

## QUICK UPDATES

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

June 25, 2020 – Advance CTE	3 – 4 p.m.	Approve FY21 Budgets
June 25, 2020 – Center to Advance CTE	4 – 5 p.m.	Approve FY21 Budgets

**Administrative Updates:** Like many across the country, our staff is still under stay-at-home orders and working remotely. Much of the DC metro area is still in phase 1. While we are continuing our planning for what re-entry to the office, we have made the decision to have staff work from home until the end of August 2020. We'll revisit this decision in early August. We have also made the decision to not convene any in-person meetings, working groups, etc. through the end of 2020. We built our proposed FY21 budgets with this assumption.

**New staff:** We are delighted to welcome Dan Hinderliter to the Advance CTE team. Dan joins us as a Policy Associate, primarily working on the Global Career Readiness Initiative and the Lumina grant. Dan joined the team on June 1 and has been super flexible as we adapted to virtual new employee onboarding! Look for a blog from Dan, introducing himself to you and the members soon!

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

**Finance Update:** These numbers represent finances through May 31, 2020, which is 92% of the fiscal year.

Advance CTE Budget Snapshot
Received 81% of budgeted income
Expended 20% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 82% of budgeted income
Expended 56% 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	The communications research work will kick off in the summer, starting with virtual focus groups.	Ongoing

Global Career Readiness Initiative	JPMorgan Chase	In February, JPMC announced their \$75 million Global Career Readiness Initiative, including Advance CTE's role in supporting the U.S. based sites. In May, the work officially kicked off for the sites, with Advance CTE and ESG developing a needs assessment package to guide the work over the next five years.	Ongoing
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	We will likely be requesting a three-month no-cost extension to help spend down this grant, given the shift to a virtual Summit and no travel for the near term. A fuller update is below on the various activities supported by this grant.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	This work is underway. Initial discussions have started about the next phase of this investment across the partner organizations, which would kick off in October 2020.	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work is underway, with the final two snapshots being released in June. The remaining resources are being repurposed to support our data quality strategy and our data quality workgroup, in particular.	Ongoing
Perkins implementation	Joyce Foundation	The grant activities are underway; a fuller update on our Perkins support and equity workshops is below.	Ongoing
Area Technical Centers	Lumina Foundation	This work is underway, although the timeline and scope are being shifted in light of COVID-19 and staffing changes.	Ongoing
Short-Term Pell	Lumina Foundation (NASFAA)	This work is underway. The contract is being extended to ensure the final work product is quality and aligned with Advance CTE's priorities.	Ongoing
Postsecondary Data Quality	ECMC Foundation	This work is underway. The RFP for states will be launched in early June. See update below.	Ongoing
Talent Pipeline Management	U.S. Chamber of Commerce Foundation	The resource was released in May and we are planning a webinar with The Chamber in June. The contract ended in May 2020.	Ongoing
UMass Medical School	National Institute on Disability, Independent Living, and Rehabilitation Research	This work, supporting a five-year effort to support adults with learning disabilities, is underway.	Ongoing
College High School Alliance	Gates Foundation, Joyce Foundation	Earlier this year, Advance CTE joined the steering committee of the College High School Alliance, which is coming up to the end of a two-year investment from multiple funders. A proposal has been sent to the Joyce Foundation and conversations are underway with the Gates Foundation and ECMC Foundation.	Proposal development
Institute for Educational Leadership	Gates Foundation	In April, Advance CTE and the Institute for Educational Leadership submitted a joint prospectus to the Gates Foundation. It is unclear if this will move forward given Gates' priorities at this time.	Proposal development

## Priority: Empower members through PROFESSIONAL LEARNING

### **Membership Update:**

- State Membership: 55 states/territories (representing 55 State Directors and 219 state members)
- Associate State: 19
- Associate Non-State: 87
- Organizational: 48 organizations, 222 individual members

**State CTE Directors:** There were no new State CTE Directors this month.

Advance CTE held a number of member opportunities this month listed below with their attendance numbers. The learning experiences allowed members to connect and learn from each other, as well as learn from national and state experts on topics including equity, high-quality CTE and credential attainment during Coronavirus. Advance CTE published five [blogs](#) directly related to Coronavirus, and a number of others that had some information or resources related to the pandemic and CTE. Advance CTE increased the number of attendees on the organizational Zoom platform given the high demand from Members and the public, highlighting the importance and value of these offerings.

- Regional Call (*State Director only*): 31
- Applying a Racial Equity Lens to Career Technical Education During the COVID-19 Pandemic (*State Directors and State Members*): 88
- Getting to the Credential (*State Directors and State Members*): 66
- CTE Forward: What Learners Most Need during the COVID-19 Pandemic (*All Members and public*): 182

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

**Federal Advocacy Plan:** In May, Advance CTE continued to represent members' priorities during COVID-19 (Coronavirus) to members of Congress and the U.S. Department of Education. Staff advocated for inclusion of CTE funding and flexibilities in the next stimulus bill, especially through support of the Relaunching America's Workforce Act (RAWA). Advance CTE was disappointed that the Health and Economic Recovery Omnibus Emergency Solution (HEROES) Act- the House Democrat stimulus bill- did not include CTE-specific funding. Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), [sent a letter](#) to House Appropriations Committee leadership explaining the importance of CTE funding during the pandemic and for economic recovery. Although the HEROES Act passed in the House, the Senate has voiced that it is unlikely to take the bill up before July. It is also expected that the bill will undergo significant changes in the Senate.

### **Congressional Offices Engaged in May 2020:**

- Dana Action, House Appropriations Committee (D)
- Jake Baker, Professional Staff, Senate Committee on Health, Education, Labor and Pensions (R)
- Heather Campbell, House Appropriations Committee (R)
- Samira Damavandi, Rep. Lee (D-CA)
- Caroline Goodson, Rep. Langevin (D-RI)
- Robin Juliano, Professional Staff, House Appropriations Committee- Labor, Health and Human Services, Education and Related Agencies Subcommittee (D)

- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- Katherine McClelland, Professional Staff, House Committee on Education and Labor (D)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Kaitlyn Montan, Rep. Castro (D-TX)
- Nick Rockwell, Rep. Thompson (R-PA)
- Kathryn Salmon, Professional Staff, House Appropriations Committee- Labor, Health and Human Services, Education and Related Agencies Subcommittee (R)

### **Perkins Implementation Strategy**

#### *Shared Solutions Workgroups (SSWG)*

The middle grades CTE SSWG is complete and we released the second major deliverable the first week of May – a [repository of state-level middle grades CTE resources and tools](#). We have also kicked off an eight-part [blog series](#) featuring promising state and local practices to advance high-quality middle grades CTE in partnership with ACTE.

**CTE Data Reporting and Visualization Workgroup:** Advance CTE hosted the second workgroup meeting in May with a focused discussion on design principles for CTE data visualization. Based on feedback from the group, Advance CTE and ACTE are now moving forward with the development of two deliverables: a report on CTE reporting design principles and a communications toolkit to help state leaders tell the story behind their data. These deliverables are scheduled for a fall release.

### **State Policy Update:**

**CTE Forward Summit:** Advance CTE made the decision to transition the CTE Forward Summit to a virtual event, still to be held in mid-September. We are in the process of developing an agenda, including how the event will be structured and over what time period, and plan to open registration in late June. This event will be invite only, with all State CTE Directors invited (along with their counterparts in other state agencies), along with national, state and local leaders identified by Advance CTE and the nine co-convening organizations (ACTE, CCSSO, NASBE, NSC, NCSL, NGA, NASWA, SHEEO and the US Chamber of Commerce Foundation).

**Global Career Readiness Initiative:** The national project team, which includes Advance CTE and Education Strategy Group (ESG), met with the six project sites in May to kick off the planning phase of the project. In the first phase of the project, sites will complete a robust needs assessment process to identify their strengths and their gaps related to high-quality career pathways. The results of the needs assessment will inform the sites' year-one action plans. Sites will complete the needs assessment process by early September and will finalize their year-one action plans by the end of September.

**Advancing The Framework:** Advance CTE selected members of the Career Clusters® Kitchen Cabinet; 12 individuals were selected from the 25 states that submitted nominations. Kitchen Cabinet members will share feedback on how their states use Career Clusters and The National Career Clusters® Framework and will provide informal guidance on potential updates to The Framework. In June, Advance CTE will gather input on Career Clusters and The Framework from State CTE Directors and from a small group of postsecondary leaders. Throughout the summer, other members of the CTE community will have opportunities to share their feedback on Career Clusters and The Framework.

**CTE Data Quality Policy Benchmark Tool:** After a successful workgroup meeting in April, Advance CTE has updated the policy benchmark tool and built out a comprehensive needs assessment using input from workgroup participants. Our plan is to further refine the tool and have a draft ready for piloting later this summer.

**ECMCF Postsecondary CTE Data Quality Initiative:** After COVID-19 delayed the initial planned launch of the initiative in April, Advance CTE is now prepared to open the application process for the Advancing Postsecondary CTE Data Quality Initiative the first week of June. There have been a few slight modifications to the initiative. State grants have been increased from \$60K to \$80K, and the application process now includes an interview as well as a written application.

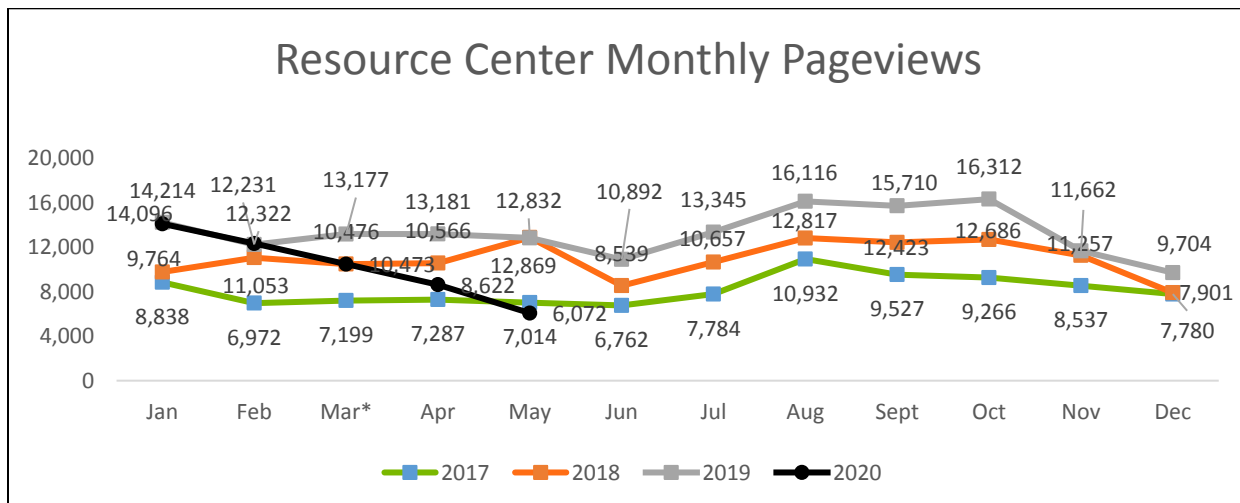
**Partnership to Advance Youth Apprenticeship (PAYA) Data Workgroup:** Advance CTE hosted a peer learning webinar in May featuring state leaders from the Kentucky Department of Education, who shared about the process for collecting data on the Tech Ready Apprentices for Careers in Kentucky program. The next workgroup meeting is planned for mid-June and will focus on the application and use of youth apprenticeship data.

**Equity Resources:** Advance CTE is partnering with organizations from the Committee on Equity in CTE to develop short resources to help state leaders understand their role in promoting equity and access in Career Technical Education (CTE) for specific populations. Advance CTE is currently partnering with the Council of State Governments (CSG) Justice Center, National Center for Learning Disabilities (NCLD) and the National Center for Homeless Education (NCHE) to develop resources on how to promote access and equity in CTE for juvenile justice involved youth, students with learning disabilities and learners experiencing homelessness, respectively. Advance CTE is in the process of drafting resources with NCLD and NCHE. The resource that Advance CTE developed in partnership with CSG Justice Center is complete. Advance CTE anticipates releasing the resource in early June.

**Committee on Equity in CTE:** In May, Advance CTE virtually convened the Committee on Equity in CTE to brainstorm ways that state leaders can address any barriers learners may face when trying to access and succeed in high-quality work-based learning experiences during the pandemic.

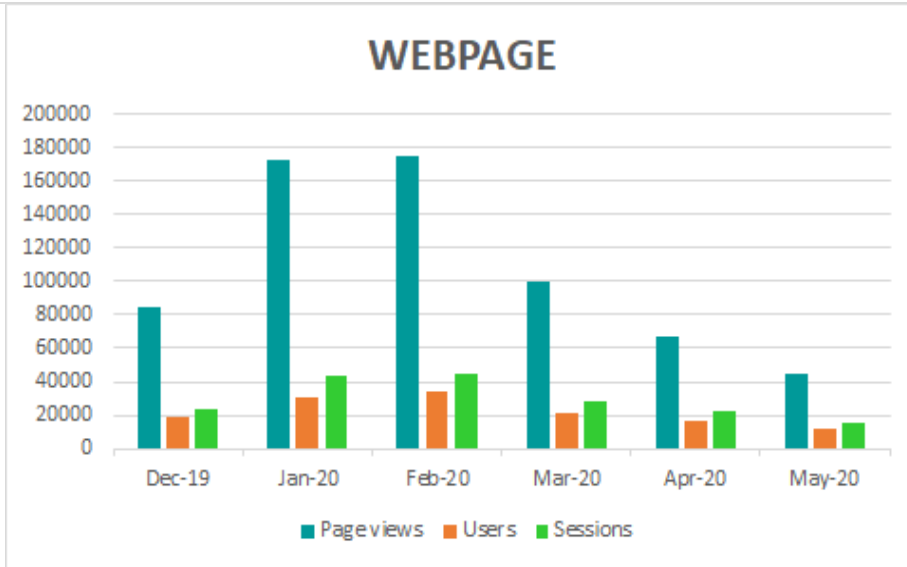
**Learning that Works Resource Center:** The Resource Center sustained a total of 6,072 hits for the month of May. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Broadening the Path: Design Principles for Middle Grades CTE*.

Note: Visits to the learning that works resource center have taken a dip in the past few months. We attribute this to two things: first is that website page views trend downward towards the close of the school year. Second, since mid-March, Advance CTE has directed users to the COVID-19 page housing resources related to the pandemic. This redirection may also explain the downward trend. We anticipate numbers to trend upward as we phase out the coronavirus work and begin redirecting traffic to go to the Resource Center.



\*Reported data for May include website traffic through May 26, 2020

MAY 2020 COMMUNICATIONS REPORT



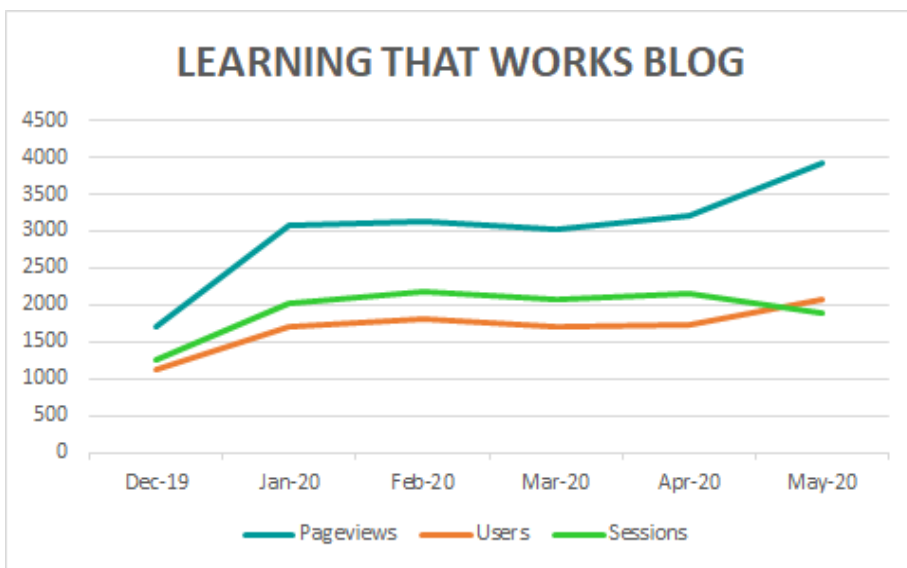
Website page views tend to trend downward as the school year comes to a close, this year is no exception and may have more significant disruption due to the coronavirus. We predict the numbers will jump again in August as state and local CTE leaders prepare for the school year.

**Major Organizational Releases/Initiatives**

- COVID Resources (396)

**Acquisition of site users**

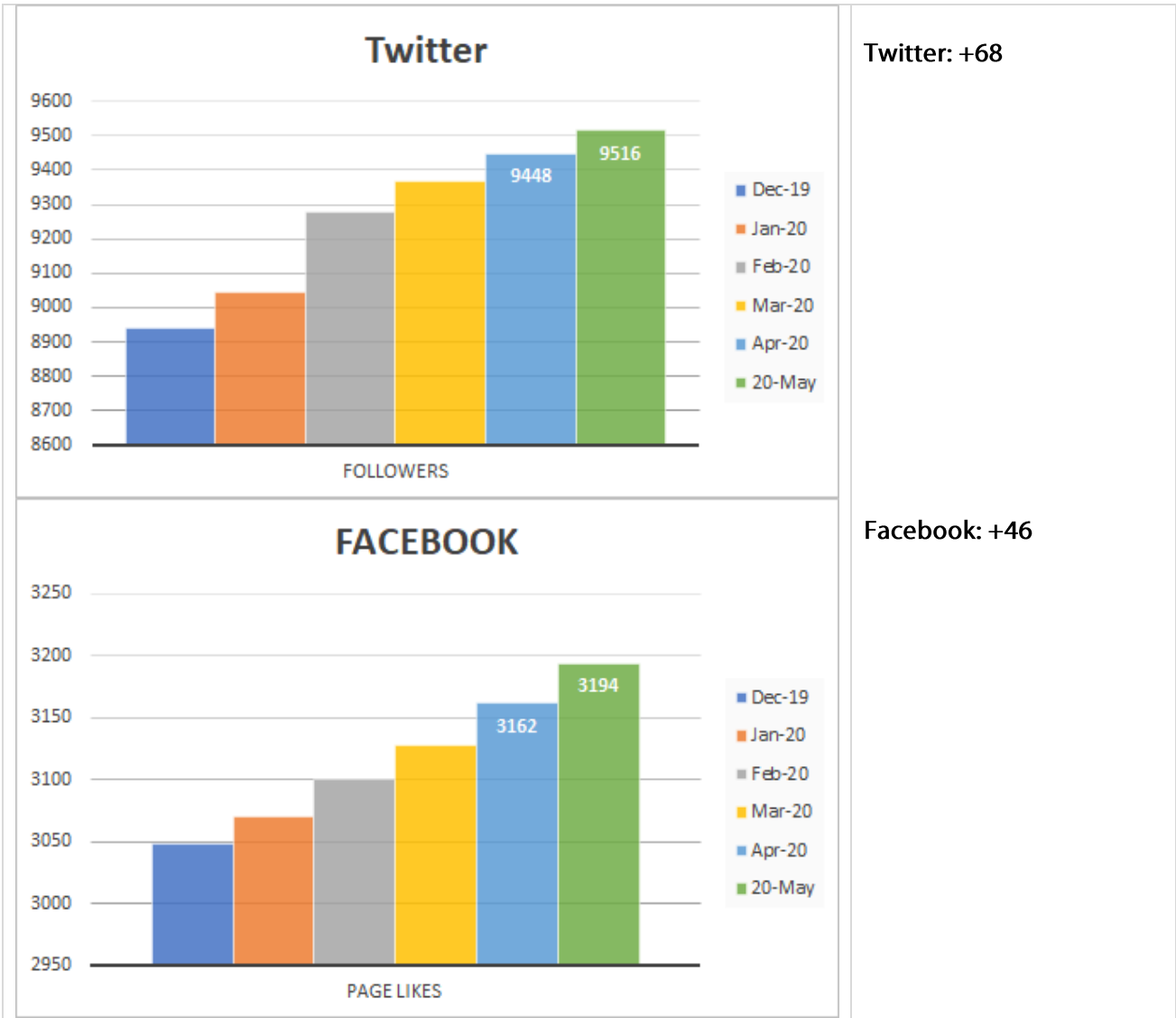
- Organic search (14%)
- Direct (62%)
- Referral (21%)
- Social (2.3%)



**22 Blog Posts Published**

Most visited blogs:

- Legislative Update: Congress Introduces Stimulus Bill with \$1 Billion for CTE
- Navigating CTE During COVID-19: Challenges to Providing Work-Based Learning during COVID-19



**Strategies for Attracting Students to High-Quality CTE:** Staff is working with the Siemens Foundation to determine the best timeline given the COVID-19 (Coronavirus) pandemic and resulting interruptions to the projected timeline and activities. Staff predicts the work will begin mid-June.

**Media Engagement:** Advance CTE had a number of media reach out regarding CTE during the Coronavirus including from Hechinger Report, ASCD Express and District Administration.

**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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• Applying a Racial Equity Lens to Career Technical Education During the COVID-19 Pandemic, Advance CTE, Virtual</li> <li>• Board of Directors Meeting, Advance CTE, Virtual</li> <li>• Board of Directors Meeting, The Center to Advance CTE, Virtual</li> <li>• Committee on Equity in CTE, Advance CTE, Virtual</li> <li>• CTE Data Reporting &amp; Visualization Workgroup Meeting, Advance CTE, Virtual</li> <li>• CTE Forward: What Learners Most Need during the COVID-19 Pandemic, Advance CTE, Virtual</li> <li>• Getting to the Credential: State Strategies to Maintain Credentialing in the COVID-19 Era, Advance CTE, Virtual</li> <li>• Kitchen Cabinet on Equity in CTE, Advance CTE, Virtual</li> <li>• PAYA Data Workgroup Peer Learning, New America, Virtual</li> <li>• PAYA Data Workgroup Peer Learning Meeting, Advance CTE, Virtual</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• Campaign to Invest in American’s Workforce (CIAW) Meeting, National Skills Coalition, Virtual</li> <li>• Committee for Education Funding (CEF) Board Meeting, CEF, Virtual</li> <li>• Hearing on COVID-19 Response, U.S. House of Representatives Committee on Appropriations, Virtual</li> <li>• Homework Gap Coalition Meeting, Virtual</li> <li>• How Early Warning, On-Track, and MTSS Systems Can Be Adapted and Used to Support Students During COVID-19, John Hopkins University School of Education, Virtual</li> <li>• Implementing Competency-Based Education Strategies: From Research to Practice, REL Midwest, Virtual</li> <li>• Input session on Experiential Learning, Education Commission of States, Virtual</li> <li>• NCC-CTSO Meeting, Virtual</li> <li>• Pathways to Adult Success Virtual Solutions Forum: Getting Ready for the Return of Students, Johns Hopkins University, Virtual</li> <li>• PAYA Partners Meeting, PAYA, Virtual</li> <li>• Pell Restoration Collaboration Meeting, Virtual</li> <li>• Steering Committee Strategic Planning Session, College High School Alliance, Virtual</li> <li>• Title IV-A Coalition Meeting, Virtual</li> <li>• WIOA Youth Program COVID-19 Session, U.S. Department of Labor, Virtual</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• Achieving the Dream</li> <li>• American Indian Higher Education Consortium (AIHEC)</li> <li>• American Institutes of Research (AIR)</li> <li>• Asia Society</li> <li>• Aspen Institute</li> </ul>



- Association for Career and Technical Education (ACTE)
- Bill & Melinda Gates Foundation
- College in High School Alliance
- Council of State Governments (CSG) Justice Center
- Credential Engine
- Education Commission of the States (ECS)
- Education Northwest
- Education Strategy Group (ESG)
- Education Trust
- ExcelinEd
- Institute of Education Sciences (IES)
- JFF
- Joyce Foundation
- JPMorgan Chase & Co.
- National Alliance for Partnerships on Equity (NAPE)
- National Alliance of Concurrent Enrollment Partnerships (NACEP)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Center for Homeless Education (NCHE)
- National Center for Learning Disabilities (NCLD)
- National Governors Association (NGA)
- National Skills Coalition
- National Technical Assistance Center on Transition (NTACT)
- National Urban League
- New America
- RTI
- University of Massachusetts Medical College
- U.S. Chamber of Commerce Foundation
- U.S. Department of Labor, Employment and Training Administration (DOL-ETA)
- Vivayic
- WestEd
- Wonder: Strategies for Good
- Workforce Matters



## ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

### Dear Advance CTE Members,

Congratulations to the first round of states that received [official U.S. Department of Education approval of their Perkins V state plans](#)! While our nation faces many serious and enduring challenges, it is nice to have something to celebrate. These plans are the result of so much effort, true collaboration and extensive stakeholder input. Collectively, the plans are a national commitment by the states to ensure that Career Technical Education (CTE) meets the needs of learners and employers by ensuring currency and quality in every program, by making decisions anchored in data and by committing to remove barriers that have led to and perpetuate inequity. The work of implementation looms on the horizon, but for now, we should all celebrate in the collective accomplishment.

As states are beginning to map out options for reentry to schools, colleges and the workforce, they are being confronted with new challenges and opportunities. Advance CTE is continuing to update our [repository of resources](#), emerging solutions and new innovations. We hope the stories and resources we are featuring can be a source of inspiration, allowing us to turn the challenges we face into positive disruptive innovation, allowing us to accelerate progress toward the goal of equitable access to high-quality CTE.

A new edition to our array of supports is the summer learning series. Launched this month, these webinars are focused on topics designed to spark inquiry, build knowledge and lead CTE as we began the journey of our nation's economic recovery. All upcoming webinars and recordings will be posted on Advance CTE's webinar [page](#).

In closing, I hope you, your staff and families remain healthy and safe. We will get through this together.

Sincerely,



*Kimberly A. Green*

KIMBERLY GREEN

Executive Director

## Membership Update

### **NEW Resource: Talent Pipeline Management® (TPM) Resource Guide: A Compendium for High-Quality CTE**

Advance CTE partnered with the U.S. Chamber of Commerce Center for Education and Workforce to help develop the [Talent Pipeline Management® \(TPM\) Resource Guide: A Compendium for High-Quality CTE](#). The guide is designed to include three major resources:

- Resource 1: CTE Orientation to the Employer Community
- Resource 2: Employer Orientation to the CTE Community
- Resource 3: Improving Employer Engagement in CTE through TPM

To develop these critical resources, the U.S. Chamber of Commerce Foundation convened a review committee of State CTE Directors and TPM practitioners from across the country to ensure the tools can simultaneously work for CTE and industry leaders. State leaders can leverage the resources as they build strong partnerships across employers and educators, which allows for the alignment of high-quality CTE programs.

#### **More resources to consider:**

- **Guide/Tool:** [Designing Equitable Promise Programs](#)
- **Fact Sheet:** [Distance Learning in Rural Communities](#)

## View from the Hill

Advance CTE continued to work with staff on Capitol Hill and in the U.S. Department of Education to advocate for state CTE leaders' needs during COVID-19 (Coronavirus). When the Health and Economic Recovery Omnibus Emergency Solutions (HEROES) Act was introduced without CTE-specific funding included, Advance CTE in partnership with the Association for Career and Technical Education (ACTE), [sent a letter](#) to House Appropriations Committee leadership. The letter details the importance of CTE programs during the pandemic, and the role that CTE plays in economic recovery. The HEROES Act passed in the House, but

has yet to be brought up in the Senate, and Advance CTE keeps advocating for inclusion of CTE funding and flexibilities in the next stimulus bill and we ask for you to join us by [letting your representative know](#) that you are in full support of CTE being included in any future relief legislation.

To learn more about the federal response to the Coronavirus, follow our [Legislative Updates](#).

## State Policy Update

On May 8, [SB0794](#) and [SB0751](#) were enacted in Maryland. SB0794 allows county boards of education in specific counties to establish regional CTE schools to provide CTE programs to public high schools in the counties. SB0751 alters the definition of eligible apprentice used for a credit against the state income tax for the employment of eligible apprentices to include individuals employed through youth apprenticeship programs.

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

## Where in the World is Advance CTE?

Advance CTE has facilitated the following virtual meetings, this month:

- CTE Data Reporting & Visualization workgroup meeting
- Lunch and Learn: Getting to the Credits for State Directors
- Advance CTE Board of Directors meeting
- The Center to Advance CTE Board of Directors meeting
- PAYA Data Workgroup peer learning call

Advance CTE has engaged with the following partners, virtually, this month:

- U.S. House of Representatives Committee on Appropriations
- U.S. Department of Labor
- Campaign to Invest in American's Workforce (CIAW)
- Committee for Education Funding (CEF)
- Homework Gap Coalition
- Association for Career and Technical Education (ACTE)
- National Skills Coalition (NSC)
- National Association of Student Financial Aid Administrators (NASFAA)
- Bill & Melinda Gates Foundation
- Vivayic
- Education Strategy Group (ESG)
- JPMorgan Chase & Co.
- Joyce Foundation
- U.S. Department of Labor, Employment and Training Administration (DOL-ETA)
- College in High School Alliance
- US Chamber of Commerce Foundation

- Workforce Matters
- National Center for Learning Disabilities (NCLD)
- National Center for Homeless Education (NCHE)
- Council of State Governments (CSG) Justice Center
- Education Commission of the States
- ExcelinEd
- Credential Engine
- EdTrust
- NAPE
- Aspen Institute
- RTI
- Education Northwest
- American Institutes of Research
- WestEd
- Wonder: Strategies for Good
- New America
- University of Massachusetts Medical College
- Partnership to Advance Youth Apprenticeship Partners (PAYA)

Save the Date for the **2021 Spring Meeting**.

## ADVANCE CTE THROUGH THE CENTURY



100 YEARS OF  
STATE CTE LEADERS

In **1956**, Members at the Spring Meeting in Washington, D.C., explored the need for technical careers like laboratory technicians, junior chemists and special industry equipment operators in response to the growing tension between the United States and Soviet Union due to the Space Race.

*“This relationship with industry and labor must be maintained. The field of technician is not clearly defined, and there are many levels of technicians. All agencies should be involved in the development of this area of training - engineering colleges, junior colleges, area schools, vocational schools and departments.”*

