

QUICK UPDATES

Upcoming Advance CTE and The Center to Advance CTE Board Meetings

2018 Spring Meeting Board meetings are taking place at the Omni Shoreham Hotel in Washington, DC on Monday, April 3, 2018:

- Advance CTE Board: 9 – 11 a.m.
- Joint Board meeting: 11 a.m. – 4 p.m.
- The Center Board: 4 – 5 p.m.

We'll meet in the Hampton Ballroom. If you haven't RSVP'd for the Board meeting, please do so by emailing Kimberly Green at kgreen@careertech.org.

FY19 Budget Approval Conference Calls – June 20, 2018

- Advance CTE: 2 – 3 p.m. ET
- Center to Advance CTE: 4 – 5 p.m. ET

State CTE Director Changes

- In February, two State Directors retired – from **North Dakota** and **Michigan**. Given that Michigan is not currently a paying member of Advance CTE, we are maintaining contact with the office in hopes that we can build a relationship with the new director and bring them back as a member.
- Also this month, two new State Directors were named: Heather Justice of **Texas** and Stefany Deckard of **Indiana**. Both previously worked in state CTE offices in Tennessee and Florida, respectively.
- As of February, there are now eight vacant State Director positions:
 - Alabama
 - Michigan
 - New York
 - New Jersey
 - North Carolina
 - North Dakota
 - South Carolina
 - Virginia

Administrative Updates: We are excited to welcome two new individuals to our team: Nicole Howard (nhoward@careertech.org) is our new Communications Associate. Nicole will be supporting our organization's core communications work, the Siemens grant and our Excellence in Action awards program. Brianna McCain (bmccain@careertech.org) is joining the team as a Policy Associate, expanding our capacity on the state policy front and supporting the New Skills for Youth work. Watch our blog for introductory posts about each of them.

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

Finance Update: As of the end of February 2018 67% of the fiscal year has passed. The organizations are in a strong fiscal position, with spring sponsorships and registrations coming in on target. The financial statements still need to be reconciled for January and February, so the snapshots below do not reflect those adjustments. The Center income reflects new grants received that haven't been accounted for in the original-passed budget. A budget modification will be presented to the Board in April.

Advance CTE Budget Snapshot
Received 94% of budgeted income
Expended 65% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 108% of budgeted income
Expended 38% 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	Our new grant is well underway, with our next cohort of four states – Colorado, Idaho, New Hampshire and North Dakota – selected to receive TA and implement recruitment activities. We have also began work on the development of a workshop for counselors to become “champions” for CTE in their communities, which will be launched at ASCA’s conference in summer 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.	Ongoing
Postsecondary program quality	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway.	Ongoing
CTE Landscape	Gates Foundation	We have secured a \$100,000 contract to develop a landscape analysis of all things CTE for the Bill & Melinda Gates Foundation to inform their future investments in the area. The current timeline is to have this contract completed in early summer; it’s unclear if any of the final document will be made public or not but it’s a possibility.	Ongoing
	Bloomberg Philanthropies	We will be conducting a virtual briefing for Bloomberg’s education team on CTE in mid-March.	Exploratory

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: February brought an incredibly large number of members to Advance CTE. Our quick assessment of this bump is likely due to a combination of increased visibility from CTE Month and state member changes ahead of the Spring Meeting.

Advance CTE received 26 new memberships – nine State Members, one Associate-State and 16 Associate, Non-state members. However, five of the new state members were replacements, bringing the final total of new members to 21.

Note: As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of February 28, 2018: **444** individuals

- State Membership*: 53 states (representing 53 State Directors and 170 state members)
- Associate, State: 11
- Associate, Non-state: 106
- Organizational: 34 organizations (representing 104 individuals)

Member-Only Resources and Supports

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2018 Advance CTE Spring Meeting	4/6-8	165	35	86%
Webinar: <i>Walking Through Advance CTE's Perkins Recommendations</i>	2/8/18	29	5	n/a
Webinar: State of CTE on Career Advisement (with ASCA)	2/20/18	89	7	n/a
2018 Advance CTE Fall Meeting	10/22-24	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

2018 Spring Meeting: The [2018 Spring Meeting](#) will be held April 4-6 in Washington, DC. Registration will close on March 9. Additionally, staff have secured 100% of our sponsorship target before the March 2 deadline. We have an exciting, impactful [agenda](#) planned that will provide our members with high-quality professional development.

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

Federal Advocacy Plan: In February, our advocacy efforts focused the reauthorization of the Higher Education Act and the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins), as well as the federal investment in Perkins. In addition, we engaged with the Administration on two recent proposals. We also put the finishing touches on the refreshed [federal policy section of the website](#) and hope the updates will make it easier for our members to find federal policy resources and engage in federal policy advocacy efforts!

In preparation for the Spring Meeting, we put out a request to all State CTE Directors for nominations for the Congressional Star of Education Award in January. We did not receive any nominations by the February deadline. Given this, we have decided to discontinue this Award.

Higher Education Act (HEA): While there has not been any movement on the PROSPER Act (the HEA reauthorization bill that passed out of Committee in the House in December), the Senate engaged in the following activities:

- Hearings on HEA reauthorization topics (as we shared in our [Legislative Update](#) on February 9)
- Senator Alexander (R-TN) called for comments on an accountability white paper released in February
 - Advance CTE partnered with ACTE to respond to the request with a letter emphasizing the importance of disaggregating postsecondary data at the program level.
- Senators Alexander (R-TN) and Murray (D-WA) put out a general call for input on HEA reauthorization
 - Advance CTE sent in our [HEA Recommendations](#) with a note offering to answer questions and provide additional information.
 - Advance CTE also signed onto a letter led by the PostSec Data coalition to reinforce our recommendations related to data transparency and availability.
- The Senate CTE Caucus held a briefing, “How Reauthorization of the Higher Education Act Can Better Reflect Today’s CTE Landscape”
 - Kimberly Green moderated the discussion, during which Senator Kaine (D-VA) provided remarks about the power of CTE and his appreciation of the effort to share best practices.

Perkins: In February, we advocated for Perkins reauthorization and provided related tools for our members by:

- Meeting with staff for multiple members of the Senate HELP Committee staff,
- Discussing our legislative language with key Senate HELP Committee staff and providing additional input around key reauthorization themes identified by the staffer,
- Hosting (and [recording](#)) a webinar for State CTE Directors and Associate State Members to walk through Advance CTE’s [Perkins Recommendations](#)

Budget / Appropriations: Congress passed a measure in February to fund the government through March 23 (additional details in this [Legislative Update](#)). On February 12, President Trump released his Budget proposal. To learn more, check out the [statement](#) and related [op-ed](#) that Advance CTE created in partnership with ACTE. We will continue to advocate for an increased federal investment in Perkins by working with our coalition partners to both send letters to key Congressional appropriators and meet with their staff members.

Engagement with the Administration: Advance CTE provided comments to the U.S. Department of Education related to two items:

- The proposed shift to merge the Office of Career, Technical and Adult Education (OCTAE) and the Office of Postsecondary Education. Our concerns are outlined in this [letter to Secretary DeVos](#).
- A U.S. Department of Education request for actions the Department can take to “increase the consideration and participation of rural schools and rural local educational agencies in the development and execution of the processes, procedures, policies and regulations of the Department.” We highlighted lessons learned from our *CTE on the Frontier* series and provided related recommendations.

Congressional Offices Engaged in February 2018:

- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senator Enzi (R-WY)
- Karishma Merchant, Sen. Kaine (D-VA)
- Rebecca Howard, Sen. Jones (D-AL)
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Tashayla Persons, Sen. Roberts (R-KS)
- Brittany Weaver, Sen. Hassan (D- NH)
- Andrew Zack, Sen. Markey (D-MA)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- Emma Mehrabi, Rep. Lee (D-CA)
- Kerry McKittrick, Rep. Langevin (D-RI)

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. In February, Advance CTE sent out a request for information and resources from across the project team. Resources will be organized into a shared filing system to ensure all involved parties can easily draw on lessons from New Skills for Youth states to inform their work in other states. The structure of the system has been approved, and Advance CTE staff will begin to construct and populate it in the coming month. Once completed, this system will allow Advance CTE to leverage lessons from the initiative to support our members.

Additionally, staff have begun work on supporting the next NSFY convening, which will take place in Providence, RI April 24-25. Attendance will be limited to the ten Phase Two states and sessions will focus on sustainability, equity and strategic planning.

Joyce Foundation – Postsecondary Program Approval: Staff worked with three prospective states to develop MOUs which also included detailed work plans and timelines, which states submitted in early February. Staff and a contractor reviewed and provided feedback on the plans, which were then returned to states. Updated versions of work plans were due at the end of February, and once they are finalized, staff will dive into the work of providing TA. Staff also attended a kickoff meeting of sorts for one state’s Joyce work in Denver, CO.

Vermont Strategic Planning: Staff drafted the stakeholder survey for Vermont’s strategic planning process, and are hoping to launch it soon. The survey has been designed for a broad range of state

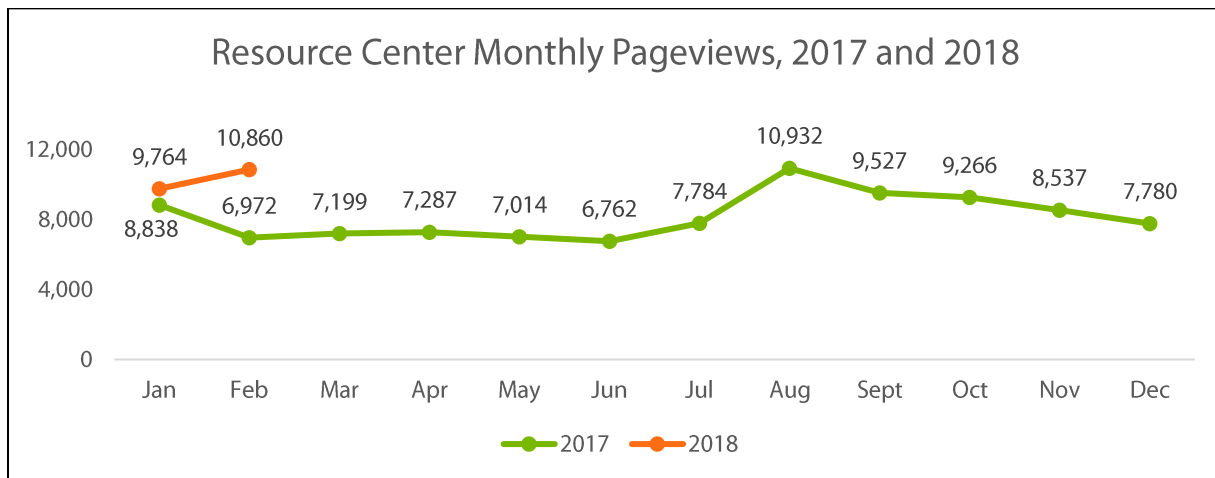
stakeholders, in order to gather input and buy-in for the state CTE office’s new goals and priorities. During the months of March and April, staff will also conduct ten individual stakeholder phone interviews, information from which will inform a strategic planning workshop in the state in June.

Rural Initiative: In March, Advance CTE will release the fourth installment in the *CTE on the Frontier* series, exploring strategies to strengthen the CTE teacher pipeline in rural areas. The report will profile case studies from several different states and examine strategies to recruit, train and develop strong CTE teachers. Also coming this spring is a short guide that draws on lessons from the series to help state leaders develop a strategy for expanding and strengthening rural CTE. The series, which started with the first publication in August of 2017, has been well received.

NSFY Snapshots: Similar to the snapshots created to highlight states’ progress during Phase One of NSFY, staff are working with a contractor to develop ten snapshots covering the Phase Two state stories of 2017. Three have been drafted already, with all ten due to launch in mid- to late April.

State of CTE: Career Advising and Development: The [report on career advising and development](#) was released in early February, coinciding both with CTE month and National School Counseling week. Staff also presented on a webinar describing the report’s findings on February 20. 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*.

Resource Center: Despite being the shortest month, February saw the most Resource Center activity since August of last year. In total, the Resource Center received 10,860 hits this month, nearly 4,000 more than in February, 2017. A lot of this activity was related to the publication of the *State of CTE: Career Advising and Development* report, which was released at the beginning of the month and generated more than 1,100 hits. In the next month, we plan to send out a call for resources and ask partners to submit new reports, guides and tools to include in the Resource Center.



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:

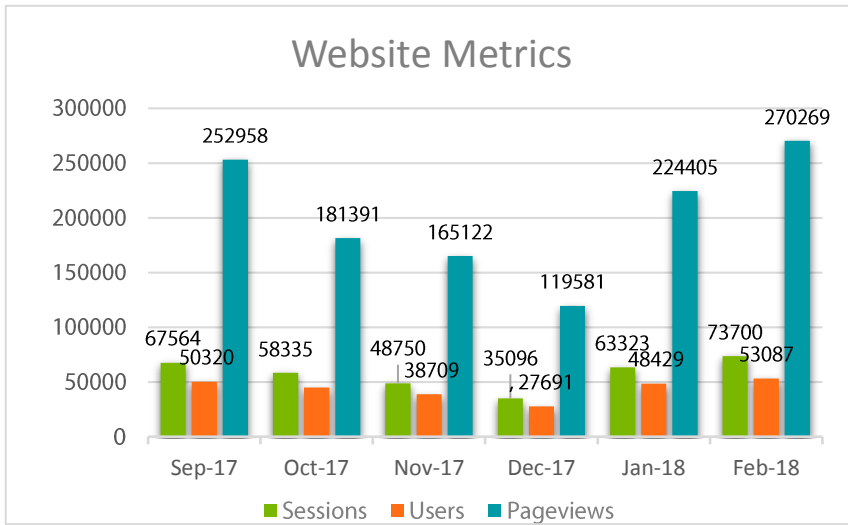
- **Policy:**
 - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff have launched updated policy sections for the Advance CTE website covering both HEA and WIOA.

- **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 are beginning research for two fact sheets on the role of CTE in specific postsecondary issues.
- **Promotion:** Staff have developed a schedule for a new postsecondary blog series, which will begin in March. 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 have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation, to make new connections and generate new content ideas.

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

FEBRUARY 2018 COMMUNICATIONS REPORT

Advance CTE Website:



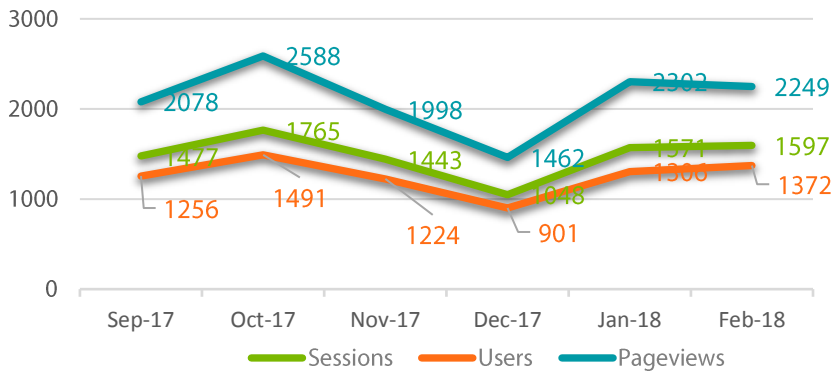
Major Organizational Releases/Initiatives

- Resource Center (1994)
- State of CTE (1143)
- Spring Meeting (803)

Acquisition of site users

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

Learning that Works Blog Metrics

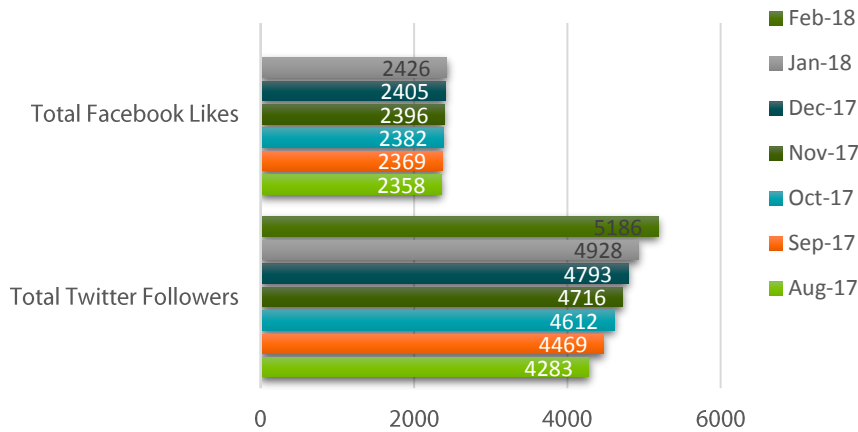


8 Blog Posts Published

Most visited blogs:

- Words Matter: A Response to President Trump’s Recent Remarks on CTE
- Making Students Career Ready in a Globally Connected World
- This Week in CTE: States Take to Social Media to Celebrate CTE Month

Social Media



Facebook: +11

Twitter: +258

Media: Advance CTE conducted interviews with Education, Dive, Bloomberg and K-12 Daily, with a significant presence in the [K-12 Daily](#) and [Education Dive](#) pieces. Additionally, Advance CTE was mentioned in an article published by [Black Enterprise](#), and staff published an [op-ed](#) commenting on President Trump’s FY-19 budget, which was picked up by The Hill, and an [op-ed](#) with the Siemens Foundation, which was self-published on Medium.

Strategies for Attracting Students to High-Quality CTE: Four states – Colorado, Idaho, New Hampshire and North Dakota – were selected for the next round of Siemens grants piloting recruitment activities with a focus on engaging school counselors. The grantees will begin their work in March. Advance CTE has also contracted with Marie Barry to develop a one-day workshop for

counselors to help them be better champions for CTE in their schools and communities providing them with the information and resources they need. We are finalizing contracts with ACTE and ASCA to deliver the workshop at their national and state conferences in 2018-19.

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"> • Addressing the Nation’s Skills Gap Through Prioritizing Access to Industry Experts: Capitol Hill Briefing, Organized by Society for Maintenance and Reliability Professionals • College & Career Readiness & Success Center at AIR’s webinar on work-based learning • CTE & the National Policy Landscape: Updates and Outlook for 2018 • CTE and Higher Education: Senate CTE Caucus Event - moderated panel • Discussion with NSFY state Chief Information Officers • Magnet Schools of America policy conference • State of CTE: Career Advising and Development Webinar • Webinar: Engaging Work-based Learning Intermediaries in Rural Communities
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • ACTE CTE Month site visit to University of the District of Columbia-Workforce Development • Advance CTE/The Center to Advance CTE Strategic Planning Retreat – Baltimore • Apprenticeship Forward Collaborative partner meeting • Briefing on Expanding High School Career and Technical Education Access to Industry Experts • Briefing on How Reauthorization of the Higher Education Act Can Better Reflect Today’s CTE Landscape • Colorado Postsecondary Competency-Based Education Conference • Committee for Education Funding • Jobs and Careers Coalition • Leadership Conference on Civil and Human Rights • Lunch with National FFA Officers • Manufacturing Skills Standards Board Board meeting • National Association of State Liaisons for Workforce Development Partnerships Session at National Governors Association Meeting • PostsecData Working Group • School Counselor of the Year Awards Ceremony, American School Counselor Association • SME Equity Meeting – OCTAE Advancing Equity Initiative • STEM Policy Discussion, Texas Instruments
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieving the Dream • ACTE • AEI and Opportunity America on potential New Jersey event • AIR Center on Great Teachers and Leaders • AIR College and Career Readiness and Success Center • America Achieves/Bloomberg Philanthropies

- American Association of Community Colleges
- American Federation of Teachers
- American School Counselor Association
- Aspen Institute
- Bush Institute
- Center for Law and Social Policy
- Code.org
- Credential Engine
- Education Trust
- National Skills Coalition
- OCTAE- USDE
- Perkins Coalition (led by IBM)
- Project Lead the Way
- RTI
- Society for Maintenance and Reliability Professionals
- Texas Instruments
- Western Interstate Commission for Higher Education

February 2018

Advance CTE Newsletter

Your voice from the nation's capital

ADVANCE > CTE
State Leaders Connecting Learning to Work

In This Issue

[Member Updates](#)

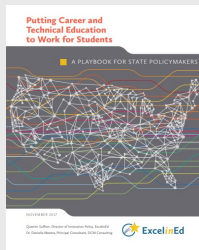
[View from the Hill](#)

[State Policy Overview](#)

[Where We've Been](#)

NEW RESOURCES

Blog: [Making Students Career Ready in a Globally Connected World](#)



Guide: [Putting Career and Technical Education to Work for Students: A Playbook for State Policymakers](#)

Guide: [Four Ways to Increase the Value of Short-term Credentials: A Guide for Community Colleges](#)

Case Study: [Solving the Dual Enrollment Staffing Puzzle: Strategies from the Early College Expansion Partnership](#)

Dear Members,

Happy CTE Month! I hope you all have been honoring and celebrating CTE in your states! We certainly have through our [blog series](#), site visits, [social media campaigns](#), and more. I even participated in my first-ever Twitter chats ([@KimGreenCTE](#) and [@CTEworks](#)), including one hosted by ACTE with Career and Technical Student Organization student leaders talking about the impact of CTE on their lives. So impressive!

As you may have also seen, the President's FY19 budget was released earlier this month. Unfortunately, once again, we had no increase in funding for Perkins, but we are working hard to spread the the word that flat funding is simply unacceptable. Check out our [recent statement](#) and [op-ed](#). If you have an opportunity to speak with your Congressional delegation about the critical importance of CTE funding to your state, please do so. You can find advocacy materials [here](#).

Earlier this month, we released our [annual State of Career Technical Education report](#) - this time with a special focus on career advising and development. We are excited to have partnered with the American School Counselor Association on this report and will continue this partnership to better support the connections between CTE and career advising. You can find the report and a webinar that summarizes its findings [here](#).

Sincerely,

Kimberly Green,
Executive Director

Member Updates

Will we see you in April?

We're just two weeks away from closing registration for the 2018 Advance CTE Spring Meeting. Don't miss your opportunity to network among your peers and learn about the latest trends in CTE. Have you checked out our [agenda](#) lately? You'll hear from two exciting keynote speakers, engage in thought-provoking workshops and hear about promising practices from the field.

If you haven't yet booked your hotel, we recommend doing so very soon to lock in our low rate. Our [room block](#) is filling up fast.

Don't forget to sign in to get your member discount, and [register today!](#)

Welcome to Our Newest State CTE Directors!

This month, we are thrilled to welcome Heather Justice of **Texas** and Stefany Deckard of **Indiana** as new State CTE Directors. You may recognize their names because both Heather and Stefany were members of Advance CTE while working in Tennessee and Florida, respectively, before assuming their new roles. Check back next month to read all about their journeys through our New State Director blog series.

View from the Hill

CTE Month kicked off in Washington, D.C. with Representatives Langevin (D-RI) and Thompson (R-PA), co-chairs of the Congressional CTE Caucus, sponsoring a resolution to recognize national CTE month. The bipartisan [resolution](#) was co-sponsored by 38 additional Representatives and introduced on February 7. Thank you to everyone who encouraged their members of Congress to co-sponsor this resolution!

Congress also passed a measure in February to fund the government through March 23 (additional details in this Legislative Update). On February 12, President Trump released his Budget proposal. To learn more, check out the [statement](#) and related [op-ed](#) that Advance CTE created in partnership with the Association for Career and Technical Education (ACTE).

Also in February, the U.S. Department of Education shared plans to reorganize the Department at an internal meeting. One of the proposed shifts would be to merge the Office of Career, Technical and Adult Education (OCTAE) and the Office of Postsecondary Education. The new office would be called the "Office of Postsecondary and Lifelong Learning" and would eliminate the position of OCTAE Assistant Secretary. Some of the changes required to make such a shift would need congressional approval, while others can occur without it. Advance CTE and ACTE sent a [letter to Secretary DeVos](#) outlining our serious concerns about this proposed shift.

To find all of the latest resources related to Advance CTE's federal policy agenda, check out our redesigned [Federal Policy & Legislation webpage](#) on Advance CTE's website! The webpage features a new "[how to become a CTE advocate](#)" section and updated resources. Additionally, check out our new materials, [Understanding the Carl D. Perkins Career and Technical Education Act of 2006](#) and [Funding CTE: An American Imperative Fact Sheet](#). Advance CTE members can also access additional federal policy resources on the [members-only webpage](#).

State Policy Overview

We are only two months into the new year, and state legislatures have already introduced more than 130 pieces of CTE-related legislation. This includes a proposed [college promise](#) program in **West Virginia**, a new [policy](#) requiring **Missouri** schools to share career information with students, and [legislation](#) expanding access to computer science coursework in **Indiana**.

In many states, governors have set high expectations for their legislatures, outlining ambitious plans in their State of the State addresses. In February, nine governors held their annual address to the state legislatures, and CTE was a common theme.

In **Oregon**, Governor Kate Brown [announced](#) an initiative called [Future Ready Oregon](#), with the goal of helping high school students graduate with a career plan. Gov. Brown also announced plans to increase hands-on learning and work with the Higher Education Coordinating Board to align postsecondary opportunities with business needs.

And in **Pennsylvania**, Governor Tom Wolf [proposed](#) "a significant investment in career and technical education to help make Pennsylvania a better place to learn, a better place to work - and a better place to do business."

Where We've Been

Staff presented at a number of events including:

- CTE & the National Policy Landscape: Updates and Outlook for 2018 MCCTA Missouri Council of Career and Technical Administrators,
- Briefing on Expanding High School Career and Technical Education Access to Industry Experts, SMRP, and
- Magnet Schools of America policy conference
- Briefing on How Reauthorization of the Higher Education Act Can Better Reflect Today's CTE Landscape Advance CTE and ACTE in coordination with the U.S.

Staff also attended a number of events and meetings including:

- States Leading for Equity, CCSSO and Aspen,
- Education Information Management Advisory Consortium (EIMAC) Winter Chief Information Officers (CIO) Network Meeting, CCSSO,
- National Association of State Liaisons for Workforce Development Partnerships Session, National Governors Association,
- Senate Career and Technical Education Caucus,
- Campaign to Invest in America's Workforce (CIAW) Meeting, National Skills Coalition,
- Jobs and Careers Coalition Meeting, Opportunity America,
- PostsecData Working Group Call IHEP.
- Advancing Equity Taskforce, the Office of Career, Technical and Adult Education.
- Board Meeting, MSCC,
- School Counselor of the Year Awards, American School Counselors Association,
- CTE Month School Visit, ACTE,
- Texas Instruments STEM policy discussion,
- Colorado Dept of Higher Ed convening on competency based education in postsecondary program,
- Apprenticeship Forward Collaborative Partners Meeting,
- Advance CTE/The Center to Advance CTE Strategic Planning Retreat

STAY CONNECTED

