

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Center to Advance CTE Conference Call to Approve the FY20 Budget: June 26 at 1 - 2 p.m. ET

Advance CTE Conference Call to Approve the FY20 Budget: June 26 at 2 - 3 p.m. ET

Materials for these calls will be sent out about a week before the call. It is important that we have a quorum these calls for the necessary votes. If you have not RSVP'd for these calls, please email kgreen@careeretch.org.

The FY20 Board schedule will be sent out in early July 2019.

State CTE Director Changes

- In April, Maryland's Lynne Gilli retired from her role as State Director. In late May, Maryland named Tiana Booker-Dwyer as State Director.
- In April, Scott Smathers assumed the State Director title in Kansas. He has been with the agency for three years and also serves as the Vice President for Workforce Development.
- In May, Eric Frauwirth began his new role as New Hampshire's State Director.
- In May, Puerto Rico named Yolanda Cartagena Ortiz as the new State Director as part of an agency reshuffling and overhaul.
- On July 1, Arkansas will undergo a massive government reorganization. As such, the Department of Career Education, a standalone agency, will fold into the state's Department of Education. With this transition, Charisse Childers will leave her role as State Director. Angela Kremers will succeed her.
- As of May, there is just one vacant State Director position- California – and we know this position has been filled, with the new State Director reporting in early July 2019.

Administrative Update: Three position announcements have been circulated: Senior Policy Associate, Policy Associate and Administrative and Membership Associate. Initial screening and phone interviews have been conducted; in-person interviews are being scheduled in early July.

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

Finance Update: A comprehensive update will be shared during the June Board conference calls, however it is fair to say that the finances of the organization are strong. FY20 dues are coming in at a steady pace and spending is on trailing income.

Advance CTE Budget Snapshot
Received 113% of budgeted income
Expended 68% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 118% of budgeted income
Expended 58% 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	This work is underway. See an update below. Staff had a conversation with Siemens about another round of funding – to begin in first quarter 2020 – and Siemens was incredibly supportive. Work on the next proposal will begin this summer.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is underway. See update below.	Ongoing
New Skills for Youth 2.0	JPMorgan Chase	We met with JMPC staff to give input into the design of New Skills for Youth 2.0, which is slated to begin in early 2020. Discussions are confidential however we can share that Advance CTE will continue to be a key partner in leading the work.	In process
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.	Ongoing
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	The Perkins implementation support is well underway. See update below. Upon request, Advance CTE is submitting another supplemental proposal for an additional \$200,000 to support the CTE Summit in Fall 2020. The supplemental proposal is due in June.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The MOU with New America for PAYA runs through August 2019. This June, we will begin work to develop the next MOU, which will define our role since the launch of the grants and PAYA Network.	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work is underway. See update below.	Ongoing
Perkins implementation	Joyce Foundation	Our proposal was approved and we received our first payment of \$150,000 at the very end of May to support Perkins implementation.	Approved
Area Technical Centers	Lumina Foundation	Upon request, we submitted a draft prospectus at the very end of April to Lumina Foundation focused on the role of area technical centers in supporting adult learners and statewide postsecondary attainment goals. We are in the process of scheduling a follow up call.	Proposal Development

Short-Term Pell	Lumina Foundation	The National Association of Student Financial Aid Administrators has approached us (and ACTE) to partner on a proposal to Lumina Foundation to identify strategies for expanding Title IV-A funding to short-term programs. This will likely be submitted in May 2019.	Proposal Development
Postsecondary Data Quality	ECMC Foundation	We submitted a proposal to the ECMC Foundation in early June to support postsecondary data use and data-driven decision making. We spoke with a program officer in charge of the RFP to get input in our proposed approach and were encouraged to submit a formal proposal.	Proposal Development
Equity	Annie E. Casey, Workforce Matters, Associated Black Charities	<p>In May, Advance CTE submitted a proposal for a \$25,000, one-year grant to:</p> <ul style="list-style-type: none"> • Deepen our organizational knowledge and learning around racial inequities and disparities present in organizational structures and systems; and • Understand how to identify policies or practices that perpetuate inequities. <p>We received notice in early June that this proposal was accepted. The work will begin in July 2019.</p>	Approved
Misc.		Advance CTE staff also had calls to help inform the funding strategies of Chan Zuckerberg Initiative and Annie E. Casey Foundation	Initial Contact

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update

Membership Update: In April, Advance CTE received 5 new memberships – 1 new State Member; 4 Associate-Non-state members. In May, Advance CTE received 5 new memberships – 1 replacement State Member; 3 Associate-Non-state members. We also canceled four members for nonpayment.

Total membership as of May 31, 2019: **612** individuals

- State Membership*: 56 states (representing 56 State CTE Directors and 197 state members)
- Associate, State: 17
- Associate, Non-state: 131
- Organizational: 47 organizations (representing 211 individuals)

Membership Dues Renewal: Dues renewal is well underway for all Advance CTE members. State invoices have been sent out for all states that have submitted their dues intent form and renewed their state members. Individual members have also received their invoices, and organizational members will receive invoices by mid-May.

During its membership audit, Advance CTE discovered some membership irregularities with some members misclassified as non-state members, rather than Organizational members. These include a handful of national Career Technical Student Organizations (CTSOs) vendors/large consultant firms and other national groups. To bring the membership rolls into compliance with organizational policy, Advance CTE has notified those members that they will be upgraded into the proper category.

An organizational member is defined as: *Any organization that supports CTE, including national associations, organizations (both profit and not-for-profit), and other businesses and corporations. Membership covers three people. Additional employees can be added at the rate of \$75 per person. The membership is non-transferable to other individuals in the organization.* A non-state member is someone working within the education delivery system such as an instructor, administrator, counselor, etc.

2019 Perkins V Implementation Meetings: Dates for the 2019 Perkins V Implementation Meetings have been announced and registration has launched for two of the three meetings. The August and October meetings will be held in Silver Spring, Maryland, and the September meeting will be held in Phoenix, Arizona. All three masthead partners from 2018 – ACTE, AACC, and NAPE – have agreed to join us again for these meetings.

By participating in this meeting, attendees will:

- Collaborate with peers from other states to share ideas and solutions on major strategies within their Perkins V state plans, with a focus on quality, equity, data, systems alignment and career advisement;
- Work with their state team to review and strengthen their Perkins V plans based on input from national experts, peers and in-state stakeholder engagement; and
- Leave with clear next steps for strengthening their Perkins V state plans to advance a statewide vision for CTE that is innovative, bold and prioritizes quality and equity.

2020 Spring Meeting: Staff is also sourcing DC-area hotels for our 2020 Spring Meeting contract. Staff is looking to May for the meeting to align with states' submission of their Perkins V plans. During this meeting, Advance CTE will celebrate its 100-year anniversary.

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

Perkins Implementation Strategy

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

Technical Assistance:

- Indiana, New York and Washington are receiving coaching from former State Directors
- Advance CTE put out an RFP for a group of 12 priority states, as identified by Gates and Joyce. The RFP asked states to identify top challenges they want support in as they advance their Perkins V state plans. Advance CTE will be reviewing the responses in early May and determining which states to support and how through internal capacity and contracted coaches.

Implementation Meetings

- Advance CTE has begun planning for the next round of implementation meetings, to be held in August, September and October, 2019. These meetings will be different from the last round as they will be designed to foster cross-state sharing and enable states to get targeted

feedback on their plans and strategies, while providing ample time for state team time and access to national experts and facilitators.

- Registration will be going live in mid-May
- Advance CTE will be planning to have the same core partners – ACTE, NAPE and AACC.
- *Shared Solutions Workgroups (SSW)*
- Advance CTE has launched the first of its Shared Solutions Workgroups, focused on the comprehensive needs assessment (CLNA). Leaders from NE, TX, TN, OR, WA, NC, CO and IN are involved, along with national partners including National Skills Coalition, NAPE, Education Strategy Group, the U.S. Chamber of Commerce Foundation and Education Trust.
- The in-person meeting was in May and the first set of deliverables – including CLNA template and crosswalk tools- will be released in June.
- The next SSWG will focus middle school CTE and be launched in fall 2019.

Other Supports

- Advance CTE continues to support virtual cross-state sharing through the Moodle and Fourth Friday calls. These are both still in pilot phase and will be re-examined as we decide what our organizational virtual professional learning strategy looks like in coming months.

Federal Advocacy Plan:

In April, Advance CTE targeted its advocacy efforts around the Fiscal Year 2020 (FY2020) appropriations process and the reauthorization of the Higher Education Act (HEA). We also focused on executing valuable sessions at Advance CTE's Spring Meeting related to Perkins V and the campaign to double the federal investment in CTE.

The Strengthening Career and Technical Education for the 21st Century Act (Perkins V)

- Advance CTE has continued to support our members as they work to develop their four-year state plans and relay accurate information to our partners in the education and workforce communities.
- Perkins V State Transition Plans were due to the U.S. Department of Education Office of Career, Technical, and Adult Education on May 24. Advance CTE wants to get a jumpstart on analyzing transition plans in order to share high-level trends to inform your state planning and would appreciate if you could [post your plan on Moodle](#).
- We have also continued to post our Perkins V resource roundup e-blast and blog. The latest editions were:
 - o [Perkins V: How can states strengthen the career development continuum?](#)
 - o [Perkins V: How can states expand access to high-quality CTE in rural communities?](#)
 - o [Perkins V: How can states improve program quality?](#)
 - o [Perkins V: How can states effectively leverage labor market information?"](#)
- We also have updated the [Perkins V page](#) on the website to more seamlessly connect to implementation resources and we have also continued to post our Perkins V resource roundup e-blast and blog.
- Advance CTE continue to monitor the guidance from the U.S. Department of Education's Office of Career, Technical and Adult Education (OCTAE). Efforts related to this include:
 - o Submitting [comments](#) in partnership with ACTE on the last version of the Consolidated Annual Report on behalf of the membership and
 - o Summarizing the Innovation and Modernization Grant Program in a [legislative update](#).

Appropriations: Appropriations action took off in April with the annual process for the “Dear Colleague” letters encouraging a strong investment in Perkins for FY2020. The final results of these efforts are included below:

- Senator Blumenthal (D-CT) was joined by [40 additional Senators](#) who signed on to a “Dear Colleague” letter that encouraged robust funding for Perkins. The letter was sent to the Chairman, Senator Blunt (R-MO) and Ranking Member, Senator Murray (D-WA) of the Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies as they began the appropriations process for FY2020.
- Representatives Langevin (D-RI) and Thompson (R-PA), co-chairs of the Congressional CTE Caucus, were joined by [160 additional Representatives](#) from both parties who signed on to a “Dear Colleague” letter that encouraged strong funding for Perkins. The letter was sent to the Chairwoman, Rosa DeLauro (D-CT) and Ranking Member, Tom Cole (R-OK) of the Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies as they began the appropriations process for FY2020.

In addition to supporting efforts to secure signatures on these letters, Advance CTE submitted written testimony to both the House and Senate Appropriations Subcommittees on Labor, Health and Human Services, Education and Related Agencies encouraging a strong down payment toward doubling the federal investment in CTE in FY2020.

The appropriations process continued with the mark up of the House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies on April 30. The legislation was released on April 29 and proposes a six percent increase in federal education programs and a 10 percent increase to Labor Department discretionary funding. An increase of \$37 million, or less than three percent, to Perkins Basic State Grants was proposed. Other notable increases include additional support for the Student Support and Academic Enrichment Grant authorized under Title IV-A of the Every Student Succeeds Act (ESSA), Title II Supporting Effective Instruction Grants authorized under ESSA, Federal Work Study, Apprenticeship grants and a \$150 increase in the maximum award for Pell grants.

Advance CTE and ACTE released a [statement](#) to the press regarding this proposal. Advance CTE plans to attend the briefings and hearings related to this proposal, and will continue to advocate for Congress to make a strong down payment on the goal of doubling the federal investment made in Perkins in FY2018 by FY2024.

On May 8, the House Committee on Appropriations marked up the Labor, Health and Human Services, Education, and Related Agencies (Labor-HHS-Ed) draft bill for FY20. The bill moved ahead on a 30-23 party line vote. The original bill proposed a disappointing increase of just \$37 million, or less than three percent, for CTE State Grants, also known as Perkins Basic State Grants. In response, Advance CTE and ACTE released a [statement](#) to the press. Advance CTE was pleased to see the Committee acknowledge that the originally proposed increase was insufficient by accepting an amendment during markup that allowed for \$10 million more to go to CTE State Grants. The amendment leads to a total increase of \$47 million over the amount provided by Congress for FY19. Though the additional funding by the amendment shows progress, the proposed funding level of close to \$1.3 billion still does not provide the resources CTE programs need to respond to the demands and needs of the 21st century economy.

The next step is for the Senate Appropriations Subcommittee on Labor-HHS-Ed to propose a draft bill for FY20. Though this proposal is still in the works, House appropriators are expecting it will differ from

the House FY20 appropriations bill. The Senate Appropriations Subcommittee on Labor-HHS-Ed is planning to hold a markup of its FY20 bill later this summer. However, a setback is that Congress must still come to an agreement to lift the spending caps put in place by the Budget Control Act of 2011. If Congress cannot enact a budget deal, no programs would receive increased funding because across-the-board sequester-level cuts would automatically be put in place.

Advance CTE is continuing to meet with congressional staff to advocate for a strong down payment toward doubling the federal investment in CTE in FY20.

Campaign to Double the Investment in CTE : The campaign to double the federal investment in CTE has 249 supporters as of this writing, representing all 16 Career Clusters[®] across 29 states.

Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE is continuing to examine the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE.
- Advance CTE is continuing to analyze the revised WIOA state plans.

Higher Education Act (HEA)

- Advance CTE is continuing to monitor what the 116th Congress will mean for HEA reauthorization by meeting with partners in the higher education space, attending briefings, hearings, webinars, and coalition meetings to gather information and adjust our strategy.
- Advance CTE is continuing to meet with Congressional offices to share the organization's priorities for reauthorization and highlight alignment with members of Congress.

Every Student Succeeds Act (ESSA)

- After years of planning and refining, states are now beginning to publish their ESSA accountability report cards. The [Data Quality Campaign reviewed state report cards](#) and found that, despite making bold commitments in their ESSA plans, 41 states do not include disaggregated data for at least one federal required subgroup. This finding has important implications because Perkins V has disaggregation requirement similar to those in ESSA.
- Advance CTE staff are partnering with other national organizations to continue highlighting intersections between Perkins and ESSA. In the coming months, Advance CTE will co-author a blog with the Afterschool Alliance on middle school career exploration and will guest publish a blog with the Education Commission of the States on leveraging ESSA to support work-based learning.
- Advance CTE participated in a day of action for the federal investment in the Student Support and Academic Enrichment Grants authorized under Title IV-A of the Every Student Succeeds Act. Check out the Title IV-A coalition's [materials](#) and the one-pager on well-rounded education that features a quote from State CTE Director for Nebraska, Katie Graham.
- Advance CTE has also partnered with the Education Commission of the States to examine the role that Perkins V and ESSA play in supporting work-based learning opportunities. Both of these blogs are scheduled to be published in June.

Congressional Offices Engaged in April 2019:

- Karishma Merchant, Sen. Kaine (D-VA)
- Conor Sheehey, Sen. Scott (R-SC)
- Meghan Dorn and Scott Graber, Sen. Graham (R-SC)
- Cassie Leonard, Sen. Kennedy (R-LA)
- Flin Hyre, Sen. Roberts (R-KS)
- Michael Black, Sen. Isakson (R-GA)
- TJ Lucas, Sen. Manchin (D-WV)
- Julia Sferlazzo, Sen. Casey (D-PA)
- Sarah Bender, Sen. Jones (D-AL)
- Katherine McClelland, Rep. Scott (D-VA)
- Nick Rockwell, Rep. Thompson (R-PA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- Woo Lin, Rep. Trahan (D-MA)
- Hannah Aiken, Rep. Stevens (D-MI)
- Rep. Krishnamoorthi (D-IL)
- Rep. Bryan Steil (R-WI)

Congressional Offices Engaged in May 2019:

- Karishma Merchant, Sen. Kaine (D-VA)
- Adam Wek, Sen. Thune (R-SD)
- Chyna Melton, Rep. Richmond (D-LA)
- Mikayla Bodey, Rep. Craig (D-MN)
- Allison Feikes, Sen. Braun (R-IN)
- Max Richards, Sen. McConnell (R-KY)
- Seana Cranston, Rep. Massie (R-KY)
- Adam Tanga, Rep. Sablan (D-Northern Mariana Islands)
- Whitley O'Neal, Rep. Takano (D-CA)
- Mahyar Sorour, Rep. Omar (D-MN)
- Margo Tercek, Rep. DeSaulnier (D-CA)
- Julia Cinquegrani, Rep. Wild (D-PA)
- CJ Kiernan, Sen. Scott (R-FL)
- Lisa Walker, Rep. Kirkpatrick (D-AZ)
- Hallie Pence, Rep. Cline (R-VA)
- Laila Goharioon, Rep. McBath (D-GA)
- Wooyoung Lim, Rep. Trahan (D-MA)
- Madison Hardimon, Rep. Wright (R-TX)
- Maggie Farry, Sen. Sinema (D-AZ)
- Christiana Reasor, Rep. Watkins (R-KS)
- Michael Paulis, Rep. Norcross (D-NJ)
- Brittany Weaver, Sen. Hassan (D-NH)
- Joshua Delaney, Sen. Warren (D-MA)
- Brian Moulton, Sen. Baldwin (D-WI)
- Alex Payne, Rep. Schrier (D-WA)
- Madeline Daly, Rep. Hayes (D-CT)
- Karen McCarthy, Sen. Murkowski (R-AK)
- Christina Salazar, Sen. Rubio (R-FL)
- Kelly McLean, Sen. Lankford (R-OK)
- Kate Hill, Sen. Shaheen (D-NH)

State Policy Update

The Partnership to Advance Youth Apprenticeship: Advance CTE and all project partners reviewed the PAYA applications and [nine sites](#) were selected as grantees, with another 40+ sites selected to be part of the broader PAYA Network. Advance CTE's role going forward will be reconsidered as we sign an updated MOU by August 2019.

New Skills for Youth: Staff continue to coordinate with other project team members to manage the work of the grant. In May, staff developed and presented sessions for a convening of the ten NSFY states in Bethesda, MD.

JPMC Innovation Sites Snapshots: In April, staff worked on developing drafts of profiles of the five domestic innovation sites visited in February and March. Additionally, staff participated in dozens of calls with stakeholders attached to the five international innovation sites: China, SE Asia, South Africa, United Kingdom and India.

In May, staff continued work on developing drafts of profiles of the five domestic innovation sites visited in February and March. Staff also completed interviews with the five international sites, and worked to move all profiles through a production process. The domestic snapshots (Denver, Dallas, South Bronx, Detroit and New Orleans) will be released in July, with the five international snapshots (UK, South Africa, China, India, SE Asia) coming out in the early fall, along with a summary document and infographic.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. A blog series kicked off in April, starting with a blog post from Colorado’s State CTE Director, Sarah Heath, about her work with the Policy Benchmark Tool. Staff released a report on [Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner](#) and hosted a [webinar](#) on the report.

Equity Initiative: In May, the committee met virtually, where they heard a presentation from YouthForce NOLA on their equity work. Advance CTE is in the process of developing the fourth equity brief in the [Making Good on the Promise](#) series. The fourth equity brief will map out steps state leaders can take to close opportunity gaps in CTE, and will be released this summer.

CTE Data Initiative: In April, the [fifth edition of the State of CTE report](#) was released earlier this month. This year’s topic, which is based on a survey of 51 State CTE Directors, is improving the quality and effective use of career readiness data. Advance CTE staff shared the findings of the report during a plenary discussion on the last day of the Spring Meeting and disseminated the report through various channels including partners and media contacts. In the first two weeks that the report was public, it attracted 631 hits, which is about 50 percent higher than the average amount of traffic new reports receive in their first month. This report will be the starting point for a new initiative on CTE data quality, and Advance CTE staff are designing supplemental tools and resources – including a module for the new state director leadership program, a series of indicator briefs, and a policy benchmark tool – to help State CTE Directors improve CTE data quality and effectiveness in their states.

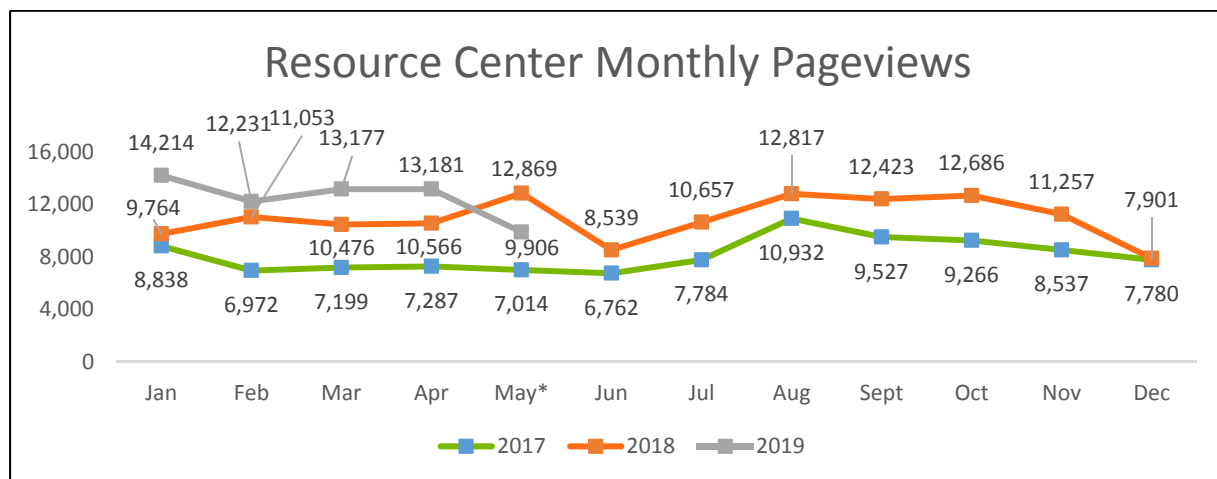
In May, Advance CTE presented findings from the State of CTE report at the annual conference of the National Association for Career & Technical Education (NACTEi), at a Senate CTE Caucus briefing in Washington, DC, and at the Spring 2019 New Skills for Youth meeting. Even more opportunities are planned in the coming months. Additionally, Advance CTE refreshed the data module of the New State Directors Leadership Institute to help new state directors understand their role in collecting and using data. Looking ahead, Advance CTE plans to release a series of mini-briefs exploring different options for the secondary CTE program quality indicator under Perkins V.

Oregon Perkins V Planning: Advance CTE, in partnership with ACTE, spent May completing a Needs Assessment report for Oregon, which identified key strengths and opportunities for growth in the state’s CTE system, along with recommendations for focus areas within Perkins V. While Advance CTE will not be involved in every aspect of Oregon’s broader planning process, staff will guide and support Oregon state leaders in their work. Staff also began drafting a Perkins V action plan, which will be submitted in early July, and working with Oregon to develop four Perkins V workgroups, each diving into an important topic area for Perkins V planning.

Postsecondary Strategy: Advance CTE staff are progressing through the activities proposed in the organization’s postsecondary strategy. Staff continue to share the newly released report with the Joyce Foundation on [Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner](#). Staff continues to work with the Joyce Foundation to create a policy benchmark tool on dual enrollment articulation and transfer.

Policy Year in Review Partnership: Advance CTE has secured a partnership with ACTE and the Education Commission of the States (ECS) to continue the annual *State Policies Impacting CTE: Year in Review* report, which is one of Advance CTE’s most popular series. While the content and structure of the report will not change, a partnership with ECS will add additional capacity and tools for monitoring state policy in a way that is more structured and accurate than in the past. The hope is that the partnership will free up staff capacity and allow the report to reach a wider audience than before.

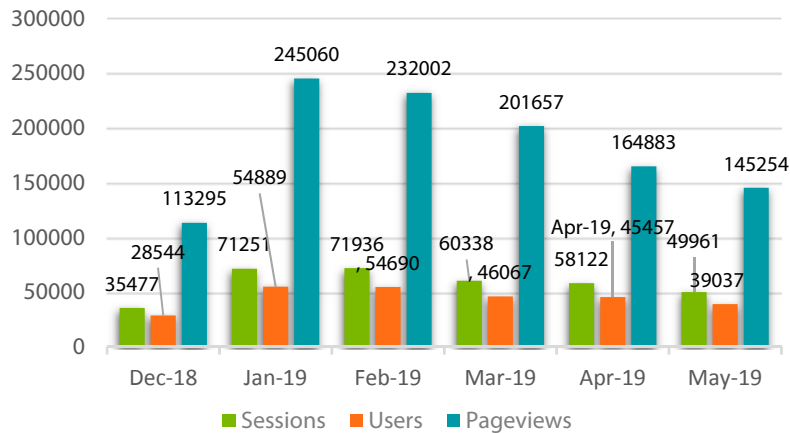
Resource Center: The Resource Center sustained a total of 9,906 hits for the month of May, as of May 23, 2019 and a total of 11,997 hits for the month of April. The top two resources for this month include Advance CTE’s [The State of Career Technical Education: Improving Data Quality and Effectiveness](#) report, followed by the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Credentials and Assessments. The least viewed topic pages were Funding and Finance and Cross-Sector Strategies and Governance (formerly Systems Alignment).



*Reported data for May 2019 include website traffic through May 23, 2019

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

WEBSITE



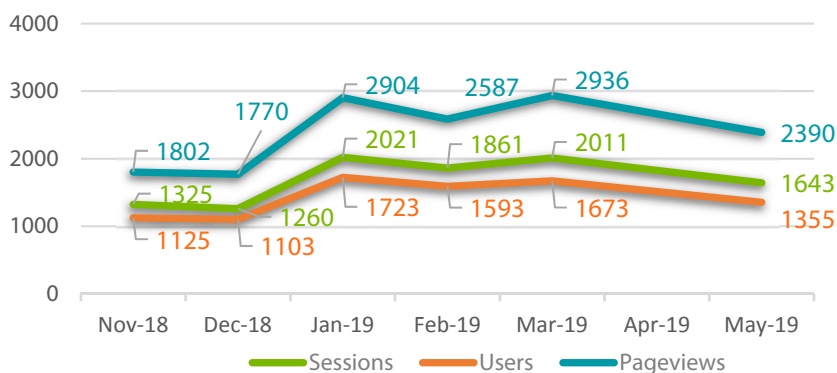
Major Organizational Releases/Initiatives

- Resource Center (1949)
- Perkins (1876)
- Perkins Resource Table (889)
- State of CTE (453)

Acquisition of site users

- Organic search (52%)
- Direct (37%)
- Referral (11%)
- Social (.7%)

LEARNING THAT WORKS BLOG

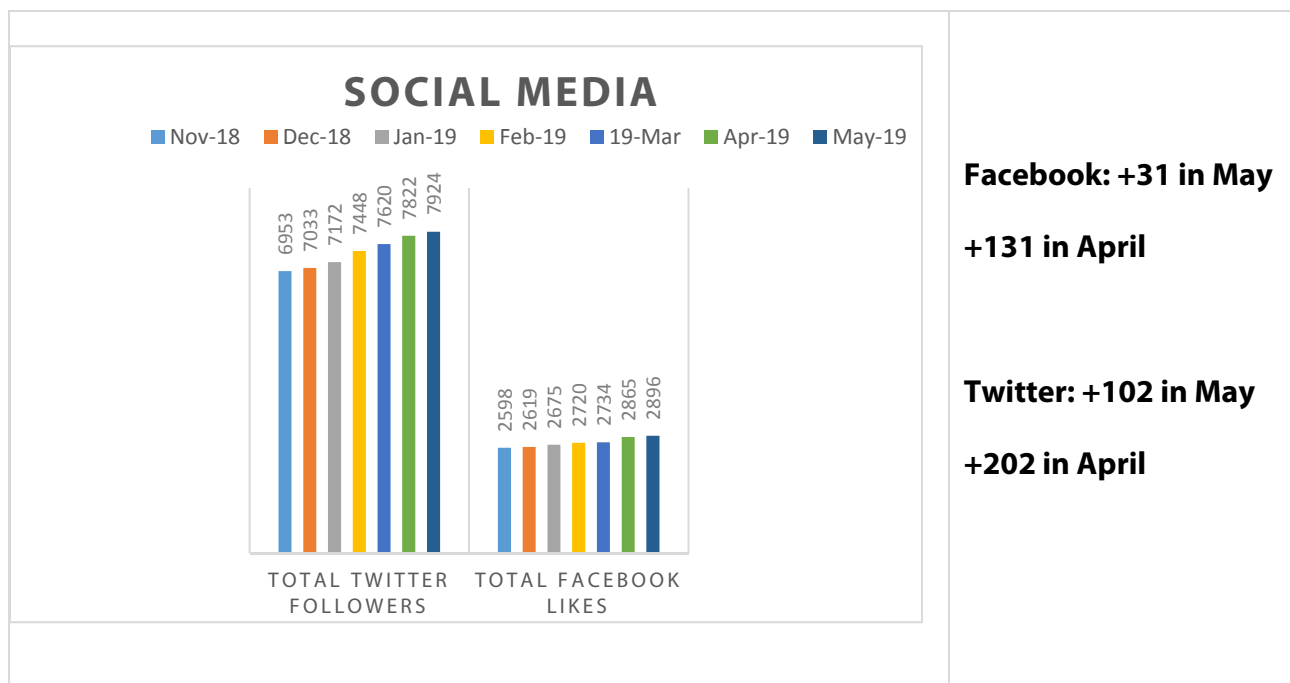


18 Blog Posts Published in May

22 Blog Posts Published in April

Most visited blogs:

- Perkins V: How can states strengthen the career development continuum?
- Report Examines Differences between "Traditional" and "New Era" CTE
- New Perkins V Innovation and Modernization Grants, Congress & Administration Look at HEA



Media: In April, we responded to two media requests this month, one from Hechinger Report and another from NPR. Additionally, Advance CTE has received a number of press mentions related to the 2019 Excellence in Action award winners, which you can read [here](#). Finally, the interview mentioned in the March update with Ed Week resulted in the following article, [Is There a Mismatch Between Career-Tech Ed and Good Jobs](#).

In May, we responded to one media request this month from the Deseret News in Salt Lake City, Utah in regards to high-quality CTE programs of study with demonstrated learner success outcomes. Additionally, Advance CTE received another press mention in Ed Week for the following article, [Why the High-Achievers Have Moved to 'Shop' Class](#).

Strategies for Attracting Students to High-Quality CTE (Siemens Grant): Staff has continued working with cohort three, which includes four states (AR, GA, IA, and UT). Advance CTE has rescinded the grant to South Carolina due to the challenges getting a signed contract in place. Each grantee participates in monthly check-in calls and bi-monthly cross-state calls.

Staff has also begun a contract with Fenton, 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 fall 2019.

Staff has delivered the Career Advising and Development Training, two of which took place in Oregon and Utah in April and Georgia and Missouri in May. The will take place in Massachusetts in June and Wisconsin in July. The training will be delivered in 16 states between now and December 2019 through ASCA and ACTE statewide chapters, as well as state CTE offices. Components of the training will be delivered virtually through ASCA's online platform beginning in summer 2019.

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

PRESENTATIONS	<ul style="list-style-type: none"> • Comprehensive Local Needs Assessment Shared Solutions Workgroup , Washington DC • Institute for Research on Poverty's CTE Workshop , Nashville, TN • National Alliance for Partnerships in Equity, National Summit for Educational Equity, Arlington, VA • National Association for Career & Technical Education information annual meeting, Kansas City, MO • National Association of Concurrent Enrollment Partnerships, Washington, DC • New Skills for Youth Convening, Bethesda, MD • Thomas B. Fordham Institute's panel on CTE, Washington, DC • U.S. Chamber of Commerce Foundation's Talent Pipeline Management Summit, Washington, DC • U.S. House of Representatives Middle Class Jobs Caucus, Washington, DC • U.S. Senate CTE Caucus Data Briefing, Senate CTE Caucus and ACTE, Washington, DC • Technical assistance: <ul style="list-style-type: none"> ○ Georgia's Division of Career, Technical & Agriculture Education (CTAE) on communications, Atlanta, GA ○ Perkins V Workshop, Hosted by Advance CTE and ACTE, Salem, OR
EVENTS ATTENDED	<ul style="list-style-type: none"> • Advance CTE, Comprehensive Local Needs Assessment Workgroup, Silver Spring, MD • America's Promise Alliance, Trustees' Meeting, Washington, DC • Association for Supervision and Curriculum Development, Separate and Still Unequal: Race in America's Schools, Washington, DC • Campaign to Invest in America's Workforce, Washington, DC • Career Development Advisory Board, Career Development Hill Event, Washington, DC • College in High School Alliance, Washington DC • Committee for Education Funding (CEF), Washington, DC • Education Matters: Investing in America's Future briefing, Committee for Education Funding, Washington, DC • ExcelinEd and Burning Glass, Advance Briefing on Industry Credentials Research, Washington, DC • Johns Hopkins Everyone Graduates Center, Pathways to Adult Success Conference, Baltimore, MD • National Skills Coalition, Developing a Shared Definition for Quality Non-Degree Credentials working group, Washington, DC

	<ul style="list-style-type: none"> • National Urban League, Standards of Equity and Excellence: A Lens on ESSA State Plans, Washington, DC • New Skills for Youth convening, Bethesda, MD • Partnership to Advance Youth Apprenticeship meeting • Reagan Institute Summit on Education, the Reagan Institute, Washington, DC • Rural Broadband and the Next Generation of American Jobs, NTCA - The Rural Broadband Association, Washington, DC • ThirdWay, Postsecondary Credential Landscape, Washington, DC • Title IV-A Coalition, Washington, DC • U.S. Department of Education, Rethinking Correctional and Reentry Education: A Second Chance at Learning, Washington, DC • U.S. House of Representatives Committee on Education & Labor Hearing: Strengthening Accountability in Higher Education to Better Serve Students and Taxpayers, Washington, DC • U.S. House of Representatives Labor, Health and Human Services, Education, and Related Agencies Subcommittee FY2020 Markup, Washington, DC • Whiteboard Advisors: Coffee & Conversation: K-12 & CTE, Washington, DC • WorkCred Credential Body Advisory Council Meeting, WorkCred, Washington, DC
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • Achieving the Dream • ACTE • Afterschool Alliance • Annie E. Casey Foundation • American Youth Policy Forum • Aspen Institute • Center for Law and Social Policy • Chan-Zuckerberg Initiative • • Council of Chief State School Officers • Council of State Governments • Data Quality Campaign • Education Commission of the States • Education Strategy Group • Higher Learning Advocates • Institute for Education Leadership • JPMorgan Chase & Co. • National Alliance for Partnerships in Equity • National Association for Concurrent Enrollment Partnerships • National Association of Secondary School Principals • National Association of State Workforce Agencies • National Skills Coalition • National Urban League • New America • Office of Career, Technical and Adult Education (OCTAE) • Partnership to Advance Youth Apprenticeship

- 
- State Collaborative on Reforming Education (SCORE)
 - Texas Instruments
 - Third Way
 - Thomas B. Fordham Institute
 - Title IV-A Coalition
 - U.S. Chamber of Commerce Foundation
 - Workforce Data Quality Campaign

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NEW RESOURCES

Research/
Report: [Who is the Modern CTE Student? A Descriptive Portrait of Career and Technical Education Students in Texas](#)

Policy: [Oklahoma CareerTech Skills Center](#)

Case Study: [Expanding Career Readiness Through Online Learning](#)

Dear Advance CTE Members,

During Advance CTE's Spring Meeting, attendees committed to securing over 17,000 signatures from employers to support the [campaign to double the federal investment in Career Technical Education \(CTE\)](#)! This is an exciting accomplishment and now it's time to get the word out and get those employer signatures. One way to do this is to make sure that CTE educators, administrators and coordinators know about the campaign and have the materials they need to ask their employer partners to sign on by embedding the campaign into summer conferences. Use the order form [here](#) to order messaging cards, sticky notes, stickers and buttons with the campaign message by **Friday, May 3**.

On April 18, we released a new report [The State of Career Technical Education: Improving Data Quality and Effectiveness](#). This report examines how states are collecting and using CTE and career readiness data. It presents challenges and offers recommendations to use the Strengthening Career and Technical Education for the 21st Century Act (Perkins V) as an opportunity to examine and improve the quality and effectiveness of career readiness data. You can read the report [here](#).

With the support of the Joyce Foundation, we also released the [Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner](#) report. As colleges seek to improve completion rates, awarding credit for prior learning is becoming an important strategy to help more learners complete degrees in a timely and cost-effective way. This report includes states' best practices and challenges associated with implementing credit for prior learning policies. Read the full report [here](#).

Lastly, at the Spring Meeting, we recognized our 2019 Excellence in Action award winners, which span eight Career Clusters® from seven states. These high-quality programs of study serve learners in communities ranging from rural Wisconsin to the bustling metro area of Los Angeles, California providing all learners with a world-class education. Learn more about these amazing programs [here](#).

I am saddened to have to share that our Senior Associate for Federal Policy, Kathryn Zekus, is leaving Advance CTE; she is moving out of the DC area to be closer to family. Kathryn was a significant part of our organization's reauthorization efforts. Her expertise, hard work and commitment to serving Advance CTE's members are both appreciated and will be missed.

Sincerely,

Kimberly Green,
Executive Director

Member Updates

Membership Dues Renewal - It's that time again!

Advance CTE values every member of our organization. We've accomplished so much together over the past year as you can read in our [2018 Annual Report](#). We are grateful for the partnership we have with our members as we collectively advance a vision for high-quality CTE.

By early May, all members should receive their dues renewal invoice. Be sure to renew by **June 30** to ensure there is no interruption of your benefits!

2019 Two-Minute Roundup Report on Members Only Section

At the 2019 Spring Meeting, each attendee received our annual Two-Minute Roundup publication, which highlights the top successes and challenges across every state over the past year. Did you know you can access this year's report and many more going back to 2006 in our Members Only Section? [Check it out!](#)

State Director Transition

Longtime CTE leader Lynne Gilli, Assistant State Superintendent for Career and College Readiness at the Maryland Department of Education, is retiring on April 30 after decades of service. You can read more about Lynne's background in our [2017 blog post](#) as she took the reins as State Director. We wish Lynne the best during her next chapter!



View from the Hill

In April, Advance CTE continued to meet with staff for members of Congress to discuss our priorities for the reauthorization of the Higher Education Act (HEA) and make the case for investing in CTE State Grants and programs that support CTE-related efforts. In addition, Advance CTE participated in a day of action for the federal investment in the Student Support and Academic Enrichment Grants authorized under Title IV-A of the Every Student Succeeds Act.

Check out the Title IV-A coalition's [materials](#) and the [one-pager on well-rounded education](#) that features a quote from State CTE Director for Nebraska, Katie Graham. Interested in being featured in future materials? Email Austin Estes, Senior Policy Associate, at aestes@careertech.org, to share how your state is leveraging Title IV-A dollars for CTE-related activities.

Looking for the latest editions of the Perkins V resource roundup? Read the newest editions: [Perkins V: How can states effectively leverage labor market information?](#) and [Perkins V: How can states improve program quality?](#)

State Policy Overview

On April 2, **New Mexico** Governor Michelle Grisham signed [HB664](#) into law. It allows learners to count CTE courses and work-based learning opportunities towards credit requirements in English, math and science.

On April 4, in **Idaho**, [S1106](#) was signed into law. The law requires the State Board of Career Technical Education to review and approve CTE programs at charter schools that meet established criteria for approval.

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

Double the Investment

In April, Advance CTE continued the [campaign](#) to double the federal investment in CTE by featuring it prominently in our Spring Meeting. During the Let's Double the Investment in CTE session, the Advance CTE regions competed to see which one could commit to securing the most employer signatures. Region B won with a total commitment of 5,175 signatures and all of the regions together committed to over 17,000 signatures. While 26 states and every Career Cluster® are represented in the list of signatures from employers, we still need more signatures to meet our goal.

Which state is in the lead? Pennsylvania is currently taking the lead. Want to bump Pennsylvania out of the top spot? You can [include the campaign in your next newsletter](#) and ask employers to [sign](#) on to support doubling the investment in CTE! Visit the [share page](#) to find sample Tweets, graphics, email blurbs, and more to help you communicate about 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 annual Advance CTE Spring Meeting in **Washington, D.C.**;
- Presented and facilitated at the Oregon Perkins V Planning Workshop in **Oregon**;
- Attended Separate and Still Unequal: Race in America's Schools hosted by Association for Supervision and Curriculum Development in **Washington D.C.**;
- Attended Rethinking Correctional and Reentry Education: A Second Chance at Learning hosted by U.S. Department of Education in **Washington, D.C.**;
- Presented at the NACEP Conference in **Washington, D.C.**;
- Attended the Career Development Advisory Board Hill Event in **Washington, D.C.**;
- Participated in a roundtable at the Reagan Institute Summit on Education in **Washington, D.C.**;
- Co-facilitated the Ohio New Skills for Youth stocktake hosted by the Ohio Department of Education in **Ohio**;
- Attended the Advance Briefing on Industry Credentials Research hosted by ExcelinEd and Burning Glass in **Washington, D.C.**;
- Presented at the National Summit for Educational Equity hosted by The National Alliance for Partnerships in Equity in **Virginia**;
- Attended the Aspen Community College Award Prize Announcement event in **Washington, D.C.**;
- Attended the Third Way meeting on Higher Education Act and postsecondary credentials in **Washington, D.C.**;
- Presented at U.S. House of Representatives CTE Caucus event on Area Technical Centers in **Washington, D.C.**;
- Attended the Opportunity America Working Group Meeting on Higher Education Act and Workforce in **Washington, D.C.**;
- Attended a meeting with JPMC, ECMC Foundation and Chan Zuckerberg Initiative in **Washington, D.C.**; and
- Engaged with 15 Congressional offices.

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

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NEW RESOURCES

Research/Report:
[Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner](#)

Research/Report: [Career and Technical Education: Current Policy, Prominent Programs, and Evidence](#)

Guide/Tool: [Stackable Credentials Tool Kit](#)

Guide/Tool: [Roadmap for K-12 and Workforce Data Linkages](#)

Dear Advance CTE Members,

Earlier this month, the House Committee on Appropriations marked up the Labor, Health and Human Services, Education, and Related Agencies (Labor-HHS-Education) appropriations bill for Fiscal Year 2020 (FY20). The Committee accepted an amendment by Chairwoman of the Labor-HHS-Education Appropriations Subcommittee, Rep. DeLauro (D-CT) adding \$103 million to the overall spending amount for the bill. Advance CTE was pleased to see that this allowed for an additional \$10 million to be allocated to Career Technical Education (CTE) State Grants, leading to a total increase of \$47 million over the amount provided by Congress for FY19!

This is a significant moment as Advance CTE continues to support the campaign to [double the federal investment in CTE](#). We invite everyone to join us in asking employers to sign onto a [statement](#) that supports doubling the investment in CTE. The signatures collected from employers will be a critical component to building visibility and support for CTE with members of Congress. Be sure to check the campaign [blog](#) to continue to learn about ways to get involved and read inspiring stories that you can share on social media.

As the fiscal year comes to a close, I wanted to give you a friendly reminder that you should have received your dues renewal invoice and the deadline to complete your renewal is **June 30**. We value your membership and want to make sure you don't experience any interruption of your benefits. If you have any questions about your membership, please send an email to membership@careertech.org.

Lastly, our state policy manager, Ashleigh McFadden, has been recruited by the Tennessee Department of Education as the newly created position of Director of Performance Management. Ashleigh was our first hire under the New Skills for Youth Grant and helped us pave the way for the significant work accomplished under that grant. She was a skilled facilitator who brought a lot of positivity to every aspect of her work. We wish her well in her new endeavors!

Sincerely,

Kimberly Green,
Executive Director

Member Updates

Welcome to our newest State CTE Directors!

Please join us in welcoming the following new State Directors to their roles and Advance CTE:

- Scott Smathers of Kansas;
- Tiara Booker-Dwyer of Maryland; and
- Yolanda Cartagena Ortiz of Puerto Rico.

The Advance CTE community looks forward to supporting and helping you settle into your new roles.

Membership Dues Renewal

Don't forget to renew your dues for FY20, which begins July 1. Advance CTE values every member of our organization. We've accomplished so much together over the past year as you can read in our [2018 Annual Report](#). We are grateful for the partnership we have with our members as we collectively advance a vision for high-quality CTE.

Be sure to renew by **June 30** to ensure there is no interruption of your benefits! Email membership@careertech.org if you need your invoice to be sent again.

Event

[Register](#) for an online conference focused on how to maximize the effectiveness of an advisory board to advance a transportation, or other, CTE program. This event will take place on June 26 from 2 p.m. - 3:30 p.m. EDT hosted by the Northeast Transportation Workforce Center. Learn more [here](#).

View from the Hill

In May, Advance CTE was pleased to see that the House Committee on Appropriations accepted an amendment during the [markup](#) of the Labor, Health and Human Services, Education, and Related Agencies appropriations bill for FY20 that allowed for an additional \$10 million to be allocated to CTE State Grants. Advance CTE is continuing to meet with congressional staff to advocate for a strong down payment toward [doubling the federal investment in CTE](#) in FY20 and to discuss our priorities for the reauthorization of the Higher Education Act.

In addition, Advance CTE's Senior Policy Associate, Austin Estes, participated in a [Senate CTE Caucus](#) briefing on CTE data to an audience of congressional staff and representatives from organizations across Washington, D.C. Estes shared findings from this year's [State of CTE report](#), highlighting the need for cross-sector data sharing and partnership across the states.

As states submit their Perkins V transition plans, Advance CTE will continue to release implementation resources. Our Perkins V Resource Roundup continues in May with two new editions: [Perkins V: How can states strengthen the career development continuum?](#) and [Perkins V: How can states expand access to high-quality CTE in rural communities?](#)

State Policy Overview

On May 5, **Tennessee** Governor Bill Lee signed [SB0063](#) into law to expand CTE programs in the state to middle school learners. Under the law, CTE programs must be accessible to all learners in grades six through eight and serve at least 50 percent of this population.

On May 8, **Montana** Governor Steve Bullock signed [HB0662](#) into law. The law permits the Superintendent of Public Instruction to distribute secondary CTE funds to Career Technical Education Student Organizations (CTSOs) for grants.

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

Double the Investment

Employers continue to sign on to the [campaign](#) to double the federal investment in CTE with 28 states represented.

However, we still need your help to get even more signatures!

Virginia is currently taking the lead. Want to bump Virginia out of the top spot? Be sure to share the campaign at upcoming summer conferences and on social media. 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.



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 Comprehensive Local Needs Assessment Workgroup* in **Maryland**;
- Presented at New Skills for Youth 2019 Spring Meeting hosted by Council of Chief State School Officers, Advance CTE, and Education Strategy Group in **Maryland**;
- Presented at the National Association for Career & Technical Education information (NACTEi) annual meeting in **Missouri**;
- Presented at the Institute for Research on Poverty's CTE Workshop in **Tennessee**;
- Attended Partnership to Advance Youth Apprenticeship meeting in **Washington, D.C.**;
- Presented at the U.S. Chamber of Commerce Foundation's Talent Pipeline Management Summit in **Washington, D.C.**;
- Presented at the Thomas B. Fordham Institute's panel on CTE in **Washington, D.C.**;
- Provided technical assistance to Georgia's Division of Career, Technical & Agriculture Education (CTAE) on communications in **Georgia**;
- Attended the WorkCred Credential Body Advisory Council Meeting hosted by WorkCred in **Washington, D.C.**;
- Attended the Pathways to Adult Success Conference hosted by Johns Hopkins Everyone Graduates Center in **Maryland**;
- Attended Campaign to Invest in America's Workforce hosted by the National Skills Coalition in **Washington, D.C.**;
- Presented on a panel at the Senate CTE Caucus Data Briefing hosted by the Senate CTE Caucus and Association for Career and Technical Education in **Washington, D.C.**;
- Attended the Committee for Education Funding - Education Matters: Investing in America's Future event in **Washington, D.C.**;
- Attended Developing a Shared Definition for Quality Non-Degree Credentials in **Washington, D.C.**;
- Attended the College in High School Alliance event in **Washington, D.C.**;
- Attended America's Promise Alliance Trustees' Meeting in **Washington, D.C.**;
- Attended Coffee & Conversation: K-12 and CTE hosted by Whiteboard Advisors in **Washington, D.C.**;
- Attended a fair chance at employment: A conversation hosted by AEI in **Washington, D.C.**; and
- Engaged with 30 Congressional offices.



*Advance CTE hosted leaders from nine states (Colorado, Indiana, Minnesota, Nebraska, North Carolina, Oregon, Tennessee, Texas and Washington) and six partner organizations (ACTE, ESG, Education Trust, National Alliance for Partnerships in Equity, National Skills Coalition and U.S. Chamber of Commerce Foundation) as part of its Comprehensive Local Needs Assessment Shared Solutions Workgroup, with support from the Bill & Melinda Gates Foundation. The Workgroup is charged with informing and contributing to the development of resources and tools for the benefit of all states, as they guide local recipients in conducting rigorous Comprehensive Local Needs Assessment that drives program quality, equity and access. Deliverables will be released throughout the summer of 2019.

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