

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

All Spring Board meetings will be held at the Omni Shoreham Hotel on April 3, 2018.

Advance CTE Board: 9 a.m. – 11 a.m.

Joint Advance CTE and Center to Advance CTE Boards: 11 a.m. – 4 p.m.

The Center to Advance CTE Board: 4 -5 p.m.

Please RSVP to Kim at kgreen@careertech.org with your availability to attend the April Board meetings.

State CTE Director Changes

- In December, **New Jersey** State CTE Director Marie Barry announced her retirement after more than 10 years as a state and national leader. Acting Chief Academic Officer Laura Morana has been named in the interim and Advance CTE is in contact with her to continue to provide the state support during this transition.
- Advance CTE has also received word from **Michigan's** Patty Cantu, who plans to retire in February after 17 years as the state's CTE Director. Patty shared that her 17-year tenure was the longest in Michigan history for the State CTE Director position. Though Michigan is still no longer a member of Advance CTE, staff will maintain contact during the transition in hopes to build a relationship with the new leader and put them back on the path to state membership.
- At the end of February, Wayne Kutzer will retire after 18 years of leadership at the **North Dakota** Department of Career and Technical Education. Advance CTE will work to maintain contact with the office during this time of transition.
- As of January, there are now eight vacant State Director positions:
 - Alabama
 - Michigan
 - New York
 - New Jersey
 - North Carolina
 - South Carolina
 - Texas
 - Virginia

Administrative Updates: Due to performance, Sherry Quinn is no longer part of the Advance CTE team. We are searching for a replacement for our office administrative support, as well as two new positions: a communications association and a policy associate. In the interim, Krissy Haynes, has been contracted with to support expanded administrative duties. We have hired several contractors to assist with multiple grants, including Kathy Hughes (former deputy at CCRC) to assist with the Joyce grant, Marie Barry (former State CTE Director in New Jersey) to assist with the second Siemens grant and a write to support the New Skills for Youth initiative.

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

Finance Update: As of February 1, 2018, 59% of the fiscal year has passed.

Advance CTE Budget Snapshot
Received 86.05% of budgeted income
Expended 55.59 % of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 73.59% of budgeted income
Expended 35.49% 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	We are in the process of closing out our first grant from Siemens (with the final report to be submitted in January 2018) and beginning our new grant. The RFP went out to State Directors in December and four states will be selected to receive technical assistance and seed funding in early 2018.	Ongoing
New Skills for Youth	JP Morgan Chase; CCSSO	As we enter the third year of this project – and year 2 of the second phase of the initiative – we have renegotiated our scope of work and overall funding with CCSSO, contingent on Advance CTE taking on expanded responsibilities related to knowledge management and information sharing internally and externally. A revised budget and scope of work has been agreed to by Advance CTE and CCSSO.	Ongoing
Postsecondary program quality	Joyce Foundation	In early December, we learned we received a \$250,000 grant from the Joyce to work with three states over two years to advance quality CTE programs at the postsecondary level. The project is already underway as we work to develop plans and MOUs with the three participating states. A fuller description is below.	Ongoing
CTE Landscape	Gates Foundation	Over the years, we have continued to engage with the Gates Foundation about opportunities to partner. In December, we were approached to develop a briefing document (internal but with the potential of a public release) on the state of CTE, career readiness and related topics. We submitted the scope of work for the contract in mid-January and the project will run through April 2018. While a short-term contract, it represents a unique opportunity to introduce ourselves and our work to the Gates Foundation within the context of their newly adopted strategic plan.	Contract Submitted
CTE Funders Meeting	Multiple	Late in 2017, Kim was invited to present at a closed gathering of funders currently involved in or interested in CTE and career readiness, including Siemens, JPMC, Gates, Joyce, Bloomberg, Walton and others.	Exploratory

	Bloomberg Philanthropies	As an outcome of the funders meeting described above and the release of our 2017 Year in Review, we have been asked by Bloomberg to do a briefing for them on CTE. We're in the early stages of organizing this.	Exploratory
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Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In December, Advance CTE received four new memberships, three of whom were new State Members and one is a replacement State Member. In January, Advance CTE received five new memberships – one new State Member, two Associate-Non-state member, one add-on for an organizational membership and one full organizational membership.

Total membership as of January 31, 2017: **423** individuals

- State Membership*: 53 states (representing 53 State Directors and 166 state members)
- Associate, State: 10
- Associate, Non-state: 90
- Organizational: 34 organizations (representing 104 individuals)

Member Services Survey: On December 19, Advance CTE released its Member Services Survey to better understand how organizational resources are used and how to improve. Over the years, this survey has varied in terms of its frequency (i.e. annual vs. bi-annual), but given the re-dedication to being a responsive, member-driven organization, staff will now measure member satisfaction annually to better inform our planning as well as the new dashboard for accountability.

The survey, which closed on January 19, received 143 responses across all four membership categories – State Director; Associate-State; Associate, non-state and Organizational. This equates to roughly one third of the Advance CTE membership. An analysis of the member input will be shared during the Board strategic planning retreat.

Member-Only Resources and Supports

New State Director Leadership Program: In December, staff held the first check-in call with the new State Directors regarding the Perkins module, which was released prior to the Thanksgiving holiday. Many of the new State Directors, including those who had multiple years of prior experience managing Perkins within the state CTE office, shared that they learned a great deal about how to better manage – and maximize – their state allocation. In January, Advance CTE released the second module, which focuses on high-quality Programs of Study.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors
Leveraging ESSA's Momentum to Advance Career Readiness	1/17/18	51	4
CTE and Federal Policy: Recapping the Highlights of 2017	1/25/18	196	TBD
State Policies Impacting CTE: 2017 Year in Review	1/31/18	64	2
2018 Advance CTE Spring Meeting	4/6-8	64	19
2018 Advance CTE Fall Meeting	10/22-24	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-10	n/a	n/a

2018 Spring Meeting: The [2018 Spring Meeting](#) will be held April 4-6 in Washington, DC. Registration for the meeting kicked off on January 10, and registration rates are already beginning to outpace last year's numbers. A [high-level agenda](#) was released in mid-January, which can be viewed here.

Sponsorships are taking off as well. After releasing this year's sponsorship packages on January 22, staff has already achieved 71% of the target.

2019 Spring Meeting Contract: In January, Advance CTE signed a contract with the Omni Shoreham Hotel in Washington, DC, to host our 2019 Spring Meeting with Board meetings taking place on April 7 and the full meeting, April 8 – 10, 2019.

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

Federal Advocacy Plan: In December, our advocacy efforts focused on responding to both tax reform proposals and the proposal from the House Committee on Education and Workforce to reauthorize the Higher Education Act. Throughout December and January, we also continued preparation for the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) by engaging with key Senate Health, Education, Labor and Pensions (HELP) Committee staff. In addition, we released two briefs that highlight results from Advance CTE's 2017 Perkins Implementation Survey. These briefs, [Coordination between Career Technical Education & State Initiatives](#) and [Leveraging the Perkins Basic State Grant to Advance High-quality CTE](#) showcase promising practices across states and draw connections between the survey findings and [Putting Learner Success First: A Shared Vision for the Future of CTE](#).

Higher Education Act (HEA): As we shared in our [Legislative Update](#) on December 1, Representative Virginia Foxx (R-NC), Chairwoman of the House Committee on Education and the Workforce, introduced H.R. 4508, the "Promoting Real Opportunity, Success and Prosperity Through Education Reform" (**PROSPER**) Act. This bill would reauthorize the Higher Education Act (HEA), and make significant changes to a number of provisions within the current law. Advance CTE analyzed the bill based on our board-approved [HEA Reauthorization Recommendations](#) and submitted a [letter](#)

expressing our views to the Committee in advance of the Committee's markup on December 12. The PROSPER Act passed out of Committee on a party line vote (23-17) and the bill is expected to go before the full U.S. House of Representatives for a vote in early 2018. Advance CTE plans to send a letter to House leadership prior to the vote to express our views. We are currently seeking input on high-priority concerns to reinforce in our letter from a group of Advance CTE's postsecondary members that were initially convened to discuss HEA reauthorization during Advance CTE's Spring Meeting.

It is likely that the U.S. Senate will unveil its own proposal in early 2018, which is likely to differ significantly from the House bill, given that an HEA reauthorization proposal would need the support of Democrats in order to be passed out of the Senate (the PROSPER Act was a Republican-only proposal). Advance CTE will continue to advocate for our [HEA Reauthorization Recommendations](#) as the process moves forward and will provide updates on HEA reauthorization as they become available.

Perkins: In December and January, we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We had multiple discussions with Senate HELP Committee staff and have answered questions, provided state examples and shared our legislative language. In addition, the Senate CTE Caucus held a briefing, *Perkins CTE and How Reauthorization Can Improve Programs*. During the briefing, Kimberly Green, Advance CTE's Executive Director and Alisha Hyslop, the Director of Public Policy at the Association for Career and Technical Education (ACTE), presented on the history of Perkins, provided state and local examples of implementation and covered how reauthorization could improve programs. Both groups were invited to a session with staff from the Senate HELP Committee and the education staffers for Democratic members of the committee. During the closed session, we shared Perkins resources, our reauthorization principles and answered questions from staff as they consider their priorities for Perkins reauthorization.

In December, we held a call with the State CTE Directors for all of the states represented on the Senate HELP Committee. During this call we provided an overview of the reauthorization process thus far and shared that early discussions among Senate HELP Committee staff are beginning. In addition, we shared more about how Advance CTE coordinated with the State Directors from HELP Committee states during the reauthorization process for Perkins IV and how we would like to have a similarly open line of communication for this reauthorization. Advance CTE created an interactive listserv for this group of State CTE Directors and will use it to share updates on reauthorization when they become available, gather feedback and schedule impromptu calls as needed. We developed a set of talking points on the current status of reauthorization that we shared with this group and plan to continue to provide any resources they need to advance reauthorization. Based on the results of a survey of this group, we will be hosting a webinar on February 8 to walk through our Perkins recommendations.

Budget / Appropriations: In November, both the House and Senate passed tax reform bills. Advance CTE had concerns about a number of provisions in each bill, including the elimination of: the deductions for state and local taxes (SALT), the educator expense deduction, student loan interest tax deductions, the lifetime learning credit and tax benefits for employer tuition reimbursement programs. In addition, the overall cost of tax reform is likely to put pressure on appropriators to cut spending in other areas going forward. This means there could be an adverse impact on education spending, including for Perkins Basic State Grants, which have remained relatively [flat funded since 1991](#). Advance CTE partnered with the Association for Career and Technical Education (ACTE) to send letters expressing our views on both bills, and once both passed, we sent a [letter](#) to the conference committee expressing our outstanding concerns. The conference committee released its proposal for a final bill on December 15. While the final bill removes a number of problematic provisions, Advance

CTE remains concerned about the \$10,000 cap on the deduction for state and local taxes and the overall cost of tax reform, both of which are likely to have negative implications for the overall investment in CTE. The final bill passed both the House and Senate on December 20 and President Trump signed it in time for it to go into effect on January 1, 2018.

The first order of business for Congress in 2018 was to keep the government open past January 19, when the last short-term funding measure would expire. Congress did not come to an agreement until January 22, which meant that the government was shut down for three days. On January 22, Congress passed a continuing resolution to keep the government funded until February 8. Due to the budget caps for Fiscal Year 2018 (FY18), Congress applied a small (0.6791 percent) across-the-board cut, which impacts education programs that are advance-funded (including the Perkins Basic State Grant). However, Congress has the opportunity to nullify these cuts when they come to a final agreement for the FY18 spending bills and Advance CTE will advocate for such action as Congress works to finalize these bills.

It is also important to note that the President's Budget Proposal is slated to be released on February 12. While we do not yet know what that budget will contain, during President Trump's State of the Union address on January 31, he included a call for Congress to "invest in workforce development and job training, which we need so badly." Then he added, "Let us open great vocational schools so our future workers can learn a craft and realize their full potential." President Trump did not offer additional details after this statement.

Congressional Offices Engaged in December 2017:

- James Redstone, House Committee on Education and the Workforce
- Karishma Merchant, Sen. Kaine (D-VA)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee

Congressional Offices Engaged in January 2018:

- Karishma Merchant, Sen. Kaine (D-VA)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- Jon Cardinal, Sen. Gillibrand (D-NY)

State Policy Update

New Skills for Youth: Now that the New Skills for Youth initiative is in its second year, Advance CTE is building systems to organize and leverage information and best practices learned from participating states as part of a comprehensive new knowledge management strategy. As an initial step, staff has put out a request to project partners to provide information and resources from their work. Advance CTE is also conducting interviews with NSFY coaches to gain an understanding of the challenges, successes and lessons learned in their states. Once organized, this body of information will support technical assistance and supports for NSFY states and will also set Advance CTE up to leverage lessons from the initiative to support our members.

Joyce Foundation – Postsecondary Program Approval: the states (Ohio, Illinois and Colorado) were chosen before the grant was approved for funding, there was not a traditional Request for Proposal process with these states. Staff developed an MOU template that could serve that role for the grantees by requiring them to complete detailed work plans and to provide specific and actionable goals and metrics to accomplish during the grant period. States must submit their MOUs by February 2, at which time staff will review them for ambition, feasibility and comprehensiveness. MOU edits will be completed around the end of February.

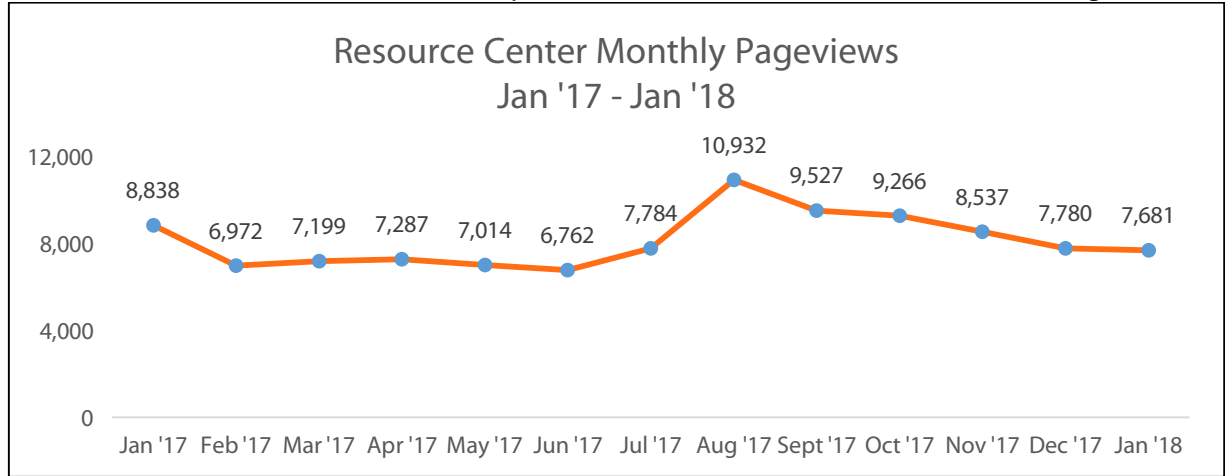
Vermont Strategic Planning: Staff began their work with the Vermont State CTE Director with a kickoff call. During the call, a draft list of stakeholders to be consulted was put together, and the objectives of a stakeholder survey were discussed. Staff is now working on drafting the stakeholder survey and will reconvene virtually with the State Director in mid-February.

Year in Review: In January, Advance CTE released the annual *State Policies Impacting CTE: 2017 Year in Review* report, examining trends in state CTE and career readiness policy during the 2017 calendar year. In total, 49 states and Washington, D.C. passed a total of 241 policies related to CTE and career readiness, more than 100 policies more than the year before. A webinar is scheduled for January 31 to unpack findings from the report and will feature Charisse Childers from the Arkansas Department of Career Education.

State of CTE: Career Advising and Development: This report on career advising and development will be released on February 6, which falls during both CTE Month and National School Counseling Week. There will also be a webinar about the report on February 20 at 3 pm ET. An article focusing on the findings for elementary and middle school career advising will be a feature of the March issue of ACTE’s *Techniques*.

Industry Expert Working Groups: Both working groups are beginning to wrap up their interactions. AIR released a survey for participants to rate their experiences; Advance CTE will follow up to explore those survey results. Findings and lessons from the working groups will be released to the public in March 2018, and will be featured at an upcoming briefing on Capitol Hill being put together in partnership with the Society for Maintenance and Reliability Professionals.

Resource Center: The Resource Center received more than 7,700 hits in January (as of 1/26/18). This activity was buoyed by two new Advance CTE releases, the *Mapping Career Readiness in State ESSA Plans* report, which was released in December and received more than 350 hits in January, and *State Policies Impacting CTE: 2017 Year in Review*, which was published on January 25 and received 280 hits in its first 24 hours. The most trafficked topic area for the month was Work-based Learning.



*Only includes site traffic data through January 26, 2018

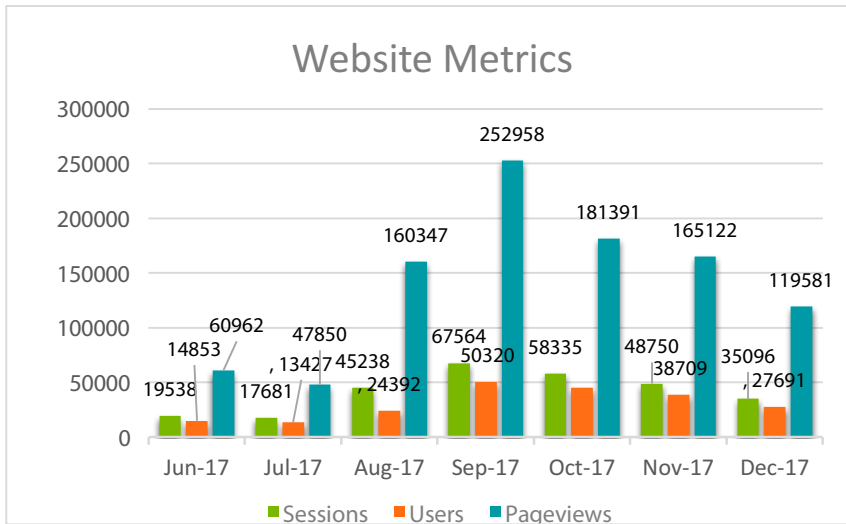
Postsecondary Update: Advance CTE staff are progressing through the activities proposed in the organization's new postsecondary strategy. The strategy is organized through the five priority areas:

- **Policy:**
 - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff have drafted updated policy sections for the Advance CTE website covering both HEA and WIOA.
 - **State:** In development of the 2018 research agenda, two publications were added to the schedule focused specifically on postsecondary topics – one will focus on postsecondary program approval, and the other will focus on equity in postsecondary. Additionally, staff is beginning research for two fact sheets on the role of CTE in specific postsecondary issues.
- **Promotion:** Staff has developed a schedule for a new postsecondary blog series, which will begin in February. The blogs will dive deeper into numerous CTE and career readiness topics that might not otherwise have a postsecondary perspective in Advance CTE resources. For example, to accompany the planned May webinar on rural challenges, the postsecondary blog series will focus on rural challenges specific to postsecondary institutions.
- **Professional Development:** Advance CTE's upcoming Spring Meeting will feature multiple postsecondary partners, with at least three sessions being dedicated specifically to postsecondary content.
- **Partnerships:** Staff has begun developing partnerships with postsecondary organizations, including introductory conversations with Achieving the Dream. Additionally, staff has been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation, to make new connections and generate new content ideas.
- **Processes:** At least half of staff members have incorporated increasing postsecondary content knowledge into their annual professional development goals. These goals include writing postsecondary briefs and giving presentations to postsecondary audiences.

Career Clusters Task Force: The Career Clusters Task Force provided final input on draft recommendations, which were delivered to Advance CTE staff in late December. We are on track to have a final set of recommendations completed in February to be presented to the Board in preparation for the strategic planning retreat.

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

DECEMBER 2017 COMMUNICATIONS REPORT

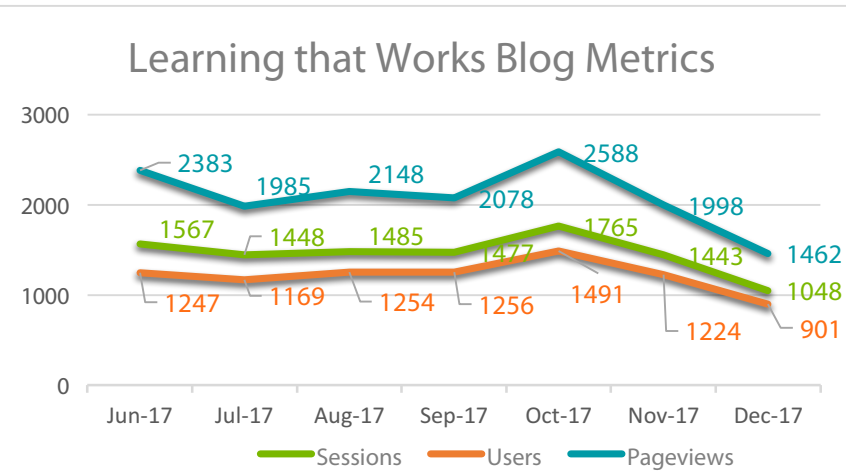


Major Organizational Releases/Initiatives

- [Mapping Career Readiness](#) (404)
- [Recruitment Strategies](#) (314)

Acquisition of site users

- Organic search (51.5%)
- Direct (35.9%)
- Referral (11.7%)

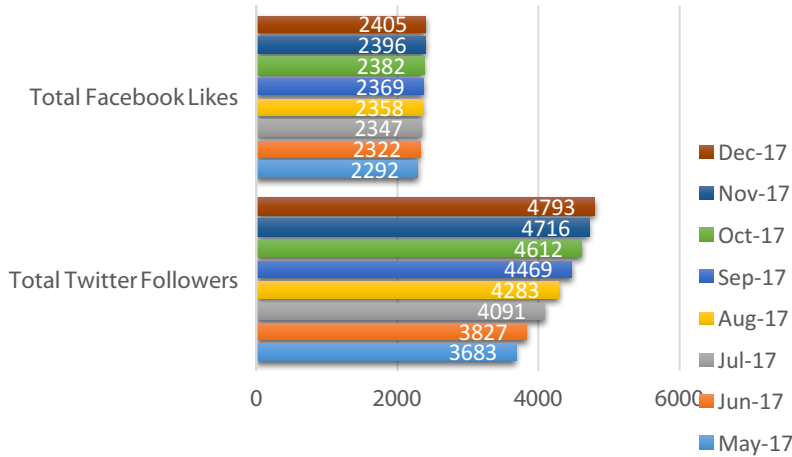


10 Blog Posts Published

Most visited blogs:

- [Legislative Update: House Introduces HEA Reauthorization Bill](#)
- [CTE Leaders Explore German TVET System](#)
- [New America Releases Recommendation s for Connecting Higher Education and Apprenticeships to Improve Both](#)

Social Media

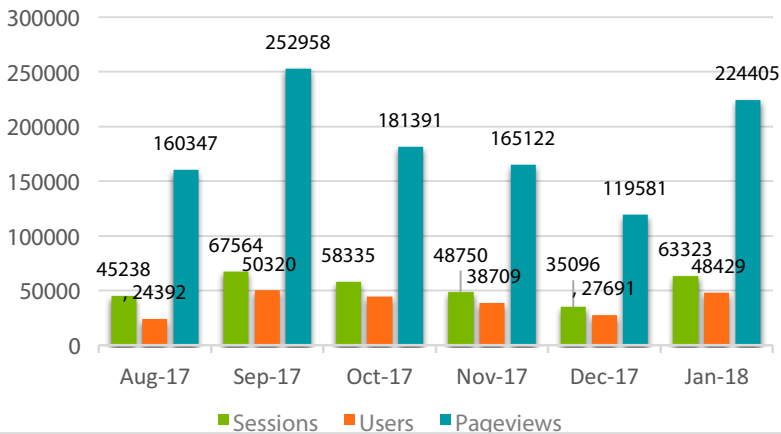


Facebook: +9

Twitter: +77

JANUARY 2018 COMMUNICATIONS REPORT

Website Metrics



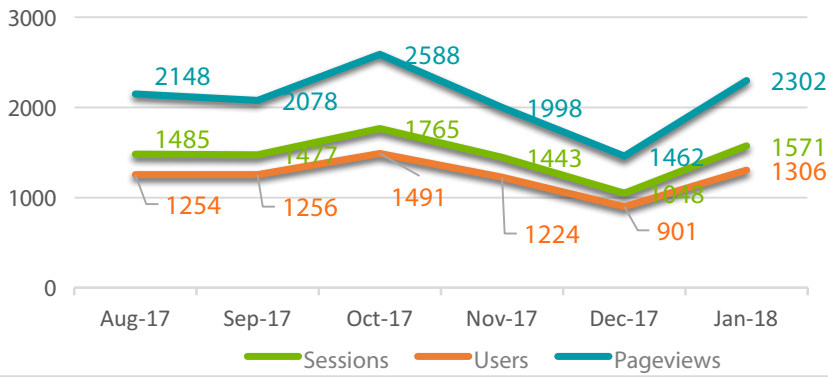
Major Organizational Releases/Initiatives

- Resource Center (1892)
- Spring Meeting (724)
- State Policies Impacting CTE (425)

Acquisition of site users

- Organic search (48%)
- Direct (39%)
- Referral (12%)

Learning that Works Blog Metrics

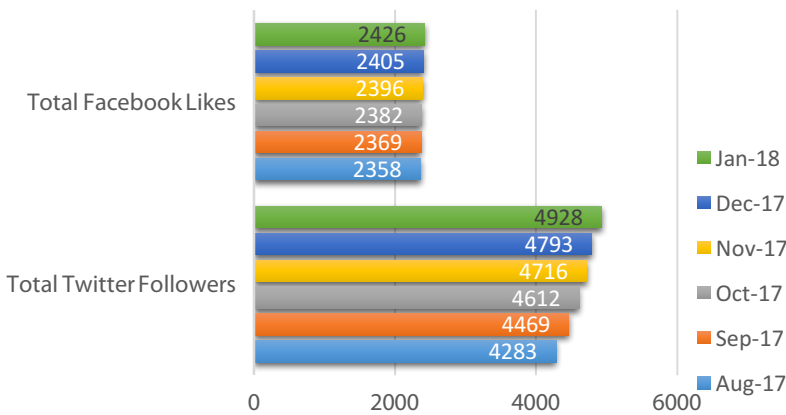


10 Blog Posts Published

Most visited blogs:

- Guided Pathways Initiatives Require Major Overhaul of How Things are Done at Community Colleges
- Two Webinars Digging into Federal and State Policy: Register Today!
- CTE & Federal Policy: Recapping the Biggest Stories of 2017

Social Media



Facebook: +21

Twitter: +135

Media: Advance CTE conducted interviews with Hechinger Report (x2), Education Week, Bloomberg and NPR in January 2018. Advance CTE was featured in Hechinger Report, NPR, Education Writer’s Association, Morning Education Roundup and American Enterprise Institute. Staff is planning to publish at least one op-ed during CTE Month with the Siemens Foundation, and potentially a second

with ACTE. Additionally, Education Week covered the recent report, *Mapping Career Readiness in State ESSA Plans*, in a blog post.

Strategies for Attracting Students to High-Quality CTE: Staff has completed all work with Siemens 1.0 grantees, and is in the process of selecting four states to receive a second round of funding beginning March 2018.

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>PRESENTATIONS</p>	<ul style="list-style-type: none"> • ACTE CareerTech VISION • ACTE-Research • Co-hosted with National Career Pathways Network (NSPN): <i>CTE & Federal Policy: Recapping the Highlights of 2017</i> • DECA’s Thought Leadership Conference • NGA’s Work-Based Learning Policy Academy • New America’s Youth in Apprenticeship release event • Senate CTE Caucus Briefing “Briefing on Perkins CTE and How Reauthorization Can Improve Programs” • Senate HELP Committee – Democrats – Private briefing on Perkins • UnidosUS & National Urban Leagues’ briefing on CTE and ESSA
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Career Readiness Expert Workgroup on Industry-Recognized Credentials • Committee for Education Funding Briefing on Education Budgeting • Campaign to Invest in America’s Workforce • Energized for Evidence Fly-In hosted by the Workforce Data Quality Campaign • Global CTE Advisory Meeting • Jobs and Careers Coalition • NOCTI Board of Directors • NCC-CTSO Quarterly meeting • PostsecData Working Group (IHEP) • Women in Government Relations Education Task Force • <i>Ready for a Working Future: Leader Conversation, America’s Promise Alliance, Washington, DC</i>
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • ACTE • Achieving the Dream • AIR Center on Great Teachers and Leaders • America Achieves • American Association of Community Colleges • American School Counselor Association • Bloomberg Foundation • CCSSO • Education Strategy Group • Education Trust

- Education Week
- Gates Foundation
- National Alliance for Partnerships in Equity
- National Career Pathways Network
- National FFA
- National Skills Coalition
- New America regarding a potential partnership around youth apprenticeship
- OCTAE
- Opportunity America
- Perkins Coalition (led by IBM)
- Project Management Institute Education Foundation
- Society for Maintenance and Reliability Professionals (SMRP)
- Texas Instruments
- Society for Maintenance and Reliability Professionals