

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call to approve the FY2 budget

The Center to Advance CTE

- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call to approve the FY20 budget

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

State CTE Director Changes

- In early January, Jacque Treaster of Montana was named the official State CTE Director.
- Also in early January, Deb Reiter of New York, who has led the office in an interim capacity since 2017, was named the official State Director.
- Staff also received word that a new State Director for Wyoming has been chosen and will start on March 1.
- As of January, there are now three vacant State Director positions: DC, NH and WY.

Finance Update: This financial update represents income and expenses through the end of January 2019. A Center budget modification is pending once all the grants have been finalized.

Advance CTE Budget Snapshot
Received 87% of budgeted income
Expended 49% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 117% of budgeted income
Expended 45% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

Grant/Proposal/ Contract	Organization /Partner	Engagement in Past Month	Status
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Strategies for Recruiting Students into CTE	Siemens Foundation	Cohort 2 is wrapping up its work; cohort three contracts are underway. Staff is regrouping on the budget, as less direct TA was needed in states, so redirecting funds to make the state outputs more accessible.	Ongoing
New Skills for Youth	JP Morgan Chase	This is the final year of the New Skills for Youth Grant. Staff is working with partner organizations to effectively tell the story of the impact of the work and to set the stage for a future investment.	Ongoing
Postsecondary program quality	Joyce Foundation	The funded states have turned in mid-grant reports. IL is proposing an expansion of its work 2019. The Credit for Prior Learning paper will be released in first quarter of 2019. A new dissemination strategy has been built to give visibility to the work.	Ongoing
Career Clusters & Perkins Implementation	Gates Foundation	<p>The initial grant work is well underway, with the mid-grant report being submitted in February. Perkins V supports and equity are well underway but the Career Clusters revision is a bit slower to get started.</p> <p>The proposal for the supplemental funds has been submitted and we are in discussions with the Foundation to refine details; we expect the work to begin in late February 2019. In the meantime a lot of work has been done to prepare for the three tiers of work to come – state coaching, shared success working groups and the next round of regional meetings.</p>	<p>In place</p> <p>Proposal development</p>
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The PAYA meeting will take place in March 2019 and staff has participated in the planning of that even. Our proposal for the project we'll conduct under the first year of this contract – a deep-dive analysis of the apprenticeship questions states answered on the State of CTE report has been approved; work will begin soon with a resource out this summer.	In place
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work began in earnest in January 2019. See below for more details.	Ongoing

Postsecondary CTE	Joyce Foundation	Upon request, we have submitted a second proposal to the Joyce Foundation to support Perkins implementation, with an emphasis on their priority states. This work will be aligned/integrated with the Gates grant described above. The next cycle for approval is in April and the grant would run from April 2019-March 2021 and be for a total of \$400,000. In discussions with the grant lead, as we may need to reduce our request to \$325,000. Questions are being asked about why funding is needed past submission of state plans.	Proposal development
Postsecondary CTE	ECMC Foundation	No additional follow up has taken place. We are still in the relationship-building phase.	Ongoing discussion

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In January, Advance CTE received seven new memberships – Two new State Members, eight replacement State Members, one Associate, State member, four Associate, Non-state members and two add-on organizational members, and three new organizational members representing 73 individuals. The large increase in organizational members comes from the University of the District of Columbia-Community College, which added nearly its entire faculty as members. This actually happened in late December but wasn’t final until after the monthly Board reports were finalized.

Note: As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of January 30, 2019: **596** individuals

- State Membership*: 56 states (representing 56 State Directors and 195 state members)
- Associate, State: 17
- Associate, Non-state: 126
- Organizational: 46 organizations (representing 202 individuals)

Meetings/Events:

Event Name	Date	Total Participants	Total Participating	% of Participation
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			State Directors	Goal (if applicable)
2019 Advance CTE Spring Meeting	4/8-4/10/19	102 (registered)	n/a	n/a

2019 Spring Meeting: Registration for the 2019 Advance CTE Spring Meeting opened during the week of January 14, and we are already far above our registration benchmarks. Given this is our only public meeting this year, we expected this level of interest and are actively reaching out to our core members to ensure they are registered before we reach capacity. Similarly, we are well ahead of benchmarks for sponsorships as well.

The meeting’s agenda is being developed around the theme of “Be Bold,” which is a connection to our Regional Implementation Meetings. Monday, April 8 will focus around creating bold goals for your state CTE system. Tuesday, April 9 will celebrate and highlight bold action and Wednesday, April 10 will explore bold results and debut Advance CTE’s latest 50-state report looking at CTE data systems. A full agenda is expected to roll out in February.

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

Federal Advocacy Plan:

In January, Advance CTE focused on finalizing the strategy and resources for the campaign to double the federal investment in CTE, meeting with partners and members of Congress on Perkins V and submitting comments related to Perkins V implementation.

Perkins: Advance CTE crafted the following comments related to Perkins V and provided guidance to our members on how to submit their own:

- [Draft Consolidated Annual Report](#)
- Proposal to submit Perkins data through the [EDFacts submission system](#)

In addition, the final [Committee Report on Perkins V](#) was published and Advance CTE highlighted areas of interest for our members. The clarification specified in the report aligned with the comments we submitted on Perkins V implementation, including those on the Draft State Plan Guide.

Appropriations: Advance CTE conducted a preview [webinar](#) for our members on the Double the Investment Campaign. Based on feedback received during this webinar, we decided to do a members-only launch on February 7 and public launch on February 11. The launch will come before the President’s Fiscal Year 2020 Budget is released, which is normally the first Monday of February, but has been significantly delayed by the recent government shutdown. In addition, Advance CTE signed onto the following two letters, which advance our priorities related to appropriations:

- [NDD United letter](#) asking Congress to pass a budget deal to raise the budget caps on non-defense discretionary (NDD) spending to avoid automatic sequestration cuts for Fiscal Year 2020 and beyond.

Every Student Succeeds Act (ESSA): Advance CTE will be joining the Title IV-A coalition in February 2019, upon the Board's approval of the budget modification. The coalition is an alliance comprised of more than 30 national organizations working together to advocate for maximum funding of the flexible block grant, which is authorized at \$1.6 billion for FY 2018 under Title IV, part A of the Every Student Succeeds Act (ESSA). The block grant, known as the Student Support and Academic Enrichment (SSAE) grant program, is designed to ensure that high needs districts have access to programs that foster safe and healthy students, provide students with a well-rounded education (which includes CTE), and increase the effective use of technology in our nation's schools.

Workforce Innovation and Opportunity Act (WIOA): Advance CTE is continuing to examine the implementation of WIOA across including analyzing the revised WIOA state plans that were released by the U.S. Department of Labor in December. Resources related to understanding the implications and opportunities for implementation of WIOA continue to be added to the Learning that Works Resource Center.

Higher Education Act (HEA): The HEA Kitchen Cabinet, Advance CTE's group of state and local leaders with an invested interest in HEA reauthorization, has been formed and some of these members were already engaged in a call on Title II of HEA, which focuses on teacher preparation. Advance CTE is continuing to monitor what the 116th Congress will mean for HEA reauthorization and examine other organizations' priorities for HEA reauthorization. Resources related to understanding the implications and opportunities for implementation of HEA continue to be added to the Learning that Works Resource Center. Advance CTE posted two blogs on HEA- one on how the Federal TRIO Program has been successful in Vermont and another on how the Title III HSI STEM Articulation Grant has been used in Texas.

Congressional Offices Engaged in January 2019:

- Liz Albertine, Rep. De Lauro (D-CT)
- Jake Baker, Senate HELP Committee
- Kerry McKittrick, Rep. Langevin (D-RI)
- Karishma Merchant, Sen. Kaine (D-VA)
- Jessica Mulligan, Rep. Jayapal (D-WA)
- Nick Rockwell, Rep. Thompson (R-PA)
- Jo Stiles, Rep. Morelle (D-NY)
- Adam Wek, Sen. Thune (R-SD)

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

State Policy Update

New Skills for Youth: Staff continues to work with the NSFY project team to coordinate activities across the grant. In January, staff met with project team members to discuss upcoming progress monitoring stocktakes, the next NSFY convening (taking place in May, location to be determined), and dissemination and funder communications. Additionally, staff joined progress monitoring calls with each of the four NSFY coaches.

NSFY Snapshots: The third round of New Skills for Youth state snapshots is on track for release in early March. Each snapshot will profile three to four strategies the state is taking to transform and expand access to high-quality career pathways. One trend across the ten New Skills for Youth states is an intentional focus on equitable outcomes. Many states have freed up funds or are launching new programs specifically to improve access and success for marginalized learner populations.

JPMC Innovation Sites Snapshots: The work of this grant took off during January. Staff conducted research on and had conversations with representatives from all of the domestic innovation sites (Dallas, Detroit, Denver, New Orleans, Dallas) and all of the international sites (China, United Kingdom, South Africa, India, Southeast Asia). Travel to the domestic sites will take place during February and March, where staff will visit project sites, interview key stakeholders, and begin to develop narratives for each profile. The final result of Phase One of this two-year project will be a series of ten profiles, as well as a summary document across them all.

State of CTE: Data Collection and Use: The State of CTE survey was closed at the end of December with 51 total responses from State CTE Directors. Advance CTE followed up with 11 states for additional information and is in the process of writing the final report. The full report will be showcased this April at Advance CTE's Spring Meeting with a general session panel and a series of concurrent breakouts focused on collecting and leveraging CTE data.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. Staff continued research on a new publication focused on credit for prior learning, which will be released in early 2019. Advance CTE also developed a new dissemination strategy for the Joyce work, including webinars, blog posts and outreach to additional partners.

Equity Initiative: Advance CTE virtually convened both the committee of national partners as well as the member Kitchen Cabinet during the month of January. On those webinars, staff presented on the latest equity brief and facilitated discussions on other partner projects and potential future engagement.

- The third equity brief in the [Making Good on the Promise](#) series, titled [Making Good on the Promise: Building Trust to Promote Equity in CTE](#), was released on January 15. The brief maps out steps state leaders can take to rebuild trust in marginalized communities that CTE historically failed to serve equitably.

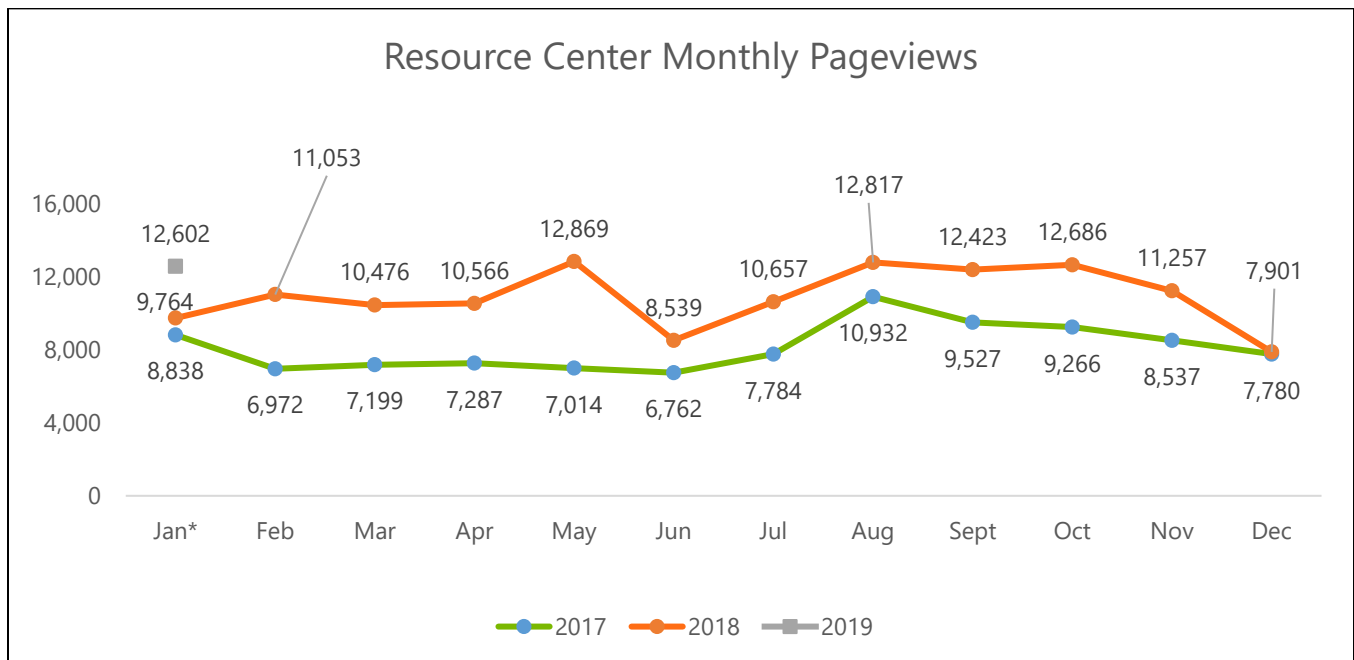
Year in Review: On January 29, [State Policies Impacting CTE: 2018 Year in Review](#) was released. This paper, produced by Advance CTE and ACTE, is the sixth annual review of CTE and career-readiness policies in the states and territories. The report highlights notable legislation, board rules, executive actions and governor-led initiatives in each state.

College Board Partnership: On January 24, [College-Level Examination and Career and Technical Education](#) was released. This guide from Advance CTE and the College Board examines how specific CLEP exams can be embedded into or used to augment programs of study by Career Cluster®.

Internal Knowledge Management Strategy: Staff has been working on a research warehouse tool that will provide filterable, evidence-based research on high-quality CTE. The objective is to provide members access to a living document where they can draw on information to inform state policy and make the case for CTE in their states. Staff aims to release the tool by summer 2019. Relatedly, Advance CTE has been making intentional efforts to capture and document knowledge across all program areas in a shared Google Drive to ensure all tools, research and project-level information is accessible across the team. Staff has also begun facilitating project deep dives during staff meetings to ensure everyone on the team is briefed on the latest projects and research.

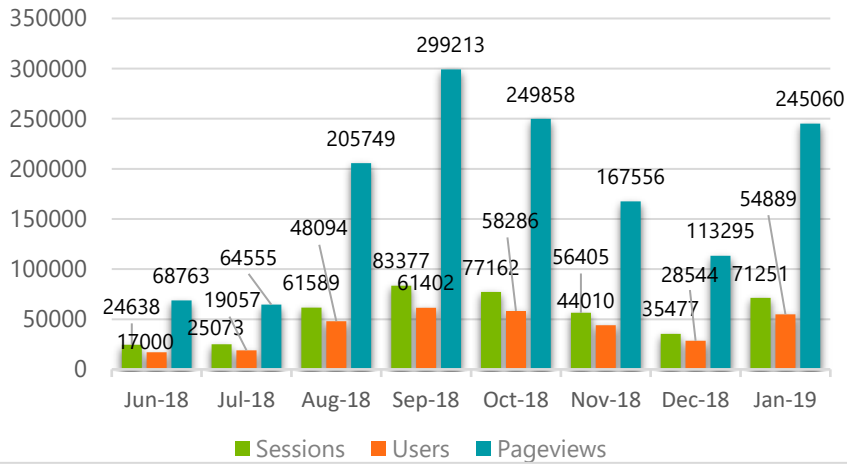
Resource Center: The Resource Center had a total of 12,602 hits for the month of January, which is on a path to outpace the monthly totals from 2018. Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE’s *Making Good on the Promise: Building Trust to Promote Equity in CTE* report, followed by the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Career Advisement, followed by Work-based Learning. The least viewed topic pages were Funding and Finance and Cross-Sector Strategies and Governance (formerly Systems Alignment).

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in June. Advance CTE is currently in the process of providing feedback on design options for the landing page.



COMMUNICATIONS REPORT

WEBSITE



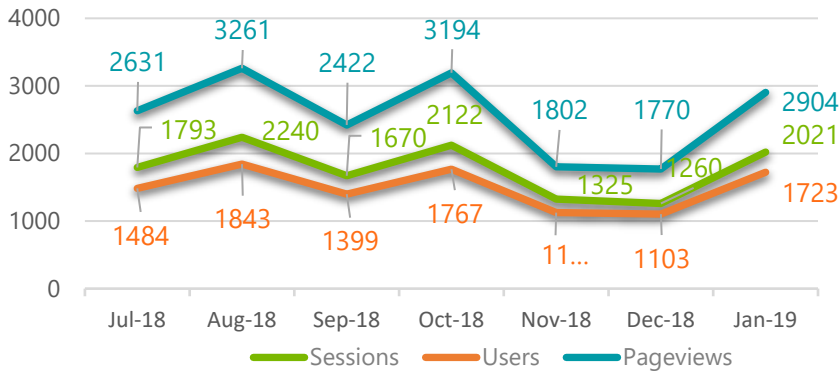
Major Organizational Releases/Initiatives

- Resource Center (2473)
- Perkins (1967)
- CTE Month (1204)
- Spring Meeting (672)

Acquisition of site users

- Organic search (49.6%)
- Direct (38.4%)
- Referral (11%)
- Social (1%)

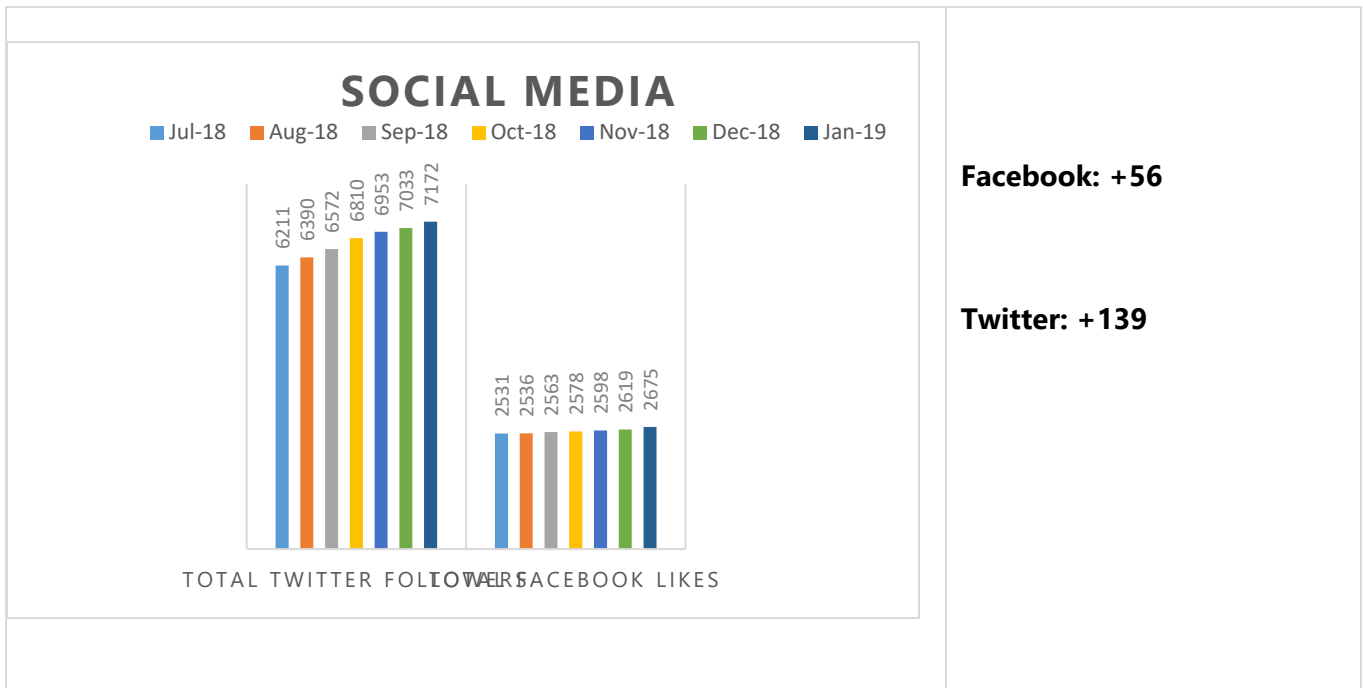
LEARNING THAT WORKS BLOG



17 Blog Posts Published

Most visited blogs:

- High School Senior, Brian Elvidge, Shares How CTE and SkillsUSA Helped Him Get Back in the Game
- Perkins V: How can states expand work-based learning?



Media Hits in January 2019:

[How Are States Measuring College-and-Career Readiness? It's a Hodge-Podge](#), Education Week

Strategies for Attracting Students to High-Quality CTE (Siemens grant): Advance CTE staff has been working with each state in cohort 2 (ND, CO, ID) on their recruitment strategies. Each grantee has requested and received a no-cost contract extension until February 28, 2019 to finish out their projects. Additionally, staff has begun working with cohort 3, which includes five states (AR, GA, IA, SC and UT) to put in place their contracts and begin to implement their proposed work plans. Staff have been working to put in place a contract with a communications firm to help make the assets created under this grant more visible and easily accessible; the goal is for the work to be completed by summer 2019. The train-the-trainer workshop was held in January, where six individuals were trained to deliver the Strategies for Attracting Students to High-Quality CTE workshop. Workshops will be held this year in partnership with ASCA, ACTE and a number of states.

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

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| PRESENTATIONS | <ul style="list-style-type: none"> • Business Leads Fellows Meeting, U.S. Chamber of Commerce Foundation, Phoenix, AZ • <i>Perkins V and Career Advisement</i>, American School Counselor Association, webinar for State School Counseling Directors • <i>Federal Policy Outlook</i>, American Association of Community College, San Diego, CA |
|----------------------|---|

	<ul style="list-style-type: none"> • <i>CTE 101</i>, Unidos/US, Washington, DC
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Campaign to Invest in America's Workforce, Washington, DC • Committee for Education Funding (CEF), Washington, DC • Jobs and Careers Coalition, Washington DC • <i>Linked Learning Site Visit</i>, The Alliance for Excellent Education, Oakland, CA • National Coordinating Council for Career and technical Student Organizations, Washington, DC • <i>Preparing Education and Workforce Leaders to Rise Up for Equity in the 21st Century</i>, Institute for Educational Leadership (IEL), Washington, DC •
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieve • Achieving the Dream • ACTE • Alliance for Excellent Education • American Association of Community Colleges • American Youth Policy Forum • Center for Law and Social Policy • College Board • Council of Chief State School Officers • Council on State Governments • Data Quality Campaign • Education Strategy Group • Institute for Educational Leadership • JFF • JPMorgan Chase (as part of the equity committee) • K12 • Learning Policy Institute • National Alliance for Partnerships in Equity • National Association of Student Financial Aid Administrators • National Center on Learning Disabilities • National Coalition for Literacy • National Governors Association • National Skills Coalition • National Urban League • National Women's Law Center • New America • Partnership to Advance Youth Apprenticeship • Opportunity America • U.S. Chamber of Commerce Foundation

January 2019

Advance CTE Newsletter

Your voice from the nation's
capital



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NEW RESOURCES

Guide/Tool: [No More "Sink or Swim:" Incorporating Subgroup Accountability into the Higher Education Act](#)

Case Study: [Making Good on the Promise: Building Trust to Promote Equity in CTE](#)

Case Study: [Powerful Partnerships: Businesses and Community Colleges](#)

Guide/Tool: [Advance CTE's Statement on Equity in Career Technical Education](#)

Dear Advance CTE Members,

Happy New Year! We are excited about the upcoming initiatives and events we are planning for 2019. This February, we are launching something new and bold - a campaign to [Double the Investment in CTE](#). Building upon our successful campaign in the early 2000s, this campaign aims to gather signatures from companies and organizations who will lend their name and voice to doubling the federal investment in the *Strengthening Career and Technical Education for the 21st Century Act (Perkins V)*.

You will play a critical role, directly and through your networks, in helping us reach employers large and small across all corners of the United States. We will be launching the campaign to members on February 7 and publicly launching on February 11. We'll be sending materials, supports, and resources to help you spread the word and secure employer support.

As we also prepare to celebrate CTE Month, we want to share what's happening in your state through our weekly blog series and social media channels. As soon as you can, please share the CTE month events and activities you have planned to Nicole Howard at nhoward@careertech.org.

Additionally, we are excited to have released our third brief in Advance CTE's [Making Good on the Promise](#) series. The brief maps out steps state CTE leaders can take to rebuild trust in marginalized communities that CTE historically failed to serve equitably. Read the brief [here](#).

Lastly, the countdown to the annual Spring Meeting has officially begun! Join us in **Washington, D.C. April 8 - 10** at the [Omni Shoreham](#) Hotel. [Registration is now open!](#) Be sure to save on your registration by securing the early bird rate.

Sincerely,

Kimberly Green,

➤ Member Updates

See You in April!

Registration for the [2019 Advance CTE Spring Meeting](#) is now open! We hope you can join us **April 8-10** in Washington, DC. We are planning an exciting agenda to help you use Perkins V to set a bold vision for CTE in your state, collaborate with your peers to solve common problems of practice, and explore our newest 50-state report about CTE data systems.



This will be our **only** public conference of 2019 as we continue to support states' Perkins V implementation efforts. Register for the Spring Meeting by **February 15** to secure our early bird rates!

State CTE Director Transition

Advance CTE congratulates Jacque Treaster as **Montana's** new State CTE Director. This year's cohort is our largest since we launched our New State Director Leadership program three years ago. We are excited to welcome all of our new leaders and are grateful for the support the CTE community has provided as they settle into their new roles.

Job Postings

Please share these job opportunities with your networks:

- **Washington, DC:** Office of the State Superintendent of Education is seeking a [Performance Accountability Coordinator](#).
- **Rhode Island:** The Rhode Island Department of Education has an open position for a [Prepare RI Fellow](#).
- **Louisiana:** Delgado Community College in New Orleans has an open position for a [Career Pathways Coordinator](#).

➤ View from the Hill

In January, Advance CTE focused on connecting with partner groups and members of Congress on Perkins V resources, policy recommendations for the Higher Education Act, and the campaign to double the federal investment in CTE.

Advance CTE also launched a new bi-monthly email and blog series, the *Perkins V Resource Roundup* which will highlight key Perkins V questions and topics. The series will link to relevant Advance CTE reports, guides and policy profiles featuring research, promising practices and examples of state policies. The first issue in the series focuses on work-based learning and Perkins V. You can read it [here](#).

➤ State Policy Overview

Advance CTE has released [State Policies Impacting CTE: 2018 Year in Review](#), which provides both an overview and a state-by-state review of policy changes occurring across the country that have impacted CTE. In 2018, over **146** policies related to CTE and career readiness were passed.

Additionally, CTE continues to be at the forefront of the education conversation; at least [12 governors have mentioned CTE](#) during their State of the State Addresses.

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

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 Career Advisement and Development Train the Trainer in **Maryland**;
- Attended the Committee for Education Funding meeting in **Washington, DC**;
- Attended the Campaign to Invest in America's Workforce in **Washington, DC**;
- Presented at the Business Leads Fellows Meeting hosted by the U.S. Chamber of Commerce Foundation in **Arizona**;
- Attended the Gate's Foundation meeting in **Washington, DC**;
- Attended the Education Strategy Group and CCSSO leadership meeting in **Maryland**;
- Attended the Association for Career and Technical Education Leadership meeting in **Washington, DC**.
- Attended the National Coordinating Council for Career and Technical Student Organizations meeting in **Virginia**;
- Attended the Linked Learning Site Visit in **California** hosted by The Alliance for Excellent Education;
- Presented at the Workforce Development Institute hosted by the American Association of Community Colleges in **California**; and
- Engaged with eight Congressional Hill offices.

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

 [Forward to a Friend](#)

STAY CONNECTED

