



# **CTE on the Frontier**

## Lessons and Strategies for Reaching Rural Learners

*May 17, 2018*

# Agenda



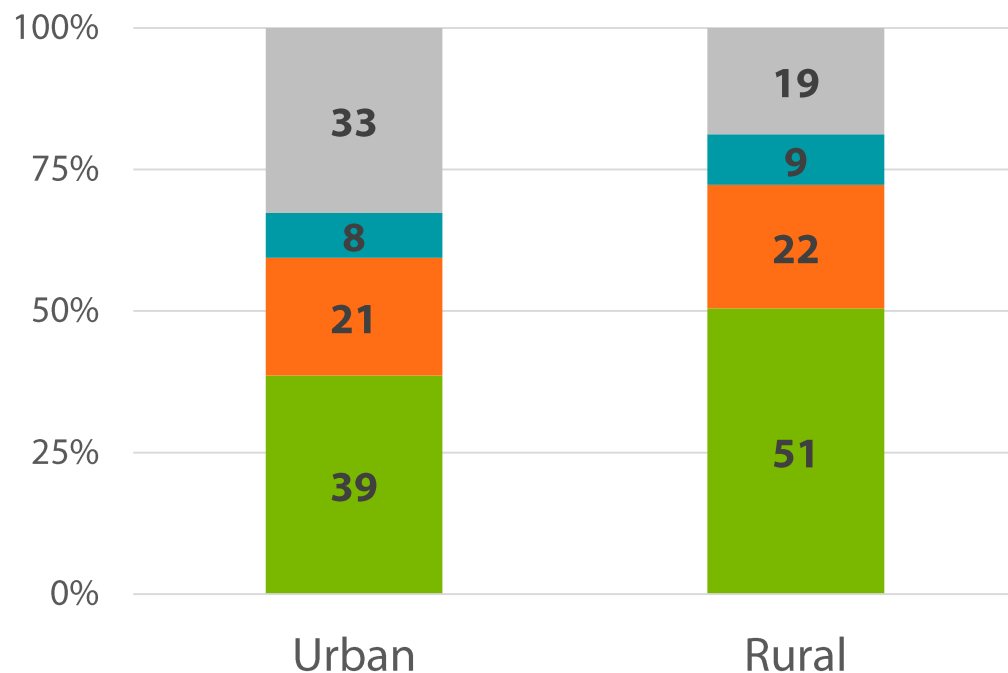
- Summarize **common rural CTE challenges**
- Explore **five strategies to expand access to high-quality CTE** in rural areas
- Learn about **Idaho's statewide strategy to address rural challenges**
- Examine **Idaho's Program Quality Initiative** as a model for applying the five rural strategies

# Panelists

- **Amy Lorenzo**, Director of Policy and Organizational Planning, Idaho Division of CTE
- **Austin Estes**, Senior Policy Associate, Advance CTE



# Education in Rural America



- HS Diploma or less
- Some college
- Associate's degree
- Bachelor's or higher

- There is a rural/urban education gap
- 4/5 “low-education” counties are rural
- These counties are more likely to experience high poverty rates

Source: USDA, *Rural Education At a Glance, 2017 Edition*

# Challenges



- Ensuring rural programs meet **high standards of quality**
- Connecting learners to the **world of work**
- Providing access to a **variety of career pathways** across different fields of study
- **Strengthening the pipeline** of qualified CTE teachers and faculty

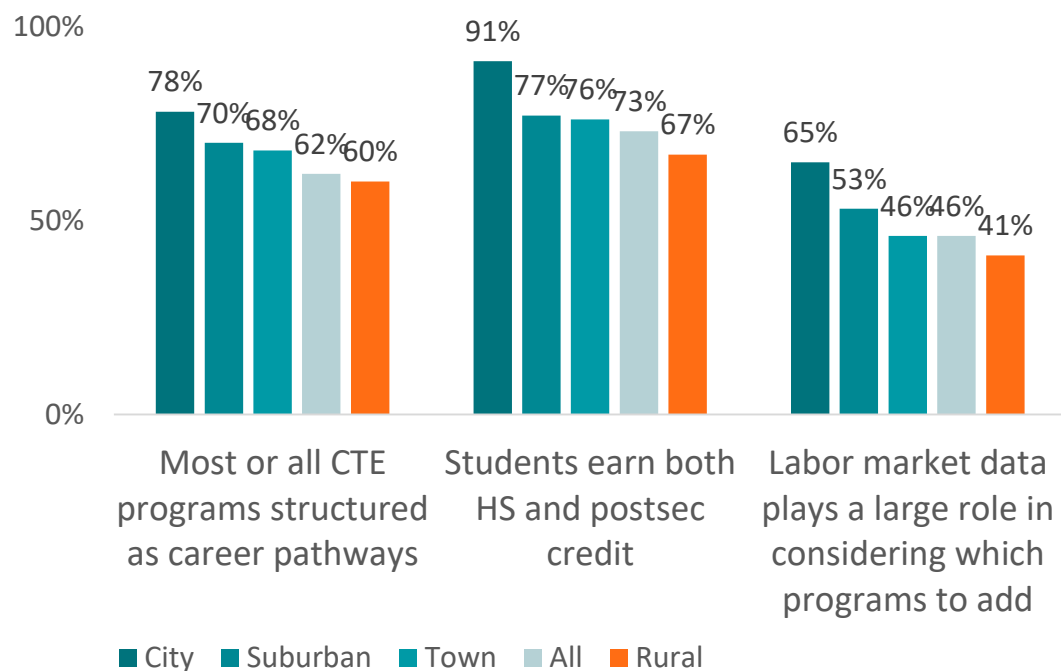
# Challenge 1: Quality

- Ensuring rural CTE programs are **high quality** and **aligned to labor market needs**

Source:

<https://nces.ed.gov/pubs2018/2018028.pdf>

District reported measures of program quality



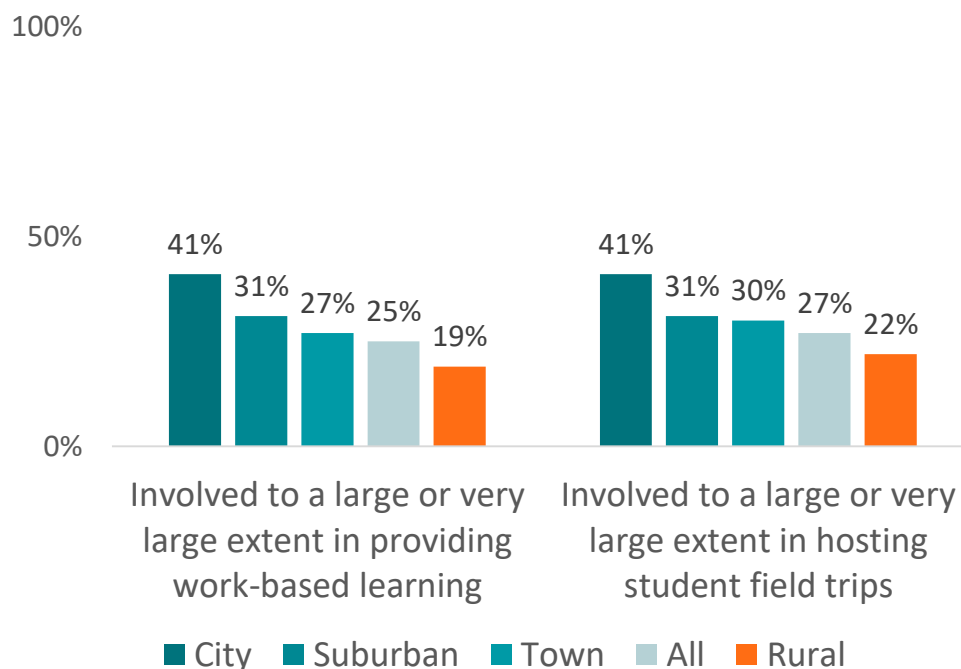
# Challenge 2: Employer Access

- Expanding **access to the world of work** despite **limited employer presence** in rural communities

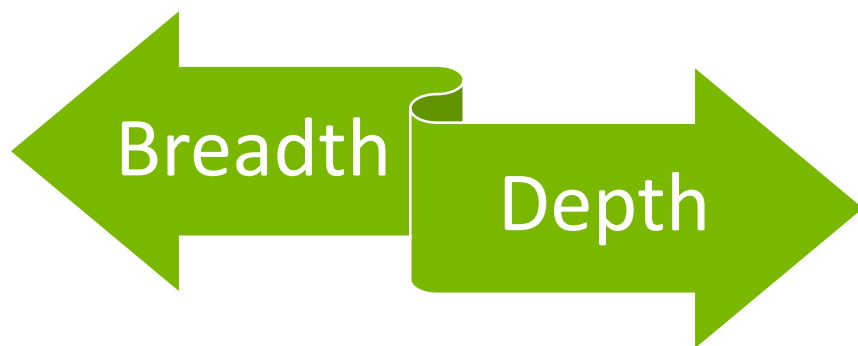
Source:

<https://nces.ed.gov/pubs2018/2018028.pdf>

Districts reporting the degree to which employers are involved in various activities



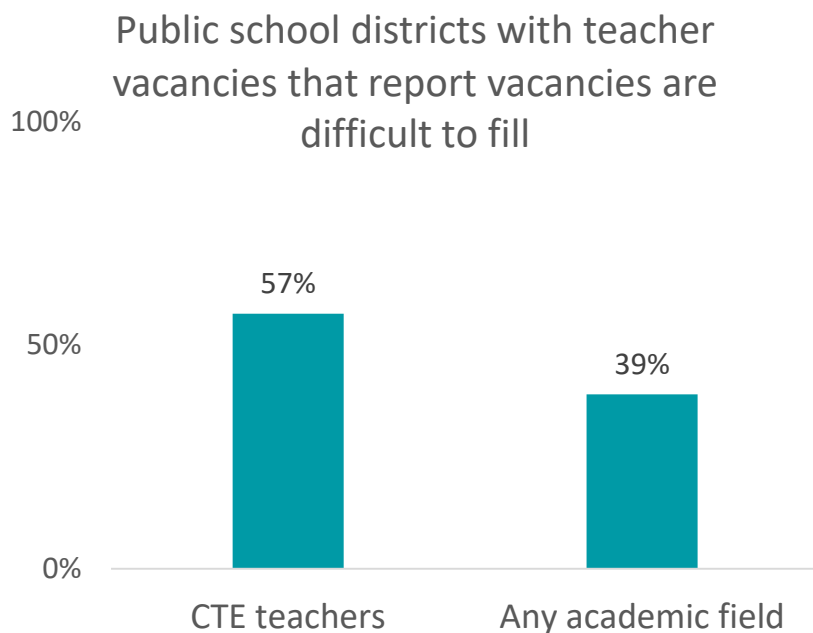
# Challenge 3: Program Diversity



- Overcoming limited resources to provide a **breadth of different options** in a variety of industry areas



# Challenge 4: Teacher Pipeline



- Strengthening the pipeline of **qualified CTE teachers and faculty** in rural areas

Source: <https://www.federalregister.gov/documents/2017/06/13/2017-12132/applications-for-new-awards-high-school-career-and-technical-education-teacher-pathway-initiative>

# CTE on the Frontier

- Toolkit of resources to strengthen rural CTE
- Available at <https://careertech.org/resource/cte-frontier-rural-strategy-guide>



*Catalyzing  
Local Efforts to  
Improve  
Program  
Quality*



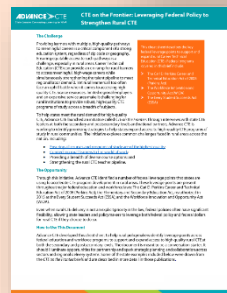
*Providing  
Learners  
Access to  
Diverse Career  
Pathways*



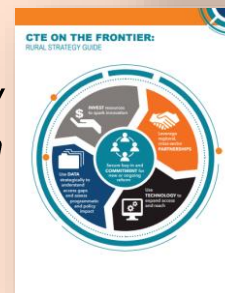
*Connecting  
Rural Learners  
to the World of  
Work*



*Strengthening  
the Rural CTE  
Teacher  
Pipeline*

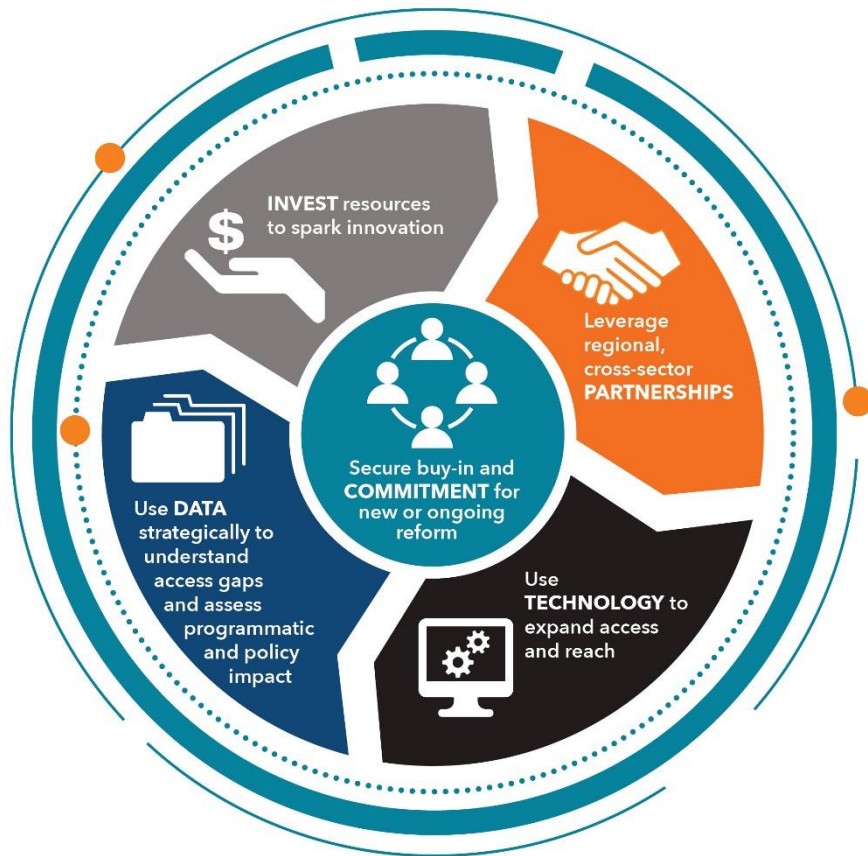


*Leveraging  
Federal Policy  
to Strengthen  
Rural CTE*



*Rural  
Strategy  
Guide*

# State Strategies



- Five cross-cutting strategies to expand CTE pathways in rural communities

# Secure buy in and commitment

## Key Questions

- To what degree is expanding access to high-quality CTE pathways a priority in your state/community?
- Who are your key stakeholders and champions at the state and local levels?
- What opportunities can be developed to gain commitment and support?



# Use data strategically to understand access gaps and assess impact

## Key Questions

- What labor market information do you have?
- Are there any populations who are particularly underserved?
- How are you using data to evaluate the reach and impact of your efforts to expand high-quality CTE?



# Leverage regional, cross-sector partnerships

## Key Questions

- What structures/ partnerships are currently in place to foster regional collaboration?
- To what extent do they facilitate economies of scale?
- How are your state agencies structured to facilitate regional partnerships?



# Use technology to expand access and reach

## Key Questions

- How can online or virtual learning opportunities best supplement CTE pathways?
- For communities with limited broadband access, what interim strategies are being deployed to mitigate this gap?
- How do you evaluate the quality and impact of online or virtual opportunities?



# Invest resources to spark innovation



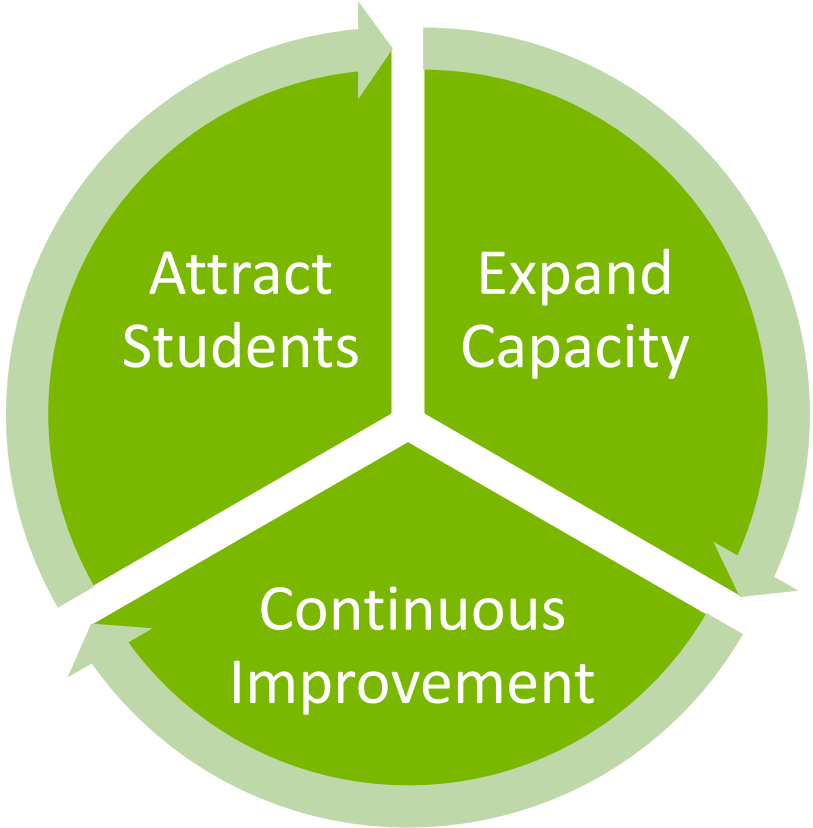
## Key Questions

- What state and federal funding opportunities are available to improve access to and the quality of CTE pathways?
- Where can investments have the most bang for their buck?



# Rural CTE in Idaho

# Creating a Talent and Career Pipeline in Idaho



# Striking a Balance



- Quality – Technical Skill Assessments; Workplace Readiness Assessments; Technical Competency Credit; Incentive Funding
- Employer Access – Internships; pre-apprenticeships
- Program Diversity – Career Technical Schools; statewide articulation
- Teacher Pipeline – Cohort training program for teachers entering from Industry

# Program Quality Initiative



Focus on program quality and accountability

Goal was threefold:

- Identify performance measures outside of Perkins requirements that can provide programs, schools and districts with meaningful feedback on the overall health of their CTE programs.
- Develop a formal mechanism to improve program quality on an annual, statewide, systemic level with a minimal burden to schools, districts, and CTE Staff
- Lay the foundation to provide incentive funding for CTE programs, both in terms of performance-based funding and technical assistance grants

# Developing Performance Measures - 6/15



- Educator Advanced/ Multiple Endorsements
- Technical Skills Assessment Success
- Workplace Readiness Assessment Success
- Educator ACTE Membership
- Educator Professional Association Membership
- Active CTSO Involvement
- CTSO Competition Participation
- Concentrator Rate
- Awarded Advance Learning Opportunities/ College Credit
- Educator Summer Conference Participation

# Developing Performance Measures - 10/15



- ~~Educator Advanced/ Multiple Endorsements~~
- Technical Skills Assessment Success
- Workplace Readiness Assessment Success
- ~~Educator ACTE Membership~~
- ~~Educator Professional Association Membership~~
- Active CTSO Involvement
- CTSO Competition Participation
- Concentrator Rate
- ~~Awarded Advance Learning Opportunities/ College Credit~~
- ~~Educator Summer Conference Participation~~

# Developing Performance Measures - 10/17



- ~~Educator Advanced/ Multiple Endorsements~~
- Technical Skills Assessment Success
- Workplace Readiness Assessment Success
- ~~Educator ACTE Membership~~
- ~~Educator Professional Association Membership~~
- Active CTSO Involvement
- ~~CTSO Competition Participation~~
- ~~Concentrator Rate~~
- ~~Awarded Advance Learning Opportunities/ College Credit~~
- ~~Educator Summer Conference Participation~~

# Current Status



- Initial Award = \$299,808
- 94 applications, representing 46 districts
- 44 awards
  - 26 districts; 13 districts received more than one award
  - Grants awarded based on TSA, WRA, and CTSO

Number of Awards	Program Area	Total Award
13	Ag	\$ 78,332.94
6	Business	\$ 32,000.00
6	Engineering Technology	\$ 69,397.50
7	Family and Consumer Sciences	\$ 23,349.00
1	Health Professions	\$ 5,109.09
3	Skilled and Technical Sciences	\$ 28,425.00
8	Multiple Programs/District	\$ 63,195.00



# Award Criteria



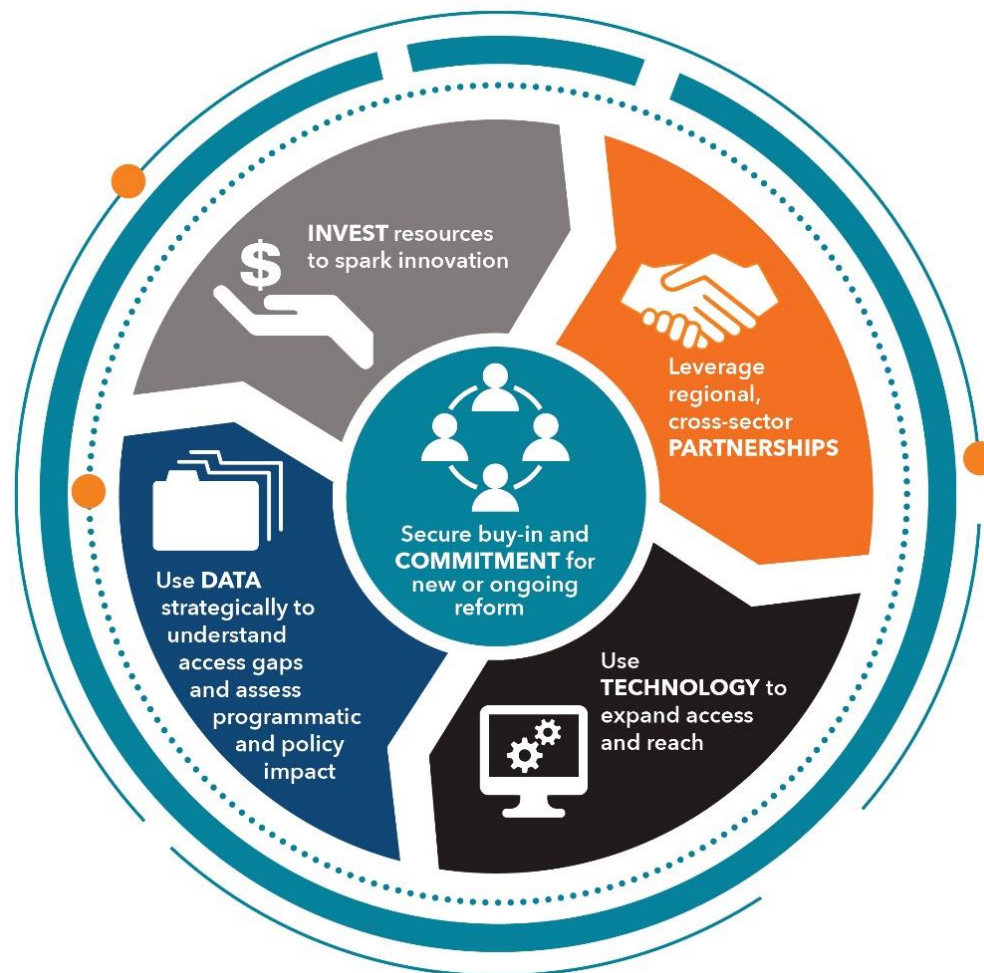
- Clear Application
- Aligns with Eligibility Criteria
- Meaningful link to Program Improvement
- Serves Multiple Programs or CTSOs
- Demonstrates Innovation within CTE

# Key Lessons Learned



- Stakeholder support is critical to generating buy in; teachers and administrators must see the value in the performance measures in order to work to improve them
- Good policy development takes time; the ramifications of poorly written legislation can be significant and difficult to reverse
- Successful implementation relies on understanding and accepting data limitations; overly ambitious plans nearly derailed our efforts to identify meaningful data points
- Too much money CAN be a bad thing; without a long-term strategy, we were at risk of simply spending the money rather than investing it

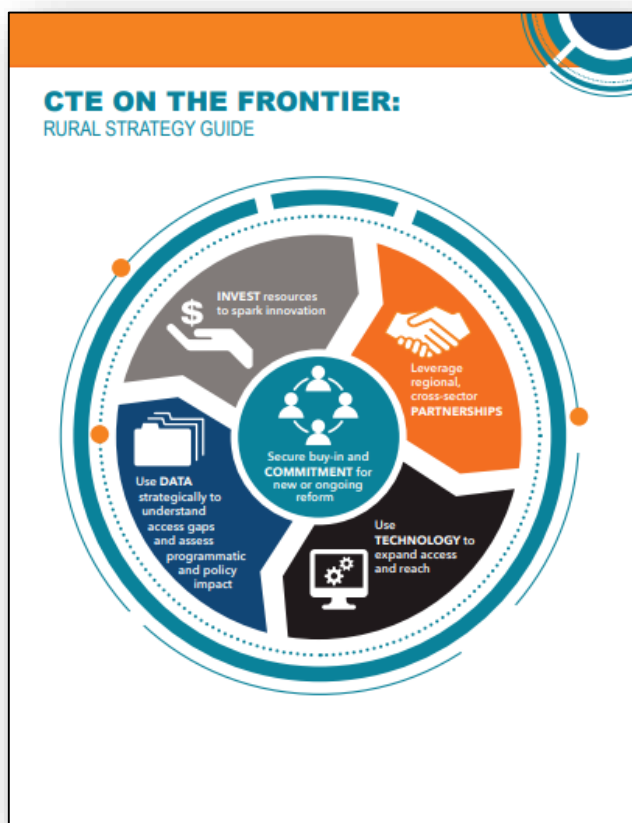
# Applying the Five Strategies



# Questions?



# Thank You



Check out our resources at  
<https://careertech.org/resource/cte-frontier-rural-strategy-guide>

Follow: 

@CTEWorks

@IdahoCTE