

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- Board Meeting on Governance – March 29, 2017 at 1-2 p.m. ET via conference call
- Board meeting – May 1, 2017 from 9 a.m. – 2 p.m. ET at the 2017 Spring Meeting in Washington, D.C.
- Board Meeting on FY18 Budgets – June 22, 2017 at 2 – 3 p.m. ET via conference call

The Center to Advance CTE Board Meetings

- Board meeting – May 1, 2017 from 3 - 5 p.m. ET at the 2017 Spring Meeting in Washington, D.C.
- Board Meeting on FY18 Budgets – June 22, 2017 at 3:30 – 4:30 p.m. ET via conference call

Joint Board Meeting

- Board meeting – May 1, 2017 from 2 – 3 p.m. ET at the 2017 Spring Meeting in Washington, D.C.

State CTE Director Changes

Transitions

- In February, Alaska’s State Director has changed to Deborah Riddle. Advance CTE is working to schedule an introductory phone call to learn more about how we can support this transition.
- Also in February, Dora Welker officially retired as Illinois State CTE Director. A point of contact, Harley Hepner, has been established.

Mentor Pairings

- Two new State Directors were matched with mentors and introductory calls have been held with each pair:
 - Elaine Perea (NM) and Tiffany Sanderson (SD)
 - Quentin Suffren (TX) and Keith Westrich (MA)

Blogs

- Two new State Director blogs have been posted. Learn more about Kentucky’s [Laura Arnold](#) and New Mexico’s [Elaine Perea](#).

Strategic Priority: Ensure strong organizational governance and fiscal security for both Advance CTE and The Center to Advance CTE

Finance Update: With 66% of the fiscal year completed, the organizations’ finances in a strong position. The Center has reimbursed Advance CTE for the first two quarters of staff salaries and benefits. These estimate reflect reconciled statements through the end of January 2017.

Advance CTE Budget Snapshot
Received 92 % of budgeted income
Expended 54% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 106% of budgeted income
Expended 57% 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.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
Siemens Foundation		A fuller update is below about <i>Strategies for Recruiting Students into High-quality CTE</i> below	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	Advance CTE’s and partners’ updated draft on CTE-apprenticeship programs was approved by OCTAE in January. However, in February, the project team got notice the report and associated resource guide needed to go through a new approval process under the new Administration so is delayed another 3-4 months. Planning began on a webinar to release the report, which may occur even without the report being finalized.	Ongoing
Workforce Matters	Multiple	Through an introduction from Siemens, we have been working with Workforce Matters, a coalition of foundations that are committed to supporting workforce development, about how to engage and support their members around CTE. In February, we led webinar on work-based learning for this group.	Relationship Building
Bill & Melinda Gates Foundation		We have had a number of discussions with John Fischer, laying groundwork for potential opportunities under a reauthorized Perkins. In January, we learned they are considering a new strategy around CTE/Perkins and we provided information for an internal brief. In February, we learned this was not a top priority, but one of continued interest from Gates and have continued discussions with John Fischer.	Early discussions

Staff/Organizational Updates:

Kathryn Zekus will be joining the Advance CTE team as the Senior Associate for Federal Policy on March 13. Kathryn comes to the team from Achieve, where she was supporting state advocacy networks. She brings a wealth of experience at creating effective advocacy resources and supporting on the ground training and implementation of advocacy plans. During the interview process she impressed us with her ability to synthesize complex ideas into advocacy-ready talking points, the thoroughness with which she approached her preparation and her understanding of and importance of being responsive to member needs. Kathryn can be reached at kzekus@careertech.org. We hope you will help us welcome her to Advance CTE!

Strategic Priority: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state CTE leaders.

Membership Update

In February, Advance CTE received a total of seven new memberships – two Associate, State memberships, four Associate, Non-state memberships, and 1 new organizational membership.

Total membership as of February 28, 2017: 343

- State Director: 54
- Associate, State: 92
- Associate, Non-state: 94
- Organizational: 35 organizations (representing 103 individuals)

FY 18 State Membership

On February 16, the Advance CTE Board of Directors unanimously approved the final policy for the expanded state membership structure. This action enabled staff to finalize the guidance and processes for the FY 2018 expanded state membership. On February 27, staff held a successful webinar with states to lay out the final guidance and process. On February 28, all states were sent an email containing the final guidance and other resources.

The timeline to implement the expanded state membership structure is as follows:

- 3/1-31: States complete and return the dues intent form and submit their members’ names through careertech.org
- 4/1-5/14: Staff identify the Associate members who must be invoiced for FY 18, finalize the state membership invoices and invoice all organizational members
- No later than 5/15: Advance CTE sends final FY18 state membership invoices to all states
- July 1: All members, including new state members, are active for FY 18.

Staff created an [online portal](#) for all information and queries about the expanded state membership.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal
2017 Spring Meeting	May 2-4	124	26	84%
FY 28 State Membership Webinar	February 27	33	19	n/a

Our registration numbers for the Spring Meeting have well-surpassed previous meeting registration benchmarks. Our Early Bird registration period, which ended February 28, pulled in more than 120 registrations. Staff believe having a strong agenda posted early is the biggest driver of the early registrations. Early evidence also points to the diverse array of attendees, and how the Spring Meeting is increasingly being recognized as a national convening for CTE. We are working to calculate the maximum capacity we can have in order to best serve attendees and our members.

New this month:

- **Web-based Agenda:** Staff launched a new web-based agenda that is embedded into careertech.org and also offers mobile-friendly display options. The agenda can be customized by attendees and includes links to resources, PowerPoints and speaker biographies with the swipe of the finger or click of a mouse.
- **New Keynote:** In addition to the keynote announcement of the 2017 School Counselor of the Year, we were thrilled to secure a second keynote speaker – Dr. Timothy Hodges, who leads the research division at Gallup’s Education Practice. Hodges is also an outgoing member of the Center to Advance CTE board. His term will conclude on June 30.

Member Resources and Supports

State Policy and New Skills for Youth Update:

In February, the state policy team began working on two publications related to program approval. One, which will be published through NSFY, will be a publication highlighting state practices with their pathway program approval policies. The other, which will not be published through NSFY, will be a policy framework focusing on helping states assess and improve their policies related to CTE program approval. To create both, the staff has been conducting research of existing policies and interviewing about a dozen State Directors to learn more about current policies in action.

Advance CTE also released the rest of the [NSFY Phase One snapshots](#), along with a [summary](#) describing trends across Phase One states.

The NSFY team has been busy with the beginning of Phase Two, particularly in assisting with the design of the states’ progress monitoring processes. Advance CTE staff will join those progress monitoring sessions as well as calls with NSFY coaches to stay informed on what progress is being made and what support might be needed. In March the team will travel to Louisville, KY for a convening of the ten-Phase Two states.

The [Learning that Works Resource Center](#) received more than 6,000 hits in the month of February, bringing the total for 2017 to about 14,000. Activity in the Resource Center is trending higher for 2017 than the average for the preceding year. This is a signal that the database is either attracting repeat visitors at higher frequencies, is reaching new audiences or a combination of the two.

In February, Advance CTE added 35 new resources, including 14 snapshots of states involved in Phase One of the New Skills for Youth initiative. Thus far, the most popular resource topics are "Career Advisement" and "Work-based Learning," continuing a trend from last year. In the coming weeks and months, Advance CTE staff will develop new policy profiles and add additional materials to ensure that all topics and states are covered.

Strategic Priority: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the *Putting Learner Success First: A Shared Vision for the Future of CTE.*

In May, Advance CTE and six partner organizations released [Putting Learner Success First: A Shared Vision for the Future of CTE](#). Since the release, tens of thousands of copies have been distributed across the country and state and local leaders have begun to signal their commitment to its implementation.

Over 25 states have including *Putting Learner Success First* in their professional development and/or strategic planning in some capacity.

In February, we engaged a number of partner organizations to follow up after a successful first call of the Putting Learner Success committee call held in late January. We have secured a commitment from SkillsUSA to send out an email to its 100's of employer partners to encourage them to sign on in support of the vision and are currently engaging with ACTE and FCCLA on developing a resource that is more practitioner focused.

Finally, over the past six months, we have been doing monthly blog posts on Putting Learner Success First, with the February [post](#) focusing on CTE month. We also highlighted the shared vision in this [blog](#) posted on the U.S. Chamber of Commerce Foundation's website.

A few upcoming planned activities and resources:

- We are working with the U.S. Chamber of Commerce Foundation to create a two-pager on why Putting Learner Success First is important to industry leaders. This document will likely be released in March.
- We will be releasing a short animated video on Putting Learner Success First in March or April
- We will be developing 2-3 short snapshots of how states have used Putting Learner Success First to advance their own priorities in April
- We will be holding our next committee call in April
- We will be releasing a brief report on the reach and impact of Putting Learner Success First in its first year in May

Strategic Priority: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and workforce development in support of expanded access to and quality of CTE.

Federal Advocacy Plan:

Perkins: Staff has been in conversations with House Education and Workforce Committee staff regarding Perkins reauthorization. The plan is to move forward a bill (a slightly updated re-introduction of HR 5587 – the bill that passed the House 405 to 5 last Congress) via mark up the week of March 13. The hope, by Republicans, is to move a bill before the controversial school choice proposal gets introduced via the President's budget, which is slated for release on March 15. There is also a desire to get this completed in the first 100 days of the new Congress and count this as an early win.

However, this desire to move a bill quickly may be tempered by growing concerns being raised by the civil right organizations, CLASP and the National Women's Law Center. These groups are unhappy with how ESSA implementation is going, noting promises made during the reauthorization process for how provisions would be interpreted/supported are not being upheld by this new Administration nor Republicans in Congress. With regard to Perkins, the groups are calling for re-instating provisions related to negotiated performance targets and sanctions, as well as potentially more protections for underserved populations. Democratic staff is working to resolve these concerns but have expressed the need to slow down the process to give them time to work things out with this broad coalition.

So the lingering questions are can the Democrats get the civil rights groups on board in the next two weeks? And if not, will the Republicans move a bill forward that could potentially be partisan?

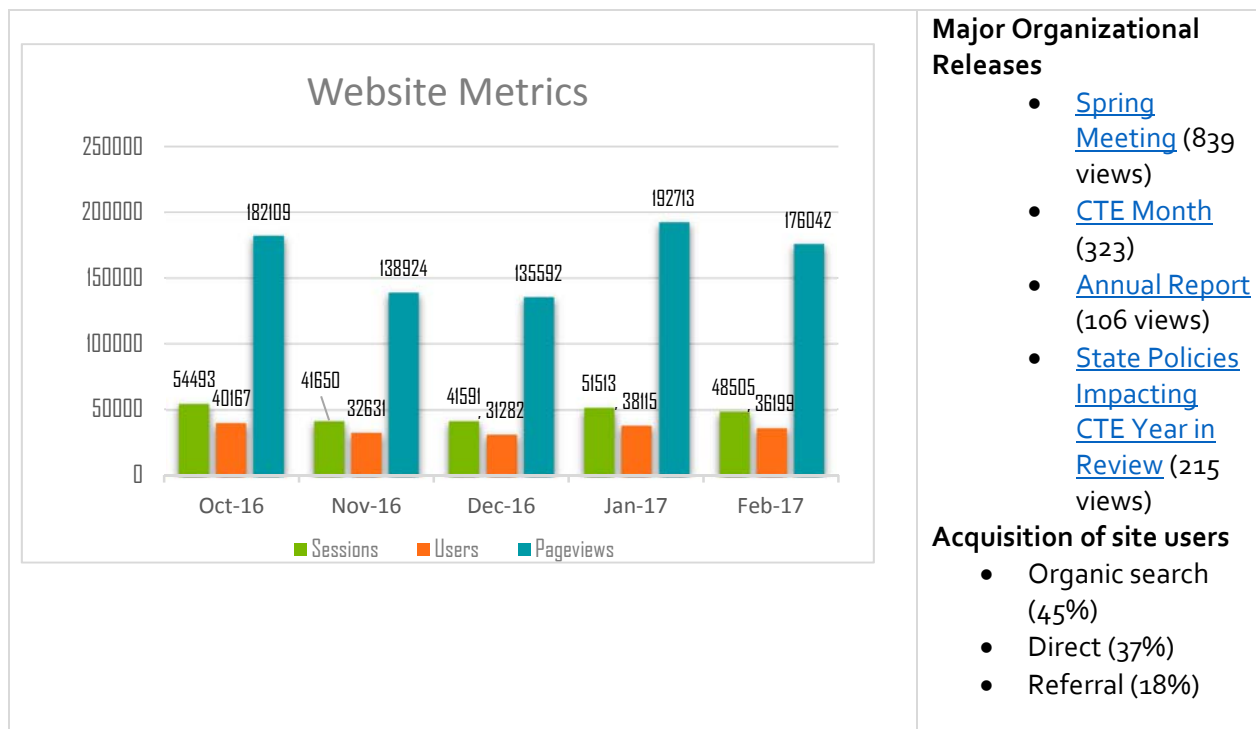
No real movement on the Senate side yet. Rumors are that they may be more inclined to introduce and move a House-passed bill rather than spent the time refining their own proposal.

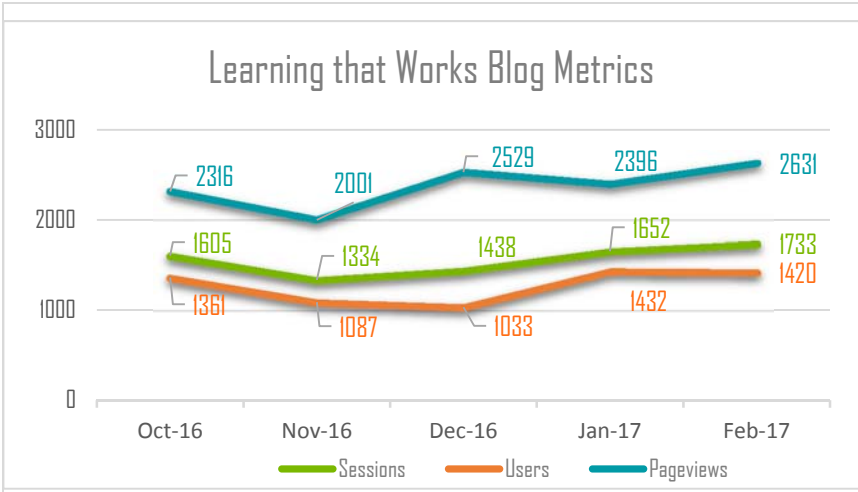
Budget: The President has laid out an aggressive proposal that calls for a \$54 billion increase in spending for the Department of Defense and a \$20 billion – yes, billion with a “B,” school choice program. How will that get paid for? Cuts in other agencies, including the Department of Education. The rumor mill has it that the projected cuts to all formula-funded programs at USED could top 50%. Congress seems to have little appetite for this sort of gouging of federal formula-funded programs but across-the-board cuts are expected.

During this remarks to the joint session of Congress, the President’s only comments about education referred to this school choice proposal by stating *“I am calling upon members of both parties to pass an education bill that funds school choice for disadvantaged youth, including millions of African American and Latino children. (Applause.) These families should be free to choose the public, private, charter, magnet, religious, or home school that is right for them.”*

March 15 is the projected date of the release of the President’s budget. Advance CTE will share details with the membership as soon as it is available. We will also remind our membership that the budget proposal is just that – a proposal. It is not common for a President’s budget proposal to get taken up by Congress, even when the political parties align. Proposed cuts are inevitable but we hope to allay concerns among our members that just because a 50% cut is proposed doesn’t mean it will become reality. What it does signal and mean is a long fight ahead of us!

FEBRUARY 2017 COMMUNICATIONS REPORT:

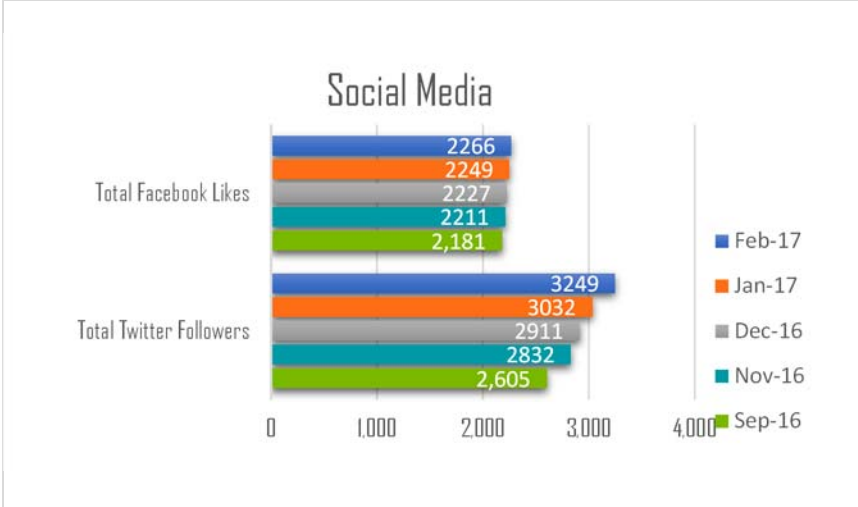




16 Blog Posts Published

Most visited blogs:

- [As Dust Settles from Presidential Transition, A Path for Perkins Emerges](#)
- [Welcome to Elaine Perea, New Mexico's State CTE Director!](#)
- [Betsy DeVos on CTE: Students Need to Have a Full Menu of Options](#)



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Media

CTE Month was particularly busy for Advance CTE on this front. In partnership with JPMorgan Chase & Co. Advance CTE released an op-ed honoring 100 years of CTE and calling for Perkins reauthorization. Additionally, Advance CTE was mentioned in a Huffington Post article featuring the Siemens Foundation-funded work around raising awareness and recruiting students into CTE programs. Advance CTE also released a blog about NSFY work on the U.S. Chamber of Commerce Foundation blog.

[How Congress Can Help Millions of Americans Achieve Career Success](#), The Hill

[Learning what works: Work-based learning and other effective career strategies](#), The Huffington Post

[States Transform Career Readiness Systems with CTE](#), U.S. Chamber of Commerce Foundation

Excellence in Action Award

The Excellence in Action Award will honor 11 programs of study across as many Career Clusters in 10 states. Award winners will be featured at the 2017 Spring Meeting, as well as highlighted in a national release taking place in May.

Strategies for Attracting Students to High-Quality CTE


Staff and Edge Research conducted focus groups in Mississippi, Ohio and Maryland. Edge Research will release a national survey in the field to further test the messages in early March.

Four states were selected for the second phase of the grant to pilot virtual and on-site recruitment activities. Washington, New Jersey, Indiana and Maryland will create a series of activates utilizing the messages and lessons learned from the focus groups and national survey in phase 1. Advance CTE will formally announce the four states and their work through a coordinated release with the Siemens Foundation on March 2.

Strategic Priority: Expand awareness of, support for, and access to high-quality CTE by leading, building and maintaining strategic partnerships.

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"> • Presented to Workforce Matters on work-based learning • Presented a CTE policy overview for National FFA student officers in Alexandria, VA • Keynote, Missouri Career and Technical Education Administrator Association, Jefferson City, MO • Presented at the Senate CTE Caucus event celebrating 100 years of federal investment in CTE • Presented the National Governors’ Association Workforce Board Chairs meeting
EVENTS ATTENDED	<ul style="list-style-type: none"> • Attended a workshop on effective mentoring in STEM hosted by the National Academy of Science in Washington, DC • Attended two CEF meetings in Washington, DC • Attended ACTE’s CTE Month site visit presentation at George C. Marshall High School in Falls Church, VA • House Education and Workforce Committee’s Hearing on Perkins • CEF Advocacy Campaign Launch • Parchment Summit • National Academy of Sciences: Participatory Workshop on Effective Mentoring in STEM: practice, research, and future directions
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • ACTE • CCSSO and ESG • SkillsUSA • FCCLA • Worked with AIR’s Center for Great Teachers & Leaders to plan workshops and working groups related to our December 2016 State of CTE report on industry experts • Began conversations with the American School Counselor Association (ASCA) on this year’s State of CTE report on career advising • Charter School Growth Fund

- 
- Had an informational meeting with the Executive Director of the National Association of System Heads (NASH) to discuss postsecondary topics
 - New America (for Apprenticeship Forward conference)
 - Workforce Data Quality Campaign
 - Manufacturing Skills Standards Council Board meeting
 - National Career Academy Coalition Board meeting
 - Higher Education Act Coalition, hosted by Opportunity America
 - CORD and ACTE re: future of workshops
 - Hunt Institute
 - EDC

Advance CTE Newsletter

February 2017

Your voice from the nation's capital



Dear Members,

Happy CTE Month! While it's the last day of CTE Month, it certainly has been one of celebrations! States have been celebrating in various [ways](#), including one state that had a CTE birthday cake with a U.S. Senator! This CTE Month was very special because it marks 100 years of a federal investment in CTE, beginning with President Wilson signing into law the Smith-Hughes Act on February 23, 1917. If you haven't done so already, be sure to check out our recent [op-ed](#) we wrote with JPMorgan Chase & Co. that reflects on the past century, and envisions a bold future for the next.

I hope you saw we recently released our 2016 Annual Report. I love the new design that highlights our many accomplishments including once again having all 50 states remain members of Advance CTE, the release of [Putting Learner Success First: A Shared Vision for the Future of CTE](#), launch of the [Learning that Works Resource Center](#), and much more! You can find the full report [here](#).

Lastly, please be sure to fill out our member services survey you received in your inbox on February 21. This input will allow us to ensure our resources, tools, programs and professional development activities support your highest priorities. Survey responses are due March 20. If you haven't received it yet, email Andrea at azimmermann@careertech.org and she will send you a link. Thank you in advance for taking time to share your thoughts.

Sincerely,

Kimberly Green,
Executive Director

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Don't forget to [log in](#) to access these

Member News

Spring Meeting:

Check out our new [web-based agenda](#) for the 2017 Advance CTE Spring Meeting! This month we've updated the agenda with confirmed sessions and speakers. This interactive agenda allows you to create a profile and customize your meeting schedule to make sure you don't miss a single session.

There's still time to [register](#) to join us May 2-4 in Washington, DC. Registration closes April 7.

Since it's never too early to plan, be sure to mark your calendars - the [2017 Fall Meeting](#) will be held October 16-18 in Baltimore, Maryland.

Member Updates:

Advance CTE wishes to thank Dora Welker, Illinois' State CTE Director, for her leadership and service. Dora plans to retire February 28. We wish you all the best, Dora!

members-only resources!

Be sure to check out new blogs on two new State Directors - [Elaine Perea](#) of New Mexico and [Laura Arnold](#) of Kentucky.

Also, want to know what's happening around CTE in Virginia? Check out our [Getting to Know Virginia](#) blog.

View from the Hill

Earlier this morning, the House Subcommittee on Early Childhood, Elementary and Secondary Education held a hearing on secondary CTE, kicking off renewed efforts to reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins). A recording of the hearing is available [here](#). Witnesses representing both workforce and education organizations praised the important role Career Technical Education (CTE) has played in increasing access to opportunity and closing the skills gap and urged the committee to renew support for CTE programs nationwide.

In other news, the Senate [passed a resolution](#) earlier this month recognizing CTE Month and praising CTE for helping students develop the skills and abilities they need to be successful in the workplace. The resolution passed with a record 31 co-sponsors. The CTE Caucus also [held a panel](#) on February 14 to celebrate the past, present and future of CTE. Advance CTE's very own Kimberly Green spoke on the panel, sharing the history of federal involvement in CTE from Smith-Hughes through today.

Meanwhile, February saw the confirmation of President Donald Trump's picks for Education Secretary and Budget Director. Secretary Betsy DeVos was confirmed on February 7 with a narrow 51-50 vote to lead the Department of Education. Shortly after her confirmation, she [issued a letter](#) to Chief State School Officers urging states to stick to the timeline for implementing the Every Student Succeeds Act (ESSA), which, under current regulations, requires states to submit plans to the Department of Education on either April 3 or September 18.

Additionally, the Senate confirmed Congressman Mick Mulvaney to head the Office of Management and Budget. While the administration has yet to release its initial "skinny" budget, which will reflect the President's funding priorities for the 2018 fiscal year, President Trump has [proposed a \\$54 billion increase](#) in defense spending, which is likely to be paid for by reducing funding to domestic programs. More on this to come.

State Policy Overview

The legislative calendar is now in full swing. Legislators in [48 states](#) have convened and begun the process of introducing, debating and voting on key pieces of legislation for the 2017 calendar year. This includes Montana, Nevada, North Dakota and Texas, states that did not have regular scheduled sessions in 2016. While it's still early to determine major themes from the states, a [scan of Governors' State of the State speeches](#) indicates that education, CTE and workforce development are top priorities.

Early activity includes:

- **South Dakota** [voted to reorganize](#) the state technical college system under the authority of a new Board of Technical Education, which is empowered to advocate for policy changes, set tuition rates and more. The bill comes after voters approved a ballot measure in November 2016 directing the legislature to create a new governing body for the South Dakota technical college system. The bill now goes to the Governor, who is expected to sign it in the coming weeks.

- Gov. Butch Otter in **Idaho** created a [Governor's Workforce Development Task Force](#) to study opportunities to improve training programs that meet the state's growing economic needs. The task force will include representatives from CTE programs.
- In **Virginia**, [a bill](#) requiring community colleges to accept academic credit for state-approved apprenticeships passed both chambers of the legislature and awaits Gov. Terry McAuliffe's signature.

To stay up-to-date on the latest state CTE policy trends, subscribe to Advance CTE's [State CTE Policy Updates blog series](#).

Learning that Works Resource Center

This month's update from the [Learning that Works Resource Center](#) explores the question of defining and promoting high-quality CTE, examining opportunities to integrate global competencies within the CTE curriculum, self-assess the implementation of Career Clusters and model best practices from other states. Other resources in the Resource Center explore topics such as program approval, standards, programs of study, evaluation, personalized learning and academic-technical integration.

Report - [Preparing a Globally Competent Workforce Through High-Quality Career and Technical Education](#)

This report from Asia Society, Longview Foundation, ACTE and Advance CTE discusses the importance of including global skills and perspectives into high-quality CTE. It includes examples for educators and policymakers who wish to integrate global competencies into CTE classrooms.

Tool - [State Implementation Self-Assessment Rubric](#)

This rubric, designed by Advance CTE, is for state administrators to use as they assess the progress made on the implementation of the Career Clusters, focusing on critical components such as state plan/ administrative support, professional development, partnerships, parent and community support, teaching strategies and workplace learning.

Policy - [Nebraska: ReVISION](#)

Nebraska's reVISION grant process allows schools to evaluate their career preparation and career guidance systems and receive state support to improve those systems in a way that's tailored to each school's greatest areas of need.

Where We've Been

We've attended a number of events, meetings and presentations this month including:

- Presented for Missouri Council of Career and Technical Administrators
- Presented at the Senate CTE Caucus' CTE Month celebration
- Presented an Education Policy Briefing for National FFA Student Officers
- Presented for the National Governors Association
- Presented for the National Initiative for Cybersecurity Education
- Presented for Workforce Matters
- Attended project team meeting with Council of Chief State School Officers and Education Strategy Group
- Attended Workshop on Effective Mentoring in STEM, National Academy of Sciences
- Attended Committee for Education Funding meeting
- Attended Board of Directors Meetings for National Career Academy Coalition and Manufacturing Skills Standards Council
- Attended CTE Month school visit at George Marshall High School
- Attended Higher Education Act Roundtable



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