

Joint Advance CTE/The Center to Advance CTE Board of Directors' Meeting

AGENDA

October 16, 2017

12:45 – 3 p.m.

Meeting Room: Salon ABC

1. Welcome, Overview of Agenda
12:45 – 12:50 p.m. (5 minutes)
Pradeep Kotamraju
President

2. Approval of Consent Agenda
12:51 – 12:56 p.m. (5 minutes)
Pradeep Kotamraju
President

.....*Pages 2 - 71*
 - Federal Policy Strategy Update
 - Member Engagement Strategy Update
 - Promotion Strategy Update
 - State Policy Strategy Update
 - Vision Strategy Update
 - May – August 2017 Monthly Board Updates
 - Progress on Advance CTE/Center to Advance CTE Activities

3. Policy Update: Executive Committee Roles
12:57 – 1:02 p.m. (5 minutes)
Kate Kreamer
Deputy Executive Director

.....*Pages 72 - 75*

4. Fundraising & Development Update
1:03 – 1:18 p.m. (15 minutes)
Kate Kreamer
Deputy Executive Director

Kimberly Green
Executive Director

.....*Pages 76 - 78*

5. Shared Impact Dashboard Discussion
1:19 – 3 p.m. (1 hour and 41 minutes)
Kate Kreamer
Deputy Executive Director

Austin Estes
Policy Associate

.....*Pages 79 - 103*

Federal Policy Strategy Update – September 2017

Overview of Major Activities

1. Ensure high-quality federal and state CTE policies are adopted and implemented

We have been making promising progress in the area of supporting the adoption and implementation of high-quality CTE policies at the federal and state levels in coordination with Advance CTE's state policy strategy. In the first in a series of rural briefs, [*CTE on the Frontier: Catalyzing Local Efforts to Improve Program Quality*](#), we included a segment on how both federal policies and investments can support rural CTE. In addition, we have been collaborating with the State Policy team to provide tailored resources to the education staffers for Members of Congress (i.e., Hill Staff). For example, prior to visiting a staff member for Georgia, we were able to work together to determine which resources to include in the leave-behind folder of materials. This positioned us as a resource for this staff member, which is especially important as CTE garners more attention in the federal policy landscape.

2. Empower members through professional learning

We have restructured the quarterly advocacy call with State CTE Directors by including not only federal policy updates, but discussion questions to gather input and solicit feedback. For example, the intelligence we gathered from State Directors on the July call informed the comments we submitted for the Department of Education's (ED) Evaluation of Existing Regulations and resulted in Advance CTE following up with three State Directors to gather further input on our comments. We plan to continue this format for upcoming calls and utilize our webinar platform when we need to share more in-depth policy updates (e.g., the webinar we held to review the House Perkins reauthorization bill). In addition, the 2017 Perkins Implementation Survey was completed by all 50 states, the District of Columbia and Guam. The results of this survey and trend data from past surveys will be shared during the Fall Meeting and in additional resources and briefs to be released over the next six months. The Fall Meeting will also feature sessions designed to help states prepare for Perkins reauthorization, including how to build effective stakeholder engagement and set ambitious performance targets. There will also be a session on how to develop an advocacy plan to accomplish state-specific goals.

3. Raise the visibility and promotion of high-quality CTE

In coordination with Communications team, we have reinstated a monthly newsletter for Hill Staff and early results indicate that it is reaching more staffers than our previous newsletter did. This is another mechanism through which we can reach Hill staff, promote our resources and further position Advance CTE as the go-to organization for accurate information and timely resources related to Perkins. In addition, in light of the Administration's proposed 15 percent cut to the Perkins Basic State Grants, we asked our membership and readership of the Legislative Updates blog what a 15 percent cut would mean to them. In collaboration with the Communications team, we compiled the stories we received into a new advocacy resource, "[What a 15 Percent Cut Perkins Really Means](#)" that has been well-received by advocates and sent to Hill staff.

4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission

In addition to regularly attending meetings for the coalitions of which we are members and participating in their advocacy activities promoting a strong federal investment in education and workforce programs (e.g., signing on to letter to appropriators, engaging in social media campaigns, etc.), we have been conducting meetings with key partners to build out our partnership strategy. Over the last six months, we have met with National Governors Association (NGA), the School Superintendents Association (AASA), Associated Equipment Distributors (AED), the Afterschool Alliance and the Alliance for Excellent Education. These meetings have been productive and have increased coordination between Advance CTE and our partners. For example, as a follow up to meeting with AASA, we sent our first rural brief and they agreed to distribute it. In addition, they offered to reinforce the comments we submitted to ED as part of the Evaluation of Existing Regulations.

5. Developing internal processes and protocols to ensure a strong and sustainable organization

We have been providing regular federal policy updates to staff during staff meetings, resulting in greater consistency in messaging. In addition, we have separate weekly meetings with the Communications team to provide timely updates on federal policy that may require a quick response and coordinate on upcoming advocacy and communications activities.

Major Accomplishments (May – September 2017)

- Met with the education staffers for 14 members of the Senate Health, Education, Labor and Pensions (HELP) Committee to introduce Advance CTE, learn about the education priorities for these Senators and communicate our Perkins reauthorization priorities.
- We promoted the Excellence in Action Award Winners with the relevant Hill staff and it resulted in an in person meeting with one Senate office (in addition to positioning Advance CTE as a go-to resource).
- In collaboration with the Communications team, we established clear goals and guidelines for each type of federal policy and advocacy communication to ensure that they meet the needs of members and the public.

Challenges

- While we have identified that developing and consistently applying clear decision rules to determine when legislation/policies align to Advance CTE's federal policy priorities as part of the federal policy strategy, this project is one that has been put on hold due to lack of capacity and competing priorities (e.g., appropriations and Perkins reauthorization activities).

Update on Identified Priorities for (May-September 2017)

- **Update the federal policy section of the website:** Not yet completed. Plans are underway to have this ready by early winter.
- **Continue on the current path of strengthened alignment between the federal policy, state policy, vision and communications strategies:** We have been conducting coordinating meetings across teams and this has resulted in state policy resources featuring relevant connections to federal policy, including in the first of a series of rural briefs, [*CTE on the Frontier: Catalyzing Local Efforts to Improve Program Quality*](#), we included a segment on how both federal policies and investments can support rural CTE.
- **Launch a Perkins reauthorization survey to refresh our knowledge of the current state of Perkins implementation and to guide future implementation supports:** All 50 states, D.C., and Guam completed the 2017 Perkins Implementation Survey and we are in the midst of analyzing those results and planning for their dissemination. Resources related to the analysis of the data will be available later this Fall and Winter.
- **Begin early planning for Perkins implementation supports (internally and with key partners):** Three of the Fall Meeting sessions focus on providing early planning for Perkins V implementation and we will continue to seek out strategic opportunities to prepare the field for reauthorization.
- **Create alignment guidelines/decision rules to determine if/when federal policy aligns to Advance CTE's priorities:** Progress on this priority has stalled due to lack of capacity and competing priorities. We anticipate being able to make significant progress on this in the next six months.

- **Establish a federal policy monitoring and tracking system:** We have started to coordinate our federal policy tracking with ACTE. We review any legislation that has been introduced that relates Perkins on our cross-organizational monthly calls.

Priorities for Next Six Months (October 2017 – March 2018)

- Update the federal policy section of the website
- Refine specific goals for more targeted advocacy activities to engage Hill staff and other key audiences, like the Perkins Education Coalition
- Produce advocacy resources that help position Advance CTE as the "go-to" organization for stakeholders (advocacy, policy, etc.) for accurate information and timely resources related to CTE
- Develop and actively maintain a content management system for tracking federal policy and related information (e.g. research, legislation, policies, data, etc.)
- Develop and consistently apply clear decision rules to determine when legislation/policies align to Advance CTE's federal policy priorities

Relevant Data

- This summer we were very responsive to a shifting appropriations environment. In coordination with the communications team, we re-designed the [Perkins Funding Chart](#), authored an [op-ed](#) and created a [blog post](#) that captured perspectives from CTE advocates across the country. While the spending bills for Fiscal Year 2018 (FY18) are not yet finalized, both the House and Senate proposals include level-funding for Perkins across both the Perkins Basic State Grants and National Programs, a clear rejection of the Administration's proposed 15 percent cut to Perkins Basic State Grants and proposed \$20 million for National Programs.
- In coordination with the communications team, we have been able to revamp the Legislative Updates and this has resulted in improved open rates (32% average, up from 27%) and click rates (17% average, up from 13%). This means that more of the readership is accessing the updates and calls to action we are communicating and that they are engaging with more of the resources we are pushing out (e.g., links to reports, articles, toolkits, etc.).
- From July to September, we engaged with 31 partners on federal policy compared to 25 in the previous quarter. These partnerships have resulted in increased communication and collaboration among our partners and further position Advance CTE as a go-to resource on Perkins. For example, we have shared our Perkins recommendations with many of these groups and as a result, they are aware of our positions and we anticipate that they will be more likely to turn to us for resources and information as reauthorization efforts continue.

Member Engagement Strategy Update – October 2017

Overview of Major Activities

1. Ensure high-quality federal and state CTE policies are adopted and implemented

This priority area is addressed below, specifically under “empower members through professional learning.”

2. Empower members through professional learning

All Advance CTE professional learning is designed with our members in mind, and reaffirms our commitment to being a member-driven organization. Advance CTE is committed to providing comprehensive professional learning for its members through its bi-annual Spring and Fall Meetings. We have also actively sought to raise awareness among our State Director membership about Advance CTE’s expertise and ability to deliver technical assistance both virtually and in-person. This fall, we officially re-launched our New State Director Leadership Program, a one-year personalized program offering leadership development and content expertise to the growing cohort of new state leaders.

3. Raise the visibility and promotion of high-quality CTE

The members of Advance CTE are leaders within and beyond their states and the CTE community. As such, the organization formally recognizes those accomplishments through its annual awards program for long-standing and up-and-coming State CTE Directors. Additionally, Advance CTE and the Center to Advance CTE promotes their work by publishing an annual report for its members and the broader public.

4. Build and maintain strong and effective partnerships that advance Advance CTE’s vision and mission

Advance CTE relies on the expertise and leadership of its members to inform and enrich the organization’s work. In doing so, it also recognizes the unique partnership between the organization and its members. To create these feedback loops, Advance CTE are working to create regular feedback loops to accomplish this by providing opportunities for those members to leverage their expertise to inform the organization’s work and participate in federal and national initiatives as a representative of Advance CTE.

5. Developing internal processes and protocols to ensure a strong and sustainable organization

As a member-driven organization, strong internal processes and protocols create a critical infrastructure through which we are able to best serve our members. To that end, Advance CTE has worked diligently to create strong processes throughout the full-life cycle of membership to ensure members receive their full benefits and these processes are efficient and accurate.

Major Accomplishments (May 2017-September 2017)

The Member Engagement Strategy had several notable accomplishments during the past six months.

Expanded State Membership and Other Membership-related Changes

On July 1, the expanded state membership structure was officially launched with 162 members from 45 states, 1 territory and the District of Columbia. Of those 162 members, 63 percent (102 individuals) were new to Advance CTE.

To ensure that these members were properly introduced to the vast resources and supports offered by Advance CTE, staff developed a four-part email series that covers the main pillars of Advance CTE's work, including member services, federal and state policy and communications. These mailings were well-received and have been re-purposed to be used for new individual and honorary members.

Staff also built a process for State Directors to change the composition of their state membership, as allowed by the policy. State Directors were notified of this process during the week of September 18. However, over the summer months, some State Directors reached out individually to make changes or additions. Three states made substitutions due to members moving into new positions, and two states added one individual each to fill previously empty spots.

2017 Fall Meeting

Full results of the Fall Meeting will be discussed in a future board report. However, planning and preparation for the meeting has been relatively smooth with some early indicators of success. For example, meeting registration has exceeded targets by about \$8,000, with more than 140 attendees. Conversely, sponsorship targets were not met. The sponsorship revenue fell short by \$7,000. Traditionally, Fall Meeting sponsorships difficult to obtain, but are typically made up for in the spring, where we often see an overabundance of sponsorship interest. The deficit not earned by the Fall Meeting will be added to the target for the spring in order to make up this revenue.

Membership Audit

As explained in further detail in a separate report, staff conducted the first membership audit, in keeping with the organizational commitment to strong internal processes and protocols. The audit will be used to refine and inform the newly created processes and protocols involving membership records, and will be used as a benchmark for future years. The audit compared our financial records against our membership database and email platforms.

At a high level, the average results for each membership type were as follows:

- State Directors: 0% error rate
- Associate, State: 5% error rate
- Associate, Non-state: 9% error rate
- Organizational: 5% error rate

Examples of errors include no record of membership in the membership database or not being listed on the email listserv. All identified errors have been corrected and existing processes and being refined to avoid future mistakes.

New State Director Program

As reported during the Spring Board meeting, former Tennessee State Director, Danielle Mezera, was hired as a consultant to help add capacity and thought-partnership to this new program,

which is set to launch on October 5. Over the summer months, the program's mission, curriculum and structure was solidified and created. A separate board report has been created to provide further detail about this program.

Challenges:

Strategy for Developing Members Only Content

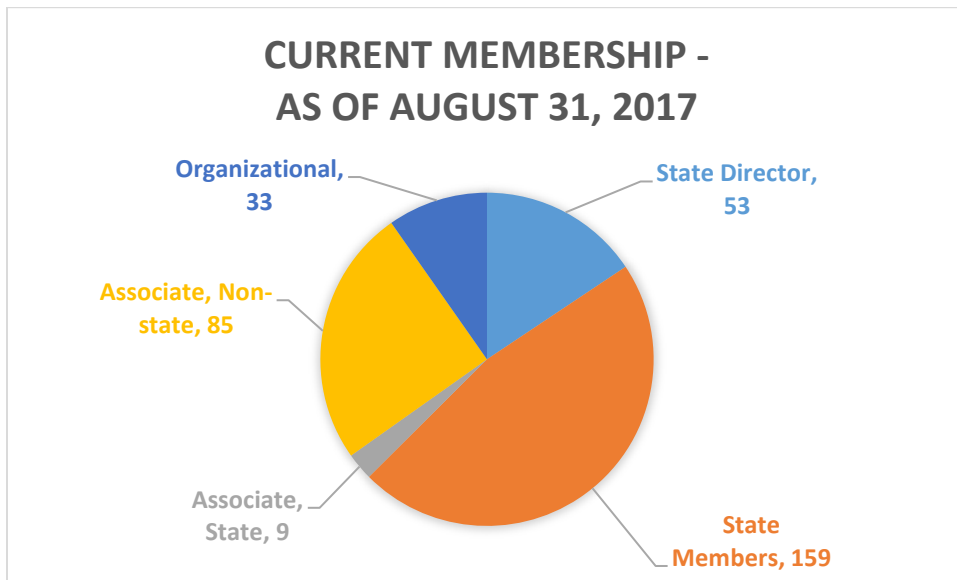
This priority has shifted over the past six months. Currently, there is no formal strategy yet in place, but during the planning and production phases of Advance CTE deliverables, staff are now having conscious conversation about what – if any – members only content should be developed alongside the public resource. A clearinghouse of members only resources had been discussed as part of this effort. However, this initiative has been put on hold as staff evaluate the impact and success of the public Learning that Works for America Resource Center and whether it would be duplicative or useful to have a separate clearinghouse for members only resources. In an effort to be good stewards of the organization's finances, staff have decided to re-evaluate how to better serve members with exclusive resources and/or services. Staff plan to engage with members during the winter months to better understand what would comprehensively meet their needs.

Priorities for Next Six Months (October 2017-April 2017)

The next six months are an exciting time for Advance CTE's member engagement work. The major activities include:

- Implementation of the New State Director Program
- 2018 Spring Meeting
- Supporting State Director-ACTE relationships during the 2017 CareerTech VISION conference and beyond
- Member Services Survey

Relevant Data



Promotion Strategy Update – September 2017

Overview of Major Activities

1. Ensure high-quality federal and state CTE policies are adopted and implemented

Advance CTE is continually being positioned as the national voice on federal and state policies related to CTE. This is being accomplished by leveraging our social media and e-communications, which continue to meet targeted goals for click and open rates as well as growth of social media accounts.

Additionally, Advance CTE, with the Associate for Career and Technical Education (ACTE), launched a newly revamped e-newsletter to all education hill staff released for the first time in September. This monthly newsletter, the Capitol CTE Chronicle, provides updates on relevant CTE topics, as well as highlights Advance CTE and ACTE resources and news, further positioning us as the go-to source of information for CTE policy.

As we've continued to produce state policy resources, we have also gained traction in that space. Our media engagement uptick reflects our success in both the federal and state policy space with 19 articles featuring our federal and state policy resources and work, including the Career Readiness & the Every Student Succeeds Act, CTE on the Frontier, State of CTE report, statements on reauthorization, as well as the appropriations process.

Additionally, since May we have also begun to position ourselves as experts in communications and communications strategy in CTE. This has resulted in a number of articles featuring the research released in May including in CNN and Huffington Post.

2. Empower members through professional learning

Advance CTE has continued to effectively and efficiently communicate with members to keep them abreast of new resources, tools, announcements, and more. Open rates of all e-communications are on target, signaling members are finding the information we send to be useful and relevant.

We have also continued to create a number of materials to use for case making including a revamp of many of our CTE fact sheets, an update of our state-specific fact sheets, and a number of materials for the CTE: Learning that works for America campaign™.

Staff has also launched a recommitment to the Learning that works for America campaign along with a multitude of new and refreshed resources, which each State Director will receive as part of this project. Staff has continued to provide technical assistance in communications to the four states that are part of pilot project, Strategies for Attracting Students to High-Quality CTE.

Since May, staff has also developed a more effective promotion strategy including developing a promotional package with suggested emails, social media posts, graphics, and more for staff, partners and funders to use when promoting new Advance CTE materials. This ensures that there is consistent messaging across these various audiences when promoting key resources.

Staff did not utilize the communications committee. This is in part due to the lack of engagement in previous committee calls. Additionally, staff has utilized the four pilot states to test resources and materials with a highly engaged group of communications professionals.

3. Raise the visibility and promotion of high-quality CTE

Advance CTE has remained committed to promoting quality through a multitude of channels and partners. Staff conducted the yearly Excellence in Action award and recognized 11 programs of study from across the country. The winners were featured in an awards ceremony at the Spring Meeting, and are highlighted in a monthly blog series that is anchored by the five principles in Putting Learner Success First. Additionally, staff has embedded these programs across the organization by highlighting them in fact sheets, reports, briefs and articles. Additionally, Advance CTE will feature them in a webinar in October and at ACTE's CareerTech VISION Conference in December.

Staff has continued to build relationships with key media resulting in an increase in articles (34 May – September) compared to this time last year (22 articles May – September), across a variety of topics including communications, state and federal policy, award winners, and Advance CTE resources. Continued relationship building has resulted in a recent webinar conducted by Education Week, where Advance CTE was asked to be a presenter. Advance CTE has also been featured in a diverse array of media outlets covering issues ranging from K-12 education, policy, higher education, local issues, and more. This demonstrates Advance CTE's ability to speak to a range of CTE issues.

4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission

Advance CTE worked with partners including ACTE on both Perkins reauthorization and the appropriations process over the past six months. In addition to a number of pickups in the media that highlighted organizational leadership quotes and reinforced our federal policy priorities, we also authored an op-ed with ACTE on the importance of the Trump administration investing in Perkins.

We have also worked with a variety of partners who have helped us promote our state policy resources and materials, amplifying best practices and innovative state strategies.

5. Developing internal processes and protocols to ensure a strong and sustainable organization

Advance CTE has continued to develop protocol and processes around communications and media activities. This includes training staff in new social media protocol, developing a formal process for disseminating new resources to a variety of stakeholders including members, and tracking media engagement. We utilize Google analytics, Google alerts, and social media analytics to report to the board on engagement monthly. In the future, we will be better able to

track member engagement in regards to communications through our communication channels as we shift the organizational e-newsletter channel from constant contact to civiCRM.

Additionally, staff has developed a process for the recommitment to the Learning that works for America campaign that is also embedded in the new State Director program with a step-by-step guide to be utilized by future communications staff.

Major Accomplishments (May – September 2017)

- Staff conducted the majority of the Siemens Foundation grant from May through October. All pilot states have conducted a variety of successful onsite and online recruitment activities using the research and messages released in the spring. Additionally, Advance CTE staff provided technical assistance to two states, and have presented the research findings across the country (See Strategies for Attracting Students to High Quality CTE report update for full report.)
- Staff also developed a formal process for the Learning that works for America campaign, which was not in place prior. This will ensure the program is widely adopted by state staff, especially in light of recent turnover at the State Director level in the past two years. This ensure longevity and sustainably of the camping.
- Advance CTE continues to build its presence online as evident below. This not only signals our ability to produce meaningful and relevant content that leads the CTE field, but also our continued efforts to communicate this content to critical stakeholders.

Challenges

- Staff did not engage the Communications Committee during the last six months. Instead, it utilized the four pilot states to bounce off ideas, obtain input on resources, and review new materials.

Update on Identified Priorities for (May-September 2017)

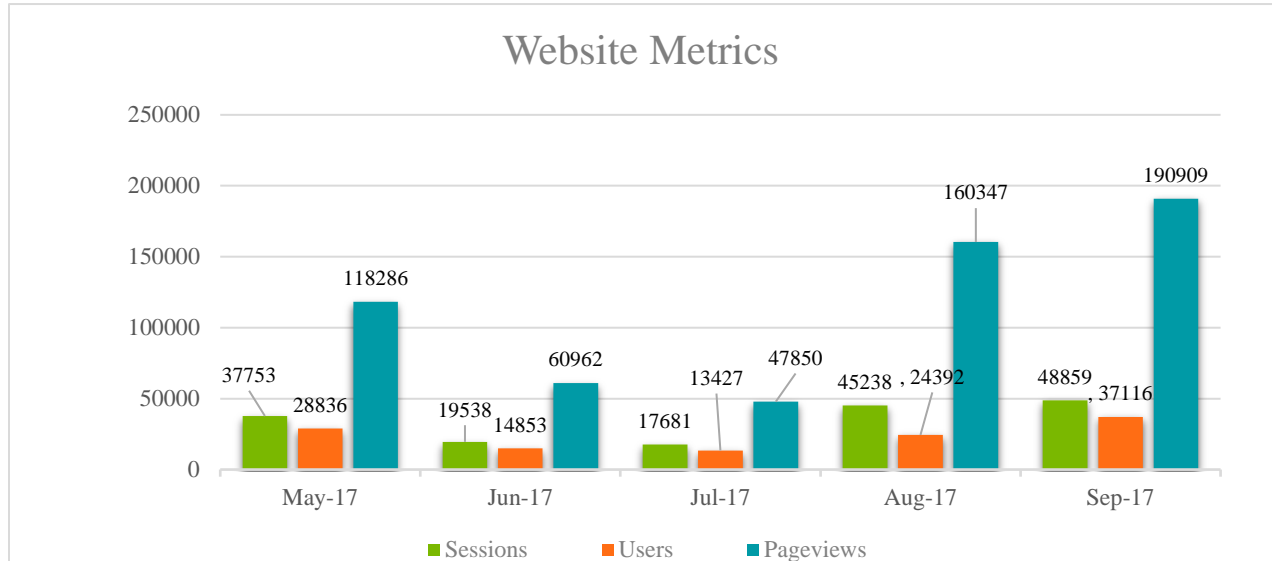
- All priorities outlined in the last board report have been addressed and are completed or are being worked on including:
 - Staff have successfully conducted the Siemens Foundation work and has been asked to submit a proposal for another round of funding;
 - Staff has launched new materials under the Learning that works for America campaign, refreshed the website, as well as developed a process for signing on new State Directors and updating current ones;
 - Staff has not fully differentiated communications, but has launched civiMail and tested the service through emails sent to new members as part of the State Membership, in addition to building templates in an effort to move away from constant contact and utilize civiMail in the future. Staff predicts we will transfer to this system in the next six months;
 - Staff successfully conducted the Excellence in Action awards, featuring them in a number ways as outlined above.

Priorities for Next Six Months (October 2017 – March 2018)

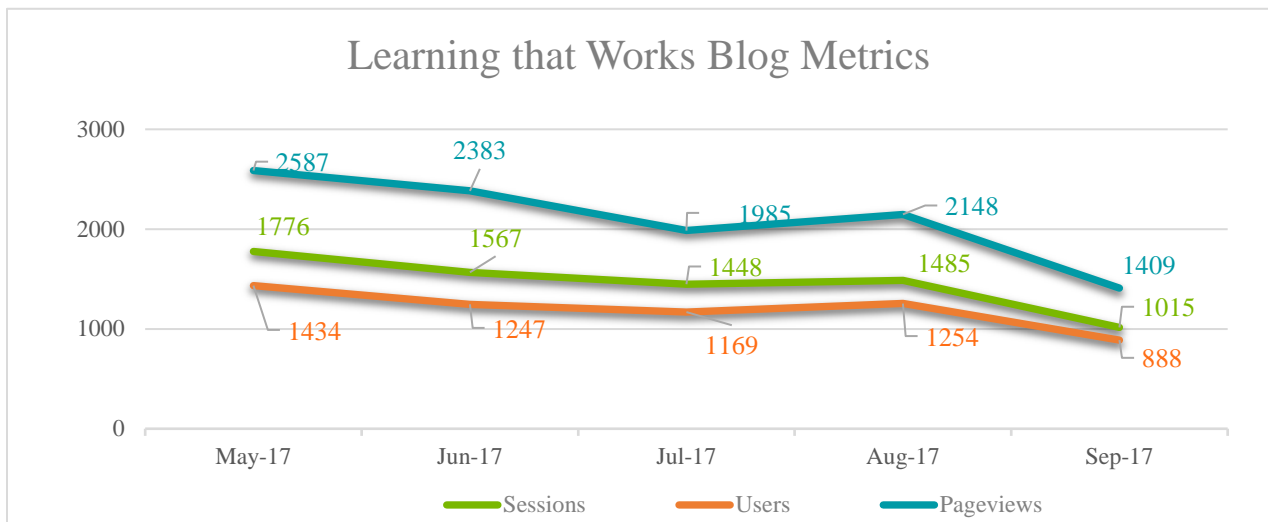
- Relaunch the Learning that works for America campaign with all 50 states and Washington, D.C. committed the campaign;
- Launch the 2018 Excellence in Action Awards
- Conduct the second round of the Siemens Foundation work, with a focus on school counselors, as well as providing TA to four new states while continuing to engage the current four pilot states.

Relevant Data

Website metrics were lower in the summer months, consistent with years past. Page views, sessions and users all increased in August, consistent with school beginning.



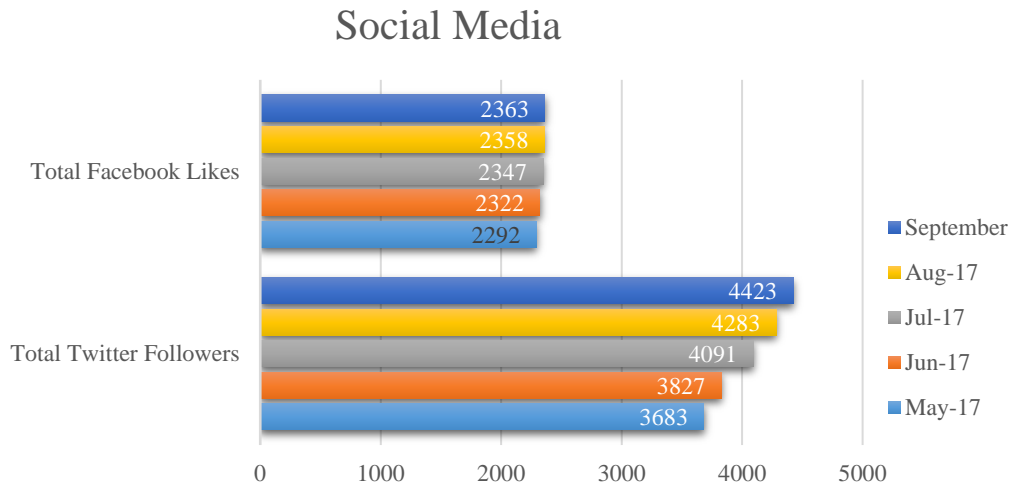
The Learning that works Blog was similarly slower during the summer months and has fewer hits in September because at the time the report was written, there was still a week left in the month. There are no concerns with this data.



Since May, staff has released a number of resources resulting in increased traffic to organizational priorities.

Release	Web Hits
Resource Center landing page	6934
Recruitment Strategies landing page	1943
The Value and Promise of CTE report	1738
Mapping Career Readiness in ESSA	1560
Advance CTE Fall Meeting	1246
Putting Learner Success First	1129
Fact Sheets	1076
Connecting Secondary CTE and Apprenticeships	945
CTE on the Frontier	762
Excellence in Action 2017	646
Raising the Bar	596
CTE Virtual Institute	529

Social media has continued to grow as we utilize it to announce events and resources, build partnerships, and lead the dialogue around CTE.



Board Action:

None

State Policy Strategy Update – September 2017

Overview of Major Activities

1. Ensure high-quality federal and state CTE policies are adopted and implemented

To influence the adoption of high-quality federal and state CTE policy, Advance CTE regularly conducts research and produces tools, reports, case studies and other resources that are responsive to state needs and aligned to the *Putting Learner Success First* vision. In 2017 to date, the state policy team has published three reports, one tool and 24 snapshots of New Skills for Youth states. In the coming months, Advance CTE plans to release a three-part series on rural access and quality and a policy framework to help states enhance program approval.

Additionally, the state policy team is working to more intentionally align state policy strategies with Advance CTE's federal policy work by regularly checking in with federal policy staff and ensuring research and publications include relevant connections to Perkins and other federal policies.

2. Empower members through professional learning

As states turn to the task of implementing the Every Student Succeeds Act (ESSA), and with Perkins reauthorization around the corner, Advance CTE plans to support state implementation of federal policy through storytelling, developing resources and providing tailored technical assistance. ESSA provides a leverage point to enhance and promote career readiness, and Advance CTE will make sure members are aware of and equipped with strategies to maximize these opportunities. The state policy team also plans to draw on the New Skills for Youth initiative and the research and publications the initiative yields to provide an exclusive benefit to Advance CTE members.

3. Raise the visibility and promotion of high-quality CTE

The state policy team's role in raising the visibility of high-quality CTE includes identifying and disseminating research, best practices and policy strategies as well as reaching out to new audiences to expand the reach and awareness of strong policy. Since June 2016, Advance CTE has maintained a robust repository of reports, tools and policy profiles through the Learning that Works Resource Center, which now includes more than 190 resources. The Resource Center continues to draw high levels of traffic. Advance CTE aims to further strengthen the Resource Center by creating new policy profiles and issuing a feedback survey this summer on the one-year anniversary of the Resource Center's launch. Additionally, the state policy team regularly publishes research and policy updates on Advance CTE's blog. A major priority for the remainder of the year will be developing and launching a virtual institute designed to raise awareness of high-quality CTE to new audiences and communities.

4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission

The state policy team maintains partnerships with key influences in the field in order to strengthen our own capacity and influence the national conversation around CTE. Our highest

value partnership at the moment is with the Council of Chief State School Officers and Education Strategy Group in support of the New Skills for Youth initiative. That initiative has national visibility and has enabled Advance CTE to deeply engage a cohort of states working to transform their career readiness systems. Advance CTE will also identify and engage strategic partners around other projects including an ESSA implementation blog series, the program approval policy framework and the virtual institute.

5. Developing internal processes and protocols to ensure a strong and sustainable organization

The state policy team has adopted processes to maximize efficiency and impact and ensure all activities are aligned with *Putting Learner Success First*. For example, Advance CTE staff have identified opportunities to improve internal knowledge sharing in staff meetings and one-on-one check in meetings to ensure all staff are informed of relevant project and state policy developments. The state policy team has also scheduled quarterly strategy reflection meetings to diagnose strengths and challenges and push the team to more effectively advance the vision. This strategy has since been mirrored by the organization as a whole.

Major Accomplishments (May – September 2017)

- Developed a robust syllabus for the CTE Virtual Institute that is aligned with the Putting Learner Success First vision principles and contains 68 high-quality resources. This summer, a hand-selected advisory group of members and key partners, representing various sectors, reviewed and provided input into the design and content of the program. It is scheduled to launch in October with an inaugural cohort of 15-20 participants.
- Completed the Policy Benchmark Tool for CTE Program of Study Approval. The tool provides states with a rubric that outlines the results of high-quality program approval policies, a section of templates to help with planning and implementation, and a section on program evaluation policy.
- Published several new resources including:
 - CTE on the Frontier: Connecting Rural Learners with the World of Work (Sept)
 - CTE on the Frontier: Catalyzing Local Efforts to Improve Program Quality (Aug)
 - Career Readiness & the Every Student Succeeds Act: Mapping Career Readiness in State ESSA Plans - Round 1 (July)
- Added 47 new resources to the Learning that Works Resource Center, including two policy profiles, 17 reports, 18 guides and 10 case studies. Additionally, all 50 states now have at least one associated resource in the Learning that Works Resource Center.
- Conducted three surveys for the upcoming State of CTE report on career advising and development. Forty-five State CTE Directors responded to their survey, while 19 State School Counseling Directors responded and 646 school counselors responded to their separate survey. The school counselor survey also included questions related to the messaging research recently carried out under the Siemens grant, which will be used to supplement messaging materials and develop messaging resources for school counselors related to CTE.
- Updated state fact sheets and web profiles with the latest data. Each state fact sheet now includes at least one state-specific fun fact to celebrate its achievements.
- In July, reviewed and synthesized the first 17 submitted ESSA plans to determine alignment with career readiness strategies. This work generated considerable attention, including more than 1,500 hits in the Resource Center, 60 webinar attendees and at least 11 pickups from national press and partners.

Challenges

The state policy team has been working to compile evidence and research in an easily digestible format that state directors and members can use to inform their own research, case making and policy development. Due to limited staff capacity, that project has been delayed, though staff are committed to make progress on the project this fall.

Staff capacity has also delayed an internal project related to knowledge sharing and dissemination within the organization. Staff have placed a renewed focus on this area and will be able to complete the first phase of this project by the end of 2017. Then in 2018 the focus will shift to maintenance of the internal knowledge sharing and associated behavior shifts.

Update on Identified Priorities for (May-September 2017)

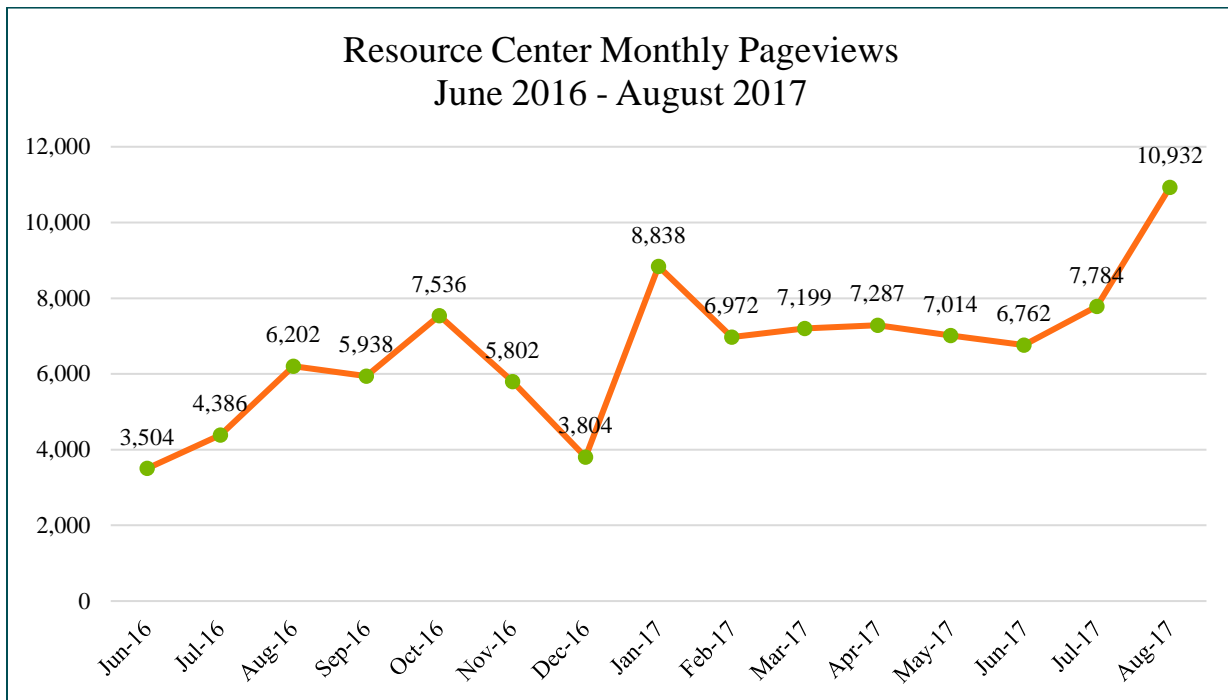
- Release three briefs focused on rural issues.
 - Two briefs have been released, with the third being released on October 31. Staff have decided to expand the rural initiative, by including a fourth rural brief in January 2018 and a tool related to the federal role in rural CTE, which will likely be released in November 2017.
- Release of one tool focused on using and interpreting data
 - A guide for dissemination of labor market information will be released November 14, 2017. The guide will feature case studies from Kentucky, Nevada and Washington, as well as guiding questions and an appendix of other data tools available. This guide will be completed in early October, but due to a very full release schedule, the publication date was delayed until November.
- Complete survey of members for upcoming State of CTE report on career advising, in partnership with the American School Counselors Association (ASCA).
 - Three surveys were carried out on career advising: one for State CTE Directors, which received responses from 44 states and DC; one for State School Counseling Directors, which received 19 responses; and one for school counselors, which received 646 responses. Analysis of the surveys is underway, and a preview of the early findings will be presented at the Fall Meeting. The full report will be released in the first week of February, 2018, to coincide with the beginning of CTE Month and National School Counseling Week.
- Test, refine and release Advance CTE's first State Policy Framework on CTE program approval.
 - The Policy Benchmark Tool on program approval will launch on October 3, with a webinar for members on October 12. The tool has been reviewed and vetted by numerous members and organizational partners, and represents Advance CTE's views on the crucial elements of state policy related to program quality. Staff are in the process of designing a range of technical assistance options for assisting states in using the tool, and are beginning to plan for the next Policy Benchmark Tool on a new topic.
- Launch the pilot Virtual Institute, a survey course on CTE policy intended for audiences new to the content.
 - Applications opened for the Virtual Institute in mid-September, and quickly reached over 70 applicants for a 15-person cohort. Staff are currently working to narrow down the list for the first cohort, which launches October 23.
- Continue Phase Two of NSFY, including participating in convenings, progress monitoring conversations and monthly project team meetings, as well as providing technical assistance to states as requested.
 - This work continues to progress well. All ten NSFY states are going through their first stocktake progress monitoring conversations, and staff are preparing for a NSFY convening in Cincinnati November 1-3. At the convening states will begin to refine their plans for 2018.

Priorities for Next Six Months (October 2017 – March 2018)

- Launch the first cohort of the CTE Virtual Institute in October 2017 and a second in early Spring 2018
- Provide in-person and virtual technical assistance to states related to the Policy Benchmark Tool
- Identify the topic for the next Policy Benchmark Tool and have a draft ready by March 2018
- Release an updated version of the ESSA brief, including the second round of state plan submissions
- Release the State of CTE report on career advising and development in partnership with ASCA in February 2018
- Release snapshots of the ten NSFY Phase Two states
- Release two additional rural briefs

Relevant Data

- The Learning that Works Resource Center has received more than 105,000 hits since its launch in June 2016.
- According to the Resource Center feedback survey, 86 percent of respondents say they would recommend the website to a friend.
- Additionally, 36 percent of survey respondents say they have used the Resource Center to inform policy or practice in their state, district, school or institution and 25 percent say they are working to replicate examples.
- Advance CTE resources and publications received an average of 272 hits in their first month through the Resource Center.



Putting Learner Success First Strategy Update – October 2017

Overview of Major Activities

1. Ensure high-quality federal and state CTE policies are adopted and implemented

Putting Learner Success First will become the guidepost for our organizational federal and state policy priorities, as reflected in position papers, recommendations and state policy frameworks. The shared vision also serves as the foundation for our research agenda and is highlighted and featured in any and all publications and resources, such as the *CTE on the Frontier* rural briefs, *Program Approval Policy Benchmark Tool*, and planned publications on career advisement and use of labor market information.

2. Empower members through professional learning

Advance CTE is working to support members as they adopt, implement and advance the principles and actions of *Putting Learner Success First* through the development of resources to support implementation, promotion at our meetings, and the member committee to that helped identify promising practices and high-need resources.

3. Raise the visibility and promotion of high-quality CTE

To position *Putting Learning Success First* as an advocacy vehicle for high-quality CTE, Advance CTE has created communications tools and resources to support its promotion; identifying best practices that can be disseminated broadly; and creating opportunities for partners, members and other supporters to publicly demonstrate their support for the vision and its principles. In addition the resources, Advance CTE has also created a blog series, a campaign sign-on webpage and is anchoring all of the Excellence in Action blogs in the five principles.

4. Build and maintain strong and effective partnerships that advance Advance CTE's vision and mission

Advance CTE is committed to serving as an ongoing convener of partnering organizations to ensure advocacy for and collaborative and coordinated advancement of the vision and its principles. While there has not been many partnership activities anchored explicitly around *Putting Learner Success First*, we are continually working to deepening our partnerships with vision supporters, engage new supporters and identify new ways to collaborate in support of key principles and actions.

5. Developing internal processes and protocols to ensure a strong and sustainable organization

To support the wide array of activities related to *Putting Learner Success First* led by Advance CTE, its partners and state and local leaders, Advance CTE has created an internal set of metrics to track progress and success.

Major Accomplishments (May – October 2017)

In the past six months, Advance CTE has:

- Released an [animated video](#) showing a world where the principles of *Putting Learner Success First* are a reality. This has been viewed over 500 times and shown to over 2,000 individuals during presentations.
- Launched a [blog series](#) diving into each of the five principles of *Putting Learner Success First*.
- Aligned all recent and planned publications with principles and actions within *Putting Learner Success First*:
 - Program Approval Policy Benchmark Tool (Principle 1)
 - CTE on the Frontier: Ensuring Quality (Principle 1, 3)
 - CTE on the Frontier: Connecting Rural Learners with the World of Work (Principle 1, 2, 5)
 - Mapping Career Readiness in ESSA (Principle 5)
 - Labor Market Information Guide (Nov. 2018 – Principle 1, 5)
 - CTE on the Frontier: Providing Learners Access to Diverse Career Pathways (Oct. 2017 – Principle 1, 5)
 - CTE on the Frontier: Expanding the Teacher Pipeline (Jan./Feb. 2018 – Principle 4)
 - State of CTE: Career Advisement (Feb. 2018 – Principle 2)
- The newly launched CTE Virtual institute is organized around the five principles.
- Continued to ensure *Putting Learner Success First* was embedded and being implemented throughout our communications, member engagement, state policy and federal advocacy strategies.
- Presented on *Putting Learner Success First* at five state and two national conferences, and a webinar hosted by Education Week.
- Used *Putting Learner Success First* as a foundational document to guide the work of the Career Clusters Task Force.

Challenges

The integration of the principles and actions into Advance CTE's federal policy priorities has not fully occurred as we have been hesitant to modify our Perkins recommendations in case it caused confusion during the reauthorization process. However, we will be updating the website shortly and *Putting Learner Success First* will be better integrated into the federal policy section, as well as any new resources created in support of our expanded HEA and WIOA supports.

In addition, as identified in the Spring, while we have created a [number of resources](#) based on input from our members and partners and kept *Putting Learner Success First* in the spotlight through national and state presentations, Advance CTE has not actively supported implementation at the state and local level, largely due to a lack of internal capacity and competing resources and promotions. In particular, the release of *Putting Learner Success First* at the same time New Skills for Youth was ramping up meant we had both five principles and six

key objectives to attend to. However – and critically – we were able to ensure the New Skills for Youth work is aligned with and supports the advancement of the principles of the vision.

At the same time, we are creating other tools around communications and policy where we have seen greater interest and uptake so we may simply be competing with ourselves (e.g., the various tools created under Siemens, the Program Approval Policy Benchmark Tool, the tools being created as part of the new State Director program, etc.). For example, while we have created self-assessment tools for state leaders and for local leaders – both tested by members and given very positive feedback – only a very small number of individuals have used these resources despite multiple promotions through blog, e-blasts and our member newsletter.

Finally, there is no question that the Future of CTE Summit and development and release of *Putting Learner Success First* has strengthened partnerships with many key organizations, including National Skills Coalition, Council of Chief State School Officers, ACTE, U.S. Chamber of Commerce Foundation, SkillsUSA and FCCLA. However, since last Spring, we haven't engaged in explicit activities related to *Putting Learner Success First*, but have continued to partner in work that helps advance specific principles, such as work with National Skills Coalition around connecting CTE and apprenticeships and the NSFY project with CCSSO.

Priorities Moving Forward

- Continue to use *Putting Learner Success First* as the anchor for all resources, publications, presentations and fundraising efforts.
- Update our federal policy section of careertech.org and align to *Putting Learner Success First*.
- Lean on *Putting Learner Success First* as the foundational document for major project planning – including the Career Cluster Task Force and Advance CTE/The Center to Advance CTE's 2018-2020 strategic planning.
- Revise advance CTE's organizational mission and vision to align with *Putting Learner Success First* (rather than Reflect, Transform and Lead, as it is now aligned to).

Given *Putting Learner Success First* is so well integrated into our organization – and all staff are fully committed to its principles and promotion – we will plan to integrate *Putting Learner Success First* updates into other reports rather than submit a stand-alone one.

Relevant Data

State Directors and their colleagues from 40 states have actively supported *Putting Learner Success First* in some way, with 32 presenting on the vision at statewide conferences or other public meetings, such as to the State Board or a statewide advisory committee; 22 using the vision document to strengthen a statewide strategic plan, vision or mission for CTE; and five, at minimum, sharing it with colleagues and networks as a way to promote high-quality CTE.

- 134 individuals from 39 states have participated in the [sign on](#) campaign.
- The *Putting Learner Success First* page on careertech.org has been visited over 1,600 times since May 2017 (and 6,300 times since May 2016).
- We have distributed over 30,000 hard copies of the vision.

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board

- August 24, 2017 from 1 – 2 p.m. E.T. via conference call
- Topic: Governance

Fall Board Meetings: October 16, 2017 – BWI Marriott

- 9 a.m. – Noon - Advance CTE
- 12:30 – 3:30-p.m. - Joint Board meeting of Advance CTE & The Center to Advance CTE
- 3:30 – 5 p.m. – The Center to Advance CTE

State CTE Director Changes

Transitions

- In May, Advance CTE received a number of notices regarding State Director transitions:
 - **Connecticut:** Melissa Hickey was promoted and Harold Mackin assumed the State Director title in late May. Harold has been paired with Meg Harvey of Maine.
 - **Oregon:** Laura Roach retired on May 1 and the point of contact is Donna Brant.
 - **Texas:** Quentin Suffren resigned his role at the Texas Education Agency. Diane Salazar has been named the interim.
 - **New York:** Eric Suhr retired on June 1. The interim State Director is Mary Cahill.
 - **South Carolina:** Ron Roveri has accepted a position at the local level, effective July 1.
- Additionally, the following states remain without permanent leadership: **Alabama, DC, and Tennessee.**

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

Finance Update:

Advance CTE Budget Snapshot
Received 100.30% of budgeted income
Expended 64.71% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 138.75% of budgeted income
Expended 92.38% 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
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	OCTAE, Advance CTE and RTI International held a webinar on April 26 on the upcoming release of the report “Opportunities for Connecting Secondary Career and Technical Education (CTE) Students and Apprenticeship Programs,” which can be found here . The report is in the final stages of approval and is expected to be released in June. While this contract was supposed to end by January 2017, we have a contract modification, with the final deliverables submitted by September 2017.	Ongoing
Misc.		Staff had calls with representatives from the Joyce Foundation and GE Foundation in May to share information and build relationships. We have scheduled tentative meetings with both in July and August. Advance CTE will also be participating in a funder-led meeting in June around career pathways, with a number of other national partners and funders.	Preliminary

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

Membership Update

In May, Advance CTE received two new memberships – one Associate, State and one Associate, Non-state

Total membership as of May 30, 2017: 352

- State Director: 54
- Associate, State: 93
- Associate, Non-state: 98
- Organizational: 36 organizations (representing 107 individuals)

FY 18 State Membership

Following the Spring Meeting, a few more states submitted their state members, bringing the total to 44 participating states and 149 state members. Advance CTE continues to prepare for the July 1 implementation and will share more details in the next month’s board report.

Member Resources and Supports

State Policy Update:

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, tentatively scheduled for November 1-3, 2017.

Staff also began planning for future publications, including kickoff calls with the American School Counselor Association on the next State of CTE report, which will focus on career development.

Rural briefs: Advance CTE staff are working on a three-part series examining access and quality of CTE in rural communities. The series will explore vexing challenges -- such as providing diverse program offerings, expanding the rural CTE teacher pipeline and increasing learning access to opportunities -- and will highlight innovative state solutions. Our team aims to conclude research shortly and plans to release the first brief in July or early August.

Resource Center: With more than 6,700 hits in May, the Resource Center continues a strong trend of high monthly engagement. Advance CTE's two most recent publications made the top of the list. "The Value and Promise of Career Technical Education," summarizing a recent national survey of student and parent perceptions of CTE, was the most accessed resource. It was followed by "Raising the Bar," a report documenting program approval in Tennessee, New Jersey and Delaware. For the third month in a row (and ninth overall), the top resource topic was "Career Advisement." Later in June we plan to mark the one-year anniversary of the Learning that Works Resource Center with a feedback survey. The survey will be sent to subscribers of the Resource Roundup newsletter and will help build our understanding of how people are using the system and what we can do to improve the usability and content.

Program Approval Policy Benchmark Tool: Staff used the Advance CTE Spring Meeting to test with members a draft slice of the program approval policy benchmark tool. This tool lists core elements necessary for any effective program approval policy, elements which were chosen based on research and interviews with State Directors in secondary and postsecondary. The tool also contains an illustrative rubric which further defines the core elements and helps states identify gaps in current policy.

Based on feedback from the Spring Meeting, the tool is being updated, and will be shared again with volunteer states and partners in July for their review and feedback. The tool will be released in the fall, and staff are planning to offer a few states the chance to participate in an Advance CTE-led self-assessment on the tool's criteria.

CTE Virtual Institute: Staff have also begun planning for a project tentatively titled the Virtual Institute. The Institute is a web-based, comprehensive crash course on high-quality CTE designed for new audiences with limited knowledge or awareness of the field. It will build upon resources in the Learning that Works Resource Center to guide participants along a modular exploration of the world of CTE, and will feature informative new videos and interaction with experts on staff. The Virtual Institute is scheduled to launch later this fall.

Industry Expert Working Groups: Following the release of the 2016 State of CTE report on increasing access to industry experts and the sustained level of interest it generated, staff have again partnered with the AIR Center on Great Teachers and Leaders to lead two working groups inspired by the report. These groups will include representatives from six to eight states and will meet virtually five times

between now and the end of the year. At the end of the year, there will be a report produced summarizing the lessons learned from both groups. Invitations to states and national partners will likely be sent out in June 2017.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Registration Goal
Value & Promise of CTE webinar	5/16/17	68	22	NA
Perkins Update Webinar for State Directors	5/19/17	53	53	NA

The 2017 Spring Meeting far surpassed registration and sponsorship targets. Overall, the meeting evaluation showed high levels of satisfaction throughout the meeting. Some of the newer features of the meeting – such as the mobile-friendly agenda, Sched – received high marks with a majority of respondents saying they would like to see something like this at future meetings. Additionally the workshop format was very well received with some constructive notes for future meetings. Sponsors also rated their meeting experience highly with all saying they were satisfied with their sponsorship and 100% said they would sponsor future meetings.

Plans are already underway for the 2017 Fall Meeting in Baltimore, Maryland. Registration is expected to launch in early July.

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.*

This month marks the [one year anniversary](#) of the release of [Putting Learner Success First: A Shared Vision for the Future of CTE!](#) While we have continued to release materials in support of *Putting Learner Success First*, we are in the process of creating a more intentional strategy for year two and beyond.

In May, we:

- We released a short animated [video](#) on *Putting Learner Success First* at the Spring meeting.
- We collaborated with ACTE and some of our non-state Associate members to develop a [self-assessment](#) practitioners can use (or state leaders can use with practitioners) to evaluate how well they are aligned with *Putting Learner Success First*
- We refreshed a [self-assessment](#) tool for state leaders to use to reflect on the progress they have made around the vision and its principles.
- We are planning a blog series to highlight the opportunities and initiatives aligned with each principle.

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:

As Congress looks to the 2018 Fiscal Year (FY18), we are revamping our efforts to draw attention to the need for a strong federal investment in the Perkins Basic State Grants. As detailed below, the President's proposed FY18 budget cuts these grants by 15 percent and increases the National Programs line item by \$20 million to "support a competition to promote the development, enhancement, implementation, or expansion of innovative CTE programs in science, technology, engineering, and mathematics (STEM) fields" according to the Department of Education (ED) FY18 Budget [Summary and Background Information](#). Given this proposal, we will continue to meet with Congressional budget and appropriations committee staff to make the case for an increased investment in the Basic State Grants. We also submitted a question about the rationale for the \$168 million cut to members of the House Labor, Health and Human Services, Education and Related Agencies Appropriations Subcommittee, in hopes it would get asked during their ED budget hearing on May 24. Unfortunately, the question wasn't asked directly, so Secretary DeVos didn't comment on it specifically, but we plan to submit it again prior to the Senate's hearing next week. Our efforts off the Hill include an upcoming op-ed and a blog series on how these proposed cuts would impact CTE on the ground - we have asked the readers of our *Legislative Updates* to send us their stories to feature. We are also partnering with other organizations to send a clear message about the importance and value of the investment in Basic State Grants. For example, both the National Governors Association (NGA) and the Council of Chief State School Officers (CCSSO) have included Perkins funding in their letters to Congressional appropriators.

Perkins: The *Strengthening Career and Technical Education for the 21st Century Act* (H.R. 2353) to reauthorize the Carl D. Perkins Career and Technical Education Act (Perkins) was introduced on May 4 by Representatives Glenn "GT" Thompson (R-PA) and Raja Krishnamoorthi (D-IL). This bipartisan bill builds on last year's effort to reauthorize Perkins (H.R. 5587), which passed the House by a 405-5 margin in September 2016. On May 17, the House Education and the Workforce Committee [marked up H.R. 2353](#) (you can watch the mark up [here](#)) and unanimously passed it. Prior to the mark up, Advance CTE and ACTE sent a [letter](#) to the committee outlining our support of many provisions included in H.R. 2353 and our main outstanding concern around how the bill defines a secondary CTE concentrator (you can find a summary and analysis of [H.R. 2353 here](#)). We anticipate that H.R. 2353 will go for a vote before the full House of Representatives this summer and we will continue conversations with Congressional staff in the coming weeks to address the secondary CTE concentrator definition and other technical fixes that are needed.

HEA: The roundtable discussion at the Spring Meeting on how HEA can better support a broader spectrum of students who are pursuing post-secondary experiences (e.g., community college, industry-recognized credentials, etc.) was a great kick-off event for our new "kitchen cabinet" group. While we will continue to use our [HEA Recommendations](#) as the baseline for discussions with Congressional staff, the kitchen cabinet group will be an excellent sounding board for us as we consider HEA proposals and ideas with partner groups.

Budget / Appropriations: On Friday, May 5, the President signed an omnibus appropriations bill for Fiscal Year 2017 (FY17). Perkins Basic State Grants remained level-funded (\$1,117,598). On May 23, the [President’s Fiscal Year 2018 \(FY18\) Budget](#) was released. This proposal includes a \$168 million cut to the Perkins Basic State Grant, a 15 percent decrease from the current level of funding and also includes an increase of \$20 million for National Programs for innovative CTE programs in STEM. Our full statement on the budget can be found [here](#). As noted above, we are expanding and intensifying our advocacy efforts around the budget and appropriations processes to ensure that these cuts do not come to fruition.

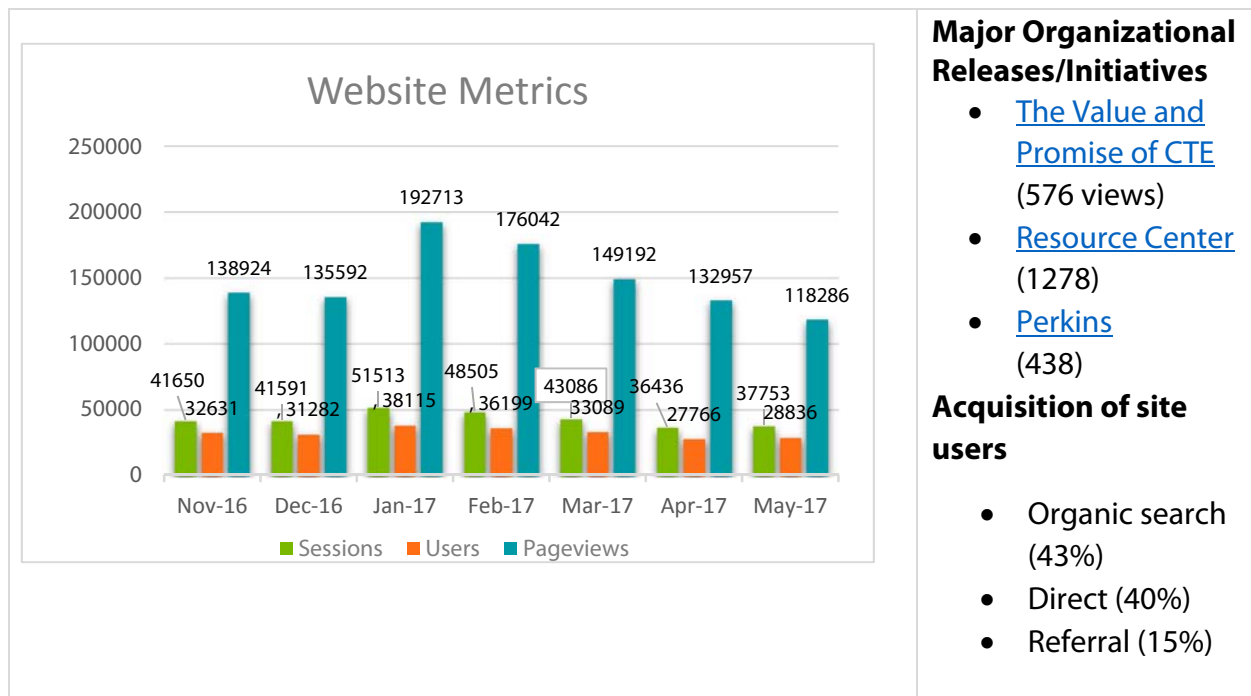
Congressional Offices Engaged in May 2017:

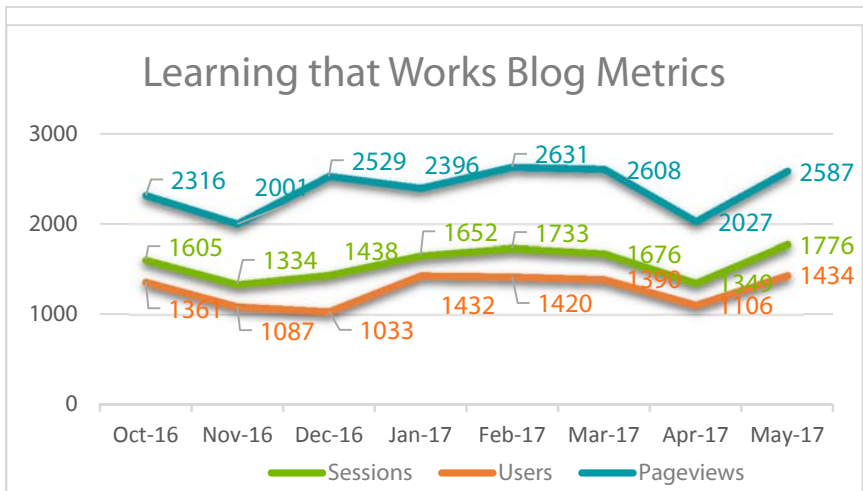
- Meeting with Mackensie Burt, Sen. Alexander (R-TN) Office
- Meeting with Katie Dwyer, Sen. Kennedy (R-LA) Office
- Meeting with Desiree Mowry, Sen. Blunt (R-MO) Office
- Meeting with Colin Hayes, Rep. Womack (R-AR) Office
- Calls with James Redstone, House Education and the Workforce Committee, Majority Staff

The Following Congressional Staff Participated in the “View from the Hill” Panel at the Spring Meeting:

- Alex Payne, Education Policy Advisor, House Education and the Workforce Committee, Minority Staff
- James Redstone, Professional Staff Member, House Education and the Workforce Committee, Majority Staff
- Allie Kimmel, Senior Education Policy Advisor, Senate HELP Committee, Minority Staff
- Steve Townsend, Professional Staff Member, Senate HELP Committee, Majority Staff

Communications Report:

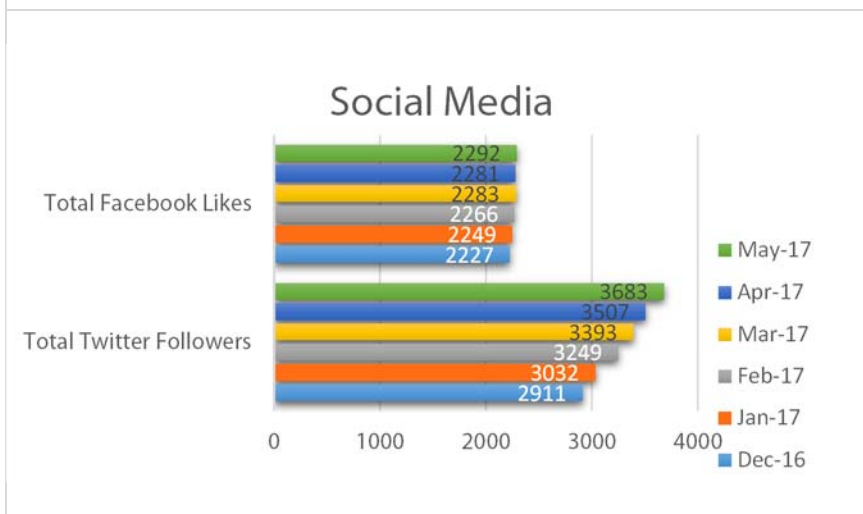




16 Blog Posts Published

Most visited blogs:

- [President's Budget Proposal Raises Questions](#)
- [Welcome to Arizona's New SD](#)
- [Perkins Reauthorization Bill Introduced](#)



Facebook: 11

Twitter: +176

Media

Advance CTE was featured 17 times in the media this month, with multiple quotes from staff, links to the website, and covering a range of projects and initiatives. Staff provided quotes on two separate occasions to Education Daily, however Advance CTE is not subscribed so mentions are not recorded. Media links are:

Administration Budget Announcement

- 5/26/17 – [Career and Technical Education Faces Cuts in President's FY 18 Budget](#), Collision Week
- 5/25/17 - [STEM Funding Uncertain in Trump White House](#), U.S. News & World Report
- 5/24/17 - [Trump Budget Would Slash Student Aid and Research](#), Inside Higher Ed
- 5/23/17 - [Trump's Education Budget Takes Aim at the Working Class](#), The Atlantic
- 5/23/17 – [Report: Trump Education Budget Slams the Working Class that Helped Elect Him President](#), The Progressive Pulse

5/23/17 - [Trump Spending Plan Triggers Many Negative Reactions From K-12 World](#), Education Week

Perkins Reauthorization

5/18/17 - [Career and Technical Education is a Bipartisan Priority](#), Education Dive

5/10/17 - [CTE Reauthorization Draws Congressional Attention](#), The Journal

5/5/17 - [Bipartisan Bill to Reauthorize Perkins Act](#), Inside Higher Ed

Siemens Foundation Work

5/11/17 - [Stigma Hobbles Career and Technical Education](#), Education Week

State of CTE

5/10/17 - [Demand for Tech Teachers Rises in Clark County Amid National Shortage](#), Springfield News-Sun

5/23/17 - [Perkins Reauthorization: An Opportunity to Address Career and Technical Education Teacher Shortages](#), Learning Policy Institute

Awards: Excellence in Action & Star of Education

5/26/17 - [JCJC's EMT Program Earns "Excellence in Action" National Award](#), WDAM

5/24/17 - [Summit Tech Earns National Recognition](#), Lee's Summit Journal

5/4/17 - [Milton Hershey School Receives National Excellence in Action Award for Law, Public Safety and Security Career Pathway](#), Benzinga

5/4/17 - [Oakland Mechatronics Program Among Nation's Best](#), Daily News Journal

5/3/17 - [Tester Given National Award for Continuing Education Work](#), Billings Gazette

Excellence in Action Award

The Excellence in Action Award honored 11 programs of study across as many Career Clusters in 10 states at the 2017 Spring Meeting, as well as highlighted in a national release, resulting in a number of media pickups. Staff provided each winner with a press release, [two-pager](#) and banner. Staff will feature the winners throughout the year in a monthly blog series, at conferences and on webinars.

Strategies for Attracting Students to High-Quality CTE

Edge Research presented the research findings during the Spring Meeting, and staff conducted two workshops to help state leaders begin to use the messages and empower locals to do the same. Additionally, staff led a webinar on May 16th to further explore the research findings and tools. In addition, staff released a number of new tools including:

- [Core Messages for Attracting Students to Career Technical Education](#)


- [Dos and Don'ts for Engaging Students and Parents around CTE](#)
- [Summary of Messages to Engage Parents & Students](#)
- [The Value and Promise of Career Technical Education Fact Sheet](#)
- [Making a Winning Case for CTE: How State Leaders Can Put This Research to Work](#)
- Coming soon: Advocacy 101, How Local Leaders Can Put This Research to Work, PowerPoint and Talking Points

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls.

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 last month

<p>PRESENTATIONS</p>	<ul style="list-style-type: none"> • Moderated panel at Apprenticeship Forward conference • Presented at US News World & Report STEM Solutions conference • Presented on New Skills for Youth accountability affinity group call • Presentation on Federal Policy at the 37th Annual National Association for Career and Technical Education Information (NACTEI) Conference in Little Rock, AR
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Participated in Career Readiness Expert Working group (CREW) around credentials of value • PostSec Data Working Group Monthly Meeting (by phone) • Four Committee for Education Funding (CEF) Meetings • Coalition to Invest in America's Workforce Meeting (by phone) • <i>The Cybersecurity Workforce: Challenges and Potential Solutions</i> panel event hosted by the Senate CTE Caucus • <i>The opportunities of career and technical education: Remarks and discussion with House Education and Workforce Chairwoman Virginia Foxx (R-NC)</i> event hosted by American Enterprise Institute • The House Labor, Health and Human Services, and Related Agencies Appropriations Subcommittee Hearing on the Department of Education Budget • <i>Pathways to College Completion</i> event hosted by House Education & Workforce Committee Democrats • U.S. Department of Education Briefing on the President's Fiscal Year 2018 (FY18) Budget Request • Opportunity America's Higher Education Act Meeting
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Worked with AIR Center on Great Teachers and Leaders to plan workshops and working groups related to our December 2016 State of CTE report on industry experts • Began planning for the next State of CTE report with the American School Counselors Association, focused on career development

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- Department of Defense Educational Activities (DoDEA)
 - Co-hosted annual meeting of ACTE and Advance CTE officers
 - Associated Equipment Distributors
 - Education Trust
 - National Adult Education Professional Development Consortium
 - NCT3
 - Harris Solutions
 - OCTAE
 - Education Advisory Board

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- Board Meeting on Governance – August 24, 2017 at 1:00 – 2:00 p.m. ET via conference call
- Fall Meeting Board Meeting – October 16, 2017 at 9 a.m. – Noon ET at BWI Marriott Hotel

The Center to Advance CTE Board Meetings

- Fall Meeting Board Meeting – October 16, 2017 at 3:30 – 5:00 p.m. ET at BWI Marriott Hotel

Joint Board Meeting

- Fall Meeting Board Meeting – October 16, 2017 at 12:30 – 3:30 p.m. ET at BWI Marriott Hotel

State CTE Director Changes

Transitions

- In June, Advance CTE received a number of notices regarding State Director transitions:
 - **Tennessee:** Casey Haugner Wrenn was appointed in late June to replace Danielle Mezera.
 - **South Carolina:** Ron Roveri has accepted a position at the local level, effective July 1. Advance CTE is working with the office to maintain communications during this transition.
 - **Wisconsin:** Kathy Cullen has announced that she will retire in September.
- Additionally, the following states remain without permanent leadership: **Alabama, DC, New York, Oregon, and Texas.**

Mentor pairings:

- Cathie Raymond of **Arizona** has been matched with Thalea Longhurst of **Utah**.
- Marci Johnson of **Illinois** has been matched with Guy Jackson of **Wyoming**.

Administrative Updates

We wish to extend a great big thank you to Jo Anne Honeycutt for her year as Advance CTE/The Center to Advance CTE's President. Under her leadership we accomplished much – adopted the new membership structure, expanded the reach of the Center through grants that focused on parents and students perceptions of CTE and apprenticeship. We also had the highest-attended spring meeting on record and laid the groundwork for important work ahead – an expanded leadership program, Career Clusters task force and a new Perkins.

We wish to thank Vanessa Cooley, State Director in Rhode Island for her service on the Board as a regional representative and to Rod Duckworth, who is finally able to catch a breath as he ends his tenure as an Advance CTE officer. And finally, Tim Hodges, a public member of our Center Board.

Thank you for sticking with us when we got into the weeds and for helping develop our memberships' leadership and knowledge through Gallup resources.

As of July 1, we welcome Meg Harvey, State Director in Maine to the Board, as a regional representative and Sarah Heath, State Director in Colorado, as our new Secretary/Treasurer. We look forward to learning from and with you! And next month we'll introduce you to the individual replacing Tim on the Center Board!

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

Finance Update:

As of June 30, the FY17 fiscal year comes to a close. We are working with the accountant to begin to close out the year's financials. The numbers below do not reflect June reconciliations, which is when final adjustments are made to the accrual entries, bad debt is recognized for uncollectable income and payroll, benefits and investments for the month will be recorded. The annual audit will take place in mid-November.

Advance CTE Budget Snapshot
Received 101% of budgeted income
Expended 79% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 88% of budgeted income
Expended 59% 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
Siemens Foundation		This month, we had a call with our program officer who reported Siemens was extremely pleased with the research conducted by Advance CTE and the overall initiative. We are now working on a two-year grant proposal, which will continue to focus on providing technical assistance to states but also build a set of tools and trainings targeted at activating and recruiting champions within the guidance and career development community. 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	Earlier this month, we released our major deliverable for this contract, a paper on sites that had connected secondary CTE students with apprenticeships. We are continuing to provide support for the final set of deliverables, which will be released by September 2017.	Ongoing

<p>New State Director Leadership Program</p>	<p>PMIEF</p>	<p>We made outreach to two funders/partners about possible support for our New State Director Leadership program. We had a very productive call with the Project Management Institute Education Foundation (PMIEF), which may lead to opportunities for in-kind resources and training around portfolio management for any and all members. We will know more about this opportunity in July.</p>	<p>Preliminary</p>
<p>Misc.</p>		<p>Advance CTE participated in a funder-led meeting around career pathways, with a number of other national partners, state leaders and funders, including Siemens, JPMorgan Chase and the Ford Foundation. It's unclear what the outcomes will be from this meeting.</p> <p>Advance CTE had a call with the PwC Charitable Foundation, at their request. They are interested in expanding into the CTE space and wanted to learn about us and what we see as the biggest challenges facing the field. We are planning to follow up in early July with a short document articulating some of those biggest challenges.</p> <p>In the month ahead, we have meetings scheduled with Joyce Foundation, Bill & Melinda Gates Foundation, John M Belk Endowment and Ballmer Group.</p> <p>We are also pursuing another NSF grant, in partnership with EDC, and in discussions with RTI regarding a potential collaboration to support states' data and accountability needs.</p>	<p>Preliminary</p>

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

Membership Update

In May, Advance CTE received 2 new memberships – both Associate, Non-state.

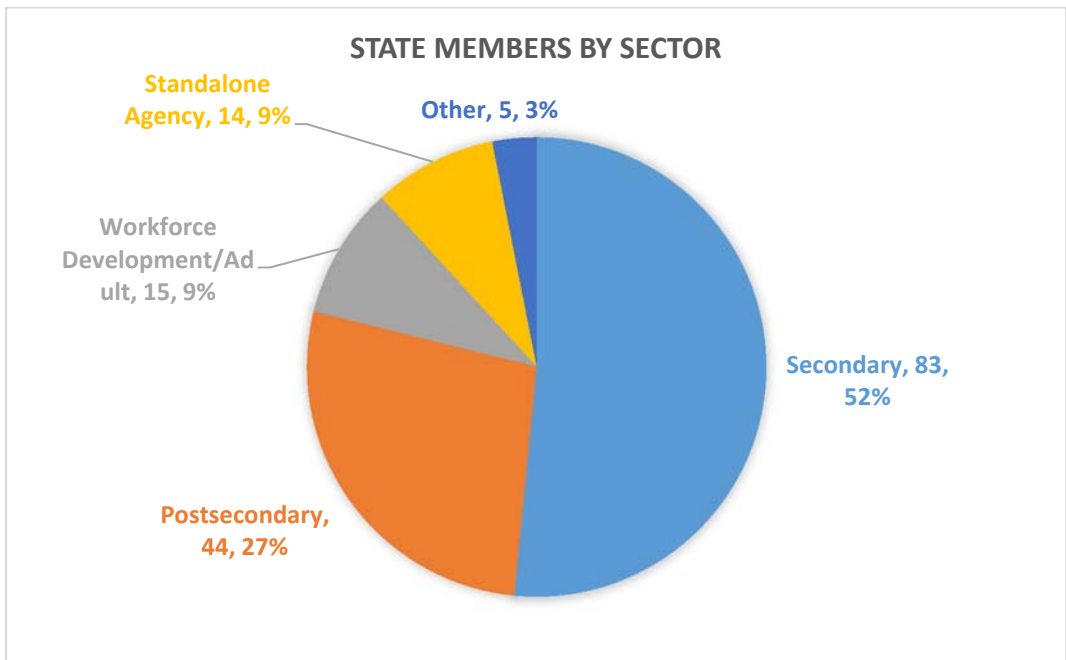
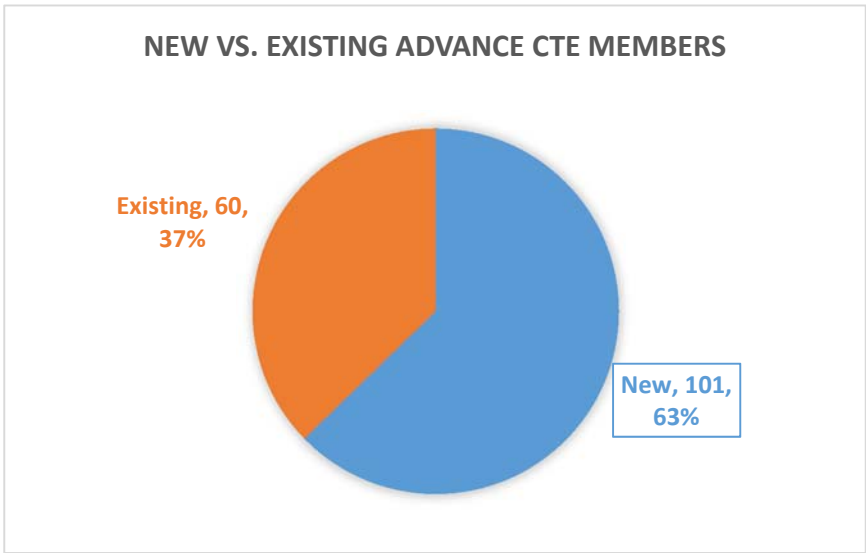
Total membership as of June 30, 2017: 354

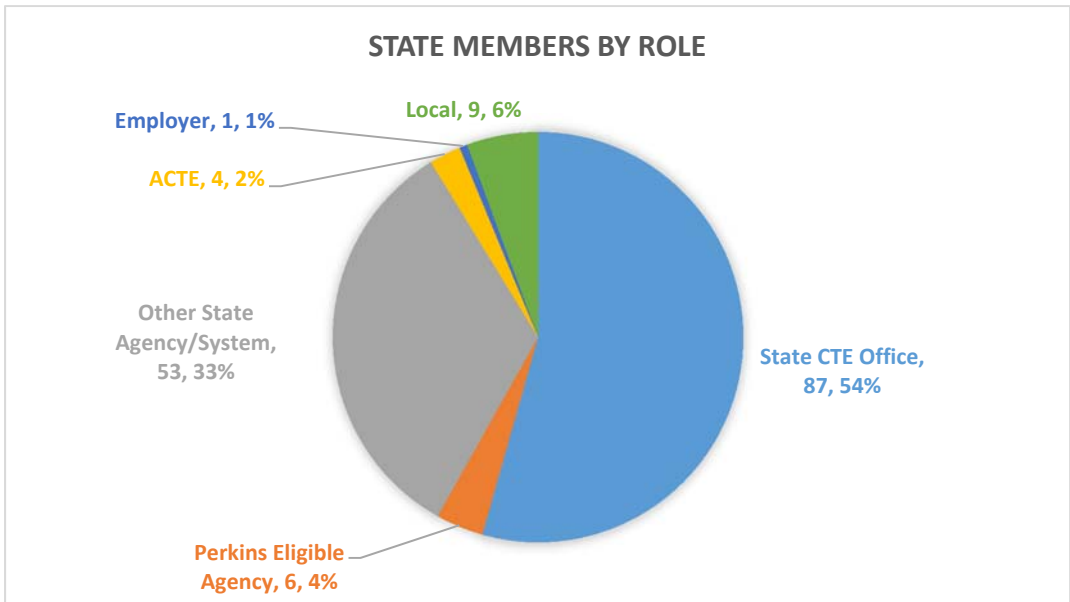
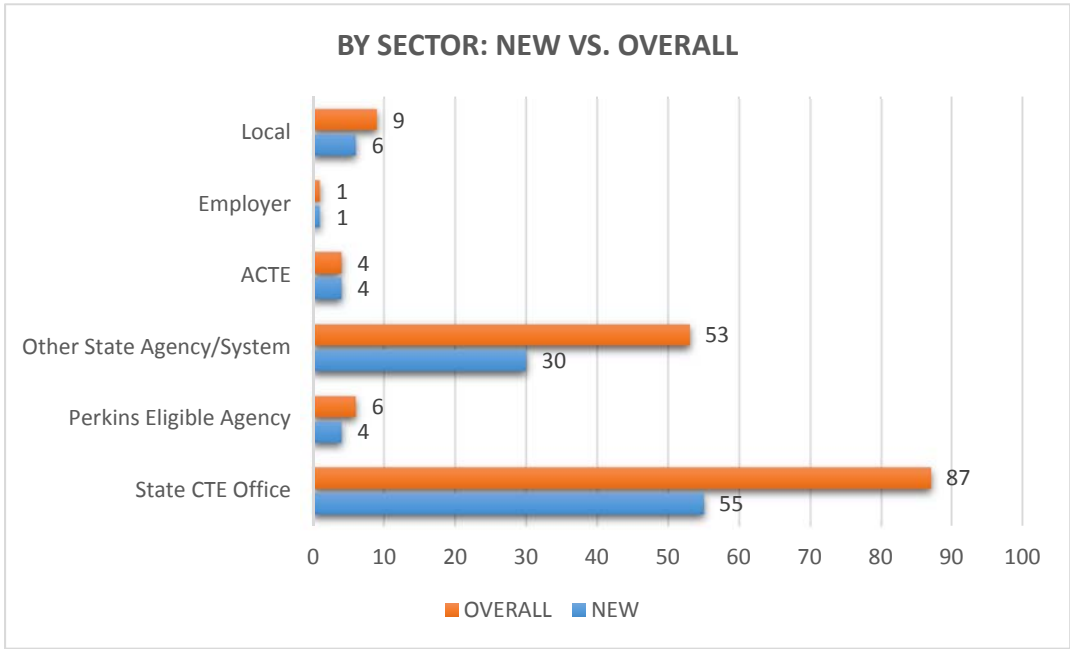
- State Director: 54
- Associate, State: 93
- Associate, Non-state: 100
- Organizational: 36 organizations (representing 107 individuals)

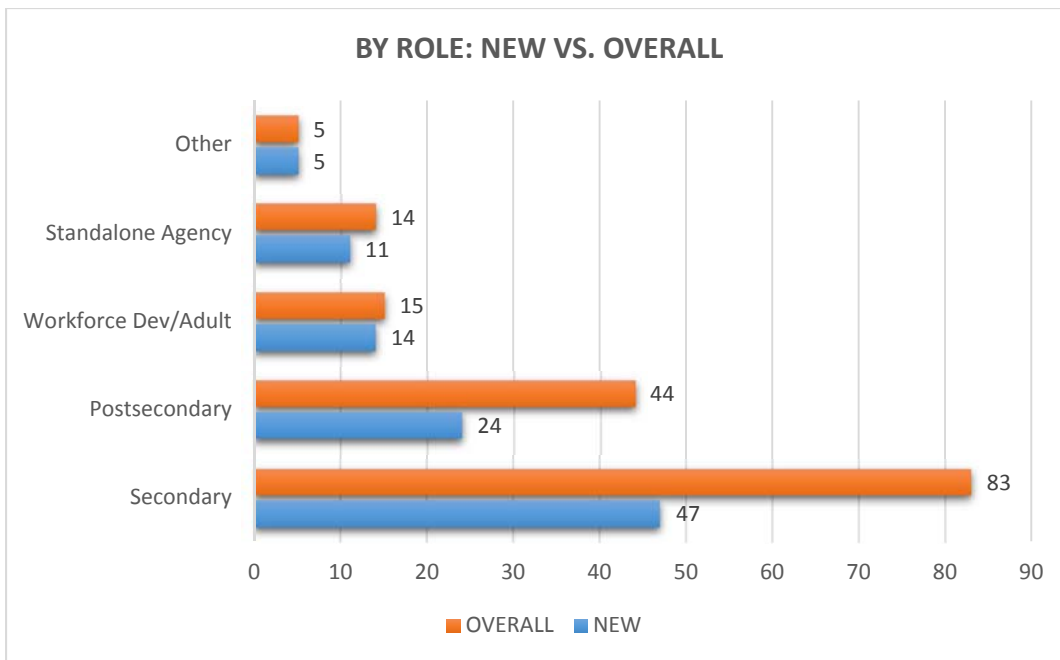
FY 18 State Membership

Because July 1 fell on a weekend, the expanded state membership was launched on June 28. Staff have given thoughtful consideration to the implementation process, understanding that more than half of the new state members are entirely new to Advance CTE – and for some, even to CTE overall. With that in mind, staff created a series of four emails to serve as a “New Member Toolkit,” which covers the administrative basics, as well as federal and state policy, and communications. All state members began receiving this email series on June 28, and will receive a weekly installment every Thursday.

In total, 45 states, 1 territory and the District of Columbia added 161 individuals to their state membership for FY18. Based on the discussion that took place during the Spring Board Meeting, the numbers below have been revised to remove the loose designations of “counterpart” and “Perkins manager” until we can get better data. Those two designations have been folded into either “other state agency” or “state CTE office” based on their employer. Here is a brief rundown of the numbers:







Member Resources and Supports

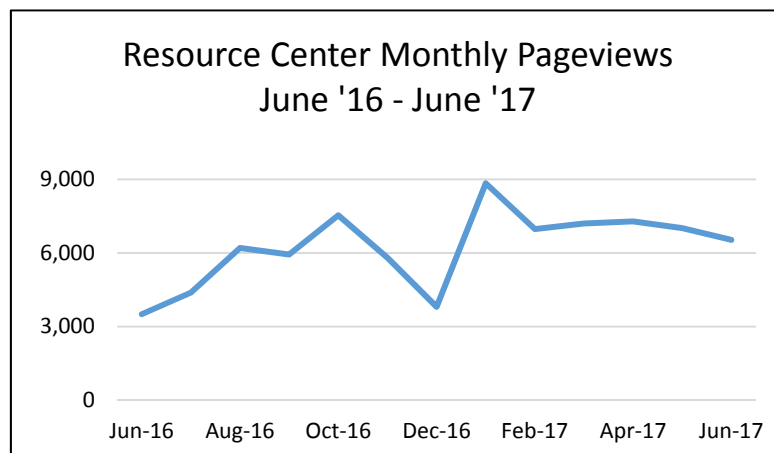
State Policy Update:

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017.

Staff began drafting surveys directed at State CTE Directors as well as school counselors in preparation for the upcoming State of CTE report focused on career advisement. The survey will launch in early August.

Rural briefs: Advance CTE staff are working on a three-part series examining access and quality of CTE in rural communities. The series will explore vexing challenges -- such as providing diverse program offerings, expanding the rural CTE teacher pipeline and increasing learning access to opportunities -- and will highlight innovative state solutions. Our team aims to conclude research shortly and plans to release the first brief in July or early August.

Resource Center: June marked the first anniversary of the Learning that Works Resource Center’s launch. The website went live on June 22, 2016, and has seen remarkable success in that time. Over the past year, the reports, tools and policy profiles in the Resource Center have been accessed more than 80,000 times, demonstrating the platform’s continued value and utility in the field.



The most visited resource topic since the Resource Center was launched is Career Advisement, with an average of 197 hits every month. Additionally, three of Advance CTE's publications were the most accessed resources over the past year. These include:

- *Credentials of Value: State Strategies for Identifying and Endorsing Industry-Recognized Credentials,*
- *The State of Career Technical Education: Increasing Access to Industry Experts in High Schools and*
- *The Value and Promise of Career Technical Education: Results from a National Survey of Parents and Students.*

Advance CTE is currently fielding a feedback survey to learn who is using the Resource Center, how they are using it, and what can be done to improve the quality of the content and design. Based on the feedback collected through this survey, we plan to identify modifications to make the Resource Center an even more valuable tool.

Program Approval Policy Benchmark Tool: Staff used the Advance CTE Spring Meeting to test with members a draft slice of the program approval policy benchmark tool. This tool lists core elements necessary for any effective program approval policy, elements which were chosen based on research and interviews with State Directors in secondary and postsecondary. The tool also contains an illustrative rubric which further defines the core elements and helps states identify gaps in current policy.

Based on feedback from the Spring Meeting, the tool is being updated, and will be shared again with volunteer states and partners in July for their review and feedback. The tool will be released in the fall, and staff are planning to offer a few states the chance to participate in an Advance CTE-led self-assessment on the tool's criteria.

CTE Virtual Institute: Staff have continued work on the Virtual Institute, including drafting scripts for instructional videos. The Institute is a web-based, comprehensive crash course on high-quality CTE designed for new audiences with limited knowledge or awareness of the field. It will build upon resources in the Learning that Works Resource Center to guide participants along a modular exploration of the world of CTE, and will feature informative new videos and interaction with experts on staff. The Virtual Institute is scheduled to launch later this fall.

Industry Expert Working Groups: Staff sent out invitations to select states and national partners for participation in working groups focused on increasing access to industry experts. The first will kick off in late July and will focus on exploring innovative roles outside of full-time teaching for industry experts. This group includes representatives from California, Hawai'i, Kentucky, Nebraska, Ohio, New Jersey, ACTE, Project Lead the Way and the US Chamber of Commerce Foundation. The second group, focusing on strategies within secondary and postsecondary relationships, will kick off in late August. Representatives from Hawai'i, Idaho, Iowa, Minnesota, North Carolina, Oregon, Tennessee, ACTE, Jobs for the Future and the National Alliance of Concurrent Enrollment Partnerships (NACEP) have confirmed their participation.

Career Clusters Taskforce The Task Force will be comprised of about 12 - 15 national, state and local leaders from K-12, post-secondary, business and industry, and workforce development who can offer insights into where the framework can have the greatest impact and the steps Advance CTE should take to achieve such an impact.

The Career Cluster Task Force's Charge:

Members of the Career Cluster Task Force will commit to engaging in a robust process, which utilizes various data and analyses and leads to the submission of final recommendations and action steps for Advance CTE.

Specifically, the Task Force will:

1. Gain an understanding of the Framework's influence and impact on the greater community of education, industry and policymakers at the national, state and local levels, leading to the identification of the key elements that drive stakeholder use of the existing framework.
2. Come to agreement on the "non-negotiables" that define a successful CTE program and larger career readiness approach that must be included in the revised Framework.
3. Ascertain how a revised Framework should reflect and promote relevant career readiness programs, policies and initiatives, leading to the achievement of career-ready learners and a well-skilled workforce.
4. Frame a sustainable process that ensures a revised Framework's ongoing relevance in an ever-changing, dynamic world, including outlining an approach

The first and only in person meeting of the Task Force will happen in late August. The goal is to bring forth a set of recommendations to the Board at the February 2018 strategic planning retreat.

Meetings/Events

Registration for the 2017 Fall Meeting will launch in mid-July. Staff have already been hard at work developing a high-quality agenda for this year's meeting. Based on lessons learned from the Spring Meeting, staff are aiming to be able to post a robust agenda as early as mid-to-late July. The focus on the agenda will be on the first and fifth pillars of *Putting Learner Success First* and will bring back the successful workshop format, to provide deeper, more focused professional development along with our regular format of plenary and breakout sessions.

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*.

This month we launched our [blog series](#) to highlight the opportunities and initiatives aligned with each principle.

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:

CTE received a great deal of attention in Washington during the month of June. As updates continue to trickle in about a tough fiscal environment and "tough choices" in the 2018 Fiscal Year (FY18) Budget, we have been meeting with congressional staff to ensure they are aware of the detrimental impact of a cut to the Perkins Basic State Grants. In addition, [Workforce Development Week](#) increased the focus on the skills gap, the need to better prepare students for the workforce, and how apprenticeship can help solve these issues. Immediately following Workforce Development Week, we saw the passage of H.R. 2353, the *Strengthening Career and Technical Education for the 21st Century Act* (which would reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins)) in the House. As such, we have been turning our attention to the Senate, where prospects for passage are not as optimistic as they were in the House.

Perkins: On June 22, the House of Representatives overwhelmingly passed H.R. 2353, the *Strengthening Career and Technical Education for the 21st Century Act* (which would reauthorize Perkins), by a voice vote (see our statement [here](#) and our summary of the bill [here](#)). Twenty five Representatives (both Democrats and Republican) from 19 states spoke in favor of the legislation prior to the vote. Advance CTE's Executive Director, Kimberly Green, was invited by congressional staff to participate in a press conference that occurred immediately following the passage of the bill. The press conference included remarks from seven Representatives from both sides of the aisle, all of whom spoke in favor of the bill. In addition, three other CTE leaders spoke (find more [here](#)) about the importance and value of CTE and passing this legislation.

Before the vote, we sent a [joint letter with ACTE](#) to the House of Representatives expressing our support with the caveat that we have a remaining concern about the definition of a secondary CTE concentrator. While we are urging the Senate to take up Perkins reauthorization as soon as possible, congressional staff have indicated that they are unlikely to take up the bill before healthcare legislation is squared away. In addition, the same concerns about the authority of the Secretary of Education to negotiate performance targets with states and sanction states by withholding funds for failure to meet performance targets have arisen. The Leadership Conference for Civil and Human Rights raised these concerns in their [letter to House of Representatives](#) (which 19 organizations signed onto) before the vote and we have heard from congressional staff that secretarial authority is likely to remain a sticking point.

In an effort to urge the Senate to act on the bill, we have asked State CTE Directors from states with Senator on the Health, Education, Labor and Pensions (HELP) Committee to contact their Senators to urge them to take up Perkins reauthorization this year. The key messages we suggested were: (1) many states are in a holding pattern until a new law is passed, which would allow stakeholders to be engaged in developing a new plan that incorporates innovative ideas and best practices into their plans and (2) reauthorization sends a strong signal to appropriators who may not see cuts to CTE as significant since reauthorization is long overdue. In addition to this outreach, we will continue to work with partner organizations and congressional staff to develop and execute a strategy that will (ideally) result in a bipartisan reauthorization before the end of the year. We are concerned that the longer the process is drawn out, the greater the likelihood that (1) Perkins will become a highly politicized issue and (2) more groups will want to include additional provisions in the legislation (which will likely dilute the purpose and goals of the legislation).

Budget / Appropriations: On June 6, the Senate Labor, Health and Human Services, Education and Related Agencies Appropriations Subcommittee held a hearing on the President's FY18 Budget for the U.S. Department of Education (ED). Prior to the hearing, Advance CTE contributed to the [written testimony](#) submitted to subcommittee by the Campaign to Invest in America's Workforce. We also partnered with the Association for Career and Technical Education (ACTE) to send questions to members of the Subcommittee about the rationale for the [proposed cuts to CTE](#).

We have continued our advocacy efforts around the proposed cuts by meeting with several key Congressional staffers and will continue to meet with others over the summer. In addition, we released this [opinion piece](#) about the Administration's rationale for the cuts and [this chart](#) that shows the appropriations for Perkins since FY 2004.

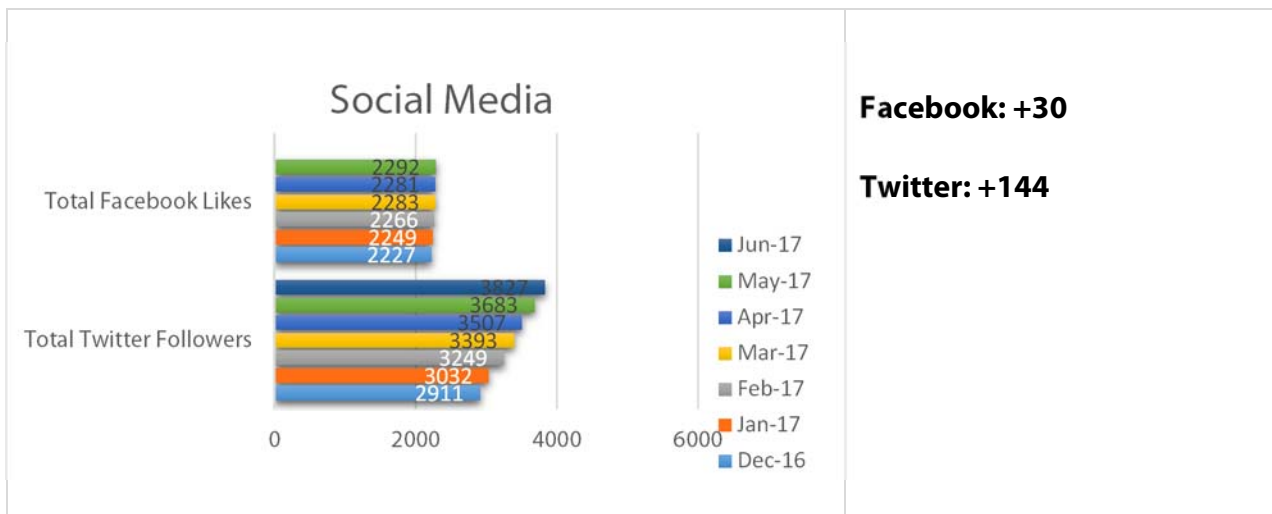
Congressional Offices Engaged in June 2017:

- Phone calls with Steve Townsend, Sen. Enzi (R-WY)
- Phone call with Allie Kimmel, Senate HELP Committee, Minority staff
- Meeting with Robin Juliano, House Labor-HHS-ED Appropriations Subcommittee, Minority staff

- Meeting with Mike Gentile, Senate Labor-HHS-Education Appropriations Subcommittee, Majority staff
- Meeting with Eva Vrana, Rep. Moolenaar (R-MI)
- Meeting with Alicia Molt-West, Rep. Pocan (D-WI)
- Meeting with Geoff Browning, Rep. Clark (D-MA)
- Meeting with Cristina Diaz-Torres, Sen. Whitehouse (D-RI)

COMMUNICATIONS REPORT

<h3 style="text-align: center;">Website Metrics</h3> <table border="1"> <thead> <tr> <th>Month</th> <th>Sessions</th> <th>Users</th> <th>Pageviews</th> </tr> </thead> <tbody> <tr> <td>Dec-16</td> <td>41,591</td> <td>31,282</td> <td>135,592</td> </tr> <tr> <td>Jan-17</td> <td>51,513</td> <td>38,115</td> <td>192,713</td> </tr> <tr> <td>Feb-17</td> <td>48,505</td> <td>36,199</td> <td>176,042</td> </tr> <tr> <td>Mar-17</td> <td>43,086</td> <td>33,089</td> <td>149,192</td> </tr> <tr> <td>Apr-17</td> <td>36,436</td> <td>27,766</td> <td>132,957</td> </tr> <tr> <td>May-17</td> <td>37,753</td> <td>28,836</td> <td>118,286</td> </tr> <tr> <td>Jun-17</td> <td>19,538</td> <td>14,853</td> <td>60,962</td> </tr> </tbody> </table>	Month	Sessions	Users	Pageviews	Dec-16	41,591	31,282	135,592	Jan-17	51,513	38,115	192,713	Feb-17	48,505	36,199	176,042	Mar-17	43,086	33,089	149,192	Apr-17	36,436	27,766	132,957	May-17	37,753	28,836	118,286	Jun-17	19,538	14,853	60,962	<h3>Major Organizational Releases/Initiatives</h3> <ul style="list-style-type: none"> • The Value and Promise of CTE (368 views) • Resource Center (1149) • Apprenticeship Report (291) <h3>Acquisition of site users</h3> <ul style="list-style-type: none"> • Organic search (47%) • Direct (33%) • Referral (18%)
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Media

Advance CTE was featured in the media this month including:

- [Preparing Students for a Fluid World](#), Alexandria Gazette Packet
- [Some Basics on President Trump and Apprenticeships](#), AEI
- [Trump Makes a Big Push for High School Apprenticeships](#), Education Week
- [Lee’s Summit, Kansas City Both Under-Celebrated Technology Hubs](#), Lee’s Summit Tribune

Advance CTE also published an [op-ed](#) with the Association for Career and Technical Education discussing the flawed justification for proposed CTE budget cuts.

Strategies for Attracting Students to High-Quality CTE

Staff has continued to develop resources for this initiative, with three being launched in July. Additionally, states have continued their pilot activities including New Jersey, which conducted a career fair with more than 300 students and parents featuring STEM careers. Maryland has conducted focus groups in two districts to better hone CTE messages that resonate with parents and students in those communities.

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls.

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

EVENTS ATTENDED	
	<ul style="list-style-type: none"> • Apprenticeship Forward partner meeting • Connecting Credentials workgroup on “Making All Learning Count” • Attended <i>Aligning Systems and Policies to Support Multiple Postsecondary</i>

- Pathways* AYPF/JFF Capitol Hill forum, Washington, DC
- Attended STELAR I-STEM grantee conference, Arlington, VA
- National Leadership and Skills Conference, hosted by SkillsUSA
- Whiteboard Advisors' Policy Forum
- Women in Government Relations' Education Task Force 2017 Legislative Forum
- Senate CTE Caucus Briefing on "Building America's Infrastructure Workforce"
- College in High School Alliance – HEA Subgroup Meeting by phone
- PostSec Data Working Group Meeting
- Four Committee for Education Funding (CEF) Meetings
- Campaign to Invest in America's Workforce Meeting (by phone)
- The Senate Labor, Health and Human Services, and Related Agencies Appropriations Subcommittee Hearing on the Department of Education Budget
- Opportunity America's Jobs and Careers Coalition Meeting
- Workcred Credentialing Body Advisory Council
- National Career Academy Coalition Board Meeting
- National Coalition on Career Development
- Funders meeting (Ford, JPMC, Dimon, Siemens, Bloomberg, etc.)
- ANSI- CAPAC

OTHER PARTNERS ENGAGED

- Worked with AIR Center on Great Teachers and Leaders to plan workshops and working groups related to our December 2016 State of CTE report on industry experts
- Continued working on the next State of CTE report with the American School Counselors Association, focused on career development
- New America
- Magnet Schools of America
- Education Strategy Group (around ESSA brief)
- DoDEA
- Asia Society
- Gulf Power
- National Alliance for Partnerships in Equity
- Meta Metrics
- Harris School Solutions
- Penn Foster

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- Board Meeting on Governance – August 24, 2017 at 1:00 – 2:00 p.m. ET via conference call
- Fall Meeting Board Meeting – October 16, 2017 at 9 a.m. – Noon ET at BWI Marriott Hotel

The Center to Advance CTE Board Meetings

- Fall Meeting Board Meeting – October 16, 2017 at 3:30 – 5:00 p.m. ET at BWI Marriott Hotel

Joint Board Meeting

- Fall Meeting Board Meeting – October 16, 2017 at 12:30 – 3:30 p.m. ET at BWI Marriott Hotel

New faces on the Advance CTE and Center to Advance CTE Boards:

We are pleased to welcome Jeralyn Jargo, State CTE Director in Minnesota to the Advance CTE Board. Jeralyn joins us as the Region V representative, filling the balance of Kathy Cullen's term. We thank Kathy for her service and wish her all the very best in retirement and grandmother-hood.

We also are pleased to welcome Jennifer Grove to the Center to Advance CTE Board. Jennifer is beginning her three-year term as a public member representative to the Board. She has worked with The Southern Company for over 20 years. As Gulf Power's Workforce Development Coordinator, she is responsible for the creation and management of talent development partnerships to grow Gulf Power's future workforce and to enhance Northwest Florida's economic development position. These partnerships span the entire talent supply chain, beginning with early learning programs and continuing to elementary energy career awareness programs, middle school STEM (science, technology, engineering and math) programs, high school talent pipeline programs, and post-secondary technical and engineering program partnerships. She is also engaged in workforce development initiatives at both the Southern Company and national level through the Southern Company Workforce Development Council and the national Center for Energy Workforce Development. Ms. Grove was recognized in 2012 by US News as one of the Top 100 Women in STEM for her role in STEM talent development.

State CTE Director Changes

Transitions

- In July, Advance CTE received the following notices regarding State Director transitions:
 - **Indiana:** Chris Deaton, who previously served in the state's CTE office, was appointed as the new State CTE Director
 - **District of Columbia:** Chad Maclin, a longtime local CTE administrator in Virginia, was named to lead DC's state CTE office.
 - **Wisconsin:** Effective August 6, Colleen McCabe has been tapped to succeed Kathy Cullen, who will retire in September.
 - **South Dakota:** Tiffany Sanderson announced that she will leave her post as State Director on September 6. An interim has not yet been named.
- Additionally, the following states remain without permanent leadership: **Alabama, New York, Oregon, South Carolina** and **Texas**.

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

Finance Update:

As of July 31, 9% of the fiscal year had passed. Below is a quick snapshot of the financial position of both organizations. Please note that the July financials have not been reconciled by the accountant yet, so the numbers below do not include any investment fees/income or payroll and benefits expenses.

Advance CTE Budget Snapshot
Received 38% of budgeted income
Expended 4 % of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 73 % of budgeted income
Expended 4 % 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
Siemens Foundation		In late July, we submitted a proposal to Siemens for a two-year grant proposal, which will continue to focus on providing technical assistance to states but also build a set of tools and trainings targeted at activating and recruiting champions within the guidance and career development community. We are now in the process of refining the proposal, which will be finalized in August. Their Board will meet in the fall, which is when they approve new grants.	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	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by September 2017.	Ongoing
New State Director Leadership Program	PMIEF	In June, we had a very productive call with the Project Management Institute Education Foundation (PMIEF) on the new State Director Leadership Program. They were interested in providing in-kind resources and training around portfolio management for any and all members. We have recently followed up to keep the discussion moving.	Preliminary
Postsecondary program quality	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and had a very productive meeting in July. We are now in the early stages of putting together a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the	Ongoing

		postsecondary level. The proposal would be due in early Fall, and go into effect in December if approved.	
Misc.		In July, we had meetings with the Bill & Melinda Gates Foundation, the Ballmer Group, PwC Charitable Trust and National Science Foundation. Most of these discussions were exploratory and set to lay groundwork for future opportunities.	Preliminary

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

Membership Update

In addition to the state membership* changes on July 1, Advance CTE received 2 new memberships – both Associate, Non-state.

*Note: Moving forward, the state membership category below will also provide a disaggregated count of the State Directors and state members. Also notable, the state count no longer includes Michigan, which was unable to renew its membership for FY 2018 due to financial difficulties.

Total membership as of June 30, 2017: 437 individuals

- State Membership: 53 states (representing 53 State Directors and 159 state members)
- Associate, State: 17
- Associate, Non-state: 101
- Organizational: 36 organizations (representing 107 individuals)

The period for membership renewals will end on August 15. After that cut-off date, the numbers may fluctuate slightly due to cancellations and write-offs. At the end of August, staff will conduct an audit of the membership systems, and will report those results in the September report as part of its commitment to sound processes and protocols.

FY 18 State Membership: The state membership launch was well-received by the new and existing members. All state members - State Directors and the other associate members covered by the state members - received a four-part email series unpacking the breadth of Advance CTE’s resources and supports. Staff are working to develop a system for State Directors to add or change state members as needed. This system will be launched in August.

Member Resources and Supports

New Skills for Youth Update:

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017.

State of CTE: Career Development and Advisement: Staff recently drafted two surveys for the upcoming State of CTE report. One survey will be administered to State CTE Directors and the other will be administered to a sampling of the American School Counselor Association’s (ASCA’s) 33,000 members. Additionally, a version of the State CTE Director survey will be sent to state guidance directors. All surveys are expected to launch in mid-August, and a preview of the survey conclusions

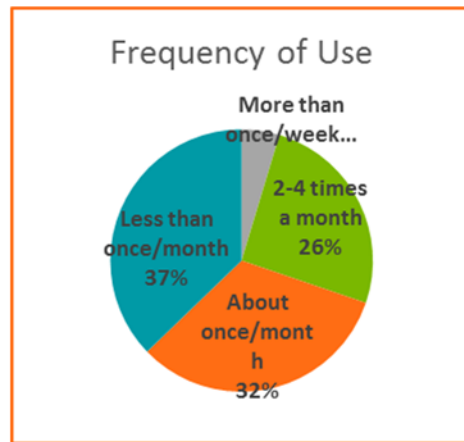
will be presented at the Advance CTE Fall Meeting. The final report will be released in early February 2018.

Rural briefs: Staff are developing a series of briefs focused on rural access and quality, titled CTE on the Frontier, which will be released through the New Skills for Youth initiative. The series aims to identify common challenges and lift up innovating state strategies to improve rural program quality, expose learners to the world of work, increase the breadth of program offerings and strengthen the rural CTE teacher pipeline. The release date for the first brief, originally scheduled for late July, has been delayed to allow for additional research and interviews with state directors. That brief is scheduled to be released in mid-August. Additionally, Advance CTE made the decision to extend the series to four briefs instead of three.

Resource Center: The Resource Center garnered a lot of traffic in July, primarily due to the successful rollout and promotion of Advance CTE’s co-authored report [Mapping Career Readiness & ESSA](#). That report, released in partnership with Education Strategy Group, received 1,304 hits in July, setting a new record for a publication in its first month. Advance CTE and Education Strategy Group promoted the release through guest blog posts, media outreach and the standard social media and email promotion.

Overall, the Resource Center received 7,784 hits in July, surpassing the average monthly traffic by more than 1,000 hits. Work-based learning was the top visited resource page, partially due to traffic driven through the Apprenticeship Forward network. This is the second month that work-based learning was the top visited page.

Separately, Advance CTE staff this month reviewed feedback gathered through the Resource Center feedback survey. The survey, launched in June, was designed to learn more about the Resource Center audience and identify opportunities to improve the functionality of the Resource Center and expand its offerings. Although the survey’s 47 responses are not enough to provide representative data about the Resource Center’s users, the survey provided helpful anecdotal insights into who is using the platform. Interestingly, a plurality of survey respondents are from the local level, representing local education agencies, local institutions of higher education, or school-based staff. Further, 63 percent of respondents reported using the Resource Center at least once a month, and 86 percent said they would recommend the Resource Center to a friend.



State Policy Update:

Program Approval Policy Benchmark Tool: After updates to the program approval policy tool were made, staff sent the draft for review to eight Advance CTE members and six organizational partners, including one representative from a school district. Staff will use the valuable feedback from these reviews to update the tool once more before testing it with at least two volunteer states. The tool is expected to launch to the public in late September or early October.

CTE Virtual Institute: Development of the CTE Virtual Institute is underway, with a schedule launch date of October 23 (immediately following Advance CTE’s fall meeting). The CTE Virtual Institute is a seven-module, web-based crash course on CTE that is designed to educate new audiences on the Putting Learner Success Vision and the core components of a high-quality CTE system. In August, staff plan to develop short videos that will guide participants through the course and make connections across the course material. Additionally, Advance CTE developed a new graphic to help promote the CTE Virtual Institute.



Industry Expert Working Groups: The first working group kickoff happened in late July with a productive call on exploring innovative roles for industry experts. This group includes representatives from California, Hawai’i, Kentucky, Nebraska, Ohio, New Jersey, ACTE, Project Lead the Way and the US Chamber of Commerce Foundation. Further calls will happen monthly for five months, and participants will identify concrete strategies and potential next steps for action. The group will conclude with a written report from AIR’s Center on Great Teachers and Leaders. The second group, focusing on strategies within secondary and postsecondary relationships, will kick off in late August. Representatives from Hawai’i, Idaho, Iowa, Minnesota, North Carolina, Oregon, Tennessee, ACTE, Jobs for the Future and the National Alliance of Concurrent Enrollment Partnerships (NACEP) have confirmed their participation.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Registration Goal
2017 Fall Meeting	October 16-18	29	11	19%

Registration for the 2017 Fall Meeting launched in mid-July, and is already ahead of previous Fall Meeting benchmarks for registration. Early Bird registration will end on August 18, and regular registration closes on September 25. Meeting sponsorship launched on August 2, and updates will be provided on sponsorship commitments as they begin to roll in.

Additionally, staff have already been hard at work developing a high-quality agenda for this year’s meeting, and will announce the full agenda in August. The meeting will also feature a day-long pre-meeting workshop for New State Directors. On August 3, staff sent a letter to OCTAE on behalf of Board President Pradeep Kotamraju formally inviting the OCTAE staff to participate in the Fall Meeting. This request came from OCTAE staff, who now must receive this type of invitation in order to participate in such meetings.

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*.

We recently launched our [blog series](#) to highlight the opportunities and initiatives aligned with each principle.

More importantly, as an organization, we have embedded *Putting Learner Success First* in all of our organizational priorities, strategies and initiatives. While we continue to present at state and national conferences on *Putting Learner Success First*, share our [resources](#), including the [video](#) released in May, and engage our partners, the reach and impact of the shared vision is most evident in the success and reach of our aligned research, communications and member supports.

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:

While Congress did not pass any major CTE or appropriations legislation in July, we continued our efforts to push the Senate to consider reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins). In addition, we communicated with congressional staff about the detrimental impact of a cut to the Perkins Basic State Grants. We also weighed in on the [“Building U.S. Infrastructure by Leveraging Demands for Skills” \(BUILDS\) Act](#). This bill would authorize the Secretary of Labor to “award grants for promoting industry or sector partnerships to encourage industry growth and competitiveness and to improve worker training, retention, and advancement.” We were proud to support the bill once we were able to ensure that it made appropriate connections to CTE (e.g., the bill includes the definitions for CTE and “career guidance and academic counseling” that are found in Perkins and CTE is embedded in the objectives and activities that the grants awarded can support).

Perkins: In July, we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We sent an email to the Executive Directors of each of the Career Technical Student Organizations (CTSOs) urging them to include a message in support of reauthorization and a strong federal investment in Perkins as they communicate with congressional staff about the winners of their respective competitions that occur over the summer. In addition, we provided a federal policy update to a group of former CTSO officers who have shown interest in advocating for Perkins. We are also meeting with national partners to devise a strategy to advance Perkins – we had a successful meeting with National Governors Association at the end of July and will be meeting with the School Superintendents Association (AASA) and other groups in August. With each group, we have reinforced the messages that (1) many states are in a holding pattern until a new law is passed, which would allow stakeholders to be engaged in developing a new plan that incorporates innovative ideas and best practices into their plans and (2) reauthorization sends a strong signal to appropriators who may not see cuts to CTE as significant since reauthorization is long overdue.

We have also requested meetings with staff for every member of the Senate Health, Education, Labor and Pensions (HELP) Committee. During these meetings, we will cover our Perkins Priorities and answer staff questions about CTE. Our goal is to educate and build relationships with as many staff as possible to facilitate their understanding of Perkins and to connect them to the State Directors. Then, if and when Perkins moves in the Senate, HELP staffers will be able to rely upon Advance CTE and the State CTE Directors for guidance and messaging.

Budget / Appropriations: Advance CTE asked its members and the readership of its Legislative Updates newsletter what a 15 percent cut to the Perkins Basic State Grant (as proposed in the President’s Fiscal Year 2018 (FY18) Budget) would mean for them. Career Technical Education (CTE) advocates, students and educators from across the country wrote to us to let us know how devastating these cuts would be to programs across the country and we released [this blog post](#) that captured their perspectives on July 10. We sent this blog out to congressional staff and featured it in the letter we sent in partnership with ACTE to House Labor, Health and Human Services, Education and Related Agencies (Labor-HHS-Ed) Appropriations Subcommittee prior to their July 13 markup of the FY18 Labor-HHS-Ed appropriations bill. The bill passed out of the subcommittee along party lines 9-6 and was marked up and approved by the full House Appropriations Committee on Wednesday, July 19. This bill includes level-funding for CTE (and maintains that \$1,117,598,000 be allocated to the Perkins Basic State Grants and \$7,421,000 be allocated for National Programs – the same as FY17), but has not yet been scheduled for a vote before the full House of Representatives. We do not know if it will be considered when the House returns from recess on September 5.

On July 19, the [House Budget Committee marked up](#) and approved its FY18 Budget Resolution (which provides the top-line spending number for all 12 appropriations bills).The [blueprint](#) notes that, “Strengthening career and technical education, higher education, and workforce development programs, by increasing choice, access, and affordability, will ensure that our workers have the skills necessary to compete in a growing and changing economy” (p. 26). The House Budget Committee’s report on the resolution similarly highlights CTE (see page 121 [here](#)). At this time, we do not know if the budget resolution will be voted on by the full House of Representatives when they return from recess.

The Senate is not scheduled to go on recess until August 11, but it is unlikely that the Labor-HHS-Ed Appropriations Subcommittee will mark up its FY18 appropriations bill before then. The Senate began preliminary work on the FY18 Appropriations process on July 20, when the Senate Appropriations Committee released its [guidance for FY18 allocations for the 12 appropriations bills](#). While the allocation for Labor-HHS-Education is \$8 billion more than the amount in the House Bill, the guidance notes, “This increase is necessary to offset a significant reduction in available savings from mandatory programs.” While we have advocated for an increased investment in Perkins, the message we have received from our meetings with congressional staff is that “level-funding is the new increase,” so we do not anticipate that an increased investment is likely in the current fiscal environment despite our continued advocacy and the popularity of CTE among both Republican and Democrats.

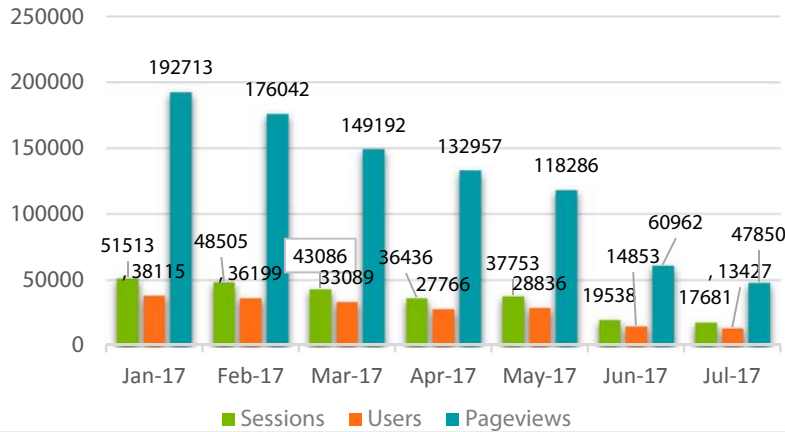
Congressional Offices Engaged in July 2017:

- Meeting with Courtney Webb, Rep. Herrera Beutler (R-WA)
- Meeting with Will Strother, Rep. Chuck Fleischmann (R-TN)

COMMUNICATIONS REPORT

Consistent with years past, website traffic is down significantly in the summer months. Staff predicts it will increase in August/September as it has in previous years. Additionally, website traffic is high on pages housing major releases and projects such as the Advance CTE Fall Meeting, Value and Promise of CTE and Career Readiness and the Every Student Succeeds Act, in line with marketing efforts.

Website Metrics



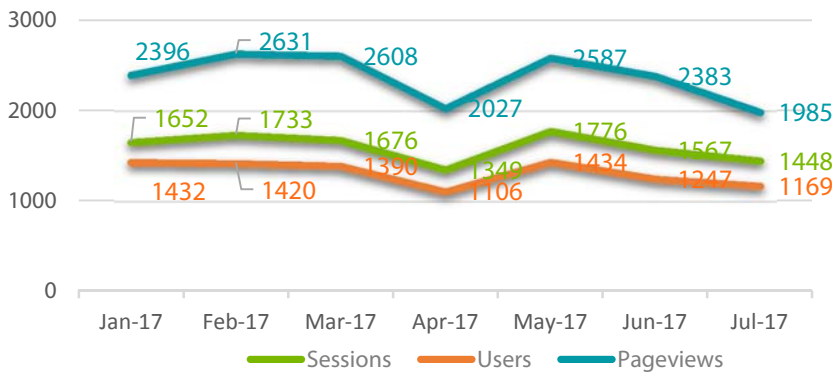
Major Organizational Releases/Initiatives

- [Mapping Career Readiness](#) (1304)
- [Resource Center](#) (1059)
- [Fall Meeting](#) (417)

Acquisition of site users

- Organic search (49%)
- Direct (29%)
- Referral (21%)

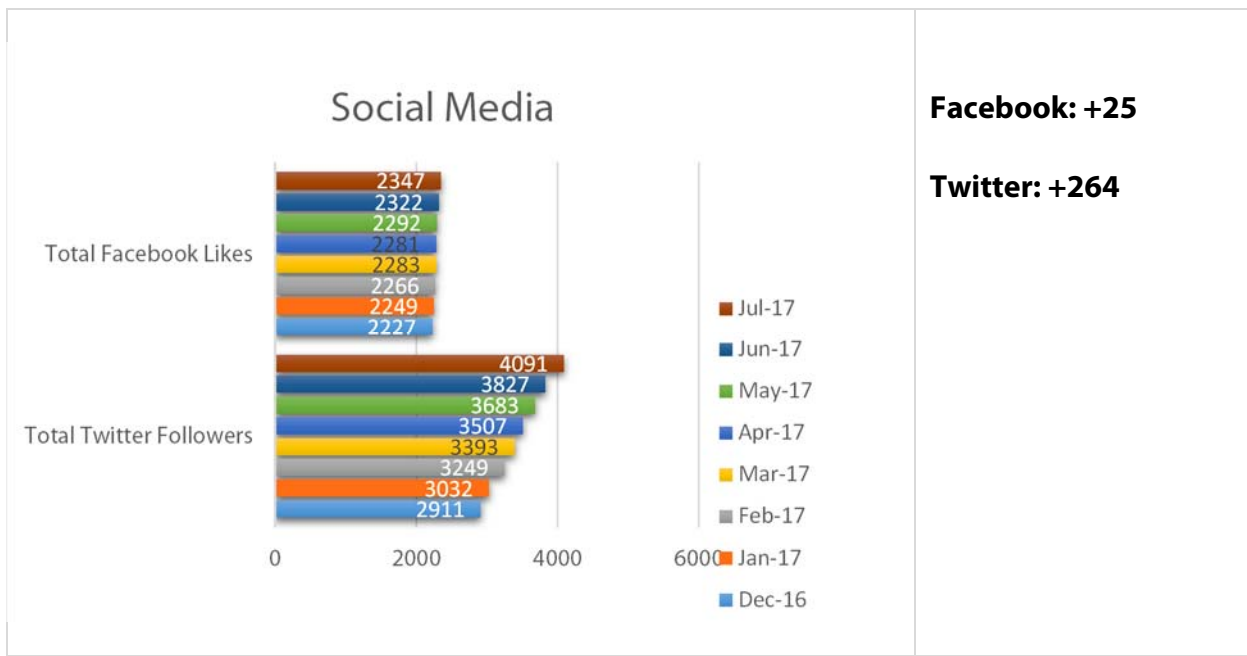
Learning that Works Blog Metrics



13 Blog Posts Published

Most visited blogs:

- [What a 15 Percent Cut to Perkins Really Means](#)
- [How Career Readiness Fared in the First ESSA State Plans](#)
- [States Pave Way for More Flexible, Integrated Pathways to Graduation](#)



Media

Advance CTE was featured in the media this month including:

- [This Week's ESSA News](#), The 74
- [Reframing How We Talk About Career and Technical Education](#), Huffington Post
- [Forget Blue Collar, it's About New Collar](#), CNN
- [Balancing College and Career Readiness](#), AEI
- [Does Your State Have a Good Plan to Ensure Students are Career-ready?](#), Education Week
- [Planning for Success\(ion\)](#), Motor Magazine
- [Ads Spell out What Career and Technical Education Really Is – and Who It's For](#), Chronicle of Higher Education

Strategies for Attracting Students to High-Quality CTE

Staff has continued to develop resources for this initiative, with four additional tools launched in July.

- [Achieving Educational Equity and Justice in Career Academies: Challenges and Promising Strategies](#)
- [Idaho: CTE Digital & Idaho Digital Learning Academy](#)
- [STEM: Classroom to Career: Opportunities to Close the Gap](#)
- [Equity Measures in State Outcomes-Based Funding: Incentives for Public Colleges to Support Low-Income and Underprepared Students](#)


Additionally, states have continued their pilot activities.

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls.

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

<p>PRESENTATIONS</p>	<ul style="list-style-type: none"> • Federal Policy Update provided to advocacy group for former CTSO officers • Presentation to NC CTE administrators (Greensboro, NC) • Opening general session panelist, NC State CTE conference (Greensboro, NC) • General session speaker – Pennsylvania CTE Administrators Association (State College, PA) • Keynote presentation at Tennessee's CTE Institute (Nashville, TN) • Workshop on communications research at Tennessee’s CTE Institute
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Attended “Afterschool and Workforce: Bridging Systems to Serve Older Youth Discussion Group”, Hosted by American Youth Policy Forum (AYPF), Washington, DC • Partner meeting of Apprenticeship Forward (DC) • PostSec Data Collaborative Monthly Meeting by phone • PostSec Data Collaborative Federal Linkages Subcommittee Meeting • Committee for Education Funding Event: “Education Matters: Investing in America's Future” • Two Committee for Education Funding (CEF) Meetings • Education Pioneers & Education Reform Now! Education Advocacy Event • Two Campaign to Invest in America's Workforce Meetings • Manufacturing 4.0 Event (DC) • Manufacturing Skills Standards Board Meeting (VA) • New Skills for Youth project team meeting (DC) • NCC-CTSO Quarterly Meeting (Reston, VA) • NGA Work-Based Learning Roundtable (DC) • Senate CTE Caucus Briefing on “Supporting Successful Reentry through CTE” • Young Education Professionals of D.C. Education Jobs Event • Women in Government Relations’ Education Task Force Quarterly Meeting
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Worked with AIR Center on Great Teachers and Leaders to plan workshops and working groups related to our December 2016 State of CTE report on industry experts • ACTE • AIR • Continued working on the next State of CTE report with the American School Counselors Association, focused on career development and advisement • Asia Society • Credentials Engine • DoDEA • EDC • Harris School Solutions • MDRC

- 
- Lunch with the National Governors Association's Government Relations Team
 - National Technical Honor Society
 - WGBH

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- Fall Meeting Board Meeting – October 16, 2017 at 9:00 a.m. – Noon ET at BWI Marriott Hotel

The Center to Advance CTE Board Meetings

- Fall Meeting Board Meeting – October 16, 2017 at 3:30 – 5:00 p.m. ET at BWI Marriott Hotel

Joint Board Meeting

- Fall Meeting Board Meeting – October 16, 2017 at 12:30 – 3:30 p.m. ET at BWI Marriott Hotel

Looking ahead: (all time listed are eastern time zone)

January 30, 2018 – Conference call to approve the audit and 990s

- Advance CTE Board from 2:00 – 2:30 p.m. ET
- Joint meeting of both Advance CTE and The Center to Advance CTE Boards from 2:30 – 3:00 p.m. ET
- The Center to Advance CTE Board from 3:00 – 3:30 p.m.)

February 25 – 27, 2018 – Strategic Planning Retreat (in person, BWI Marriott)

April 3, 2018 – In person meeting on Tuesday, April 3 in conjunction with Spring meeting

June 20, 2018 – Conference call to approve the FY19 budgets (Advance CTE 2:00 – 3:00 p.m.;

Center to Advance CTE 4:00 – 5:00 p.m.)

State CTE Director Changes

Transitions

- In July, Advance CTE received the following notices regarding State Director transitions:
 - **North Carolina:** Jo Anne Honeycutt will leave her post as State Director on September 15. An interim has not yet been named.
 - Thank you, Jo Anne, for your leadership, energy and commitment to leading our organization through many major milestones – a new brand, name, and vision – to name a few! You will be missed! Stepping back into the position of Past President will be Rod Duckworth, State CTE Director in Florida.
- **Mentor pairing updates:** This summer, we have paired several new State Directors with veteran leaders. Here’s a quick snapshot of the pairings we’ve made over the past three months:

New State Director	Mentor
Marci Johnson (Illinois)	Guy Jackson (Wyoming)
Cathie Raymond (Arizona)	Thalea Longhurst (Utah)
Chad Maclin (DC)	Lynne Gilli (Maryland)
Chris Deaton (Indiana)	Rod Duckworth (Florida)
Colleen McCabe (Wisconsin)	Jeralyn Jargon (Minnesota)

- Check out the blog posts for the following new State Directors: [Indiana](#) and [DC](#).

- Additionally, the following states remain without permanent leadership: **Alabama, New York, Oregon, South Carolina** and **Texas**.

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

Finance Update: We are two months (17%) into our new fiscal year and are busily working to close out the last fiscal year with the accountant. The accountant has reconciled the finances through the end of July. Overall, we are in a very solid fiscal position. State dues have been coming in as planned, as are fall meeting registrations and grants/contracts. The annual audit has been scheduled to take place in November.

Advance CTE Budget Snapshot
Received 54.33% of budgeted income
Expended 13.94% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 74.25% of budgeted income
Expended 6.17% 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
Siemens Foundation		In late July, we submitted a proposal to Siemens for a two-year grant proposal, which will continue to focus on providing technical assistance to states but also build a set of tools and trainings targeted at activating and recruiting champions within the guidance and career development community. We are now in the process of refining the proposal. Their Board will meet in the fall, which is when they approve new grants.	Ongoing & Proposal Development
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
Postsecondary program quality	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and are now in the early stages of putting together a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. The proposal would be due in early Fall, approved in December and begin in January 2018.	Proposal Development
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by September 2017.	Ongoing

Employer Engagement in STEM	NSF	We are considering submitting a proposal to the National Science Foundation for a contract to support and engage employers around our nationally tested messages and to additional tools to help strengthen their involvement and support of CTE and STEM. The proposal would be due in early September, which is a challenge given capacity. We may submit a scaled-down proposal – for a smaller pool of funds – in the coming months to NSFY	Ongoing
Misc.		In August, we had meetings with Annie E. Casey Foundation and Bloomberg, both of which were exploratory and set to lay groundwork for future opportunities.	Preliminary

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

Membership Update

Advance CTE received 3 new memberships – all Associate, Non-state.

In August, staff also closed the dues renewal period and cancelled all non-paying members or those who indicated they wished to cancel. Those numbers are:

- 9 Associate, State members
- 10 Associate, Non-state members
- 1 Organizational member
- TOTAL: 20 cancellations

During the last week of August, staff began the first official audit of membership, which is part of the newly installed control processes to ensure fidelity of our membership database and email listservs. The results of the audit will be shared during the September report.

Total membership as of August 31, 2017: **406** individuals

- State Membership*: 53 states (representing 53 State Directors and 159 state members)
- Associate, State: 9
- Associate, Non-state: 85
- Organizational: 33 organizations (representing 100 individuals)

*Note: The state membership category is now a disaggregated count of the State Directors and state members.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Registration Goal
2017 Fall Meeting	October 16-18	113	27	67%

Early Bird registration for the 2017 Fall Meeting ended in mid-August. By that time, we had reached more than 60% of our registration goal. Staff attribute this to a number of factors, including an early

registration launch, a full agenda being posted much earlier than normal, and a balanced variety of topics and issues being addressed.

Meeting sponsorship launched on August 2, and we have secured 43% of our target (\$13,500). Sponsorship closes on September 15, and staff are making every effort to meet the target by that deadline.

Member Resources and Supports

New Skills for Youth Update:

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017.

State of CTE: Career Development and Advisement: Staff recently launched three surveys for the upcoming State of CTE report. One survey will be administered to State CTE Directors and the other will be administered to a sampling of the American School Counselor Association's (ASCA's) 33,000 members. Additionally a version of the State CTE Director survey will be sent to state guidance directors. Staff will analyze the survey results throughout September, and a preview of the survey conclusions will be presented at the Advance CTE Fall Meeting. The report will be released in early February 2018.

Rural briefs: Earlier this month Advance CTE released the first brief in the *CTE on the Frontier* series. That brief, focused on [catalyzing local efforts to improve program quality](#) in rural communities, features strategies from Nebraska, South Dakota, Idaho and Mississippi. The second brief in the series is scheduled to be released at the end of September and will profile strategies to connect rural learners to the world of work.

Labor Market Information guide: Staff began drafting a guide for the dissemination of labor market information to key stakeholders. The guide will include prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington. The guide will be released in mid-November.

Resource Center: The Resource Center had its best month on record in August with more than 10,000 page views, fueled in part by sustained traffic to new Advance CTE resources. Recent Advance CTE publications include *The Value and Promise of CTE* (670 hits), *CTE on the Frontier* (570 hits), *Opportunities for Connecting Secondary CTE and Apprenticeships* (310 hits) and *Mapping Career Readiness in State ESSA Plans* (170 hits). The most visited topic page for August was Career Advisement.



State Policy Update:

Program Approval Policy Benchmark Tool: After updates to the program approval policy tool were made, staff sent the draft for review to eight Advance CTE members and six organizational partners, including one representative from a school district. Staff incorporated the valuable feedback from these reviews and drafted a members-only facilitation guide to use with the rubric. Currently the tool is being tested by two volunteer state leaders before it is finalized. The will be released on October 3, along with a webinar explaining how the tool works.

CTE Virtual Institute: Development of the CTE Virtual Institute is underway, with a schedule launch date of October 23 (immediately following Advance CTE's fall meeting). The CTE Virtual Institute is a 7-module web-based crash course on CTE that is designed to educate new audiences on the Putting Learner Success Vision and the core components of a high-quality CTE system. In August, staff recorded short videos that will guide participants through the course and make connections across the course material. Additionally, Advance CTE developed a new graphic to help promote the CTE Virtual Institute.



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The second group, focusing on strategies within secondary and postsecondary relationships, had its kick-off session on August 29. Representatives from Hawai'i, Idaho, Iowa, Minnesota, North Carolina, Oregon, Tennessee, ACTE, Jobs for the Future and the National Alliance of Concurrent Enrollment Partnerships (NACEP) joined the conversation.

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.*

Over the summer, we released a [blog series](#), highlighting the opportunities and initiatives aligned with each principle.

More importantly, as an organization, we have embedded *Putting Learner Success First* in all of our organizational priorities, strategies and initiatives. While we continue to present at state and national conferences on *Putting Learner Success First*, share our [resources](#), including the [video](#) released in May, and engage our partners, the reach and impact of the shared vision is most evident in the success and reach of our aligned research, communications and member supports.

For example, in August, Advance CTE convened a Career Cluster Task Force, which is charged with establishing recommendations and action steps around the "next generation" of the National Career Clusters® Framework. Over a two-day meeting in Baltimore, Maryland, a diverse group of stakeholders – including State CTE Directors, researchers, practitioners and representatives from national advocacy organizations – unpacked the current value and utility of the current Framework and identified

opportunities for the future. Underpinning this discussion was Putting Learner Success First, and Advance CTE's overall vision for the future of CTE.

The Task Force, which is being led by Dr. Danielle Mezera, will be convened virtually 2-3 more times before the recommendations are finalized in January 2018, to inform the Board of Directors' strategic planning in February 2018.

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:

With the U.S. House of Representatives and the Senate in recess for most of August, the pace of legislative action has slowed down. As we gear up for Congress to come back in early September, Advance CTE has focused on building awareness and support for reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and the federal investment in Perkins Basic State Grants. In addition, we've started to hone in on the Federal Policy and Advocacy Strategy and determine how to further support its implementation. For Professional Development, we've begun the early analysis of the Perkins Implementation Survey, which was completed by all 50 states, the District of Columbia and Guam. The results will be shared in detail at the Fall Meeting, with member resources to follow. For Promotion, we've designed a short newsletter with the top things to know in CTE to send on a monthly basis to all of the House and Senate education staffers. In coordination with the Association for Career and Technical Education (ACTE), we will develop content each month that highlights the latest CTE resources, news articles and fun facts about CTE. Our goal is to provide timely and useful information that will raise awareness about CTE and continue to position Advance CTE as a go-to organization for Hill Staff.

Perkins:

We continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins and met with seven staffers for members of the Senate Health, Education, Labor and Pensions (HELP) Committee. During these meetings, we've provided resources and information on CTE and Perkins and encouraged movement on Perkins reauthorization. Staff have relayed similar messages about how disagreements around secretarial authority are holding up the reauthorization process. Republican offices emphasize that they want to maintain the provisions related to secretarial prohibitions found in the Every Student Succeeds Act (ESSA) and Democratic offices emphasize that those prohibitions do not provide enough accountability. While we have reminded staff that Advance CTE hasn't taken a position on the issue and does not plan to enter this political debate, some offices have encouraged us to weigh in on secretarial authority to get the process moving. We are hopeful that pressure from the House and from other education groups will push reauthorization forward. On August 28, Representatives Krishnamoorthi (D-IL) and Thompson (R-PA) also held a [press conference](#) at the Central Pennsylvania Institute of Science and Technology to urge the Senate and Whitehouse to take up reauthorization. In addition, we plan to host a meeting in September with the core education groups in D.C. with an interest in Perkins to strategize about how we can work together to encourage the Senate to take up reauthorization.

Budget / Appropriations:

In preparation for Congress to continue their work on the Fiscal Year 2018 (FY18) Budget and Appropriations processes in early September, Advance CTE partnered with the Campaign to Invest in America's Workforce (CIAW) to meet with members of the Senate Appropriations Committee to

advocate for a strong federal investment in Perkins. In addition, Advance CTE provided input on and signed on to this [CIAW letter to Senate appropriators](#) about the importance of this investment and other key education and workforce development programs. To reinforce this message, we worked with ACTE to send a separate letter to Senate appropriators about the importance of the federal investment in CTE. We anticipate that the Senate Labor, Health and Human Services and Education Appropriations Subcommittee will mark up a spending bill the first week of September.

The House is also likely to consider appropriations legislation during their first week back in session. They are scheduled to vote on [H.R. 3354](#), an eight bill omnibus appropriations bill the week of September 4 (which includes level-funding for the FY18 allocation for Perkins Basic State Grants and National Programs). Many amendments to the bill were submitted and the House Rules Committee required these amendments to be "[budget authority and outlay neutral](#)," meaning that any proposed increase in a program's allocation must be offset by a decrease elsewhere in the same bill. Importantly, two amendments to add funds to the Perkins Basic State Grants were submitted (but we were not involved in drafting them or contacted by these offices about them):

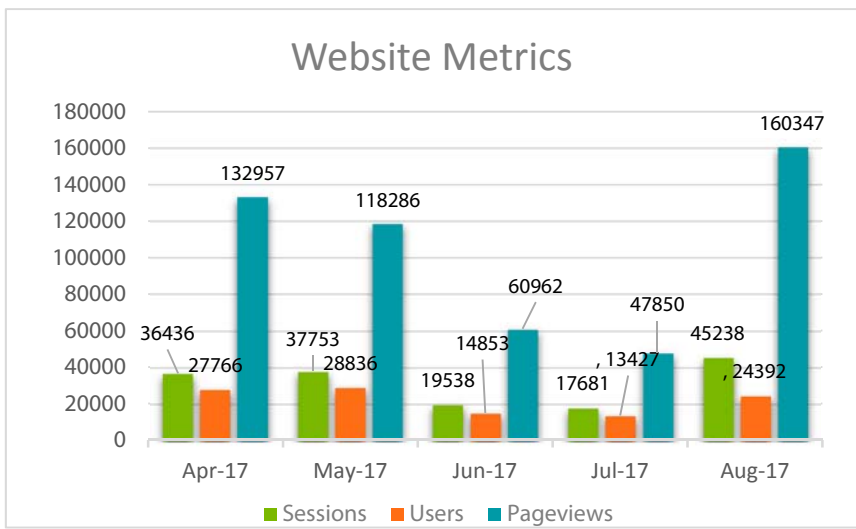
- 1) An [amendment from Rep. Lewis \(R-MN\)](#) would add \$70 million to the state grants and deducts that amount from "For carrying out, to the extent not otherwise provided, titles III, IV, V, VI, and VII of the HEA, and section 117 of the Carl D. Perkins Career and Technical Education Act of 2006, \$2,038,126,000."
- 2) An [amendment from Rep. Keating \(D-MA\)](#) would add \$10 million to the state grants and deducts that amount from the expenditures for the Office of the Secretary General Departmental Management at the Department of Health and Human Services.

We do not yet know if either of these amendments will proceed beyond the House Rules Committee. Given that the offsets for these increases to the Perkins Basic State Grants are controversial, would not likely yield much public support and may not be considered when the bill goes before the House, we have decided to stay silent about them in the time leading up to the bill's consideration. A number of other advocacy groups have also remained silent on a number of amendments that would provide increases to the programs they care about at the expense of others.

Congressional Offices Engaged in August 2017:

- Meeting with Kerry McKittrick, Rep. Langevin (D-RI) and Katie Brown, Rep. Glenn Thompson (R-PA)
- Meeting with John Don, Sen. Scott (R-SC)
- Meeting with Brittany Weaver, Sen. Hassan (D-NH)
- Meeting with Brian Moulton, Sen. Baldwin (D-WI)
- Meeting with Karen McCarthy, Sen. Murkowski (R-AK)
- Meeting with Nancy Martinez, Sen. Young (R-IN)
- Meeting with Victoria Lee, Sen. Moran (R-KS)
- Meeting with Pamela Davidson, Sen. Cassidy (R-LA)
- Meeting with Jesse Mahan, Sen. Lankford (R-OK)
- Meeting with Gohar Sedighi, Sen. Franken (D-MN)
- Email communication with Brent Palmer, Sen. Feinstein (D-CA)

COMMUNICATIONS REPORT

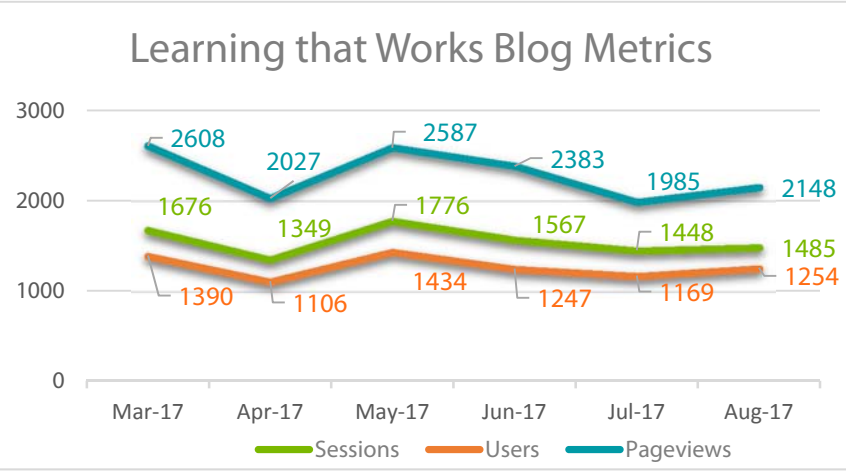


Major Organizational Releases/Initiatives

- [Resource Center](#) (1925)
- [Value and Promise of CTE](#) (675)
- [CTE on the Frontier](#) (589)

Acquisition of site users

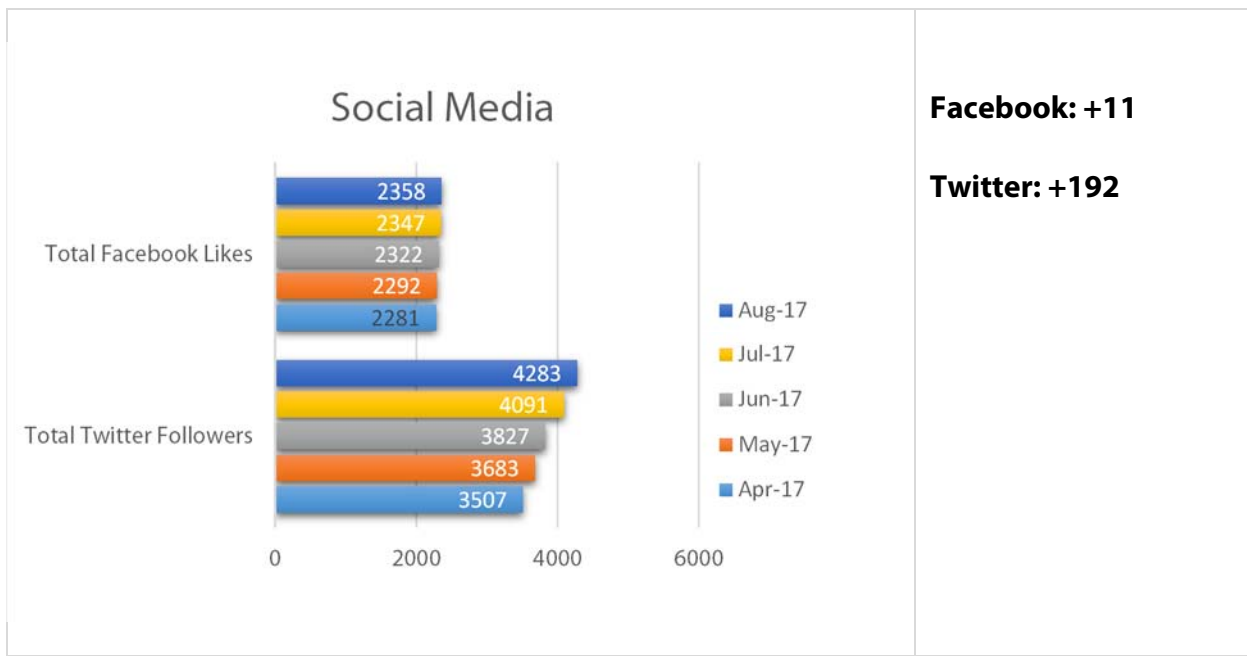
- Organic search (45%)
- Direct (38%)
- Referral (16%)



14 Blog Posts Published

Most visited blogs:

- [New Resources to Help You Sell CTE](#)
- [How to Sell CTE to Parents & Students, States Share Lessons Learned](#)
- [Welcome to Chad Maclin!](#)



Media

Advance CTE was featured in the media this month including:

- [Policymakers Begin Looking at College Prep Alternatives for Education](#), The Heartland Institute
- [States Want More Tech and Career Training, But Lack Teachers](#), Seattle Times (repeat article from article earlier this year)
- [Some States Succeed in Improving Rural CTE](#), Cabinet Report
- [Career and Technical Education Faces Challenges in Rural America](#), Education Week

Strategies for Attracting Students to High-Quality CTE

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls.

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"> • Led a mini-communications workshop for the South Dakota of Education's Division of Career and Technical Education (Gary, SD) • Keynote to New York State CTE Technical Assistance Conference (Albany, NY) • Presented on Education Week's webinar on CTE at the Crossroads
EVENTS ATTENDED	<ul style="list-style-type: none"> • Career Clusters Task Force Meeting (Baltimore, MD) • Career Readiness Expert Workgroup Credentials of Value e-meeting • Women in Government Relations' Education Task Force Call • PostSec Data Collaborative Monthly Meeting • Committee for Education Funding (CEF) Briefing on Implications of Tax Reform on Education • Committee for Education Funding (CEF) Briefing on Budget Resolutions and Reconciliation • Committee for Education Funding (CEF) Briefing on Equity in Education • Two Committee for Education Funding (CEF) Meetings • Three Campaign to Invest in America's Workforce (CIAW) Meetings • Participated in the Advancing Equity Technical Assistance Working group
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • ACTE • Afterschool Alliance • AIR Center on Great Teachers and Leaders - partnered to plan workshops and working groups related to our December 2016 State of CTE report on industry experts • American School Counselors Association, focused on career development and advisement • Asia Society • Associated Equipment Distributors • Education Development Center • Leadership Conference on Human and Civil Rights • Linked Learning Alliance • National Science Foundation • RTI International • The School Superintendents Association • U.S. News World & Report • Workforce Data Quality Campaign - coordinated on the upcoming LMI Guide

Strategic Priority	Strategy Document	Activities	Status (04/17)	Status (09/17)	Color	Notes
Ensuring the adoption and implementation of high-quality state and federal CTE POLICY					GREEN	On track
	Member Engagement	See strategies for Professional Learning	n/a	n/a	ORANGE	At risk of going off track and/or in earliest stages
	Federal Policy & Advocacy	Implement an advocacy plan to ensure Advance CTE's federal policy priorities are reflected in federal legislation, regulation, and related policies.			YELLOW	Almost on track and/or significant work still needed
		Support the adoption and implementation of high-quality CTE policies at the federal and state levels in coordination with Advance CTE's state policy strategy.			GREEN	
	State Policy	Plan and execute a research agenda and create high-quality publications, frameworks and tools that promote adoption and implementation of high-quality CTE (in alignment with member needs and using <i>Putting Learner Success First</i> as a foundation).			GREEN	
		Coordinate with federal policy staff to ensure that both federal and state policy research agendas, publications and tools are aligned with each other.			GREEN	
	Communications	Position Advance CTE as the national voice on federal and state policy including telling the story of how Advance CTE supports and advocates for this work (promote/share best practices, disseminate relevant information to members and partners.)			GREEN	
	Shared Vision	Align organizational resources calendar with <i>Putting Learner Success First</i> and its principles.			GREEN	
		Align federal policy priorities and related documents with <i>Putting Learner Success First</i> and its principles.			YELLOW	
Empowering members through PROFESSIONAL LEARNING						
	Member Engagement	Create a personalized, year-round New State Director Program to ease the transition of new directors to augment their policy, content and leadership development knowledge and skills.			ORANGE	changed
		Offer high-quality in-person and virtual professional development offerings, including Fall and Spring meetings and webinars.			GREEN	
		Maintain an informative, useful web-based spaces for members (Members-Only portal and Members-Only Clearinghouse).			ORANGE	
		Clearly define what member benefits and resources are, and embed an explicit prompt in each planning and strategy document to articulate and differentiate the benefit to members, where appropriate.			YELLOW	
		Create a strategy to bolster resources available or developed for members only.			ORANGE	
	Federal Policy & Advocacy	Advance CTE's membership has timely and accurate access to information, resources and tools to help ensure our members can be effective and informed advocates, leaders and implementers of federal CTE policy.			GREEN	
	State Policy	Provide members with targeted support related to adopting and implementing state policies that promote high-quality CTE. (Perkins, ESSA).			YELLOW	

Strategic Priority	Strategy Document	Activities	Status (04/17)	Status (09/17)	GREEN	On track
		Leverage the New Skills for Youth work to create benefits for all members.				
	Communications	Maintain strong and effective two-way communications channels with members to ensure they are aware of Advance CTE's activities, resources and events and that Advance CTE is developing the research, tools and resources most needed by our members.				
		Lead and leverage a members' Communications Committee to ensure member engagement, support and utilization of Advance CTE communications resources.				
		Develop materials Advance CTE members can use in their work for case making, advocacy, as well as to build knowledge about CTE and career-readiness issues.				
		Support the utilization of the CTE: Learning that works for America campaign in all states through regular revisions of resources and direct technical assistance.				
		Develop communications materials on major Advance CTE deliverables to assist staff, members and public in communicating about Advance CTE and Advance CTE materials effectively.				
	Shared Vision	Launch vision committee to engage members around <i>Putting Learner Success First</i> , identify promising practices and identify high-need resources.		Completed in Spring		
		Embed <i>Putting Learner Success First</i> at Fall and Spring meetings.				
		Build member-focused tools, resources and (potentially) technical assistance to support implementation.				
Raising the visibility and PROMOTION of high-quality CTE						
	Member Engagement	Publish an annual report to highlight the accomplishments of Advance CTE and the Center to Advance CTE.				
		Recognize individual members through an annual awards program, including the existing Rising Star and Emeritus awards.				
	Federal Policy & Advocacy	Provide federal policy updates to key audiences (e.g., membership, Hill staff, etc.) through appropriate communication channels in coordination with Communications.				
		External-facing federal policy communications resources (e.g., fact sheets, Hill packets, etc.) reflect staff input, make relevant connections to state policy and major organizational initiatives, and leverage the knowledge/input of Advance CTE's membership.				
		Position Advance CTE as the "go-to" organization for stakeholders (advocacy, policy, etc.) accurate information and timely resources related to CTE.				
	State Policy	Monitor, synthesize and raise up content from the field, including state policies and partner research that promote the principles of <i>Putting Learner Success First</i> (e.g., Learning that Works Resource Center, state-specific materials, etc.).				
		Use organizational expertise and resources to target audiences new to CTE, in order to promote our vision of high-quality CTE for all learners. (Virtual Institute)				

Strategic Priority	Strategy Document	Activities	Status (04/17)	Status (09/17)	GREEN	On track
		Work with communications staff to strategically disseminate relevant information and resources.				
	Communications	Leverage the website, blog, social media tools and e-blasts to maximize the reach of informational and persuasive messaging tools to engage potential partners and key stakeholders.				
		Utilize CTE Month to lift up the CTE: Learning that Works for America campaign and campaign resources.		CTE Month in previous quarter		
		Conduct awards programs that raise up best practices and the visibility of high-quality CTE and CTE partners.				
		Build and maintain strong relationships with key members of the media.				
	Shared Vision	Develop a suite of materials for members and other interested leaders to use to communicate about and advocate for <i>Putting Learner Success First</i> .				
		Raise awareness about <i>Putting Learner Success First</i> through blogs, media engagement, presentations, annual report, webinars.				
		Recognize and lift up state and local implementation and support for <i>Putting Learner Success First</i> .				
		Support a sign on campaign, where leaders and supporters at all levels can show their support for <i>Putting Learner Success First</i> .				
Building and maintaining strong and effective PARTNERSHIPS that advance our vision and mission						
	Member Engagement	Create meaningful engagement opportunities for all members through focused member committees to gather input and feedback.				
		Encourage and support collaboration between K-12 and postsecondary leaders within and beyond our membership.				
	Federal Policy & Advocacy	Develop and leverage strategic alliances with stakeholders within and outside the CTE community to advance and amplify Advance CTE's federal policy recommendations and successfully further its policy objectives.				
	State Policy	Actively cultivate and sustain expanded partnerships with other state-facing organizations to foster awareness of and support for high-quality CTE.				
	Communications	Amplify our state and federal policy agenda and state policy work by leveraging partnerships, including advocacy groups, to promote and share the best practices and our policy positions.				
	Shared Vision	Deepen partnerships with <i>Putting Learner Success First</i> supporters and identify new ways to collaborate in support of key principles and actions.				
		Develop joint resources to support state/local implementation of <i>Putting Learner Success First</i> by various stakeholders.				
Developing internal PROCESSES and PROTOCOLS to ensure a strong and sustainable organization						
	Member Engagement	Update organizational SOP to articulate policies, processes and practices regarding membership, including professional learning activities such as the Fall and Spring meetings.				
		Implement a back-end database to manage all membership information.				

Strategic Priority	Strategy Document	Activities	Status (04/17)	Status (09/17)	GREEN	On track
		Create and implement a consistent process to ensure new Associate and Organizational members are integrated into the membership data and gain access to member benefits.				
		Collect and analyze data on member engagement to create a baseline and inform program improvement.				
		Systematize the collection and maintenance of member information.				
	Federal Policy & Advocacy					
		Comply with federal lobbying rules and regulations.				
		Develop and actively maintain a content management system for tracking federal policy and related information (e.g. research, legislation, policies, data, etc.)				
		Develop and consistently apply clear decision rules to determine when legislation/policies align to Advance CTE's federal policy priorities.				
		Advance CTE staff are aware of federal policy updates and know the key messages associated with them.				
	State Policy	Create internal processes for sharing information, resources and data.				
	Communications	Develop internal processes for tracking and maintaining communication materials and activities.				
		Develop processes for reinvigorating the CTE: Learning that works for America campaign and maintaining up-to-date lists of current campaign users and approvers.				
	Shared Vision	Document and disseminate progress of the states, partnering organizations and Advance CTE in the accomplishment of <i>Putting Learner Success First</i> .				
		Embed activities in support of <i>Putting Learner Success First</i> in our communications, member engagement, state policy and federal advocacy strategies.				
		Create a fundraising strategy and "wish list" with <i>Putting Learner Success First</i> as the anchor document.				
		Review and revise our organizational mission and vision to better align with <i>Putting Learner Success First</i> .				Delayed until strategic planning
		Fulfill state requests for hard copies of <i>Putting Learner Success First</i> .				

***Proposed Revisions to Advance CTE/The Center to Advance CTE Responsibilities
Submitted by Kate Kreamer, Deputy Executive Director***

In January 2017, the Advance CTE Board of Directors approved a new policy regarding liaisons for Career Technical Student Organizations (CTSOs). In August 2017, the Board approved an updated Board policy regarding the Nominations Committee and election process.

Both of these policies have implications for the *Commitments and Responsibilities of Advance CTE and The Center to Advance CTE Executive Committee* form, which is signed by officers of the organization, requiring a revision of that document.

Specifically, the proposed revisions are as follows:

- Update the description of the scope of the Nominations Committee to include the Board regional representatives and at-large State Director representatives (under the roles of the Past President);
- Update the roles of the Vice President to include serving on the Nominations Committee and to remove the requirement of serving as the liaison for SkillsUSA, which can now be filled by any Board member;
- Reassigned the ACTE liaison role for the Vice President.

Board action: ***Approve the revised *Commitments and Responsibilities of Advance CTE and The Center to Advance CTE Executive Committee****

**Commitments and Responsibilities of Advance CTE and The Center to Advance CTE
Executive Committee
*Approved on November 4, 2014***

The Advance CTE and The Center to Advance CTE elected officers – *President, Vice President, Past President, and Secretary/Treasurer* – serve as the volunteer management team or Executive Committee of Advance CTE and The Center to Advance CTE. It is to these positions that the utmost trust is given and to whom the Board, committees and staff look to for leadership and vision. Being an officer of Advance CTE and The Center to Advance CTE is a four-year responsibility beginning as Secretary/Treasurer, moving on to Vice President, President and finally Past President.

As individuals move through the four officer positions, the roles and duties change. What is consistent is that all officers are charged with being a leader and a visionary. Officers must look beyond the opportunities and challenges of today and instead guide and position these organizations to shape the future of Career Technical Education.

In addition to fulfilling all the responsibilities and expectations of Advance CTE and The Center to Advance CTE Board members, members of the Executive Committee are also expected to:

- Gain working knowledge of the organization’s programs, services and delivery models.
- Guide the Board of Directors in setting and approving Advance CTE and The Center to Advance CTE bi-annual strategic plan.
- Serve as a working member of at least one Board committee, taskforce, work group or project annually, as needed.
- Advocate for the organization, including serving as a spokesperson at federal, national and/or state conferences and meetings, as needed.
- Help address or mediate internal conflicts, including conflicts of interest.
- Actively participate in Executive Committee meetings, as well as Board meetings, Board planning retreat and annual meetings.
- Approve Executive Director’s expense reports quarterly.
- Conduct the Executive Director’s annual performance evaluation.
- Be a trusted partner and leader to the Advance CTE and The Center to Advance CTE staff, providing guidance when needed.
- Officers will be authorized signers to the investment and bank accounts.

President: According to the organizational bylaws, “The President shall be the chief executive officer of the Corporation and subject to the overall guidance and supervision of the Board of Directors, give active direction and control of the business and affairs of the Corporation.”

The President has four primary roles:

1. Serve as an officer of Advance CTE and The Center to Advance CTE.
2. Provide vision and guidance to the Advance CTE and The Center to Advance CTE Board of Directors and membership.
3. Serve as a partner and sounding board and provide guidance to the Advance CTE and The Center to Advance CTE staff.
4. Be a visible and official spokesperson for Advance CTE and The Center to Advance CTE.

Specific responsibilities include:

- Assure the status Advance CTE and The Center to Advance CTE's capacity is equal to the requirements of the strategic plan and goals.
- Advise on the agenda and topics of and actively participate in the Board and annual meeting agendas.
- Lead and facilitate Advance CTE and The Center to Advance CTE Board meetings to help ensure consensus is reached and staff have a clear direction forward for executing work.
- With the Executive Director, act as a spokesperson for Advance CTE and The Center to Advance CTE to the press, public, legislative bodies and related organizations.
- With the Executive Director, see that the Board of Directors is kept fully informed on the conditions and operations of Advance CTE and The Center to Advance CTE.
- Elect, monitor, appraise, advise, stimulate, support, reward and, if deemed necessary or desirable, change top management. Regularly discuss with the Executive Director matters that are of concern to the President or the Board.
- Manage and present Executive Director's employment contract to full Board of Directors for approval.

Immediate Past President: According to the organizational bylaws, "The Immediate Past President shall advise and consult with the President. The Immediate Past President shall perform such other duties as from time to time may be assigned by the President or the Board of Directors."

The Past President has four primary roles:

1. Serve as an officer of Advance CTE and The Center to Advance CTE.
2. Provide institutional knowledge to the officers and the Board and serve as a mentor to new Board members.
3. Cultivate leadership from within the Advance CTE membership.
4. Guide the Executive Committee in negotiations of salary and conduct the Executive Director's performance evaluation annually.

Specific responsibilities include:

- Chair the Nominations Committee to identify and approve the slate of candidates for vacant officer positions, regional representative and at-large State Director representatives.
- Mentor new Board members as needed.
- Provide guidance and advice to President.
- Assist staff with the development and implementation of a fundraising strategy for The Center to Advance CTE.

Vice President: According to the organizational bylaws, "In the absence of the President or in the event of his or her inability or refusal to act, the Vice President shall perform the duties of the President, and when so acting, shall have all the powers of and be subject to all the restrictions upon the President. The Vice President shall perform such other duties as from time to time may be assigned by the President or Board of Directors."

The Vice President has two primary roles:

1. Serve as an officer of Advance CTE and The Center to Advance CTE.

2. Learn and understand the intangible aspects of the position of President.

Specific Responsibilities include:

- Serve as a liaison to the ACTE Board of Directors.
- Serve on the Nominations Committee.
- Assist staff with the development and implementation of a fundraising strategy for The Center to Advance CTE.

Secretary/Treasurer: According to the organizational bylaws, “ In his or her capacity as *Treasurer*, the Secretary/Treasurer shall present reports on the finances of the Corporation at Board of Directors meetings; present the annual budget for approval by the Board of Directors; serve as Chair of the Finance Committee; ensure that the minutes of the meetings of the members and the Board of Directors in one or more books provided for that purpose; see that all notices are duly given in accordance with the provisions of these Bylaws or as required by law; and in general perform all the duties incident to the office of Secretary/Treasurer and such other duties as from time to time may be assigned to him or her by the President or by the Board of Directors.”

The Secretary/Treasurer has three primary roles:

1. Serve as an officer of Advance CTE and The Center to Advance CTE.
2. Have charge and custody of and be responsible for all funds and securities of both Advance CTE and The Center to Advance CTE.
3. Provide ongoing oversight of all aspects of the finances of both Advance CTE and The Center to Advance CTE.

Specific Responsibilities include:

- Chair the Advance CTE and The Center to Advance CTE Finance/Audit Committee:
 - Review and recommend approval of an annual operating budget.
 - Regularly review financial reports.
 - Ensure the maintenance of an appropriate capital structure.
 - Oversee the management of organization-wide financial assets.
- Present all financial reports to the Advance CTE and The Center to Advance CTE Boards of Directors and membership.
- Present minutes to the Advance CTE and The Center to Advance CTE Boards of Directors and membership.
- Review and approve and disbursements over \$10,000.
- Review and recommend for approval all changes and updates to the finance policy.
- Assist staff with the development and implementation of a fundraising strategy for The Center to Advance CTE.

I acknowledge and accept the commitments and responsibilities listed above:

Signature

Date

Fundraising & Development Update

Report submitted by Kate Kreamer, Deputy Executive Director & Kimberly Green, Executive Director

Over the past two years, Advance CTE/The Center to Advance CTE has successfully raised funds to support new and existing project work, staff time and member resources. Looking at the projected income for FY18, which only takes into account money already raised or committed, funds raised through foundations, contracts and partnerships account for about 42 percent of our income, while dues account for 33 percent.

Advance CTE/The Center to Advance CTE has continued to pursue fundraising and development opportunities, but is committed to only taking on projects aligned to *Putting Learner Success First: A Shared Vision for the Future of CTE*, our strategic plan, and our member priorities, as well as be sure we can manage the continued growth of our organization.

Starting in July, we began tracking our fundraising and development activities to capture within the organization's Shared Impact and Reach Dashboard. In total, Advance CTE staff:

- Maintained four active grants/contracts;
- Has been actively pursuing or developing four new proposals;
- Engaged in multiple or ongoing discussions with three funders; and
- Had initial conversations with five potential funders.

Ongoing Grants/Contracts:

- *New Skills for Youth*: Advance CTE's largest grant, New Skills for Youth is an initiative led by Advance CTE, CCSSO and Education Strategy Group with support from JPMorgan Chase & Co. Advance CTE's role is to serve as the project co-lead with CCSSO, bringing critical content knowledge and expertise to the initiative. Specifically, we help shape the overall direction of the initiative, provide on-demand technical assistance, and lead the development resources such as briefs on key issues, annual snapshots highlighting state progress, and implementation tools. Through this grant, Advance CTE has been able to develop a number of very high-profile reports, launch the Learning that Works Resource Center and grow our internal capacity by two staff members. This grant opportunity has also raised Advance CTE's profile nationally and in states. Over the course of four years, Advance CTE will receive approximately \$2.3 million.
- *Strategies for Attracting Students to High Quality CTE*: With support from Siemens Foundation, The Center to Advance CTE (The Center) had the opportunity to conduct focus groups and a national survey of parents and students to test effective messages in support of CTE/career readiness. We have used this research to help members and the CTE community more effectively recruit students into CTE programs and address ongoing perception challenges by developing tools and offering multiple in person and virtual sessions and trainings since Spring 2017. We are working with four states (Indiana, Maryland, New Jersey and Washington), which are receiving technical assistance and small grants to support and learn from innovative recruitment strategies. In the fall of 2017, The Center is updating a number of the CTE: Learning that Works for America® campaign resources based on the

new research and share lessons learned from the four grant-supported states. The grant, which runs from August 2016–November 2017, is for a total of \$305,000.

- *Potential Role of Secondary Career and Technical Education (CTE) Programs in Preparing Students for Apprenticeship Programs:* Advance CTE, in partnership with RTI International, Jobs for the Future, Vivayic and Quality Information Partners, is leading a project under contract with the U.S. Department of Education’s Office of Career, Adult, and Technical Education through an indefinite delivery/indefinite quantity (ID/IQ). The goal of this project is to develop technical assistance tools and resources for state and local leaders to improve the alignment between existing CTE and apprenticeships programs and support alignment where it does not yet exist. These tools and resources will be grounded in successful practices and lessons learned from the field through site visits. The final paper was released in May 2017, but the last set of deliverables and resources are still under review by the U.S. Department of Education. In total, Advance CTE will receive approximately \$124,000, largely for staff time, over October 2015-September 2017.

Ongoing Partnerships

- *STEM Learning and Research (STELAR) Center:* In 2015, The Center to Advance CTE was approached by Education Development Center, Inc. (EDC) to support an application for an NSF grant to create a STEM Learning and Research (STELAR) Center, a proposal that was accepted and is now underway. Our role is primarily to support and disseminate the work with the field – through activities such as webinars, info briefs, participating in meetings and providing opportunities for sessions on STELAR at Advance CTE meetings. To date, we have hosted a webinar on CTE and STEM and responded to some follow up questions from researchers in the field. In total, the amount is \$75,000 over three years.
- *Global Perspectives in CTE: Professional Development Modules:* Advance ACTE, in partnership with ACTE and the Asia Society, is part of a small grant that has been funded by the Project Management Institute Education Foundation. In fall 2017, Asia Society released the final resource – a toolkit for middle grade and early high school teachers to educate them on the need for their students to be globally competent and to lift up the global career opportunities that exist in CTE pathways. Over the course of two years, Advance CTE will receive approximately \$13,500 for its role in this project.

Looking Ahead

- *Siemens Foundation:* In late July, we submitted a proposal to Siemens for a two-year grant proposal, which will continue to focus on providing technical assistance to states but also build a set of tools and trainings targeted at activating and recruiting champions within the guidance and career development community. We are now in the process of refining the proposal. The Siemens Foundation Board will meet in the fall, which is when they approve new grants. In total, the new two-year grant would be for \$610,000.
- *Joyce Foundation:* We have been engaged in discussions with Joyce since last fall about potential partnership opportunities and have officially submitted a formal proposal in September 2017. The project would be a two-year initiative to use the *Program Approval Policy Benchmark Tool* with a cohort of three states to advance quality CTE programs at the

postsecondary level. This project would be a strong anchor for our postsecondary strategy, help us provide more technical assistance and support the development of postsecondary-focused research and resources. If approved, the project would begin in January 2018 and would be for \$250,000 over two years.

- *Bill & Melinda Gates Foundation:* We have had a number of discussions with John Fischer, laying groundwork for potential opportunities under a reauthorized Perkins. The Gates Foundation has been undertaking an extensive strategic planning and re-organization process, which we hope provides new opportunities for funding and collaboration. John is also serving on the Career Cluster Task Force.
- *National Science Foundation:* Over the summer, we considered submitting a proposal to the National Science Foundation for a contract to support and engage employers around our nationally tested messages and to additional tools to help strengthen their involvement and support of CTE and STEM. However, due to capacity challenges, we did not submit a proposal in early September, but were encouraged by NSF to apply for a \$300,000 “conference” grant, which can be submitted at any time.
- *Project Management Institute Education Foundation:* In June, we had a very productive call with the Project Management Institute Education Foundation (PMIEF) on the new State Director Leadership Program. They were interested in providing in-kind resources and training around portfolio management for any and all members. We have recently followed up to keep the discussion moving, but need to consider if it is the right fit given the direction that project has gone.

Completed Grants/Contracts

- *Department of Defense Education Activity (DoDEA) Support for CTE contract:* In September 2017, The Center began an 11-month contract with DoDEA to support their implementation of new CTE standards (which are the Common Career Technical Core) and help plan an overhaul of their CTE system and pathways. While the initial contract was for 20-in person meetings, we have offered a mix of meetings and background research to help craft an implementation strategy to support pathway completion across the multiple DoDEA schools. The contract was for \$133,500 but Advance CTE ended up invoicing for \$122,404.03 based on the deliverables.

Board action: **None**

Advance CTE Shared Impact & Reach Dashboard – Q1 Stocktake
Submitted by Kate Kreamer, Deputy Executive Director & Austin Estes, Policy Associate

The October joint Board meeting of Advance CTE/The Center to Advance CTE will include the first-ever “stocktake,” based on the organization’s new ***Shared Impact & Reach Dashboard***. Below is an overview of what this discussion will entail, how we got here as an organization and identifies some pre-work for Board members.

Objectives for the Advance CTE Dashboard Discussion (aka “stocktake”)

- Review Advance CTE’s self-identified ratings for the ten indicators in the Shared Impact & Reach Dashboard
- Examine evidence for each of the ten indicators
- Identify 2-3 discussion questions and conduct a meaningful, strategic conversation around each
- Determine next steps and identify priorities to improve Advance CTE’s impact and reach

What is a stocktake?

A stocktake is a reflective experience where staff and Board members examine evidence of the organization’s impact and reach to identify opportunities for growth. The conversation is not meant to be punitive. Rather, the focus should be on identifying blind spots and strategizing opportunities to increase our collective impact. Through this process, we aim to draw on the Board’s collective expertise and seek help strategizing the organization’s priorities.

It is also important to note that the dashboard, as well as the stocktake discussion, should be approached through the lens of *collective* impact. The indicators are meant to be shared and cross-organizational. We want to avoid having discussions about a specific strategy or a single staff member’s work.

How did we get here?

Advance CTE presented a dashboard template to the Board in May to gather input into which indicators should be included. Board members examined the ten proposed indicators and provided suggestions as to how the indicators should be measured and evaluated. After that meeting, the dashboard was revised and Advance CTE held its first internal stocktake in July. The aim of that conversation was to both reflect on our collective impact for the quarter and determine if the process and evidence made sense. A number of improvements were made following that internal meeting, primarily around the data definitions and collection processes.

In September, Advance CTE held its second internal stocktake, this time examining evidence for only the months of July and August (in order to send to the Board before the October meeting). During this meeting, staff created a PowerPoint to share with the Board that includes ratings and evidence for our ratings.

How to interpret the dashboard

There are ten indicators included in the dashboard, each examining different areas of Advance CTE’s work. The ten indicators are aligned with Advance CTE’s five strategic priorities: Policy,

Professional Learning, Promotion, Partnerships, and Processes and Protocols. Each indicator is scored based on a reflection of evidence, which is described in the table below.

What the scores mean:

Color scores are inherently subjective and are designed to reflect our best judgment of where we are on track and where we need to focus our attention. They are determined collectively through the internal stocktake process. We welcome input from the Board on whether or not these are the right color scores for each of the indicators.

- Green: On track
- Yellow: Almost on track, some concerns
- Orange: At risk of going off track, some course corrections needed
- Red: Off track, attention needed

Board pre-work for the organizational stocktake discussion

By Monday, October 9, please review the attached dashboard ratings and evidence and send Advance CTE any questions or items you would like to discuss during the stocktake.

Questions should be cross-organizational in scope and, if possible, touch different indicators in the dashboard. For example, “Updating Advance CTE’s Perkins recommendations” would be too narrow, but having a conversation around “How does Advance CTE define program quality?” is appropriately broad. We will not be able to lead a discussion around every submitted question.

Board members will have an opportunity to prioritize discussion questions during the October Board meeting.

Board action: **None**

Indicator	Description
Ensuring the adoption and implementation of high-quality state and federal CTE POLICY	
Advance CTE's Influence and Impact on Federal Policy	To influence the quality of federal CTE policy and ensure that new laws and regulations are aligned with board-approved recommendations and <i>Putting Learner Success First</i> , Advance CTE must maintain relationships with key influencers and ensure the organization is seen as the go-to expert for quality resources and information. This indicator measures the degree to which Advance CTE has impacted federal policy, determined by degree of alignment between federal policies and Advance CTE policy recommendations, member satisfaction with federal policy coverage and member engagement.
Advance CTE's Influence and Impact on the adoption and implementation of State Policy	Advance CTE aims to support states as they adopt and implement high-quality CTE policy aligned to <i>Putting Learner Success First</i> . This indicator uses survey data and our direct interactions with states to indicate the impact that Advance CTE has on high-quality policy in the states.
Empowering members through PROFESSIONAL LEARNING	
Impact and value of Advance CTE professional learning content	Advance CTE aims to empower members to advance <i>Putting Learner Success First</i> by developing professional learning opportunities that are relevant and actionable. This measure indicates the degree to which meeting and webinar participants are learning from and using Advance CTE professional development content, as measured by self-reported survey responses.
Member satisfaction with value of Advance CTE	The Advance CTE membership structure is designed to provide value through professional learning opportunities, resources and expertise, and access to a peer network. This indicator assesses the degree to which members are satisfied with the value of their Advance CTE membership, drawing on a range of metrics including meeting participation, research requests, diversity of state team members and self-reported survey data.
Raising the visibility and PROMOTION of high-quality CTE	
Advance CTE authority and leadership in the field	If Advance CTE staff are perceived as go-to experts, our sphere of influence is increased, we can attract the eye of influencers and funders, and we are better positioned to elevate a vision of high-quality CTE. This indicator is designed to reflect the degree to which Advance CTE is perceived as a leader in the field, determined by staff speaking engagements, leadership positions on partner Boards of Directors, fundraising success and participation on workgroups. It also includes media hits and press interactions.
Advance CTE's digital media reach	Our organization regularly shares research, resources, policy updates and case studies that reflect a vision of high-quality CTE. This indicator measures the reach of our brand and message by examining the number of visits to the Advance CTE website, the Learning that Works Resource Center and the blog. It also includes social media reach and newsletter open rates.
Visibility of high-quality CTE policies and programs	Advance CTE is dedicated to identifying and elevating examples of high-quality CTE in order to dismantle the stigma and influence the national dialogue. This measure indicates the visibility of high-quality CTE as determined by the reach of Excellence in Action award winners (measured by hits to EiA fact sheets, EiA blog posts and media hits), the number of sign ons to the <i>Putting Learner Success First</i> vision and the elevation of high-quality CTE policy and programs through Advance CTE publications, resources, webinars, etc.

Building and maintaining strong and effective PARTNERSHIPS that advance our vision and mission	
Value and strength of Advance CTE's relationships that advance the organization's work and vision	Maintaining strong partnerships expands Advance CTE's capacity to advance high-quality CTE aligned to <i>Putting Learner Success First</i> , but partnerships must be strategic and high-value to ensure their impact is maximized. This indicator measures the degree to which Advance CTE is strengthening and leveraging partnerships to support the adoption of high-quality state and federal CTE policy, empower members through professional learning, raise the visibility of high-quality CTE and promote the <i>Putting Learner Success First</i> vision.
Developing Internal PROCESSES and PROTOCOLS to ensure a strong and sustainable organization	
Alignment of Advance CTE's resources and priorities	If Advance CTE staff and resources are aligned with the organization's mission and priorities, we will make the most impact. This indicator measures the degree to which Advance CTE resources are used to advance the mission and vision, as measured by staff time sheets.
Financial health of Advance CTE	Diversifying funding and securing financial support through grants, contracts and other means enables Advance CTE to make a greater impact and sets the organization up for more sustainable, long-term success. This indicator measures Advance CTE's and The Center to Advance CTE's organizational health by examining earned income, earned income minus membership dues and the ratio of assets to current liabilities.



Advance CTE Shared Impact & Reach Dashboard Discussion

Q1 2017 Stocktake

The Dashboard is...

- A snapshot of Advance CTE's shared impact and reach within each of the five organizational priority areas (policy, professional learning, promotion, partnerships and processes/protocols)
- Based on evidence
- A mechanism to reflect Advance CTE's impact over time
- Designed to empower the Board with appropriate information to ask targeted, specific questions and give meaningful guidance

The Dashboard is NOT...

- A progress update on specific activities or strategies
- An evaluation of the performance of individual staff members
- Meant to trigger punitive action for individual staff members or the organization

Dashboard Process



- Evidence is collected and shared across staff quarterly
- Staff reflects on evidence and collectively determines color scores for each shared indicator
- Staff will hold internal stocktake's twice a year (in summer/winter)

Dashboard Process Cont.

- Dashboard is shared with Board twice a year in advance of the Spring/Fall Meeting
- During Board meeting, Board will ask questions and provide input on Advance CTE's shared impact in each of the five priority areas
- *Caveat: This process is still very new and will require continuous evaluation and improvements*

How to Read the Dashboard

- **Indicators** are aligned with the five organizational priorities
- Color **scores** are determined through internal stocktake process
- **Evidence** is included to provide rationale for color ratings

Green	On Track
Yellow	Almost on track, some concerns
Orange	At risk of going off track, some course corrections needed
Red	Off track, attention needed

Current overall status

**This quarter only includes July & August 2017*

Category

Advance CTE's Influence and Impact on Federal Policy

Advance CTE's Influence and Impact on the adoption and implementation of State Policy

Impact and value of Advance CTE professional learning content

Member satisfaction with value of Advance CTE

Advance CTE authority and leadership in the field

Advance CTE's digital media reach

Visibility of high-quality CTE policies and programs

Value and strength of Advance CTE's relationships that advance the organization's work and vision

Alignment of Advance CTE's resources and priorities

Financial health of Advance CTE

Current overall status

**This quarter only includes July & August 2017*

Category	Summary of Evidence
Advance CTE's Influence & Impact on Federal Policy	Staff have made concerted efforts around communications and engagement, leading to 30% open rates for leg updates, a new newsletter for Hill staff (with ACTE) and direct support to 7 states.
Advance CTE's Influence & Impact on the adoption and implementation of State Policy	Advance CTE provided technical assistance to nine states in July and August and resources/publications are well aligned with member needs (as surfaced by two-min roundup). It is still a challenge to measure how states are using resources to influence policy.
Impact and value of Advance CTE professional learning content	Professional development offerings were lighter during the summer months, though spring meeting participants had very positive feedback. There is an opportunity to strengthen our virtual offerings.
Member satisfaction with value of Advance CTE	Members are very satisfied with their membership, and many states are taking advantage of new membership structure (75% of states have 3+ individuals added to membership). Advance CTE is developing a strategy to better support our postsecondary members.
Advance CTE authority & leadership in the field	Advance CTE maintains a consistent and impressive presence in the national education and workforce space, regularly giving public ⁹⁰ presentations (10+ each quarter) and serving in 10+ advisory roles.

Current overall status

**This quarter only includes July & August 2017*

Category	Summary of Evidence
Advance CTE's digital media reach	Advance CTE's social media reach and engagement has continued on an impressive upward swing based on improved content, social media strategies, engagement of partners and overall interest in CTE and Advance CTE.
Visibility of high-quality CTE policies and programs	While we continue to promote best/promising practices and high-quality programs through Resource Center, publications, blogs and our awards program, we are still working on coherent strategy given we do not have a single/formal construct for 'high quality.'
Value and strength of Advance CTE's relationships that advance the organization's work and vision	We maintain over 50 "high-value and strong" partnerships. This quarter saw a particular increase in federal policy and promotion-based partners, around Perkins, CTE Virtual Institute and rural publications.
Alignment of Advance CTE's resources and priorities	The organization spends 99% of staff time on advancement of mission/vision.
Financial health of Advance CTE	The organization draws on a diversity of funding streams, with 89% of all income "earned" (through dues, grants, contracts, registration, etc.)

Possible Discussion Topics (Guidance)

- *Questions should be cross-organizational in scope and, if possible, touch different indicators in the dashboard.*
- *For example, “Updating Advance CTE’s Perkins recommendations” would be too narrow, but having a conversation around “How does Advance CTE define program quality?” is appropriately broad.*

Appendix: Evidence

Advance CTE's Influence and Impact on Federal Policy

Rating

- Staff have made concerted efforts to be more intentional about how we engage members, Congressional staff and partners around federal policy, with early positive results.
- Messaging has improved, as evidenced by 30% email open rate (far above the industry standard) on legislative updates and an improvement over past internal rates.
- Advance CTE also launched a new newsletter in partnership with ACTE targeting Hill staff.
- Seven states received direct federal policy technical assistance from Advance CTE in July/August and 20 states participated in advocacy efforts to help advance the organization's federal policy priorities.

Influence and Impact on the adoption and implementation of State Policy

Rating

- Advance CTE provided technical assistance to nine states in July and August (not including federal policy-focused TA). This is a new organizational priority and direction - and a new metric - and one we will continue to monitor to evaluate for its impact in the field.
- Resources/publications are well aligned with the challenges identified in two-min roundup (governance/interagency collaboration; data/accountability; CTE teacher certification/ development; CTE perception; and industry partnerships/WBL).
- It is still a challenge to measure how states are using resources to influence policy, though we have heard anecdotal evidence of states using Advance CTE research and resources to influence their own work.

Impact and value of Advance CTE professional learning content

Rating

- The spring meeting participants had positive feedback. Advance CTE members said they learned something new (an average of 3.66 on a 5-point scale) and are likely to use what they learned (an average of 3.71 on a 5-point scale).
- Professional development offerings were lighter during the summer months and only one webinar data was captured in July/August timeframe
 - Advance CTE hosted three webinars in July/August, but only one received enough feedback to include in the dashboard (with another one being limited to State Directors and ACTE state leadership).
 - This suggests Advance CTE may need a more intentional strategy about virtual professional learning opportunities not tied to resources/publications.

Member satisfaction with value of Advance CTE

Rating

- Members are very satisfied with their membership (including 97% of State Directors), and many states are taking advantage of new membership structure
 - 75% of states have 3 or more individuals added to membership.
 - 24% of states have already created “diverse” memberships by adding 3 or more members that are not part of the state director agency.
- State engagement (in terms of members reaching out to Advance CTE with a request or initiating questions over the listserv) is on target with the previous quarter, but has dropped from the first quarter of this calendar year.
- One area of focus moving forward is a more strategic and supportive engagement of our postsecondary members.

Advance CTE authority and leadership in the field

Rating

- Advance CTE maintains a consistent and impressive presence in the national education and workforce space
- In July/August, staff presented 10 times and visited six states
- Staff serve in at least 10 advisory roles.
- Staff engaged with members of the media 6 times (compared to 9 times during the previous full quarter)
- Advance CTE's fundraising/development activities also remain strong, with four active grants and four grant proposals underway in July/August

Advance CTE's digital media reach

Rating

- Advance CTE's social media reach and engagement has continued on an impressive upward swing based on improved content, social media strategies, engagement of partners and overall interest in CTE and Advance CTE.
- Even with the shortened reporting period, nearly all of the indicators are at least two-thirds of the previous (three-month) quarter, including web visits, Twitter impressions and Facebook reach.
- Our email open rates are staying consistently at 31-33% (well above industry standard).
- We gained over 500 twitter followers.
- One area for improvement is around blog traffic, as we are on track to have lower number of visits.

Visibility of high-quality CTE policies and programs

Rating

- This indicator has continued to evolve as Advance CTE evaluates what it truly means to raise the visibility of 'high-quality' programs and policies, given this is a thread in each and every resource and communication we produce but do not have a formal - and single - construct for what it means to be 'high quality.'
- As such, we are still working on a coherent strategy.
- We continue to promote best/promising practices and high-quality programs through Resource Center, publications, blogs and Excellence in Action program.
- For example, we highlighted 20 different state policies/practices through publications, the Resource Center and webinars in July/August.

Value and strength of Advance CTE's relationships that advance the organization's work and vision

Rating

- We maintain over 50 “high-value and strong” partnerships.
- This quarter, we saw a particular increase in federal policy (31 partners) and promotion-based partners (25 partners), around Perkins, CTE Virtual Institute and rural publications, largely due to proactive engagement from staff.
- The Career Cluster Task Force is engaging a mix of existing and new partners in a meaningful way.
- Postsecondary and equity-related organizations have been identified as target groups.

Alignment of Advance CTE's resources and priorities



Rating

- The organization spends 99% of staff time on advancement of mission/vision.

Financial health of Advance CTE



Rating

- The organization draws on a diversity of funding streams, with 89% of all income “earned” (through dues, grants, contracts, registration, etc.)
- In total, 37% of “earned” income comes from membership dues