

ADMINISTRATIVE/ORGANIZATIONAL

Upcoming Advance CTE and Center to Advance CTE Board Meetings:

Advance CTE Board Meeting

Thursday, April 14, 2016

3 p.m. – 4 p.m.

Topic: Vision approval

Advance CTE Spring Board Meeting:

Sunday, May 22, 2016

8 a.m. – 2 p.m.

The Center to Advance CTE Spring Board Meeting:

Sunday, May 22, 2016

Noon – 5 p.m.

Annual Meeting

Registration opened on January 29 for the spring meeting, information on which can be found [here](#).

State Membership Dues: FY17 state dues invoices are planned to be send out by the end of March, early April.

- We have received 104% of the budgeted FY16 state dues.
- One state and two territories remain unpaid.
 - California: per contract we have received 1/2 dues. Final invoice will be in July 2016.
 - Virgin Islands and Puerto Rico – services have been discontinued.
 - Nancy Callwood, Virgin Islands, has asked to be reinstated and is actively working to get their dues paid for this past fiscal year.

Associate Membership Dues: FY17 invoices for associate members are scheduled to be sent out in April.

As of January 31, 2016 (the last month that is fully reconciled) 58% of the fiscal year had passed. Below is a quick snapshot of the financial position of both organizations.

Advance CTE Budget Snapshot

Received 65% of budgeted income

Expended 49% of budgeted expenses

Center to Advance CTE Budget Snapshot

Received 40% of budgeted income

Expended 42% of budgeted expenses

State CTE Director Update:

Onboarding Update: We held informational calls with the new State Directors from New Hampshire and South Carolina in February.

New Hampshire State Director Eric Feldborg is fairly new to the CTE arena, with his previous areas of work being in STEM and educational leadership. His recently completed doctoral thesis, however, focused on the state's area technical centers. Despite the steep learning curve he faces, he is very positive and enthusiastic about this new venture.

- He was paired with Mike Raponi of Nevada as his mentor on March 1.

South Carolina State Director Ron Roveri started in his position in January. He previously served as a director for one of the state's area technical centers for many years. With that experience to aid him, Ron is armed with ideas and enthusiasm about improving the state's CTE system and infrastructure.

- He was paired with Jo Anne Honeycutt of North Carolina as his mentor on March 1.

STRATEGIC PLAN UPDATES

Advance CTE Rebrand: On February 16, we officially launched our new organizational brand – Advance CTE: State Leaders Connecting Learning to Work. The rebrand efforts consisted of:

- Resources and materials developed specifically for [our members](#);
- Resources and materials developed for [the public](#);
- Direct outreach to over a dozen Congressional offices and 20 partner organizations;
- An updated website (including updated members' only and the CTE: Learning that works for America® sections);
- Engagement of media through a general [press release](#) and targeted outreach, leading to a mention in [Politico's Morning Education](#);
- Blog posts from Advance CTE President, [Rod Duckworth](#), and Associate Member Board Representative, [Sheila Ruhland](#)

Overall, the roll out went incredibly smoothly, and the response was extremely positive, with staff receiving many emails applauding the new name and what it stands for. This [document](#), which highlights statements of support from Board members and partners, exemplifies that type of response we received around the new brand.

Advance CTE Annual Report: As part of the launch of the new brand, we also released our [2015 Annual Report](#), as well as a one-page [infographic](#) summarizing some of the highlights. This report was incredibly useful as a resource during the Board Strategic Planning Retreat and will be used throughout the year to engage and inform potential partners, members and funders about our impact and reach.

Board of Directors Strategic Planning Retreat: on February 21-22, we held a strategic planning retreat for the Advance CTE and Center to Advance CTE Board of Directors to lay the foundation for an updated strategic plan, with discussions focused around the new vision for CTE, the Career Clusters and Common Career Technical Core, managing our smart growth in light of new funding opportunities, supporting our members, and overall Board governance. A few immediate outcomes will include:

- Feedback being sent to our writer on the new vision for CTE (see below for more)
- The launch of a subcommittee to draft a new Board structure for discussion at the May Board meeting
- Board-led focus groups of members at the upcoming spring meeting to ensure their needs and interests are being met by Advance CTE

Next steps will be an updated draft of the strategic plan – specifically the overall tactics and goals – that will be shared with the Executive Committee at the end of March for feedback. The final strategic plan will be shared ahead of the May Board meeting, where it will be up for approval by Board vote. Staff will plan to share the new plan with the full membership at the Business Meeting on May 23 at the spring meeting.

New Vision for CTE: We have contracted with Lori Meyer to draft the new vision for CTE document. She conducted interviews with Advance CTE staff and reviewed all of the materials generated at the Summit before drafting an outline of the major themes. After an initial round of feedback, that draft outline was updated and shared with the Board at the strategic planning retreat. A lot of feedback was generated around the overall student-centric framing, strengthening the language and clarity of the five principles, and identifying critical and high-demand actions under each of the principles.

The Board pushed Advance CTE to keep this work moving, and to communicate with the participants to maintain the momentum and engagement. As a result of this discussion, we have updated our timeline for release, and created a plan to release the new vision by the end of April, with opportunities for the co-conveners to be involved along the way, and the Board to approve the final draft on April 14. By the end of March, Advance CTE will send out a commutation to all Summit participants to give them an update and share the roll out plan, including the day-long set of activities planned at the spring meeting.

FUNDRAISING & DEVELOPMENT

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
IDIQ – Connecting Secondary CTE and Apprenticeships	OCTAE	OCTAE approved nine sites that will be visited by the Center to Advance CTE, Jobs for the Future and Vivayic. The site visits to local programs will take place between March and April in the following states: CA, KY, MO, NC, NY, OH, SC and WA. The site visits will contribute to a synthesis report to explore how to strengthen connections between K-12 CTE and apprenticeships. The report is due to be published later this summer.	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	We have continued to work with CCSSO to create and finalize a cross-organizational work plan, as well as support states planning to apply for the grant opportunity through webinars, answering in-time questions, and building out a fair and rigorous selection process. Applications are due on March 2 and then we will be working with CCSSO to manage the selection process, with the involvement of the advisory committee. Selected states will know by the end of March.	Ongoing
Employer Roundtables	Ford Motor Fund Company	Kate conducted a roundtable of employers from across Florida in coordination with a Ford Next Generation Learning site visit of Pinellas County, Florida. A decision will be made on whether a third roundtable will be conducted this spring in the coming weeks.	Ongoing
Career Pathways Effect Workshops	CORD Chippewa Valley Technical College	We partnered with CORD to submit a proposal to an RFP from Chippewa Valley Technical College (on behalf of Wisconsin's state system) for professional development providers. Our proposal, which centered around our Career Pathways Effect workshops, was selected and we will be finding out more in the coming months.	In process
Siemens Foundation		Kate met with Crystal Bridgeman to discuss potential opportunities around work-based learning and communications/student recruitment. We are drafting a short prospectus on a possible effort and sending the first week of March	Initial discussions

IMPACT & REACH

Federal Advocacy Plan: Advance CTE has focused its advocacy efforts this month on Perkins reauthorization and preparation for upcoming Fiscal Year 2017 budget and appropriations process. A new ESSA resource was shared via the State Director listserv this month and can be accessed in the [members section of the website](#).

WIOA: Advance CTE has been cultivating partnerships with a group of national organizations representing core and partner WIOA programs in an effort to coordinate implementation strategies for the new law. Advance CTE recently participated in an NGA conference with Governors' workforce liaisons who have been interested in engaging with education and CTE more specifically. The association has also continued to dialogue with the federal agencies ahead of the finalization of final regulations governing WIOA. Final WIOA state planning requirements, a process Advance CTE has been engaged with for two years, were recently released for states ahead of the April 1, 2016 plan submission deadline.

ESSA: Advance CTE is working to ensure a smooth implementation of this new K-12 education law. A comprehensive CTE-focused resource for members to use as the law gradually goes in to effect over the coming few years was recently released in support of these efforts. Negotiated rulemaking processes will be scheduled in the coming year and Advance CTE plans to make a nomination for this when specific CTE-related issues come to the fore.

Higher Ed: Interest in HEA reauthorization remains high on both the Senate and House education committees, but given the limited amount of legislative days this year in Congress, along with the upcoming Presidential election, a full reauthorization is not likely. Smaller pieces of a larger HEA bill could be introduced this year ahead of consideration of the law sometime in the next few years. Advance CTE is currently working with offices to ensure that these smaller bills reflect the association's HEA priorities, particularly around Title IV financial aid programs.

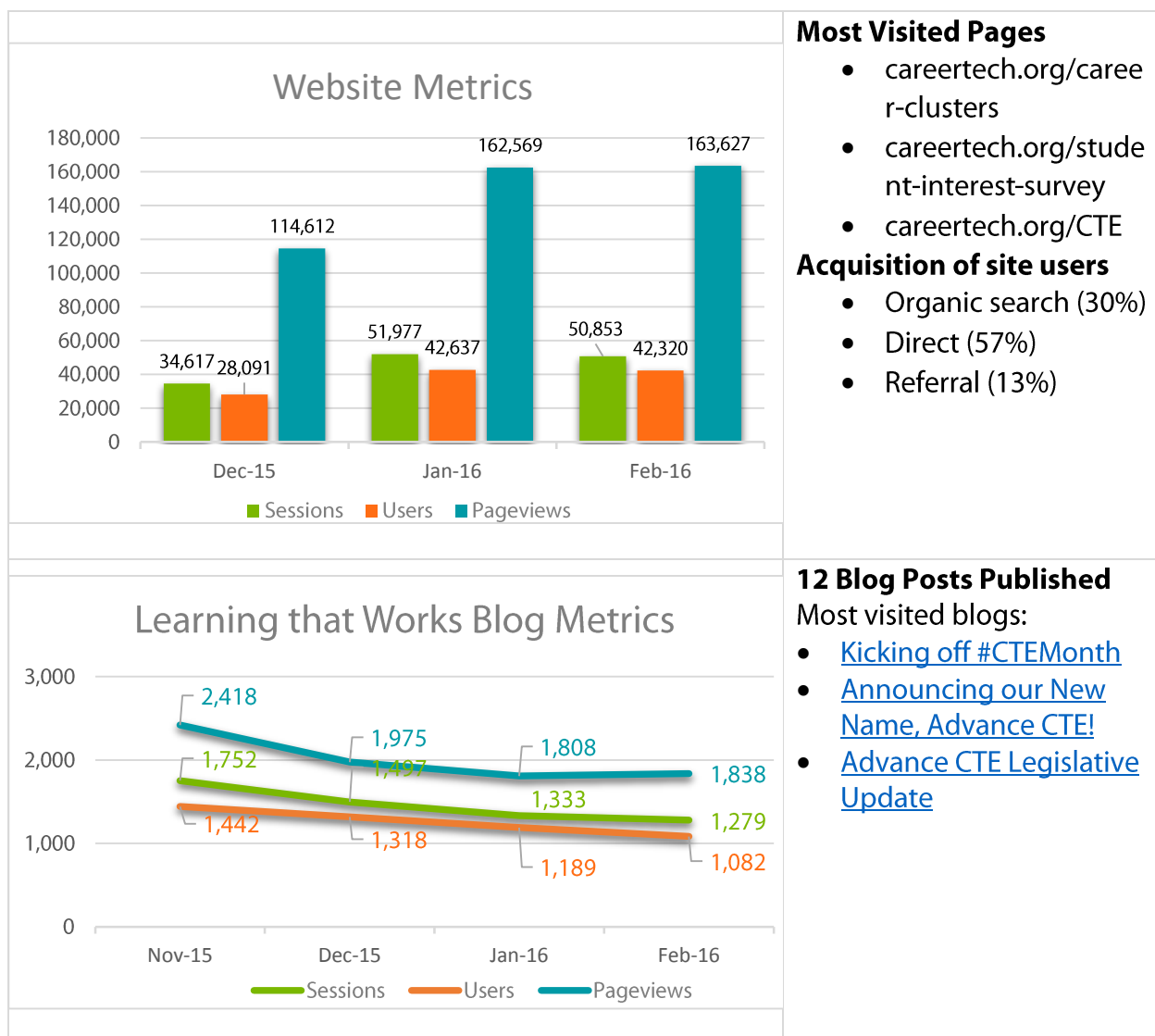
Perkins: Advance CTE has been engrossed in Perkins reauthorization discussions for most of the month. There is a strong possibility that the Senate HELP Committee will introduce a "discussion draft" in March ahead of formal legislation that would reauthorize the law. Specific details on this proposal are still emerging, but Senate staff are optimistic about the prospects of a draft and are nearly done with this first stage in the process. The House HEW Committee is still in the early stages of consideration of the law, but Advance CTE has learned that Chairman Kline (R-MN) has prioritized Perkins reauthorization before leaving office at the end of the 114th Congress.

Budget: Advance CTE has been working with several offices ahead of the FY 2017 budget and appropriations process. The association, along with ACTE, will be advocating for a \$1.3 billion allocation for the Perkins Act—a figure that will be used both for FY 2017 funding and for possible Congressional efforts to reauthorize Perkins.

Congressional Offices Engaged in February 2016:

- Joint meeting of Senate HELP Committee
- Sen. Alexander (R-TN)
- Sen. Casey (D-PA)
- Sen. Enzi (R-WY)
- Sen. Murray (D-WA)
- Sen. Blumenthal (D-CT)
- Sen. Kaine (D-VA)
- Sen. Burr (R-NC)
- Sen. Roberts (R-KS)
- Sen. Murkowski (R-AK)
- Rep. Kline (R-MN)
- Rep. Thompson (R-PA)
- Rep. Langevin (D-RI)
- Rep. Wilson (R-SC)
- Rep. Bonamicci (D-OR)
- Rep. Duckworth (D-IL)
- Rep. Roe (R-TN)
- Rep. Stefanik (R-NY)

Communications Update:



Most Visited Pages

- careertech.org/career-clusters
- careertech.org/student-interest-survey
- careertech.org/CTE

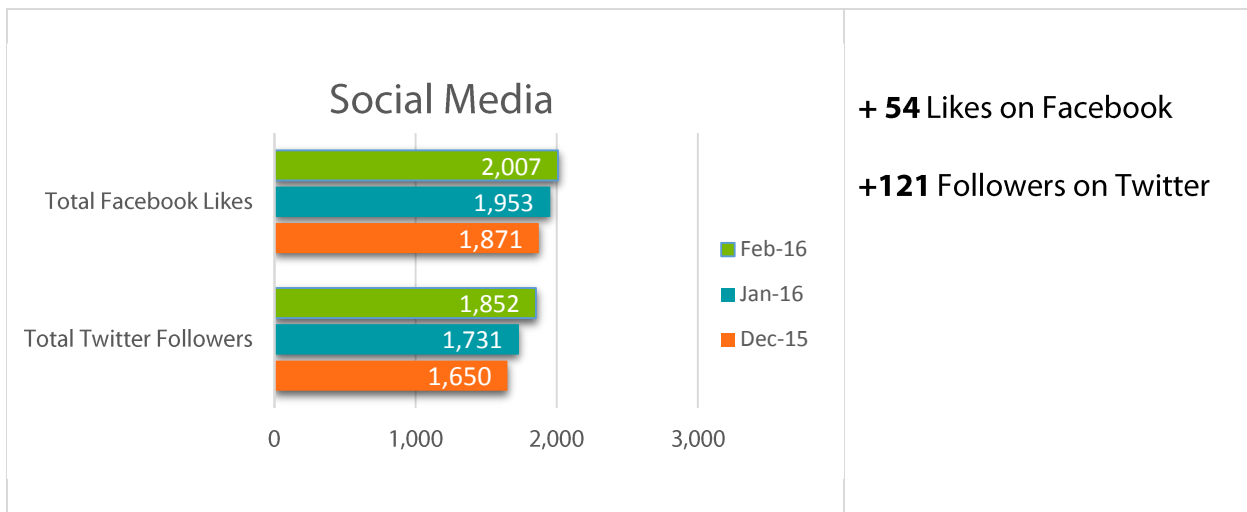
Acquisition of site users

- Organic search (30%)
- Direct (57%)
- Referral (13%)

12 Blog Posts Published

Most visited blogs:

- [Kicking off #CTEMonth](#)
- [Announcing our New Name, Advance CTE!](#)
- [Advance CTE Legislative Update](#)



CTE Month: CTE Month, spearheaded by the Association for Career and Technical Education (ACTE), is designed to raise awareness and celebrate CTE throughout the month of February. Advance CTE took part in both online and virtual events including a site visit at Cardozo High School and a hearing on Capitol Hill. Additionally, staff has been very active on Twitter utilizing the #CTEMonth hashtag, resulting in over 120 new followers. Staff released a [weekly blog post](#) featuring what State CTE Directors, members and Learning that works for America campaign users did to celebrate the month.

Media Engagement: Staff provided quotes for a story about CTE Month on [Center for Digital Education](#). Additionally, Kimberly Green submitted a blog post for the [U.S. Chamber of Commerce Foundation](#) also posted for CTE Month.

Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2016 Spring Meeting	5/23/16 – 5/25/16	32 registered \$29,500 sponsors		20% of goal 80% of sponsor goal

PARTNERSHIPS

Below is a list of Advance CTE's staff most impactful or otherwise notable engagement activities from February 2016

PRESENTATIONS	<ul style="list-style-type: none"> Presented and moderated a webinar, "Innovative Transportation, Distribution and Logistics Partnerships" with the Southwest Transportation Workforce Center Presented on NGA webinar with competency-based education policy academy Presented at ACTE's National Policy Seminar on state accountability systems Presented to Jiangsu Education Association for International Exchange
EVENTS ATTENDED	<ul style="list-style-type: none"> US DOL Apprenticeship Stakeholder Listening Session Senate CTE Caucus Briefing Opportunity America's Perkins briefing Lumina Foundation's Connecting Credentials Initiative Ford Next Generation Learning Study Tour of Pinellas County, Florida
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> Regional Education Laboratory-Central National Grid Appalachia Regional Comprehensive Center National Conference of State Legislatures ACTE for CareerTech VISION planning Code.org Achieve STEMx/Battelle