



## ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

### Dear Advance CTE Members,

Happy New Year! I know it is the end of January but the new year still feels, well, new and hopeful to me. I have never been one to set new year's resolutions but a few years ago I started to [pick a word to guide my year](#). As I started to gather words that resonated with me, I reflected on the fact that every time I have taken the Gallup StrengthFinder assessment, it identifies my top strength as “[achiever](#)” which means I like getting stuff done; it also means I generally do not stop to relish the impact of the work nor celebrate the people who made it happen. So, my word for 2022 is celebrate. I want to intentionally lift up and celebrate people, progress and leadership in our CTE community.

Our first celebration of the year is right around the corner - February, also known as CTE Month®! This is easy because there is so much to celebrate in CTE - the diverse array of CTE leaders and learners we connect with and serve through Advance CTE; our community's resilience and adaptability during the ongoing pandemic; our collective commitment to [Without Limits: A Shared Vision for the Future of Career Technical Education](#) (CTE Without Limits); and the efforts across the country to lift up and scale equitable and high-quality CTE. What are you doing to celebrate this month?

Don't forget to celebrate with us using #CTEMonth all month long over social media.

Our first members-only virtual learning event this year was aptly focused on learners - if you were not able to attend our Ask an Expert session for “*With Learners, Not For Learners: A Toolkit for Elevating Learner Voice in CTE*”, you can access the recording in our [Member Portal](#).

We have a full schedule of virtual learning events over the next few months focused on our new publications and vision principles - be sure to save the dates and share with your teams as they are announced!



KIMBERLY GREEN  
Executive Director

I look forward to celebrating and connecting with you soon!

*Kimberly A. Green*

## Membership Update

Maria Swygert is the Interim State CTE Director in South Carolina

### Blog Roundup

- [Legislative Update: COMPETES Act, ECF Funding and a New Vision for Education](#)
- [Getting to Know the Advance CTE – ECMCF Fellows](#)
- [Braiding Funding in Career Pathways Supports CTE Without Limits](#)

### New Resources from Advance CTE

[Lessons in Collaboration and Innovation: The Impact and Promise of the Comprehensive Local Needs Assessment](#) shares the full findings on the first Comprehensive Local Needs Assessment (CLNA) process from state and local CTE leaders. Advance CTE and the Association for Career and Technical Education (ACTE) also provide recommendations for state CTE leaders to continue to build on early CLNA success to drive quality and equity within their CTE systems and programs of study.

[Braiding Funding To Support Equitable Career Pathways](#) explains the sources and benefits of braiding funding at the federal, state and local program levels; highlights promising practices in Alabama, Arkansas, Delaware, Montana and Oklahoma; and provides recommendations to enhance high-quality funding alignment and sustainability practice. This policy brief is the fourth in Advance CTE's [strengthening career pathways series](#) in partnership with Education Strategy Group (ESG) through JPMorgan Chase & Co.'s [New Skills ready network](#).

The [Massachusetts Innovation Pathways](#) policy profile details Governor



#### Introduction

To support the expansion and acceleration of high-quality and equitable career pathways, JPMorgan Chase & Co. launched the New Skills ready network, a national initiative consisting of six sites, each composed of state, regional and local partners. The initiative draws on cross-sector partnerships to facilitate systems work across these levels. The work of building sustainable career pathways systems at each level requires braiding funding and other resources by combining or leveraging funding streams to share costs for employees, equipment or systems outright between entities. To ensure that cross-sector work has the maximum impact, it is imperative that state and local agencies understand where their funding comes from, how to leverage this funding and how to connect funding and resources with other agencies at different levels to benefit rigorous, quality career pathways and equitable access for learners.

[Without Limits: A Shared Vision for the Future of Career Technical Education \(CTE\)](#) Without Limits similarly calls on leaders to build a cohesive, flexible and responsive career preparation ecosystem. To build such an ecosystem, leaders must work across systems, in conjunction with other state agencies and local leaders, to align funding streams and resources. As gaps continue to widen between well-resourced and under-resourced communities and institutions, state and local leaders should identify opportunities for flexible funding streams, explore new sources of funding and resources and build upon and leverage partnerships to ensure that funding and resources go to the learners that need them most. Braiding funding streams and sharing non-financial resources, systems and people to support career pathways contribute to aligned goal setting, eliminate duplication of services and focus the ability to



Baker's investment of \$600,000 in the state's 2022 budget to continue supporting the implementation, operation, and expansion of Innovation Pathways in Massachusetts.

*Forthcoming in February*

- **Blog Series — *This Week in CTE: CTSOs***— This blog series will showcase Career Technical Student Organizations (CTSOs) national awareness weeks during CTE Month. There will be a weekly entry that features one CTSO and their activities.
- **Report — *State Policies Impacting CTE: 2021 Year in Review***— Advance CTE and ACTE, with research support from the Education Commission of the States (ECS), will provide a summary of all state policies from 2021 and identify trends around the issues the policies are addressing.
- **Webinar — *State Policies Impacting CTE: 2021 Year in Review***— Selected state leaders will share in-depth examples of policies enacted in their states, including insights as to why and how these policies came to life, and what their thoughts are on implementation strategies. Register [here](#).

## **CTE Month**

During the month of February, we hope that you will [join Advance CTE](#) in advocacy for CTE! Below are a few ways to engage.

- [Participate](#) in the 2021-2022 CTE Month-NASA HUNCH Student Video Challenge: How Can Space Exploration Solve Climate Change?
- [Host a school visit](#) and invite members of your local community to learn about your school's strong CTE programs firsthand
- [Engage your policymakers](#) and the media to encourage them to attend events and tell you CTE story, or use social media to do the same
- [Work with business and industry leaders](#) to ensure they understand the role CTE plays in readying their future workforce
- Purchase pens, pencils, lanyards and other [CTE Month Merchandise](#) to use at events or at your school
- [Download the CTE Month logo](#) for use with any print or digital outreach

Please note, uses of the terms “CTE Month” or “Career and Technical Education Month” must be followed by the trademark sign (®) the first time it appears in a document or visual presentation.

Do you have plans for CTE Month? Please share them with Stacy Whitehouse, Senior Associate for State Engagement and Communications, [swhitehouse@careertech.org](mailto:swhitehouse@careertech.org).

## **National School Counseling Week**

National School Counseling Week 2022 (#NSCW22) is Feb. 7-11, 2022. Let's celebrate and shine a national spotlight on the amazing work of our school counselors! National School Counseling Week is sponsored by the American School Counselors Association (ASCA), a [supporter](#) of *CTE Without Limits*. Learn how to engage [here](#).



Tony Warren  
Calhoun Intermediate School District

Our very own Advance CTE — ECMCF Fellow, [Tony Warren](#) has almost a decade of experience as a school counselor and student support specialist and, currently serves as an Education Consultant in Counseling and Career Development at the Calhoun Intermediate School District in Marshall, Michigan. He was also the first Black president of the Michigan School Counselor Association.

Tony will be co-facilitating the [JEDI professional learning series](#) provided by the Calhoun Area Career Center Department of Counseling and Career Development in recognition of Black History Month, CTE Month and National School Counseling Week. The professional learning series will extend throughout the entire month of February. Joining Tony as session speakers will be Fellows Dr. Kristin Corkhill and Dr. La-Tonya Dixon.

The JEDI professional learning series is open to all school counselors and educators. If you have any questions please contact Tony Warren at [warrent@calhounisd.org](mailto:warrent@calhounisd.org).

## **View from the Hill**

Congress returned to Capitol Hill this month with a long list of to-dos. Chief among these agenda items is completing work on the federal fiscal year 2022 (FY22) funding. Last fall, Congress failed to reach a consensus on FY22 appropriations legislation. As a consequence, lawmakers have passed a series of short-term extensions of current FY21 funding levels for programs like the Strengthening Career and Technical Education for the 21st Century Act (Perkins V). The most recent of these is due to expire on February 18, 2022.

Ahead of this deadline, Advance CTE and ACTE shared a letter with the top Congressional appropriators, urging them to complete work on a full-year FY22 funding bill and to provide much-needed increases in funding for Perkins V's basic state grant program. Efforts to find agreement on this issue are still underway, with leadership in both parties continuing to inch closer to an agreement. Advance CTE, along with coalition partners within the education and workforce community, have continued to impress upon lawmakers the importance of finalizing this legislation as quickly as possible.

Advance CTE has also continued to work closely with Congressional Democrats on a forthcoming domestic spending package known currently as the Build Back Better Act (BBBA). In the most recent House-passed version of this legislation, the BBBA would provide nearly \$5 billion for Community College and Industry partnership grants, as well as \$700 million in additional funding for Perkins V. Just before the holiday season, Sen. Joe Manchin (D-WV) announced that he remained opposed to the BBBA, dimming the legislation's prospects for passage considerably. However, Congressional Democrats along with President Biden are working to develop a new pathway forward, possibly by passing pieces of the legislation separately rather than together.

As these efforts get underway, be sure to follow along on all Congressional and Administrative moves relating to CTE via our [Legislative Updates](#).

## Engagement Activities

This month Advance CTE staff hosted

- Postsecondary State CTE Leaders Fellowship Workshop
- Postsecondary State CTE Leaders Fellowship Advisory Committee Meeting
- Ask an Expert: With Learners, Not for Learners: A Toolkit for Elevating Learner Voice in CTE
- Supporting Career Pathways Systems Through Braiding Funding Webinar
- PDI Community of Practice Call (January)
- *New Skills ready network* Site Visit Boston, Massachusetts
- *New Skills ready network* Site Visit Denver, Colorado
- *New Skills ready network* Site Visit Columbus, Ohio
- *New Skills ready network* Site Visit Indianapolis, Indiana
- *New Skills ready network* Site Visit Nashville, Tennessee

This month Advance CTE staff presented

- Implementing Individual Career and Academic Plans at Scale, State Leaders Career Development Network
- Building a Foundation for Student and Career Success, Workforce Development Institute, American Association of Community Colleges
- CTE Without Limits, 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

This month Advance CTE staff attended:

- 21st Century Skills Digital Micro-Credentials: Making In-Demand Job Skills Visible, Open Skills Network
- Student-Centered Funding Formulas, Lumina Foundation
- Community College Growth Engine Fund National Convening,

- Education Design Lab
- Campaign to Invest in America's Workforce Meeting
- 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
- CCD Center Scientific Committee Meeting, Coalition for Career Development
- PDK Governance Committee Meeting
- SME Nomination Committee Meeting
- Teach CTE Coalition Meeting, ACTE
- Aspen Community College Excellence Award Review Committee Meeting
- Strategies for Communicating CTE and Connecting with Historically Marginalized Populations, Oklahoma ACTE
- Public Relations Society of America (PRSA) Association Nonprofit Section Executive Committee, PRSA

This month Advance CTE staff engaged with

- ACTE
- American School Counselor Association
- Apple
- Aspen Institute
- Bill & Melinda Gates Foundation
- Campaign to Invest in America's Workforce
- Credential Engine
- Coalition for Career Development
- Committee for Education Funding
- College in High School Alliance
- CTE Research Network
- ECMC Foundation
- Education Commission of the States
- Education Northwest
- Education Strategy Group
- ExcelinEd
- Harvard Strategic Data Project
- JFF
- JPMorgan Chase & Co.
- JOBS ACT Coalition
- National Association of Workforce Boards
- National Association of Counties
- 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





**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.

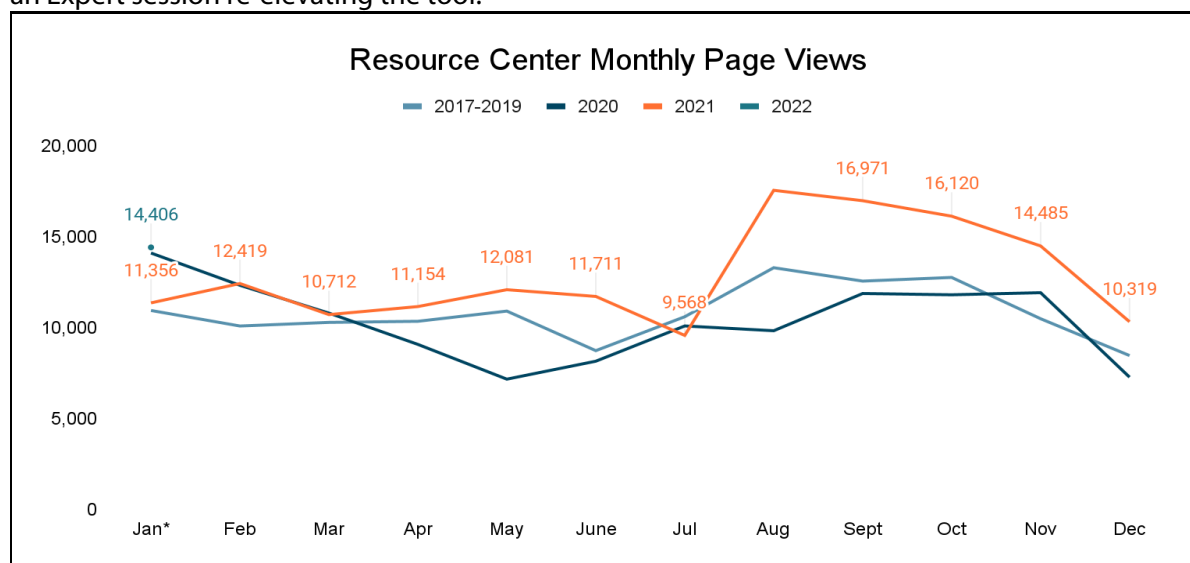
**Data Initiative:** The PDI community of practice was relaunched in January with a discussion of successes and challenges. A full calendar is in place for monthly calls throughout the year, addressing topics such as reporting, data linkages, intersectional data disaggregation and more. The community 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

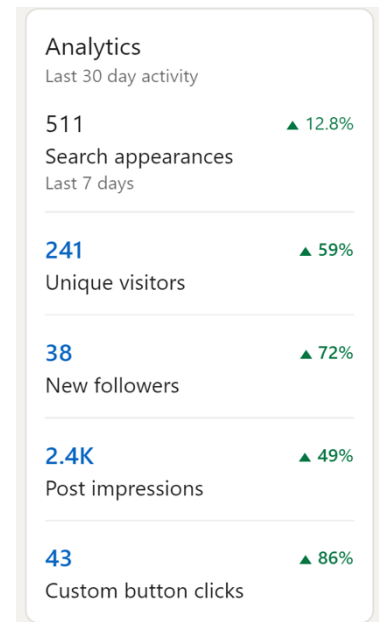
**Opportunity Gap Analysis:** Advance CTE hosted a technical assistance call for the 10 states who participated in the September 2021 workshop to continue building a community of practice to solve common problems experienced by state agencies. We are gearing up to launch the application for our next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

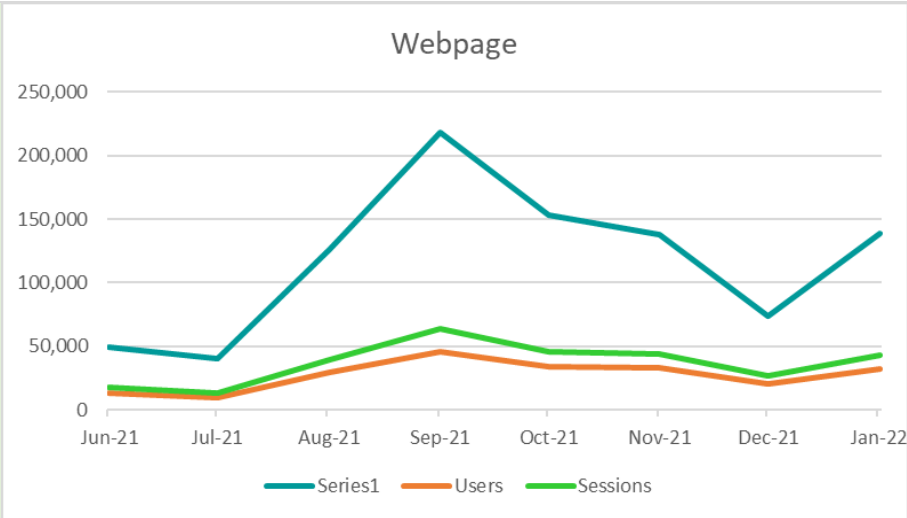
**CTE Without Limits:** In January, FIRST became the 42nd organization to [sign on in support](#) of *CTE Without Limits*. Advance CTE finalized the scope of work with the three states receiving technical assistance through the Advancing the Limits initiative, Colorado, Nebraska and South Carolina. In 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)

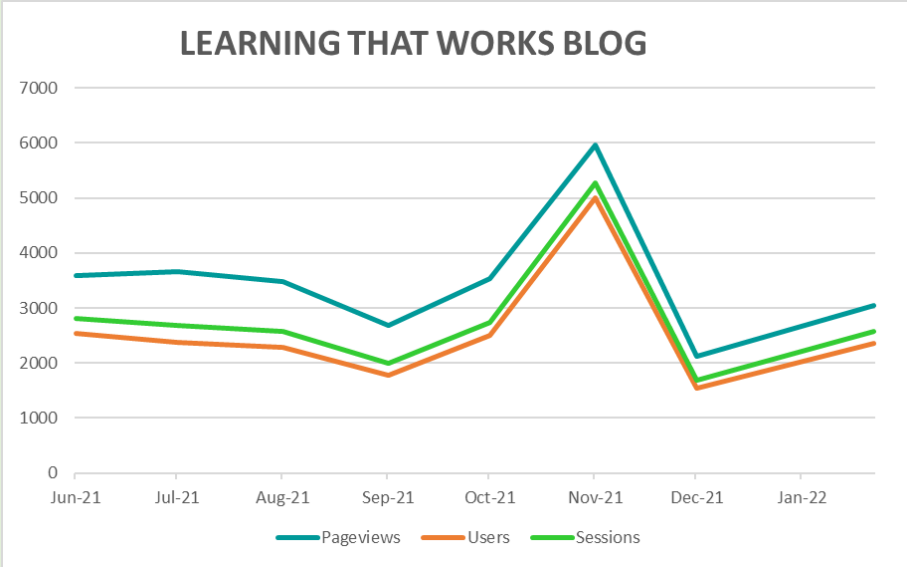
**Acquisition of site users**

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

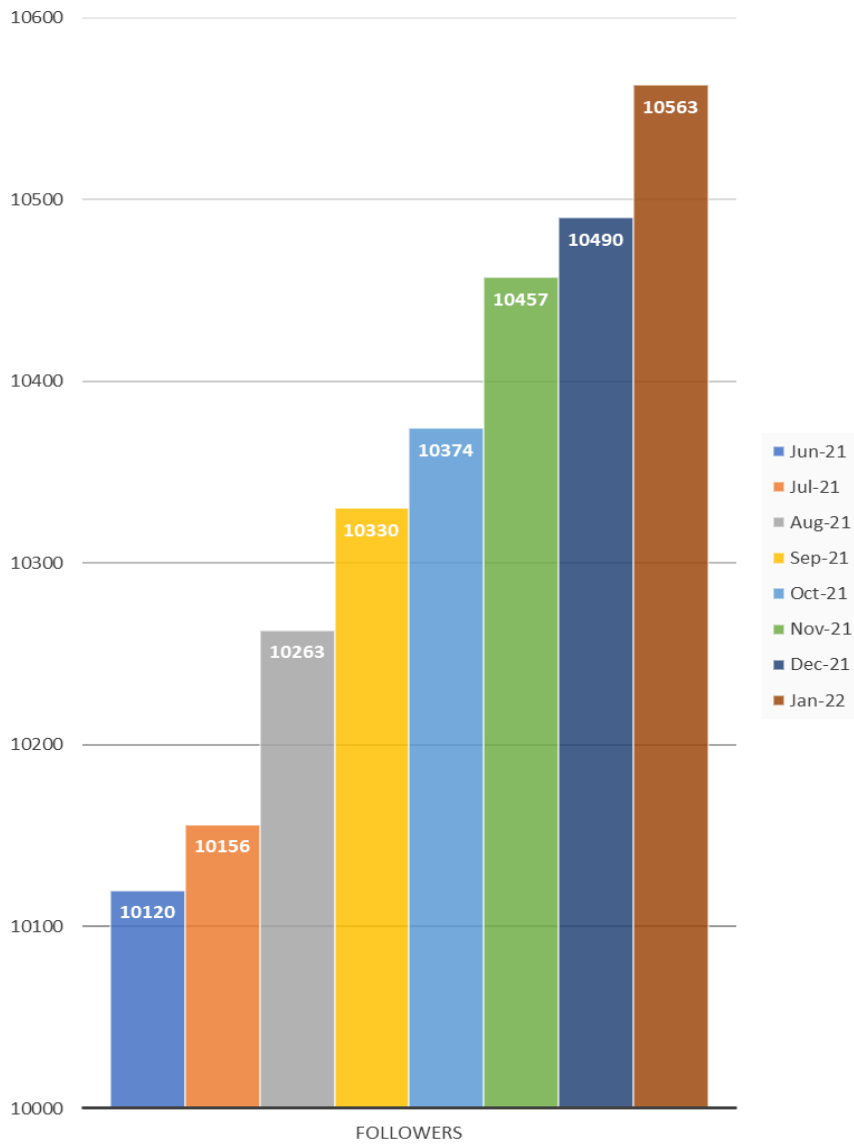
**15 Blog Posts Published**

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)

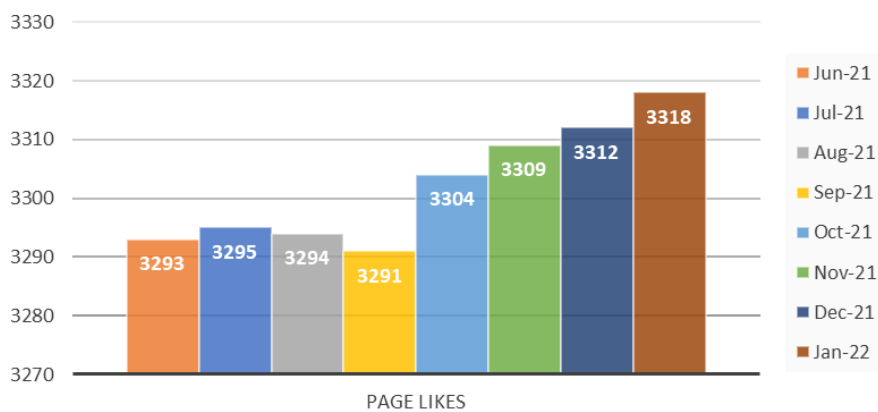


## Twitter



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

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



- 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
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- 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