity initiative, interviewing numerous state and national leaders on a variety of issues related to the topic, and conducting a literature review on equity topics. Through these interviews and research, several key themes emerged and staff were able to plan out a series of briefs and other resources, with the first report release scheduled for late summer. Additionally, staff identified a group of around 20 national leaders to invite to be a part of the

Committee on Equity in CTE, a group which will meet at least once in person and several times virtually to provide feedback on Advance CTE resources and collaborate on common projects and initiatives related to equity. The first committee meeting will take place on August 8, 2018 in Washington, DC.

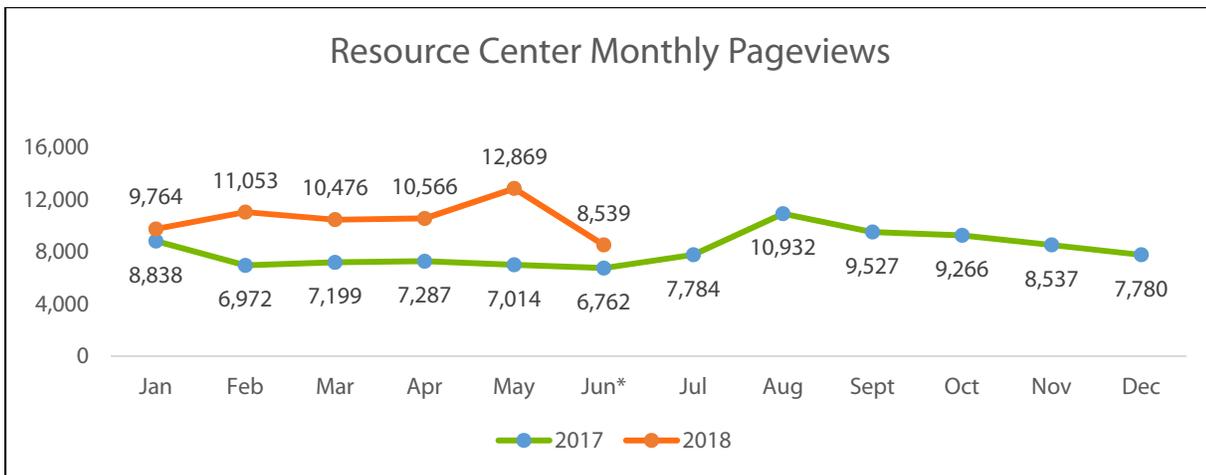
- The first publication in the series, tentatively titled *Making Good on the Promise: Understanding the Equity Challenge in CTE*, is scheduled to be released in August and will feature examples from Maryland, Delaware, Minnesota, Tennessee and Ohio. The report will examine CTE's history, confronting the legacy of tracking and barriers to accessing high-quality CTE programs; explore strategies for state leaders to understand inequities in their own communities; and profile how states are empowering local leaders to examine root causes, identify learners at risk of failing their career pathways, and hold themselves accountable for student success.
- The second brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is slated for release in mid-November. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE.

Vermont Strategic Planning: In June, staff led a day-long workshop with Vermont CTE and around 35 stakeholders to examine data from Vermont's stakeholder survey and identify strategic goals to drive work going forward. Stakeholders identified six priority areas and brainstormed strategies for each. Going forward, Advance CTE staff will work

CTE Virtual Institute: Applications for the Summer 2018 CTE Virtual Institute opened at the beginning of June. We received a total of 145 applications and have invited 20 participants to join the course this summer, representing 15 states. The institute will begin on July 13 with a kickoff webinar and will conclude the first week of September.

Middle School CTE: Staff began research in June for a brief exploring CTE in middle schools, slated for release in mid-October. The report will provide state strategies to promote middle school CTE by examining middle school CTE standards, funding, messaging, data and access.

Resource Center: As of June 27, 2018, the Resource Center had sustained a total of 8,539 hits for the month, bringing the monthly average for 2018 to roughly 10,500 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include the American Institute for Research's 50 state scan of CTE teacher licensure policies, as well as the National Research Center for Career and Technical Education's report on work-based learning opportunities for high school students. The most visited topic page was Work-based Learning, followed by Career Advisement. The least viewed topic pages were Systems Alignment and Access and Equity.



\*Reported data for June includes website traffic through June 27, 2018

In addition, Advance CTE recently made modifications to the Learning that Works Resource Center to make it more user friendly and to highlight Advance CTE’s resources more prominently. Notably, the Resource Center now contains a “Featured Series” page that allows related Advance CTE resources to be grouped together in one, easy-to-access place.

New Jersey Teacher Pipeline Work: As part of New Jersey’s recent \$800,000 grant from OCTAE related to improving the CTE teacher pipeline, Advance CTE began work assisting the state with thought partnership and helping to plan grant-related convenings. New Jersey is pursuing a two-fold approach with this grant: one part of the project is focused on recruiting CTE teachers from industry and lowering their barriers to entering the teaching profession, and the other part aims to recruit CTE teachers from related academic classrooms. The first convening of both cohorts of teacher candidates will take place in Trenton, NJ in mid- to late August.

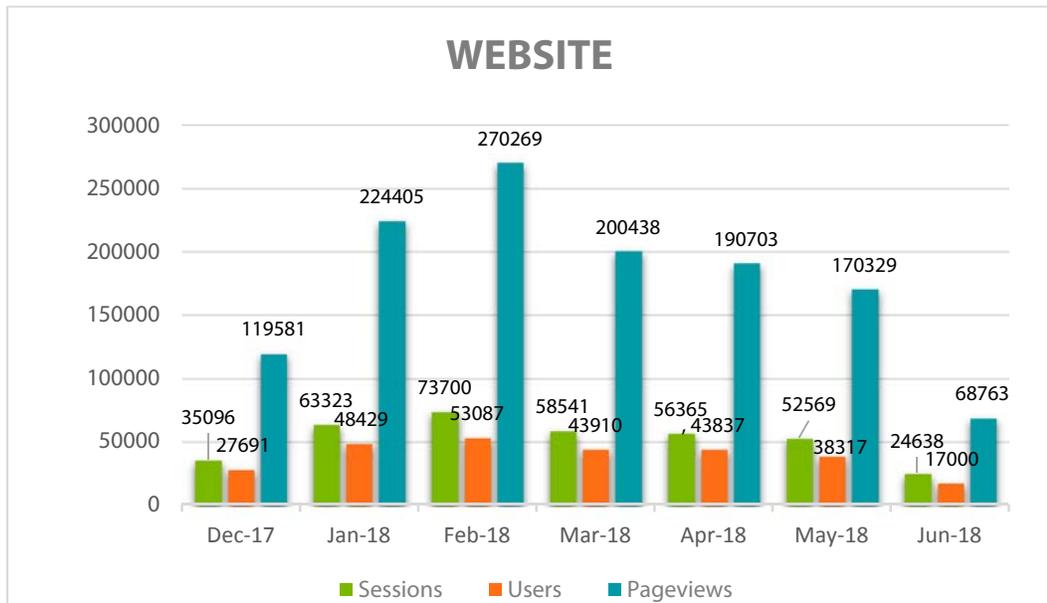
### **Postsecondary Update**

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 time has been prioritized to further examine implementation of WIOA, including a potential update to the [Aligned by Design](#) resource, originally released in 2015.
  - **State:** Staff are planning blog posts focused on postsecondary issues this summer, in addition to the upcoming Joyce publication on postsecondary program quality. All publications feature postsecondary examples, and staff are developing new profiles for the Learning that Works Resource Center focused on postsecondary topics.
- **Promotion:** The postsecondary blog series and research requests have been delayed, as staff explore options for how best to communicate with postsecondary members separate from avenues such as newsletters and the State Director listserv, which not all postsecondary members receive.
- **Partnerships:** Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate new content ideas.

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

# COMMUNICATIONS REPORT

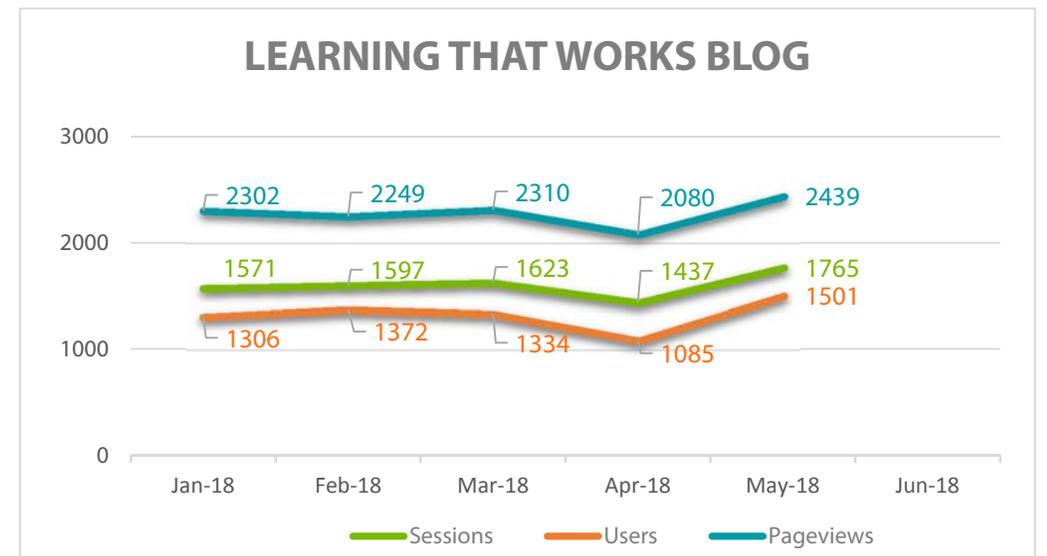


### Major Organizational Releases/Initiatives

- CTE101 Video (860)
- Resource Center (1509)
- Siemens (700)
- Perkins (987)
- Virtual Institute (801)

### Acquisition of site users

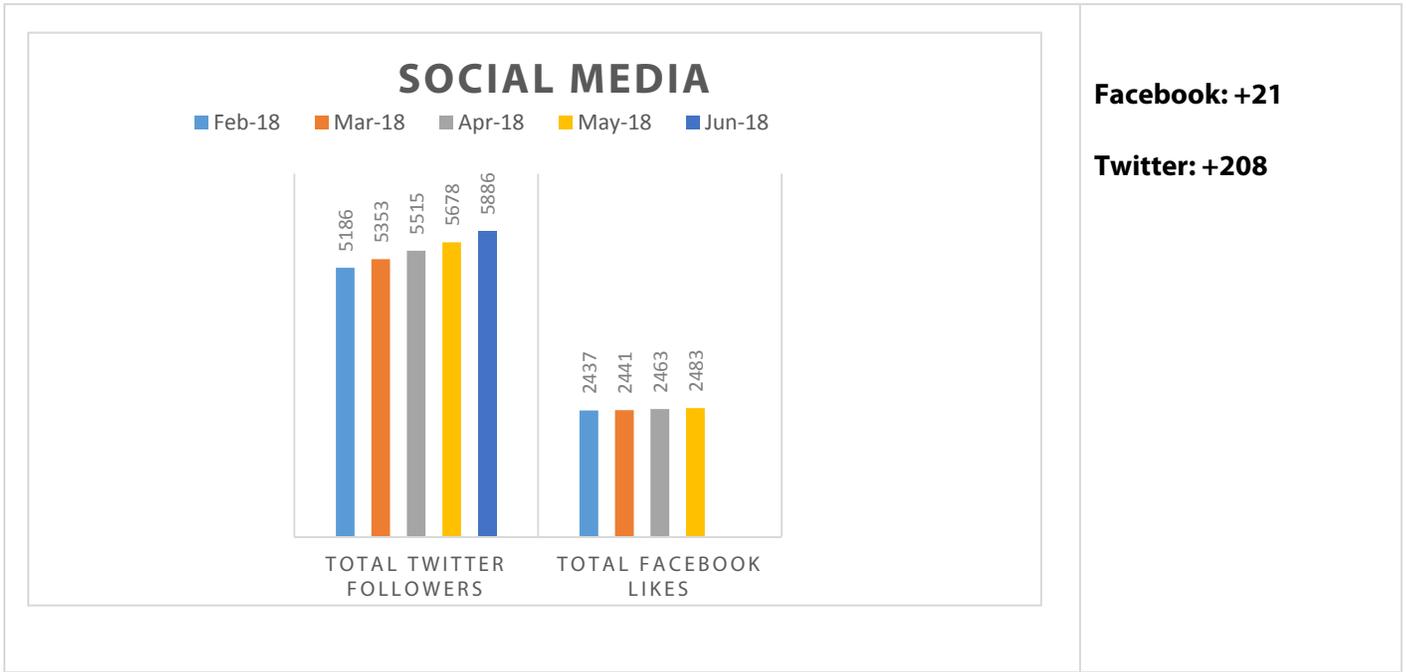
- Organic search (54%)
- Direct (31%)
- Referral (12%)
- Social (2.7%)



### 8 Blog Posts Published

Most visited blogs:

- More Evidence Demonstrates How Postsecondary Credentials Can Help Learners Unlock Career Opportunities
- New Fact Sheet Highlights the Roles and Responsibilities of a State CTE Director
- Perkins Reauthorization Update and FY19 Appropriations Process Continues



**Media:** Advance CTE had six media hits this month, primarily focused on Perkins reauthorization.

- [Assistant Secretary of Education for Career, Technical, and Adult Education: Who Is Scott Stump?](#), AllGov
- [Wunsche Vet Science Program Receives National Excellence in Action Award](#), Spring ISD
- [Wunsche Vet Science Program Receives National Excellence in Action Award](#), The Paper Magazine
- [When math lessons at a goat farm beat sitting behind a desk](#), Hechinger Report
- [Bipartisan Career and Technical Education Bill Approved by Key Senate Committee](#), Ed Week
- [Senate Jump-Starts Process for New Career-Education Law](#), Inside Higher Ed

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state on their recruitment strategies. Staff visited North Dakota in June to work with state staff on developing a communications plan for the department. As a result, Advance CTE will present to the North Dakota staff on their new communications plan and how to use the messages in their day-to-day work in August.

The development of the career advisement and development workshop is complete. The pilot of the workshop will launch at the American School Counselors Association in Los Angeles, CA in July and will inform the finalization of the workshop and accompanying materials. Through partnerships with ASCA and ACTE, Advance CTE will deliver the workshop to 600 school counselors at their national, state wide and local chapter conferences.

Advance CTE published the tools developed by the cohort one of Siemens states in late June. This includes posters and postcards in English and Spanish, a social media guide, a focus group guide, and promotion of a video toolkit.

**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>• New Mexico advisor summit</li> <li>• North Dakota Department of Career Technical Education – technical assistance trip</li> <li>• Ohio Department of Education- technical assistance trip</li> <li>• Vermont strategic planning workshop – facilitated day-long session</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• 2018 Inside Out Policy Forum</li> <li>• Advancing Quality Work-based Learning, Senate CTE Caucus and New America Foundation</li> <li>• Agents of their own success: Self-advocacy skills and self-determination for students with disabilities in the era of personalized learning, Alliance for Excellent Education and the National Center for Learning Disabilities</li> <li>• Committee for Education Funding</li> <li>• Digital Promise Real-World Learning Collaborative Meeting (as a national advisor)</li> <li>• Education Funding Fair</li> <li>• Education Policy Task Force</li> <li>• Fiscal Year 2019 Labor, Health and Human Services, Education Funding Bill Markup</li> <li>• How to Grow Apprenticeships for the Modern Economy, Third Way</li> <li>• Jobs and Careers Coalition</li> <li>• Open IDEO and Ford Foundation’s Collaborative Action for the Future of Work event</li> <li>• Press Conference to Urge Bipartisan Senate Action on Perkins CTE</li> <li>• Senate Perkins Reauthorization Markup</li> <li>• Summit on the credentialing economy, Saylor Academy and Connecting Credentials</li> <li>• Texas Instruments STEM Collaborative Meeting</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• Achieve</li> <li>• ACTE</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• American Association of Community Colleges</li> <li>• American Association of School Superintendents</li> <li>• American Youth Policy Forum</li> <li>• American Federation of Teachers</li> <li>• Aspen Institute</li> <li>• Business Roundtable</li> <li>• Center for Law and Social Policy</li> <li>• College Board</li> <li>• Council of Chief State School Officers</li> <li>• Council of State Governments</li> </ul>

- Data Quality Campaign
- Education Strategy Group
- IBM
- Leadership Conference on Civil and Human Rights
- National Governors Association
- National Alliance for Partnerships in Equity
- National Alliance for Partnerships in Equity
- National Association of Secondary School Principals
- National Conference of State Legislatures
- National Parent Teacher Association
- National Student Clearinghouse
- National Skills Coalition
- National Urban League
- Perkins Stakeholder Coalition
- Texas Instruments STEM Collaborative Group
- The Education Trust
- Unidos US
- U.S. Chamber of Commerce
- Workforce Data Quality Campaign



June 25, 2018

The Honorable Lamar Alexander  
Chairman  
Health, Education, Labor and Pensions  
Committee  
U.S. Senate  
Washington, DC 20510

The Honorable Patty Murray  
Ranking Member  
Health, Education, Labor and Pensions  
Committee  
U.S. Senate  
Washington, DC 20510

Dear Chairman Alexander and Ranking Member Murray:

On behalf of the Association for Career and Technical Education (ACTE), the nation’s largest not-for-profit organization dedicated to the advancement of education that prepares youth and adults for successful careers, and Advance CTE, representing the state and territory leaders of our nation’s Career and Technical Education (CTE) system, we write to express our thoughts on the Senate’s *Strengthening Career and Technical Education for the 21st Century Act*, a bill to reauthorize the Carl D. Perkins Career and Technical Education Act (Perkins). We greatly appreciate the focus of the Senate Health, Education, Labor and Pensions Committee on this reauthorization, and the hard work of committee Senators and their staffs to craft a bipartisan compromise.

Perkins is the principal federal investment in our nation’s CTE system, and is one of the only federal programs that builds the capacity of secondary and postsecondary institutions to offer CTE programs that are academically rigorous and aligned to the needs of business and industry. Representing the state and local implementers of this law, we believe it is important to have a clear, coherent federal policy that vigilantly focuses on improving CTE programs around the country, and that seamlessly aligns planning, spending and accountability requirements to ensure all students have access to high-quality CTE. Our goals for reauthorization include streamlining current requirements to focus funding on the essential elements that drive CTE student achievement, and creating a framework in which state and local recipients have the flexibility to design programs and services to meet the unique, data-driven needs of their communities and every learner who chooses to participate in CTE. Below are five principles that we believe are crucial to the reauthorization and comments on how they relate to the Senate bill.

**Focus on CTE program quality:** It is important that the Act focus on the goal of increasing access to high-quality CTE programs of study that align with labor market needs, and emphasizes the activities that are directly related to this goal.

- **State plan:** The Senate bill clearly acknowledges the important role states, through their eligible agencies, have in leading the planning and implementation of this Act. We believe the Senate bill needs to streamline the state planning provisions in Section 122. Many new state plan requirements were added both in the House and Senate bills. Given how central the state plan is to the Senate bill’s accountability provisions, it is important that the state plan be as focused and streamlined as possible.

- **State leadership activities:** The Senate bill directs eligible agencies in how to spend a portion of their leadership funds (Sections 112(a)(2) and 124(a)(1) and (2)). We believe that eligible agencies should be given full flexibility in how best to invest all of their leadership funds so that they can be aligned to the needs of each state’s learners and employers.
- **Local application:** As mentioned above, one of our primary goals is to seamlessly align planning, spending and accountability systems to drive program improvement. We were pleased that the Senate bill maintained the local needs assessment as the center of this alignment. However, we are concerned that many new requirements were added in Section 134 over and above the needs assessment and essential information included in the House bill. The local application should be streamlined to reduce burden on eligible recipients and focus on the information included in the needs assessment as the primary driver of activities.
- **Local uses of funds:** Likewise, local uses of funds should also be tightly focused on the activities that are most closely related to CTE program quality and student achievement. We are concerned that the new definition of professional development, linked to the Every Student Succeeds Act (ESSA), will greatly expand the requirements for professional development under Perkins, applying many criteria that are not relevant to CTE programs and educators, particularly at the postsecondary level. In addition, changes made to the definition of an eligible institution could have the potential to greatly expand the uses of funds by allowing baccalaureate degree programs to be funded. We have been assured that this change was not intended, and look forward to working with the Committee to clarify.
- **Alignment not duplication:** Appropriate alignment with other federal laws to ensure coordination of resources has been one of our key priorities for reauthorization. However, in Sections 124 and 135, the Senate bill adds new uses of state and local funds that potentially duplicate investments made under the Workforce Innovation and Opportunity Act (WIOA), Individuals with Disabilities Education Act, Juvenile Justice and Delinquency Prevention Act, and several other federal programs. We believe that eligible agencies and eligible recipients should have the flexibility to determine how best to ensure this alignment and that Sections 122 and 124 should be updated to ensure the focus remains on coordination with other programs rather than potentially duplicating efforts across laws. In addition, we are concerned about allowing funding to be used to off-set out-of-pocket expenses in Section 135(b)(3). This is actually required in the Senate bill, but we understand that was not the intention. Even as an option however, it presents concerns. Perkins has always been focused on program improvement, it is not an individual benefit program. This shift has the potential of significantly diluting resources that ensure programs can meet the needs of all students, and is duplicative of other federal programs that cover those costs.
- **Innovation:** Driving innovation is an important element of Perkins and one we strongly support. We appreciate that the Senate bill increases the reserve fund from 10 to 15 percent, which is consistent with the House bill. However, the Senate should restore the House bill’s focus of the reserve fund in Section 112(c) on innovation and programs of study to ensure more students have access to high-quality CTE programs of study.

**Expanded access for more learners to participate in CTE:**

- **Middle grades:** We appreciate the change made in Section 215 of the Senate bill to ensure that funds can be used for CTE in the middle grades. Over the last few years, there has been increased attention on exposing students to career opportunities early in their educational pathway, and this change will remove an arbitrary age requirement for students to benefit from these activities under Perkins.
- **Authorization levels:** To ensure that all learners who wish to participate in CTE have access to high-quality CTE programs of study, additional investments are needed. In Section 9, the Senate bill provides an authorization amount for FY19 that is above the amount Congress provided in FY18, but below the amount proposed in the House Labor, Health and Human Services, Education and Related Agencies

appropriations bill for FY19. We urge the Senate to include an authorization level for FY19 that is at least the amount that is included in the House appropriations bill. Now more than ever, the federal investment in CTE needs to be strengthened and the Senate bill should authorize doubling the investment by FY24.

**Strike the right balance for accountability by measuring the right things and collecting the right data to drive program quality and improvement and ensure equitable access:**

The accountability requirements proposed in the Senate bill include a number of provisions that cause significant concerns related to implementation. Committee staff have indicated their willingness to work with us to resolve these concerns between markup and the floor, ensuring a smooth transition to a new accountability framework that results in useful data to drive CTE program quality and learner outcomes.

- **State determined levels of performance:** In Section 113, the Senate bill includes new processes and provisions for setting targets for the core indicators of performance and revising those targets. We have heard from CTE leaders across the country that they have questions about these new processes and provisions and how they would functionally operate during implementation. Given this, we believe these processes and provisions should be reviewed and clarified to ensure that they provide the proper guidance to eligible agencies and eligible recipients about how to implement them. In addition, criteria at the state and local level that require continuous improvement or other consistent increases in targets should be eliminated, following the House bill's lead. There are many circumstances in which a decrease in numerical performance levels may not represent an actual decrease in the quality of the program, but instead might be reflective of changes in program offerings, students populations served, economic conditions, or changes to address data quality issues.
- **Disaggregation of data:** We support and advocated for the Senate's efforts to disaggregate performance data and to examine achievement gaps between subpopulations, as well as the addition of the local needs assessment. These are new and expanded responsibilities that the CTE community requested as a way of focusing data to drive program improvement and ensure equity and access.
- **Improved access to data:** We support the amendments to the Wagner-Peyser Act in Title III, which will ensure that state and local CTE educators have the data they need to provide relevant employment information to the students they serve.
- **Secondary CTE concentrator definition:** In Section 3, the Senate bill removes the problematic second clause of the House bill's secondary CTE concentrator definition. However, we have heard from CTE leaders that the first clause (students enrolled in a sequence of at least two CTE courses in the same program or program of study) also poses significant concerns. Therefore, our recommendation is to revert back to the definition in current non-regulatory guidance: *"A secondary student who has earned three (3) or more credits in a single CTE program area (e.g., healthcare or business services), or two (2) credits in a single CTE program area, but only in those program areas where 2 credit sequences at the secondary level are recognized by the State and/or its local eligible recipients."*
- **Performance indicators:** The proposed Senate bill follows the House's lead by streamlining measures, but we remain concerned about several of the indicators included. First, placement measures have been separated to place education and workforce outcomes in competition with one another at both the secondary and postsecondary level, rather than being wrapped into a single positive placement measure. We understand from Committee staff that this was not the intention and will be working with them closely to address this issue. In addition, we remain concerned about the disaggregation for the "placement in further education" indicator, and about the inclusion of additional detail in both placement measures that reduces alignment with WIOA metrics. Clarification is also still needed around the secondary quality indicator to ensure that eligible agencies use the measure they select consistently across all programs.

- **Subsequent action:** We are concerned that timelines presented in Section 123 will not allow time for eligible agencies or eligible recipients to make changes to low-performing programs before the potential of losing funds is presented. This section should be revisited considering the timelines of data collection and reporting to ensure that eligible agencies or eligible recipients have an opportunity to address concerns before being sanctioned.

**Ensure meaningful stakeholder engagement:**

- **Stakeholder input:** We believe that state plans and local applications should reflect stakeholder input and that eligible agencies and eligible recipients are best positioned to know how to effectively and efficiently gather useful input, as well as know how to best to engage with their stakeholders in the law’s ongoing implementation. The federal law should not dictate processes or timelines for stakeholder input that may conflict with a state’s own laws, policies and/or processes. In addition, Perkins has long held to a tradition of states’ rights, granting states the flexibility to determine which entity should have governing authority over CTE and this federal investment. This bill allows for continuation of this policy, which we support. We do not, however, believe the Senate bill should specify a more defined role and process for engaging some stakeholders over others. CTE sits at the intersection of workforce development, secondary education and postsecondary education. Therefore, there must be a balanced alignment with the interests of both WIOA and ESSA, as well as coordination with the state leaders with responsibility over these other federal state plans.

**Ensure a strong research function that supports states and locals:**

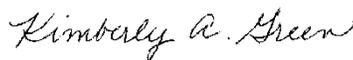
- **National activities:** A strong research function, led by the U.S. Department of Education with input from the field, is essential to ensuring that CTE programs reflect evidence-based policies and practices and continue to evolve to best meet the needs of students and other stakeholders. The Senate bill maintains a focus on independent research, driven by the expertise of institutions of higher education and other stakeholders. However, we are concerned about the lack of clarity between the evaluation activities and research activities outlined in Section 114. Both Section 114(d)(2) and Section 114(d)(3) should be revisited to ensure aligned, but not duplicative, work between the evaluation projects and research projects, and clear purposes for each section. We are also concerned that the new innovation and modernization fund is too broad to be effective at truly identifying best practices and should be revisited.

Thank you for your consideration of these thoughts. This longstanding education program has had a 100-year history of bipartisan support and continues to be a critical investment that drives innovation and advancement of our nation’s CTE programs. We look forward to continuing to work with the Senate to improve the bill to address the needs of both the CTE system and the students it serves, as well as the growing need for skilled workers across the entire country.

Sincerely,



LeAnn Wilson  
Executive Director  
ACTE



Kimberly A. Green  
Executive Director  
Advance CTE

## QUICK UPDATES

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

#### Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel.  
**If you have not already RSVP'd by emailing Shannon at [sjohnson@careertech.org](mailto:sjohnson@careertech.org) please do so by Friday, August 17, 2018**
- January 30, 2019, 2-3 p.m. ET – Conference call
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

#### The Center to Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel. **If you have not already RSVP'd please do so by emailing Shannon at [sjohnson@careertech.org](mailto:sjohnson@careertech.org) by Friday, August 17, 2018**
- January 30, 2019, 2:30-3:30 p.m. ET – Conference call
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

### State CTE Director Changes

- Several new State Directors have been named:
  - Mississippi – Wendy Clemons
  - Nebraska – Katie Graham
  - Alabama – Tommy Glasscock
  - Kentucky – David Horseman
- As of July, there are now five vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
  - Montana
  - New York\*
  - New Jersey
  - Rhode Island
  - Virginia\*
- Additionally, the state of Michigan has re-joined Advance CTE as a dues-paying member, meaning that **all** 50 states, D.C. and three territories are once again members of our organization.

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

**Finance Update:** Below is a budget snapshot for FY19. We are working to close out FY18 and to determine the carry forward grant funds for Siemens and Joyce. These funds, which represent a

substantive portion of the Center budget, are not accounted for in the numbers below. Also, the JPMC funding is being paid to the Center quarterly rather than annually.

Advance CTE Budget Snapshot	The Center to Advance CTE Budget Snapshot
Received 48 % of budgeted income	Received 4% of budgeted income
Expended 12 % of budgeted expenses	Expended 12% of budgeted expenses

**Fundraising:** Advance CTE is currently pursuing a variety of corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining 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	This work is well underway. See fuller update below.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below.	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 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. In May, we presented to a cross-organization team on our analysis and submitted the final draft for review and sign off, which has now been approved and is in the production phase.	Ongoing
Career Clusters & Equity & Perkins Implementation	Gates Foundation	We have been invited to submit a formal proposal, which will be submitted in August and hopefully be funded starting in September. The current earmarked amount is \$300,000 but we were working to secure \$400,000 to cover the Career Clusters revision and the regional Perkins workshops.	Proposal development
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have submitted a scope of work to inform an MOU to collaborate on New America’s multi-year project focused on scaling youth apprenticeship programs. We are participating in a kickoff meeting in early August with New America and other key partners.	Proposal development
New Skills for Youth – Innovation Sites	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 17 local innovation sites – 8-9 domestic and 8-9 international – and a final summative report – over two years – summer 2018 through summer 2020. We have heard our concept paper was approved and will be receiving an invitation to submit our formal proposal in August. The total amount of the grant will be approximately \$475,000.	Proposal development
	ECMC	Staff met with leadership from the ECMC Foundation to share priorities and major projects. They solely fund postsecondary CTE projects and we pitched a short-term project on defining “postsecondary CTE leadership,” as well as teed up possible future investments to support	Initial discussions

**Priority: Empower members through PROFESSIONAL LEARNING**

**Membership Update:** Advance CTE received 15 new memberships – 2 replacement State Members, 3 new State Members, 1 Associate, State member, and 9 Associate, Non-state members.

**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 June 30, 2018: **493** individuals  
 State Membership\*: 54 states (representing 54 State Directors and 179 state members)  
 Associate, State: 13  
 Associate, Non-state: 130  
 Organizational: 37 organizations (representing 117 individuals)

**FY19 Dues Renewal:** Our dues renewal process has now moved into its next phase of collections. Throughout July, staff has conducted individual outreach to the remaining unpaid members. A full report of write-offs and cancellations will be provided in the August Board report. As such, our membership numbers will likely decrease in August.

**Member-Only Resources and Supports:** With Perkins V now signed and passed, Advance CTE is planning a broad range of supports for our members and the CTE field overall. Though detailed later in the report, we will include our regional planning meetings in the chart below and keep you abreast of developments as planning continues.

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Overview of new Perkins	7/31/2018	72	13	n/a
2018 Advance CTE Fall Meeting	10/22-24	39	15	26%
Perkins V Regional Planning Meeting 1	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 2	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 3	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 4	TBD	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

**Fall Meeting:** The 2018 Fall Meeting will be held October 22-24 at the BWI Marriot in Linthicum, MD. Registration launched in July and will close on September 24. Early bird registration ends on August 10. We are developing our agenda and are actively planning how to position the Fall Meeting as a launching pad for our four Perkins V regional planning meetings. A draft agenda will be released in early August.

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

***Federal Advocacy Plan:*** In July, our advocacy efforts focused on a multi-tiered strategy on the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins). In addition, we hosted a Congressional CTE Caucus event for congressional staff that focused on expanding access to high-quality CTE in rural communities, continued to plan for WIOA resource development and track activity on the FY19 appropriations process. We were also thrilled to see the Senate confirm Scott Stump for Assistant Secretary for OCTAE on an 85-0 vote.

**Perkins:** In July, we worked very closely with Senate HELP Committee staff to continue to improve and clarify the Senate Perkins reauthorization bill (S.3217). As we received updated drafts, we worked quickly to identify both technical and substantive changes and communicate them with the Senate HELP Committee. We held multiple calls with Senate HELP Committee staff to discuss and explain the rationale for those changes. We also engaged with numerous Senate offices and State CTE Directors to communicate our outstanding concerns about the bill. These advocacy efforts paid off and allowed us the time we needed to get many of our biggest concerns address through legislative fixes.

In addition, as the bill moved toward the finish line, we secured a commitment from Senate HELP Committee staff that they would continue to work with us to clarify specific language after the bill went to the Senate floor with a technical package and manager's statement. By the time the Senate HELP Committee had a revised version of the bill for us to review, we were able to get a neutral position on it. We did not support nor oppose the bill, which allowed us to communicate the elements of it that we supported, raise concerns about items that remained problematic and remain in good standing with congressional staff (which will be important as we head toward implementation and need clarification about legislative language and congressional intent). To recap, the month's congressional action on Perkins was as follows:

- On Monday, July 23, 2018 on a voice vote, the Senate approved a bill to reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) by taking up H.R. 2353, the House-passed Perkins reauthorization bill and then adopting a substitute amendment offered by Senator Alexander (R-TN). The substitute amendment contains the text of S. 3217, which was the Senate's bill to reauthorize Perkins.
- On Wednesday, July 25, the House passed the *Strengthening Career and Technical Education for the 21st Century Act*, H.R. 2353, as amended by the Senate, on a unanimous voice vote.
- On Tuesday, July 31, the President signed the *Strengthening Career and Technical Education for the 21st Century Act* into law.

In July, we also kept our members informed about Perkins reauthorization and provided related tools for our members by:

- Providing reauthorization updates to our members and sending out related materials (e.g., bill text, redline, summary, letter to the Senate, etc.)
- Working with our Senate HELP Committee kitchen cabinet to share information, resources, and coordinate on key messages about the Senate bill.
- Coordinating with partners to reinforce key messages about Perkins reauthorization.

**Budget / Appropriations:** In July, Congress continued the Fiscal Year 2019 (FY19) appropriations process. A summary of the month's highlights are below:

- Congressional appropriators are working through all twelve appropriations bills. While progress has been made on some of these bills, there has not been consensus on how to move forward with the Labor, Health and Human Services, Education and Related Agencies bills (Labor-HHS). The House version proposed a \$102 million increase for the Perkins Basic State Grant, while the Senate version proposed level funding at the FY18 level.
- As the process moves forward, Advance CTE will continue to make the case for greater federal investment in Perkins. In July, Advance CTE and Marcie Mack, the State CTE Director for Oklahoma met with a staffer for the House Labor-HHS committee for Chairman Cole (R-OK) and had a productive and successful meeting, laying the groundwork for future appropriations advocacy efforts.

**Congressional Offices Engaged in July 2018:**

- Michelle Rakebrand, Rep. Thompson (R-PA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- James Redstone, House Committee on Education and the Workforce
- Jacque Chevalier Mosley, House Committee on Education and the Workforce
- Karyn Richman, House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies
- Tashayla Person, Sen. Roberts (R-KS)
- Ericka King, Sen. Paul (R-KY)
- Ben Strand, Sen. Hirono (D-HI)
- Shannon Hossinger, Sen. Sasse (R-NE)
- Ryan Tvedt, Sen. Heitkamp (D-ND)
- Joshua Delaney, Sen. Warren (D-MA)
- Rebecca Howard, Sen. Jones (D-AL)
- Julia Sferlazzo, Sen. Casey (D-PA)
- Kara Marchione, Senate HELP Committee
- Katherine McClelland, Senate HELP Committee
- Bob Moran, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senate HELP Committee

**State Policy Update:**

New Skills for Youth: Staff continue to coordinate with Council of Chief State School Officers (CCSSO), Education Strategy Group (ESG), RTI and JPMC on technical assistance and progress monitoring. In July, staff traveled to Wisconsin to provide technical assistance related to the NSFY project. Staff also worked with ESG and representatives from Nebraska to begin planning a learning tour for other states to learn from the great work happening with the ReVision project.

Joyce Foundation – Postsecondary Program Approval: Advance CTE released a report, [Driving Quality in Postsecondary CTE: Approval and Evaluation Policies](#), at the end of July, highlighting challenges unique to postsecondary CTE, and showcasing promising practices happening in Florida, Wisconsin and California. In late August, staff will attend Illinois’ convening of ten participating community colleges as they use the Policy Benchmark Tool to assess the quality of their programs and identify areas for improvement.

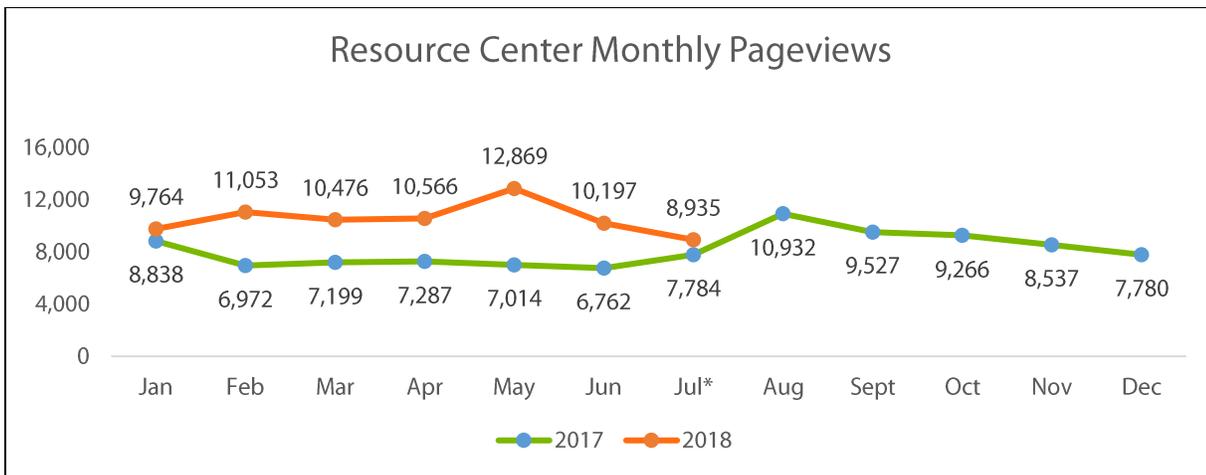
Equity Initiative: Staff devoted a lot of time to the equity initiative in July. The first in-person meeting of the Committee on Equity in CTE, a group consisting of representatives from around 20 different CTE and civil rights organizations, will take place August 8. In July, staff worked with an external facilitator to plan the meeting content and arrange logistics. Staff also sent out an invitation for Advance CTE members to join an equity “kitchen cabinet” and received over 20 inquiries from state leaders across the country. Staff also continued to work on two reports related to the initiative:

- The first publication in Advance CTE’s equity series, tentatively titled *Making Good on the Promise: Understanding the Equity Challenge in CTE*, is scheduled to be released in August. The report will examine CTE’s history, confronting the legacy of tracking and barriers to accessing high-quality CTE programs; explore strategies for state leaders to understand inequities in their own communities; and profile how states are empowering local leaders to examine root causes, identify learners at risk of failing their career pathways, and hold themselves accountable for student success.
- The second equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is slated for release in mid-November. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE.

Vermont Strategic Planning: After the strategic planning workshop in June, staff worked with the Vermont State CTE Director to refine the language of Vermont’s proposed aspiration and goals, and developed a plan for gathering further feedback and eventually finalizing the state’s CTE goals. Staff will return to Vermont in early October, once the goals are finalized, to help the Vermont team brainstorm strategies to accomplish their goals, as well as to help the team plan for presenting the official goals to the State Board of Education.

CTE Virtual Institute: The Summer 2018 cohort of the CTE Virtual Institute is underway. The cohort includes 16 participants representing 14 states. The group comes predominantly from state education agencies, with a few participants from the local level and from higher education. Each week, the cohort participates in a “brown bag” call with national experts to dive into certain key topics in CTE. In the coming weeks, participants will finalize and begin their personal projects, applying lessons from the program in their own work.

Resource Center: As of July 26, 2018, the Resource Center had sustained a total of 8,935 hits for the month, bringing the monthly average for 2018 to roughly 10,500 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE’s [“Ensuring Career Pathway Quality: A Guide to Pathway Intervention,”](#) as well as the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Career Advisement. The least viewed topic pages were Funding and Finance and Systems Alignment.



\*Reported data for June includes website traffic through July 26, 2018

**State of CTE: Data:** Staff began working on the next State of CTE report, which will focus on examining state CTE data systems and how they collect, validate and use data on learner experiences. Advance CTE is partnering with Data Quality Campaign and Workforce Data Quality Campaign, as well as ESG and CCSSO through the NSFY initiative. The survey will be sent to State CTE Directors in the fall, and the report will likely be released in March or April of 2019.

**CTE Funding Report:** Staff began research on an upcoming report focused on the many facets and implications of state CTE funding systems. The report will be released later this fall.

**Middle School CTE Report:** Staff continued work on this upcoming report, slated for release in late October. The report will provide state strategies to promote middle school CTE by examining middle school CTE standards, program quality, funding and messaging.

**STEM White Paper:** Through a partnership started by Texas Instruments, staff have been working with the Association of State Science Supervisors, the Association of State Math Supervisors, CCSSO and ITEEA to develop a white paper focused on the importance of integrative and collaborative STEM education that leads to STEM careers for learners. The paper was finalized in July and will potentially be included as a citation in the upcoming federal STEM strategic plan.

### **Postsecondary Update**

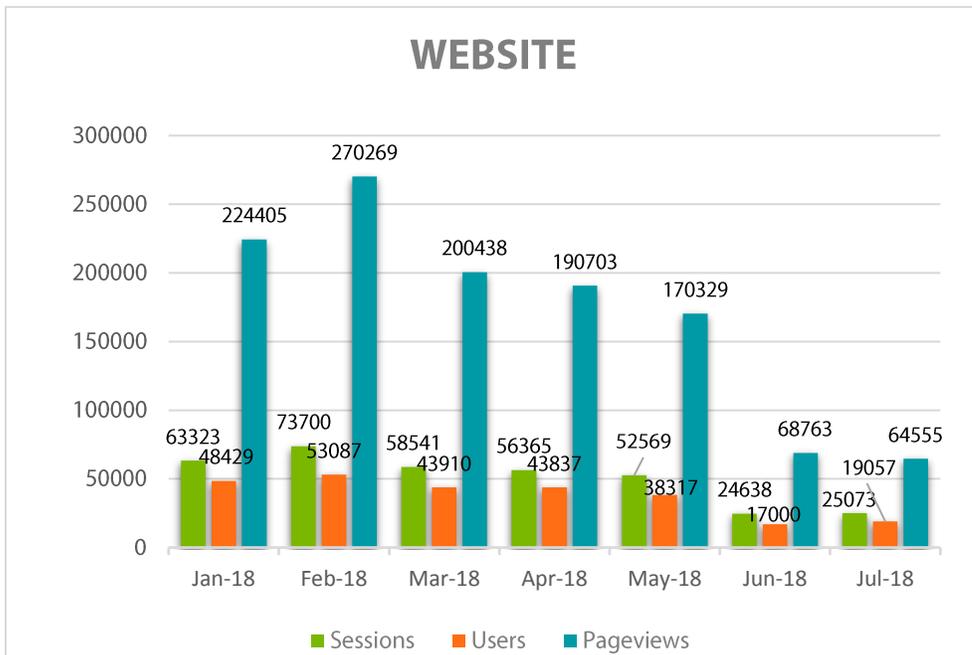
Advance CTE staff are progressing through the activities proposed in the organization’s postsecondary strategy. The strategy is organized through the five priority areas:

- **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 time has been prioritized to further examine implementation of WIOA, including a potential update to the [Aligned by Design](#) resource, originally released in 2015.
  - **State:** Staff recently released a [publication](#), through the Joyce Foundation grant, focused entirely on postsecondary CTE program quality. Additionally, all publications feature postsecondary examples, and staff are developing new policy profiles for the Learning that Works Resource Center focused on postsecondary topics. Recent postsecondary policies highlighted include Washington’s performance-based funding and Florida’s articulation policies.
- **Partnerships:** Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate

new content ideas. Achieving the Dream will have a representative on Advance CTE's Committee on Equity in CTE, and staff will work with the Joyce Foundation to create resources related to credit for prior learning.

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

**COMMUNICATIONS REPORT**

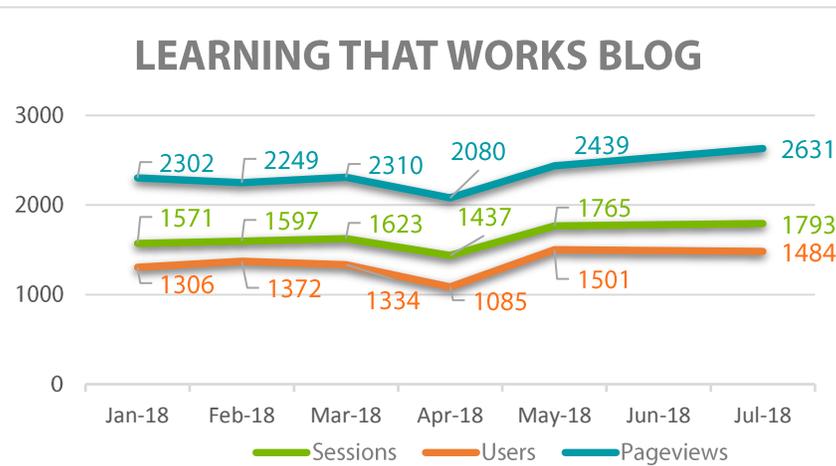


**Major Organizational Releases/Initiatives**

- Fall Meeting (673 pageviews)
- Resource Center (1627)
- Siemens (1427)
- Perkins (2603)
- Virtual Institute (801)
- Pathway Quality Guide (401)

**Acquisition of site users**

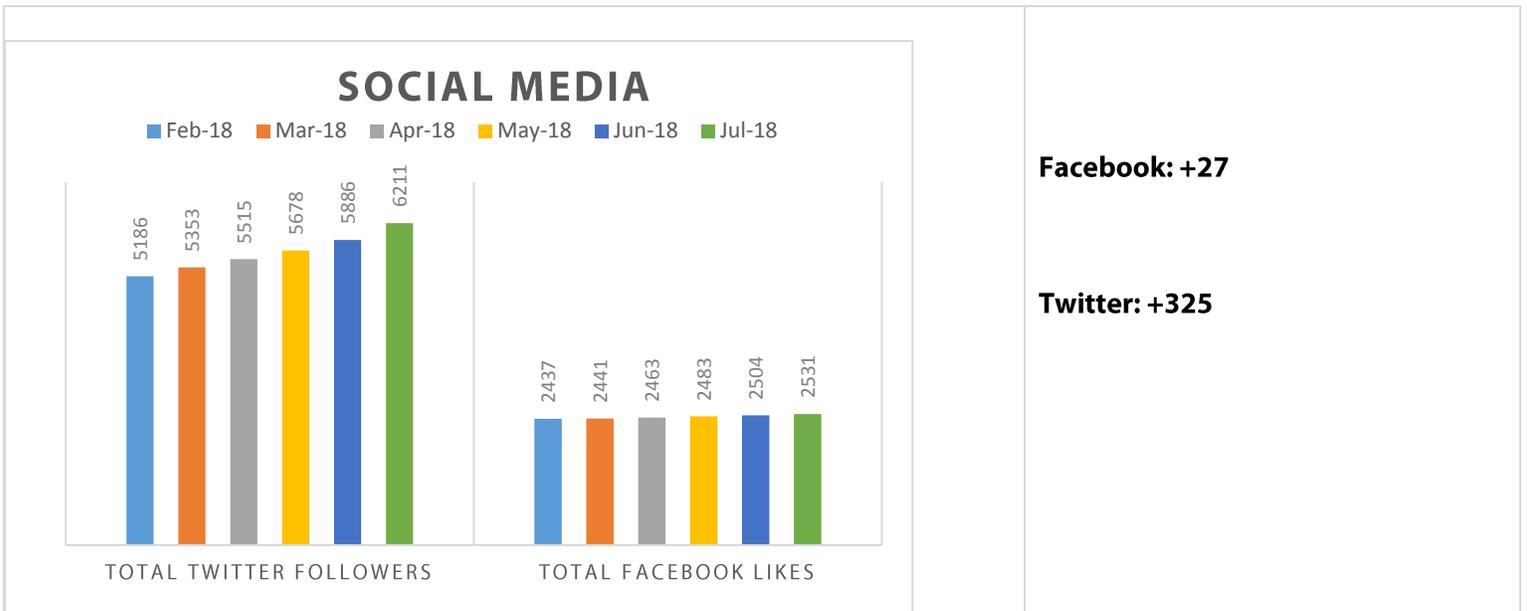
- Organic search (59%)
- Direct (27%)
- Referral (10%)
- Social (4%)



**11 Blog Posts Published**

Most visited blogs:

- Perkins Reauthorization Bill Heads to President's Desk
- Perkins Reauthorization Update and FY19 Appropriations Process Continues
- Senate Passes Perkins Reauthorization



**Media:** Advance CTE had 13 media hits this month, primarily focused on Perkins reauthorization.

- [CTE candidates discuss vision in open forums](#), The Argus Observer
- [CTE candidates discuss vision in open forums](#), News OK
- [Trump Priority Gathers Steam as Senate Passes Career-Technical Education Bill](#), Education Week
- [Senate Passes Update to Perkins CTE Law](#), Inside Higher Ed
- [As House Prepares to Approve Federal CTE Law, Some Worry That Senate Provision Could Incentivize States to Lower Their Goals for Students](#), The 74 Million
- [Congress Sends Career-Technical Education Bill to President Trump](#), Education Week
- [House Passes Senate Perkins Career Training Bill](#), Inside Higher Ed
- [Video Of Ivanka Trump Reacting To Her Dad's Joke About Vetoing Her Pet Project Is So Awkward](#), Bustle
- [Congress reauthorizes Perkins Act for vo-tech funding, bill includes more than \\$1.2B for FY 2019](#), Repairer Driven News
- [Pressure, Time, Ivanka: How a Bipartisan Jobs Bill Got Unstuck](#), Bloomberg Government
- [Donald Trump Signs First Major Education Policy Bill of His Presidency](#), Education Week

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state on their recruitment strategies. Staff visited North Dakota in June to work with state staff on developing a communications plan for the department. Staff has completed the plan and will present the plan via a webinar to the North Dakota state staff in August.

The development of the career advisement and development workshop is complete. Staff launched the pilot of the workshop at the American School Counselors Association in Los Angeles, CA in July. The pilot was successful, including school counselors from across the country with varying degrees of experience and knowledge about CTE. Staff is working to update the workshop per feedback garnered from the pilot, and will launch the workshop again at ACTE's national conference 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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• ACTE Oregon Conference, Portland, OR</li> <li>• Center for American Progress Education Big Table Meeting</li> <li>• General Accounting Office briefing</li> <li>• House CTE Caucus Briefing on Expanding Access to High-quality CTE in Rural Communities</li> <li>• North Carolina CTE Summer Conference</li> <li>• Wisconsin Department of Public Instruction (technical assistance trip)</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• <i>A Progressive Vision for Driving Growth and Jobs in Rural America</i>, Progressive Policy Institute, Washington, DC</li> <li>• ACTE's Board of Directors meeting, Alexandria, VA</li> <li>• Campaign to Invest in America's Workforce</li> <li>• College in High School Alliance</li> <li>• Committee for Education Funding (CEF)</li> <li>• <i>STATS-DC</i>, US Department of Education, Washington, DC</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• Achieve</li> <li>• ACTE</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• Business Roundtable</li> <li>• Center for Law and Social Policy</li> <li>• College Board</li> <li>• Council of Chief State School Officers</li> <li>• Data Quality Campaign</li> <li>• ECMC Foundation</li> <li>• Ed Counsel</li> <li>• Education Strategy Group</li> <li>• IBM</li> <li>• Institute for Education Sciences</li> <li>• National Alliance for Partnerships in Equity</li> <li>• National Association of Secondary School Principals</li> <li>• National Skills Coalition</li> <li>• National Urban League</li> <li>• OCTAE</li> <li>• Texas Instruments STEM Collaborative Group</li> <li>• U.S. Chamber of Commerce</li> </ul>

## QUICK UPDATES

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

#### Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel.
- January 30, 2019, 2-3 p.m. ET – Conference call
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

#### The Center to Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel.
- January 30, 2019, 2:30-3:30 p.m. ET – Conference call
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

New Center Board member: We are excited to announce that Nicole Smith of Georgetown University's Center on Education & Workforce will be joining The Center to Advance CTE's Board of Directors!

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

***We've moved!*** Our team spent a lot of time prepping and effectuating our office move. While in the same building, the move from suite 320 to 620, gives us about half again as much space to accommodate our growing staff.

***New Advance CTE Staff Member:*** Please join us in welcoming Meredith Hills to the Advance CTE team as a Policy Associate. Meredith was a graduate fellow for Advance CTE over the last year, as she completed her Master's Degree at Georgetown. She joins our team as additional support for our federal and state policy work, focusing primarily on postsecondary and workforce development. Meredith can be reached at [mhills@careertech.org](mailto:mhills@careertech.org).

### **State CTE Director Changes:**

- Two new State Directors have been named:
  - Maine – Dwight Littlefield
  - Montana – Brock Tressman\*
    - Tressman may delegate the State Director title to someone else on his staff.
- As of August, there are now four vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
  - New York\*
  - New Jersey\*- a State Director selection has been made but the formal announcement is still pending
  - Rhode Island

- Virginia\*
- Here is a list of the 2018-19 New State Director cohort and their mentors. We will kick off the cohort on September 5. We are continuing to pair the new leaders with mentors.

2018-19 cohort			
Texas	Heather Justice (Ryan Merritt)	Emily Passias	OH
North Carolina	Trey Michael	Lynne Gilli	MD
Indiana	Stefany Deckard	Rod Duckworth/Connie Beene	FL/KS
North Dakota	Wayde Sick	Dwight Johnson	ID
Mississippi	Wendy Clemons	Charisse Childers	AR
Nebraska	Katie Graham	Emily Passias	OH
Alabama	Tommy Glasscock	Barbara Wall	GA
South Carolina	Angel Malone	TBD	
Kentucky	David Horseman	Marcie Mack	OK
Michigan	Brian Pyles	TBD	
Maine	Dwight Littlefield	TBD	
Montana	Brock Tressman	TBD	
Virginia	TBD	TBD	
Rhode Island	TBD	TBD	
New Jersey	TBD	TBD	
New York	TBD	TBD	

**Finance Update:** At the end of August, 17% of our fiscal year has expired. We are in a strong position with dues collection and as mentioned later in this report, have had a remarkable showing for our fall meeting registration and sponsorships. We are still working with the accountants to reconcile funds received in FY18 that need to be carried forward and reflected in FY19. The income listed below reflects the first quarter New Skills for Youth payment; we have carryforward funds for Siemens and Joyce grants that total approximately \$460,000 or 36% of our budget.

Advance CTE Budget Snapshot
Received 59 % of budgeted income
Expended 26% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 13% of budgeted income
Expended 13% 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	This work is well underway. See update below.	Ongoing
<b>New Skills for Youth</b>	JP Morgan Chase	This work is well underway. See update below.	Ongoing
<b>Postsecondary program quality</b>	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway.	Ongoing
<b>CTE Landscape</b>	Gates Foundation	We 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. In May and August, we briefed Foundation staff on CTE and Perkins.	Ongoing
<b>Career Clusters &amp; Perkins Implementation</b>	Gates Foundation	We are currently developing a one-year, \$300,000 proposal to support Perkins V implementation, Career Clusters and Equity in CTE. We will submit the formal proposal in September.	Proposal development
<b>Partnership for Advancing Youth Apprenticeship</b>	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have submitted a scope of work to inform an MOU to partner on New America’s multi-year project focused on scaling youth apprenticeship programs and are waiting for the finalized MOU	Proposal development
<b>New Skills for Youth – Innovation Sites</b>	JPMorgan Chase	Upon invitation, we submitted a proposal to JPMC to write snapshots on 17 local innovation sites – 8-9 domestic and 8-9 international – and a final summative report – over two years – summer 2018 through summer 2020. We are in the process of submitting the formal proposal with the work to kick off in October. The total amount of the grant is approximately \$475,000.	Proposal development

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update:** In August, Advance CTE received 24 new memberships – 4 replacement State Members; 2 new State Members; 2 Associate, State member; 4 Associate, Non-state members; and 3 Organizational members (representing 11 individuals).

**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 turnover and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of June 30, 2018: **509** individuals

- State Membership\*: 54 states (representing 54 State Directors and 182 state members)
- Associate, State: 11
- Associate, Non-state: 107
- Organizational: 38 organizations (representing 117 individuals)

**FY19 Dues Renewal:**

- We have completed our FY19 dues collection. We have a goal to reduce the number of cancellations each year and are happy to note that we had a 41 percent *decrease* in cancellations this year compared to our FY18 collection. In total, we canceled 10 memberships (9 individuals and 1 organization). Not counted in the cancellation total are 12 former members from the University of the District of Columbia, who are in the process of converting to an organizational membership.
- The figures reported above now reflect the most up-to-date membership count. Additionally, we are also seeing an unprecedented amount of interest in membership across the board, meaning our new member sign-up numbers quickly offset cancellations. Further changes in the numbers reported above represent an additional cleanup of our membership systems. Over the past year, we had several staffing changes that affected our ability to ensure the membership systems were accurate. With permanent staffing in place, we look to improve the membership systems in the coming year.

**Member-Only Resources and Supports:** With Perkins V now signed into law, Advance CTE is planning a broad range of supports for our members and the CTE field overall. Though detailed later in the report, we will include our regional planning meetings in the chart below and keep you abreast of developments as planning continues.

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Perkins V Deep Dive Webinar	8/7/18	73	16	n/a
2018 Advance CTE Fall Meeting	10/22-24	161	35	107%
Perkins V Regional Planning Meeting 1	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 2	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 3	TBD	n/a	n/a	n/a
Perkins V Regional Planning Meeting 4	TBD	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

**Fall Meeting:** The 2018 Fall Meeting is October 22-24 at the BWI Marriot in Linthicum, MD. We are experiencing unprecedented interest in this meeting and have surpassed our registration (107%) and sponsorship targets (176%).

Registration will officially close on September 24, but may close early if we meet our maximum capacity of 200 registrants. We are making outreach to State Directors and other key people to ensure they have registered for the meeting before we reach maximum capacity.

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

**Federal Advocacy Plan:** In August, our advocacy efforts focused on engaging with partners to deliver accurate messages about the passage of Perkins V, developing and planning resources and supports to accompany the new law. In addition, we hosted a research briefing with the Committee for Education Funding to highlight the research on the student outcomes associated with CTE, its connections to other federal policies and best practices for communicating about CTE. We have continued to delve into WIOA implementation, track activity on appropriations for Fiscal Year 2019 (FY19) and share timely federal policy updates with our members.

**Perkins:** In August, we focused our efforts on updating key resources on Perkins V (e.g., redline, summary one-pager, fact sheet), planning for additional supports for Advance CTE's members and working with Congressional staff on needed clarifications on the law. Additionally, we sent Senate HELP Committee staff our key priorities for items that need to be addressed in report language and followed up with key staff in the House. We held a deep dive webinar for State CTE Directors and those on their state membership and released early plans for four regional meetings. Resources under development include:

- Side-by-side comparison and analysis of the differences between Perkins IV and Perkins V
- Slide deck and talking points about Perkins in general
- Key changes in Perkins V

Advance CTE's other resources are also in the process of being updated to align with Perkins V (e.g., the Virtual Institute and New State Director program materials). Interactive supports that will launch in September include a discussion platform (Moodle) for State Directors and a series of lunch and learn webinars/calls.

**Budget / Appropriations:** In August, Congress continued the FY19 appropriations process. A summary of the month's highlights are below.

- The Senate brought their Labor, Health and Human Services, Education and Related Agencies bill for FY19 to the floor in August in concert with their Defense appropriations bill. The measure passed the Senate and included level funding for Perkins at the FY18 level. Find more details [here](#).
- The Labor, Health and Human Services, Education and Related Agencies bill for FY19 proposed a \$102 million increase for the Perkins Basic State Grant. We anticipate that this bill will go to the House floor in mid-September. If passed, the House and Senate will need to go to conference to work out differences between the two bills. Without agreement, Congress will need to pass a continuing resolution by September 30 given that, for the government, FY19 begins on October 1.
- As the process moves forward, Advance CTE will continue to make the case for greater federal investment in Perkins.

## Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE is in the process of interviewing states to learn how the workforce system and CTE align in their states, and to understand what states would like to retain and see changed in WIOA when time comes to reauthorize the law.
- Resources related to WIOA and CTE are in the process of being updated. Notably, Advance CTE is collaborating with the National Skills Coalition to update *Aligned by Design: WIOA and Career and Technical Education*.

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

- Brittany Weaver, Sen. Hassan (D-NH)
- Donni Turner, Sen. Sanders (I-VT)
- Julia Sferlazzo, Senator Casey (D-PA)
- Kara Marchione and Katherine McClelland, Senate HELP Committee
- Bob Moran and Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- James Redstone, House Committee on Education and the Workforce
- Kerry McKittrick, Rep. Langevin (D-RI)
- Nick Rockwell, Rep. Thompson (R-PA)

### **State Policy Update:**

New Skills for Youth (NSFY): Advance CTE staff continued to work with NSFY project partners CCSSO and Education Strategy Group (ESG) on a variety of projects. Staff have been working with CCSSO to plan the next NSFY convening, taking place in New Orleans in December 2018. Throughout September, the NSFY project team will be leading states through stocktakes to monitor progress on the grant objectives. In August, Advance CTE staff assisted with this process by reviewing and providing feedback on state stocktake submissions. Advance CTE staff will join all NSFY stocktakes, including three in-person meetings.

JPMC Innovation Sites Snapshots: Staff recently submitted a solicited proposal to JPMorgan Chase for a two-year, \$475,000 grant to profile 16-17 global innovation sites, cities here and abroad focused on implementing CTE and career readiness reforms. Advance CTE will work with a contractor and with contacts at each site to research each project, conduct focus groups and interviews on site and then write four to five page snapshots, similar to the [NSFY snapshots](#).

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. In late August, staff traveled to Illinois to facilitate ten community colleges in a self-assessment on the Policy Benchmark Tool, which was well received. Staff also facilitated a cross-state call with both states and Northeastern Junior College from Colorado. Advance CTE recently began research on a new publication focused on credit for prior learning, which will be released in early 2019.

Equity Initiative: Staff devoted a lot of time to the equity initiative in August. The first in-person meeting of the Committee on Equity in CTE, a group consisting of representatives from around 20 different CTE and civil rights organizations, took place on August 8 in Washington, DC. The committee discussed the challenges associated with defining equity and brainstormed future potential activities for the organizations involved. Fourteen state leaders were selected to serve on Advance CTE's kitchen cabinet, and will have their first virtual meeting in early September. Staff continued to work on two reports related to the initiative:

- The first publication in Advance CTE's equity series, titled *Making Good on the Promise: Understanding the Equity Challenge in CTE* is scheduled for release in late September. Based on feedback from organizational partners, staff made a few changes to the report. For one, the

first brief will be split into two parts: one that describes the history of the equity challenge in CTE and one that profiles how states are examining these challenges. Additionally, Advance CTE made changes to the framing of the report to be more specific about the different ways that populations have been affected by tracking throughout CTE's history.

- The third equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is scheduled for release in mid-December. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties experienced by state agencies when trying to gain buy-in from stakeholders to promote equity in CTE.

State of CTE: Data: Staff began working on the latest State of CTE report, which will focus on examining state CTE data systems and how they collect, validate and use data on learner experiences. Advance CTE is collaborating with Data Quality Campaign and Workforce Data Quality Campaign, as well as ESG and CCSSO through the NSFY initiative. The survey will be sent to State CTE Directors in the fall, and the report will likely be released in the spring of 2019.

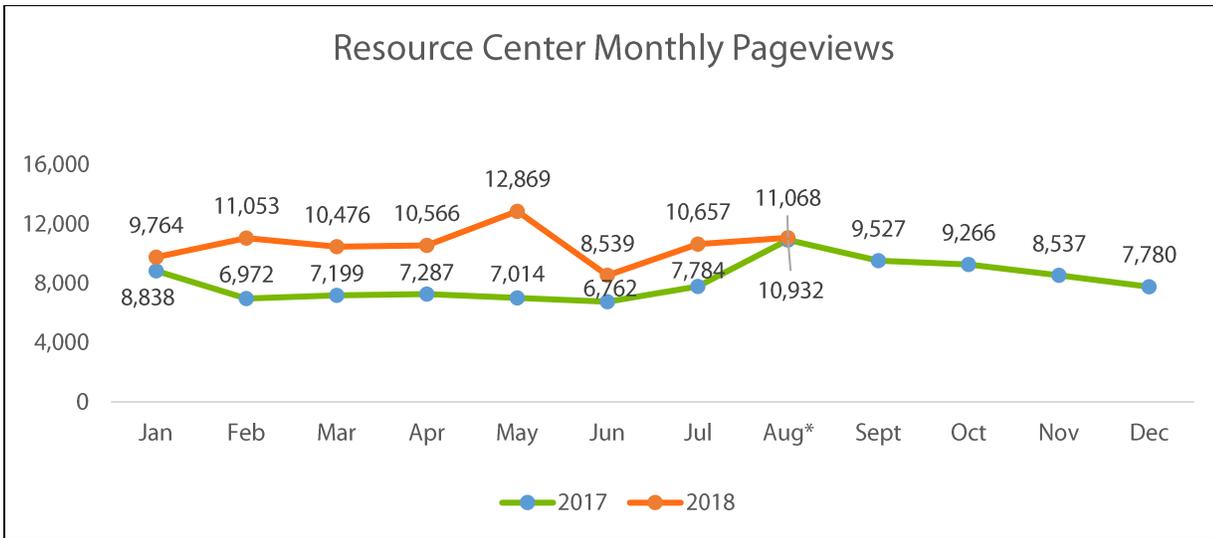
CTE Funding Report: Staff continued to work on research for, and writing of, a report looking at various CTE funding systems at the state level. This report will be released later in 2018.

Middle School CTE Report: Staff continued work on a report detailing strategies related to CTE in middle grades, currently scheduled for release in late October. The report will provide strategies for states to promote middle school CTE by examining middle school CTE standards, program quality, funding and messaging.

CTE Virtual Institute: The Summer 2018 cohort of the CTE Virtual Institute will conclude on the first week of September. Participants will share lessons learned from their personal projects, which will include plans to develop marketing materials, conduct trainings for staff and educators, and more. Advance CTE will launch the fall 2018 cohort in mid-September. Participants for that cohort have already been selected from the pool of applicants received earlier this summer.

Postsecondary Resource Center Policies: As part of the organization's postsecondary strategy, Advance CTE staff have been developing [policy profiles](#) focused on a variety of postsecondary topics including guided pathways, articulation policies and attainment goals. The completed policies have been posted in the Resource Center.

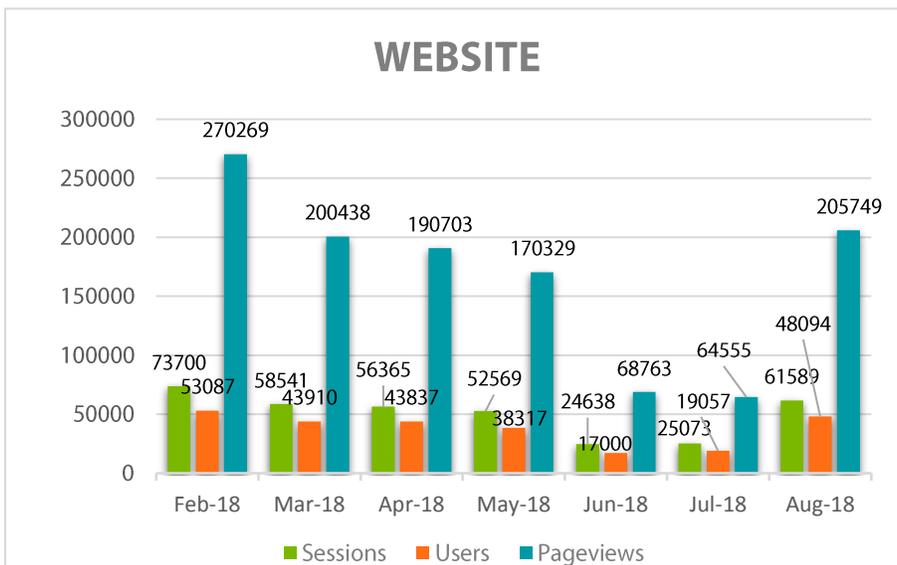
Resource Center: As of August 28, 2018, the [Learning that Works Resource Center](#) had sustained 11,068 hits for the month, bringing the monthly average for 2018 to roughly 10,600 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE's "Driving Quality in Postsecondary CTE: Approval and Evaluation Policies," as well as the American Institute for Research's 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Career Advisement. The least viewed topic pages were Funding and Finance and Systems Alignment.



\*Reported data for June includes website traffic through August 28, 2018

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

**COMMUNICATIONS REPORT**



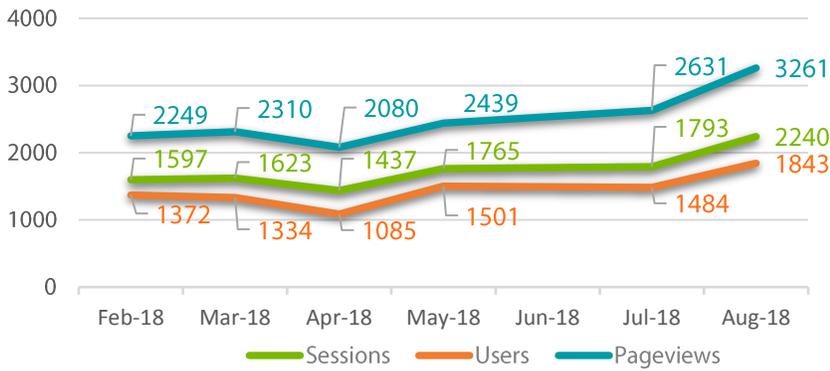
**Major Organizational Releases/Initiatives**

- Fall Meeting (1094)
- Resource Center (2373)
- Siemens (916)
- Perkins (2758)
- Video (603)

**Acquisition of site users**

- Organic search (53%)
- Direct (35%)
- Referral (10%)
- Social (1%)

## LEARNING THAT WORKS BLOG



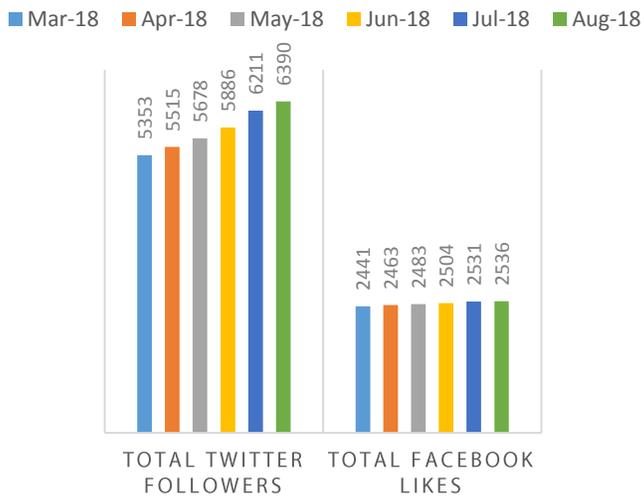
### 14 Blog Posts

#### Published

Most visited blogs:

- Legislative Update: Perkins Reauthorization Signed into Law
- U.S. Department of Labor Releases Notice on Industry-Recognized Apprenticeships
- New Resources: Designing Meaningful Career-Ready Indicators (Part 2)

## SOCIAL MEDIA



**Facebook: +5**

**Twitter: +179**

**Media:** Advance CTE had four media hits this month, three of which were in local outlets and one for NPR.

- [Career and Technical Education Moves Forward, But It's Not Your Father's Woodshop](#), WAMU 88.5
- [Update of Federal Career & Technical Education Programs](#), Big Island Now
- [Perkins Act Given Another 6 Years of Life](#), Campus Technology
- [Updated Perkins Act Places Greater Emphasis on Work-Based Learning](#), The Chronicle of Social Change

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state on their recruitment strategies. Staff presented on a webinar to participants at the North Dakota summer professional development conference on the communications research.

**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>• Briefing to Bill &amp; Melinda Gates Foundation staff</li> <li>• CEF Research Briefing: Career Technical Education Across the Education Continuum</li> <li>• College Convening on Program Quality, Illinois Community College Board, Springfield, IL, through the Joyce Foundation grant</li> <li>• Presentation to National FFA Board of Directors and Trustee</li> <li>• Presentation on program quality, University of the District of Columbia – Community College, Washington, DC</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>• AIR GTL Center Advisory Board meetings, virtual</li> <li>• Campaign to Invest in America's Workforce</li> <li>• Career Development Advisory Board meeting, convened by Career Pathways Institute, Washington, DC</li> <li>• Committee for Education Funding</li> <li>• <i>Committee on Equity in CTE First Meeting</i>, Convened by Advance CTE, facilitated by an independent contractor, Washington, DC</li> <li>• NCC-CTSO Meeting</li> <li>• Partnership to Advance Youth Apprenticeship partner meeting</li> </ul>
<b>OTHER PARTNERS ENGAGED</b>	<ul style="list-style-type: none"> <li>• Achieve</li> <li>• Achieving the Dream</li> <li>• ACTE</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• American Association of Community Colleges</li> <li>• American Youth Policy Forum</li> <li>• Center for Law and Social Policy</li> <li>• Council of Chief State School Officers</li> <li>• Data Quality Campaign</li> <li>• Education Commission of the States</li> <li>• Education Strategy Group</li> <li>• EMSI</li> <li>• Foundation for Excellence in Education</li> <li>• Harbor Freight</li> <li>• Jobs for the Future</li> <li>• JPMorgan Chase</li> <li>• National Alliance for Partnerships in Equity</li> <li>• National Association of Secondary School Principals</li> <li>• National Center on Learning Disabilities</li> </ul>

- 
- National Council for State Legislatures
  - National Governors Association
  - National Skills Coalition
  - National Urban League
  - National Women’s Law Center
  - New America
  - Southern Region Education Board
  - Texas Instruments STEM Collaborative Group
  - The Education Trust
  - Workforce Data Quality Campaign

**QUICK UPDATES**

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

Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel. Meeting times: 9:30 a.m. – 4:15 p.m. Breakfast not provided but lunch and plenty of snacks will be there!
- January 30, 2019, 2-3 p.m. ET – Conference call
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

The Center to Advance CTE

- October 22, 2018 - In person at the BWI Marriott Hotel. Meeting times: 11:45 a.m. – 5 p.m. Lunch and snacks provided.
- January 30, 2019, 2:30-3:30 p.m. ET – Conference call
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

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

**State CTE Director Changes:**

- Puerto Rico has requested to re-join Advance CTE as a member. This now means we have 55 state members!
- Three new State Directors have been named:
  - Virginia – George Willcox
  - New Jersey – Jane Griesinger
  - Montana – Amy Williams
    - In August, Brock Tressman notified Advance CTE he might re-assign the State Director title and duties. This became official in September.

As of September, there are now two vacant State Director positions. Those with asterisks have been vacant for nine months or longer:

- New York\*
- Rhode Island

Here is a list of the 2018-19 New State Director cohort and their mentors. We kicked off the cohort on September 5. We are continuing to pair the new leaders with mentors.

2018-19 cohort			
Texas	Heather Justice (Ryan Merritt)	Emily Passias	Ohio
North Carolina	Trey Michael	Lynne Gilli	Maryland
Indiana	Stefany Deckard	Rod Duckworth/Connie Beene	Florida/Kansas

North Dakota	Wayde Sick	Dwight Johnson	Idaho
Mississippi	Wendy Clemons	Charisse Childers	Arkansas
Nebraska	Katie Graham	Emily Passias	Ohio
Alabama	Tommy Glasscock	Barbara Wall	Georgia
South Carolina	Angel Malone	TBD	
Kentucky	David Horseman	Marcie Mack	Oklahoma
Michigan	Brian Pyles	TBD	
Maine	Dwight Littlefield	TBD	
Montana	Amy Williams	TBD	
Virginia	George Willcox	TBD	
New Jersey	Jane Griesinger	TBD	
Rhode Island	TBD	TBD	
New York	TBD	TBD	

**Finance Update:** The initial fieldwork for the annual audit was completed the last week of September. The same auditing firm was used but a new lead audit partner was assigned. The financials for FY19 are strong. The first quarter payroll reconciliation will be done by the middle of October, whereby the Center will update Advance CTE for salary and benefits of all Center-funded activities.

Advance CTE Budget Snapshot
Received 65% of budgeted income
Expended 31% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 53% 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.

Grant/Proposal/Contract	Organization/Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See update below.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is well underway. See update below.	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 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. In May and August, we briefed Foundation staff on CTE and Perkins.	Ongoing

<b>Career Clusters &amp; Perkins Implementation</b>	Gates Foundation	We have submitted a one-year, \$300,000 proposal to support Perkins V implementation, Career Clusters and equity in CTE. We have had some back and forth on the proposal and are optimistic about being funded in October.	Proposal development
<b>Partnership for Advancing Youth Apprenticeship</b>	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have signed our MOU with New America's multi-year project focused on scaling youth apprenticeship programs. We will be receiving \$100,000 between September 2018 and August 2019, with \$50,000 being paid upfront.	Proposal development
<b>New Skills for Youth – Innovation Sites</b>	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 17 local innovation sites – 8-9 domestic and 8-9 international – and a final summative report – over two years – summer 2018 through summer 2020. We are waiting for approval from JPMC. The total amount of the grant will be approximately \$475,000.	Proposal development
<b>Career Clusters</b>	Strada	Advance CTE met with leadership from Strada to discuss possible partnership opportunities and followed up with information on the Career Clusters revision.	Early discussions

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update:** In August, Advance CTE received 12 new memberships – 4 replacement State Members; 1 new State Member; 1 Associate, State member; 4 Associate, Non-state members; and 1 Organizational member (representing 2 individuals).

**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 September 30, 2018: **509** individuals

- State Membership\*: 55 states (representing 55 State Directors and 183 state members)
- Associate, State: 12
- Associate, Non-state: 111
- Organizational: 39 organizations (representing 119 individuals)

**Member-Only Resources and Supports:** With Perkins V now signed and passed, Advance CTE is planning a broad range of supports for our members and the CTE field overall. We will include our regional planning meetings in the chart below and keep you abreast of developments as planning continues.

**Meetings/Events:**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Quarterly Advocacy Call	9/18	17	17	n/a
2018 Advance CTE Fall Meeting	10/22-24	161	35	107%
Perkins V Planning Meeting – Region B	10/29-31	27	5	n/a
Perkins V Planning Meeting – Region D/E	11/5-7	26	6	n/a
Perkins V Planning Meeting – Region C/D	11/15-17	35	6	n/a
Perkins V Planning Meeting – Region A	12/5-7	8	3	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

**Fall Meeting:** The 2018 Fall Meeting will be held October 22-24 at the BWI Marriot in Linthicum, MD. We have seen unprecedented interest in this meeting and have well-surpassed our registration (136%) and sponsorship targets (202%).

**Perkins V Regional Meetings:** Registration is now open for all four regional meetings. We are encouraging states to bring a diverse team of individuals who will influence and inform their state plan, including data, equity, postsecondary and local representatives. Registration closes for Regions B and D/E on October 12; registration closes for Regions C/D and A on October 17. Staff have been convening weekly meetings with the lead partner organizations, ACTE, AACC and NAPE, to plan the regional meeting agendas. Further, two former State CTE Directors have been contracted with to assist with the development of resources to be shared at the regional meetings.

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

**Federal Advocacy Plan:** In September, our advocacy efforts continued to focus on sharing information about Perkins V with partners, members and the public. In addition, we launched a number of members-only tools to support our members in their efforts to learn the law and communicate about it. We have continued build resources on WIOA implementation and track activity on appropriations for Fiscal Year 2019 and share timely federal policy news with our members.

**Perkins:** In September, we continued to work Congressional staff to advocate for the release of the committee report that is intended to provide additional clarification on a number of provisions within Perkins V. Advance CTE also focused on developing and releasing new Perkins V implementation supports including:

- A side-by-side analysis of Perkins IV and Perkins V.
- A slide deck and talking points that cover the basics of Perkins and highlight the major tenets of Perkins V.
- A new webinar series called the Perkins V Lunch and Learns to examine strategies and opportunities for Perkins V implementation. The calls are short, small-group discussions focused on program quality, equity, secondary/postsecondary alignment, and stakeholder engagement.

- An online discussion forum for State CTE Directors to access Perkins V resources, respond to discussion questions (similar to the State CTE Directors listserv) and ask questions of Advance CTE and other State CTE Directors.
- Launching registration for Advance CTE's upcoming Perkins V regional implementation meetings. Advance CTE; in partnership with the Association for Career and Technical Education, American Association of Community Colleges and the National Alliance for Partnerships in Equity, is hosting a series of four regional meetings to help state leaders best leverage the newly reauthorized *Strengthening Career and Technical Education for the 21st Century Act* (also known as Perkins V). The regional meetings will also help state leaders to advance learner access to and gain success through high-quality CTE programs and programs of study. Meeting participants will gain a deep understanding of the benefits and challenges of Perkins V by learning from national experts. These experts will provide information about the law and the leadership levers within it. Participants will engage with peers from within and across states to share best practices and brainstorm strategies around data and accountability, programs of study, state-to-local implementation, and advancing equity in CTE and leave with a data-driven strategy, timeline and process for developing a new Perkins V state plan that advances their statewide vision for CTE.

**Budget / Appropriations:** In September, Advance CTE began early planning for the Double the Investment campaign to increase the federal investment in CTE. Full launch of the campaign is planned for February 2019. September also marked the completion of Congress' work on the Fiscal Year 2019 Labor, Health and Human Services, Education and Related Agencies (Labor-HHS-Education) appropriations bill. A summary of the month's highlights are below:

- A conference committee comprised of members of both the House and Senate was formed to negotiate the Fiscal Year 2019 final appropriations bill for Labor-HHS-Education.
- The conference committee reached an agreement for the Fiscal Year 2019 Labor-HHS-Ed appropriations bill that included a \$70 million increase in the federal investment in Perkins Basic State Grants.
  - Other notable increases included additional support for the Student Support and Academic Enrichment Grant authorized under Title IV-A of the Every Student Succeeds Act, Apprenticeship grants and a \$100 increase in the maximum award for Pell grants (but this draws down the Pell reserve, the unobligated funds for the program that have been previously appropriated by Congress).
  - The bill also included language about Congress' concerns about the elimination or consolidation of OCTAE and notes that OCTAE is authorized in statute and cannot be consolidated or reorganized except by specific authority granted by Congress.

The Senate voted 93-7 to approve the bill, which was bundled with the Defense appropriations bill, as well as a continuing resolution that would run through December 7, 2018 to extend current funding levels for other government agencies without final appropriations bills in place by October 1, 2018. The House approved the bill 361-61.

President Trump signed the bill on September 28, 2018, averting a government shutdown. This is the first time since 1996 that the Labor-HHS-Ed bill passed ahead of the fiscal year's start on October 1, 2018.

**Every Student Succeeds Act (ESSA):**

- Now that all states' ESSA plans have been approved by the U.S. Department of Education, Advance CTE is building out a strategy to track implementation of the law, including following up with states that had indicated in their plans that they would leverage Title IV-A (Student Support and Academic Enrichment Grants) and Title II (Professional Development) funds for CTE.

**Workforce Innovation and Opportunity Act (WIOA):**

- Advance CTE is continuing to examine the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE.
- Advance CTE is in the process of updating the Aligned by Design: WIOA and Career and Technical Education resource, in partnership with the National Skills Coalition.

### **Higher Education Act (HEA):**

- Advance CTE is examining the implementation of HEA across states to determine how HEA implementation aligns with efforts to advance CTE.

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

- Karishma Merchant, Sen. Kaine (D-VA)
- Brent Palmer, Sen. Feinstein (D-CA)
- Kara Marchione, Senate HELP Committee
- Bob Moran, Senate HELP Committee
- James Redstone, House Committee on Education and the Workforce
- Jonas Linde, House Committee on Education and the Workforce
- Kerry McKittrick, Rep. Langevin (D-RI)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- Nick Rockwell, Rep. Thompson (R-PA)
- Kelly Riddle, Rep. Rosen (D-NV)

### **State Policy Update:**

New Skills for Youth: Advance CTE staff continued to work with the NSFY project team to monitor state progress through stocktakes. This included traveling to Wisconsin, Massachusetts and Tennessee to attend in-person stocktakes, as well as joining the other seven meetings virtually. Staff also have been consulting on agenda development for the upcoming NSFY convening in New Orleans, Louisiana on December 10-12, 2018. Additionally, staff are working with RTI, the NSFY evaluator, to publish the year two annual report and coordinate qualitative and quantitative data collection in the coming months.

JPMC Innovation Sites Snapshots: Staff recently submitted a solicited proposal to JPMorgan Chase for a two-year, \$475,000 grant to profile 16-17 global innovation sites, cities here and abroad focused on implementing CTE and career readiness reforms. Advance CTE will work with a contractor and with contacts at each site to research each project, conduct focus groups and interviews on site and then write four to five page snapshots, similar to the [NSFY snapshots](#).

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. Advance CTE recently began research on a new publication focused on credit for prior learning, which will be released in early 2019.

Equity Initiative: Advance CTE's equity initiative has ramped up over the last couple of months. During September 2018, Advance CTE convened a virtual meeting of the Committee on Equity in CTE, a group of national non-profit partner organizations, as well as a virtual meeting of the Kitchen Cabinet on Equity, a group of 14 Advance CTE members from across the country. Both of these groups will continue to meet throughout the life of the initiative, providing input on resources and serving as valuable thought partners and contributors.

On September 20, 2018, Advance CTE released the first two briefs in the [Making Good on the Promise](#) equity series. The first brief explores CTE's history, taking a close look at the practice of tracking

learners into low-quality vocational programs and examining the different ways that certain learners have faced barriers to accessing high-quality CTE programs of study. The second brief highlights promising practices from states that are using data to identify and address access and achievement gaps by different learner populations.

The third equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, will be released in mid-December. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE. Advance CTE is in the process of writing this brief.

#### State of CTE:

Data: With input and support from partners at the Workforce Data Quality Campaign, Data Quality Campaign, Council of Chief State School Officers, and Education Strategy Group, Advance CTE has finalized the survey for the annual State of CTE report and is prepared to field the survey in late September/early October 2018. The survey will examine state capacity to collect and validate data related to career-focused activities and outcomes. The report is scheduled to be published in spring 2019.

Middle School CTE Report: This report is scheduled for release on October 30, 2018. The report will provide state strategies to promote middle school CTE by examining middle school CTE standards, program quality, funding and messaging. States and the JPMC project team are in the process of reviewing this report.

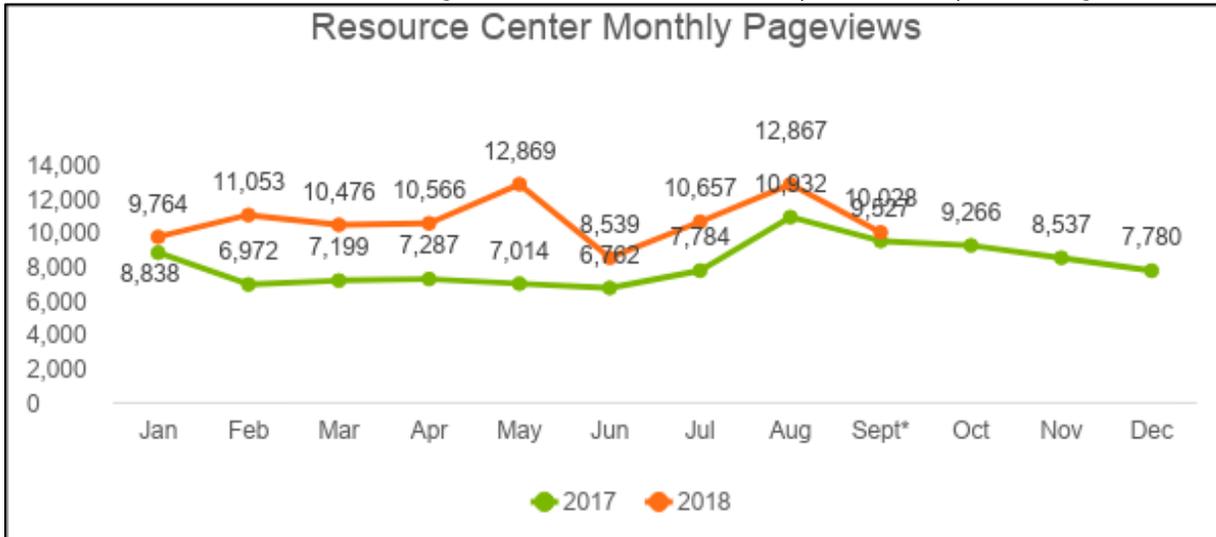
CTE Virtual Institute: The Summer 2018 cohort of the CTE Virtual Institute wrapped up in mid-September with participants sharing updates from their personal projects. Overall, the summer cohort was a success with a completion rate of about 72 percent (13 completers out of 18 participants). Those participants that completed their projects demonstrated significant increases in their understanding of the *Putting Learner Success First* principles and their understanding of high-quality CTE. Advance CTE launched the Fall 2018 cohort on September 13, 2018 with 16 participants from across the country.

New Resource Center Policies: In September 2018, staff developed three new profiles for the Learning that Works Resource Center focused on postsecondary topics. Recent postsecondary policies highlighted include Texas's instructor externship program, Oklahoma's attainment goal and Tennessee's predictive analytics system.

Postsecondary Strategy: Advance CTE posted three blogs on postsecondary topics this month. Recent blogs highlighted successes of Hispanic Serving Institutions and a policy history of free college, the first of a four part series on free college. Additionally, staff continue to explore options for how best to communicate with postsecondary members separate from avenues such as newsletters and the State Director listserv, which not all postsecondary members receive. Staff have also been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate new content ideas. Achieving the Dream has a representative on Advance CTE's Committee on Equity in CTE, and staff will work with the Joyce Foundation to create resource related to credit for prior learning.

Resource Center: As of September 24, 2018, the Resource Center had 10,028 hits for the month, bringing the monthly average for 2018 to roughly 10,700 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE's *Making Good on the Promise: Understanding the Equity Challenge in CTE*, as well as the American Institute for Research's 50 state scan of CTE teacher licensure policies. The most visited topic page was

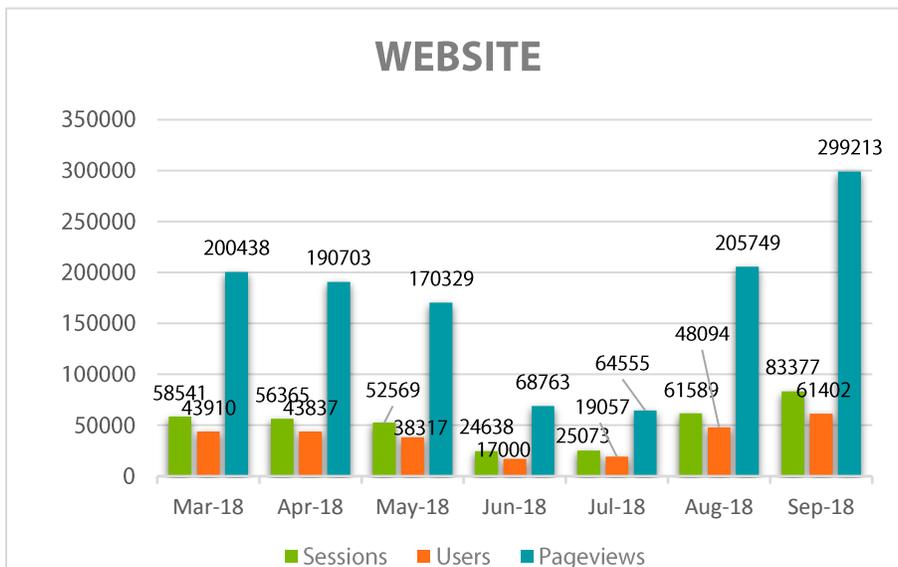
Career Advisement, followed by Work-based Learning. The least viewed topic pages were Funding and Finance and Cross-Sector Strategies and Governance (formerly known as Systems Alignment).



\*Reported data for September includes website traffic through September 24, 2018

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

**COMMUNICATIONS REPORT**



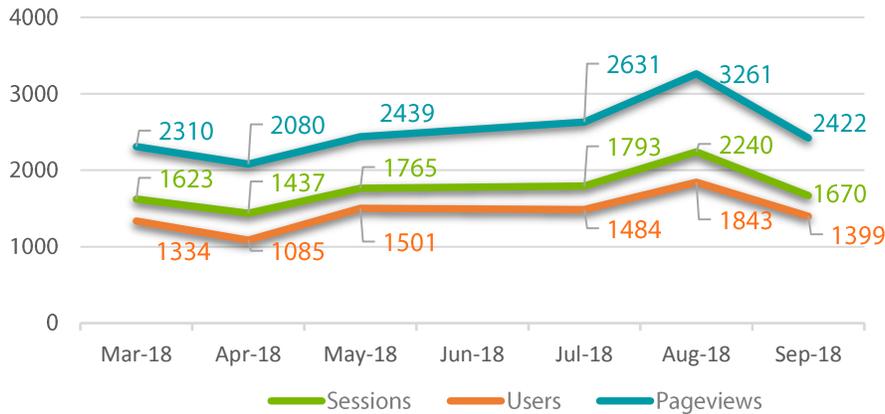
**Major Organizational Releases/Initiatives**

- Fall Meeting (1094)
- Resource Center (2353)
- Siemens (722)
- Perkins (2497)

**Acquisition of site users**

- Organic search (50%)
- Direct (38%)
- Referral (12%)
- Social (1%)

## LEARNING THAT WORKS BLOG

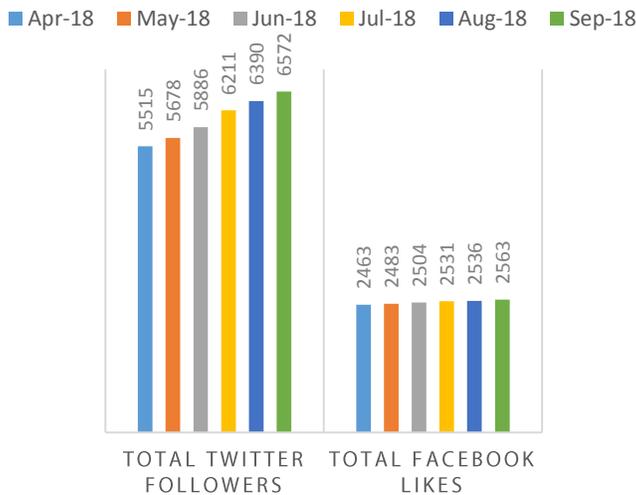


## 15 Blog Posts Published

Most visited blogs:

- Advance CTE Highlights Additional Promising Postsecondary Policies
- Contact Your Member of Congress Now to Support a \$102 Million Increase for Perkins
- Senate Approves FY19 Appropriations Bill that Includes Key Education and Workforce Programs

## SOCIAL MEDIA



**Facebook: +27**

**Twitter: +182**

**Media:** Advance CTE had three media hits this month.

- [New ICI program director looks to spice things up](#), The Campus Chronicle
- [How to Make Reading Relevant: Bring Job-Specific Texts Into Class](#), Education Week
- [The past, present, and future of CTE](#), Phi Delta Kappan Journal.

**Strategies for Attracting Students to High-Quality CTE:** Advance CTE staff has been working with each state on their recruitment strategies. Additionally, staff opened applications to the third round of grantees, with applications due October 4, 2018. Advance CTE staff and the Siemens Foundation will review the applications and select the winners this fall. Grantees will begin the work in the New Year.

Additionally, staff featured a current grantee, Idaho Career and Technical Education, in a webinar on the state’s role in communicating about CTE. The webinar is the first of four a how to communicate effectively about CTE to various stakeholders.

**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>• 2018 Forum for Excellence, Bloomington, IL</li> <li>• National Governors Association, GEPA Institute, Little Rock, AR</li> <li>• National Student Clearinghouse, internal briefing on CTE, Herndon, VA</li> <li>• Pennsylvania Association for Career Technical Administrators (PACTA) Conference, State College, PA</li> <li>• Perkins V Lunch and Learn Call: Equity</li> <li>• Perkins V Lunch and Learn Call: Program Quality</li> <li>• SkillsUSA Perkins Power Rally</li> <li>• SkillsUSA Washington Leadership and Skills Conference (WLTl), Washington, DC</li> <li>• U.S. Conference of Mayors Workforce Development Committee, Washington, DC</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>• CAPAC, meeting of ANSI</li> <li>• Committee for Education Funding Gala</li> <li>• Committee on Equity in CTE, Webinar, Convened by Advance CTE</li> <li>• Examining Life Outcomes Among Graduates of Hispanic-Serving Institutions: 2018 HSIs and Workforce Survey, Excelencia in Education and Gallup, Washington,DC</li> <li>• FHI 360 – Discussion on Future of Work Summits</li> <li>• Innovation in America's Workforce: the crucial role of Federal investments, Campaign to Invest in America's Workforce, Washington, DC</li> <li>• Massachusetts NSFY stocktake, Boston, MA</li> <li>• MDRC</li> <li>• Member Kitchen Cabinet on Equity, Webinar, Convened by Advance CTE</li> <li>• National Career Development Summit, Coalition for Career Development, Washington, DC</li> <li>• New Skills for Youth Stocktake in Wisconsin</li> <li>• Partnership to Advance Youth Apprenticeship partner meeting</li> <li>• States Innovating with New Perkins Career &amp; Technical Education Law Briefing (National Governor’s Association, National Skills Coalition)</li> <li>• Strada Education</li> <li>• Tennessee New Skills For Youth stocktake, Nashville, TN</li> <li>• The Future of U.S. Higher Education: Confronting Challenges in a Changing Landscape, Bipartisan Policy Center, Washington, DC</li> <li>• The State of Free College, Institute of Higher Education Policy, Washington, DC</li> </ul>

- U.S. Department of Education – Deputy Secretary Mick Zais, OESE Assistant Secretary Frank Brogan, OCTAE Assistant Secretary Scott Stump, OEPE Assistant Secretary Jim Blew
- Why Education Funding Matters, Committee for Education Funding, Washington, DC
- Youth Career Pathways Succeed with Partners, Senate CTE Caucus and Senate Afterschool Caucus, Washington, DC

**OTHER PARTNERS  
ENGAGED**

- Achieve
- Achieving the Dream
- ACTE
- AIR Center on Great Teachers and Leaders
- American Association of Community Colleges
- American Youth Policy Forum
- Center for Law and Social Policy
- Council of Chief State School Officers
- Data Quality Campaign
- Education Commission of the States
- Education Strategy Group
- EMSI
- Jobs for the Future
- JPMorgan Chase
- National Alliance for Partnerships in Equity
- National Association for Music Education
- National Association of Secondary School Principals
- National Center on Learning Disabilities
- National Council for State Legislatures
- National Governors Association
- National Skills Coalition
- National Urban League
- National Women’s Law Center
- New America
- Southern Regional Education Board
- Texas Instruments STEM Collaborative Group
- The Education Trust
- Workforce Data Quality Campaign

**Fundraising & Development Update**  
*Report submitted by Kate Kreamer, Deputy Executive Director*

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Over the past three years, Advance CTE/The Center to Advance CTE has successfully raised funds to support new and existing project work, staff time and member resources. Looking at the estimated total income for FY19 – as of July 1, 2018 – funds raised through foundations and contracts account for about 55 percent of our income, while dues account for 26 percent.

Advance CTE/The Center to Advance CTE has continued to pursue fundraising and development opportunities, but is committed to only taking on projects aligned to *Putting Learner Success First: A Shared Vision for the Future of CTE*, our strategic plan, and our member priorities, as well as be sure we can manage the continued growth of our organization.

Starting in July 2017, we began tracking our fundraising and development activities to capture within the organization’s Shared Impact and Reach Dashboard. Since April 2018, Advance CTE staff:

- Maintained four active grants/contracts;
- Actively pursued/developed three proposals, one of which has been secured (PAYA) and the other two of which are very likely to be funded; and
- Directed engaged with an additional three new funders.

**Ongoing Grants/Contracts:**

- *New Skills for Youth:* Advance CTE’s largest grant, New Skills for Youth is an initiative led by Advance CTE, CCSSO and Education Strategy Group with support from JPMorgan Chase & Co. Advance CTE’s role is to serve as the project co-lead with CCSSO, bringing critical content knowledge and expertise to the initiative. Over the last six months, staff have released four resources ([CTE on the Frontier: Rural CTE Strategy Guide](#), [Ensuring Career Pathway Quality: A Guide to Pathway Intervention](#), equity brief 1a and equity brief 1b) to support the initiative and the broader career readiness community. Staff also reviewed and provided input into progress monitoring stocktakes for states, and attended all recent stocktakes, including three on site. Support to NSFY states also includes technical assistance, convenings and knowledge capture and sharing. Over the course of four years, Advance CTE will receive approximately \$2.5 million.
- *Strategies for Attracting Students to High Quality CTE:* In fall 2017, we received a renewal on our grant from Siemens, now extended to a two-year grant. Through this project, we are providing technical assistance to targeted states, developing resources for members to better communicate about CTE, and building a set of tools and trainings targeted at activating and recruiting champions within the guidance and career development community. The second cohort of states receiving technical assistance will be winding down in fall 2018, with the third cohort launching in winter 2018-19. Over the course of 2019, Advance CTE, in partnership with ASCA and ACTE, will be offering full-day trainings for counseling professionals who want to become champions for CTE in their schools and communities. In total, the two-year grant amount, which began in November 2017 and extends through October 2019, is \$610,000.

- *Increasing Effectiveness of Postsecondary CTE Program Approval and Review:* Advance CTE staff have been working closely with grantee states Colorado and Illinois to use the Policy Benchmark Tool to improve program approval and evaluation policies at the state and institution level. Additionally, staff researched and released the organization's first report focused solely on postsecondary content, [\*Driving Quality in Postsecondary CTE: Approval and Evaluation Policies\*](#), this summer. Staff have also begun working on new research and resources related to credit for prior learning as part of this initiative, using resources originally intended for a third grantee state. That state was ultimately unable to participate in the project, and due to the Joyce Foundation's limited geographic service area, Advance CTE was unable to fund another state. In total, the two-year grant amount, which began in December 2017 and extends through November 2019, is \$250,000.
- *Bill & Melinda Gates Foundation:* In early 2018, we secured a 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. In total, the contract amount was \$100,000 and ended in September 2018.
- *Partnership to Advance Youth Apprenticeship:* Advance CTE has joined New America and a number of other partners as a leading partner on a multi-year, multi-funder project to support the expansion of high-quality youth apprenticeship programs. The partners include New America, JFF, Education Strategy Group, National Alliance of Partnerships for Equity, National Governors Association and National Workforce Fund. The funders include JPMorgan Chase, Siemens Foundation, Joyce Foundation, Ballmer Group, Bloomberg Philanthropies and Annie E. Casey Foundation. We have signed a one-year contract, totaling \$100,000, for September 2018-August 2019.
- *Vermont Technical Assistance:* Advance CTE has been working with Vermont CTE to establish a strategic plan and vision for the CTE system in Vermont. This work began with a stakeholder survey, which received over 1400 responses from students, parents, business leaders, teachers and faculty across the state. Advance CTE analyzed those results and used them to inform a strategic planning workshop in June in Burlington, VT. Around forty stakeholders attended the workshop, including CTE teachers, postsecondary leaders, legislators and the President of the State Board of Education. Since that workshop, Advance CTE has been working with Vermont's State Director to refine five strategic goals. This work will culminate in early October with another workshop focused on developing strategies and action plans for achieving the Vermont CTE goals.
- *Bill & Melinda Gates Foundation:* Building off of the contract work we just completed and two briefings held for Gates Foundation's staff/leadership, we were invited to submit a proposal to the Foundation, which received approval on October 2, 2019. The \$300,000 of funding focuses on four efforts: the revision of the National Career Clusters® Framework; support for the implementation of the Strengthening Career and Technical Education for the 21<sup>st</sup> Century Act (Perkins V); national leadership and state support activities that advance the implementation of and access to high-quality CTE pathways across the nation, with a focus on priority states; and support for expanded efforts to address equity in CTE.

### *In Development*

- *JPMorgan Chase & Co*: Through the NSFY initiative, Advance CTE staff developed a strong relationship with JPMorgan Chase, who have been impressed by the resources created. Advance CTE has been asked to research and develop snapshots for JPMC's 16-17 city-level innovation site investments. This \$475,000 grant will likely run from October 2018 through August 2020 and will involve Advance CTE researching and disseminating career readiness innovations from around the nation and world.

### **Looking Ahead**

In addition, Advance CTE staff have continued to engage a number of other potential funders, including: Strada and ECMC Foundation. We have also continued to engage with Workforce Matters and will be participating in a webinar hosting by this group of funders in November.

**Board action:** None

<i>Grant</i>	<i>Grant Amount</i>	<i>Grant Start Date</i>	<i>Grant End Date</i>	Jan 2016- Dec 2017	Jan- Mar 2018	Apr- Jun 2018	Jul- Sept 2018	Oct- Dec 2018	Jan- Dec 2019	Apr- Jun 2019	Jul- Sept 2019	Oct- Dec 2019	Jan- Dec 2020	Apr- Jun 2020	Jul- Sept 2020
<b>JPMorgan Chase: New Skills for Youth</b>	\$2,578,028	Jan. 2016	Dec. 2019	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>SIEMENS: Strategies for Recruiting Students into CTE</b>	\$610,000	Nov. 2017	Oct. 2019	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>JOYCE: Postsecondary CTE Program Approval and Review</b>	\$250,000	Dec. 2017	Dec. 2019	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>GATES: CTE Landscape</b>	\$100,000	Jan. 2018	Jun. 2018	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>Partnership to Advance Youth Apprenticeship</b>	\$200,000	Sept. 2018	Aug. 2020	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>JPMC: Innovation Sites</b>	\$475,000	Oct. 2018	Aug. 2020	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
<b>GATES: Perkins V &amp; Career Clusters</b>	\$300,000	Oct. 2018	Sept. 2019	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey

## **Federal Policy Strategy Update – October 2018**

### **Overview of Major Activities**

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

Over the course of the last six months, Advance CTE has made considerable progress in this area. At the end of July, Perkins was reauthorized. Despite an unconventional reauthorization process and timeline, many of the Board-approved priorities for reauthorization (see scorecard) were included in the final legislation. In the time since, there has been coordination with the state policy team to help Advance CTE members make connections between our state policy research and tools and how to use them to guide their thinking around Perkins V implementation through a new lunch and learn series (explained in more detail below). In addition, the Fiscal Year 2019 allocation for the Perkins Basic State Grant was increased by \$70 million over FY18 (which included a \$75 million increase for Perkins). This represents a significant increase and Congressional support for the federal investment in CTE has reached record levels. For example, a letter led by Senator Blumenthal (D-CT), along with two of the co-chairs of the Senate CTE Caucus, Senators Baldwin (D-WI) and Kaine (D-VA), that requested \$1.3 billion for the Perkins Basic State Grants garnered 38 signatures (four more than FY18). A letter led by the two co-chairs of the House CTE Caucus (Representatives Langevin (D-RI) and Thompson (R-PA)) that requested a strong federal investment in the Perkins Basic State Grant garnered 170 signatures (30 more than FY18). The increases for Perkins as well as continued investments in the Workforce Innovation and Opportunity Act (which largely remained level funded at the FY18 level) and other key investments (e.g., increases for Apprenticeship, the Student Support and Academic Enrichment Grants authorized under Title IV-A of the Every student Succeeds Act, the \$100 increase in the maximum award for Pell grants and adult education) will support states' efforts implement high-quality CTE policies.

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

With the passage of Perkins V, Advance CTE has focused on ensuring members have the supports they need to understand the law and embark on the planning process to implement it. To date, there have been numerous [online resources](#) developed, two webinars on Perkins V, a series of lunch and learn calls focused on program quality, equity, secondary/postsecondary alignment, and stakeholder engagement to examine strategies and opportunities for Perkins V implementation, online discussions among State CTE Directors in the Moodle online platform (which allows for users to access Perkins V resources, respond to discussion questions and ask questions of Advance CTE and other State CTE Directors). Throughout the course of reauthorization, we provided updated resources on the legislation, talking points and continued to provide on-demand technical assistance to states. Prior to and during Perkins reauthorization, Advance CTE continued quarterly advocacy calls during which we shared the latest federal policy updates and provided an opportunity to discuss questions and concerns about legislation and related resources. In addition, Advance CTE provided technical assistance (e.g., clarification on Perkins V, individualized strategic counsel on federal policy issues, etc.) on federal policy to 27 different states over the last six months, with some states receiving assistance multiple times.

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

Throughout the summer, Advance CTE was contacted by a number of media outlets to provide both background information and stories about Perkins reauthorization. We built relationships with Bloomberg Government, Inside Higher Ed, Education Week and more. By engaging with the media and providing embargoed press statements, Advance CTE was featured in many of the major news stories about Perkins reauthorization, including an in-depth analysis afterward about the involvement of the White House in getting the bill across the finish line. These stories and relationship have well-positioned Advance CTE as the go-to expert on CTE for members of the media.

Advance CTE also maintained a presence at major events and briefings to ensure that other education groups knew to come to us about CTE. Later in the summer, Advance CTE hosted a research briefing with the Committee for Education Funding (CEF) to highlight the research on the student outcomes associated with CTE, its connections to other federal policies and best practices for communicating about CTE. This briefing resulted in more CEF member organizations turning to us for information and resources on CTE, positioning us to promote high-quality CTE. Advance CTE plans to engage this group and the Campaign to Invest in America's Workforce to support our campaign to double the federal investment in CTE (which will first involve our members engaging with employers and asking them to sign on to a statement to support doubling the investment and then use that data to encourage Congress' continued support for increasing funding for CTE).

In addition, in coordination with the Congressional CTE Caucus, Advance CTE hosted an event on expanding access to high-quality CTE in rural communities. This event occurred just after the House had taken up Perkins reauthorization and resulted in additional outreach from Congressional staff. The event positioned Advance CTE as an expert on CTE delivery in rural areas and CTE more broadly. Congressional staff continue to refer other organizations and representatives of business and industry to Advance CTE to provide information about CTE and Perkins V.

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

Throughout the process to reauthorize Perkins, Advance CTE partnered with ACTE to communicate with congressional staff every step of the way. At Advance CTE's Spring Meeting, all key congressional staff participated on a Perkins reauthorization panel and Kara McKee from the Domestic Policy Council represented the Administration in a fireside chat. Soon after this meeting, the White House made clear that Perkins reauthorization was a top priority. Soon after, reauthorization efforts picked up and Advance CTE staff made it a priority to be available and responsive to Congressional staff. Advance CTE provided data about everything from states' secondary CTE concentrator definitions, to how states use leadership funds, timelines for data availability and much more. After each Perkins reauthorization draft that the Senate Health, Education, Labor and Pensions Committee released, Advance CTE worked with ACTE to provide timely feedback suggesting specific changes that would be of utmost importance to our members. Written feedback usually resulted in multiple clarifying conversations via phone and in person. Advance CTE and ACTE also coordinated with staff from the House Committee on Education and Workforce throughout the process to ensure that staff were aware of our issues

and priorities. Ultimately, the bill was finalized without the most egregious provisions included and many of the outstanding issues will be clarified in report language.

Advance CTE and ACTE also provided updates and information to numerous groups and coalitions about Perkins reauthorization as it was underway, including a group of Perkins stakeholders and education organizations. Our leadership in this area meant that partners turned to us throughout the process for guidance, including our position on the legislation and for insight as to how to most effectively influence the process. This has positioned us as a leader in the field for resources on Perkins V. We are working closely with ACTE, the American Association of Community College (AACC) the National Alliance for Partnerships in Equity (NAPE) to host a series of regional meetings on Perkins V implementation.

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

Advance CTE is working on finalizing a new federal policy strategy that will ensure that the full scope of federal policy work has a coherent vision and goals. The strategy will also foster increased coordination and collaboration around our four key policy areas: Perkins, the Higher Education Act (HEA), the Every Student Succeeds Act (ESSA) and the Workforce Innovation and Opportunity Act (WIOA). A key component of the new strategy is protocols to ensure that these policy areas are covered in our regular communications with our members and that appropriate federal policy resources are developed in a timely manner. Advance CTE has also instituted a new system to track engagement with the Administration and with congressional staff to more accurately capture our impact and reach with these key partners.

### **Major Accomplishments (April 2018 – September 2018)**

- Advance CTE has released timely and comprehensive Perkins V resources and tool for both members and the public and is being recognized as an expert in this area.
- Advance CTE was a key player in Perkins V negotiations, resulting in many of priorities being reflected in the final legislation.
- Maintained strong relationships with key Senate Health, Education, Labor and Pensions (HELP) and House Education and the Workforce committee staff on both sides of the aisle throughout an unconventional reauthorization process.
- Advance CTE staff presented at a House CTE Caucus event in July that focused on sharing the findings from Advance CTE's rural initiative.
- Hosted a research briefing for members of the Committee for Education Funding (CEF) that resulted increased awareness and understanding of CTE, including new partnerships.
- Submitted testimony for the record for FY19 appropriations for the Perkins Basic State Grants to both the House and Senate and the FY19 appropriations bill included a \$70 million increase for CTE.

### **Challenges**

- Ensuring every state is fully engaged in the Double the Investment campaign.

- Given the volume of interest from states, ensuring Advance CTE has a thoughtful strategy and enough capacity to meeting the membership's requests for technical assistance.
- Unknown impact of the shifts that may occur during the November 2018 election.

### **Update on Identified Priorities for (April – September 2018)**

- **Continue to update the CTE fact sheets that use data from the Perkins survey and state CAR data:** We are in the process of updating all fact sheets based on the most recent data sets available and this process will be completed by the end of October.
- **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:** Throughout the spring, Advance CTE engaged with RTI regarding supports to supports for Perkins V implementation, including co-delivering a series of workshops at the Spring 2018 meeting. However given a change in RTI leadership, it is not anticipated that RTI be a partner in Perkins V implementation supports. Advance CTE is working with AACC, ACTE and NAPE to deliver the four regional workshops, as well as engaging other content partners in these workshops (SREB, CCSO, NGA, NSC, etc.).
- **Plan and develop resources on the implementation of WIOA and its intersections with CTE:** In October, Advance CTE will be releasing, in partnership with the National Skills Coalition, an updated *Aligned by Design* resource that addresses alignment opportunities between WIOA and Perkins V. In addition, Advance CTE is publishing a *CTE and Workforce Systems Alignment: Lessons Learned from States* blog post that will focus on approaches to promoting CTE and workforce systems alignment.
- **Refine our HEA advocacy priorities and identify, plan and create related resources:** In August, Advance CTE hired a new full-time Policy Associate, who has updated the HEA reauthorization priorities (to be presented at the Fall 2018 Board meeting) and has made a plan for creating 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:** Throughout the Perkins V reauthorization process, we leveraged survey results from the 2017 Perkins implementation survey and with the passage of Perkins V, we determined that doing another Perkins implementation survey will not be necessary. Instead, we are building out the resources and tools to support our members in Perkins V implementation.

### **Priorities for Next Six Months (October 2018 – March 2019)**

- Successfully launch a campaign to double the federal investment in CTE.
- Host four regional meetings to support state teams in planning for Perkins V implementation.
- Develop and begin implementation of a strategy for providing technical assistance to states related to Perkins V state plans.

- Actively implement the new federal advocacy plan with measurable goals and results for Perkins V implementation, Double the Investment, ESSA implementation, WIOA implementation and planning for reauthorization and HEA reauthorization
- Develop and effectively implement a transition plan to ensure strong connections with the 116<sup>th</sup> Congress

**Relevant Data**

- The average open rate for the Legislative Update email series is at an all-time high. The average open rate for July through September was 36.7% and 34.5% for April through June. Previously, the average open rate had remained steady at around 30%.
- In Advance CTE’s Membership Services Survey conducted in early 2018, State CTE Directors, on average, rated the timeliness of legislative updates a 3.3 on a 4 point scale and on average, rated the content of the legislative updates a 3.5 on a 4 point scale
- From July to September, Advance CTE provided federal policy-related technical assistance to 27 different states compared to 15 states between April and June.
- From April to June and July to September, the number of states actively supporting Advance CTE’s federal policy priorities remained steady 15 and 14 states respectively, which represents about half of the states that are able to engage in such activity (based on a 2017 Advance CTE survey of State CTE Directors).
- Nearly half of all State CTE directors have engaged in the State CTE Directors Perkins V online forum since its launch in September 2018.
- Perkins V Lunch and Learns have an average attendance of 11 people per call, and to date Advance CTE has reached 54 State CTE Directors or their designees through these interactive webinar discussions.
- Advance CTE has actively engaged with 25 federal policy partners between April and September and has plans to strengthen relationships with a number of these partners through Perkins V implementation.
- Congressional engagement reached an all-time high throughout the reauthorization process, as Senate HELP Committee staff relied upon our expertise.

Perkins V Reauthorization Score Card							
Key:							
GREEN	Fully aligned	YELLOW	Mostly aligned	ORANGE	Partially aligned	RED	No alignment
Advance CTE Recommendation	<i>Strengthening Career and Technical Education for the 21st Century Act (Perkins V)</i>						
<i>Strengthen linkages to the labor market; only support high-wage, skill, demand, or growth fields</i>	Key theme throughout Perkins V.						

<i>Alignment to rigorous standards</i>	Perkins V requires alignment to rigorous state-identified standards as required in the <i>Every Student Succeeds Act</i> .
<i>Innovation Funding</i>	Increases reserve fund from 10 to 15 percent, stating an explicit focus on innovation and programs of study. In addition, a new national competitive grant program authorized by the National Activities section focuses on innovation and modernization.
<i>Partnerships with employers</i>	Perkins V includes partnerships with employers as a key theme and requirement through the consultation requirements for state and local planning.
<i>Consortia Incentives</i>	Perkins V maintains consortia as an option and provides state / local flexibility for implementation. However, the option to pool funds has been limited to focus only on professional development.
<i>WIOA Combined State Plan</i>	Perkins V empowers the Perkins eligible agency to decide on WIOA state plan participation. Perkins V aligns the state planning timeframe to align with WIOA, but does not require or incentivize a combined state plan.
<i>Career counseling / Planning</i>	Perkins V contains supportive language throughout for counseling.
<i>CTE Programs of Study</i>	Perkins V emphasizes and includes robust definition, but does not mandate all funding go out via Program of Study.
<i>Accountability Measures</i>	The definition of a secondary CTE concentrator is problematic. Many states indicated that the definition will capture 100% of students, versus those truly concentrating in CTE.
<i>Support for Research / Professional Development</i>	The research component in Perkins V is problematic. The National Activities section lacks fails to delineate how the evaluation activities and research activities outlined would have distinct purposes and would not be duplicative of one another, but support for professional development is robust at all levels.
<i>State flexibility / autonomy</i>	Perkins V preserves eligible agency's autonomy and protects essential functions of a state director.
<i>State administration / leadership</i>	Perkins V maintains that up to 10 percent of the Perkins Basic State Grant can be used for leadership activities and up to 5 percent for administration costs. However, Perkins V also introduces new state level set asides and increases the amounts that must be spent on specific activities.
<i>Maintenance of Effort</i>	Perkins V contains all of Advance CTE's MOE recommendations.
<i>Non-Public School Integration</i>	Perkins V maintains the provisions laid out In Sec. 317 that permit private school students and personnel to make use of Perkins-funded CTE programs.

## **Advance CTE's Perkins Reauthorization Recommendations**

### **Global Competitiveness**

- **Link CTE to labor market** – States are in the best position to determine how CTE can meet the demands of their state and regional economies. Federal CTE funds should only support high-quality CTE programs of study that meet two or more of the following criteria: high wage, high skill, high demand, or high growth. Definitions of these terms should account for varying state and regional economic conditions and labor market needs.
- **Rigorous standards** – Consistent, quality benchmarks for students in CTE programs of study, regardless of where students live or which delivery system they use, are essential. Federal CTE legislation should require all CTE programs of study to align to rigorous

content standards that are national in scope, are informed by the needs of the workplace, and ensure excellence. Advance CTE believes that federal CTE legislation should encourage state adoption of rigorous college- and career ready standards, such as those found in the Common Core State Standards and the [Common Career Technical Core](#). Increased consistency and rigor in CTE programs of study will better equip students with the knowledge and skills necessary to thrive in a global economy.

- **Innovation funding** – The next federal CTE legislation should focus on improving student outcomes through innovative approaches and programmatic improvement. The next federal CTE legislation should allocate new formula funding, above and beyond the basic state grant, to states to incentivize innovative practices and solutions at the state and local levels. Successful innovations should be scaled up using the basic state grant funds.

### **Partnerships**

- **Partnerships with business and industry** – Strong partnerships between the CTE community and business and industry are essential to high-quality CTE programs of study. Federal CTE legislation should require local advisory committees comprised of employers and education stakeholders who will actively partner to design and deliver CTE programs of study and provide assistance in the form of curricula, standards, certifications, work-based learning opportunities, teacher/faculty externships, equipment, etc. States should have the flexibility to structure local advisory committees in a way that best meets the needs of their state (in terms of governance, funding, geographic and other influencing factors).
- **Consortia** – Coordination and collaboration between secondary and postsecondary partners is essential and must be improved. The federal CTE legislation should incentivize consortia of secondary and postsecondary eligible entities to better facilitate coordination and transitions between learner levels. States should have the flexibility to structure consortia in a way that best meets the needs of their state in terms of governance, funding, and geographic factors.
- **WIOA Combined State Plans**— The decision as to whether to include Perkins in a Workforce Innovation and Opportunity Act (WIOA) combined state plan should be solely at the discretion of the state Perkins eligible agency. Alignment between CTE and workforce development programs can and should take many different forms to reflect the unique challenges and state environments throughout the country. The federal government should not override states’ rights by dictating how this collaboration should occur through federal legislation particularly when state CTE systems are supported primarily with state and local resources.

### **Preparation for Education and Careers**

- **School counseling and career planning** - Comprehensive counseling, including career and academic counseling, should be expanded and offered no later than middle school. Federal CTE legislation should provide greater support for career counseling, including all students having an individual learning plan that includes the student’s academic and careers goals, documents progress towards completion of the credits required to graduate from their secondary program, and indicates the requisite knowledge, skills and work-based learning experiences necessary for career success. These plans should be actively managed by students, parents, and school-level personnel and should extend into postsecondary education to ensure successful transitions to the workplace.

## Programs of Study

- **High-quality CTE programs** – Federal CTE legislation should focus on promoting excellence in CTE. To that end, Advance CTE believes that more specificity is needed to define elements that are necessary to ensuring high-quality programs. Research by the National Research Center for Career and Technical Education underscores our recommendation that federal funding should be delivered through rigorous programs of study, as defined by the Office of Career, Technical and Adult Education’s 10 component framework. The law should emphasize strategies that improve alignment between secondary and postsecondary systems, such as statewide articulation agreements, transcribed postsecondary credits, and stackable credentials. High-quality CTE programs should also expose students to employment and leadership opportunities, for instance, through work-based learning and participation in Career Technical Student Organizations (CTSOs). Federal funds should be distributed only to state-approved, rigorous CTE programs of study.

## Research and Accountability

- **Accountability measures** – Strong accountability measures are critical to demonstrating CTE’s positive return on investment. The current CTE performance indicators should be re-evaluated to ensure that they provide the feedback necessary for program evaluation and improvement, as well as document CTE’s impact on students’ academic and technical achievement. Federal CTE legislation should require common definitions and measures across the states, as well as allow for alignment of performance measures across related education and workforce programs.
- **Research and professional development** – Research and evaluation are important guideposts for directing practitioners toward effective practices and guiding state decisions on CTE. Federal CTE legislation should support the continuation of a National Research Center for Career and Technical Education to support CTE educators and leaders through leadership development, quality research, professional development, dissemination, and technical assistance.

## State Leadership and Governance

- **State flexibility** – States should have the flexibility to determine the allocation of funds between secondary and postsecondary education. Funding should be awarded to a single eligible agency as defined in current law. Additionally, states should be given the flexibility to use the reserve fund to implement a performance-based funding system.
- **State administration and leadership**—Strong state leadership is critical to ensuring that states have the data systems, standards, and partnerships to oversee the development and implementation of high-quality CTE programs of study. Adequate resources for state leadership and state administration, including maintaining the state administrative match, are necessary to ensure effective program administration and equitable access to high-quality CTE programs of study.
- **Maintenance of Effort**— Current “Maintenance of Effort” (MOE) requirements should be maintained in future Perkins legislation. States should be provided the flexibility at the outset of new legislation to “reset” their MOE calculation during the first year of a new law. Moreover, the process for granting waivers to states related to this provision should be strengthened, allow for a greater degree of transparency during the approval process, and require formal justification in writing from the Secretary of Education if a state’s

waiver application is denied. States should also have the opportunity opt-in or out of a local version of MOE—a decision that should be left to the discretion of the State Perkins eligible agency.

### **Non-Public School Integration**

- **Participation of Private School Students & Personnel**— Current Perkins law Sec. 317 permits private school students and related personnel to make use of Perkins-funded CTE programs. This provision should be maintained in future legislation to ensure that limited resources are most efficiently used and programs can be held accountable for the expectations for high-quality CTE laid out in new Perkins legislation.

## Postsecondary Strategy Update – October 2018

### Overview of Major Activities

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

Advance CTE plans to focus on postsecondary CTE through both federal and state policy work. At the federal level, Advance CTE has been preparing for the reauthorization of the Higher Education Act (HEA) and will continue to monitor the PROSPER Act and Aim Higher Act, proposed legislation that would reauthorize HEA. Going forward, Advance CTE will revise the organization's recommendations for HEA reauthorization and engage in related lobbying efforts. In state policy, Advance CTE has prioritized sharing postsecondary stories and strategies in research and publications. A \$250,000 grant from the Joyce Foundation has allowed Advance CTE to work directly with two postsecondary state offices to examine and improve program approval and review policies, as well as create a new resource on credit for prior learning.

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

Advance CTE will better serve its postsecondary members through more deliberate postsecondary-focused professional development. Notably, staff have worked to ensure the Advance CTE Fall Meeting features the postsecondary content session, "Driving Quality in Postsecondary CTE," as well as highlights postsecondary examples in general sessions. For example, the session on "Building Trust to Ensure Equity in CTE" includes a presentation by a postsecondary professional. Staff will continue to include postsecondary content in professional development opportunities, including blog posts, webinars and meeting sessions, and will work on creating deliberate and enduring spaces for postsecondary members to interact with each other.

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

Advance CTE will continue to work to raise the visibility of high-quality postsecondary CTE through regular postsecondary blog posts and postsecondary-focused resources, such as an upcoming brief on credit for prior learning policies. Staff will also promote promising practices and work from other postsecondary organizations as new partnerships are developed.

#### **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 Achieving the Dream, the National Skills Coalition and the Aspen College Excellence Program joined Advance CTE's Committee on Equity in CTE. Additionally, work with the Joyce Foundation and National Skills Coalition have expanded to include the development of new resources. Advance CTE will continue to build partnerships within the higher education space with groups such as the State Higher Education Executive Officers Association, the American Association of Community Colleges and Education Trust.

## **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. Additionally, Advance CTE staff convened the HEA kitchen cabinet and plans to continue working with this group to increase the organization's understanding of postsecondary priorities and advocacy goals, as well as to prepare for HEA reauthorization.

### **Major Accomplishments (April 2018 – September 2018)**

- Increased postsecondary partnerships by bringing Achieving the Dream and the Aspen College Excellence program to join Advance CTE's Committee on Equity in CTE. Additionally, Advance CTE expanded the way in which the organization works with the Joyce Foundation and the National Skills Coalition.
- Published nine state and institutional level policy profiles for each applicable topic of the Learning that Works Resource Center.
- Included postsecondary examples in five Advance CTE publications.
- Posted six postsecondary specific blogs to the Advance CTE website.
- Published the postsecondary report, "Driving Quality in Postsecondary CTE: Approval and Evaluation Policies."

### **Challenges**

Staff capacity was a challenge, in terms of both availability and content knowledge. A new staff member started in August who will lead the development and implementation of the postsecondary strategy moving forward.

### **Update on Identified Priorities for (April 2018 – September 2018)**

- Continue expanding postsecondary partnerships in order to expand our postsecondary content in a meaningful and informed way.
  - Advance CTE has expanded postsecondary partnerships, but must continue to do so with two more partners order to achieve the goal of establishing five new partnerships.
- Release two fact sheets on postsecondary topics.
  - Advance CTE released two new postsecondary fact sheets. One on "CTE and Student Success Initiatives" and another on "The Role of CTE in Statewide Attainment Goals."
- Release publication on postsecondary program approval and review.
  - Advance CTE released the publication "Driving Quality in Postsecondary CTE: Approval and Evaluation Policies."
- Continue work with Joyce Foundation grant.
  - Advance CTE has continued work with the Joyce Foundation grant, as well as expanded the scope to include the new research area of credit for prior learning.
- Analyze state WIOA plans and provide resources to assist states with implementation.

- States have been interviewed about their WIOA implementation process. The resources will be completed before November.
- Ensure that each of the 12 topics within the Learning that Works Resource Center contain at least one postsecondary-focused policy resource
  - Resources have been completed in each of the topics found to be applicable at the postsecondary level.

**Priorities for Next Six Months (October 2018 – March 2018)**

- Continue expanding postsecondary partnerships in order to expand our postsecondary content in a meaningful and informed way.
- Continue work on the Joyce Foundation grant.
- Release a report on credit for prior learning.
- Continue work on the policy benchmark tool for dual enrollment and credential attainment.
- Update Advance CTE's Higher Education Act recommendations for reauthorization.
- Continue regular blog posts that highlight postsecondary topics and best practices.
- Ensure that Advance CTE postsecondary members are well served in the Perkins V implementation process.
- Begin to plan for WIOA reauthorization, including developing WIOA reauthorization priorities.
- Monitor updated WIOA plans, including whether states choose to do combined plans or not.

## Promotion Strategy Update – October 2018

### Overview of Major Activities

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

Advance CTE has continued to position itself as a leader in federal and state Career Technical Education (CTE) policy. This was especially apparent over the past six months as reauthorization of the Carl D. Perkins Career and Technical Education Act (Perkins) took place. Advance CTE media mentions and pickups skyrocketed, social media drastically increased, and open rates of e-communications jumped from 32 percent to 37 percent as compared to the previous six months. (*See data section below.*)

Many of Advance CTE's Perkins priorities were included in the final bill, as evident in the federal policy scorecard. Additionally, Advance CTE has continued to lead the field through the promotion of various initiatives including the new series on equity and access and CTE and the report on postsecondary CTE, *Driving Quality in Postsecondary CTE*.

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

Advance CTE has continued to effectively and efficiently communicate with members to keep them abreast of new resources, webinars, tools, announcements and events. Fall Meeting registration closed earlier than ever before as we hit the capacity for attendees. In August, we saw our highest open and click rates of the member newsletter this year.

Advance CTE, with support from the Siemens Foundation, is continuing to support states across the country to attract learners into high-quality CTE programs of study. Last year, Advance CTE worked with Maryland, New Jersey, Indiana and Washington - to pilot innovative online and on-site recruitment and communications strategies. As a result of this work, we are excited to share guides and materials that can be used by all states in their communications efforts. These tools include a [Social Media Guide](#), [Focus Group Discussion Guide](#), [posters and postcards](#).

Staff is mid-way through working with the next cohort of grantees Colorado, Idaho and North Dakota. These states have participated in on-site technical assistance and monthly technical assistance calls. To date, these states have reached nearly 6,000 learners, 120 educators, 206 counselors, 220 admins and 20 state staff. These state grantees are also producing valuable assets that will be available for members to utilize.

In addition to featuring these assets the website, Advance CTE will feature participants in a four-part webinar series focused on sharing the best practices for communicating about CTE to various stakeholders utilizing a range of channels. The first webinar featured Caty Solace, Outreach and Communications Manager, Idaho Workforce Development Council and Dwight Johnson, CTE State Administrator, Idaho Division of Career & Technical Education. They shared the communications tactics they used to improve the image of CTE in Idaho resulting in an increase in state funding for CTE.

Lastly, the Career Advisement and Development Workshop launched at the American School Counselors Association's (ASCA) conference in California in July. The response was positive and engagement was high throughout the duration of the pilot workshop. Staff reviewed the evaluations and are making changes to the workshop accordingly. The workshop will be piloted again at the Association for Career and Technical Education (ACTE) conference in the fall and begin to be circulated across states in January 2019. Plans are also in motion to provide the workshop to the Siemens cohort who express interest. (*See Strategies for Attracting Students to High-Quality CTE report*).

Advance CTE is hosting a half-day workshop directly following the Fall Meeting for State CTE Directors and their staff interested in delivering components of the workshop in their own state.

### **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. The winners were featured in an awards ceremony at the Spring Meeting and have been highlighted in a monthly blog series. To further recognize high-quality CTE through the promotion of these programs, staff has embedded 2018 winners throughout the year in presentations, webinars, two-pagers, briefs and reports. This allows us to demonstrate what effective CTE programs look like to critical stakeholders including the media, employers, and policymakers.

Most recently, recipients were featured in an article in the August issue of School Administrator magazine, in a local news segment, on a panel with the Congressional CTE Caucus and in U.S. News & World Report. Winners are provided with their own press releases and receive local and even national media coverage. Applications for 2019 awards will open in October.

CTE continues to gain popularity in the media. As staff engage and build relationships with relations with reporters, the amount of articles featuring Advance CTE resources and staff quotes has reached an all-time high. Advance CTE has been featured in a media from print, to online and even radio. Some examples include Family Circle Magazine, WAMU 88.5, NPR, Inside Higher Ed, Bloomberg Government, PBS NewsHour/Hechinger Report, Politico, and The 74. (*See data section below.*)

Another media asset getting a significant amount of online traffic is the new CTE 101 Video, which launched in May. Members strongly supported this work and embedded it in newsletters, in social media, and even on their websites. The video appears on the Advance CTE website as part of the CTE: Learning that works for America campaign and on YouTube with nearly 7,000 views to date.

Lastly, to continue to ensure the website is as user friendly as possible, staff is conducting a website refresh to combine pages, reduce the menu options and highlight resources in the best way possible. This is an ongoing project that is set to be completed and launched by February 2019.

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

Advance CTE has worked with key partners to advance our priorities including throughout Perkins reauthorization. Advance CTE worked with ACTE on numerous statements as well as a virtual press conference to ensure that our stance on the legislation and our priorities were well known. This resulted in incredible media pickup highlighting our priorities including in publications such as Bloomberg, Education Week, Inside Higher Ed, The 74 and more.

We have worked with partners to continue to promote our resources, such as Education Strategy Group, Council of Chief State School Officers, ACTE and America's Promise Alliance. Staff develops a promotional toolkit with suggested email and newsletter language, social media and graphics which is sent to states featured in reports, as well as partners.

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

Advance CTE has continued to refine the promotions and dissemination process and protocols. This summer, staff developed a publications checklist to ensure that all staff was aware of the process to get reports and materials copyedited, laid out and promoted. This ensures timelines are met and all materials are promoted to the best of staff abilities. This has streamlined our process for marketing small and major releases.

#### **Major Accomplishments (April 2018 – September 2018)**

- Staff continued to conduct technical assistance with round two grantees and launched RFPs for round three (*See Strategies for Attracting Students to High-quality CTE for full report*);
- Staff developed and launched the Career Advising and Development workshop at ASCA's national conference in July;
- Staff launched a formal sign-on and commitment process for the CTE: Learning that works for America campaign, with 33 State Directors signed onto the campaign;
- Staff has developed a number of tools based on the pilot activities from grantees that can be utilized by all states and members including posters, a social media guide, and more;
- Staff launched the 2018 Excellence in Action awards, which have been featured in a number of articles and materials;
- Staff launched a CTE 101 video helping members communicate about CTE:

- Social media and open rates continue to rise, demonstrating effectiveness of digital outreach efforts;
- Staff launched a four-part webinar series aimed at helping states communicate effectively about CTE.

### **Challenges**

- Staff has developed but not formalized the media engagement strategy. This is largely due to capacity and other priorities but will begin in fall 2018.

### **Update on Identified Priorities for (April – September 2018)**

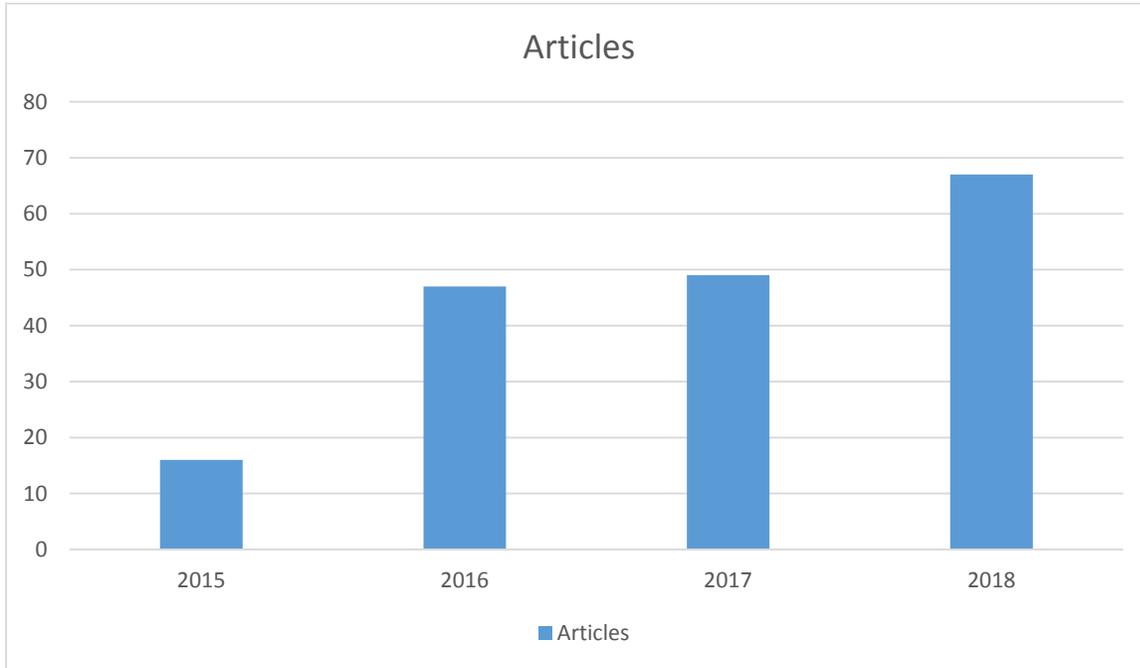
All priorities were addressed during the past six months. Staff has increased the number of State Directors signed onto the Learning that works for America campaign by 10; promoted both 2018 award winners and past award winners in a monthly blog series; conducted the second round of Siemens grants; released materials from the first round of Siemens grantees; developed and launched the Career Advising workshop and will deliver the trainings at conferences and professional development opportunities beginning in January 2019.

### **Priorities for Next Six Months (October 2018 – March 2019)**

- Have at least 40 State Directors signed onto the Learning that works for America campaign;
- Refresh and update the Advance CTE website including incorporating a new homepage, updated look of the Learning that Works Resource Center and new list pages;
- Continue to promote the Excellence in Action award winners current and past. This includes a monthly blog series featuring current and past award winners, a webinar in the fall featuring a 2018 award winner, featuring an award winner at ACTE's CareerTech VISION conference, and conducting the 2019 awards and announcing the winners at the Advance CTE Spring Meeting;
- Launch a call for applications for the 2019 Excellence in Action award winners;
- Finish out the second round of Siemens technical assistance grantees and begin the third cohort of state work;
- Finalize the Career Advisement and Development workshop to roll out state-wide in 2019 as well as develop a strategy to deliver the training virtually;
- Conduct a train the trainer to deliver the Career Advisement and Development Workshop;
- Launch the Double the Investment campaign including communications assets and a new website; and
- Formalize a media engagement strategy.

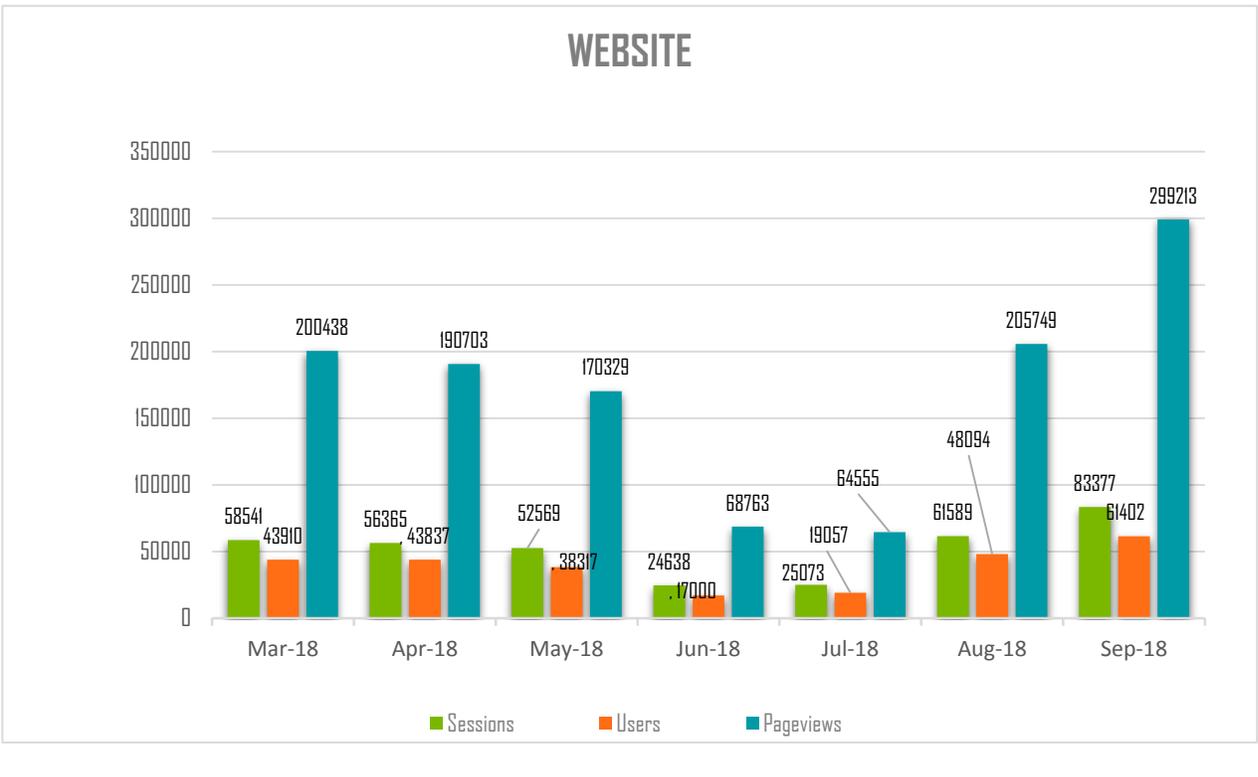
**Relevant Data**

In the data below, you will see an increase in media hits, web hits for releases and initiatives, website and blog data as well as social media engagement. Website and blog hits are lower during the summer months, consistent with years past.

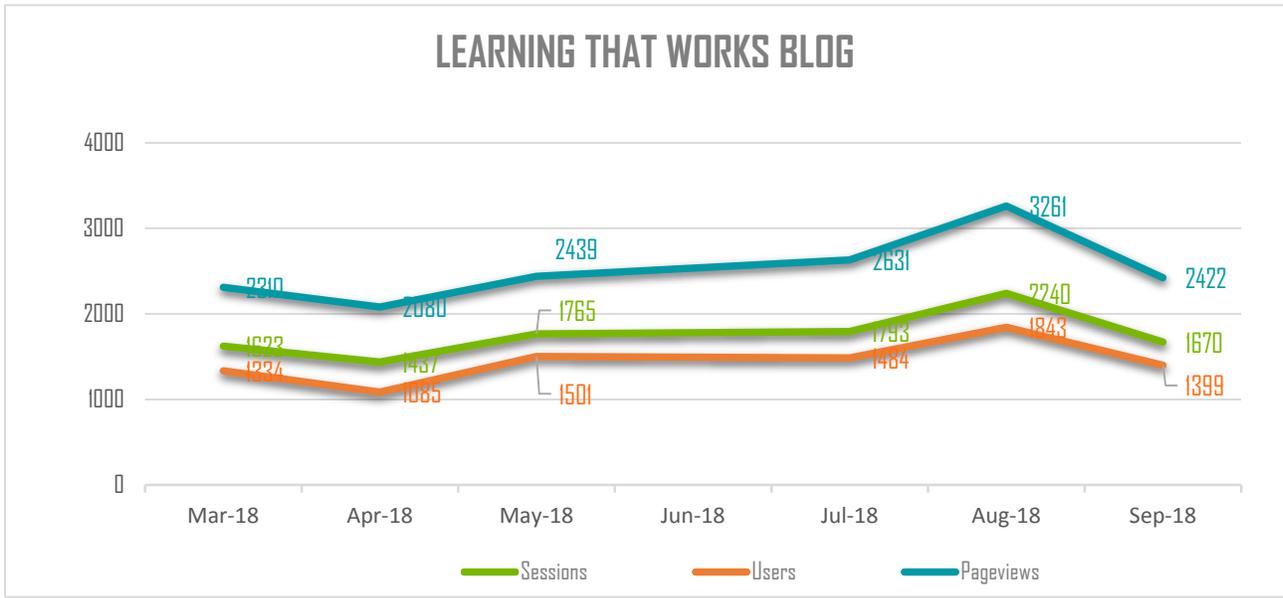


Release	Webhits
Resource Center Landing Page	11,721
Perkins	10,344
Programs of Study	6,502
Siemens Research/Recruitment Strategies	4,690
CTE 101 Video/Campaign Video	4,554
Learning that Works for America Campaign	2,643
Factsheets	2,605
Fall Meeting	2,484
New Skills for Youth	881
Excellence in Action Award	846

## WEBSITE

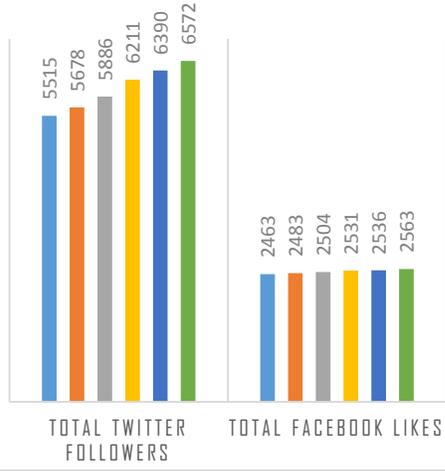


## LEARNING THAT WORKS BLOG



## SOCIAL MEDIA

■ Apr-18 ■ May-18 ■ Jun-18 ■ Jul-18 ■ Aug-18 ■ Sep-18



**CTE: Learning that works for America Campaign Brand Promise Update**  
*Report submitted by Katie Fitzgerald, Communications Manager*

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The CTE: Learning that works for America® brand promise was developed over five years ago, and largely based on the vision, *Reflect, Transform & Lead: A New Vision for Career Technical Education*. Since then, Advance CTE has released an updated vision, *Putting Learner Success First: A Shared Vision for the Future of CTE*. Additionally, Advance CTE developed messages to better communicate about CTE as outlined in the report, *The Value and Promise of Career Technical Education: Results from a National Survey of Parents and Students*. As such, the brand statement must be updated to reflect the current vision and messages. The proposed brand statement is below. A brand promise is an explanation of the campaign's positioning, so should better reflect Advance CTE's current positioning and vision. All things that are created using the campaign should reflect the brand promise.

The CTE brand promise is the heart of the CTE: Learning that works for America campaign and should be the foundation of your CTE messaging. All users of the Learning that works for America campaign messaging, logos, tools and materials must be consistent with the CTE brand promise as outlined below:

**Career Technical Education promises an unrelenting commitment to:**

- Offering only high-quality CTE programs of study that provide real pathways to college and a rewarding career;
- Empowering all learners through real-world experiences and supports;
- Providing personalized and flexible opportunities to support each learner equitably;
- Ensuring all learning is facilitated by knowledgeable experts; and
- Working collaboratively with all stakeholders and partners necessary to put learner success first.

The former brand promise is below. In the new brand promise, staff has updated the language to reflect the current vision, while also infusing the nationally tested messages.

By using the CTE brand logo, brand theme and brand messaging in your communications, you are also affirming your commitment to the CTE brand promise and the five vision principles that guide CTE as follows:

- CTE is critical to ensuring that the United States leads in global competitiveness;
- CTE actively partners with employers to design and provide high-quality, dynamic programs;
- CTE prepares students to succeed in further education and careers;
- CTE is delivered through comprehensive programs of study aligned to The National Career Clusters Framework; and
- CTE is a results-driven system that demonstrates a positive return on investment.

**Board action required:** Approve the adoption of a new CTE: Learning that works for America campaign brand statement.

## State Policy Strategy Update – October 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 the *Putting Learner Success First* vision. In the last six months, staff have published five reports, ten New Skills for Youth snapshots, and four profiles highlighting career-focused indicators in the states. Topics for reports include ensuring access to high-quality CTE programs and opportunities in rural areas, transitioning outdated programs, postsecondary program quality, and equity. In the coming six months, Advance CTE plans to release two new resources in the *Making Good on the Promise* equity series, a brief on middle school CTE, a brief on CTE funding, the 2018 update to the *Making Career Readiness Count* report on state accountability systems, the 2018 Year in Review report and more, including the next State of CTE report on state CTE data systems. Additionally, Advance CTE is continuing our direct technical assistance work with states through strategic planning contracts (Vermont CTE), grant-funded state policy work with the Joyce Foundation, and supporting states that are expecting transitions after the fall election.

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

Advance CTE continues to support state policy through storytelling, developing resources and providing tailored technical assistance. With the recent reauthorization of Perkins V, Advance CTE staff developed a series of virtual learning opportunities through the Perkins V Lunch and Learn series. The series includes four themed webinars covering the following topics: program quality, equity, secondary/postsecondary alignment, and stakeholder engagement. Additionally, Advance CTE launched two new cohorts for the CTE Virtual Institute – one in the summer and one in the fall – to increase understanding of high-quality CTE and the *Putting Learner Success First* vision for individuals who are new to the CTE community. Staff regularly present on a variety of topics at Advance CTE and partner conferences, and have held webinars on topics including career advising and rural CTE. Additionally, as part of the equity initiative, Advance CTE convened a “kitchen cabinet” on equity in CTE, comprised of 14 state members chosen from an applicant pool of over two dozen members. The kitchen cabinet supports the equity initiative by providing resources, examples and consultation on research and resources being developed, and represents secondary and postsecondary viewpoints.

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

Raising the visibility of high-quality CTE includes 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 300 resources. Traffic to the Resource Center has grown significantly since its launch, with an average of 11,050 average monthly hits in 2018 – more than double the average for Resource Center’s first year. Staff have also conducted regular maintenance of the

Resource Center by auditing one topic page each month and deploying modifications to the platform to improve usability (for example, by adding series-specific pages). Additionally, staff regularly publish research and policy updates on Advance CTE's blog. Separately, Advance CTE is working to update the curriculum for the CTE Virtual Institute and position the program as a learning opportunity for national partners to build knowledge about high-quality CTE.

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

Advance CTE maintains partnerships with key influencers in the field, including Education Commission of the States, National Conference of State Legislatures, Data Quality Campaign and the American School Counselor Association, among others, 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 has invested in new partnerships related to our equity initiative. In July 2018, Advance CTE launched an equity committee of more than 19 members to partner around the initiative. The committee has provided valuable input and feedback on the first two equity briefs and has begun to identify opportunities for further partnership. Committee members include NAPE, National Skills Coalition, JFF, Achieving the Dream, National Urban League, National Women's Law Center, and several other national organizations.

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

Staff involved in state policy work have adopted processes to maximize efficiency and impact and ensure all 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. Advance CTE staff are also managing a new knowledge management strategy for the New Skills for Youth initiative to ensure all project team organizations can access up to date and validated information related to the initiative. Moving forward, Advance CTE plans to expand the internal and external knowledge management strategy by refining and releasing our internal research warehouse and developing new strategies to capture state-specific information.

#### **Major Accomplishments (April – September 2018)**

- Relunched the CTE Virtual Institute after reorganizing the syllabus with input from past participants and received applications from more than 150 people. The Summer 2018 cohort had a 72 percent completion rate, and participants reported in a post-course survey that the program improved their understanding of the *Putting Learner Success First* vision and the core components of high-quality CTE. The fall 2018 cohort has been launched.

- The Learning that Works Resource Center continues to exceed expectations, reaching new records for web traffic. The Resource Center has sustained average monthly traffic of 11,050 hits since January 2018 – more than double the monthly average during its first year.
- Modifications were made to the Learning that Works Resource Center to make it more user friendly and accessible. Modifications include updating individual resource pages and adding a “Series” page to house Advance CTE’s series.
- Advance CTE wrapped up the *CTE on the Frontier* series in April with the publication of the rural strategy guide. Advance CTE has continued promoting the publications and sharing lessons learned from the series. In July, staff organized and moderated a panel on rural CTE in partnership with the House and Senate CTE caucuses and is attending the National Rural Education Association’s annual conference in October to present on the resources. Staff also developed and presented a webinar on the series.
- Advance CTE officially launched a new initiative focused on equity in CTE. The first meeting of the equity committee was held in August, and the committee now includes representation from 19 partnering organizations. Staff also released the first two briefs in the *Making Good on the Promise* series, which confront the negative aspects of CTE’s history and examine strategies to use data to identify and address equity gaps.
- Individualized technical assistance continues to grow, with at least nine states receiving some form of state policy-focused technical assistance in the past six months.
- JPMorgan Chase & Co. invited Advance CTE to research and develop snapshots for 16-17 city-level innovation sites through New Skills for Youth. This \$475,000 grant will last through August 2020.
- Through the Joyce grant, Advance CTE staff have been working closely with grantee states Colorado and Illinois and released the organization's first report focused solely on postsecondary content.

## **Challenges**

Staff members have shifted around some work to redistribute capacity to focus on Perkins V implementation. As a result, some projects, specifically related to knowledge management and resource development, have been delayed. Staff are also working to solidify and roll out a comprehensive technical assistance support strategy that allows us to meet member needs sustainably. As Advance CTE takes on new projects such as the NSFY innovation site snapshots, staff must be intentional about balancing capacity and meeting commitments to members and funders.

## **Update on Identified Priorities for (April – September 2018)**

- Release several reports:
  - Advance CTE released five new reports and ten NSFY Phase Two snapshots since the last board meeting. The update to the *Making Career Readiness Count* report has been delayed as Advance CTE staff and partners wait for states to finalize their

accountability business rules. The CTE funding brief is also delayed to free up staff capacity to support Perkins V implementation.

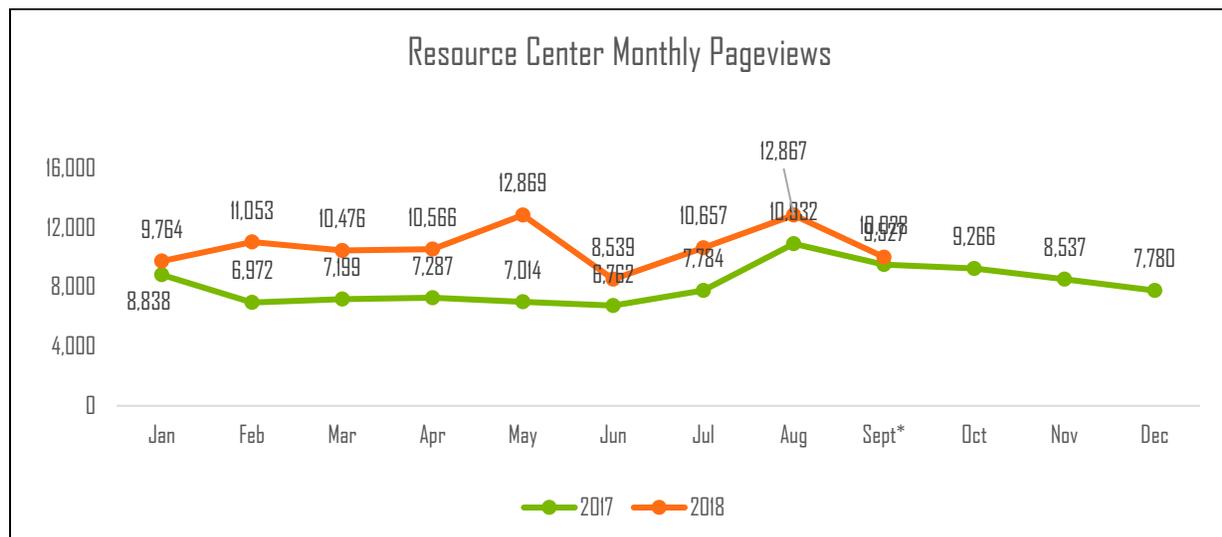
- Finalize work plans for three states receiving funds through the Joyce grant and begin implementing a technical assistance plan
  - Advance CTE staff have been working closely with grantee states Colorado and Illinois to use the Policy Benchmark Tool to improve program approval and evaluation policies at the state and institution level. The third state was ultimately unable to participate in the project, and due to the Joyce Foundation's limited geographic service area, Advance CTE was unable to fund another state. The funds originally intended for that state have been redirected, with the Joyce Foundation's approval, to conduct research and develop resources related to credit for prior learning, as well as providing potential additional funding to the two grantee states.
- Work with Vermont to survey stakeholders, analyze data and identify strategic priorities for the state CTE office
  - Advance CTE conducted a stakeholder survey with Vermont, which received over 1,400 responses from students, parents, business leaders, teachers and faculty across the state. Advance CTE analyzed those results and used them to inform a strategic planning workshop in June in Burlington, Vermont. Staff then worked with the Vermont State Director to refine and finalize the state strategic goals and strategies.
- Begin working with New Jersey on their OCTAE teacher pipeline grant by attending quarterly stakeholder meetings and providing thought partnership
  - In May, 2018, staff provided thought partnership and consultation with the New Jersey grant lead to design agendas for the first quarterly stakeholder meeting. However, that stakeholder meeting has been delayed due to scheduling conflicts in New Jersey.
- 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
  - Advance CTE staff continues to work with CCSSO, ESG and the ten NSFY states to support the transformation of career readiness systems. Over the last six months, staff have released four resources (CTE on the Frontier: Rural CTE Strategy Guide, Ensuring Career Pathway Quality: A Guide to Pathway Intervention, Making Good on the Promise briefs one and two) to support the initiative and the broader career readiness community. Staff also reviewed and provided input into progress monitoring stocktakes for states, and attended all recent stocktakes, including four on site. Support to NSFY states also includes technical assistance, convenings and knowledge capture and sharing.

### **Priorities for Next Six Months (October 2018 – March 2019)**

- Continue to lead the equity initiative by releasing additional briefs in the *Making Good on the Promise* series, regularly convening the equity committee and equity kitchen cabinet, embedding equity in the fall meeting and regional meeting agendas, and building equity into everything we do.

- Release a number of new reports and resources, including reports on middle school CTE, funding and finance, area technical centers, equity and prior learning assessments.
- Complete fall 2018 Virtual Institute and launch a spring 2019 CTE Virtual Institute that includes a focus on Perkins V and includes a significant proportion of participants from national organizations.
- Complete and prepare to release the State of CTE report on data collection (scheduled for an April 2019 release).
- Release, in early 2019, another round of NSFY state snapshots highlighting work completed in 2018.
- Support technical assistance and resource development to help states prepare for Perkins V implementation.

### **Relevant Data**



*\*Reported data for September includes website traffic through September 24, 2018*

### **Update on Advance CTE's Quality Definition**

Previously, the Advance CTE Board has discussed the various definitions of "high-quality" related to CTE and its many components. Numerous Advance CTE resources describe high-quality programs, work-based learning opportunities, career advising programs, industry-recognized credentials and more. Additionally, new and updated definitions of some of these terms in Perkins V have added more complexity and nuance to the conversation. Advance CTE will continue to promote high-quality programs, no matter the delivery method or governance structure used to develop them but has chosen, at this time, not to develop separate quality definitions.

## Member Engagement Strategy Update – October 2018

### Overview of Major Activities

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

With the passage of the Strengthening Career and Technical Education Act for the 21<sup>st</sup> Century Act (Perkins V), Advance CTE immediately transitioned into how and in what ways we would support members – in particular state CTE leaders – during implementation of the new law. From a membership perspective, we are providing the following exclusively to members to support their implementation of the new law:

- Five complimentary registrations to the regional meetings for all dues-paying states;
- Online virtual space, Moodle, exclusively for State Directors;
- Lunch and Learn calls exclusively for State Directors; and
- Early access to resources such as the Perkins V side-by-side.

Additionally, we are leveraging our well-honed processes for managing quality conferences to execute four regional conferences with very quick turnaround.

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

*Membership Growth Update:* Since last year, Advance CTE has experienced clear growth and interest in its membership. While some of this is due in part to the passage of Perkins V, much of this growth pre-dates the new law, thus pointing toward Advance CTE's position and prominence within the CTE field as a go-to expert and leader.

*Bi-annual Meetings:* Advance CTE's bi-annual meetings continue to be the cornerstone of our professional learning offerings to members. We have seen continued growth and interest in our conference attendance, and are always looking for new ways to enhance the attendee experience. This summer, we invested in our meetings by replacing our aging laptop and projectors that we use for these meetings.

*New State CTE Director Leadership Program:* As will be noted in a separate report, the 2018-19 cohort of the New State CTE Director Leadership Program is our largest to date with 14 states currently supported and additional two states awaiting leadership appointments. Since Advance CTE began explicitly supporting new State Directors in 2014-15, we have seen 87 percent of the states experience a leadership change, some of which have turned over twice.

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

In August, Advance CTE launched its newly revised member awards program, the Advancing Career Technical Education Leadership Awards. The program was revised with the support of a Board of Directors subcommittee and approved by the Board in April 2018. The revisions included expanding the awards for all state CTE leaders, including the State Director. The awards will be given out during the 2018 Fall Meeting. The winners are: Rich Katt and John Pulver for the Distinguished Leadership award and Wendi Morton for the Rising Star award.

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

Using our philosophy that membership is everyone's responsibility, we have successfully been able to turn one-off meetings with interested organizations into future meeting sponsorships, organizational memberships and other tangible benefits for Advance CTE. This fall – even before Perkins had passed – we were on track to blow by our sponsorship target due to a number of new sponsors who had been cultivated by staff over the past year. Additionally, we've been able to partner with the Southern Regional Education Board and EMSi contribute toward the Perkins V meetings.

Finally, we have continued our partnership with ACTE, signing a new MOU to support the Career Clusters strand at CareerTech VISION, as well as an invite-only session for State Directors and ACTE state leaders. We have also continued to offer free membership reciprocity across the two organizations for staff and our officers.

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

*Dues Renewal Update:* In August, we completed another successful dues renewal cycle. Last year, we implemented additional touches and outreach to increase our membership retention. This year, we continued this practice, leading to an even greater increase of members retained.

*Membership Processes:* We continue to refine the processes we put in place a year ago to streamline our membership protocols and make them more efficient. With the addition of our new administrative associate, it is clear that the processes we have built are transferrable and sustainable, which is a sign of a healthy system.

*Team Registrations:* For the Perkins V meetings, we have successfully launched a group or team registration process. This carries with it exciting possibilities for the future that we may wish to explore.

## **Major Accomplishments (April – September 2018)**

*Member Growth and Dues Renewal:* We are excited to welcome two states – Michigan and Puerto Rico – back to Advance CTE. As staff, we have maintained connections to these two states when fiscal hardships forced them to cancel their memberships. Their return to Advance CTE is due in part to staff commitment to continue to support and cultivate relationships with these states to help them see the value of returning as members.

In September, we eclipsed 500 members for the first time. We have seen remarkable growth across our membership over the past couple of years, in particular when comparing this year to the same period in 2017. This growth cannot be isolated to one factor or another given that the state membership continues to grow across every category and predates the passage of Perkins V.

The state membership renewal process this year was a test of the newly expanded membership structure and what type of changes we might see among the states. Tentatively, we can report the following:

- 86 percent of state members were retained for FY19.
- Though 19 state members were removed, a majority of them had left their positions.
- States added 32 new members, thus resulting in a net gain of 13 members for FY19.

We also had a few notable state memberships that are bound to bring another great depth and dynamic to Advance CTE. In Ohio and North Carolina, both State Directors added 10 and nine state members, respectively. These state memberships, notably, include a number of their direct reports as well as a cross-agency approach. For Vermont and New Mexico, these are two states who only added one individual to their memberships last year and this year, fully maximized this benefit to bring in their cross-sector partners in labor, postsecondary and economic development.

Further, it is an aim of our membership department to reduce the number of cancellations each year. We are happy to note that we had a 41 percent *decrease* in the number of cancellations this year compared to our FY18 collection. In total, we canceled a total of 10 memberships (nine individuals and one organization).

*Bi-annual Meetings:* Our 2018 Spring Meeting was our most popular convening yet, with higher conference attendance and sponsorship than in years before, continuing a three-year trend in which registration and sponsorships have grown by 22 percent and 81 percent, respectively.

The 2018 Fall Meeting is also our largest to date, both in terms of registration and sponsorships. Undoubtedly, much of the registration increases are due in part to the passage of Perkins V. However, several of the sponsorships are due to relationship building and cultivation by Advance CTE staff over the past couple of years. As of September 28, we were 136 percent over our registration target and 202 percent over our sponsorship target. We are investing some of this raised revenue directly into our meetings by replacing our aging laptop and projectors that we use for these meetings.

*Expanded Virtual Professional Learning:* The Moodle platform has proved to be a promising place to facilitate cross-state sharing among State Directors, and staff are hopeful that continued adoption of the Moodle platform will allow us to replace the email-only State Director listserv, which has extremely limited capabilities. Once we feel we have sufficiently tested the platform with our State Director membership, we will consider opportunities for allowing other members to participate as a way to bolster our year-round virtual learning opportunities.

*New State CTE Director Leadership Program:* In August, we closed out the 2017-18 cohort of the New State CTE Leadership Program. The participants noted that they felt prepared and, even excited, to take on the challenge of the Perkins V implementation. The 2018-19 cohort launched in early September with our largest cohort yet.

### **Challenges**

Capacity continues to be an ongoing balancing act when it comes to membership, particularly now the implementation for Perkins V has begun and our membership continues to grow. Additionally, questions about who and how to support members' Perkins V implementation efforts beyond the State Director continue to be a challenge that is also directly related to capacity.

*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. It will be addressed in a bigger website refresh, which will be finalized in early 2019.

*Processes and Protocols:* While we have solidified our membership systems and related processes, we have had to delay the internal audit of our membership systems due to capacity strains from Perkins V implementation efforts. The audit typically takes place in September once the dues renewal cycle has ended. Staff will pick this back up in November.

### **Update on Identified Priorities for (April – September 2018)**

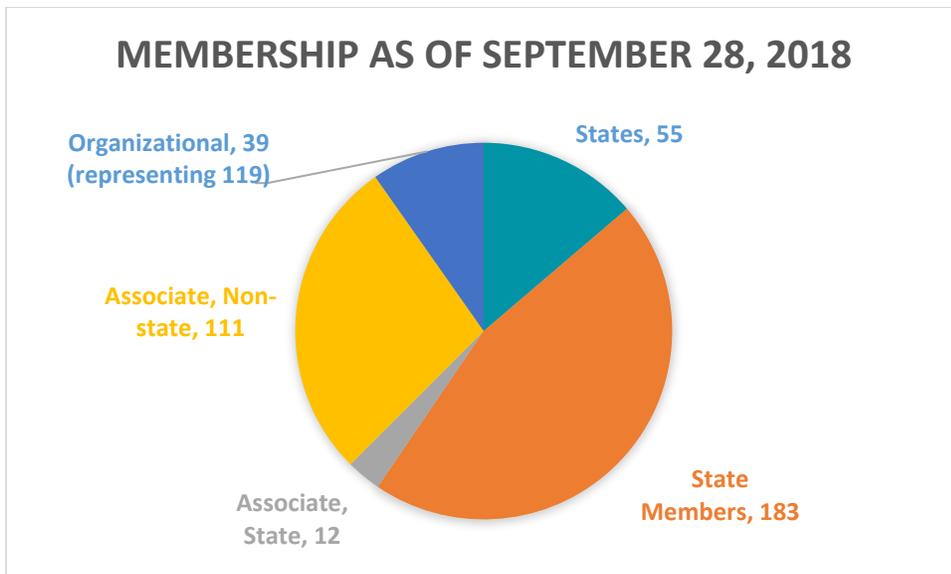
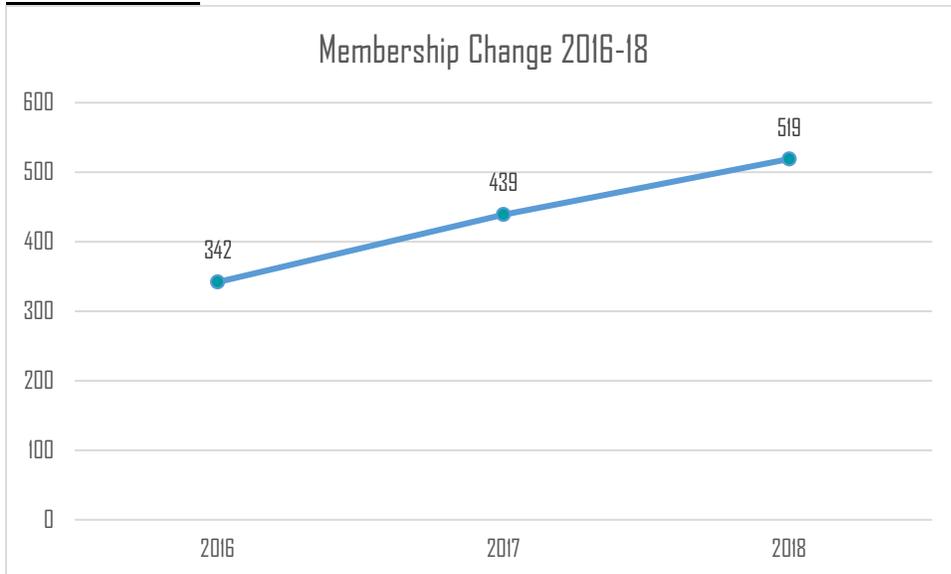
- Continued implementation and subsequent evaluation of the first year of the New State Director Leadership Program, along with thoughtful revisions to launch the second cohort in September 2018.
  - Update: Completed; second cohort launched
- 2018 Fall Meeting
  - Update: Completed; and ahead of all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

### **Priorities for Next Six Months (October 2018 – March 2019)**

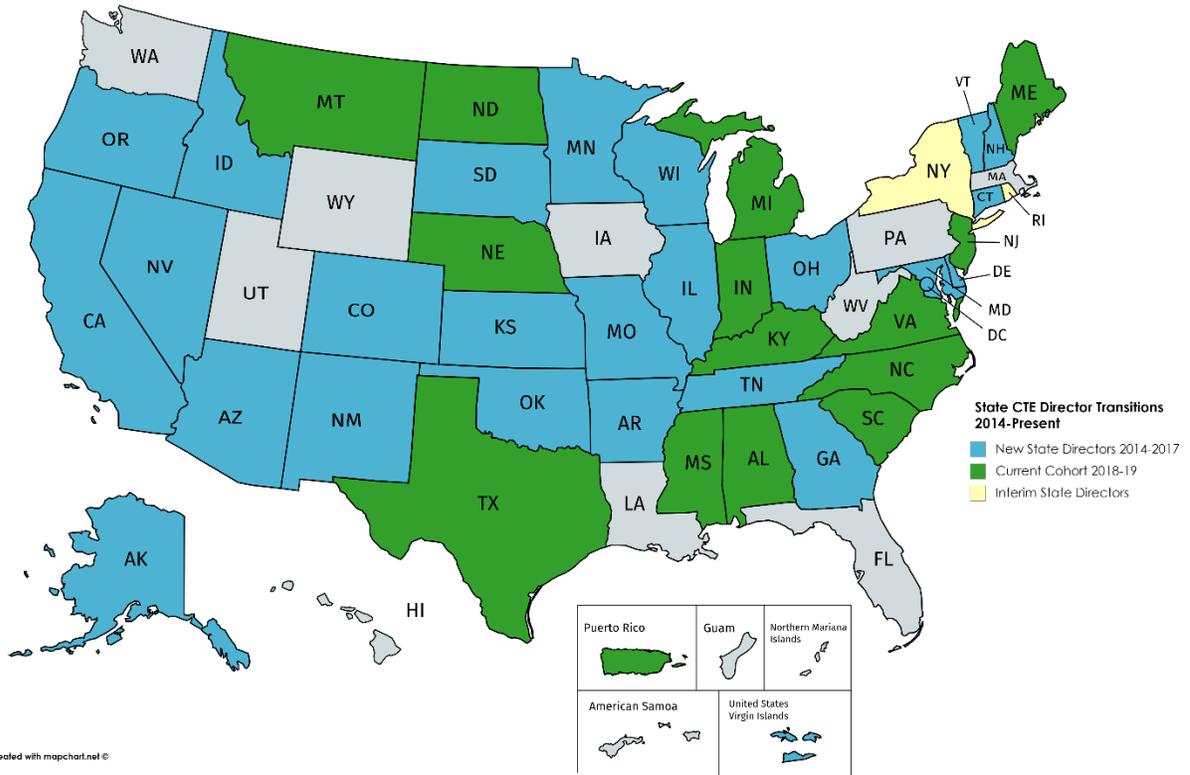
- 2018-19 New State Director Leadership Program
- Perkins V Regional Implementation Meetings

- 2019 Spring Meeting
- Expansion of online forums for all members

**Relevant Data**



**Tenure of State CTE Directors 2014-Present**



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Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
<b>Strategic Priority 1: Ensure the Adoption and Implementation of High-Quality State and Federal CTE POLICY</b>					
	1a. Develop, refine and advance federal legislative and budgetary priorities that support, promote and increase equitable access to and success in high-quality CTE.				
	1a1	Continue to refine and advance advocacy strategies in support of Perkins reauthorization.	Summer 2018	Complete	
	1a2	Track, analyze and advocate for HEA, WIOA, ESSA and other key federal policies that impact or intersect with CTE (e.g., Apprenticeships, TANF, etc.).	Fall 2018		
	1a3	Review and update policy priorities and recommendations to ensure full alignment with Putting Learner Success First and with member input.	Ongoing		
	1a4	Launch a "double the investment" campaign for federal investment in CTE.	2018		
	1a5	Plan and execute transition strategies after 2018 midterm and 2020 elections.	Summer 2018 & Summer 2020		
	1b. Develop and promote policy frameworks, publications and tools that support, promote and increase learner access to and success in high-quality CTE.				
	1b1	Plan and execute a forward-looking research agenda and create high-quality publications (in alignment with member needs and using Putting Learner Success First as a foundation).	Ongoing		
	1b2	Develop state policy frameworks and other tools to support policy implementation, with technical assistance opportunities embedded in the development and release.	Fall/Winter 2018-19		
	1b3	Develop and disseminate tools and supports related to Perkins, WIOA, HEA, ESSA and other key federal policies impacting CTE.	Summer 2018		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
		1b4 Develop customized, state-specific resources, such as fact sheets and personalized results of surveys.	Ongoing		
		1b5 Maintain and continue to refine Learning that Works Resource Center.	Ongoing		
		1b6 Conduct research into and develop resources that support equity in CTE.	Summer 2018		
	1c. Support Advance CTE members in the implementation of federal and state legislation and policies through structured and just-in-time technical assistance.				
		1c1 Develop TA strategy focused on supporting states' strategic planning and implementation of specific state and federal policies.	Ongoing		While the organization provides extensive ad hoc and structured TA and has an organizational definition of "technical assistance," we do not yet have a truly intentional strategy
		1c2 After Perkins reauthorization, develop a mix of virtual and in-person workshops, supported by implementation tools and templates.	Summer 2018		
		1c3 Build member capacity for federal advocacy through regular calls, training and resources.	Ongoing		
		1c4 Market and disseminate technical assistance services, supports and success stories	Summer 2018		See above
	1d. Plan and execute a strategy for the revision of the National Career Cluster® Framework.				
		1d1 Refresh Career Clusters section on careertech.org (interim step).	Fall 2018		Delayed until end of 2018 as part of broader website update
		1d2 Execute a comprehensive and inclusive strategy for revising the National Career Clusters Framework.	Winter 2018-19		Delayed until end of 2018 due to capacity/in process of hiring new staff to lead
		1d3 Release the revised National Career Clusters Framework and related resources, supported by a comprehensive communications plan.	Fall 2019		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
		1d4 Develop/offer technical assistance to support implementation of revised Framework and improved systems alignment.	Fall 2019		
<b>Strategic Priority 2: Empower Advance CTE Members through Topical and Impactful PROFESSIONAL LEARNING</b>					
	2a. Maintain strong and effective two-way communications channels with Advance CTE members to ensure they are aware of and inform Advance CTE's priorities, activities, resources and events.				
		2a1 Gather regular information on members' satisfaction and priorities (e.g., member services survey, new member skills/interest inventory, 2-minute round up, post-meeting evaluations, etc.).	Ongoing		
		2a2 Use the state engagement matrix and review process to ensure depth and breadth of member engagement, including targeted follow up to lower engagement states.	Ongoing		
		2a3 Leverage member task forces, committees, kitchen cabinets around specific challenges or topics to advance strategic goals.	Ongoing		
	2b. Provide high-quality in-person and virtual professional development events and resources to build, grow and strengthen the leadership skills and content knowledge of Advance CTE members, which they then implement in their own states and communities.				
		2b1 Plan and execute the annual Fall and Spring convenings.	Ongoing		
		2b2 Plan and execute a year-long virtual professional learning strategy, including, at a minimum, webinars.	Fall 2018		
		2b3 Plan and execute at least two annual cohorts of the Virtual Institute and leverage participants' engagement to advance the organizational vision.	Summer-Fall 2018		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	2c. Provide personalized and targeted supports to Advance CTE members to support CTE's leadership pipeline.				
	2c1	Deliver annual new State CTE Director leadership program.	Ongoing		
	2c2	Design an expanded "leadership program" that supports new State Directors as well as future/rising leaders and experienced leaders.	Winter 2019		
	2c3	Lead the annual Advancing Career Technical Education Leadership awards to recognize and leverage leaders within the organization.	Ongoing		
	2c4	Provide annual advocacy training for Advance CTE officers' on messaging and major organizational initiatives.	Spring 2019		
	2d. Build and strengthen communities within Advance CTE's membership to foster cross-state sharing and learning.				
	2d1	Develop and execute a strategy for supporting region-specific communications, supports and cross-state engagement.	Fall 2018		
	2d2	Develop and execute a strategy for supporting content and/or role-specific virtual and/or in-person communities of practice.	Fall 2018		
	2d3	Refresh members' only section on careertech.org to serve as repository and platform for cross-state sharing.	Winter 2018-19		
<b>Strategic Priority 3: Raise the Visibility and PROMOTION of High-Quality CTE</b>					
	3a. Develop, disseminate, and support Advance CTE members and key stakeholders in the use of communications resources, tools, messages and technical assistance to build the visibility of and support for high-quality CTE.				

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
		3a1 Develop and maintain case-making, messaging and communications tools and resources to promote high-quality CTE.	Ongoing		
		3a2 Provide technical assistance to states to support CTE communications, outreach and recruitment.	Ongoing		
		3a3 Lead the Excellence in Action award program, including year-long utilization of best practices from current and previous award winners.	Ongoing		
		3a4 Develop and execute workshops for counseling professionals.	Summer 2018-Winter 2019		
	3b. Position Advance CTE as the go-to organization for members, policymakers, the media and other key stakeholders seeking expertise, accurate information and timely resources related to CTE.				
		3b1 Refresh careertech.org to reflect mission/vision, messaging and strategic priorities.	Fall 2018		Website refresh kickoff was delayed due to competing capacity but is planned to be completed by early 2019
		3b2 Develop and execute promotion strategies for all of Advance CTE's resources, initiatives and accomplishments.	Ongoing		
		3b3 Maintain and expand relationship with CTE caucuses and key Congressional staff.	Ongoing		
		3b4 Create and execute media engagement strategy.	Ongoing		Elements of the strategy have been developed but it has not been fully implemented, organization-wide
		3b5 Maintain and build upon Advance CTE's social media and web presence and reach.	Ongoing		
		3b6 Send timely and engaging newsletters targeted at key audiences (e.g., member newsletter, Learning that Works, etc.)	Ongoing		
		3b7 Develop and disseminate annual report of Advance CTE's reach and impact.	Winter 2018-19		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	3c. Plan and execute a strategy to celebrate Advance CTE's 100-year anniversary that documents and honors our history and success while continuing to move the organization and CTE field forward.				
	3c1	Develop a 100-year "retrospective" on Advance CTE's accomplishments.	Winter 2019		
	3c2	Develop year-long communications strategy.	Spring 2019		
	3c3	Embed the 100-year anniversary in 2020 Spring convening.	Fall 2019		
	3c4	Host Summit for 2020 Fall convening.	Summer 2019		
	3d. Plan and execute a fundraising and development strategy that aligns with and advances the organizations' mission and vision.				
	3d1	Develop and execute a fundraising strategy that both recognizes and honors existing funders and cultivates potential funders.	Ongoing		
<b>Strategic Priority 4: Build and Maintain Strong and Effective PARTNERSHIPS that Advance our Vision and Mission</b>					
	4a. Develop, maintain and grow strategic partnerships with policymakers, federal agencies, advocacy groups and other key organizations to advance the federal legislative and budgetary priorities.				
	4a1	Build and sustain effective partnerships with key Congressional offices and committees to effectively impact authorizing legislation and federal funding.	Ongoing		
	4a2	Sustain ongoing successful partnerships with key federal agencies (USDE, USDOL, etc.)	Ongoing		
	4a3	Engage in cross-organizational coalitions to amplify our impact of organizational federal advocacy, authorizing, appropriations and regulatory priorities. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	4b. Develop, maintain and grow strategic partnerships with policymakers, advocacy groups and other key stakeholders to support states' adoption and implementation of legislation and policies.				
		4b1 Actively cultivate and sustain expanded partnerships with other state-facing and TA-providing organizations to foster awareness of and support for high-quality CTE. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing		
		4b2 Lead CTE in Equity committee of partner organizations to advance the field on ensuring equitable access to and success in CTE pathways.	Summer 2018		
	4c. Develop, maintain and grow strategic partnerships with K-12 and postsecondary education organizations to ensure CTE is considered an essential partner in the full P-20 education continuum.				
		4b1 Build, strengthen and expand partnerships with K-12 educational organizations. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing		
		4b2 Build, strengthen and expand partnerships with postsecondary organizations and coalitions to deepen and expand our postsecondary knowledge and resources. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing		
		4b3 Engage key education organizations and stakeholders in National Career Clusters Framework revision.	Fall 2018		Delayed until end of 2018 due to capacity/in process of hiring new staff to lead

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	4d. Develop, maintain and grow strategic partnerships, particularly with employers and industry and workforce development organizations, to ensure CTE is considered an essential partner to workforce and economic development.				
	4d1	Build, strengthen and expand partnerships with industry and workforce development organizations/associations. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing		
	4d2	Engage key employer and industry organizations and stakeholders in the National Career Clusters Framework revision.	Winter 2018-19		
	4d3	Develop and execute employer/industry sign-on campaign (as part of double the investment).	Fall 2018		
<b>Strategic Priority 5: Develop and Maintain Internal PROCESSES and PROTOCOLS to Ensure a Strong, Healthy and Sustainable Organization</b>					
	5a. Ensure all aspects of the management of Advance CTE/The Center to Advance CTE are effective, efficient and in legal compliance.				
	5a1	Undergo review against Maryland's Non-Profit Standards of Excellence and meet all standards.	Winter 2019		
	5a2	Actively maintain and support Board of Directors, including maintaining updated Board policy manual.	Ongoing		
	5a3	Maintain up-to-date personnel policies.	Ongoing		
	5a4	Ensure compliance with all Board-approved finance policies, including annual audit.	Ongoing		
	5a5	Execute full life cycle of dues renewal process including invoicing, membership database maintenance and audit of all systems.	Spring 2019		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	5b. Revise and update the organizational standard operations procedures manual to comprehensively articulate key organizational policies, processes and practices.				
		5b1 Execute an inclusive process for creating an SOP manual that includes processes, templates and models for key aspects of the organization.	Summer 2018		This has been delayed due to capacity challenges and is requiring an update of the project plan; it remains an organizational priority
		5b2 Develop and implement an effective employee onboarding protocol.	Winer 2018-19		
		5b3 Conduct regular internal staff training so everyone understands what is included in SOP and their role in maintaining it.	Winter 2019		
		5b4 Ensure the SOP manual articulates sufficient checks and balances for fiscal accountability and stewardship.	Winer 2018-19		
	5c. Develop, maintain and use an internal knowledge management system.				
		5c1 Internal knowledge management system is updated at least quarterly.	Ongoing		
		5c2 Offer regular internal staff training so everyone understands what is included in the knowledge management system and their role in maintaining it.	Ongoing		
		5c3 Launch internal effort to capture state-specific information and engagements in knowledge management system.	Ongoing		Staff currenty captures information informally and through ad hoc methods. In the future, the organization will explore potential processes or solutions to better capture and share information.
		5c4 Leverage knowledge management system to develop a member-facing "research warehouse" that provides access to timely and relevant data.	Winter 2018-19		

Strategic Priority	Strategy	Activity	Timeline (Start)	July - Sept Progress	Description
	5d. Support and maintain a positive work culture that is collaborative and values employees' contributions, leadership and growth.				
	5d1	Undertake review of annual performance evaluation system.	Winter 2019		
	5d2	Clarify and elevate professional development opportunities for staff.	Winter 2019		
	5d3	Offer regular "sunshine committee" activities.	Ongoing		
	5e. Maintain an organizational commitment to being data-driven and focused on continuous improvement.				
	5e1	Update Impact & Reach Dashboard quarterly.	Ongoing		
	5e2	Engage in bi-annual stocktakes with the Board of Directors.	Ongoing		
	5e3	Institute post-project/initiative debrief meetings.	Ongoing		
	5e4	Embed feedback loops and evaluations in all meetings and technical assistance offerings.	Ongoing		

	On track
	Nearly on track
	At risk of going off track
	Off track
	Not started yet