

QUICK UPDATES

Note: We should be launching the new template of the Board updates in April! Coming soon!!!

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

Please mark your calendars! All meetings will take place via Zoom unless otherwise specified.

February 25, 2022 – Joint Board Meeting	2 – 3 p.m.	budget modifications due to new grants; WIOA recommendation revisions; Board policy manual updates
March 18, 2022 - Joint Board Equity Training	2 - 5 p.m.	Equity Training
April 18, 2022 – Advance CTE Board Meeting	3 – 3:30 p.m.	Financial report, Nominations Committee Report
April 18, 2022 – Joint Board Meeting	3:30 – 4:30 p.m.	Strategy updates and Career Cluster Framework vote
April 18, 2022 – Center to Advance CTE Board Meeting	4:30 – 5 p.m.	Financial report, development updates
May 11, 2022	In person TBD (aiming for 1 - 3 p.m.)	Stocktake
June 29, 2022 – Advance CTE Board Meeting	3 – 4 p.m.	FY23 Budget
June 29, 2022 – Center to Advance CTE Board Meeting	4 – 5 p.m.	FY23 Budget

** All times listed above are the eastern time zone*

Administrative Update:

- [Haley Wing](#) joined the team as a Senior Policy Associate on January 10, 2021.
- Advance CTE currently has [open positions](#) posted for a Policy Associate and Senior Policy Associate.

Finance Update: These numbers represent the July through January 2022 income and expenses, which is 58% of the fiscal year. We will be presenting a budget modification at the Board in February to incorporate the new grants we received from Annie E. Casey, the Joyce Foundation, College in High School Alliance (CHSA), JFF and the Walton Family Foundation.

Advance CTE Budget Snapshot
Received 86.6% of budgeted income
Expended 36.2% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 84% of budgeted income
Expended 35% 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 the organization’s ongoing grants and any major development activities from this month.

<i>Grant/Proposal/Contract</i>	<i>Organization/Partner</i>	<i>Status</i>	<i>Progress Since Last Board Update</i>
Strategies for Recruiting Students into CTE	Siemens Foundation	Ongoing	No major updates beyond the work is progressing as described below.
New Skills ready network	JPMorgan Chase	Ongoing	No major updates beyond the work is progressing.
CTE Without Limits, Career Clusters, CLNA/Perkins	Gates Foundation	Ongoing	No major updates beyond the work is progressing as described below.
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	No major updates beyond the work is progressing.
NSFY Innovation Sites (Data Quality)	JPMorgan Chase	Ongoing	We will be delaying the release of our CTE equity index based on rich feedback we got from our pilot testing this fall. As such, we have requested one final, three-month no-cost extension to finalize that work.
Equity	Joyce Foundation	Ongoing	No major updates beyond the work is progressing.
Postsecondary Data Quality	ECMC Foundation	Ongoing	No major updates beyond the work is progressing as described below.
Postsecondary CTE Fellows Program	ECMC Foundation	Ongoing	No major updates beyond the work is progressing as described below.
NIDILRR	UMass Medical School	Ongoing	No major updates beyond the work is progressing.
College High School Alliance	Joyce Foundation	Ongoing	CHSA is in active discussions with the Joyce Foundation for its renewal of the grant, which will include some focus on CTE and EPSOs
	Gates Foundation	Ongoing	No major updates beyond the work is progressing.

	ECMC Foundation	Ongoing	No major updates beyond the work is progressing.
Stimulus Coalition	Bloomberg, Annie E. Casey, Walton, Beacon Fund, Gates, Carnegie	Ongoing	Advance CTE is partnering with JFF, Education Strategy Group, NGA, ExcelinEd and New America on a multi-funder, multi-year investment to help states and communities leverage stimulus funding to support high-quality and equitable career pathways. We are still in the planning phase with the goal of a public launch in late summer/early fall 2022.
CTE Funding & CTE without borders	Walton Family Foundation	Ongoing	No major updates beyond the work is progressing.

PROFESSIONAL LEARNING UPDATE

Membership Update: In January, Advance CTE added two new state members.

- State CTE Directors: 55
- State team members: 214
- Individual associate state: 18
- Individual associate, non-state: 80
- Organizational: 44 organizations, 166 individual organizational members

State CTE Directors:

- George Willcox retired in December. David Eshelman has been appointed as the new State CTE Director in Virginia.
- PJ McGrew left the State CTE Director position in Indiana. The new State Director has not been announced publicly at this time.

Member Engagement & Professional Learning: This month, Advance CTE launches a new webinar series that focuses on practical examples of the vision principles and action steps in order to support CTE leaders in implementing the CTE Without Limits vision. The first webinar links the *Braiding Funding To Support Equitable Career Pathways* brief with the principle one action step to design equitable funding models that direct funding to where it is needed most.

Advance CTE is also hosting an Ask an Expert session to engage members in applying the *With Learners, Not For Learners: A Toolkit for Elevating Learner Voice in CTE* to their work.

Postsecondary State CTE Leaders Fellowship Program at Advance CTE: Fellows met for the second workshop in January, for an engaging session exploring the legacies of inequitable postsecondary CTE as well as current opportunities to ensure equitable outcomes for CTE learners. A panel of current CTE leaders including Louisiana State CTE Director Dr. Brittney Baptiste Williams, Arkansas Senior Associate CTE Director Dr. Sonja Wright-McMurray and Matt Giani, Director of Research and Data Science, OnRamps and Assistant Professor of Practice, Department of Educational Leadership and Policy at University of Texas Austin provided deeply personal insight into their CTE leadership journeys, showcasing multiple pathways to influencing postsecondary CTE while also building Fellows' professional networks. On the

panel, one of the Fellows remarked, “The panel was an excellent addition to the workshop. Their areas of expertise were diverse and yet, each of their chosen career paths are in alignment with advancing CTE related issues with an equity lens. Honestly, I do not see how a better group of presenters could have been chosen.”

The Advisory Committee will meet in late January to review application and recruitment materials for the second cohort of Fellows.

Strategies for Recruiting Students into CTE: Virtual career advising workshops launched this month in Connecticut, Wyoming, and Nebraska - 30 will be delivered nationwide by trained facilitators. States will submit mid-grant reports on January 31, 2022. Cohort states prepare to launch on-the-ground initiatives, including ambassador programs, social media pilot programs, and diploma endorsement design contests.

Presentations continue at national and state conferences.

STATE AND FEDERAL CTE POLICY

Federal Advocacy Update: Advance CTE focused its advocacy efforts this month on the still ongoing federal fiscal year 2022 (FY22) appropriations process. Current FY22 funding is set to expire on February 18 and Advance CTE views this upcoming deadline as the next opportunity to secure additional funding for Perkins V. In conjunction with ACTE, Advance CTE engaged with the “four corners”-- the top lawmakers responsible for determining FY22 funding—urging them to complete work on a full-year funding bill, along with an increase in funding for Perkins V’s basic state grant program. Advance CTE has also continued to conduct funding advocacy via the Committee for Education Funding (CEF), of which the organization is a board member. As efforts on FY22 funding continue, Advance CTE will be collaborating with partners on Capitol Hill to ensure full-year funding for the current 2022 federal fiscal year (FY22).

In addition, Advance CTE was successful in impacting the America COMPETES Act– legislation that is broadly aimed at enhancing the global competitiveness of the American economy by making targeted investments in critical sectors of the economy such as advanced manufacturing and technology. Working with partners, Advance CTE helped shepherd an amendment to this legislation during floor consideration which added in the College Transparency Act (CTA) and the JOBS Act. These bills would improve postsecondary data systems and while also expanding Pell grant eligibility to shorter-term job training programs, respectively. Advance CTE has been strongly supportive of and has endorsed both of these proposals over several Congresses. The COMPETES Act now moves to conference, where lawmakers will need to reconcile the differences between this proposal and a narrower version advanced by the Senate last summer.

State Policy Update:

State-Specific TA Provided:

- **Alabama:** Advance CTE is working with the Alabama Community College System through the PDI to develop a modified opportunity gap analysis dashboard that includes credential attainment data and accommodates learner-level records. Advance CTE is working to design and schedule a training with CTE Deans in April to identify and address opportunity gaps.
- **New Mexico:** Advance CTE met with New Mexico to provide assistance with the train-the-trainer Opportunity Gap Analysis session being conducted using strategies and materials from the September 2021 workshop.

- **Illinois:** Advance CTE met with Illinois to plan the co-facilitation of train-the trainer Opportunity Gap Analysis sessions for regional CTE coordinators being conducted with resources and materials from the September 2021 workshop.
- **Opportunity Gap Analysis:** Advance CTE hosted a technical assistance call for the 10 states who participated in the September 2021 workshop to continue building a community of practice to solve common problems experienced by state agencies.
- **Delaware:** Advance CTE had a quarterly check-in call with Delaware for the Advancing Postsecondary CTE Data Quality Initiative.
- **District of Columbia:** Advance CTE had a quarterly check-in call with DC for the Advancing Postsecondary CTE Data Quality Initiative.
- **Oregon:** Advance CTE had a quarterly check-in call with Oregon for the Advancing Postsecondary CTE Data Quality Initiative.
- **Kentucky:** Advance CTE continued to provide support through the TA effort in partnership with College in High School Alliance and JFF.

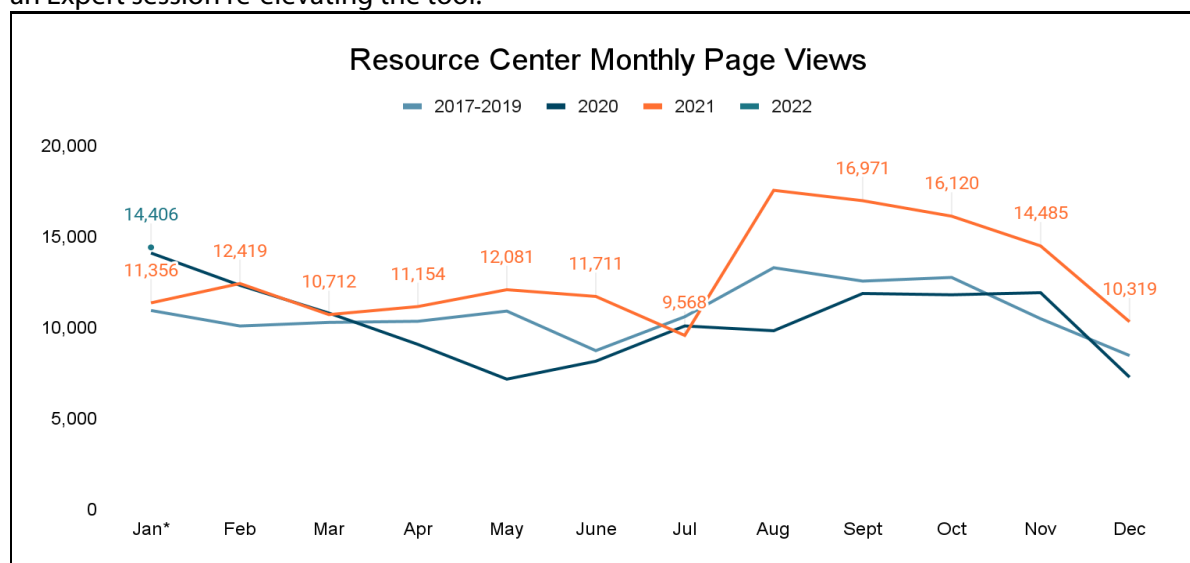
Data Initiative: The PDI community of practice was relaunched in January with a discussion of successes and challenges. A full calendar is in place for monthly calls throughout the year, addressing topics such as reporting, data linkages, intersectional data disaggregation and more. The community of practice calls serve the five funded states and an additional six states working on postsecondary CTE data quality.

Publication Updates:

Advance CTE released two publications in January:

- [Lessons in Collaboration and Innovation: The Impact and Promise of the Comprehensive Local Needs Assessment](#)
- [Braiding Funding to Support Equitable Career Pathways](#)

Learning that Works Resource Center: The Resource Center sustained a total of 14,406 hits as of January 28, 2022, well above our average traffic for January. The increased traffic was driven by new Advance CTE publications, *Lessons in Collaboration and Innovation: The Impact and Promise of the Comprehensive Local Needs Assessment*, *Implementing Individual Career and Academic Plans at Scale*, and *Braiding Funding to Support Equitable Career Pathways*. Additionally, the Learner Voice Toolkit, which was released in August 2021, was one of the top visited resources this month after Advance CTE hosted an Ask an Expert session re-elevating the tool.



*Through January 28, 2022

Equity Strategy Update

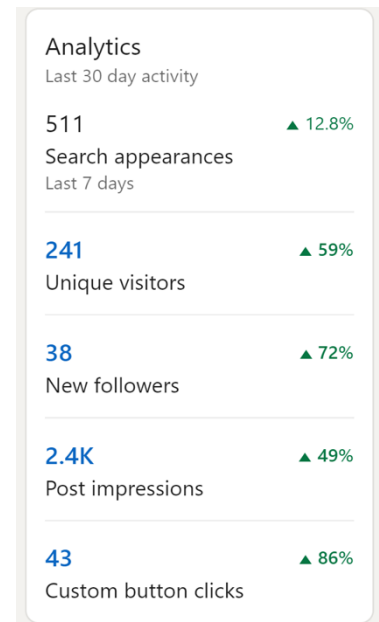
Opportunity Gap Analysis: Advance CTE hosted a technical assistance call for the 10 states who participated in the September 2021 workshop to continue building a community of practice to solve common problems experienced by state agencies. We are gearing up to launch the application for our next cohort in early March.

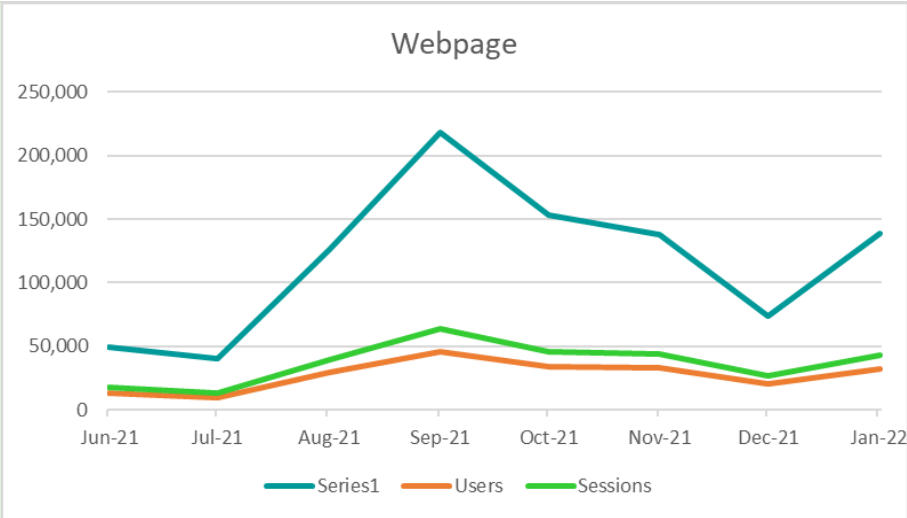
CTE Without Limits: In January, FIRST became the 42nd organization to [sign on in support](#) of *CTE Without Limits*. Advance CTE finalized the scope of work with the three states receiving technical assistance through the Advancing the Limits initiative, Colorado, Nebraska and South Carolina. In addition, we continued to recruit and plan for the new community of practice, which will have its kickoff meeting on February 7. We also launched our next webinar series, each aligned with actions in the vision, in January, with webinars planned through the spring. Finally, planning is underway to recognize the anniversary of the launch of the vision in March.

PROMOTION

Communications Update:

January demonstrated a great month of social engagement, particularly on the Advance CTE LinkedIn page. The data included in the image to the right shows higher than average percentage changes across all page analytics, which is how the communications team monitors the organization's reach and engagement on this platform. Most notable is the 86% increase from the previous 30 days for custom button clicks. Currently, on the Advance CTE LinkedIn page, when a page visitor clicks on the custom button they will click through to careertech.org. To attract page visitors and have them respond to our call to action is a big win for our team. Following custom button clicks is a substantial growth in new followers on LinkedIn for this 30-day period of activity. We celebrate knowing our reach and engagement is increasing not only across the social networks listed below each month, but across all social media platforms.



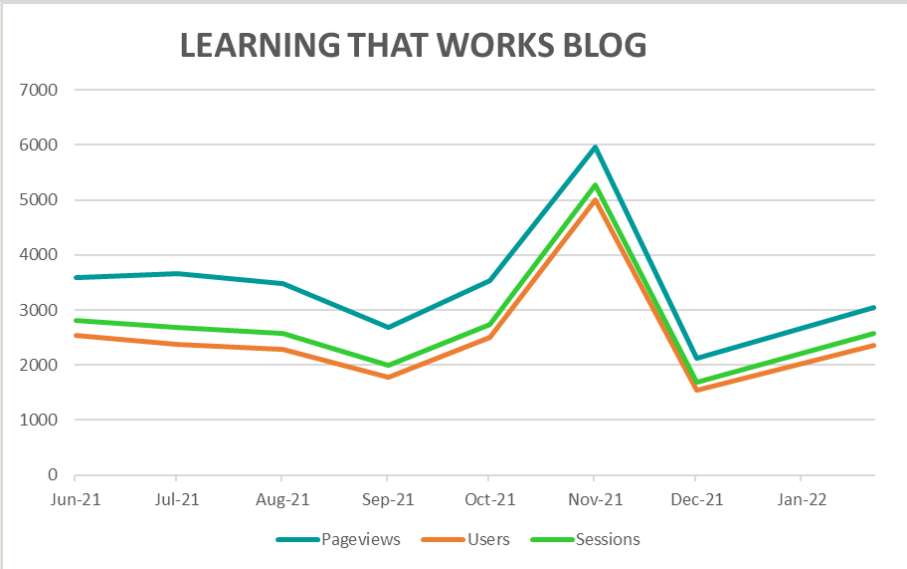


Major Organizational Releases/Initiatives

- [CTE in your State](#) (2,004)
- [Lessons in Collaboration and Innovation: The Impact and Promise of the Comprehensive Local Needs Assessment](#) (418)
- [Braiding Funding To Support Equitable Career Pathways](#) (136)

Acquisition of site users

- Organic search - 41.2%
- Direct - 43.7%
- Referral - 14.1%
- Social - 1%

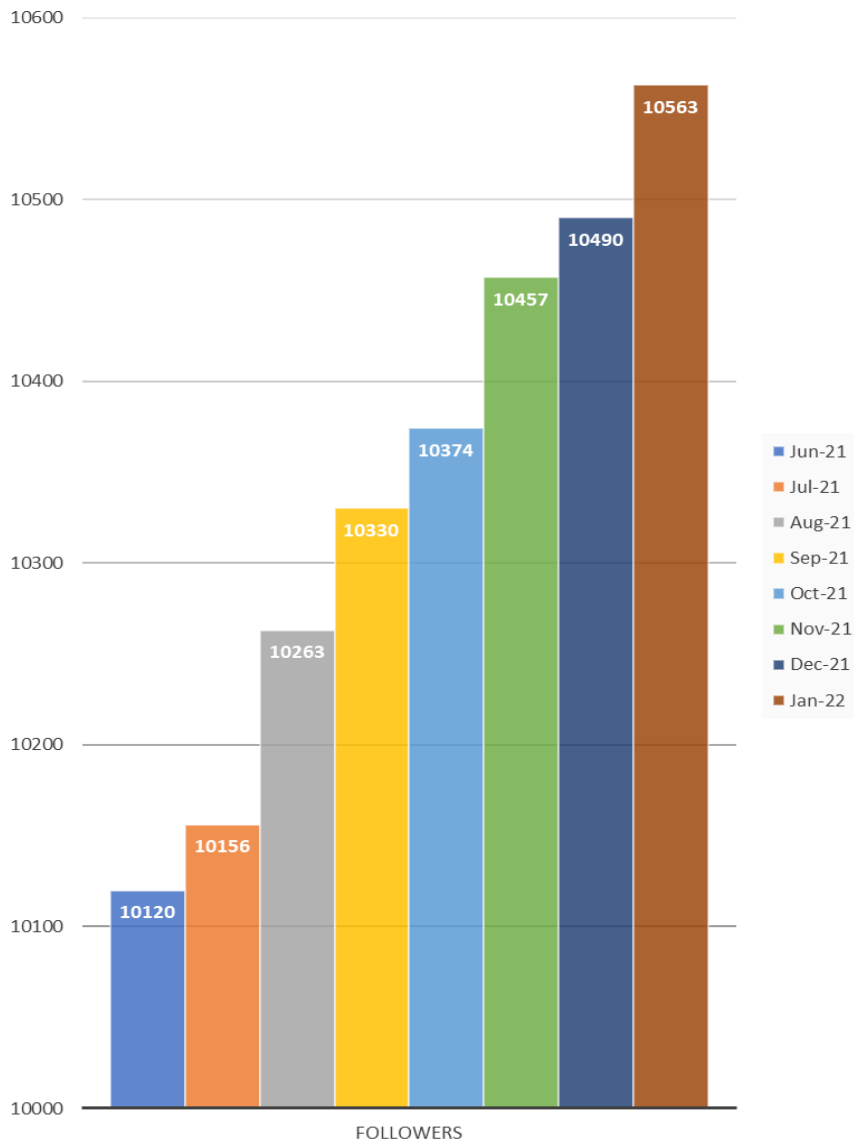


15 Blog Posts Published

Most visited blogs:

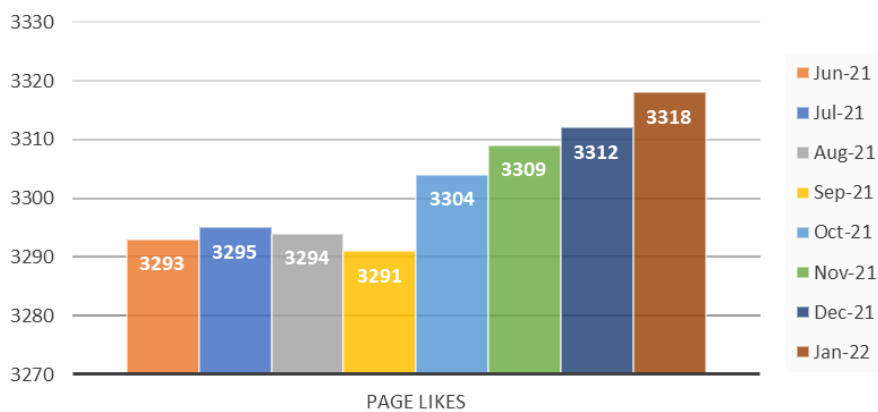
- [Recommendations for State CTE Leaders: The Impact and Promise of the Comprehensive Local Needs Assessment](#) (106)
- [Legislative Update: Congress Returns With Funding Deadline Looming](#) (103)
- [Coronavirus Relief Funds: States Leverage Federal Funds to Provide Re-Skilling, Up-Skilling, and Job Training for Displaced Workers](#) (96)

Twitter



Twitter: +73

FACEBOOK



Facebook: +6

Webpage: After witnessing a drop in website traffic during the month of December, the communications team brought traffic back to careertech.org with two releases and 10 published blogs. We are delighted to see a wealth of traffic to two previously existing web pages: [CTE in your State](#) (2,004) and [CTE Month Campaign](#) (667 pageviews). During the month of January, the Advance CTE staff conducted it's quarterly website review to ensure the information presented remains accurate and reflective of the organization's initiatives.

State Technical Assistance: Three states received technical assistance.

- Minnesota and New Hampshire provided technical assistance with program support for ambassador program pilots.
- Alaska provided technical assistance with marketing planning for virtual career advising curriculum.

PARTNERSHIPS

Below is a list of Advance CTE's staff most impactful or otherwise notable engagement activities from last month

VIRTUAL PRESENTATIONS	<ul style="list-style-type: none"> • Ask an Expert: With Learners, Not for Learners: A Toolkit for Elevating Learner Voice in CTE, Advance CTE • Building a Foundation for Student and Career Success, Workforce Development Institute, American Association of Community Colleges • <i>CTE Without Limits</i>, Ag-Ed In Service, National FFA • Empowering Students Through Career Technical Education and Career Advising Workshop in Wyoming, Advance CTE • Empowering Students Through Career Technical Education and Career Advising Workshop in Nebraska, Advance CTE • Empowering Students Through Career Technical Education and Career Advising Workshop in Connecticut, Advance CTE • Implementing Individual Career and Academic Plans at Scale, State Leaders Career Development Network • <i>New Skills ready network</i> Site Visit Boston, Massachusetts, Advance CTE • <i>New Skills ready network</i> Site Visit Columbus, Ohio, Advance CTE • <i>New Skills ready network</i> Site Visit Denver, Colorado, Advance CTE • <i>New Skills ready network</i> Site Visit Indianapolis, Indiana, Advance CTE • <i>New Skills ready network</i> Site Visit Nashville, Tennessee, Advance CTE • PDI Community of Practice Call • Postsecondary State CTE Leaders Fellowship Advisory Committee Meeting • Postsecondary State CTE Leaders Fellowship Workshop • Supporting Career Pathways Systems Through Braiding Funding Webinar
VIRTUAL EVENTS ATTENDED	<ul style="list-style-type: none"> • 21st Century Skills Digital Micro-Credentials: Making In-Demand Job Skills Visible, Open Skills Network • Aspen Community College Excellence Award Review Committee Meeting • Campaign to Invest in America's Workforce Meeting • CCD Center Scientific Committee Meeting, Coalition for Career Development

- Community College Growth Engine Fund National Convening, Education Design Lab
- CTE Research Network January Meeting
- DQC Partner Convening: Data needs and opportunities across P-20W, Data Quality Campaign
- January 2022 PostsecData Meeting, Institute for Higher Education Policy
- PDK Governance Committee Meeting
- Public Relations Society of America (PRSA) Association Nonprofit Section Executive Committee, PRSA
- SME Nomination Committee Meeting
- Strategies for Communicating CTE and Connecting with Historically Marginalized Populations, Oklahoma ACTE
- Student-Centered Funding Formulas, Lumina Foundation
- Teach CTE Coalition Meeting, ACTE

OTHER PARTNERS ENGAGED

- American School Counselor Association
- Apple
- Aspen Institute
- Association for Career and Technical Education
- Bill & Melinda Gates Foundation
- Campaign to Invest in America's Workforce
- Coalition for Career Development
- College in High School Alliance
- Committee for Education Funding
- Credential Engine
- CTE Research Network
- Education Commission of the States
- Education Credit Management Corporation Foundation
- Education Northwest
- Education Strategy Group
- ExcelinEd
- Harvard Strategic Data Project
- JFF
- JOBS ACT Coalition
- JPMorgan Chase & Co.
- National Association of Counties
- National Association of Workforce Boards
- National Education Association
- National Skills Coalition
- New America
- SkillsUSA
- Sova
- University of Massachusetts Chan Medical School
- U.S. Department of Education, Office of Career, Technical and Adult Education