

QUICK UPDATES

Upcoming Advance CTE and The Center to Advance CTE Board Meetings: The in-person meeting will take place January 13 – 14, 2020 in Minneapolis, Minnesota. If you haven't RSVP'd, please email Kim at kgreen@careertech.org.

Travel to Minneapolis: Deadline: December 6, 2019:

- Please book your flight if the cost is below \$500.
 - If travel costs exceed \$500, you must receive approval from Kim – kgreen@careertech.org - prior to booking. Failure to receive authorization prior to booking negates reimbursement of the travel costs.
 - Reimbursement of travel costs (airfare, train, etc.) will take place after the January 2020 meeting.
- Share your itinerary, lodging preferences and dietary restrictions with Krissy (krissy@iplaneverything.org).
- Krissy will be booking your hotel for you on December 9. You will receive a confirmation number from her approximately two weeks prior to the meeting.

We'll be scheduling a Board call for sometime this fall/early winter. We are waiting on the scheduling of two funders' Board meetings. It is at these meetings where our grant proposals will be considered. Once those meetings are finalized, we will work to schedule the call. Thanks for your patience!

Administrative Updates: We are working to fill the open positions of our Senior Associate, Member Engagement & Professional Learning and Digital Media Communications Associate at Advance CTE, and hope to have these filled in the coming months. Then we'll turn to announcing new positions that are being created due to the forthcoming grants from JPMC and hopefully the ECMC Foundation.

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 the Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is underway. See an update below. Staff is meeting with Siemens in early October to discuss the next grant, as the current grant ends in December 2019. The proposed work would continue to focus on communication/messaging and engaging counselors to become advocates for CTE.	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 have submitted our official letter of support (the first step) to JPMC, along with our budget for the five-year investment. The next step will be submitting a full proposal to go to JPMC's board this fall.	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. This work is winding down, as this grant ends in December 2019.	Ongoing
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	The Perkins implementation support is well underway. See update below.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The MOU with New America for PAYA runs through September 2019. We are anticipating receiving our draft scope of work for the second year of the partnership in October to be finalized by the end of the month.	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	In September, our grant proposal to conduct research around the scope and role of area technical centers in supporting adult learners and statewide postsecondary attainment goals was approved! This grant totals \$250,000 and will run from fall 2019 through Winter 20210. Work is beginning immediately to get the project up and running.	Approved
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 kicked off in September.	Approved
Postsecondary Data Quality	ECMC Foundation	We have continued to refine our grant proposal over the course of September. The proposal is now ready to go in front of the ECMC's 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. The project officially launched in October, with the first in-person meeting planned for November. More details are below.	Ongoing

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In September, Advance CTE received three new memberships – three state members; 0 associate state members; 0 associate non-state members, 0 organizational members.

Total membership as of September 30, 2019: **593** individuals

- State Membership: 55 states (representing 55 State Directors and 209 state members)
- Associate, State: 12
- Associate, Non-state: 76
- Organizational: 40 organizations (representing 186 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 September, Advance CTE held the second Perkins V Implementation Meeting and continued to support states as they develop their four-year plans. Advance CTE also continued advocacy efforts around the Fiscal Year 2020 (FY20) appropriations process and the reauthorization of the Higher Education Act.

Appropriations

- In September, the Senate Appropriations Committee voted on the funding caps for each of the 12 Fiscal Year 2020 (FY20) appropriations bills. This included just a one percent increase for the Labor, Health and Human Services, Education, and Related Agencies bill (Labor-HHS-Education). Advance CTE joined the Committee for Education in sending a letter to the full Senate opposing this insufficient funding level. Later in the month, the Senate Appropriations Committee released the [text](#) of the Labor-HHS-Education bill. As written, this would keep Perkins state grant funding flat at FY19 levels. A committee mark-up of this bill has not yet been scheduled after it was cancelled in September.
- On September 19, the House passed a stopgap funding bill that would continue federal funding through November 21- allowing additional time for appropriators to finalize the long-term FY20 bill. The Senate voted to pass this stop-gap funding bill on September 26. President Trump signed this bill into law on September 27.

Campaign to Double the Investment in CTE

- Advance CTE continued the campaign to double the investment in CTE in August. Thus far, the campaign has the support of 426 employers, the state of Virginia taking the lead with over 103 signatures. These employers are small businesses as well as major corporations representing every Career Cluster across 35 states.

Higher Education Act (HEA)

- In September, Representatives Lori Trahan (D-MA), Chris Pappas (D-NH), Kendra Horn (D-OK) and Abby Finkenaur (D-IA) introduced [The Strengthen CTE in Higher Education Act](#) (H.R. 4371). This bill would authorize nearly \$200 million in funding to strengthen program alignment for postsecondary Perkins Career Technical Education (CTE) programs through collaboration between postsecondary CTE and partners in education and the workforce. Advance CTE supports this bill, and provided a quote for the [press release](#).
- On September 26, Senate House Education Labor and Pensions (HELP) chair Lamar Alexander (R-TN) introduced a package of eight bipartisan bills entitled the [Student Aid Improvement Act of 2019](#) (S. 2557). This package includes many of Alexander's long held priorities, like simplifying and streamlining FAFSA submissions. It includes some proposals that are included in our [HEA recommendations](#), like reinstating Pell grant eligibility for prisoners. The bill also includes an expansion of Pell grants to cover short-term non degree programs, in many ways similar to the [JOBS Act](#). Though the JOBS act is limited to public institutions only, Alexander's bill would include private and for-profit institutions as well. We support expanding short-term Pell eligibility for quality programs, but we are concerned that Alexander's bill opens the door to the possibility of lower quality programs that don't feature sufficient accountability or oversight.
- HELP ranking member Sen. Murray (D-WA) has expressed concern with Alexander's approach to taking a piecemeal approach to HEA reauthorization and has advocated for a comprehensive solution.
- A confidential draft of the forthcoming House Higher Education Act reauthorization bill has been distributed to selected national higher education organizations. The draft bill, over one thousand pages in length, has been received with much support. Timing of the bill's introduction is still uncertain.

Congressional Offices Engaged in September 2019:

- Elizabeth Barczak, Rep. Gonzalez (R-OH)
- Alexa Cambolic, Rep. Courtney (D-CT)
- Woo Lim, Rep. Trahan (D-MA)
- Katherine McClelland, House Committee on Education & Labor, Rep. Scott (D-VA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Sam Shumate, Rep. Budd (R-NC)
- Adam Wek, Sen. Thune (R-SD)

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

Technical Assistance

- In addition to New York and Washington, California will also be receiving this form of coaching support. This intensive coaching is designed to provide the state with generalized support for their Perkins planning and implementation processes.
- We have been providing topic-specific technical assistance between June 2019 and April 2020 to seven states: Florida, Illinois, Minnesota, Ohio, Oregon, Tennessee and Texas. The supports range

from supporting stakeholder engagement and state-level coordination to digging into strategies for closing equity gaps, aligning programs of study, revamping state monitoring systems, communications plans, etc. As appropriate, Advance CTE will take the assets created for specific states and turn them into resources for all states.

Shared Solutions Workgroups (SSW)

- Advance CTE's second Shared Solutions Workgroups, focused on middle grades CTE, launched in September. The charge is to identify and develop resources that support the design and implementation of policies, programs and practices that support and expand meaningful CTE/career-focused experiences in grades 5-8.
- The states involved include: Nebraska, Ohio, Tennessee, North Carolina, Delaware, Idaho, Maine, Virginia, Iowa, South Dakota and Utah. National partners include: American School Counselors Association, ACTE, Southern Regional Education Board, National Forum to Accelerate Middle-Grades Reform, Center for American Progress and Education Northwest. We also have two practitioners participating.
- The first virtual meeting was held in September; the next meeting and an in-person meeting will be in October. We anticipate the first deliverables out in November or December 2019.

Other Supports

- Advance CTE's "Expert Peer Review" officially launched on September 30 (and will run through mid-January 2020). In total, 40 states signed up to participate and we confirmed 22 expert peer reviewers (all of whom went participated in pre-review training), 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

CTE Data Initiative: Advance CTE is finalizing a comprehensive data quality strategy, which will include a number of activities such as launching a Shared Solutions Workgroup on reporting/ data visualization, writing a blog series on CTE research opportunities, and developing technical assistance around equity gap analysis.

Equity Initiative: The final brief in the *Making Good on the Promise* series, titled *Making Good on the Promise: Ensuring Equitable Success through CTE*, is scheduled to be released in late October. The report is in the final stages of review. Advance CTE expects to receive feedback from featured states, national New Skills for Youth project team partners, and volunteers from the equity committee. Advance CTE is also in the early stages of developing technical assistance to help states conduct an equity gap analysis. This work is part of the Perkins V implementation strategy, funded through the Bill & Melinda Gates Foundation and the Joyce Foundation, and will ideally culminate in a suite of templates, guides and protocols for conducting a comprehensive equity gap and root cause analysis at the state or local level. In addition, Advance CTE is in the process of 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: Advance CTE and the Association for Career and Technical Education (ACTE) were selected as the winning proposal by the Iowa Department of Education's Bureau of Career and Technical Education to provide facilitation and consultation services in support of Perkins V implementation. The work will include 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 is expected to be awarded in early October and the work will take place 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. Advance CTE is in the process of editing the snapshots and writing the summary.

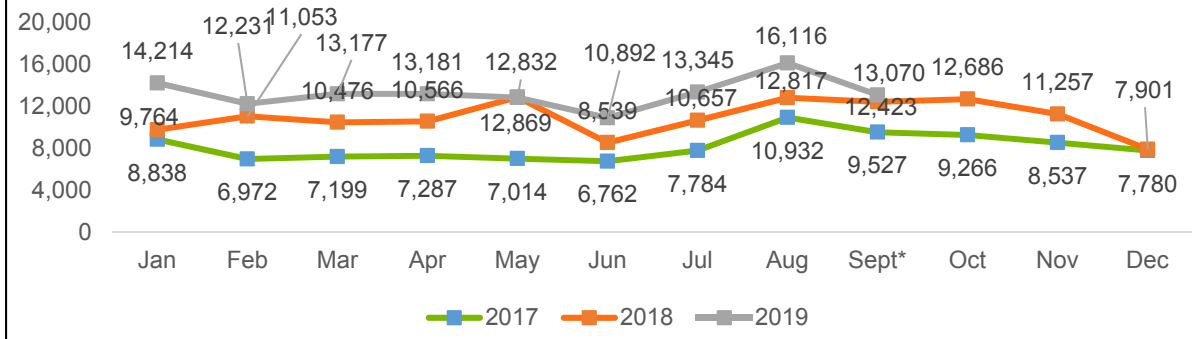
Oregon Perkins V Facilitation: To make the best use of the opportunities for innovation afforded by Perkins V, CTE leaders from the Oregon Department of Education (ODE) and the Office of Community Colleges and Workforce Development (CCWD) have contracted with Advance CTE to facilitate stakeholder engagement, planning for the new legislation and broader CTE systems improvement. In September, Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), provided feedback on documents related to Oregon's Perkins V plan to help inform the development of the state's plan. Advance CTE, in partnership with ACTE, is currently planning in-person workgroups, which will take place in October, to help inform Oregon's state Perkins V plan.

The Partnership to Advance Youth Apprenticeship (PAYA): Advance CTE staff attended the PAYA National Grantee Meeting in Denver, Colorado. All nine of the PAYA grantees were represented at the meeting, as well as national PAYA partners. The convening focused on the grantees' Action Plans and next steps. Advance CTE presented on "Data for Accountable Youth Apprenticeship Programs and Partnerships." Staff also continue work on a new youth apprenticeship resource.

Postsecondary Program Approval – Joyce Foundation: Advance CTE staff attended the Illinois Community College Board's (ICCB) "Processes that Foster High-Quality Programming" training. This was the culmination of the program approval review process and new Program Approval Manual that ICCB undertook. Advance CTE staff presented on the CTE Program Approval Policy Benchmark Tool. Advance CTE also spent a day at Waubensee Community college with administrators, faculty and students.

Learning that Works Resource Center: The Resource Center sustained 13,070 hits for the month of September. 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 Access and Equity. The least viewed topic pages were Instructor and Leader Quality and Systems Alignment.

Resource Center Monthly Pageviews

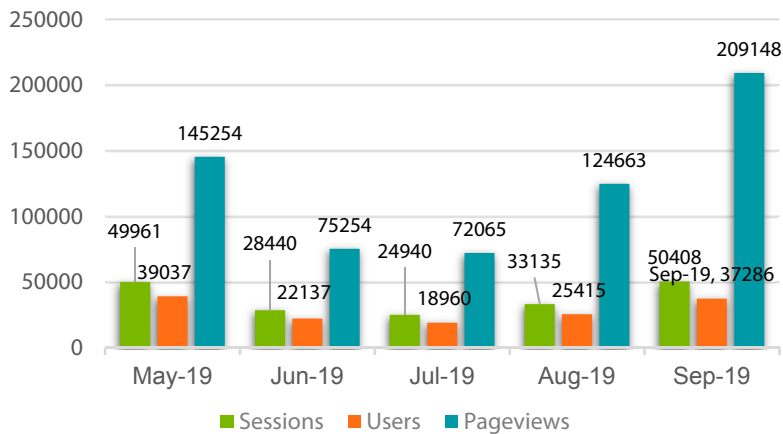


*Reported data for September include website traffic through September 26, 2019

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

SEPTEMBER 2019 COMMUNICATIONS REPORT

WEBSITE

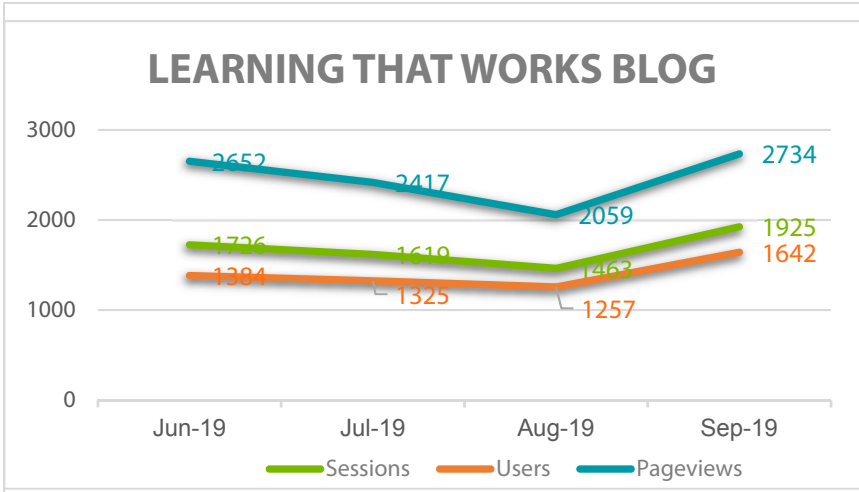


Major Organizational Releases/Initiatives

- Resource Center (2213)
- Fact Sheets (691)
- Perkins (633)

Acquisition of site users

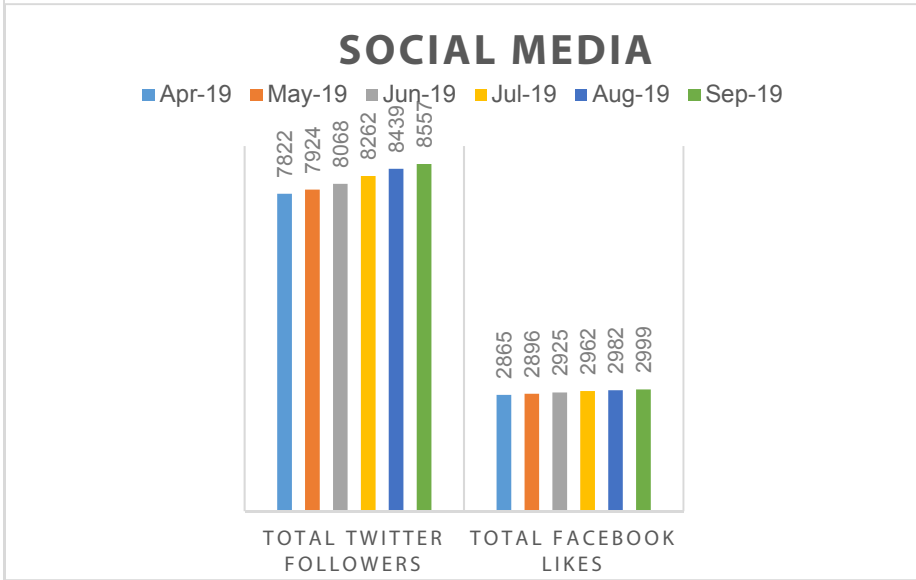
- Organic search (23%)
- Direct (59%)
- Referral (18%)
- Social (1%)



12 Blog Posts Published

Most visited blogs:

- Dallas County Promise Provides Learners with the Skills Employers Need
- This Week in CTE
- National Workforce Development Month



Facebook: +17

Twitter: +118

Media: Advance CTE had one media contact this month with Education Dive.

Strategies for Attracting Students to High-Quality CTE (Siemens Grant)

Staff has continued working with cohort three, which includes four states (Arkansas, Georgia, Iowa and Utah), including traveling to Iowa and Arkansas in September to conduct onsite communications technical assistance.

The Career Advising and Development workshop was delivered in Iowa, Kansas, Minnesota, New York, and Utah in August. The workshop will be delivered in two states in October. Components of the workshop will be delivered virtually through ASCA’s online platform beginning in October and November.

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

PRESENTATIONS

- Aligning CTE and Workforce Development, National Association of State Workforce Agencies, Workforce Summit, Boston, MA
- Apprenticeship Pipelines: State Examples, National Conference of State Legislatures Biannual Jobs Summit, Detroit, MI
- Data for Accountable Youth Apprenticeship Programs and Partnerships, Partnership to Advance Youth Apprenticeship National Meeting, Denver, CO
- Delivering High-quality CTE in Rural Settings, Idaho CTE Ad-hoc Workgroup, Boise, ID
- Department of Defense Educational Activities workgroup
- Establishing Lasting Partnerships with Tribal Communities, Perkins V Implementation Meeting, Phoenix, AZ
- HOSA State Advisors
- Iowa Department of Education (provided technical assistance related to communications)
- Ohio Perkins V Stakeholder Engagement Committee (facilitated on the topic of equity), Columbus, OH
- Partnership to Advance Youth Apprenticeship Meeting hosted by New America, Denver, CO
- Pennsylvania Association of Career & Technical Administrators, State College, PA
- Processes that Foster High-Quality Programming Training hosted by the Illinois Community College Board, Springfield, IL
-

EVENTS ATTENDED

- Advance CTE, Perkins V Implementation Meeting, Phoenix, AZ
- ANSI – CAPAC meeting
- Campaign to Invest in America's Workforce hosted by the National Skills Coalition, Washington, DC
- Coffee & Conversation, hosted by Whiteboard Associates
- Committee for Education Funding Annual Gala, Washington, DC
- Committee for Education Funding board meeting, Washington, DC
- Committee for Education Funding, Washington, DC
- LAPSEN Board of Directors meeting (virtual)
- National Assessment Governing Board – Postsecondary Preparedness Panel
- National Conference of State Legislatures, Biennial Jobs Summit, Detroit, MI
- Opportunity America Higher Education Working Group
- Stories of Today's Students hosted by Higher Learning Advocates and Today's Students Coalition, Washington, DC
- Varying Degrees: How Americans Perceive Higher Education hosted by New America, Washington, DC

**OTHER PARTNERS
ENGAGED**

- Achieve
- ACTE
- Association of Equipment Distributors
- Center for American Progress
- Council of Chief State School Officers
- Education Commission of the States
- Education Northwest
- Education Strategy Group
- Institute for Higher Education Policy
- Institute of Education Sciences National Center for Education Research
- International Code Council
- Johns Hopkins University Everyone Graduates Center
- Joyce Foundation
- JPMorgan Chase & Co.
- National Alliance for Partnerships in Equity
- National Association of Elementary School Principals
- National Association of Secondary School Principals
- National Association of Student Financial Aid Administrators
- National Conference of State Legislatures
- National Roofing Contractors Association
- National Skills Coalition
- New America
- Next Generation Learning Chapter
- Opportunity America
- Urban Institute
- U.S. Chamber of Commerce Foundation
- U.S. Department of Education

Advance CTE Newsletter

*Your voice from the nation's
capital*



In This Issue

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[Where We've Been](#)

NEW RESOURCES

Snapshots: [New Skills for Youth Innovation Sites Snapshots](#)

Guide/Tool: [Promoting a Regional Approach to the Perkins V Comprehensive Local Needs Assessment](#)

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

Dear Advance CTE Members,

Hello! As fall begins, we are rounding out our Perkins V Implementation Meetings. We just wrapped up our second meeting in Phoenix in the middle of September and are excited to finish up our last meeting this week in Maryland! All told, 45 states will have joined us in **BEING BOLD** through cross-state sharing and crowdsourcing solutions among their peers and national partners.

As you continue the important work of Perkins V planning, be sure to check out our [Learning that Works Resource Center](#), which now includes a content section on Perkins V, housing tools, guides and materials designed to help you.

Don't forget to save the date for the Spring Meeting at the Renaissance Arlington - in Arlington, Virginia - May 13 - 15, 2020! We'll be celebrating the 100 year anniversary of Advance CTE!

Sincerely,

Kimberly Green,
Executive Director

Member Updates

We're hiring!

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

View from the Hill

In September, Advance CTE continued to advocate our priorities for the Fiscal Year 2020 (FY20) appropriations process and reauthorization of the Higher Education Act (HEA). The Senate Appropriations Committee returned from August recess and voted on the funding caps for each of the 12 FY20 appropriations bills. This included just a one percent increase for the Labor, Health and Human Services, Education, and Related Agencies bill (Labor-HHS-

Education). Advance CTE joined the Committee for Education in sending a letter to the full Senate opposing this insufficient funding level. Later in the month, the Senate Appropriations Committee released the [text](#) of the Labor-HHS-Education bill. As written, this would keep Perkins state grant funding flat at FY19 levels. A committee mark-up of this bill has not yet been scheduled. Federal funding runs out on September 30, and appropriators in the House and Senate are working to come to an agreement before that time. On September 19, the House passed a stop-gap funding bill that would continue federal funding through November 21, allowing additional time for appropriators to finalize the long-term FY20 bill. A Senate vote for this measure has not been scheduled.

Advance CTE also supported the introduction of the Strengthen CTE in Higher Education Act. The full bill can be viewed [here](#), and a press release with a quote from Advance CTE can be viewed [here](#).

➤ State Policy Overview

In late August, **Illinois** Governor Jay Robert Pritzker signed [SB1525](#) into law. The law requires the Department of Children and Family Services to provide eligible youth an apprenticeship stipend to cover the costs associated with an apprenticeship, such as fees and occupation-specific tools. The law requires the Department to develop outreach programs to ensure qualifying youth are aware of the stipends.

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 continued with more employers signing on and 35 states represented. However, we still need your help to get even more signatures!

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 **Arizona**;
- Presented the communications planning with the Arkansas Department of Career Education, in **Arkansas**;
- Presented at the Processes that Foster High-Quality Programming training hosted by the Illinois Community College Board in **Illinois**;
- Presented to the Idaho CTE ad hoc committee hosted by Idaho State Board of Education in **Idaho**;

- Attended the Opportunity America Community College Working Group in Washington, D.C.
- Attended the ANSI - Certificate Program Accreditation Committee Meeting in Washington, D.C.;
- Attended the NAGB/HumRRO Postsecondary Preparedness Input Panel in Washington, D.C.;
- Attended the FCCLA Student Leadership Conference in Washington, D.C.;
- Provided communications technical assistance in **Iowa**;
- Presented to HOSA State Advisors in **Virginia**;
- Presented at the annual Workforce Summit hosted by the National Association for State Workforce Agencies in **Massachusetts**;
- Presented at the NCSL Jobs Summit Hosted by The National Conference of State Legislators in **Michigan**;
- Facilitated Ohio's Perkins V Stakeholder Engagement Committee in **Ohio**;
- Attended Stories of Today's Students hosted by Higher Learning Advocates and Today's Students Coalition in Washington, DC;
- Presented at the Partnership to Advance Youth Apprenticeship Meeting hosted by New America in **Colorado**; and
- Engaged with **seven** Congressional offices.

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



Forward to a Friend

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