

QUICK UPDATES

Upcoming Board Meetings: We'll be rescheduling the Board conference call, originally slated for November 1, soon. We are still waiting on a confirmed timeline for grant approval from JPMC.. In the meantime, please RSVP to Kim (kgreen@careertech.org) for the January 13 and 14, 2020 in person Board meeting in Minneapolis!

State CTE Director Changes:

- Deborah Riddle resumed her position as the State Director in Alaska.
- Cliff Chuang is the new interim State Director in Massachusetts.

Administrative Updates: This month, we welcomed [Meghan Wills](#) as our Director of Strategic Initiatives and [Sam Dunietz](#) as our Senior Associate for Federal Policy. Learn more about them, click on their name to get to their "getting to know you" blog. We are working to fill the open position of our Senior Associate, Member Engagement & Professional Learning at Advance CTE and hope to have this filled in the coming months. If you know of anyone who would be a good fit for this position, please send them to [this page](#) on our site.

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

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 underway. See an update below. Staff had a conversation with Siemens about another round of funding – to begin in first quarter 2020 – and Siemens was incredibly supportive. Work on the next proposal has begun this summer to be submitted in early fall.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is underway, with the grant moving into its final stages before ending in December 2019.	Ongoing
New Skills for Youth 2.0	JPMorgan Chase	Work continues to develop the strategy for NSFY 2.0 with JPMC and Education Strategy Group. We are submitting a slightly updated scope of work and draft budget for the five-year investment in September based on feedback on our initial submission.	Proposal Development
Postsecondary program quality	Joyce Foundation	Our work with Colorado and Illinois has continued and, in the case of Illinois in particular, is aligning with support for Perkins V implementation.	Ongoing

Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	The Perkins implementation support is well underway. See update below. This month, we received an additional \$250,000 to support the CTE Summit in Fall 2020 and intensive support for Gates' priority states.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The MOU with New America for PAYA runs through September 2019. Work has begun on an MOU for year 2 of the initiative, which will be a similar funding level (\$100,000).	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work is underway; see an update below.	Ongoing
Perkins implementation	Joyce Foundation	The Perkins implementation support is well underway. See update below.	Approved
Area Technical Centers	Lumina Foundation	We submitted a proposal around the role of area technical centers in supporting adult learners and statewide postsecondary attainment goals in July and have had some back and forth with Lumina in August to finalize some details. This grant would be for \$250,000 and would be a 16-month project from Fall 2019 through Winter 2020.	Proposal Development
Short-Term Pell	Lumina Foundation	We are partnering with the National Association of Student Financial Aid Administrators to identify strategies for expanding Title IV-A funding to short-term programs. The project is kicking off in September.	Approved
Postsecondary Data Quality	ECMC Foundation	We are in the process of finalizing our proposal – after some back and forth with the ECMC Foundation – to go in front of the Foundation's Board in October. The grant would be for \$750,000 and cover three years.	Proposal Development
Talent Pipeline Management	U.S. Chamber of Commerce Foundation	Advance CTE staff has secured a contract with the U.S. Chamber of Commerce Foundation to embed CTE into their Talent Pipeline Management curriculum for \$40,000. This work launched in August 2019 and will run through April 2020.	Ongoing

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update : In August, Advance CTE added one new membership –an Associate, Non-State member.

Total membership as of August 31, 2019: **571** individuals

- State Membership*: 55 states (representing 55 State Directors and 196 state members)
- Associate, State: 12
- Associate, Non-state: 75
- Organizational: 37 organizations (representing 178 individuals)

Meetings/Events

Event Name	Date	Total Registered Participants
August Perkins Implementation Meeting	August 6-8	109 (15 states, 28 partners)
September Perkins Implementation Meeting	Sept 16-18	130 (15 states, 25 partners)
October Perkins Implementation Meeting	October 2-4	111 (15 states, 26 partners)

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

Federal Advocacy Plan: In August, Advance CTE held the first Perkins V Implementation Meeting and continued to release new resources on Perkins V. Advance CTE also continued advocacy efforts around the Fiscal Year 2020 (FY20) appropriations process and the reauthorization of the Higher Education Act.

The Strengthening Career and Technical Education for the 21st Century Act (Perkins V)

- In August, Advance CTE held the first of three Perkins V Implementation Meeting. 15 states joined this meeting to workshop through Perkins V state planning.
- Advance CTE has continued to support our members as they work to develop their four-year state plans and relay accurate information to our partners in the education and workforce communities.
- Advance CTE, with input from the Shared Solutions Workgroup, developed a guide to identify potential funding streams to support the Comprehensive Local Needs Assessment (CLNA). The [new resource](#) examines how Perkins funding streams, the Workforce Innovation and Opportunity Act (WIOA), the Every Student Succeeds Act (ESSA) and other state or private funds can be leveraged to support the CLNA.
- We have also continued to post our Perkins V resource roundup e-blast and blog. The latest edition was [Perkins V: How can states strengthen the CTE educator pipeline?](#)

Budget / Appropriations

- In August, the Senate passed a \$2.7 trillion budget agreement in a 67-28 vote. Through this agreement, the non-defense discretionary funding cap for Fiscal Year (FY) 2020 will increase by \$27 billion and defense spending will increase by \$22 billion. Each of those levels will go up by \$2.5 billion in FY21. This followed the House passing the Bipartisan Budget Act of 2019 ([H.R. 3877](#)), a budget deal that raises the caps on defense and non-defense discretionary funding for FY20 and FY21 and suspends the debt limit through July 31, 2021.
- Now, during August recess, the Senate Appropriations Committee is working to determine the division of funds across the 12 government funding bills. These bills will be introduced and voted on upon return from recess in September, and before government funding runs out on September 30.
- Advance CTE, in partnership with ACTE, sent a letter urging the Senate Appropriations Committee to increase funding in FY20 for the Perkins Basic State Grant.

Double the Investment Campaign

- Advance CTE continued the campaign to double the investment in CTE in August. Thus far, the campaign has the support of 380 employers, with the state of Virginia taking the lead with over 101 signatures. These employers are small businesses as well as major corporations representing every Career Cluster across 32 states.

Higher Education Act (HEA)

- In August, Representative Adriano Espaillat (D-NY) introduced the Jumpstart on College Act in the House (H.R. 4108) and Senator Ed Markey (D-MA) introduced the bill in the Senate (S.2395). This bill would authorize \$250 million per year in funding in state grants and grants to institutions of higher education to establish or scale up college in high school students, in particular for low income and traditionally underrepresented students. Advance CTE supported this bill upon introduction.

Congressional Offices Engaged in August 2019:

- Elizabeth Barczak, Rep. Gonzalez (R-OH)
- Flin Hyre, Sen. Roberts (R-KS)
- Charlotte Kaye, Sen. Perdue (R-GA)
- Katherine McClelland, House Committee on Education & Labor, Rep. Scott (D-VA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Alex Vargo, Sen. Romney (R-UT)
- Caitlin Wilson, Sen. Blunt (R-MO)

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

Technical Assistance

- Indiana, New York and Washington have continued to receive coaching from former State Directors; based on interest from the Gates Foundation, we have also extended an invitation of coaching to California, and that work will likely launch in the coming weeks.
- We have been providing technical assistance between June 2019-April 2020 to six states: Illinois, Minnesota, Ohio, Oregon, Tennessee and Texas. The supports will range from supporting stakeholder engagement and state-level coordination to digging into strategies for closing equity gaps and aligning programs of study. Florida will begin receiving supports in the coming weeks as well.

Shared Solutions Workgroups (SSW)

- Advance CTE's first of Shared Solutions Workgroups, focused on the comprehensive needs assessment (CLNA) ended in August with the release of its second and final set of deliverables:
 - [Promoting a Regional Approach to the Perkins V Comprehensive Local Needs Assessment](#)
 - [Investing in Quality: Funding the Perkins V Comprehensive Local Needs Assessment](#).
- The next SSWG – focusing on middle school CTE – will be launched in September. To date, we have 12 states involved, three national partners and one local practitioner.

Other Supports

- Advance CTE has begun planning for the "Expert Peer Review" it will be offering to states in fall 2019 to have national experts provide actionable feedback on draft state plans.
- To date, 30 states have signed up for one period and we have confirmed 17 expert peer reviewers, including seven former State Directors, two former OCTAE staff (including a former

Assistant Secretary of OCTAE), three CEOs/Presidents of national non-profits, and representatives from K-12, postsecondary and workforce development.

State Policy Update

Innovation Site Snapshots: In August, Advance CTE released the first five snapshots on JPMorgan Chase's local New Skills for Youth investments in:

- [Dallas, Texas](#)
- [Denver, Colorado](#)
- [Detroit, Michigan](#)
- [New Orleans, Louisiana](#)
- [South Bronx, New York](#)

In September/October, we will release another five snapshots – all on international investments – along with a synthesis report that pulls lessons learned from across all 10 sites.

CTE Data Initiative: Building upon this spring's State of CTE report, Advance CTE is working to secure funding from the ECMC Foundation for a new, three-year initiative focused on postsecondary data quality. Advance CTE is working with the foundation to refine a proposal for the initiative, which will be submitted to the foundation's board in October. The grant would allow Advance CTE to develop a CTE policy benchmark tool on data quality and recruit a cohort of up to four states for technical assistance and grant funding to strengthen the quality and effective use of CTE data.

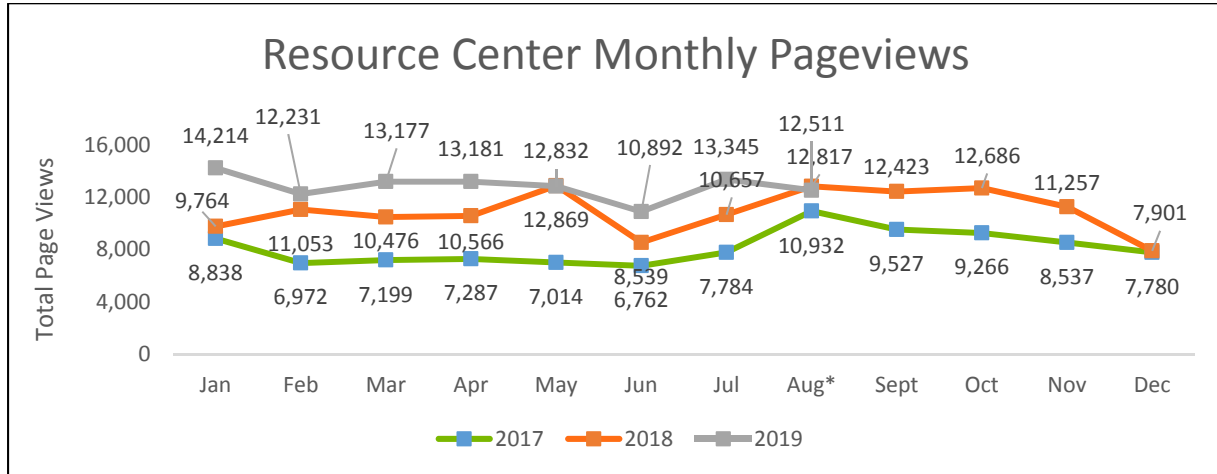
Equity Initiative : The fifth and final brief in the *Making Good on the Promise* series is in production and scheduled for an October release. The first draft of the brief, which examines state strategies to ensure equitable learner success in CTE programs, was completed in August and is undergoing internal review. Additionally, Advance CTE is developing an equity guide that draws on the strategies from the [Making Good on the Promise](#) series to help state leaders advance equity in CTE. Advance CTE is in the process of writing the first draft of the guide.

Iowa Perkins V Facilitation & Consultation Proposal: In August, Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), submitted a proposal to the Iowa Department of Education's Bureau of Career and Technical Education in response to an RFP to provide facilitation and consultation services in support of Perkins V implementation. The work would entail facilitation of Iowa's State Advisory Council and subgroup meetings, consultation with agency staff members, and management of the State Plan public comment process. The contract will be awarded in early September and the work would take place from late September 2019 through March 2020.

New Skills for Youth (NSFY) Snapshots and Summary: Advance CTE is in the process of developing the final round of the New Skills for Youth (NSFY) initiative snapshots and summary. Unlike past snapshots, these snapshots will examine states' impact across the entire NSFY initiative, beginning in 2016 with Phase One. The snapshots will be accompanied by a final summary report detailing trends and lessons learned from the initiative. The series is scheduled to be released in December.

Oregon Perkins V Facilitation: Advance CTE has been continuing its work with the Oregon Department of Education (ODE) and the Office of Community Colleges and Workforce Development (CCWD) to support the development of Oregon's Perkins V plan. In August, Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), facilitated five virtual workgroups, which will be followed by additional in-person workshops in October.

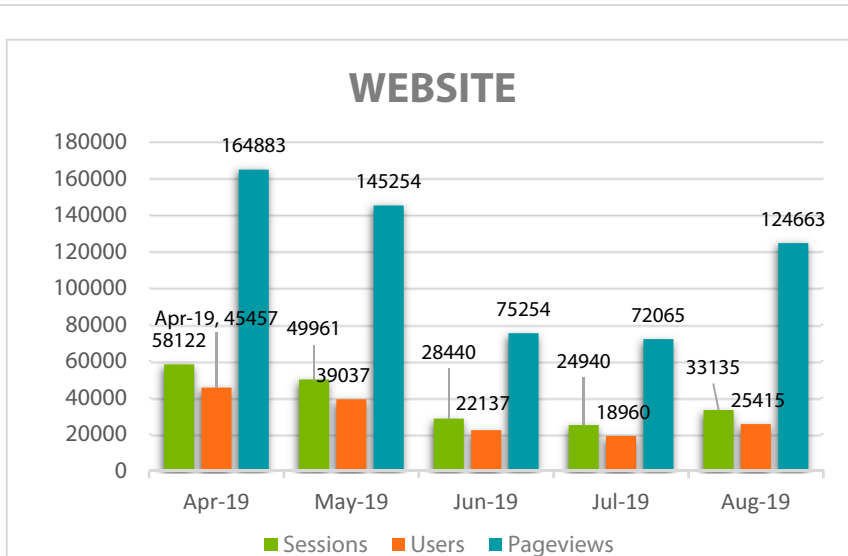
Learning That Works Resource Center: The Resource Center sustained a total of 12,511 hits for the month of August. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Making Good on the Promise: Expanding Access to Opportunity* brief. The most visited topic page was Career Advisement, followed by Perkins V. The least viewed topic pages were Instructor and Leader Quality and Systems Alignment (formerly Cross-Sector Strategies and Governance).



*Reported data for August includes website traffic through August 27, 2019

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

COMMUNICATIONS REPORT

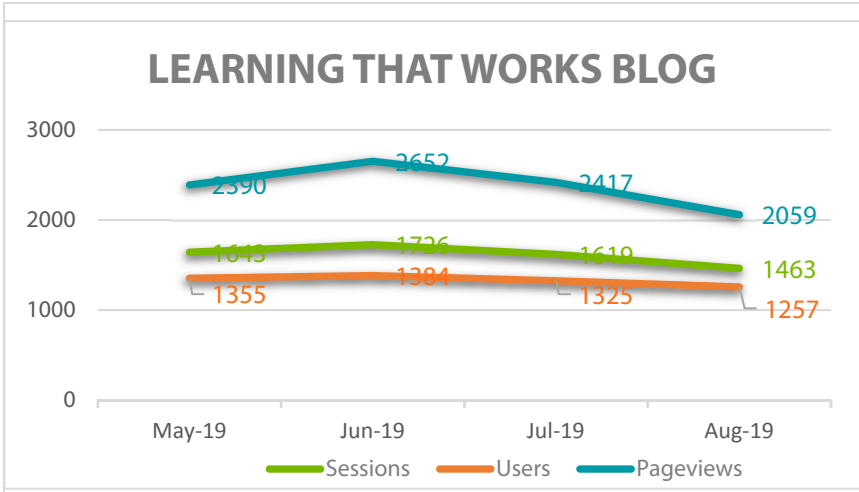


Major Organizational Releases/Initiatives

- Resource Center (2005)
- Fact Sheets (710)
- Perkins (491)

Acquisition of site users

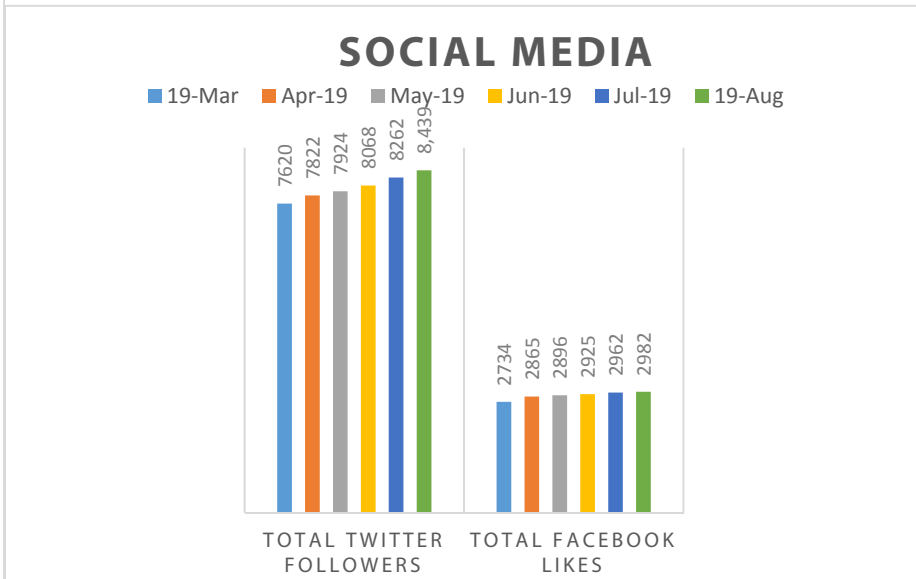
- Organic search (32%)
- Direct (52%)
- Referral (14%)
- Social (2%)



8 Blog Posts Published

Most visited blogs:

- States Support Alternative Methods to Earn College Credit and Degrees
- Perkins V: How can states strengthen the CTE educator pipeline?



Facebook: +20

Twitter: +177

Note: Consistent with the past, website views have decreased during the summer months. Numbers are typically down during summer and winter months as educators are on break.

Media: Advance CTE responded to one media request this month from Education Dive in regards to programs that teach learners about solar installation and careers in the solar energy industry.

Additionally, Advance CTE received a press mention in the New Bern Sun Journal for the following article, [Learning Career Skills in High School](#). Advance CTE was also included in a press release from Rep. Adriano Espaillat (D-NY) in regards to [introducing the Jumpstart on College Act](#).

Strategies for Attracting Students to High-Quality CTE (Siemens Grant): Advance CTE has continued working with cohort three, which includes four states (Arkansas, Georgia, Iowa and Utah). Staff will be traveling to Iowa and Arkansas in September to conduct onsite communications technical assistance.

The Career Advising and Development Training was delivered in Idaho, Montana, North Dakota, New Mexico and New Jersey in August. The training will be delivered in five states in September. Components of the training will be delivered virtually through ASCA’s online platform beginning in October and 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

PRESENTATIONS	<ul style="list-style-type: none"> Facilitated Ohio's Perkins V Stakeholder Engagement Committee (Columbus, Ohio)
EVENTS ATTENDED	<ul style="list-style-type: none"> Research Briefing on Special Education, hosted by the Committee for Education Funding, Washington, DC Community Partner Reception, hosted by JPMorgan Chase & Co. Degree Apprenticeship Design Institute, hosted by New America, Washington, DC Campaign to Invest in America’s Workforce, hosted by the National Skills Coalition, Washington, DC
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> ACTE Association of Equipment Distributors Council of Chief School Officers Disney International Coaching Federation Education Commission of the States Education Strategy Group Everyone Graduates Center at Johns Hopkins University Institute for Higher Education Policy JPMorgan Chase & Co. National Association of Elementary School Principals National Association of Secondary School Principals National Association of Student Financial Aid Administrators National Center for Education Research at Institute of Education Sciences National Education Association National School Boards Association National Skills Coalition New America Opportunity America Project Lead the Way U.S. Chamber of Commerce Foundation University of Massachusetts Medical Center

Advance CTE Newsletter

Your voice from the nation's
capital



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NEW RESOURCES

Webinar: [Overview of Equity in Perkins V](#)

Guide/Tool: [Perkins V Reauthorization: Opportunities, Challenges and Risks for States](#)

Guide/Tool: [Making a Winning Case for CTE: How Local Leaders Can Communicate the Value of CTE](#)

Guide/Tool: [Promoting Career Technical Education: Social Media Guide](#)

Dear Advance CTE Members,

It was great to have engaging **BOLD** discussions with states as we kicked off the Perkins V implementation meetings here in Silver Spring, Maryland in early August. We hope you've found value in the state team time and cross-state feedback sessions and look forward to upcoming meetings.

This month we released [Promoting a Regional Approach to the Perkins V Comprehensive Local Needs Assessment](#) (CLNA) and [Investing in Quality: Funding the Perkins V Comprehensive Local Needs Assessment](#). *Promoting a Regional Approach* provides a framework, self-assessment, guidance and key questions to help states considering leveraging the CLNA process to foster regional collaboration - covering the why, what and how of such an approach. *Investing in Quality* identifies potential funding streams to support the CLNA to help make the case for such investments. Additional Perkins V resources can be found [here](#).

We also released a series of snapshots highlighting the work of JPMorgan Chase & Co. New Skills for Youth Innovation Sites. These are local investments from across the globe that aim to identify and implement the most promising ideas in career education, with a special focus on communities with the greatest need. Read them [here](#).

We are very excited to announce two additions to our staff. [Samuel Dunietz](#) is the Senior Associate for Federal Policy supporting and advancing Advance CTE's federal policy and implementation strategy. [Meghan Wills](#) is the Director of Strategic Initiatives. Meghan oversees and manages major organization-wide, highly visible initiatives that support, promote and increase learner access to and success in high-quality Career Technical Education (CTE). Read her blog post [here](#).

Finally, save the date for the Spring Meeting at the Renaissance Arlington (in Arlington, Virginia) May 13 - 15, 2020!

Sincerely,

➤ Member Updates

State CTE Director Transitions

- Jane Griesinger left the **New Jersey** Department of Education, we wish her all the best in her new position at the local level! Linda Eno will serve as the interim State Director.
- Steve Playl has been named the State Director in **Tennessee**.
- Deborah Riddle resumed her position as the State Director in **Alaska**.
- Cliff Chuang is the new interim State Director in **Massachusetts**.

We're hiring!

We have an open position for a [Senior Associate, Member Engagement & Professional Learning](#) at Advance CTE. Learn more about the position [here](#) and please feel free to send through your networks.

➤ View from the Hill

In August, Advance CTE continued to advocate our priorities for the Fiscal Year 2020 (FY20) such as the appropriations process and reauthorization of the Higher Education Act (HEA). Since a budget agreement was finally reached in August, and the Senate Appropriations Committee is currently determining the division of FY20 funds across the 12 funding bills, Advance CTE, in partnership with ACTE, sent a letter urging the Senate Appropriations Committee to increase funding in FY20 for the Perkins Basic State Grant.

Advance CTE also supported the introduction of the Jumpstart on College Act (H.R. 4108/S. 2395). The full bill can be viewed [here](#), and a press release with a quote from Advance CTE can be viewed [here](#).

Check out the new edition of our Perkins V Resource Roundup blog: [Perkins V: How Can States Strengthen the CTE Educator Pipeline?](#)

➤ State Policy Overview

On August 9, **Illinois** Governor Jay Robert Pritzker signed [SB1694](#) into law allowing high schools to include a unit of instruction in workplace preparation in their curriculum.

On the same day, [SB2024](#) was also signed into law in Illinois. The law directs the Department of Commerce and Economic Opportunity to conduct a study on the expansion of apprenticeship programs in the state. Upon completion of the report, the Department must provide a report to the governor and the general assembly that includes research on existing apprenticeship programs and the identification of job fields that have high participation rates among diverse communities.

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

➤ Double the Investment

The [campaign](#) to double the federal investment in CTE continues as more employers sign on, with 35 states represented across 16 Career Clusters®. However, we still need your help to get even more signatures!

Which state is in the lead? Virginia is currently taking the lead. Want to bump Virginia out of the top spot? Visit the [share page](#) to find a sample [PowerPoint presentation with talking points](#), a [promotional toolkit](#) with Tweets and email blurbs, [graphics](#), and more to help you communicate about the campaign. Be sure to follow [@DoubleCTE](#) on Twitter to follow along with the campaign!



Where We've Been

Advance CTE staff travels across the country to present, conduct workshops and provide technical assistance to states.

This month, staff:

- Hosted the Perkins V Implementation Meeting in **Maryland**;
- Facilitated Ohio's Perkins V Stakeholder Engagement Committee in **Ohio**;
- Participated in New America's Degree Apprenticeship Design Institute in Washington, D.C.;
- Attended the Research Briefing on Special Education hosted by the Committee for Education Funding in Washington, D.C.;
- Attended the Campaign to Invest in America's Workforce hosted by the National Skills Coalition in Washington, D.C.; and
- Engaged with **4** Congressional offices.

Learn more about how Advance CTE can support your work [here](#).

 [Forward to a Friend](#)

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