

QUICK UPDATES

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

May 13, 2020	In Person Starting at: 8 a.m. EST	Board Meeting – before Annual Spring Meeting and 100-year celebration
June 25, 2020 – Advance CTE	3 – 4 p.m. EST	Approve FY21 Budgets
June 25, 2020 – Center to Advance CTE	4 – 5 p.m. EST	Approve FY21 Budgets

Administrative Updates: We have two new staff members beginning in February. On February 10, Brian Robinson, who will be supporting our global career readiness and data initiatives. On February 19, Brittany Cannady will be filling out digital media communications associate position. Both Brian and Brittany are former teachers. We have two more vacant positions – a policy associate and a communications associate - that we hope have filled in the coming months.

Member Services Survey: You'll get an update of the survey results at the May meeting but wanted to share this quote with you. Our team is super proud of the results of this survey and this exemplifies why:
"We have strongly relied on the expertise of Advance CTE and the member network to inform questions we have. The resources developed for Perkins V implementation have been a go-to for us during this transition year. The professional team at Advance CTE is consistently responsive and conveys a strong sense of dedication to this important work."

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

Finance Update: These numbers represent finances through January 31, 2019, which is 59% of the fiscal year. The Center income exceeds the income target due to funds that have been received in this fiscal year, namely the next JPMC grant, but will carry forward into the next. These adjustments are made at fiscal year end.

Advance CTE Budget Snapshot
Received 70% of budgeted income
Expended 28% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 147 % of budgeted income
Expended 40% 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
Strategies for Recruiting Students into CTE	Siemens Foundation	In October, we submitted a two-year proposal to continue our focus on communication/messaging and engaging counselors to become advocates for CTE. At the end of January, we learned that our grant had been approved with a March 1 start date. The grant runs for 24-months and total \$838,500 and support communications/messaging work, in addition to some support for the CTE Forward Summit.	Ongoing Approved!
Global Career Readiness Initiative	JPMorgan Chase	We submitted and received approval for our grant proposal in November, which run for five years and total \$5 million. The grant will begin March 1, 2020. Work has already begun as sites will begin to be announced in February 2020.	Approved!
Postsecondary program quality	Joyce Foundation	We are in the process of wrapping up this grant, which will end in February 2020.	Ongoing
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	The Perkins implementation support is well underway. We have begun discussions and sent a draft prospectus for funding starting in 2021.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	This work is underway.	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work is underway.	Ongoing
Perkins implementation	Joyce Foundation	The Perkins implementation support is well underway. See update below	Ongoing
Area Technical Centers	Lumina Foundation	This work is underway.	Ongoing
Short-Term Pell	Lumina Foundation (NASFAA)	This work is underway.	Ongoing
Postsecondary Data Quality	ECMC Foundation	The ECMC Foundation Board approved our proposal to support postsecondary data quality. The grant will be for \$750,000 and cover three years and begin in January 2020.	Ongoing
Talent Pipeline Management	U.S. Chamber of Commerce Foundation	This work is underway.	Ongoing
NIDILRR	UMass Medical School	Advance CTE has been built into a five-year grant, focused on supporting adult learners with disabilities, in partnership with the National Institute on Disability, Independent Living, and Rehabilitation Research. The contract has been signed and work has been kicked off.	Ongoing

CTE Summit	Joyce Foundation	Upon request, we have a submitted a letter of inquiry to the Joyce Foundation for \$45,000 to support the Summit and subsequent vision document. This will go before the Board in April 2020.	Proposal development
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Priority: Empower members through PROFESSIONAL LEARNING

Membership Update:

- State Membership: 55 states/territories (representing 55 State Directors and 211 state members)
- Associate State: 16
- Associate Non-State: 80
- Organizational: 44 organizations, 202 individual members

State CTE Director Changes

- Iowa: Dennis Harden, longtime CTE staff in Missouri has begun his new role as the State Director in Iowa
- Alabama: Tommy Glasscock is no longer State Director in Alabama. Daniel Boyd is the interim State Director.

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

Federal Advocacy Plan

Congressional Offices Engaged in January 2020:

- Adam Black, Sen. Loeffler (R-GA)
- Simon Korn, Rep. Harder (D-CA)
- Will McKeley, Rep. Khanna (D-CA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Karishma Merchant, Sen. Kaine (D-VA)
- Sarah Monteith, Rep. Kilmer (D-WA)
- Will Pisano, Rep. Kuster (D-NH)
- Rachel Thompson, Rep. Beutler (R-WA)
- 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:

- Iowa: In January, Advance CTE and Association for Career and Technical Education (ACTE) staff facilitated the state’s CTE Advisory Council meeting, including a discussion of draft performance targets, strategies to promote work-based learning and use of the state’s reserve fund. In addition, Advance CTE and ACTE staff are compiling and synthesizing public comments on Iowa’s Perkins V state plan.
- Oregon: In January, Advance CTE and ACTE presented an update on Oregon’s Strengthening Career and Technical Education for the 21st Century Act (Perkins V) state plan to a virtual convening of the state’s stakeholders.
- Opportunity Gap Analysis Technical Assistance: Advance CTE is providing technical assistance to several states to identify and address access and equity challenges. Advance CTE is in the process of

analyzing CTE enrollment and performance data from Florida to identify access and equity gaps. In February, Advance CTE will work with the New Jersey Council of County Vocational-Technical Schools to pilot the process and deliver a data and root cause analysis workshop. Another pilot is scheduled with two local Perkins consortia in Minnesota in March. After a series of state and local pilots, Advance CTE will finalize a suite of tools—including a data dashboard, root cause facilitation guide and more—which will be made available to members.

Shared Solutions Workgroups (SSWG)

Work has continued on the deliverables being created through the Middle Grades CTE SSWG. We have our final call with this group in early February and anticipate releasing the resources in March.

As discussed below, the third SSWG on data visualization will be launching shortly.

Other Supports

Our Perkins V Expert Peer Review process has concluded! In total, 37 states and DC participated and receive robust and meaningful feedback on their draft state plans. Staff and ACTE are planning to debrief in February, including discussing how we can measure the impact of the feedback on the final, submitted plans in the spring.

State Policy Update:

CTE Forward Summit: Work has begun on Advance CTE's next summit, to be held in fall 2020. We have signed a contract with a facilitation firm to design the event and facilitate on site, as well as secured nine national organizations to serve as co-conveners (ACTE, Council of Chief State School Officers, US Chamber of Commerce Foundation, National Association of State Boards of Education, National Skills Coalition, National Governors Association, National Conference of State Legislatures, National Association of State Workforce Agencies and State Higher Education Executive Officers).

Save the date information will be going out to all State Directors and invited participants soon.

To date, we have secured approximately \$150,000 from The Bill & Melinda Gates Foundation to support the Summit and \$25,000 from Siemens as part of our third round of funding. In January, we submitted a letter of inquiry, the first step in the Joyce Foundation's proposal process, for \$45,000. We have also had positive discussions with JPMorgan Chase. This support – in addition to The Center's reserves if needed – will cover the facilitation firm, all staff costs and meeting expenses for all participants (not including travel).

Year in Review Report: In partnership with ACTE and Education Commission of the States, Advance CTE released the [State Policies Impacting CTE: 2019 Year in Review](#) report. The report summarizes all CTE and career readiness policies passed in 2019 and identifies key trends based on those policy changes.

Global Career Readiness Initiative: Advance CTE is in the initial planning phase of this project supported by the JPMorgan Chase Foundation (JPMC). JPMC will begin publicly announcing funded sites on a rolling basis from mid-February through April; Advance CTE's grant begins on March 1. Advance CTE and Education Strategy Group (ESG) have begun planning a needs assessment process for sites, as well as mapping out key engagement activities with sites throughout the first six months of the project. Advance CTE has begun planning its knowledge management work with sites and is identifying topics for tools, resources and publications in the project's first year.

ECMC Initiative: January 1 marked the official beginning of the ECMC initiative, Advancing Postsecondary CTE Data Quality. Advance CTE is in the initial planning stages for the initiative, which includes hiring a policy associate and mapping out the key milestones for the project. A candidate for the policy associate position has been selected and will start in early February.

IES Blog Series: The first Q&A in the CTE Research Partnership blog series was [posted](#) in January, featuring a conversation between Jill Kroll of the Michigan Department of Education and Dan Kreisman of Georgia State University (and director of the CTE research collaborative). The piece highlights how CTE researchers can add capacity to state departments in improving and analyzing CTE data.

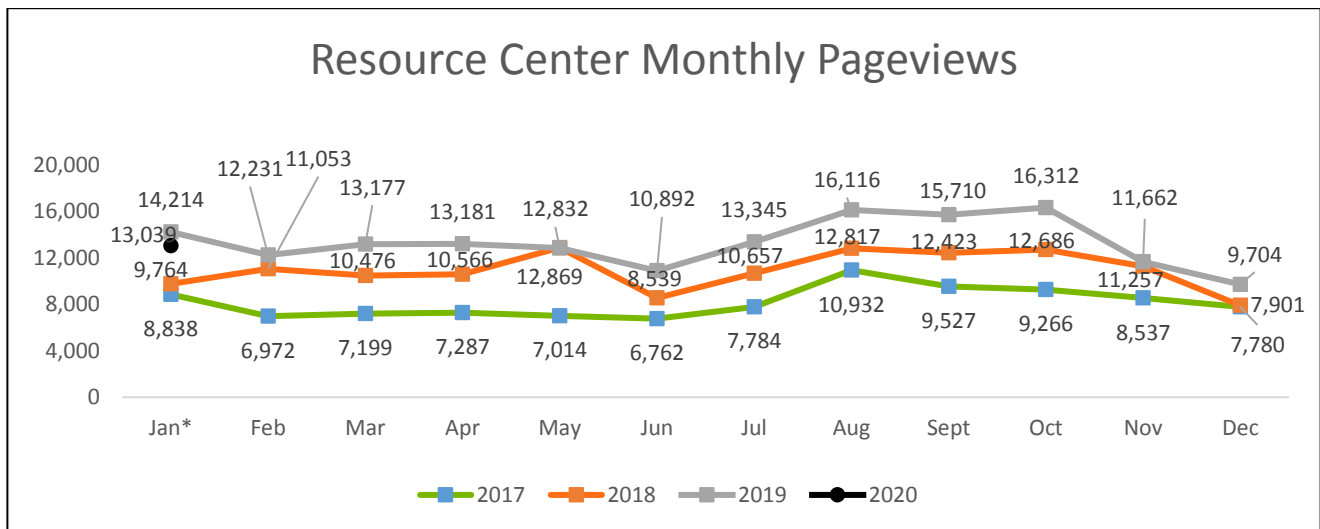
Partnership to Advance Youth Apprenticeship (PAYA): Advance CTE has finalized with New America the core objectives and participants for the PAYA workgroup on youth apprenticeship data. The workgroup is charged with identifying challenges and next steps for improving the collection, validation and use of youth apprenticeship data. The kickoff call for the workgroup will be held in February.

Data Quality Policy Benchmark Tool: Advance CTE will convene an expert workgroup of national, state and local leaders to support the development of a policy benchmark tool for CTE data. In February, Advance CTE will begin initial interviews with participants and will begin planning an in-person meeting later in the spring.

Perkins V Data Visualization Workgroup: Advance CTE will convene a Shared Solutions Workgroup to discuss challenges and strategies for presenting and reporting Perkins V data, with support from the Bill & Melinda Gates Foundation. The group will be launched in February with support from ACTE.

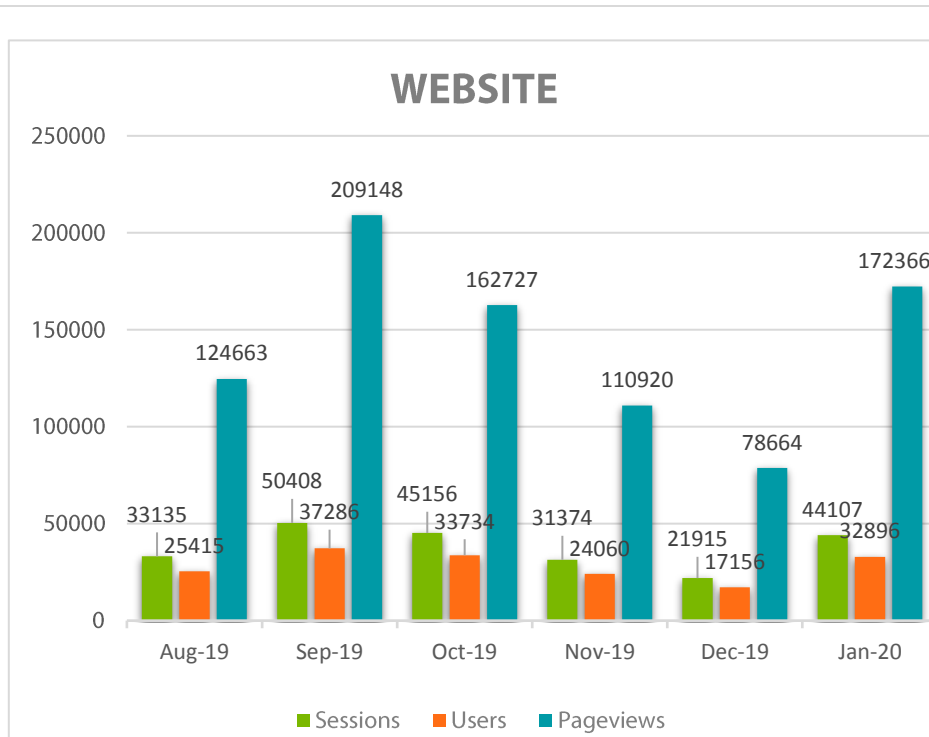
Equity Initiative: Advance CTE held its quarterly call with the Committee on Equity in CTE, which is comprised of representatives from national civil rights, workforce and education organizations. During the call, the Committee discussed how to leverage its collective knowledge and existing resources to help state and local leaders advance equity in CTE.

Learning that Works Resource Center: The Resource Center sustained a total of 13,039 hits for the month of January. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Aligning Opportunity: State Approaches to Setting High Skill, High Wage and In Demand* report.



*Reported data for January include website traffic through January 30, 2019

JANUARY 2020 COMMUNICATIONS REPORT

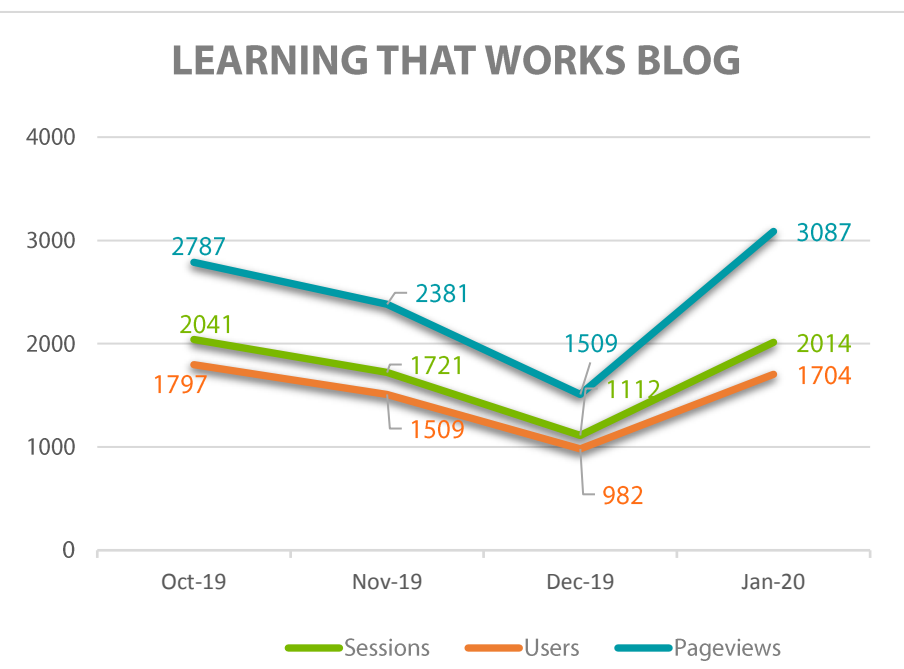


Major Organizational Releases/Initiatives

- Resource Center (1704)
- Fact Sheets (1023)
- Careers (671)

Acquisition of site users

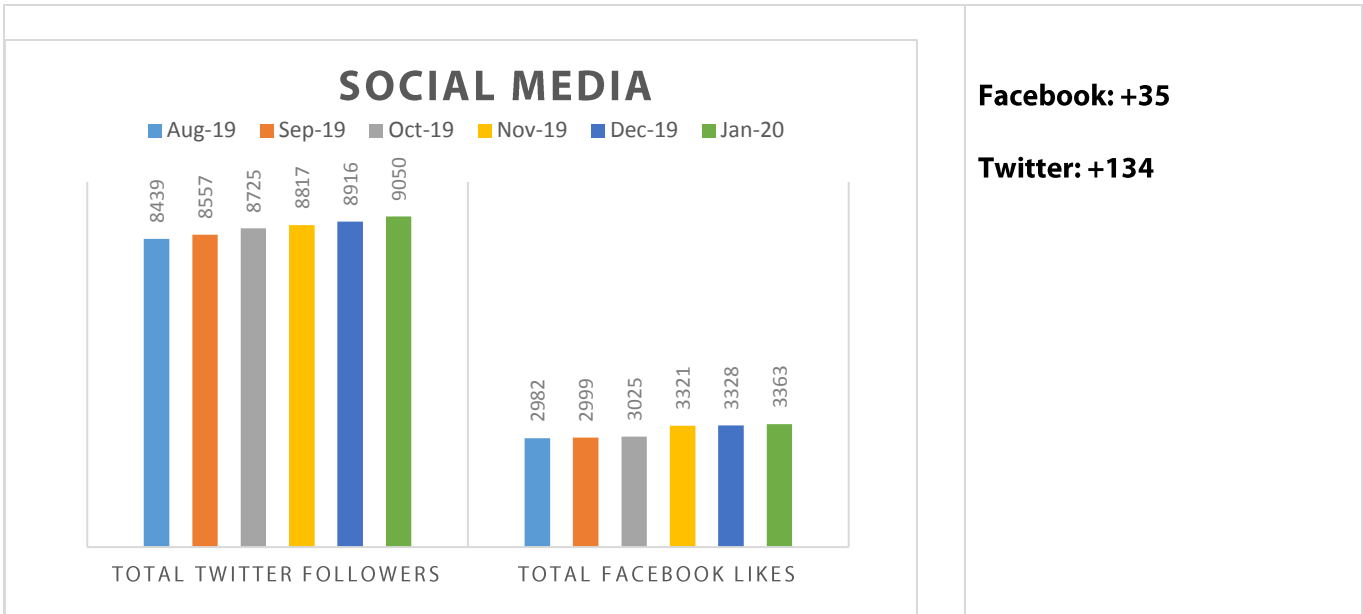
- Organic search (19%)
- Direct (62%)
- Referral (17%)
- Social (1.4%)



11 Blog Posts Published

Most visited blogs:

- Perkins V: How can the comprehensive local needs assessment drive improvement?
- Where Do the Presidential Candidates Stand: Joe Biden



Strategies for Attracting Students to High-Quality CTE (Siemens Grant): Staff closed out all grants with grantees in November and December. The Grant with the Siemens Foundation will end February 29. Staff is in the process of closing down the project. The Siemens Foundation has approved the next phase of funding to begin March 1.

Media Engagement: Advance CTE’s report, State Policies Impacting CTE: 2019 Year in Review, was [profiled](#) in Education Dive. Additionally, a reporter from Hechinger Report reached out to staff to pitch potential stories about CTE.

Priority: Build and maintain strong and effective PARTNERSHIPS that advance our vision and mission.

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

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|----------------------|---|
| PRESENTATIONS | <ul style="list-style-type: none"> Advance CTE/Center to Advance CTE Board Meeting, Minnesota FCCLA’s State Advisor Management Meeting, Washington DC National Career Development Summit, Coalition for Career Development, Washington, DC |
|----------------------|---|

EVENTS ATTENDED

- Advance CTE/Center to Advance CTE Board Meeting, Minnesota
- Bipartisan Policy Center Briefing on Advancing Higher Education Policies, Washington, DC
- Campaign to Invest in America's Workforce Meeting, Washington, DC
- College High School Alliance Steering Committee Meeting
- Committee for Education Funding Meeting, Washington, DC
- Five Years of UpSkill America: What's Next?, Aspen Institute, Washington, DC
- Iowa Caucuses Preview, Washington, DC
- Iowa CTE Advisory Council meeting, Iowa Department of Education, Iowa
- National Career Development Summit, Coalition for Career Development, Washington, DC
- Perkins V Town Hall, OCTAE, Washington, DC
- PostSecondary Data Collaborative Meeting, Washington, DC
- Workforce Development Dinner, ThirdWay, Washington, DC

**OTHER PARTNERS
ENGAGED**

- American Indian Higher Education Consortium
- Association for Career and Technical Education
- Afterschool Alliance
- Bill & Melinda Gates Foundation
- Coalition for Career Development
- College Board
- Council of Chief State School Officers
- Council of State Governments
- ECMC Foundation
- Education Commission for the States
- Education Strategy Group
- ExcelinEd
- Higher Learning Advocates
- The Institute for Education Sciences
- Institute for Higher Education Policy (IHEP)
- JFF
- Joyce Foundation
- JPMorgan Chase & Co.
- Mission Measurement
- National Association of State Workforce Agencies
- National Association of Student Financial Aid Administrators
- National Governors Association
- National Skills Coalition
- National Technical Assistance Center on Transition
- New America
- Technology Student Association
- Third Way
- University of Massachusetts Medical Center
- U.S. Chamber of Commerce Foundation
- Vivayic



ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

I hope you have had a fantastic beginning to 2020! We are so excited to kick off our year-long centennial anniversary celebration! Throughout the year, we'll celebrate the rich history of Advance CTE and 100 years of state CTE leadership. If you'd like to contribute a quote about Advance CTE or submit a photo or any memorabilia from your state please do so [here](#).

We are also gearing up to celebrate CTE Month in February. If you'd like to showcase what's happening in your state, please submit any photos, proclamations, awards programs, articles or videos to Katie Fitzgerald at kfitzgerald@careertech.org and it may be featured on our Learning that works for America [blog](#).

Lastly, we hope you save the date for our annual [Spring Meeting](#) in Arlington, Virginia May 13 - 15, 2020! It is our only annual meeting of 2020, so be sure to register soon. If you have any questions about the agenda please direct them to Sara Gassman at sgassman@careertech.org. This fall, we will host the CTE Forward Summit instead of our Fall Meeting, which will bring together CTE leaders to create the next five-year vision for CTE! More to come on that soon.

Have a great CTE Month!

Sincerely,

Kimberly A. Green



KIMBERLY GREEN

Executive Director

Membership Update

State CTE Director Transitions:

- Read about Clay Long, the new State Director in Idaho in our [blog](#)
- Dennis Harden, longtime CTE staff in Missouri has begun his new role as the State Director in Iowa
- Tommy Glassock is no longer State Director in Alabama

NEW Resources:

This month, Advance CTE developed a number of new resources for you:

- [State Policies Impacting CTE: 2019 Year in Review](#): This is the seventh annual review of CTE and career readiness policies across the United States. It represents the most comprehensive national snapshot of state activity related to CTE and career readiness, and provides a critical opportunity for state and national leaders to reflect on national trends and consider future directions.
- [Promotional Materials for Families and Students](#): We developed a number of templates including a brochure, flyer, poster and postcard that can be used to promote CTE. Download them and edit to promote CTE in your state or community!

View from the Hill

In January, Advance CTE has been following discussions regarding the Fiscal Year 2021 (FY21) Federal budget. President Trump plans to reveal his proposed budget to Congress on February 10 and Advance CTE will be closely following new developments and will evaluate the implications for our members. For up-to-date information follow our [Legislative Updates](#).

State Policy Update

As of January, more than 15 governors have given their State of the State Addresses. When outlining their policy agendas for 2020, [many governors celebrated and prioritized CTE](#). In Arizona, Governor Doug Ducey proposed [more funding for CTE trade programs](#) aligned with high-demand careers. In Iowa, Governor Kim Reynolds celebrated expanding high-school registered apprenticeships and proposed [\\$1 million in funding](#) for work-based learning coordinators.

➤ ICYMI (*In Case You Missed It*)

- **Research/Report:** [Preparing Tomorrow's Workforce: The Global Learning Imperative for Career and Technical Education Programs at Community and Technical Colleges](#)
- **Policy:** [North Carolina Finish Line Grants](#): Learn about a wraparound program to help learners in NC navigate financial emergencies and limiting unexpected financial burdens that may prevent a student from completing a postsecondary degree or credential.
- **Blog:** [Education & Workforce: Where do the Presidential Candidates Stand?](#): The Iowa caucuses are next week! Learn about the education and workforce platforms of democratic hopefuls.



➤ Where in the World is Advance CTE?

Interested in Advance CTE coming to your state? Fill out our request form [here](#).

- Presented at FCCLA's State Adviser Management Meeting, **Washington, D.C.**
- Presented at National Career Development Summit, hosted by the Coalition for Career Development, **Washington, D.C.**
- Attended Iowa CTE Advisory Council meeting, Iowa Department of Education, **Iowa**
- Attended Community College Advisory Board meeting, Opportunity America, **Washington, D.C.**
- Attended Committee for Education Funding Board Meeting, **Washington, D.C.**
- Attended Workforce Development Dinner, ThirdWay, **Washington, D.C.**
- Attended Iowa Caucuses Preview, **Washington, D.C.**
- Attended Perkins V Town Hall, OCTAE, **Washington, D.C.**
- Congressional Meetings and Engagement: **Nine** offices

In 1917, Woodrow Wilson signed the Smith-Hughes

**ADVANCE CTE
THROUGH THE
CENTURY**



100 YEARS OF
STATE CTE LEADERS

Vocational Education Act, marking the beginning of federal funding for vocational education in the United States, and the first federal investment in our K-12 system.

