

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

AGENDA

April 7, 2019

1 p.m. – 4 p.m.

Meeting Room: Hampton Ballroom

1. Welcome, Overview of Agenda
1 – 1:05 p.m. (5 minutes)
Bernadette Howard
President

2. Approval of Consent Agenda
1:06 – 1:11 p.m. (5 minutes)
.....*Pages 3-80*
Bernadette Howard
President

3. Approval of January 30, 2019 Minutes
1:12 – 1:15 p.m. (3 minutes)
.....*Pages 81-85*
Marcie Mack
Secretary/Treasurer

4. Advocacy Training
1:16 – 2:01 p.m. (45 minutes)
Kate Kreamer
Deputy Executive Director

5. Strategic Plan Update
2:02 – 2:15 p.m. (13 minutes)
.....*Pages 86-94*
Kimberly Green
Executive Director

Kate Kreamer
Deputy Executive Director

6. Responses to October 2018 Stocktake
2:16 – 2:26 p.m. (10 minutes)
.....*Pages 95-96*
Austin Estes
Senior Policy Associate

Break

7. Stocktake: Shared Impact Dashboard Discussion
2:40 – 3:55 p.m. (1 hour and 15 minutes)

Kate Kreamer
Deputy Executive Director

Austin Estes
Senior Policy Associate
.....*Pages 97-112*

8. Next Steps
3:56 – 4 p.m. (4 minutes)

Bernadette Howard
President

Equity Initiative Update – April 2019

Overview of Major Activities

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

Advance CTE has committed to promoting policies that lead not just to high quality CTE programs but to an equitable CTE system as well. This work began with the development and eventual approval from the Board of a [statement on equity in CTE](#), which guides staff and organizational approaches to this work. The statement is featured prominently on the Advance CTE website, and has been shared widely with staff and partners. Staff, using the statement as a framework for research, have also released three briefs on equity to date, focused on defining the challenge, using data effectively, and messaging and building trust on equity issues.

2. Empower members through professional learning

Advance CTE convened a “kitchen cabinet” on equity in CTE, comprised of 14 state members chosen from an applicant pool of over two dozen members. The kitchen cabinet supports the equity initiative by providing resources, examples and consultation on research and resources being developed, and represents secondary and postsecondary viewpoints. Over the past six months, kitchen cabinet members have served as resources for reports, have shared insights and research with each other, and several members will be serving as facilitators for a series of breakouts on equity during the 2019 Spring Meeting. The kitchen cabinet members are:

- Nick Moore, Alabama
- Fred Villa, Alaska
- Sonja Wright-McMurray, Arkansas
- Lauren Jones, Colorado
- Lisa Stoner, Delaware
- Whitney Thompson, Illinois
- Danielle Despins, Maine
- Dennis Harden, Missouri
- Katie Graham, Nebraska
- Jeffry Beard, New Hampshire
- Shannon Baker, North Carolina
- Quentin Sanders, Oklahoma
- Laura Foley, Oregon
- Kathy Goebel, Washington

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

Staff work strategically to promote the briefs published so far under this initiative. Advance CTE has also worked to raise its visibility as an organization in this content area, with staff representing the organization at numerous equity-focused workshops and presentations. Staff have also presented on the work of the initiative at conferences hosted by ACTE, National Urban League and the South Carolina Technical College System. Going forward, staff are developing a dissemination plan for sharing the work of the equity initiative beyond just reports and including presentations and other connections.

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

Advance CTE has invested in new partnerships related to the equity initiative. In particular, staff have built up a relationship with the Council of State Governments (CSG) focused on juvenile justice populations. Staff provided input to a survey that CSG sent to all state juvenile justice administrators on CTE and workforce development within institutions, and reviewed the survey's conclusions. In July 2018, Advance CTE launched an equity committee of 20 national organizations to partner around the initiative. The committee has provided valuable input and feedback on the equity briefs and has begun to identify opportunities for further partnership. The committee meets virtually every other month, where partners share updates on their work and provide insights and thought partnership around new research. Advance CTE has shared and received feedback on new publications, and committee members have also seen presentations on New America's work under the PAYA initiative, ACTE's involvement in the new CTE Research Network, and the Council of State Government's forthcoming report on juvenile justice and CTE. Committee members are:

- Francesca Carpenter and Meredith Hatch, Achieving the Dream
- Steve DeWitt, ACTE
- Heather Singmaster, Asia Society
- Josh Wyner, Aspen Institute
- Betsy Brand, AYPF
- Najmah Ahmad, CCSSO
- Kisha Bird, CLASP
- Nina Saloman and Jacob Agus-Kleinman, Council of State Governments
- Johan Uvin, IEL
- Nancy Hoffman, JFF
- Sarah Steinberg, JPMorgan Chase
- Ben Williams, NAPE
- Kermit Kaleba, National Skills Coalition
- Adenike Huggins and Jazmyne Owens, National Urban League
- Adaku Onyeka-Crawford, National Women's Law Center
- Lindsay Kubatzky, National Center on Learning Disabilities
- Elena Silva, New America
- Martin Simon, NGA
- Dale Winkler, SREB
- Rosanne White, TSA

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

To ensure that equity, paired with quality, continues to be at the forefront of Advance CTE's work with state leaders, the organization has instituted several strategies. One is the aforementioned [Statement on Equity in CTE](#), which drives the strategic direction of the organization in much the same way as Putting Learner Success First. Additionally, staff will be

participating later this spring in two equity and diversity trainings, which will focus not just on internal equity and diversity, but on how to approach work in states with an equity lens.

Major Accomplishments (October 2018-March 2019)

- Publication of three reports in the *Making Good on the Promise* series:
 - [*Understanding the CTE Equity Challenge*](#)
 - [*Examining Access and Achievement Gaps*](#)
 - [*Building Trust to Promote Equity in CTE*](#)
- Strengthened relationships with numerous organizations focused on these issues, in particular National Urban League, CLASP, Council of State Governments and Achieving the Dream, among others

Challenges

While Advance CTE has been encouraged by the level of partner participation and engagement during the bi-monthly committee calls, it has been challenging to gain commitment from partners to join in the creation of resources. All organizations have their own workloads and priorities, as well as funding sources, so this is a challenge that was anticipated. Advance CTE has focused on engaging partners in smaller, but still impactful, requests, such as signing onto letters, providing input on briefs, and presenting at various conferences and events.

Priorities for Next Six Months (April-September 2019)

- Release up to two additional briefs on equity topics
- Lifting up the statement on equity in CTE in the organization's work through presentations and other means of dissemination
- Continue to engage the national partner committee on equity in CTE, utilizing these relationships to build content expertise and expand Advance CTE's presence in this space through strengthened partnerships
- Continue to engage the member kitchen cabinet, utilizing their input on research and leveraging them to assist in dissemination strategies.
- Produce a resource, through the Gates Foundation grant, highlighting Advance CTE's work on equity
- Promote equity as a pillar of organization-wide work, particularly technical assistance related to Perkins V planning
- Complete two staff equity trainings

Federal Policy Strategy Update – April 2019

Overview of Major Activities

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

Over the course of the last six months, Advance CTE has made considerable progress in this area. With the passage of Perkins V and the release of official guidance from the U.S. Department of Education's Office of Career, Technical and Adult Education (OCTAE), Advance CTE has provided comments reflecting the needs and concerns of our membership on four items: the Perkins V Draft State Plan Guide, the Perkins V Draft State Plan Guide revised based on public comment, the Consolidated Annual Report Guide, and the guidance recommending that all Perkins data collection occur through the ED Facts Submission System. At the time of this writing, we know that the Perkins V Draft State Plan Guide revised based on public comment included most of our recommendations, resulting in a less burdensome and more reasonable transition plan for states. In addition, our comments on the state survey regarding the Student Support and Academic Enrichment Grants authorized under Title IV-A of the Every Student Succeeds Act (ESSA) resulted in the inclusion of CTE as part of the survey; which will allow the U.S. Department of Education to better understand how these funds are being spent and if they are being leveraged for CTE.

In regard to the upcoming reauthorization of the Higher Education Act (HEA), Advance CTE has been supportive of proposals that will ensure that the reauthorization better reflects the CTE landscape. Importantly, four of these proposals have been reintroduced: the Making Education Affordable and Accessible Act, which would expand access to high-quality dual-enrollment programs, the Preparing and Retaining Education Professionals Act (PREP Act), which would allow the teacher preparation provisions of HEA to apply to CTE, and the Jumpstart Our Businesses by Supporting Students Act (JOBS Act), which would allow Pell grants to support short-term programs, were re-introduced in the 116th Congress, and the College Transparency Act, which would allow for program level data on postsecondary programs to become available, among other key provisions. This is promising progress, as there is a greater likelihood that these bills will be folded into the full reauthorization.

2. Empower members through professional learning

Advance CTE has continued to focus on ensuring members have the supports they need to understand Perkins V and embark on the planning process to implement it; the main activity in the fall that supported these efforts were the four regional meetings. Nearly every state and territory sent a team to these meetings. Advance CTE developed numerous [planning and implementation resources](#) that were used during the meetings and after, as states engaged in their Perkins V planning processes. We have also continued to maintain an online discussion forum for State CTE Directors in the Moodle online platform (which allows for users to access Perkins V resources, respond to discussion questions and ask questions of Advance CTE and other State CTE Directors). As members continue to dig into the provisions in Perkins V and begin four-year state plan development, we will continue to provide on-demand technical assistance to states. In addition, we have also introduced a new bi-monthly [blog](#) and email series that connects our resources to Perkins V in a reader-friendly format.

In addition, our members have had the opportunity to join an HEA kitchen cabinet, a key opportunity for professional learning related to policy and advocacy. Members of the cabinet have had one formal call that was productive and helped Advance CTE staff clarify our policy recommendations. In addition, a smaller group had a meaningful discussion around teacher quality partnership grants that helped inform Advance CTE's response to a request from a congressional office.

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

Advance CTE continues to be called upon to speak about CTE in front of a variety of audiences, key opportunities to raise the visibility and promotion of high-quality CTE. Advance CTE presented during a Congressional CTE Caucus event in February, "CTE 101, and will speak at an event in April on area CTE centers. Beyond presenting to congressional staff, Advance CTE continues to be asked to speak on webinars and during conferences with our partners at the National Governors Association, the Afterschool Alliance, Asia Society, MBA Research, the U.S. Chamber of Commerce Foundation's Business Leads Fellows and more. During these presentations, we are able to lift up our Excellence in Action award winners and highlight our campaign to double the investment in CTE. The campaign to double the investment in CTE has also led to more opportunities for employers to promote high-quality CTE on social media, through the double the investment blog series and through their own membership communications.

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

Advance CTE has continued to provide information to numerous groups and coalitions about Perkins V and the federal investment in CTE. Advance CTE is regularly contact by employers, education groups, and others who have heard about Perkins reauthorization and are interested in being engaged in CTE – a testament to our leadership in the field. In January, Advance CTE joined the Title IV-A coalition, a group committed to securing strong funding for the Student Support and Academic Enrichment grants authorized by the Every Student Succeeds Act (ESSA). We also strengthened our commitment to the Committee for Education Funding (CEF), the largest and oldest coalition dedicated to increasing the federal investment in education across the continuum of early education, K-12, postsecondary and adult education, as Kathryn Zekus was elected to CEF's Board of Directors in December. In addition, our partnerships with Congress have remained strong and congressional staff continue to see Advance CTE as a key resource on CTE-related policy issues. Through our work on the Perkins V regional meetings, Advance CTE strengthened its partnerships with ACTE, the American Association of Community College (AACC), and the National Alliance for Partnerships in Equity (NAPE). Our coordination with OCTAE on the Perkins V regional meetings also contributed to a strong working relationship with the Division of Academic and Technical Education. In addition, we have in contact by key officials at the Domestic Policy Council and continue to make sure the Administration is aware of our policy priorities.

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

Advance CTE has finalized its federal policy strategy, which was designed to foster increased coordination and collaboration around our four key policy areas: Perkins, the Higher Education Act (HEA), the Every Student Succeeds Act (ESSA) and the Workforce Innovation and Opportunity Act (WIOA). A key component of the new strategy is protocols to ensure that these policy areas are covered in our regular communications with our members and that appropriate federal policy resources are developed in a timely manner. Our initial strategy meetings have helped staff identify areas for partnership and more intentionality to our approach to each policy area. Advance CTE has also maintained a system to track engagement with the Administration and with congressional staff to more accurately capture our impact and reach with these key partners.

Major Accomplishments (September 2018 – April 2019)

- Advance CTE has released useful Perkins V resources, including customizable tools, an online discussion forum, and a lunch and learn series, all of which were helpful to our members and the public and have positioned Advance CTE as a leader in the field.
- Maintained strong relationships with key Senate Health, Education, Labor and Pensions (HELP) and House Education and the Workforce committee staff on both sides of the aisle as we transition to a focus on HEA reauthorization.
- Three key HEA priorities have been reintroduced in the 116th Congress, increasing the likelihood that these proposals can be part of HEA reauthorization.
- Perkins V Draft State Plan Guide revised based on public comment included most of our recommendations, resulting in a less burdensome and more reasonable transition plan for states
- Advance CTE staff presented at two House CTE Caucus events, a “CTE 101” briefing and a session on area CTE centers.
- Hosted four successful regional meetings for members to begin planning for the implementation of Perkins V that were highly rated as both informative and useful.
- Launched a campaign to double the federal investment in CTE.

Challenges

- Ensuring every state is fully engaged in the Double the Investment campaign.
- Given the volume of interest from partners, ensuring Advance CTE has a thoughtful strategy and enough capacity to meet requests to partner on presentations, webinars and resources.

Update on Identified Priorities for (October 2018 – March 2019)

- **Successfully launch a campaign to double the federal investment in CTE:** Despite a slight delay, the campaign launched during CTE month, before the release of the President’s FY2020 budget proposal, and garnered early support from key education groups.

- **Host four regional meetings to support state teams in planning for Perkins V implementation:** All four regional meetings were well-attended and received positive feedback overall, providing states with the time and resources needed to begin successful implementation of Perkins V.
- **Develop and begin implementation of a strategy for providing technical assistance to states related to Perkins V state plans:** The strategy for providing technical assistance to states related to Perkins V state plans has been developed and we have begun to implement it. Plans to host shared success working groups on key issues have been executed, with the first already underway and work to begin planning for the next set of regional meetings has begun.
- **Actively implement the new federal advocacy plan with measurable goals and results for Perkins V implementation, Double the Investment, ESSA implementation, WIOA implementation and planning for reauthorization and HEA reauthorization:** Implementation of the federal policy strategy has begun and has resulted in better coordination across these policy areas and ideas for new resources and approaches to the work have been surfaced.
- **Develop and effectively implement a transition plan to ensure strong connections with the 116th Congress:** Meetings with new members of Congress on the Education committees have begun and connections will continue to be made. It takes offices time to hire staff to handle their education portfolios and as result, the timing now conflicts with the need to hold meetings with congressional appropriators.

Priorities for Next Six Months (April 2019 – September 2019)

- Secure at least 10,000 signatures by the end of April 2019 on the campaign to Double the Investment in CTE
- Garner support among members of Congress for a strong federal investment in CTE for FY2020
- Continue to provide support for states on Perkins V implementation
- Determine how to best support states in their effort to better collaborate with ESSA, including activity to ensure funding available for CTE is coordinated
- Prepare to develop WIOA recommendations, post blogs on WIOA implementation and include WIOA tools in the Resource Center
- Work with Congress to secure Advance CTE's priorities for HEA reauthorization
- Provide clear communication to members and the public about where to find Perkins V implementation resources on the Advance CTE website

Relevant Data

- Our bi-monthly e-newsletter series to connect Advance CTE's resources to Perkins V has an average 40.5% open rate, one of the highest open rates for our newsletters and more than double the industry average.

- The average open rate for the Legislative Update email series remains high, at 34.5% across the time period from October 2018 to March 2019. This is much higher than the industry average and higher than some of the other time periods in the last two years, which have usually hovered around 30%.
- The resolution to recognize CTE Month in Senate was passed by the Senate and was co-sponsored by 50 Senators across both parties and a similar resolution in the House was co-sponsored by 46 Representatives across both parties.
- Engaged with 40+ congressional offices through attendance at events, on phone calls, via in-person meetings and by email between October and March.
- From October to February, Advance CTE provided federal policy-related technical assistance to 25 different states.
- Advance CTE has actively engaged with 34 federal policy partners between October and March.
- Over three quarters of all State CTE directors have engaged in the State CTE Directors Perkins V online forum since its launch in September 2018.

Member Engagement Strategy Update – April 2019

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

Bi-Annual Meetings: Advance CTE’s bi-annual meetings remain the cornerstone of our professional learning offerings. We have seen continued growth and interest in our conference attendance and sponsorship, and are always looking for new ways to enhance the attendee experience.

New State CTE Director Leadership Program: Advance CTE is committed to ensuring its newest leaders have the support they need to be successful. Now in its second year, the New State CTE Director Leadership Program provides each participant with a mentor, and uses a cohort model to host two in-person meetings and monthly virtual check-ins. Throughout the yearlong program, participants work through a slate of modules that help them analyze the health and effectiveness of their state CTE systems.

Virtual Learning Strategy: Advance CTE uses a blend of webinars, online communities and regular phone calls to help members deepen their professional learning in between our bi-annual, in-person meetings. Staff are developing a comprehensive strategy to strengthen our virtual learning offerings (see full report for more details).

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

Member awards: Annually, Advance CTE runs a member-facing awards program for distinguished leaders and rising stars. This program was recently overhauled to be more effective and expand its eligibility and to fully align to our Equity Initiative.

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

Using our philosophy that membership is everyone’s responsibility, we have successfully been able to turn one-off meetings with interested organizations into future meeting sponsorships, organizational memberships and other tangible benefits for Advance CTE. We also look to connect our members to internal initiatives and external partners as a strategy for raising our organization’s profile.

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

Membership Growth and Retention: Though we do not identify a membership growth target, Advance CTE’s name and reputation for quality continues to help attract members. Our focus,

rather is retention and ensuring all new members are aware of the full range of member benefits. To do this, all members receive an engagement touch immediately through our monthlong welcome email series, and we are increasingly providing opportunities for members to engage in our work through topic-specific Kitchen Cabinets.

Internal Processes for Membership: It is important that we attend to the infrastructure that undergirds our membership. We are always working to refine our systems and processes for membership. In our commitment to continuous improvement, we conduct annual surveys about member satisfaction and utility of Advance CTE resources and conduct an audit of our membership systems each year.

Major Accomplishments (October 2018 – March 2019)

Membership Growth: As of February 2019, our membership has grown to 609 members. As shown in the chart below, membership has consistently grown since 2014. In 2018, Advance CTE saw a 39 percent increase in membership, which is higher than the 2017 increase that reflects when our membership structure changed. Additionally, in 2018, we gained our largest number ever of member states with 56. While Perkins V’s passage has helped to bring states back to Advance CTE’s orbit, our staff have been ready to turn disengaged states into fully-paying members.

In-person Meetings: Over the past few years, Advance CTE has worked to create sustainable processes to make our meeting preparation as efficient as possible. After hosting five meetings in two months, we can officially say these processes have been battle-tested, and in fact the success of these meetings was due in part to the transferability and adaptability of these processes.

Final Participation Data

- Overall: 47 states, 3 territories and the District of Columbia
- Oct. 28-31: Atlanta, Georgia (13 states, 116 participants)
- Nov. 5-7: Phoenix, Arizona (10 states, 77 participants)
- Nov. 15-17: Minneapolis, Minnesota (13 states, 105 participants)
- Dec. 5-7: Baltimore, Maryland (15 states, 104 participants)

Additionally, our Fall Meeting was our largest to date for attendance and sponsorship. Attendance topped out at 225, which was 150 percent of our target, and sponsorship was \$60,500, which was 202 percent of our target. Similarly, our Spring Meeting is on track to be our largest to date as well with attendance at 266 and sponsorship at \$112,750, which is 182 percent of our target.

New State CTE Director Leadership Program: Now in its second year, this program continues to support an ever-growing number of new State CTE Directors. This year’s cohort provides support to 18 new leaders, and has added new leaders from Wyoming, New York, Puerto Rico and Montana since this last update. The monthly calls and regular support from cohort coach, Marie Barry, are helpful touches that help these new leaders as they get settled into their new roles.

Virtual Learning Strategy: In the fall, Advance CTE launched its Moodle platform as a way to create an online community for State Directors to ask their most pressing Perkins V questions. Since then, staff have evolved this forum to include any issue State Directors may have, with the hopes of phasing out usage of the State Director listserv as the primary place for posing questions to their peers. Additionally, staff have launched a pilot monthly call series called, “Fourth Fridays,” which will be a space made for and driven by State Directors. Each call will be hosted by a state and supported by Advance CTE staff. The first call took place in February, and was hosted by Hawai’i with about 30 State Directors dialing in to participate.

Membership Systems: We are always working to refine our systems and processes for membership. This is now the second full year for the expanded state membership structure, and the systems that we built to manage membership transitions have proved strong and easy for State Directors to use. We are far ahead of our 2018 benchmarks for state membership renewals. This is an indication that the systems we have built are working and effective.

Member Services Survey: Staff conducted the annual Advance CTE Member Services Survey. This year’s survey polled members about their awareness and utility of our policy and communications resources as well as our new initiatives such as equity and postsecondary CTE. We concluded the survey with our traditional question asking a series of service-related statements regarding satisfaction with their membership.

Overall, the results were favorable across the board with members rating our resources as relevant and showing a decent amount of awareness. Consistent with past years, the State Director membership showed a much higher awareness and utility of resources as compared to the other membership types. However the Associate, State and Non-state members had rates consistent with or slightly higher than in past years. Among our resources surveyed, Advance CTE’s growing communications resources had a dramatically higher rate of awareness and usage across the board. This is evidence that the multi-year investment from the Siemens Foundation has proven fruitful for the community as more CTE leaders use our tested messages to improve their marketing of CTE programs.

Most notable among the results – and concerning for staff – was the dip in satisfaction among our Associate, State members. This membership type largely consists of state members from state CTE offices and counterpart state agencies in workforce development, postsecondary, and economic development. This challenge is described in further detail in the challenges section below.

Challenges

Balancing State Director Needs vs. Expanding Access to State Members:

As noted above, Advance CTE faces a perennial tension to balance the needs of State Directors and expanding access to State Members. Simply put, there are two challenges at play – internal capacity and prioritization. In response to State Directors’ requests, staff have initiated the Fourth Fridays calls and created the online forum space, Moodle. We also have the leadership development program for new State Directors. However, State Members don’t receive nearly the

access or attention. There are two options: to open up access to these spaces to non-State Directors, which we know is not desired, or to scale these opportunities and creating similar such spaces dedicated to State Members. To scale these opportunities would be very difficult with our current capacity. That said, staff are planning to create and test community forums for State Members beginning in July. This will help us better diagnose who much day-to-day management is required of these forums in order to adhere to community guidelines.

Annual Audit of Membership Systems: In Summer 2018, Advance CTE hired a new staff person who would be able to assist with administrative and membership needs. This was intended to help free up capacity for existing staff. Due to the passage of Perkins V and the related regional meetings, staff made the decision to delay the audit of our membership systems to free up additional capacity. Instead, the audit was completed in Spring 2019. The results of the audit have been completed and will be provided as an addendum.

The state dues renewal period is now open and we are far ahead of last year's rate of state membership renewals. This is an indication that State Directors are becoming more comfortable with our process and that our process is effective. Given our 2018 challenges with our internal membership management, staff are recommitting to an effective, smooth turnover process for 2019.

Update on Identified Priorities for (April – September 2018)

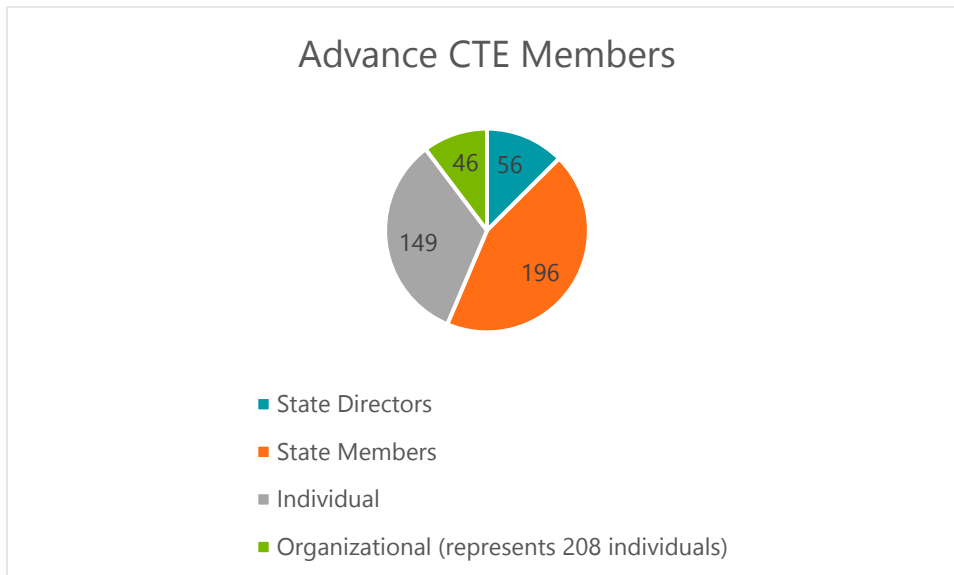
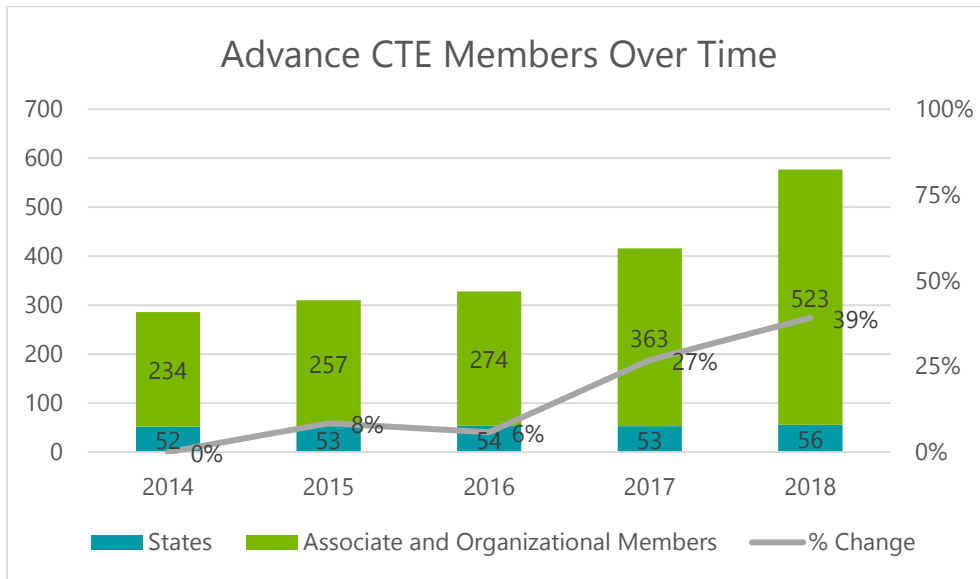
- 2018-19 New State Director Leadership Program
 - Update: This year's cohort is our largest yet. Engagement is strong among the cohort. This year, we added former State Director Marie Barry as a coach for the cohort, and having her guidance at the in-person meetings and monthly check-in calls has been very fruitful.
- Perkins V Regional Implementation Meetings
 - These meetings were a great success and very well-attended. Surveys of the meetings showed great interest in holding similar meetings in 2019. Thanks to funding from the Gates Foundation, Advance CTE will be holding similar meetings in August, September and October of 2019.
- 2019 Spring Meeting
 - Attendance and sponsorship targets have been surpassed and a strong agenda has been developed. This year's meeting is set to be a success.
- Expansion of online forums for all members
 - This has developed into a comprehensive virtual professional learning strategy. Scaling the online forums to all members has shifted slightly and been delayed until July 2019.

Priorities for Next Six Months (April 2019 – September 2019)

- Technical Assistance to States through the Perkins V Implementation Initiative
- Successful dues renewal cycle with increased retention
- Launch of Virtual Professional Learning Strategy
- Planning of 2019 Regional Perkins V Implementation Meetings
- Launch of 2019-20 cohort of New State Director Leadership Program

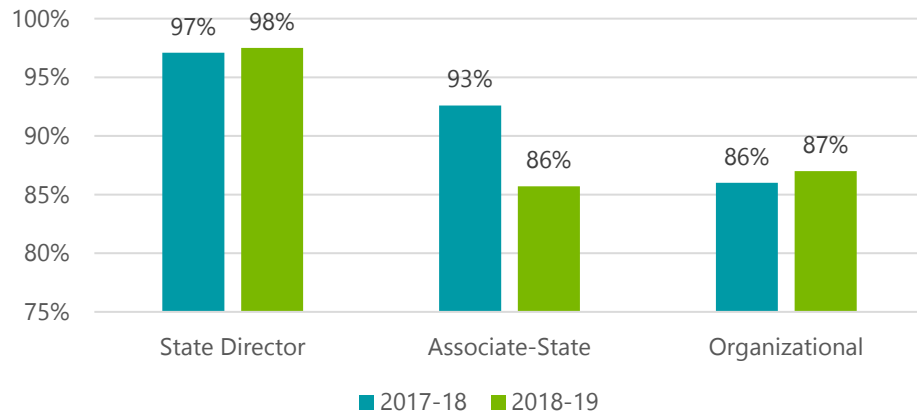
Relevant Data

Membership Growth



Member Services Survey:

"Very Satisfied" or "Satisfied" with Advance CTE Membership



Partnership to Advance Youth Apprenticeship Update

Report Submitted by Meredith Hills, Policy Associate

In October of 2018 Advance CTE expanded its commitment to youth apprenticeship programs by joining the Partnership to Advance Youth Apprenticeship Initiative (PAYA). Led by New America, PAYA partners also include CareerWise Colorado, Charleston Regional Youth Apprenticeships, Education Strategy Group, JFF, the National Alliance for Partnerships in Equity, the National Fund for Workforce Solutions, the National Governors Association. PAYA partners will be working together over the next two years to explore the ways youth apprenticeship can be reinvented to better meet the needs of learners and employers. PAYA is able to carry out this work with the support of the Annie E. Casey Foundation, the Ballmer Group, Bloomberg Philanthropies, the Joyce Foundation, JP Morgan Chase & Co. and the Siemens Foundation.

The application for the PAYA Grant Initiative received over 200 responses. The PAYA Grant Initiative will award four to eight grants (up to approximately \$200,000 each) to support partnerships working together to build high-quality youth apprenticeships to meet local economic need. Grantees will also receive technical assistance from the PAYA National Partners and will engage as a cohort in cross-site learning activities.

Since October, Advance CTE has been an active participant of PAYA to ensure that the role of CTE is represented. In December, Advance CTE wrote a blog, posted on the New America website and Advance CTE website, about incorporating youth apprenticeships in CTE pathways. This blog highlighted examples from Kentucky and Maryland, and linked to additional Advance CTE resources. In March, Advance CTE staff joined the PAYA National Meeting in Charleston, South Carolina and led a well-attended session on “Seeing Connections in PAYA & Perkins.”

Advance CTE will write a report for PAYA, to be published in the fall of 2019. The report will explore the State of CTE Survey questions that looked into how states are defining, collecting data on and implementing work-based learning, including youth apprenticeship programs. In addition, the Every Student Succeeds Act (ESSA) provides states with the opportunity to collect data on and improve apprenticeships through the “school quality or student success” indicator, which can include measures of college and career readiness such as apprenticeship participation and completion. However, only four states have taken advantage of this and included apprenticeship in their ESSA accountability, with another eight states including work-based learning more broadly. This report for PAYA would explore the data collected from the State of CTE survey, augmented by interviews, to understand trends and differences between states, as well as highlight state examples that utilize ESSA as a lever to improve apprenticeship data and programs.

Board Action Required: No action required.

Postsecondary Strategy Update – April 2019

Overview of Major Activities

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

Advance CTE focuses on postsecondary CTE through federal and state policy work. At the federal level, Advance CTE has been preparing for reauthorization of the Higher Education Act (HEA), and going forward will monitor legislative movement and engage in related lobbying efforts. In state policy, Advance CTE has prioritized sharing postsecondary stories and strategies in research and publications. A \$250,000 grant from the Joyce Foundation has allowed Advance CTE to work directly with two postsecondary state offices to examine and improve program approval and review policies, as well as create a new resource on credit for prior learning.

2. Empower members through professional learning

Advance CTE will better serve its postsecondary members through more deliberate postsecondary-focused professional development. Staff have worked to ensure that the Perkins V Regional Meetings and Advance CTE Spring Meeting feature postsecondary content and examples. In addition, Advance CTE Staff will continue to include postsecondary content in professional development opportunities, including blog posts, webinars and meeting sessions, and will work on creating deliberate and enduring spaces for postsecondary members to interact with each other, such as Moodle and the HEA Kitchen Cabinet.

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

Advance CTE will continue to work to raise the visibility of high-quality postsecondary CTE through regular postsecondary blog posts and postsecondary-focused resources, such as an upcoming brief and webinar on credit for prior learning policies. Advance CTE has also planned for widespread dissemination of this report through targeted outreach to longstanding and new partners. Staff will also promote promising practices and work from other postsecondary organizations through blog posts and the Learning that Works Resource Center. The Joyce Foundation's support has allowed for two policy benchmark tools, one that is published on program of study approval and one being developed on dual enrollment articulation and transfer. The completed tool, and the two postsecondary state offices utilizing this tool through Joyce support, were elevated at the Advance CTE's 2018 Fall and 2019 Spring Meetings.

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

Advance CTE is continuing to establish new partnerships and grow existing ones in the postsecondary space through targeted outreach and regular participation in events and roundtable conversations hosted by organizations such as the Urban Institute, National Governors Association and the National Association of Workforce Boards. Advance CTE joined the Level Up Coalition, a group of state and national partners preparing learners for a successful transition to postsecondary education and training programs. Additionally, work with the Joyce Foundation has expanded to include the development of new resources, including a report on credit for prior learning and a policy benchmark tool on dual enrollment articulation and transfer. Work with the National Skills Coalition has also expanded to include the development of a new resource on [“Coordinating Across Perkins V and the Workforce Innovation and Opportunity Act.”](#) Advance CTE has also built a partnership with the College Board that resulted in two new joint resources

on the intersection between CTE and the College Level Examination Program and Advanced Placement assessments. Advance CTE engaged with groups such as Young Invincibles and the Leadership Conference on Civil and Human Rights to learn about different areas of organizational perspective and opportunities for collaboration.

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

In order to continue to grow in the postsecondary content space, Advance CTE staff must have a thorough understanding of the content and the ways in which K-12 and postsecondary CTE differ. To this end, several staff members have created professional development goals focused on postsecondary content. Advance CTE staff build content expertise, this information is shared back internally through knowledge management strategies. Additionally, Advance CTE staff convened the HEA kitchen cabinet and plans to continue working with this group to increase the organization's understanding of postsecondary priorities and advocacy goals, as well as to prepare for HEA reauthorization.

Major Accomplishments (October 2018 – March 2019)

- Published two new resources in partnership with the College Board on “College-Level Examination Program and Career and Technical Education” and “Advanced Placement and Career and Technical Education: Working Together”
- Published a state level postsecondary policy profile for the Learning that Works Resource Center
- Posted nine postsecondary blogs on the Advance CTE website, including a four-part blog series on the history, policies and practices, challenges and future outlook of free college
- Formed Advance CTE's HEA Kitchen Cabinet and engaged in dialogue about higher education priorities
- Advance CTE has received a noticeable increase of invitations to participate in postsecondary conversations, such as: present at the American Association of Community Colleges Workforce Development Institute; join a small roundtable discussion on postsecondary credentials hosted by Third Way; speak on a panel about ability to benefit hosted by the U.S. Department of Education and join a series of small community college working group roundtables hosted by Opportunity America.

Update on Identified Priorities for (October 2018 – March 2019)

- Continue expanding postsecondary partnerships in order to expand our postsecondary content in a meaningful and informed way.
 - Advance CTE has expanded the way that it works with the Joyce Foundation and National Skills Coalition through the development of two new resources. A new partnership with College Board has led to collaboration on two new resources. New postsecondary thought partnerships have been established with Young Invincibles and the Leadership Conference on Civil and Human Rights to gain perspectives from other voices, as well as with Education Commission of the States. Advance CTE has expanded the way that it works with Education Strategy Group by joining the Level Up Coalition and built a new partnership Opportunity America by joining the community college working group. The new partnerships

that were made by bringing Achieving the Dream and the Aspen College Excellence program to join Advance CTE's Committee on Equity in CTE continue to be fostered through the committee. Last year Advance CTE set the goal of building five new postsecondary partners, which has been reached.

- but must continue to do so and find new opportunities for collaboration.
- Continue work on the Joyce Foundation grant.
 - Advance CTE has continued to work with two postsecondary state offices (Colorado and Illinois), and is in the process of developing two new resources on credit for prior learning and dual enrollment articulation and transfer.
- Release a report on credit for prior learning.
 - This report will be released in April 2019, and a webinar on the report will be hosted by Advance CTE.
- Continue work on the policy benchmark tool for dual enrollment articulation and transfer.
 - Advance CTE is working on this benchmark tool, to be released in the fall of 2019. A review of research and literature is underway, and will be ongoing. Advance CTE staff have curated a list of partner organizations as well as states to interview in order to gain additional insight and specific examples. Advance CTE holds monthly internal thought partnership meetings that allow staff to provide input on the tool. An outline of the tool will be created in late April.
- Update Advance CTE's Higher Education Act recommendations for reauthorization.
 - Advance CTE updated recommendations in the fall of 2018, and is in the process of updating again to reflect conversations with the HEA Kitchen Cabinet.
- Continue regular blog posts that highlight postsecondary topics and best practices.
 - Advance CTE posted nine blogs that highlighted postsecondary topics and best practices, including a four-part blog series on free college.
- Ensure that Advance CTE postsecondary members are well served in the Perkins V implementation process.
 - Advance CTE ensured that postsecondary pieces of Perkins V were addressed at the Perkins V Regional Meetings and featured in postsecondary specific breakout sessions. Staff continue to communicate with postsecondary members regarding Perkins V through forums such as Moodle Advance CTE's 2019 Spring Meeting offered state leaders the chance to offer topics for small group discussions during the Problems of Practice session. Postsecondary members reached out to Advance CTE staff with topics, such as postsecondary funding, that will be included in this session. Advance CTE also developed Perkins V resources that speak to postsecondary components of the law, for example the Perkins Accountability Comparison.
- Begin to plan for WIOA reauthorization, including developing WIOA reauthorization priorities.
 - Advance CTE created a resource in partnership with the National Skills Coalition on "[Coordinating Across Perkins V and the Workforce Innovation and Opportunity Act.](#)" Advance CTE continues to track how states are implementing WIOA.
- Monitor updated WIOA plans, including whether states choose to do combined plans or not.

- Advance CTE staff reviewed all published revised with two-year modifications WIOA state plans (program years 2018 – 2020) to better understand state goals and what commonalities exist between states. Staff paid particular attention to the vision listed, since there is the opportunity to align with Perkins V, as well as analysis of industry demand. Advance CTE has also communicated with states to learn which ones plan to do a combined plan.

Priorities for Next Six Months (April 2019 – September 2019)

- Build three new postsecondary partnerships in order to expand our postsecondary content in a meaningful and informed way.
- Continue work on the Joyce Foundation grant and implement a more robust dissemination strategy to lift up the lessons learned and build more visibility for Advance CTE's growing postsecondary expertise.
- Release a report on credit for prior learning and host a related webinar.
- Continue work on the policy benchmark tool for dual enrollment articulation and transfer.
- Post six blog posts that highlight postsecondary topics and best practices including HEA reauthorization, WIOA implementation and pressing postsecondary areas of focus.
- Ensure that Advance CTE postsecondary members are well served in the Perkins V implementation process.
- Track HEA reauthorization and actively engage in advocacy efforts, including Hill visits and coalition efforts.
- Develop resources around WIOA revised state plans and implementation.
- Early planning and research to develop Advance CTE's WIOA reauthorization priorities.

Promotion Strategy Update – April 2019

Overview of Major Activities

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

Advance CTE has continued to position itself as a leader in federal and state Career Technical Education (CTE) policy. Advance CTE continues to promote resources and publications related to the creation and adoption of high-quality policies including in the recent equity briefs, *Making Career Readiness Count*, and the upcoming State of CTE report, which is focused on data systems.

2. Empower members through professional learning

Advance CTE, with support from the Siemens Foundation, is continuing to support states across the country to attract learners into high-quality CTE programs of study. Grantees, selected through a competitive RFP, receive one year of technical assistance from Advance CTE staff, cross-state collaboration through bi-monthly cross-state calls and \$20,000 to carry out their proposed recruitment strategies and activities.

The second cohort of state grantees has nearly completed their work. Final reports from North Dakota and Colorado were submitted February 28, 2019. Idaho received a no-cost extension through March 31, 2019. State final reports indicate their impact and research, report on the effectiveness of their proposed strategy and activities, and lessons learned. Additionally, all states are required to send all materials they developed as part of their effort so that Advance CTE can repurpose the assets they created to be used by all states. The second cohort will also participate as featured guests in future cross-state calls for the third cohort to share their work and provide guidance. A few highlights from the second cohort include:

- Colorado created a number of high-quality promotional videos to promote CTE programs targeted to families, learners and school counselors. They presented one of the videos at the Colorado ACTE Summer Conference. They provided subgrants to over ten schools to assist them in their recruitment efforts.
- North Dakota created posters, brochures and a presentation to highlight CTE programs of study using Advance CTE core messaging. They adopted a statewide communications plan, developed by Advance CTE staff, to ensure statewide communications is consistent and effective. They are also migrating to a new website that will include the CTE: Learning that works for America campaign® logo and core messages.
- Idaho conducted a statewide listening tour to learn how districts large and small were recruiting students into CTE programs. They had 15 districts participate in one-on-one interviews with Idaho CTE office staff, receive customized assets to promote CTE and technical assistance around promotion strategies. Staff conducted a second statewide tour to educate the districts on how to use their strategies and assets to market CTE to students and parents. The customizable assets developed include posters, postcards, brochures, banners, and flyers, across all 16 Career Clusters, with a target audience of learners and families. They received additional funding to have a graphic designer work with each district to customize these materials for each district.

North Dakota and Colorado reached nearly 767 parents, 237 learners, 738 educators, 321 counselors, 116 admins and 26 state staff. Idaho's impact and reach will be shared upon receiving their final report.

The third cohort of states, selected in December 2018, are Utah, Iowa, Arkansas, Georgia and South Carolina. These states are in the beginning stages of the work, which range from virtual communications and recruitment strategies to supporting local districts in their recruitment efforts and more.

In an effort to better equip states with the tools they need to effectively communicate about CTE, Advance CTE completed a three-part webinar series to share how states can promote CTE to critical audiences. The series featured Paula Bowles, Chief Communications and Marketing Officer of the Oklahoma Department, Caty Solace, Outreach & Communications Manager of the Idaho Workforce Development Council (Siemens state), Marquita Friday, Program Manager, Career and Technology Education of the Maryland State Department of Education (Siemens state) and Catherine Gewertz, a reporter on CTE for Education Week. After the webinar, the recordings were posted to YouTube and shared on the Advance CTE website.

Additionally, staff launched a career advising and development workshop, *Become a Career Advisement Champion: Resources to Support Students' Career Goals*. The one-day workshop is designed to help school counselors and related professionals better connect students and their parents with CTE programs and includes a section on how to best communicate about CTE with students and parents. The workshop was piloted at the American School Counselors Association (ASCA) and the Association for Career and Technical (ACTE) national conferences in the fall and began delivery at the state level in February 2019. The training will be delivered in 12 – 16 states through ASCA and ACTE state-wide chapters, as well as state CTE offices affiliated with the Siemens grant. Components of the training will be delivered virtually through ASCA's online platform beginning in summer 2019. Staff held a train the trainer to train six individuals with backgrounds in both CTE and school counseling to deliver the training across the country.

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. For example, Advance CTE has held the Excellence in Action award for five years, highlighting innovative and effective programs of study from around the country that set students up for success. For 2019, eight winners from seven states have been selected. Six State CTE Directors participated in the selection committee. The 2019 winners will be featured in an awards ceremony at the Spring Meeting, will receive two-pagers detailing the accomplishments of their programs, receive a national and award-specific press release to promote their programs and support from staff in circulating those materials to State Directors and their staff. Additionally, winners will be highlighted in a monthly blog series. To further recognize high-quality CTE through the promotion of these programs, staff have continued to uplift winners when speaking with reporters, featuring them in reports and briefs, as well as on webinars and in panels.

CTE continues to gain popularity in the media and Advance CTE continues to be tapped as an expert voice in the education field. Advance CTE had seven media hits October - March around a variety of issues.

February was CTE Month and resulted in a significant amount of online traffic to our [landing page](#) that shares tips and resources on how to promote CTE during this time. A weekly blog was created to share how states celebrated CTE Month. Members sent content to share and the CTE Month blog posts had the highest views for the month of February.

The CTE 101 video, launched in the spring of 2018, continues to be shared on social media and on state websites. The video appears on the Advance CTE website as part of the Learning that works for America campaign and on YouTube with more than 16,000 views to date.

Additionally, in February 2019 Advance CTE launched the campaign to [Double the Investment](#) in CTE! The CTE community is asking employers to sign on to support the campaign to double the federal investment in CTE, with the objective is to increase the annual appropriation for the Perkins Basic State Grant to \$2.4 billion per year to better support high-quality CTE. Advance CTE is positioned as an advocate for a larger federal investment in Perkins.

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

Advance CTE continued to work with key partners to advance organizational priorities. Throughout CTE Month, staff worked with ACTE to cross promote content. Partners such as Education Strategy Group and Council of Chief State School Officers continue to assist in the promotion of New Skills for Youth materials.

Advance CTE has developed a newer partnership around promotion with the Aspen Institute, who is conducting a study around communicating about CTE with adults. Staff is working on a possible collaboration to ensure that members of both organizations are aware of the communications research and related resources so that we can all better promote CTE to a variety of audiences.

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

Advance CTE has consolidated all copyediting, graphic design and printing with the Communications Manager, to ensure that all publications, events and announcements are properly coordinated and streamlined. Staff has continued to refine the marketing and dissemination of materials, with all implicated staff meeting at least six weeks before the launch of a resource to plan an effective release strategy.

Advance CTE is conducting a website refresh to better highlight organizational priorities and resources to users. The refresh design is nearly done, and all content will be refreshed and/or created April – June 2019. Additionally, staff will develop a website process and protocols to ensure that the website is effectively maintained and updated by relevant staff.

Major Accomplishments (October 2018– March 2019)

- Staff launched the Double the Investment campaign to increase funding for CTE;
- CTE Month resulted in high blog traffic and social media engagement;
- Staff completed the Excellence in Action award winner selection process with engagement from state CTE leaders and participation in the selection committee;
- Staff officially launched the workshop, Becoming a Career Advisement Champion;
- Staff provided technical assistance to cohort two grantees, closed out their grants, and began work with the third cohort of grantees; and
- Staff conducted a three-part webinar series aimed at helping states communicate effectively about CTE

Challenges

- Staff has developed but not formalized a media engagement strategy due to competing priorities. This work will begin in April 2019.
- Staff has continued to formalize the Learning that works for America sign on and process, however needs direction from the Board of Directors on the administration of the campaign

Update on Identified Priorities for (October 2018 – April 2019)

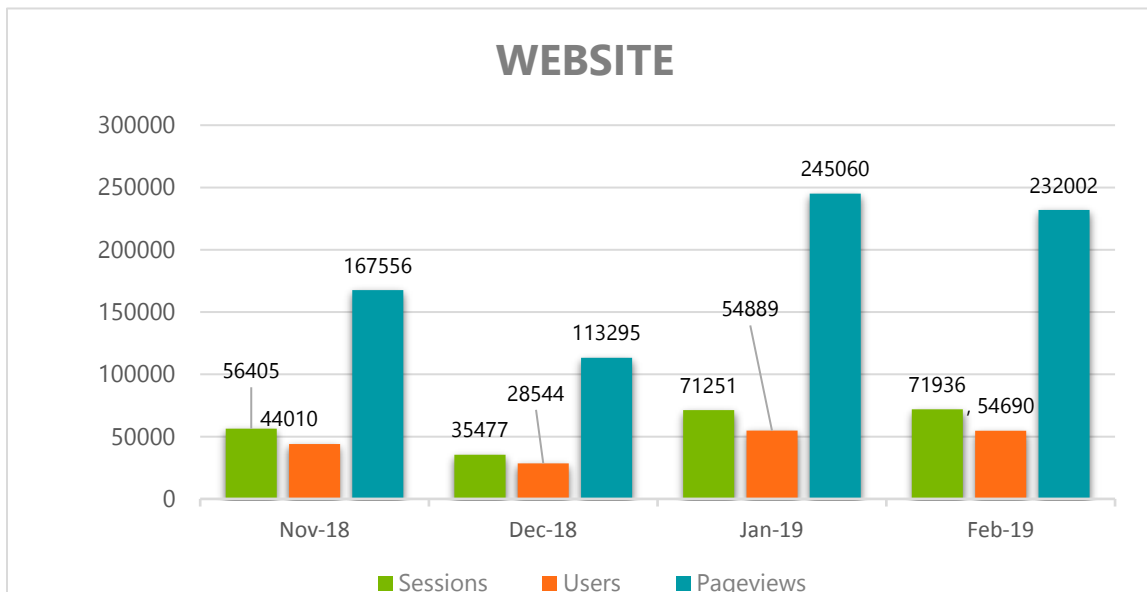
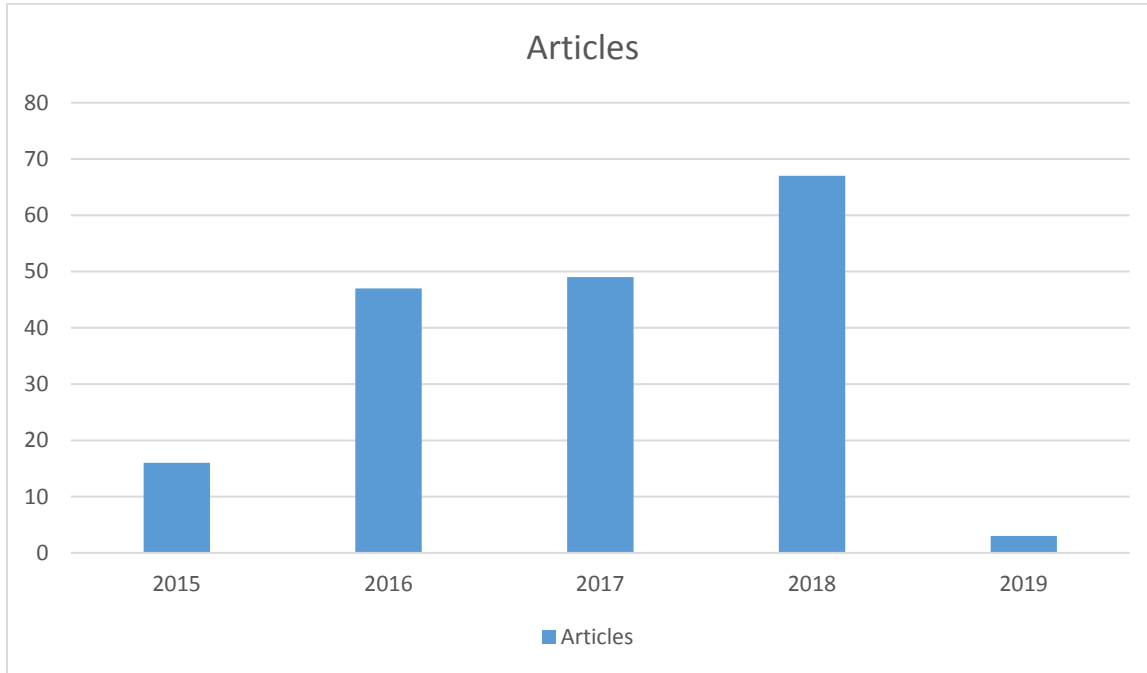
Most identified priorities were accomplished. Staff continued the website refresh, promoted the 2018 Excellence in Action award winners through a webinar and in blogs, closed applications for the 2019 awards and selected the year's award winners; closed out the second round of Siemens grantees and selected cohort three; finalized and launched the career advisement workshop; conducted a train the trainer of trainees to deliver the workshop and launched the Double the Investment campaign. Staff did not increase the number of sign-ons to the Learning that work for America campaign or formalize the media engagement strategy.

Priorities for Next Six Months (April – October 2019)

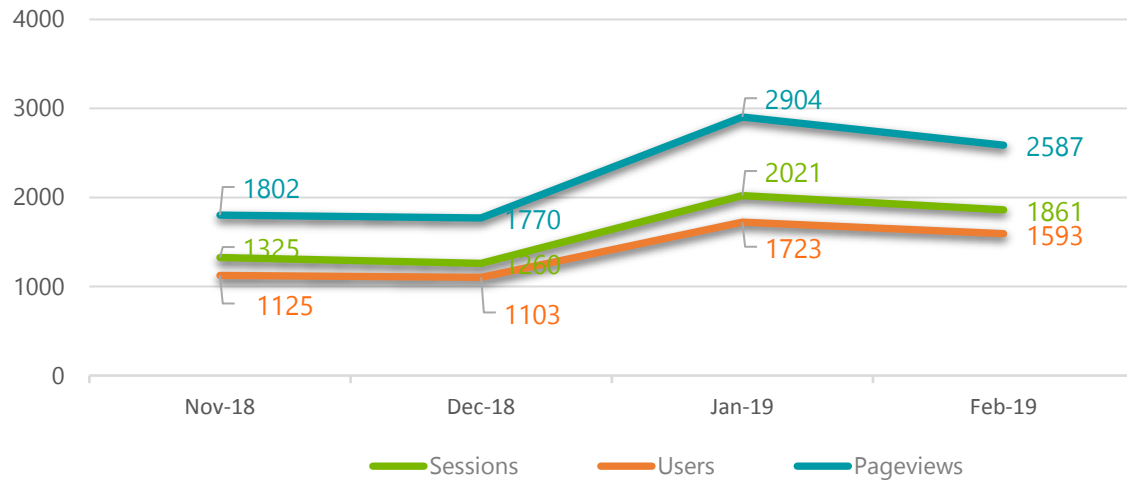
- Promote the 2019 Excellence in Action award winners
- Complete the Advance CTE website refresh
- Provide technical assistance to Siemens cohort three grantees
- Provide new tools and resources around communications and recruitment to Advance CTE members
- Deliver the career advisement workshop around the country;
- Develop the workshop into a virtual curriculum to be delivered through ASCA's webinar series;
- Continue to promote the Double the Investment campaign and major releases
- Support states in their Perkins V branding and communications efforts

Relevant Data

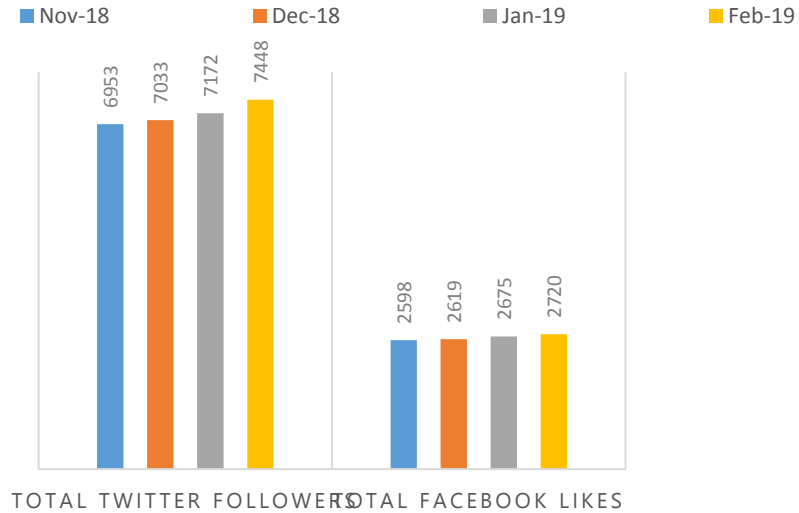
Website and blog metrics slightly decreased in February as compared to January. This may be due to the heavy promotion of the Double the Investment campaign the last week of February, which drove traffic to the ISupportCTE.org website and not careertech.org. There were also no other major releases in February, which drives much website traffic.



LEARNING THAT WORKS BLOG



SOCIAL MEDIA



State Policy Strategy Update – April 2019

Overview of Major Activities

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

In the last six months, staff have published four reports and ten New Skills for Youth snapshots. Topics for reports include [middle grades CTE](#), [messaging about equity in CTE](#), [accountability](#) and [state policies passed in 2018](#). Advance CTE provided technical assistance to 22 states in the final quarter of 2018, largely related to Perkins V planning. Many of these in-depth interactions occurred during the Perkins V Regional Meetings. In the coming six months, Advance CTE plans to release two new resources in the *Making Good on the Promise* equity series, the next State of CTE report on state CTE data systems, and a brief on credit for prior learning policies. Additionally, Advance CTE is continuing our direct technical assistance work with states through grant-funded state policy work with the Joyce Foundation, as well as contract work with the state of Oregon related to Perkins V planning. Staff will continue to work on a new policy benchmark tool related to dual enrollment, articulation and transfer, with a planned release in late 2019.

2. Empower members through professional learning

Staff regularly present on a variety of topics at Advance CTE and partner conferences, and have held webinars on topics including career advising and rural CTE. In addition to presentations at Advance CTE's 2018 Fall Meeting, since October 2018, staff presented to members and other partners at the following events:

- *National Forum to Advance Rural Education*, The National Rural Education Association and Battelle for Kids, Denver, CO
- *CareerTech VISION*, ACTE, San Antonio, TX, Presented on:
 - Career advising
 - Postsecondary program quality
 - State policy
 - Work-based learning
 - Rural CTE
- *Recruiting and retaining industry experts as teachers*, Joyce Foundation, Chicago, IL
- *Rural CTE Workshop*, Kansas Council of Workforce Educators Meeting, KCWE, El Dorado, KS
- *Perkins V Regional Meetings*, Advance CTE, Various locations
- *Making Good on the Promise: Equity in CTE*, Indicators of Education Equity Convening, National Urban League, New York, NY
- *Panel on CTE Policy*, NCSL Capitol Forum, National Conference of State Legislatures, Washington, DC
- *2018 Year in Review Webinar*, Advance CTE and ACTE

Advance CTE has also worked to repackage existing reports and resources in regular emails to members promoting these resources for use in Perkins V planning.

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

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 300 resources. Traffic to the Resource Center has grown significantly since its launch, with an average of 11,050 average monthly hits since the 2018 Fall Meeting – more than double the average for Resource Center’s first year. Staff have also conducted regular maintenance of the Resource Center by auditing one topic page each month and deploying modifications to the platform to improve usability (for example, by adding [series-specific pages](#), which allow staff to highlight reports not just individually, but as part of an initiative spanning months and sometimes years). Additionally, staff regularly publish research and policy updates on Advance CTE’s blog, with 20 blogs posted since October 2018, covering new research, events and state policies. Separately, Advance CTE is evaluating the curriculum for the CTE Virtual Institute, which needs to be updated in light of Perkins V, and in the fall, will likely position the program as a learning opportunity for national partners to build knowledge about high-quality CTE.

After wrapping up the *CTE on the Frontier* series last spring, Advance CTE staff have continued to disseminate the resources and lessons generated through the series. In October 2018, Advance CTE presented at the Batelle for Kids Forum to Advance Rural Education in Denver, Colorado. Staff also led a workshop with the Kansas Council for Workforce Education to help community college staff identify and address access barriers in their communities.

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

Advance CTE maintains partnerships with key influencers in the field, including Education Commission of the States, National Conference of State Legislatures, Data Quality Campaign and the American School Counselor Association, among others, in order to strengthen our own capacity and influence the national conversation around CTE. Additionally, Advance CTE has invested in new partnerships related to our equity initiative, serving as partners on presentations with organizations including National Urban League, Council of State Governments and CLASP. Advance CTE also recently signed on as a partner in the Level Up initiative, a project led by Education Strategy Group focused on improving and expanding high quality dual enrollment experiences.

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

Staff have increased their commitment to sharing knowledge across the organization by developing better habits around updating and using one shared online folder as a repository for research and presentations. Additionally, staff have begun alternating staff meeting “deep dive” presentations, quick glances into specific projects and research with accompanying slides and handouts. In this way, staff are better able to learn from the work other staff members are doing, and can use these to find connections across the organization more easily. Advance CTE staff are also managing the knowledge management strategy for the New Skills for Youth initiative to ensure all project team organizations can access up to date and validated information related to the initiative. Moving forward, Advance CTE plans to expand the internal and external knowledge management strategy by refining and releasing our internal research warehouse.

Major Accomplishments (October 2018-March 2019)

- Released four reports, including:
 - [*Expanding Middle School CTE to Promote Lifelong Learner Success*](#)
 - [*Making Good on the Promise: Building Trust to Promote Equity in CTE*](#)
 - [*State Policies Impacting CTE: 2018 Year in Review*](#)
 - [*Making Career Readiness Count: Update*](#)
- Finalized and prepared to launch the 2019 State of CTE report on data quality and effectiveness, which will be available for members at the 2019 Spring Meeting and released more widely in mid-April 2019.
- Released the latest round of ten [*New Skills for Youth snapshots*](#).
- Individualized technical assistance continues to grow, with at least nine states receiving some form of state policy-focused technical assistance in the past six months.
- Through the Joyce grant, Advance CTE staff have been working closely with grantee states Colorado and Illinois to improve postsecondary program quality and incorporate those improvements into state Perkins V plans.
- Through the JPMC Innovation Sites grant, researched and visited five city-based New Skills for Youth investments, and conducted virtual interviews with five international sites. Staff are working with a contractor to develop snapshots about these sites, which will be released this summer.
- Selected by the Oregon Department of Education to facilitate, in partnership with ACTE, the state's Perkins V plan development.
- The Learning that Works Resource Center continues to perform strongly, with an average of 10,717 hits per month in the last six months.

Challenges

None.

Update on Identified Priorities for October 2018-March 2019

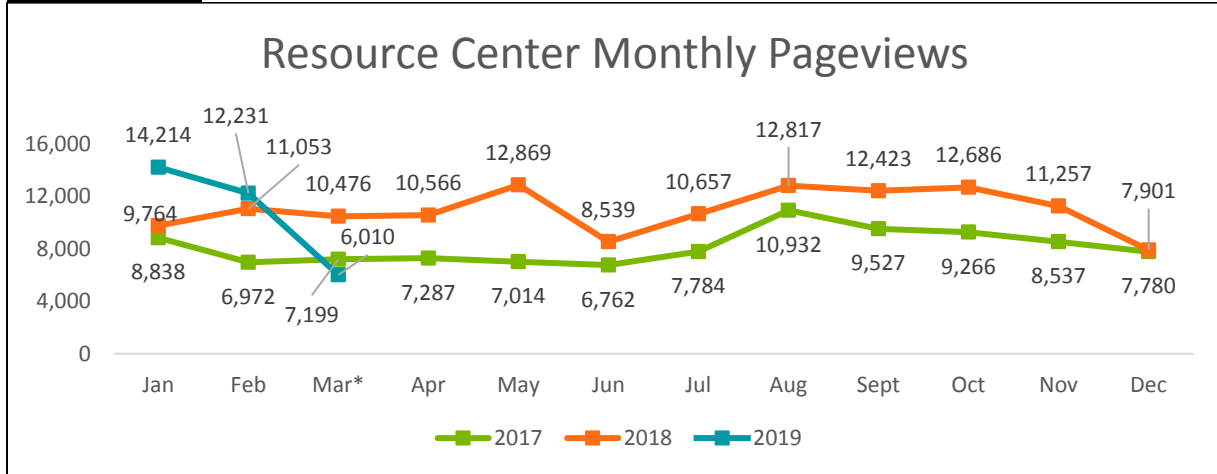
- Continue to lead the equity initiative by releasing additional briefs in the *Making Good on the Promise* series, regularly convening the equity committee and equity kitchen cabinet, embedding equity in the fall meeting and regional meeting agendas, and building equity into everything we do.
 - Staff released *Making Good on the Promise: Building Trust to Promote Equity in CTE* in January 2019. The partner equity committee has met virtually three times in the last six months, sharing research and updates across the member organizations. Both the partner committee and member kitchen cabinet have taken roles as facilitators during a series of breakouts for the upcoming Spring Meeting.

- Release a number of new reports and resources, including reports on middle school CTE, funding and finance, area technical centers, equity and prior learning assessments.
 - Advance CTE released reports on middle grades CTE and equity. The report on credit for prior learning will be released in April 2019.
- Complete fall 2018 Virtual Institute and launch a spring 2019 CTE Virtual Institute that includes a focus on Perkins V and includes a significant proportion of participants from national organizations.
 - The fall 2018 Virtual Institute completed successfully. Due to other shifts in capacity and workload, as well as the need to update Virtual Institute content to align with Perkins V, the spring cohort was canceled.
- Complete and prepare to release the State of CTE report on data collection (scheduled for an April 2019 release).
 - The report has been completed and will be released in April 2019.
- Release, in early 2019, another round of NSFY state snapshots highlighting work completed in 2018.
 - The snapshots were released in late March 2019.
- Support technical assistance and resource development to help states prepare for Perkins V implementation.
 - Staff have begun work with the Oregon Department of Education to support their Perkins V planning process, and have begun to prepare for additional coaching supports through the Gates Foundation grant.

Priorities for Next Six Months (April – September 2019)

- Continue to support the New Skills for Youth initiative, as states work through the final year of this grant, and plan for sustainability.
- Support technical assistance and resource development to help states prepare for Perkins V implementation through grants from the Gates and Joyce Foundations, as well as a contract with the state of Oregon.
- Finalize and launch the member-facing CTE Research Warehouse, an Excel tool containing evidence and data points related to CTE and high-quality career pathways.
- Release new reports and briefs, including the State of CTE on data systems, an additional report on equity in CTE, as well as a report on credit for prior learning policies.
- Begin working on the final round of New Skills for Youth state snapshots for release at the end of the calendar year.
- Continue work on a Policy Benchmark Tool focused on dual enrollment, articulation and transfer, for release late in 2019.
- Continue the JPMC Innovation Sites grant work, releasing ten snapshots during summer 2019.

Relevant Data



*Reported data for March include website traffic through March 15, 2019

- In 2018, 40 percent of states reported working to replicate state examples from at least one Advance CTE resource in the annual member survey, an increase of 21 percent over the previous year.
- In 2018, 56 percent of states reported using at least one Advance CTE resource to influence policy and/or practice.
- Advance CTE provided technical assistance to 22 states in the final quarter of 2018, largely around Perkins V implementation
- Advance CTE research continues to be on the leading edge, with around 85 percent of states passing policies in 2018 in the same content areas as the state policy research agenda, including equity, middle grades CTE and rural CTE.

Board action required:

No action is required.

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- January 30, 2019, 2-3 p.m. ET – Conference call. **Please RSVP by Friday, December 14**
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

The Center to Advance CTE

- January 30, 2019, 2:30-3:30 p.m. ET – Conference call. **Please RSVP by Friday, December 14**
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

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

State CTE Director Changes

- Puerto Rico has requested to re-join Advance CTE as a member. This now means we have 55 state members.
- Three new State Directors have been named:
 - Virginia – George Willcox
 - New Jersey – Jane Griesinger
 - Montana – Amy Williams
 - In August, Brock Tressman notified Advance CTE he may re-assign the State Director title and duties. This was confirmed in September.
- As of September, there are now two vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
 - New York*
 - Rhode Island
- Here is a list of the 2018-19 New State Director cohort and their mentors. We kicked off the cohort on September 5. We are continuing to pair the new leaders with mentors.

2018-19 cohort			
Texas	Heather Justice (Ryan Merritt)	Emily Passias	OH
North Carolina	Trey Michael	Lynne Gilli	MD
Indiana	Stefany Deckard	Rod Duckworth/Connie Beene	FL/KS

North Dakota	Wayde Sick	Dwight Johnson	ID
Mississippi	Wendy Clemons	Charisse Childers	AR
Nebraska	Katie Graham	Emily Passias	OH
Alabama	Tommy Glasscock	Barbara Wall	GA
South Carolina	Angel Malone	TBD	
Kentucky	David Horseman	Marcie Mack	OK
Michigan	Brian Pyles	TBD	
Maine	Dwight Littlefield	TBD	
Montana	Amy Williams	TBD	
Virginia	George Willcox	TBD	
New Jersey	Jane Griesinger	TBD	
Rhode Island	TBD	TBD	
New York	TBD	TBD	

Finance Update:

Advance CTE Budget Snapshot
Received 65 % of budgeted income
Expended 32% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 81% of budgeted income
Expended 8% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

Grant/Proposal/ Contract	Organization /Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See fuller update below.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below.	Ongoing
Postsecondary program quality	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway. The Joyce Foundation has also indicated interested in supporting Perkins implementation support and will be attending one of the regional meetings to learn more about our work and how their priority states are approaching implementation.	Ongoing

Career Clusters & Perkins Implementation	Gates Foundation	<p>We submitted a one-year, \$300,000 proposal to support Perkins V implementation, Career Clusters and equity in CTE, which was approved and the initial \$100,000 payment has been received.</p> <p>We are now in discussions with Gates about an addendum to this grant to do more intensive implementation support around Perkins V. This could be up to \$1,000,000 over two years, but it is still being fleshed out. We submitted a short prospectus on this work to Gates at the very end of October and will know more in November.</p>	In place Proposal development
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have signed our MOU with New America's multi-year project focused on scaling youth apprenticeship programs, and have received our first payment.	In place
New Skills for Youth – Innovation Sites	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 17 local innovation sites – 8-9 domestic and 8-9 international – and a final summative report – over two years – summer 2018 through summer 2020, which has been approved. The total amount of the grant is \$475,000 over two years.	Proposal development
Postsecondary CTE	Lumina Foundation	Chauncy Lennon (formerly of JPMorgan Chase) is now leading work at the Lumina Foundation and has indicated interest in supporting Advance CTE, specifically in the postsecondary/adult CTE realm. Advance CTE will be following up in November with next steps.	Early discussions

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update

In August, Advance CTE received 12 new memberships – Four replacement State Members; one new State Member; one Associate, State member; four Associate, Non-state members; and one Organizational member (representing two individuals).

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

understanding the turnover and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of September 30, 2018: **509** individuals

- State Membership*: 55 states (representing 55 State Directors and 183 state members)
- Associate, State: 12
- Associate, Non-state: 111
- Organizational: 39 organizations (representing 119 individuals)

Member-Only Resources and Supports

With Perkins V now signed and passed, Advance CTE is planning a broad range of supports for our members and the CTE field overall. We will include our regional planning meetings in the chart below and keep you abreast of developments as planning continues.

Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Stakeholder Engagement Lunch and Learn webinar – Group 2	10/10	9	2	n/a
Stakeholder Engagement Lunch and Learn webinar – Group 1	10/15	7	2	n/a
2018 Advance CTE Fall Meeting	10/22-24	210	43	136%
Perkins V Planning Meeting – Region B	10/29-31	27	5	n/a
Perkins V Planning Meeting – Region D/E	11/5-7	26	6	n/a
Perkins V Planning Meeting – Region C/D	11/15-17	35	6	n/a
Perkins V Planning Meeting – Region A	12/5-7	8	3	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

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

Federal Advocacy Plan:

In October, our advocacy efforts continued to focus on sharing information about Perkins V with partners, members and the general public. We organized a session at the Fall Meeting to highlight the leadership levers in Perkins V and facilitated time for cross-state discussion on topics and questions that were top of mind for participants (suggestions for topics and

questions were collected at meeting registration). In addition, we launched a number of tools to support our members as they approach implementation and highlighted these tools during the first of four regional meetings on Perkins V. We have also continued build resources on WIOA implementation and share timely federal policy news with our members.

Perkins: On October 26, OCTAE posted the draft [Perkins V State Plan Guide](#) for public comment (open for 60 days). The draft guide contains the details about the requirements for the Perkins V one-year transition plan (due Spring 2019), the four-year state plan (due Spring 2020) and additional details about OCTAE's interpretation of Perkins V. However, this guide is a *draft*, meaning that what is included is not final and that the field (and the public) has an opportunity to weigh in and influence the final guide (which will likely be released in January 2019). As such, Advance CTE is reviewing the draft guide and preparing a comment for submission in the Federal Register. In the coming weeks, Advance CTE will share our comment and provide guidance to the field about how to weigh in.

In October, Advance CTE released drafts of the following tools to support Perkins V implementation, all of which are available in our [Perkins Virtual Resource Table](#):

- **Putting Your CTE Vision into Action Through Perkins V Planning (Word and PDF):** This tool aims to help state leaders to think through where their system is working and where it needs to be pushed — and how Perkins V can help drive the changes necessary to achieve a statewide strategic vision for CTE.
- **A Guide for State Leaders: Maximizing Perkins V's Comprehensive Local Needs Assessment & Local Application to Drive Quality and Equity in CTE (Word and PDF):** This guide from Advance CTE provides a summary, analysis and guidance for each major component of the comprehensive local needs assessment and the decisions states can be making now to support a robust CLNA process that aligns with the state's overall vision for CTE.
- **Perkins V Leadership Levers (Word and PDF):** This one-pager highlights the leadership levers that states may choose to exercise to advance the state's vision for CTE in Perkins V.
- **Perkins V Funding Levers (Word and PDF):** This tool from Advance CTE highlights the funding levers and questions to consider in Perkins V.
- **Sample Perkins V State Plan Development Timeline (Word and PDF):** This resource shows a sample timeline for Perkins V state plan development and was designed to be modified to help states create their own timeline.
- **Planning for Engagement: Identifying Key Stakeholders for Perkins V (Word and PDF):** This tool outlines the types of engagement required in Perkins V and was designed to help states begin the brainstorming process for their engagement efforts related to Perkins V.

Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE and the National Skills Coalition published a guide, [Coordinating Across Perkins V and the Workforce Innovation and Opportunity Act](#), that looks at six opportunities to promote coordination across Perkins V and the Workforce Innovation and Opportunity Act (WIOA) as states develop and implement plans under Perkins V.

Higher Education Act (HEA)

- Advance CTE reviewed the organization's recommendations for the reauthorization of HEA and made updates to match current organizational terminology and priorities. On October 22, the Advance CTE Executive Committee voted to approve [these recommendations](#).

Congressional Offices Engaged in October 2018:

- Bob Moran, Senate HELP Committee
- Jonas Linde and Brad Thomas, House Committee on Education and the Workforce

State Policy Update

New Skills for Youth: Advance CTE staff met with NSFY project team members in late October to follow up on state progress and planning for the upcoming state convening in December. Additionally, staff began plans for 2019, the final year of this grant. During the final year, staff will continue to conduct research and develop resources on relevant topics, but will also focus on celebrating the successes of the past three years.

Advance CTE is also in the process of preparing for the next round of New Skills for Youth state snapshots. This is the third round of snapshots, highlighting successes and challenges during the 2018 calendar year. The snapshots illuminate lessons learned and promising practices from the ten funded NSFY states, providing a blueprint for other states to learn from and replicate. After a round of interviews with states and NSFY coaches, Advance CTE will write the snapshots and publish them in spring 2019.

JPMC Innovation Sites Snapshots: Advance CTE recently received from JPMorgan Chase a two-year, \$475,000 grant to profile 16-17 global innovation sites, cities here and abroad focused on implementing CTE and career readiness reforms. Advance CTE will work with a contractor and with contacts at each site to research each project, conduct focus groups and interviews on site and then write four to five page snapshots, similar to the [NSFY snapshots](#). In October, staff completed the grant and contractor agreements and developed a detailed work plan for the two-year project.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. Advance CTE recently began research on a new publication focused on credit for prior learning, which will be released in early 2019.

Equity Initiative: During October, work on Advance CTE's equity initiative continued at a productive pace. After receiving feedback from members and national partners, staff updated [the statement on equity in CTE](#) and presented it to the Board at the Fall Meeting. The statement was passed by the Board with minor edits, and the statement has been posted to Advance CTE's website and distributed to members via the member newsletter. Additionally, staff met with some of the members of the Equity Kitchen Cabinet and some Board Officers for a breakfast during the Fall Meeting. During the breakfast, participants discussed common equity challenges and potential future projects for the Kitchen Cabinet.

- The third equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is slated for release in mid-December. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE.

Vermont Strategic Planning: In October, staff planned and facilitated a half-day meeting of the State CTE Director's Steering Committee in Montpelier, Vermont. During the meeting, participants reviewed the finalized strategic goals for Vermont CTE and refined and updated the strategies for achieving those goals. Going forward, staff will work with the State Director to finalize strategies and obtain approval for the strategic goals from the State Board of Education.

State of CTE: Data Collection and Use: Earlier this month Advance CTE put a survey in the field for our fifth State of CTE report. The topic for this year's report is on data collection and use, a timely topic that will help Advance CTE learn more about the challenges and needs of state data systems just in time for the Perkins V transition period. As of the end of October, responses were in from about 30 states, and Advance CTE hopes to gather enough data in early November to move forward with the analysis. The report is scheduled to be released in April 2019.

Middle School CTE Report: This report, titled [*Expanding Middle School CTE to Promote Lifelong Learner Success*](#), was released on October 30, 2018. The report provides state strategies to promote middle school CTE by examining middle school CTE standards, program quality, funding and messaging. Practices in Utah, Ohio and North Carolina, among others, were highlighted.

College Board Partnership: Advance CTE has been working with The College Board to create two new resources:

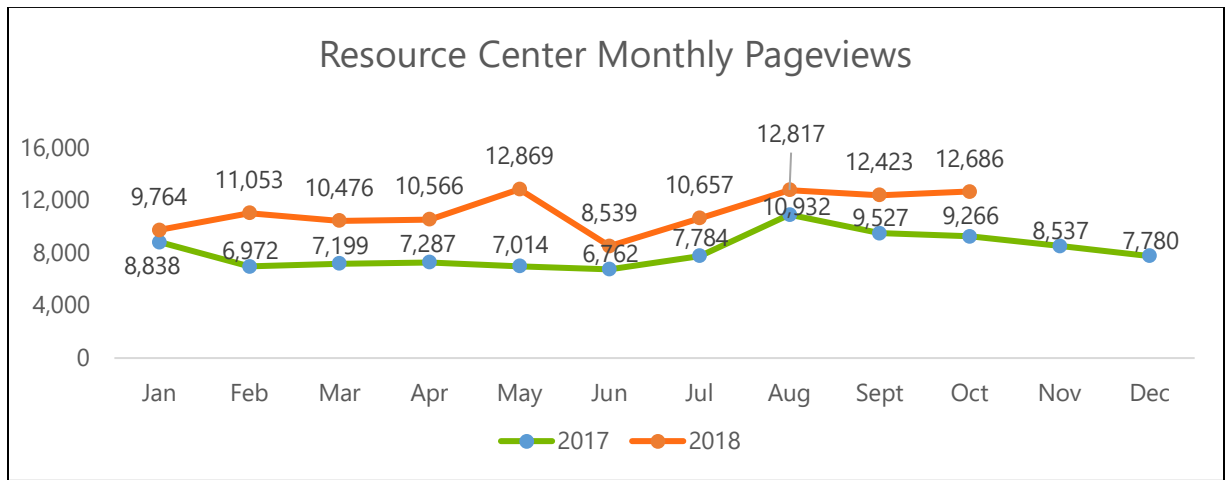
- The first resource, titled [*Advanced Placement and Career and Technical Education: Working Together*](#), was released on October 29. This guide examines how specific AP courses can be embedded into or used to augment programs of study by Career Cluster.
- Advance CTE is also partnering with the College Board to develop a resource that examines how CLEP tests can be embedded into or used to augment programs of study by Career Cluster. This resource is slated to come out this winter.

CTE Virtual Institute: The Fall 2018 CTE Virtual Institute cohort completed the last module of the course at the end of October and are in the process of finalizing their personal projects. In total, about 11 participants (from a cohort of 16) are on track to complete the program, the third cohort of the institute. Once this group concludes the course, Advance CTE staff will hit pause on the institute and revise the curriculum and outreach strategy to more strategically align the content with Perkins V implementation.

Resource Center: The Resource Center had sustained a total of 12,686 hits for the month of October, bringing the monthly average for 2018 to roughly 11,300 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE's "Expanding Middle School CTE to Promote Lifelong Learner Success," as

well as the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Career Advisement, followed by Work-based Learning. The least viewed topic pages were Instructor and Leader Quality and Cross-Sector Strategies and Governance (formerly Systems Alignment).

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in January. Advance CTE is currently in the process of providing feedback on design options for the landing page.



Postsecondary Update

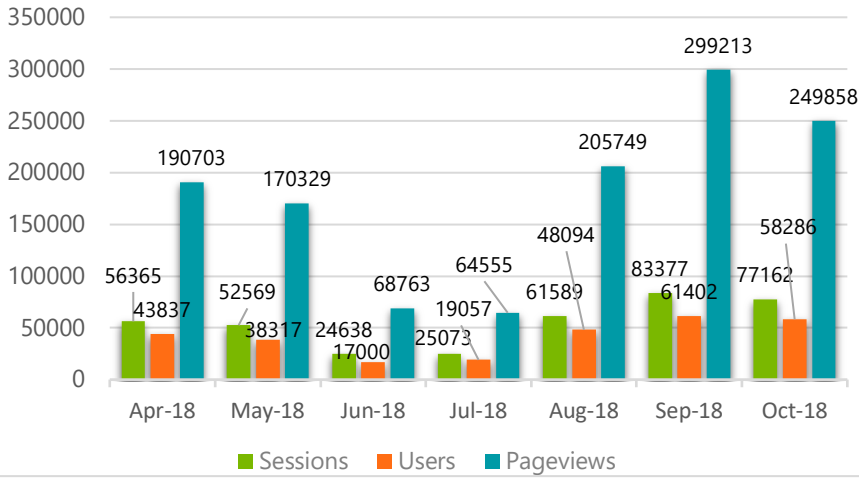
Advance CTE staff are progressing through the activities proposed in the organization’s postsecondary strategy. In October, blogs on postsecondary topics were posted every week. Recent blogs highlighted the history, best practice, challenges and future outlook of free college policies. Additionally, staff continue to explore options for how best to communicate with postsecondary members separate from avenues such as newsletters and the State Director listserv, which not all postsecondary members receive.

Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate new content ideas. Achieving the Dream has a representative on Advance CTE's Committee on Equity in CTE, and staff will work with the Joyce Foundation to create resource related to credit for prior learning.

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

COMMUNICATIONS REPORT

WEBSITE



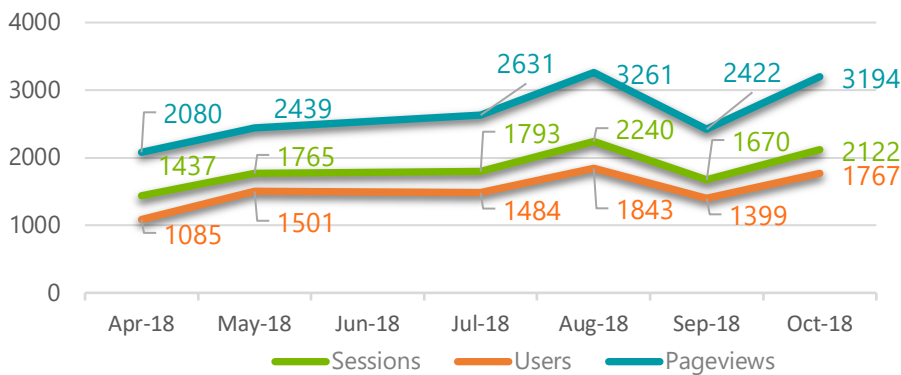
Major Organizational Releases/Initiatives

- Excellence in Action (1912)
- Resource Center (2404)
- Siemens (722)
- Fall Meeting (916)

Acquisition of site users

- Organic search (50%)
- Direct (38%)
- Referral (11%)
- Social (1%)

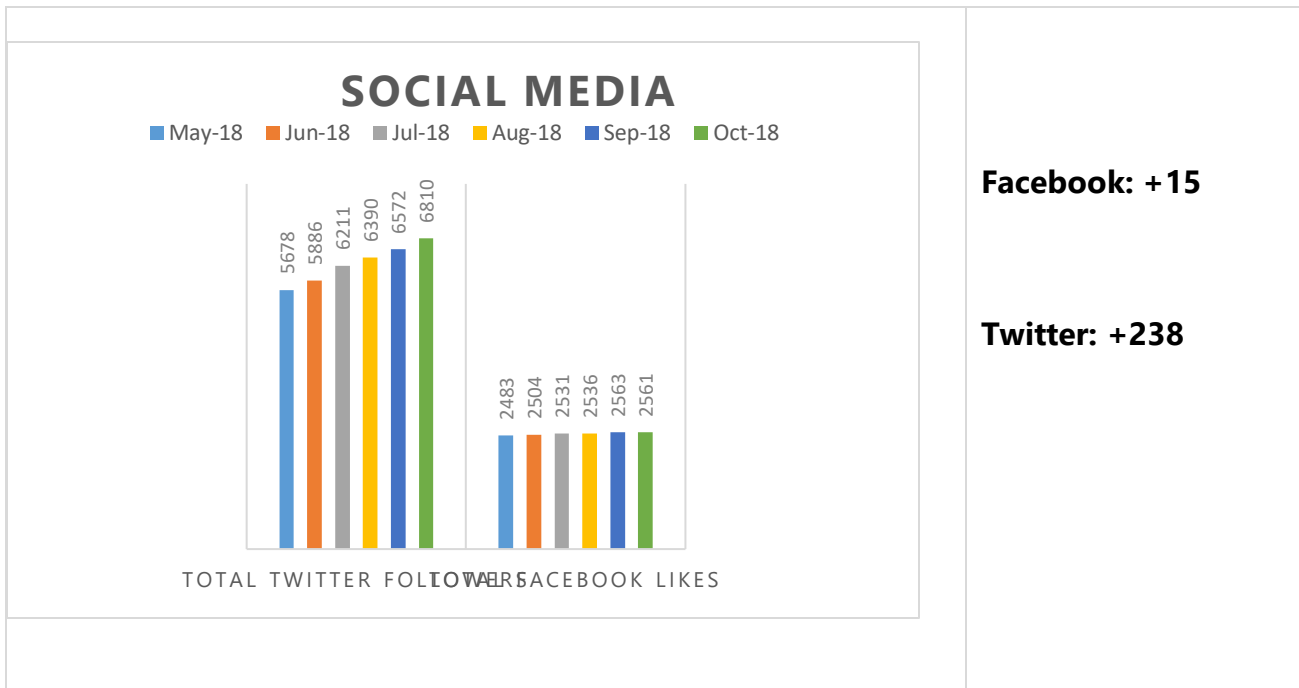
LEARNING THAT WORKS BLOG



28 Blog Posts Published

Most visited blogs:

- Apply Today to the 2019 Excellence in Action award!
- Three Takeaways from the National Forum to Advance Rural Education



Media: Advance CTE had two media hits this month.

- [Career and Technical Education Sees \\$70 Million Funding Increase with Perkins Act Approval](#), Collision Week
- [Montgomery County upgrades vocational training](#), The Washington Post

Strategies for Attracting Students to High-Quality CTE

Advance CTE staff has been working with each state on their recruitment strategies. Each grantee has requested and received a no-cost contract extension until February 28, 2019 to finish out their projects. Additionally, staff received nine applications to the third round of grants. Staff and the Siemens Foundation will review the applications and select the winners this fall. Grantees will begin the work in the new year.

Below is a list of Advance CTE’s staff most impactful or otherwise notable engagement activities from last month

PRESENTATIONS

- Facilitated strategic planning in Vermont
- Federal Policy Update, Virginia Association of Career and Technical Education Administrators, Roanoke, VA
- *Vermont CTE Strategic Planning Steering Committee Meeting*, Led and presented for State Director, Montpelier, VT
- International Visitor Leadership Program, Conversation with Palestinian Delegation on Higher Education Public-Private Partnerships, Cultural Vistas, Washington, DC
- PIE Network Presentation, New Orleans, VA
- The National Rural Education Association and Battelle for Kids, Denver, CO

	<ul style="list-style-type: none"> • Virginia CTE Administrators Presentation, Roanoke, VA
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Advancing to a Middle Skill Job, Urban Institute, Washington, DC • Campaign to Invest in America's Workforce • Committee for Education Funding • Higher Education Expert Round Table, National Governors Association, Washington, DC • Higher Education Policy and the States: A Review of the 2018 Legislative Sessions, American Association of State Colleges and Universities, ECS and State Higher Education Executive Officer Association, Webinar • How the Census Results Will Impact Education Funding, Committee for Education Funding, Washington, DC • National Governors Association Higher Education Roundtable • Partnership to Advance Youth Apprenticeship launch • Paving New Pathways: Today's Students, New Credentials, and the Next Higher Education Act, Jobs for the Future and Higher Learning Advocates • Roundtable: How Policy, Practice, and Research Can Support Advancement to Middle-Skill Jobs, Urban Institute, Washington, DC • Policy Briefing: Midterm Elections, Congressional Quarterly, Washington, DC • Fall Trustees Meeting, America's Promise Alliance, Washington, DC • Fall Meeting, National Association of State Budget Officers, Alexandria, VA • Education 20/20, Hoover Institution, Washington, DC
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieve • ACTE • Achieving the Dream • American Institutes for Research Center on Great Teachers and Leaders • American Association of Community Colleges • American Youth Policy Forum • Apprenticeship Forward Collaborative • Center for Law and Social Policy • Council of Chief State School Officers • Data Quality Campaign • Education Strategy Group • Emsi • Jobs for the Future • Joyce Foundation • JPMorgan Chase • Lumina Foundation • National Alliance for Partnerships in Equity • National Center on Learning Disabilities • National Council for State Legislatures

- 
- National Governors Association
 - National Skills Coalition
 - National Urban League
 - National Women’s Law Center
 - New America
 - Southern Regional Education Board
 - Texas Instruments STEM Collaborative Group
 - The College Board
 - Workforce Data Quality Campaign

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- January 30, 2019, 2-3 p.m. ET – Conference call. **Please RSVP by Friday, December 14**
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call

The Center to Advance CTE

- January 30, 2019, 2:30-3:30 p.m. ET – Conference call. **Please RSVP by Friday, December 14**
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

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

State CTE Director Changes

- In November, Nicole Smith was named State CTE Director of Rhode Island.
- Staff also received notice from Guy Jackson of Wyoming, who intends to retire from his position on January 4, 2019.
- As of November, there are now three vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
 - New York*
 - DC
 - Montana

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

<i>Grant/Proposal/Contract</i>	<i>Organization/Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See fuller update below. In November, Advance CTE began an early discussion with Siemens about future work. Siemens is extremely	Ongoing

		happy with our work and is excited to continue to invest and have us as partners.	
New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below. In November, we had a call with JPMC about the Foundation's priorities moving forward (especially with NSFY ending Dec 2019). While NSFY 2.0 is still being fleshed out, JPMC shared that we will be a significant partner in that working moving forward based on our performance to date.	Ongoing
Postsecondary program quality	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway. The Joyce Foundation has also indicated interested in supporting Perkins implementation support and will be attending one of the regional meetings to learn more about our work and how their priority states are approaching implementation.	Ongoing
Career Clusters & Perkins Implementation	Gates Foundation	We submitted a one-year, \$300,000 proposal to support Perkins V implementation, Career Clusters and equity in CTE, which was approved and the initial \$100,000 payment has been received. We have been approved for a supplemental grant for an additional \$700,000 to do more intensive implementation support around Perkins V, with a focus on their priority states. We are finalizing the proposal now and expect it to be in place starting in January 2019.	In place Proposal development
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have signed our MOU with New America's multi-year project focused on scaling youth apprenticeship programs, and have received our first payment.	In place
New Skills for Youth – Innovation Sites	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 17 local innovation sites and a final summative report. The project will run from fall 2018 through summer 2020. The total amount of the grant is \$475,000 over two years.	Ongoing

Postsecondary CTE	Joyce Foundation	Upon request, we have submitted a second proposal to the Joyce Foundation to support Perkins implementation, with an emphasis on their priority states. This work will be aligned/integrated with the Gates grant described above. The next cycle for approval is in April and the grant would run from April 2019-March 2021 and be for a total of \$400,000.	Proposal development
Postsecondary CTE	ECMC Foundation	We met with leadership from the ECMC Foundation, building on previous conversations from last summer, and shared information on our postsecondary CTE work. We are still in the relationship building phase.	Ongoing discussion

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update

In November, Advance CTE received 12 new memberships – 1 new State membership; 5 new State Members; 4 Associate, Non-state members; and 1 Organizational member (representing 3 individuals).

Advance CTE is very excited to welcome American Samoa back as a state member. American Samoa will participate in the Perkins V Region A meeting.

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

Total membership as of November 30, 2018: **542** individuals

- State Membership*: 56 states (representing 56 State Directors and 191 state members)
- Associate, State: 16
- Associate, Non-state: 122
- Organizational: 42 organizations (representing 129 individuals)

Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Perkins V Planning Meeting – Region B	10/29-31	90	13	n/a

Perkins V Planning Meeting – Region D/E	11/5-7	56	10	n/a
Perkins V Planning Meeting – Region C/D	11/15-17	81	13	n/a
Perkins V Planning Meeting – Region A	12/5-7	82	15	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

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

Federal Advocacy Plan:

In November, Advance CTE dug into the 2018 election results, continued to track implementation of the Every Student Succeeds Act (ESSA) and the Workforce Innovation and Opportunity Act (WIOA), and supported our members in Perkins V implementation. We've also continued to make progress on planning for the Double the Investment campaign, which will launch in February.

Perkins: Advance CTE held two of the four Perkins V Regional Implementation meetings in November and have continued to provide on-demand technical assistance to states on Perkins V. In addition, we've maintained the Perkins V State CTE Director Forum on Moodle and the [Virtual Resource Table](#).

On November 8, OCTAE posted the draft [Consolidated Annual Report Guide](#) for public comment (open for 60 days). The draft guide contains the details about the requirements for the Perkins V CAR submission. However, this guide is a *draft*, meaning that what is included is not final and that the field (and the public) has an opportunity to weigh in and influence the final guide. As such, Advance CTE is reviewing the draft guide and preparing a comment for submission in the Federal Register. In the coming weeks, Advance CTE will share our comment and provide guidance to the field about how to weigh in.

In November, Advance CTE signed on in support of the following, which advance our federal policy priorities:

- Cybersecurity Education Integration Act, sponsored by Rep. Langevin (D-RI)
- Comment on the [Industry-Recognized Apprenticeship Program Accrediting Entity Information](#)

Every Student Succeeds Act (ESSA):

- Advance CTE is continuing to track ESSA implementation. Over the last couple of months, new reports have been released that look at how equity is addressed in state plans and how implementation is going (for more information see the November 28 [legislative update](#)).
- Advance CTE, in partnership with ACTE submitted a [comment](#) on the State Survey on Activities Supported on Student Support and Academic Enrichment Grants (Title IV, Part A).

Congressional Offices Engaged in October 2018:

- Bob Moran, Senate HELP Committee
- Jim Miner, Rep. Moulton (D-MA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Brian Kaissi, Rep. Krishnamoorthi (D-IL)
- 18 offices represented at apprenticeship briefing during which Advance CTE presented

State Policy Update

New Skills for Youth: Advance CTE staff have been working closely with the project team to prepare for the upcoming convening of NSFY states in New Orleans. Staff planned breakout sessions, state team time, as well as a presentation on the implications of Perkins V for this work.

NSFY Snapshots: Advance CTE is in the process of preparing for the next round of New Skills for Youth state snapshots. This is the third round of snapshots, highlighting successes and challenges during the 2018 calendar year. The snapshots illuminate lessons learned and promising practices from the 10 funded NSFY states, providing a blueprint for other states to learn from and replicate. After a round of interviews with states and NSFY coaches, Advance CTE will write the snapshots and publish them in spring 2019.

JPMC Innovation Sites Snapshots: In November, Advance CTE staff worked with JPMC and a contractor to develop and finalize the site visit interview protocols. Staff then began outreach to the site leads. Initial calls with domestic site visit leads in Detroit, Dallas, New Orleans, South Bronx and Denver will happen in December, with the visits happening mostly in January and February 2019.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. Both states, along with Oregon, joined a cross-state call in November to discuss their experiences with the Policy Benchmark Tool, as well as their thoughts about Perkins V implementation. Advance CTE continued research on a new publication focused on credit for prior learning, which will be released in early 2019. Staff also began work on the mid-grant report, which is due at the end of the year.

Equity Initiative: Advance CTE convened the members of the Committee on Equity in CTE, a group of national partner organizations, to meet virtually during November. During the webinar, the group discussed messaging and recruitment for specific populations, and shared about upcoming events and publications across the organizations.

- The third equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is slated for release in mid-January. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE.

State of CTE: Data Collection and Use: After releasing the State of CTE survey in October, Advance CTE has received responses from 46 State CTE Directors. We have begun the initial analysis and will begin writing the report shortly. Just before the holidays, Advance CTE staff met with project partners at the Data Quality Campaign, National Skills Coalition, the Council of Chief

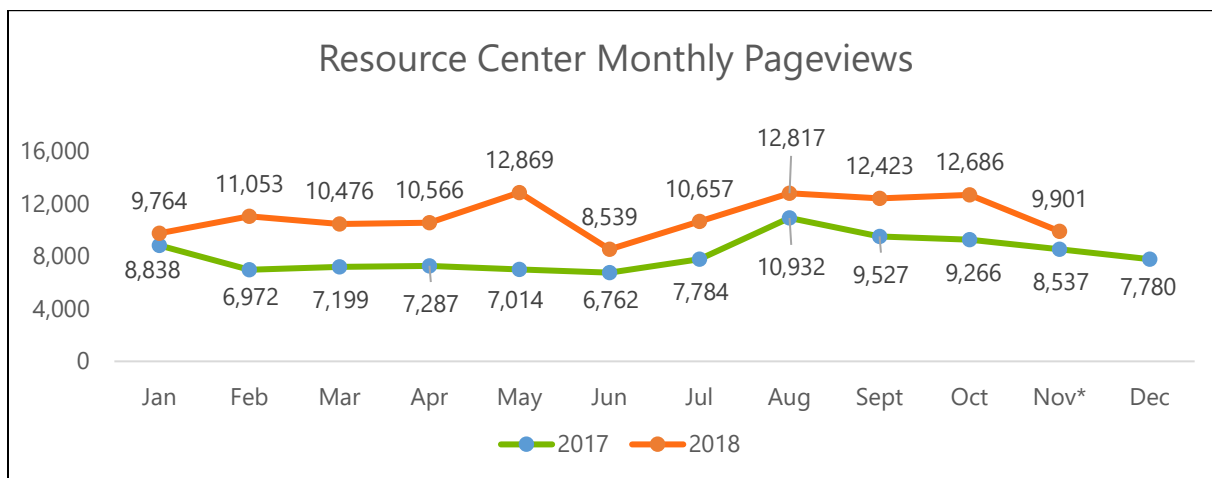
State School Officers and Education Strategy Group to start exploring the results. We look forward to sharing the findings with State CTE Directors and Advance CTE members in the spring.

Year in Review: The annual Year in Review, which summarizes CTE- and career readiness-related policies, is slated for release in late January. Staff spent November condensing and sorting state policies that have been tracked throughout the year, and sent emails to all of the State Directors to verify the CTE policies that have been passed in 2018.

College Board Partnership: Advance CTE has been working with The College Board to create a resource that examines how CLEP tests can be embedded into or used to augment programs of study by Career Cluster. This resource is slated to come out this winter.

Resource Center: The Resource Center had sustained a total of 9,901 hits for the month of November, bringing the monthly average for 2018 to roughly 11,000 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE’s “Expanding Middle School CTE to Promote Lifelong Learner Success,” as well as Advance CTE and the College Board’s “Advanced Placement and Career and Technical Education: Working Together.” The most visited topic page was Career Advisement, followed by Work-based Learning. The least viewed topic pages were Employer Engagement and Cross-Sector Strategies and Governance (formerly Systems Alignment).

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in June. Advance CTE is currently in the process of providing feedback on design options for the landing page.

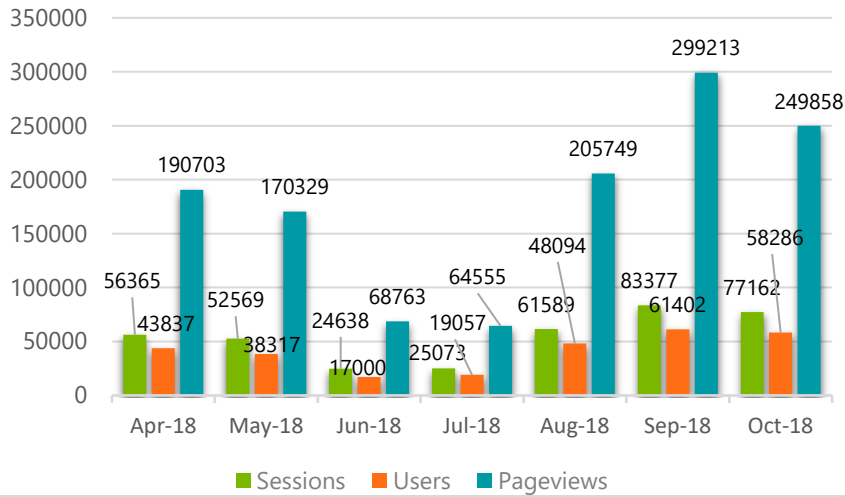


*Reported data for November include website traffic through November 28, 2018

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

COMMUNICATIONS REPORT

WEBSITE



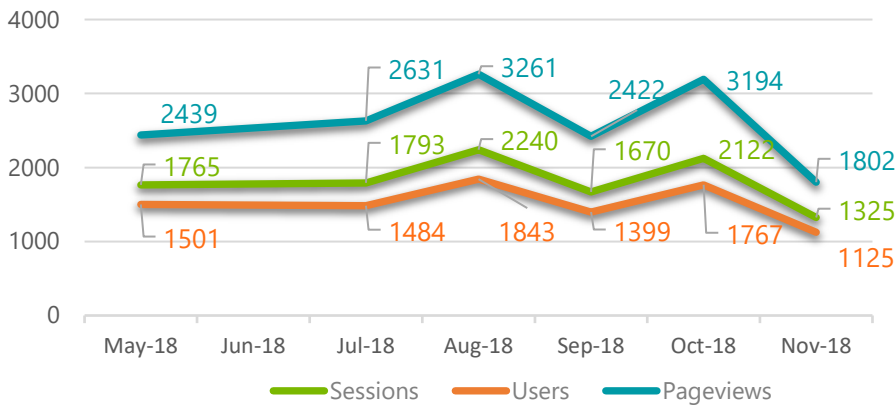
Major Organizational Releases/Initiatives

- Excellence in Action (1109)
- Resource Center (1861)
- AP and CTE Working Together (436)
- Perkins (1890)

Acquisition of site users

- Organic search (51%)
- Direct (36%)
- Referral (11%)
- Social (1.6%)

LEARNING THAT WORKS BLOG

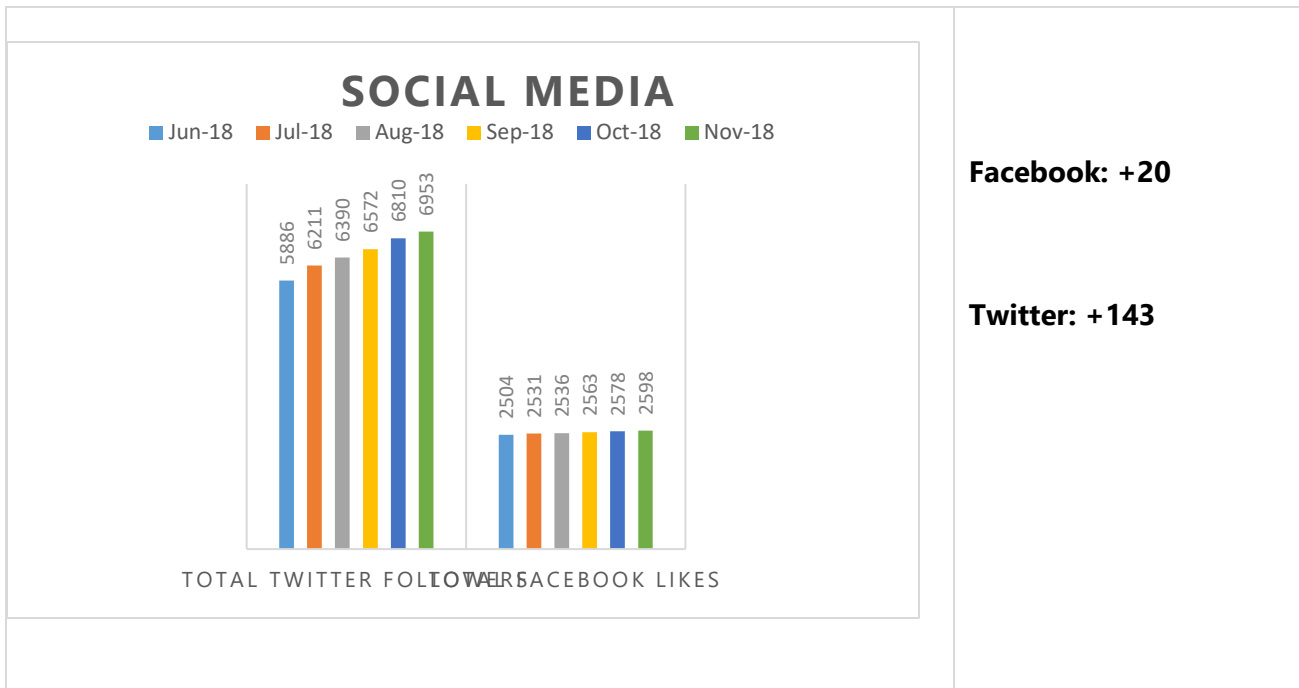


28 Blog Posts

Published

Most visited blogs:

- Advance CTE Celebrates National Apprenticeship Week
- 2018 Election Update



Media: Advance CTE had two media hits this month.

- [When Co-Curriculars Spark Careers: Over 80 Years, How 'Career and Technical Student Organizations' Have Evolved From Bricklaying to Business Management to Robotics](#), The 74
- [How K-12 Companies Can Tap Into New Opportunities in the Federal Career-Tech Ed Law](#), Education Week

Strategies for Attracting Students to High-Quality CTE

Advance CTE staff has been working with each state on their recruitment strategies. Each grantee has requested and received a no-cost contract extension until February 28, 2019 to finish out their projects.

Additionally, staff received nine applications to the third round of grants. Staff reviewed the applications and selected five states to begin their recruitment and communications projects in the new year.

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"> • ACTE Vision, San Antonio, TX • Apprenticeship Forward Collaborative National Apprenticeship Week Round Table, Washington, DC • Association for Public Policy Analysis and Management Fall Research Conference, Washington, DC • Recruiting and retaining industry experts as teachers, Joyce Foundation, Chicago, IL • Rural CTE Workshop, Kansas Council of Workforce Educators Meeting, KCWE, El Dorado, KS • Workforce Matters' Federal Policy Update webinar

**EVENTS
ATTENDED**

- 50-State Survey of Workforce Development Practices for Incarcerated Youth Meeting, Council of State Governments, Washington, DC
- ACTE Diversity Committee Meeting, ACTE, San Antonio, TX
- AppleEDU Showcase, Washington, DC
- Best Practices, Lessons Learned in Building Apprenticeship Programs, Office of Science, Technology and Higher Education at the Embassy of Switzerland, Washington, DC
- Campaign to Invest in America's Workforce, Washington, DC
- Committee for Education Funding, Washington, DC
- Education Taskforce, Women in Government Relations, Washington, DC
- Industry Partners Apprenticeship Week Roundtable, Washington, DC
- Partnership to Advance Youth Apprenticeship partner meeting, Washington, DC
- Postsecondary Data Working Group, Institute for Higher Education Policy, Washington, DC
- The 2018 Elections: What Do They Mean for American Education?, ASI and AFT, Washington, DC
- Work, skills, and community: How to rejuvenate the American working class, American Enterprise Institute, Washington, DC

**OTHER
PARTNERS
ENGAGED**

- Achieve
- Achieving the Dream
- AIR Center on Great Teachers and Leaders
- American Association of Community Colleges
- American Youth Policy Forum
- Association for Career Technical Education
- Center for Law and Social Policy
- College in High School Alliance
- Data Quality Campaign
- Education Strategy Group
- EMSI
- Jobs for the Future
- JPMorgan Chase
- National Alliance for Partnerships in Equity
- National Center on Learning Disabilities
- National Governors Association
- National Skills Coalition
- National Urban League
- National Women's Law Center
- New America
- Siemens Foundation
- Southern Region Education Board
- Texas Instruments STEM Collaborative Group
- The College Board

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- January 30, 2019, 2-3 p.m. ET – Conference call.
- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call.

The Center to Advance CTE

- January 30, 2019, 2:30-3:30 p.m. ET – Conference call.
- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

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

State CTE Director Changes

- Staff also received notice from Guy Jackson of Wyoming, who intends to retire from his position on January 4, 2019.
- In late November, Amy Williams resigned her post as State Director in Montana. Jacque Treaster has been selected as her successor.
- In December, Eric Feldborg left his position as State Director in New Hampshire. Staff remain in contact with the state to provide support during the transition.
- As of November, there are now four vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
 - NY *
 - DC
 - NH
 - WY

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month’s engagement with various development opportunities.

Grant/Proposal/ Contract	Organization /Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See fuller update below. In December, Advance CTE continued discussions with Siemens about future work. Siemens is extremely happy with our work and is excited to continue to invest and have us as partners.	Ongoing

New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below. While NSFY 2.0 is still being fleshed out, JPMC shared that we will be a significant partner in that working moving forward based on our performance to date.	Ongoing
Postsecondary program quality	Joyce Foundation	This project, to help advance quality and rigor at the postsecondary level, is underway. In December, a mid-grant report was submitted. A research brief on credit for prior learning will be released in early 2019.	Ongoing
Career Clusters & Perkins Implementation	Gates Foundation	We submitted a one-year, \$300,000 proposal to support Perkins V implementation, Career Clusters and equity in CTE, which was approved and the initial \$100,000 payment has been received.	In place
		We have been approved for a supplemental grant for an additional \$700,000 to do more intensive implementation support around Perkins V, with a focus on their priority states. The proposal for the supplemental funds has been submitted and we are in discussions with the Foundation to refine details; we expect the work to begin in late January or early February 2019.	Proposal development
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We have signed our MOU with New America's multi-year project focused on scaling youth apprenticeship programs, and have received our first payment. Our proposal for the project we'll conduct under the first year of this contract – a deep-dive analysis of the apprenticeship questions states answered on the State of CTE report received positive feedback in December. A formal presentation of the project will take place in January.	In place
New Skills for Youth – Innovation Sites	JPMorgan Chase	Upon invitation, we submitted a proposal to JPCM to write snapshots on 17 local innovation sites and a final summative report. The project will run from fall 2018 through summer 2020. The total amount of the grant is \$475,000 over two years. The work has begun, with site visits to the U.S. Innovation Sites taking place in February and March 2019.	Ongoing
Postsecondary CTE	Joyce Foundation	Upon request, we have submitted a second proposal to the Joyce Foundation to support Perkins implementation, with an emphasis on their priority states. This work will be aligned/integrated with the Gates grant described above. The next cycle for approval is in April and the grant would run from April 2019-March 2021 and be for a total of \$400,000.	Proposal development

Postsecondary CTE

ECMC Foundation

We met with leadership from the ECMC Foundation, building on previous conversations from last summer, and shared information on our postsecondary CTE work. We are still in the relationship-building phase.

Ongoing discussion

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In December, Advance CTE received five new memberships – four new State Members and one Associate, Nonstate members. And two state members were removed.

Total membership as of November 30, 2018: **545** individuals

- State Membership*: 56 states (representing 56 State Directors and 193 state members)
- Associate, State: 16
- Associate, Non-state: 123
- Organizational: 42 organizations (representing 129 individuals)

Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Perkins V Planning Meeting – Region A	12/5-7	82	15	n/a
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	n/a	n/a

2019 Spring Meeting: Registration for the 2019 Advance CTE Spring Meeting will open during the week of January 14. We will provide more updates in the January report to provide insight into the agenda development and other plans.

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

Federal Advocacy Plan: In December, Advance CTE focused on finalizing the materials for the campaign to double the federal investment in CTE and planning for the campaign’s launch in February. Advance CTE had been meeting with partners and members of Congress to provide background and lay the groundwork for a successful campaign. In addition, we have been coordinating with partners on Perkins V to submit our [comments on the draft state plan guide](#) and the draft [Consolidated Annual Report Guide](#)

Perkins: Advance CTE held the last Perkins V Regional Implementation meetings in Baltimore in December and continued to provide on-demand technical assistance to states on Perkins V. In addition, we’ve maintained the Perkins V State CTE Director Forum on Moodle and the [Virtual Resource Table](#).

On December 4, Advance CTE and ACTE met with Senate Health, Education, Labor and Pensions (HELP) staff to review the draft committee report on Perkins V. We provided specific suggestions to clarify provisions in the law that were confusing and asked for revisions based on concerns we've heard from our membership. The final committee report must be filed prior to the start of the new Congress in January. Advance CTE will notify our members when the report has been released.

Every Student Succeeds Act (ESSA)

The Office of the Inspector General (the U.S. Department of Education's internal watchdog agency) announced in December that it will be looking into:

- ESSA Accountability, including whether USED is providing sufficient oversight into how states are operating their statewide accountability systems (which is particularly of interest given that more than 30 states are measuring career readiness in their accountability systems) and
- Oversight of Title IV-A (Student Support and Academic Enrichment Grants), which numerous states are using for well-rounded education activities, which includes support for CTE.

Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE is continuing to examine the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE. In January, Advance CTE will begin to plan how we will analyze the revisions to WIOA state plans that states submitted in 2018 (these were just released by the U.S. Department of Labor).

Higher Education Act (HEA)

- Advance CTE is continuing to monitor what the 116th Congress will mean for HEA reauthorization and examine other organizations' priorities for HEA reauthorization.
- Advance CTE staff are beginning to meet with other organizations whose priorities are aligned to Advance CTE's to determine ways in which we can partner on HEA reauthorization.

Congressional Offices Engaged in October 2018:

- Bob Moran and Jake Baker, Senate HELP Committee
- Kara Marchione and Katie McClelland, Senate HELP Committee
- Adam Wek, Sen. Thune (R-SD)
- Ashley Palmer, Senate Appropriations Committee
- Nick Rockwell, Rep. Thompson (R-PA)
- Kerry McKittrick, Rep. Langevin (D-RI)

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

State Policy Update

New Skills for Youth: Advance CTE staff attended the NSFY convening in New Orleans, Louisiana in December. Staff presented on Perkins V and its implications for the NSFY work, and planned several breakouts highlighting work happening in NSFY states. Leadership of all four organizations (Advance CTE, JPMC, ESG and CCSSO) met in December to discuss 2019, the final year of NSFY. Staff will meet in early 2019 to discuss the final year of this phase of the grant, including dissemination and progress monitoring strategies.

NSFY Snapshots: Advance CTE staff concluded interviews with NSFY state team leaders in December. The information from these interviews, along with information gathered through the NSFY initiative,

will inform the development and writing of the NSFY state snapshots. These briefs are scheduled to be released in March 2019 and will highlight state progress during 2018.

JPMC Innovation Sites Snapshots: Staff spent much of December working to schedule dates for site visits to five domestic cities in order to research and write snapshots highlighting this city-based JPMC investment. The domestic site visits will happen in January-March 2019, and virtual site visits with five international sites will be scheduled for February 2019.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. In December, both states submitted mid-grant reports, and worked with staff to discuss plans for 2019, including how this work will be incorporated into and leveraged for Perkins V planning. Advance CTE continued research on a new publication focused on credit for prior learning, which will be released in early 2019. Staff drafted and submitted a detailed mid-grant report to the Joyce Foundation.

Equity Initiative: Staff continued to work on equity topics in December, including broadly planning activities for the equity kitchen cabinet and equity committee for 2019. Through a relationship strengthened by the committee, staff was invited to present on the [Making Good on the Promise](#) series at a December convening of National Urban League members.

- The third equity brief, titled *Making Good on the Promise: Building Trust to Ensure Equity in CTE*, is slated for release in mid-January. The brief will provide state strategies to address the mistrust of CTE within certain communities and the messaging difficulties state agencies face when trying to gain buy-in from stakeholders to promote equity in CTE.

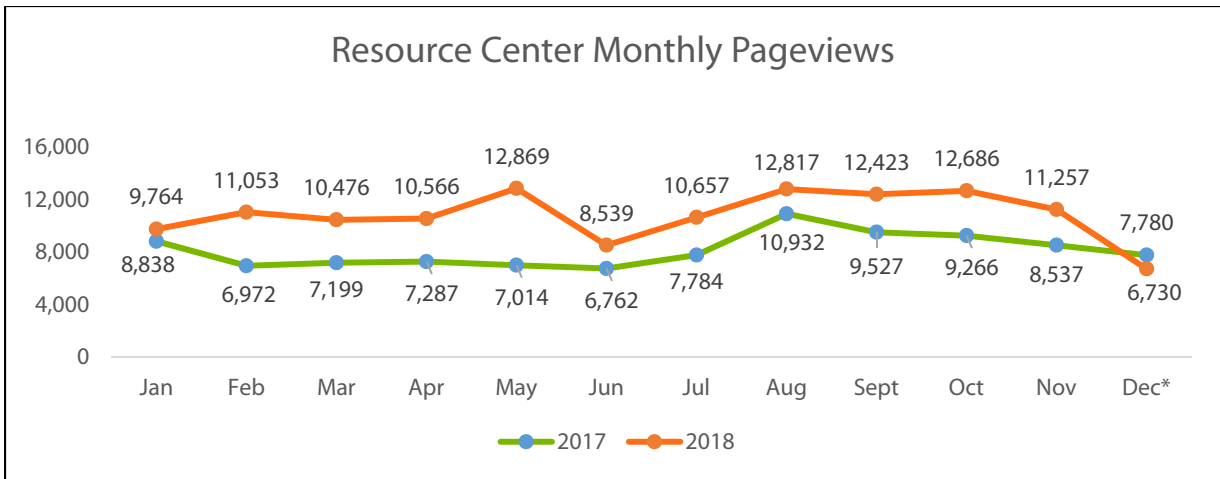
State of CTE: Data Collection and Use: Advance CTE received additional survey responses in December, bringing the total to 50 states and territories as of December 13, 2018. Interviews have been scheduled with a number of states in December and January to gather additional information and best practices to share in the report. Staff will share preliminary results in spring 2019.

Year in Review: The annual Year in Review report, which summarizes CTE- and career readiness-related policies, is slated for release in late January, with a webinar planned for early February. Staff spent December verifying the accuracy of state policies collected with State CTE Directors, and drafting a summary of the trends seen in 2018. The report will be released, in partnership with ACTE, at the end of January 2019 and a webinar summarizing results will be hosted in February 2019.

College Board Partnership: Advance CTE has been working with The College Board to create a resource that examines how CLEP tests can be embedded into, or used to, augment programs of study by Career Cluster. This resource is slated to come out in January 2019.

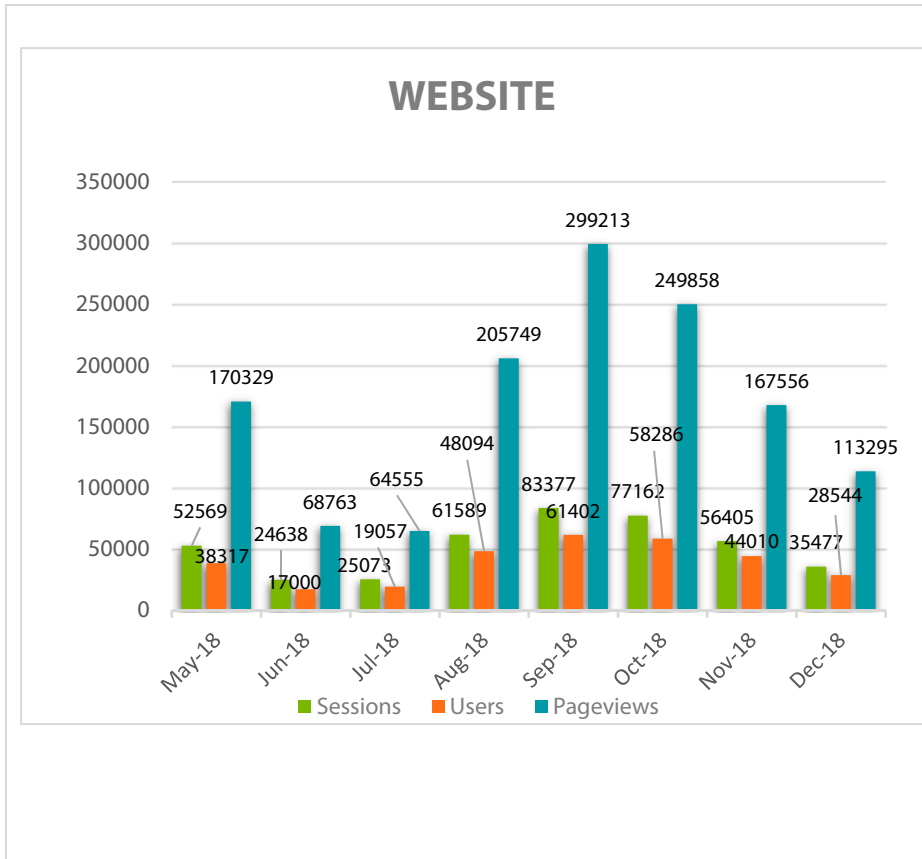
Resource Center: The Resource Center had sustained a total of 7,901 hits for the month of December, bringing the monthly average for 2018 to roughly 11,000 hits per month. In general, traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue in 2019.

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in June. Advance CTE is currently in the process of providing feedback on design options for the landing page.



*Reported data for November include website traffic through December 20, 2018

COMMUNICATIONS REPORT

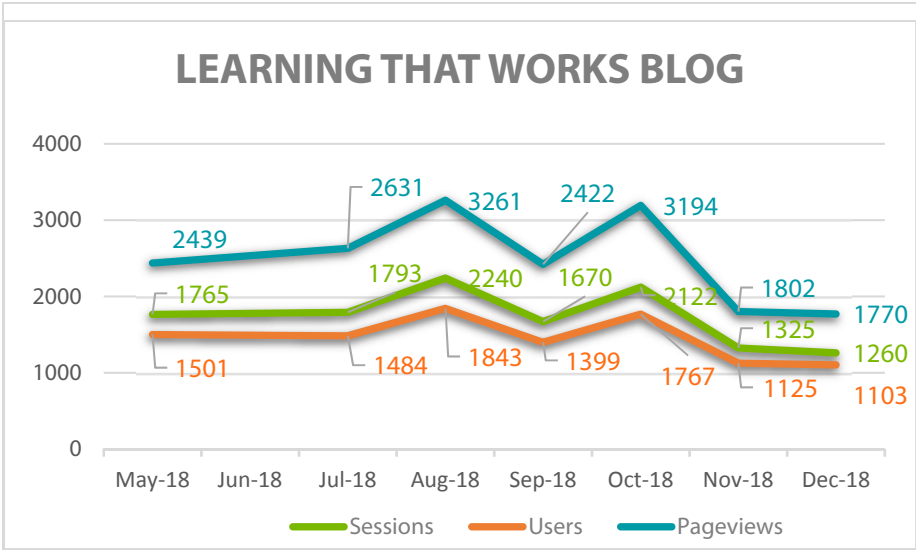


Major Organizational Releases/Initiatives

- Resource Center (1143)
- Perkins (1215)

Acquisition of site users

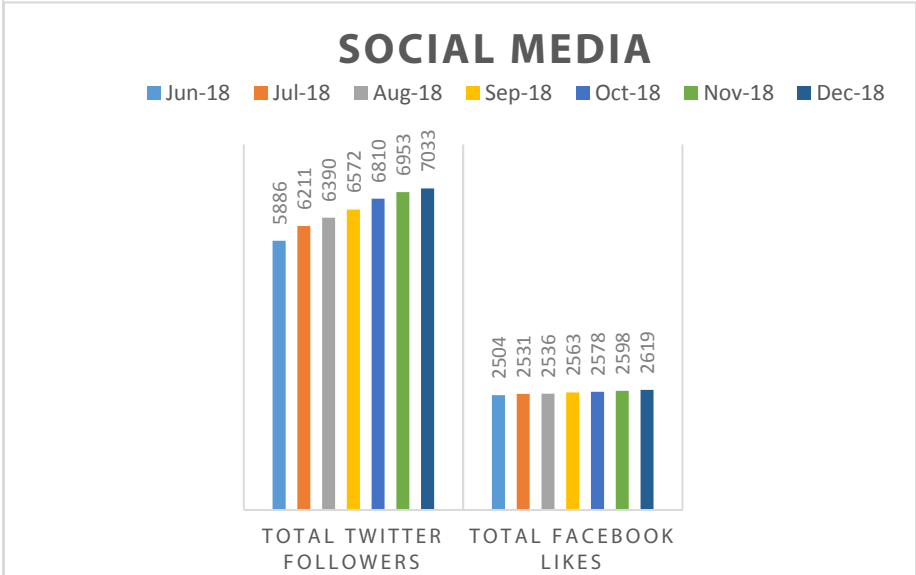
- Organic search (54%)
- Direct (35%)
- Referral (11%)
- Social (1%)



7 Blog Posts Published

Most visited blogs:

- Numerous States Pass Policies Related to Computer Science in 2018
- Work-based Learning is Predictive of Future Job Quality, According to New Study



Facebook: +21

Twitter: +80

Strategies for Attracting Students to High-Quality CTE: Advance CTE staff has been working with each state in the second cohort on their recruitment strategies. Each grantee has requested and received a no-cost contract extension until February 28, 2019 to finish out their projects.

Additionally, staff received nine applications to the third round of grants. Staff reviewed the applications and selected five states to begin their recruitment and communications projects in the New Year. Staff is currently developing contracts with each state.

Below is a list of Advance CTE’s staff most impactful or otherwise notable engagement activities from last month

- PRESENTATIONS**
- General session at NSFY on Leveraging Perkins to Sustain System’s Transformation Efforts Begun under NSFY; New Orleans, Louisiana.

	<ul style="list-style-type: none"> • Making Good on the Promise: Equity in CTE, Indicators of Education Equity Convening, National Urban League, New York, NY • Panel on CTE Policy, NCSL Capitol Forum, National Conference of State Legislatures, Washington, DC • Sessions on career advising and stakeholder engagement, Perkins V Regional Meeting, Advance CTE, Baltimore, MD
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • 2018 PIAAC Research-to-Practice Conference, Arlington, VA • Bridging the Education-Workforce Divide: Upskilling America's Workforce, Higher Learning Advocates, Washington, DC • Campaign to Invest in America's Workforce, Washington, DC • Committee for Education Funding, Washington, DC • National Coordinating Council for Career and technical Student Organizations, Washington, DC • <i>NSFY State Convening</i>, New Orleans, LA • National Governors Association, New Governors' Summit, Washington, DC • Perkins V Regional Meeting, Advance CTE, Baltimore, MD • Southern Regional Education Board's State Leaders Forum, Atlanta, GA • Training Disrupted- The Future of Workplace Credentials, Third Way, Washington DC • U.S. Department of Education's Rethink CTE Summit, Washington, DC
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieve • Achieving the Dream • ACTE • American Association of Community Colleges • Council of Chief State School Officers • Center for American Progress • Center for Law and Social Policy • College Board • College in High School Alliance • Council of Chief State School Officers • Credential Engine • Data Quality Campaign • Education Strategy Group • Institute for Education Sciences • Johns Hopkins University <i>Pathways to Adult Success</i> project • National Alliance for Partnerships in Equity • National Governors Association • National Skills Coalition • National Urban League • National Skills Coalition & Workforce Data Quality Campaign • U.S. Department of Education

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call to approve the FY2 budget

The Center to Advance CTE

- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call to approve the FY20 budget

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

State CTE Director Changes

- In early January, Jacque Treaster of Montana was named the official State CTE Director.
- Also in early January, Deb Reiter of New York, who has led the office in an interim capacity since 2017, was named the official State Director.
- Staff also received word that a new State Director for Wyoming has been chosen and will start on March 1.
- As of January, there are now three vacant State Director positions: DC, NH and WY.

Finance Update: This financial update represents income and expenses through the end of January 2019. A Center budget modification is pending once all the grants have been finalized.

Advance CTE Budget Snapshot
Received 87% of budgeted income
Expended 49% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 117% of budgeted income
Expended 45% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

Grant/Proposal/ Contract	Organization /Partner	Engagement in Past Month	Status
-------------------------------------	----------------------------------	---------------------------------	---------------

Strategies for Recruiting Students into CTE	Siemens Foundation	Cohort 2 is wrapping up its work; cohort three contracts are underway. Staff is regrouping on the budget, as less direct TA was needed in states, so redirecting funds to make the state outputs more accessible.	Ongoing
New Skills for Youth	JP Morgan Chase	This is the final year of the New Skills for Youth Grant. Staff is working with partner organizations to effectively tell the story of the impact of the work and to set the stage for a future investment.	Ongoing
Postsecondary program quality	Joyce Foundation	The funded states have turned in mid-grant reports. IL is proposing an expansion of its work 2019. The Credit for Prior Learning paper will be released in first quarter of 2019. A new dissemination strategy has been built to give visibility to the work.	Ongoing
Career Clusters & Perkins Implementation	Gates Foundation	<p>The initial grant work is well underway, with the mid-grant report being submitted in February. Perkins V supports and equity are well underway but the Career Clusters revision is a bit slower to get started.</p> <p>The proposal for the supplemental funds has been submitted and we are in discussions with the Foundation to refine details; we expect the work to begin in late February 2019. In the meantime a lot of work has been done to prepare for the three tiers of work to come – state coaching, shared success working groups and the next round of regional meetings.</p>	<p>In place</p> <p>Proposal development</p>
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The PAYA meeting will take place in March 2019 and staff has participated in the planning of that even. Our proposal for the project we'll conduct under the first year of this contract – a deep-dive analysis of the apprenticeship questions states answered on the State of CTE report has been approved; work will begin soon with a resource out this summer.	In place
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work began in earnest in January 2019. See below for more details.	Ongoing

Postsecondary CTE	Joyce Foundation	Upon request, we have submitted a second proposal to the Joyce Foundation to support Perkins implementation, with an emphasis on their priority states. This work will be aligned/integrated with the Gates grant described above. The next cycle for approval is in April and the grant would run from April 2019-March 2021 and be for a total of \$400,000. In discussions with the grant lead, as we may need to reduce our request to \$325,000. Questions are being asked about why funding is needed past submission of state plans.	Proposal development
Postsecondary CTE	ECMC Foundation	No additional follow up has taken place. We are still in the relationship-building phase.	Ongoing discussion

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In January, Advance CTE received seven new memberships – Two new State Members, eight replacement State Members, one Associate, State member, four Associate, Non-state members and two add-on organizational members, and three new organizational members representing 73 individuals. The large increase in organizational members comes from the University of the District of Columbia-Community College, which added nearly its entire faculty as members. This actually happened in late December but wasn’t final until after the monthly Board reports were finalized.

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

Total membership as of January 30, 2019: **596** individuals

- State Membership*: 56 states (representing 56 State Directors and 195 state members)
- Associate, State: 17
- Associate, Non-state: 126
- Organizational: 46 organizations (representing 202 individuals)

Meetings/Events:

Event Name	Date	Total Participants	Total Participating	% of Participation
------------	------	--------------------	---------------------	--------------------

			State Directors	Goal (if applicable)
2019 Advance CTE Spring Meeting	4/8-4/10/19	102 (registered)	n/a	n/a

2019 Spring Meeting: Registration for the 2019 Advance CTE Spring Meeting opened during the week of January 14, and we are already far above our registration benchmarks. Given this is our only public meeting this year, we expected this level of interest and are actively reaching out to our core members to ensure they are registered before we reach capacity. Similarly, we are well ahead of benchmarks for sponsorships as well.

The meeting’s agenda is being developed around the theme of “Be Bold,” which is a connection to our Regional Implementation Meetings. Monday, April 8 will focus around creating bold goals for your state CTE system. Tuesday, April 9 will celebrate and highlight bold action and Wednesday, April 10 will explore bold results and debut Advance CTE’s latest 50-state report looking at CTE data systems. A full agenda is expected to roll out in February.

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

Federal Advocacy Plan:

In January, Advance CTE focused on finalizing the strategy and resources for the campaign to double the federal investment in CTE, meeting with partners and members of Congress on Perkins V and submitting comments related to Perkins V implementation.

Perkins: Advance CTE crafted the following comments related to Perkins V and provided guidance to our members on how to submit their own:

- [Draft Consolidated Annual Report](#)
- Proposal to submit Perkins data through the [EDFacts submission system](#)

In addition, the final [Committee Report on Perkins V](#) was published and Advance CTE highlighted areas of interest for our members. The clarification specified in the report aligned with the comments we submitted on Perkins V implementation, including those on the Draft State Plan Guide.

Appropriations: Advance CTE conducted a preview [webinar](#) for our members on the Double the Investment Campaign. Based on feedback received during this webinar, we decided to do a members-only launch on February 7 and public launch on February 11. The launch will come before the President’s Fiscal Year 2020 Budget is released, which is normally the first Monday of February, but has been significantly delayed by the recent government shutdown. In addition, Advance CTE signed onto the following two letters, which advance our priorities related to appropriations:

- [NDD United letter](#) asking Congress to pass a budget deal to raise the budget caps on non-defense discretionary (NDD) spending to avoid automatic sequestration cuts for Fiscal Year 2020 and beyond.

Every Student Succeeds Act (ESSA): Advance CTE will be joining the Title IV-A coalition in February 2019, upon the Board's approval of the budget modification. The coalition is an alliance comprised of more than 30 national organizations working together to advocate for maximum funding of the flexible block grant, which is authorized at \$1.6 billion for FY 2018 under Title IV, part A of the Every Student Succeeds Act (ESSA). The block grant, known as the Student Support and Academic Enrichment (SSAE) grant program, is designed to ensure that high needs districts have access to programs that foster safe and healthy students, provide students with a well-rounded education (which includes CTE), and increase the effective use of technology in our nation's schools.

Workforce Innovation and Opportunity Act (WIOA): Advance CTE is continuing to examine the implementation of WIOA across including analyzing the revised WIOA state plans that were released by the U.S. Department of Labor in December. Resources related to understanding the implications and opportunities for implementation of WIOA continue to be added to the Learning that Works Resource Center.

Higher Education Act (HEA): The HEA Kitchen Cabinet, Advance CTE's group of state and local leaders with an invested interest in HEA reauthorization, has been formed and some of these members were already engaged in a call on Title II of HEA, which focuses on teacher preparation. Advance CTE is continuing to monitor what the 116th Congress will mean for HEA reauthorization and examine other organizations' priorities for HEA reauthorization. Resources related to understanding the implications and opportunities for implementation of HEA continue to be added to the Learning that Works Resource Center. Advance CTE posted two blogs on HEA- one on how the Federal TRIO Program has been successful in Vermont and another on how the Title III HSI STEM Articulation Grant has been used in Texas.

Congressional Offices Engaged in January 2019:

- Liz Albertine, Rep. De Lauro (D-CT)
- Jake Baker, Senate HELP Committee
- Kerry McKittrick, Rep. Langevin (D-RI)
- Karishma Merchant, Sen. Kaine (D-VA)
- Jessica Mulligan, Rep. Jayapal (D-WA)
- Nick Rockwell, Rep. Thompson (R-PA)
- Jo Stiles, Rep. Morelle (D-NY)
- Adam Wek, Sen. Thune (R-SD)

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

State Policy Update

New Skills for Youth: Staff continues to work with the NSFY project team to coordinate activities across the grant. In January, staff met with project team members to discuss upcoming progress monitoring stocktakes, the next NSFY convening (taking place in May, location to be determined), and dissemination and funder communications. Additionally, staff joined progress monitoring calls with each of the four NSFY coaches.

NSFY Snapshots: The third round of New Skills for Youth state snapshots is on track for release in early March. Each snapshot will profile three to four strategies the state is taking to transform and expand access to high-quality career pathways. One trend across the ten New Skills for Youth states is an intentional focus on equitable outcomes. Many states have freed up funds or are launching new programs specifically to improve access and success for marginalized learner populations.

JPMC Innovation Sites Snapshots: The work of this grant took off during January. Staff conducted research on and had conversations with representatives from all of the domestic innovation sites (Dallas, Detroit, Denver, New Orleans, Dallas) and all of the international sites (China, United Kingdom, South Africa, India, Southeast Asia). Travel to the domestic sites will take place during February and March, where staff will visit project sites, interview key stakeholders, and begin to develop narratives for each profile. The final result of Phase One of this two-year project will be a series of ten profiles, as well as a summary document across them all.

State of CTE: Data Collection and Use: The State of CTE survey was closed at the end of December with 51 total responses from State CTE Directors. Advance CTE followed up with 11 states for additional information and is in the process of writing the final report. The full report will be showcased this April at Advance CTE's Spring Meeting with a general session panel and a series of concurrent breakouts focused on collecting and leveraging CTE data.

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. Staff continued research on a new publication focused on credit for prior learning, which will be released in early 2019. Advance CTE also developed a new dissemination strategy for the Joyce work, including webinars, blog posts and outreach to additional partners.

Equity Initiative: Advance CTE virtually convened both the committee of national partners as well as the member Kitchen Cabinet during the month of January. On those webinars, staff presented on the latest equity brief and facilitated discussions on other partner projects and potential future engagement.

- The third equity brief in the [Making Good on the Promise](#) series, titled [Making Good on the Promise: Building Trust to Promote Equity in CTE](#), was released on January 15. The brief maps out steps state leaders can take to rebuild trust in marginalized communities that CTE historically failed to serve equitably.

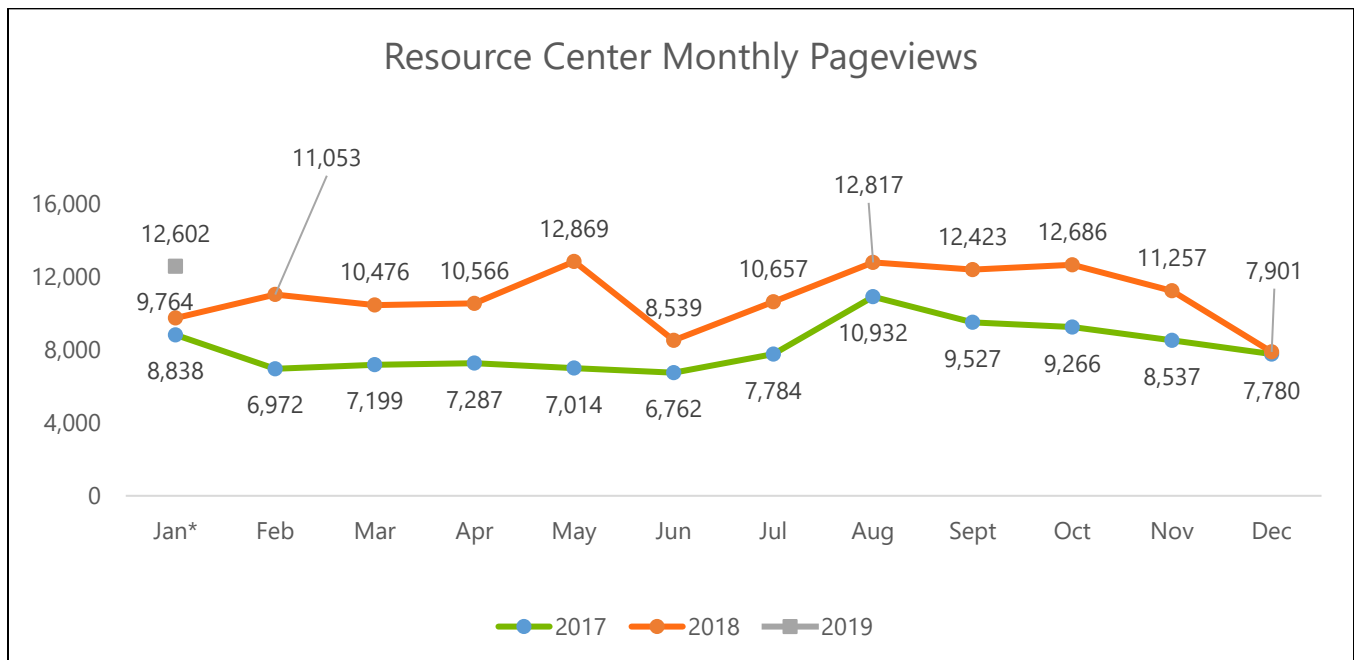
Year in Review: On January 29, [State Policies Impacting CTE: 2018 Year in Review](#) was released. This paper, produced by Advance CTE and ACTE, is the sixth annual review of CTE and career-readiness policies in the states and territories. The report highlights notable legislation, board rules, executive actions and governor-led initiatives in each state.

College Board Partnership: On January 24, [College-Level Examination and Career and Technical Education](#) was released. This guide from Advance CTE and the College Board examines how specific CLEP exams can be embedded into or used to augment programs of study by Career Cluster®.

Internal Knowledge Management Strategy: Staff has been working on a research warehouse tool that will provide filterable, evidence-based research on high-quality CTE. The objective is to provide members access to a living document where they can draw on information to inform state policy and make the case for CTE in their states. Staff aims to release the tool by summer 2019. Relatedly, Advance CTE has been making intentional efforts to capture and document knowledge across all program areas in a shared Google Drive to ensure all tools, research and project-level information is accessible across the team. Staff has also begun facilitating project deep dives during staff meetings to ensure everyone on the team is briefed on the latest projects and research.

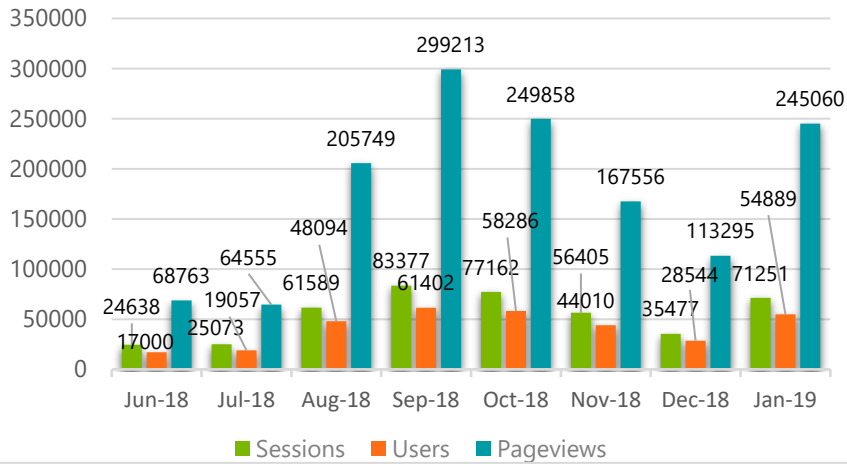
Resource Center: The Resource Center had a total of 12,602 hits for the month of January, which is on a path to outpace the monthly totals from 2018. Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE’s *Making Good on the Promise: Building Trust to Promote Equity in CTE* report, followed by the American Institute for Research’s 50 state scan of CTE teacher licensure policies. The most visited topic page was Career Advisement, followed by Work-based Learning. The least viewed topic pages were Funding and Finance and Cross-Sector Strategies and Governance (formerly Systems Alignment).

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in June. Advance CTE is currently in the process of providing feedback on design options for the landing page.



COMMUNICATIONS REPORT

WEBSITE



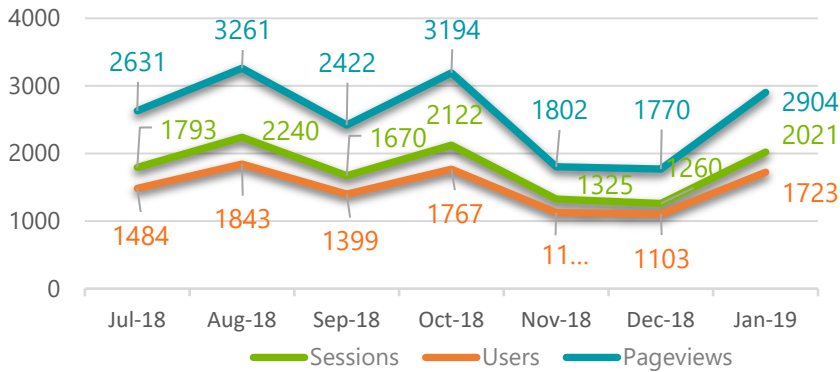
Major Organizational Releases/Initiatives

- Resource Center (2473)
- Perkins (1967)
- CTE Month (1204)
- Spring Meeting (672)

Acquisition of site users

- Organic search (49.6%)
- Direct (38.4%)
- Referral (11%)
- Social (1%)

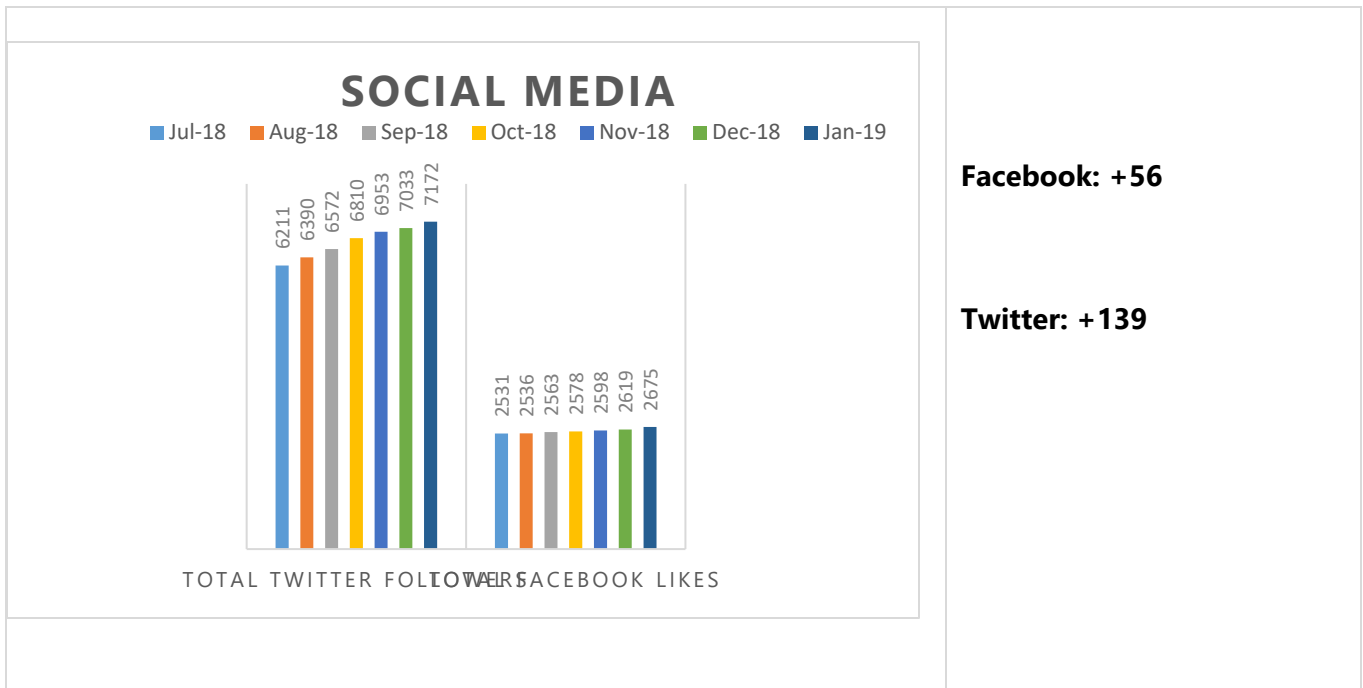
LEARNING THAT WORKS BLOG



17 Blog Posts Published

Most visited blogs:

- High School Senior, Brian Elvidge, Shares How CTE and SkillsUSA Helped Him Get Back in the Game
- Perkins V: How can states expand work-based learning?



Media Hits in January 2019:

[How Are States Measuring College-and-Career Readiness? It's a Hodge-Podge](#), Education Week

Strategies for Attracting Students to High-Quality CTE (Siemens grant): Advance CTE staff has been working with each state in cohort 2 (ND, CO, ID) on their recruitment strategies. Each grantee has requested and received a no-cost contract extension until February 28, 2019 to finish out their projects. Additionally, staff has begun working with cohort 3, which includes five states (AR, GA, IA, SC and UT) to put in place their contracts and begin to implement their proposed work plans. Staff have been working to put in place a contract with a communications firm to help make the assets created under this grant more visible and easily accessible; the goal is for the work to be completed by summer 2019. The train-the-trainer workshop was held in January, where six individuals were trained to deliver the Strategies for Attracting Students to High-Quality CTE workshop. Workshops will be held this year in partnership with ASCA, ACTE and a number of states.

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"> • Business Leads Fellows Meeting, U.S. Chamber of Commerce Foundation, Phoenix, AZ • <i>Perkins V and Career Advisement</i>, American School Counselor Association, webinar for State School Counseling Directors • <i>Federal Policy Outlook</i>, American Association of Community College, San Diego, CA |
|----------------------|---|

	<ul style="list-style-type: none"> • <i>CTE 101</i>, Unidos/US, Washington, DC
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Campaign to Invest in America's Workforce, Washington, DC • Committee for Education Funding (CEF), Washington, DC • Jobs and Careers Coalition, Washington DC • <i>Linked Learning Site Visit</i>, The Alliance for Excellent Education, Oakland, CA • National Coordinating Council for Career and technical Student Organizations, Washington, DC • <i>Preparing Education and Workforce Leaders to Rise Up for Equity in the 21st Century</i>, Institute for Educational Leadership (IEL), Washington, DC •
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieve • Achieving the Dream • ACTE • Alliance for Excellent Education • American Association of Community Colleges • American Youth Policy Forum • Center for Law and Social Policy • College Board • Council of Chief State School Officers • Council on State Governments • Data Quality Campaign • Education Strategy Group • Institute for Educational Leadership • JFF • JPMorgan Chase (as part of the equity committee) • K12 • Learning Policy Institute • National Alliance for Partnerships in Equity • National Association of Student Financial Aid Administrators • National Center on Learning Disabilities • National Coalition for Literacy • National Governors Association • National Skills Coalition • National Urban League • National Women's Law Center • New America • Partnership to Advance Youth Apprenticeship • Opportunity America • U.S. Chamber of Commerce Foundation

Upcoming Advance CTE and Center to Advance

QUICK UPDATES

CTE Board Meetings

Advance CTE

- April 7, 2019 – In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 3-4 p.m. ET – Conference call.

The Center to Advance CTE

- April 7, 2019 - In person at the Omni Shoreham Hotel in Washington, DC.
- June 26, 2019, 4-5 p.m. ET – Conference call

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

State CTE Director Changes

- California now has a new state superintendent, which means the rest of the agency is shaking up. California's Donna Wyatt was part of the impacted shake-up. She left her position at the end of February. Former State CTE Director Russ Weikle is coming on board to help the state with its transition plan, and permanent leadership is being sought.
- As of February, there are now 4 vacant State Director positions. Any state with an asterisk has been vacant for nine months or longer:
 - California
 - DC
 - New Hampshire
 - Wyoming

Fundraising: Advance CTE is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

<i>Grant/Proposal/Contract</i>	<i>Organization/Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See fuller update below.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below. Staff met with JPMC leadership to share insights and recommendations related to future investments. NSFY funding ends in December 2019.	Ongoing

Postsecondary program quality	Joyce Foundation	A research brief on credit for prior learning will be released in April 2019, along with a webinar. A new dissemination strategy, to build visibility for the work, has been drafted.	Ongoing
Career Clusters & Perkins Implementation	Gates Foundation	The supplemental, for an additional \$700,000, was officially approved in February 2019. Work is underway with the first three states that will receive intensive coaching (IN, NY and WA). Plans have begun for the tier 2 competitive coaching (limited to Gates and Joyce states), regional meetings and the first shared solutions working group, which will focus on the comprehensive local needs assessment.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Partnership activities continue. Staff will attend and present at the PAYA convening in March 2019 (Charleston) and have been working on federal legislation related to apprenticeship.	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	See update below.	Ongoing
Postsecondary CTE	Joyce Foundation	Upon request, we have submitted a second proposal to the Joyce Foundation to support Perkins implementation, with an emphasis on their priority states. This work will be aligned/integrated with the Gates grant described above. The next cycle for approval is in April and the grant would run from April 2019-March 2021 and be for a total of \$400,000.	Pending
Postsecondary CTE	ECMC Foundation	We met with leadership from the ECMC Foundation, building on previous conversations from last summer, and shared information on our postsecondary CTE work. We are still in the relationship-building phase.	Ongoing discussion

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update

Membership Update: In February, Advance CTE received 15 new memberships – one new State Member, one replacement State Member, seven Associate, Nonstate members and six add-on organizational members. One member cancelled.

Total membership as of February 28, 2019: **609** individuals

- State Membership*: 56 states (representing 56 State Directors and 196 state members)
- Associate, State: 17
- Associate, Non-state: 132
- Organizational: 46 organizations (representing 208 individuals)

Member-Only Resources and Supports

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2019 Advance CTE Spring Meeting	4/8-4/10/19	n/a	30	96%
Year in Review Webinar	2/14/19	54	1	N/A

2019 Spring Meeting: We’ve had a phenomenal response to our Spring Meeting registration and sponsorships. We are at 96% of our target with two weeks left to registration. We are likely to sell out this year (just as we did in the fall). Given this is our only public meeting this year, we expected this level of interest and are actively reaching out to our core members to ensure they are registered before we reach capacity.

Our sponsorships are also well ahead of targets – 150%. We have also negotiated an exciting evening outing with Kuder. Attendees will have the opportunity to enjoy an evening dinner cruise on the Potomac on April 8. CompTIA is also sponsoring a reception for all State Directors on April 7.

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

Federal Advocacy Plan: In February, Advance CTE launched the campaign to [double the investment in CTE](#). We also continued to meet with partners and members of Congress on the campaign, Perkins V, reauthorization of the Higher Education Act and apprenticeship.

Perkins: Advance CTE crafted comments on the revised state plan guide (see email on February 24, 2019) and provided guidance to our members on how to submit their own. In addition, we continued the “Perkins V resource roundup” with two editions in February: [“Perkins V: How can states design meaningful accountability systems?”](#) and [“Perkins V: How can states plan for genuine stakeholder engagement?”](#)

Appropriations: Advance CTE officially launched the campaign to double the federal investment in CTE with members on February 20 and with the public on February 25. The launch comes prior to the release of the President’s Fiscal Year 2020 Budget, which is anticipated to occur on March 11. In addition, Advance CTE signed onto the following two letters, which advance our priorities related to appropriations:

- To raise the budget caps for non-defense discretionary (NDD) spending and provide at least level funding (\$2.055 billion) for Title II-A of the Every Student Succeeds Act (ESSA), which can be used for professional development for CTE.

- To raise the budget caps for non-defense discretionary (NDD) spending and provide strong funding for Title IV-A of ESSA (Congress appropriated \$1.17 billion for FY19), which supports Student Support and Academic Enrichment grants that can be spent on activities related to well-rounded education (which CTE is apart).

Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE is continuing to examine the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE and analyzing the revised WIOA state plans that were released by the U.S. Department of Labor in December 2018.
- Advance CTE's staff is continuing to meet with other organizations whose priorities are aligned to those of Advance CTE to determine ways in which we can collaborate on WIOA analysis and impending reauthorization.

Higher Education Act (HEA)

- Advance CTE is continuing to monitor what the 116th Congress will mean for HEA reauthorization and examine other organizations' priorities for HEA reauthorization.
- Advance CTE's is continuing to meet with other organizations whose priorities are aligned to Advance CTE's to determine ways in which we can partner on HEA reauthorization.
- The HEA Kitchen Cabinet, Advance CTE's subgroup of members who will help advise on the organization's priorities and strategy during HEA reauthorization, convened for the first group conference call.

Congressional Offices Engaged in February 2019:

- Jake Baker, Sen. Alexander (R-TN)
- Samuel Weinstock, Se. Warren (D-MA)
- Conor Sheehey, Sen. Scott (R-SC)
- Allison Feikes, Sen. Braun (R-IN)
- Adam Wek, Sen. Thune (R-SD)
- Karishma Merchant, Sen. Kaine (D-VA)
- Katherine McClelland, Sen. Murray (D-WA)
- Nick Rockwell, Rep. Thompson (R-PA)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Brian Kaissa, Rep. Krishnamoorthi (D-IL)
- Adela Amador, Rep. Harder (D-CA)

State Policy Update

New Skills for Youth (NSFY) Snapshots: The 2018 NSFY state snapshots, which profile the achievements and challenges of the 10 NSFY states, will be released in March. The drafts are completed and have been reviewed by the team leaders in each state, and Advance CTE is finalizing preparations for their release. Along with the 10 state snapshots, Advance CTE will publish an executive summary that describes trends across the entire cohort of states. One notable trends from 2018 is a persistent focus on equity, by including learners with disabilities in high-quality career pathways, expanding access to advanced coursework, strengthening individualized career planning, and improving the quality of career pathways.

NSFY: State of CTE: Data Collection and Use: The final draft of the State of CTE report is undergoing review and revisions and is on track to be released at the Advance CTE Spring Meeting in April. For the release, Advance CTE is organizing a panel with national experts on secondary and workforce data

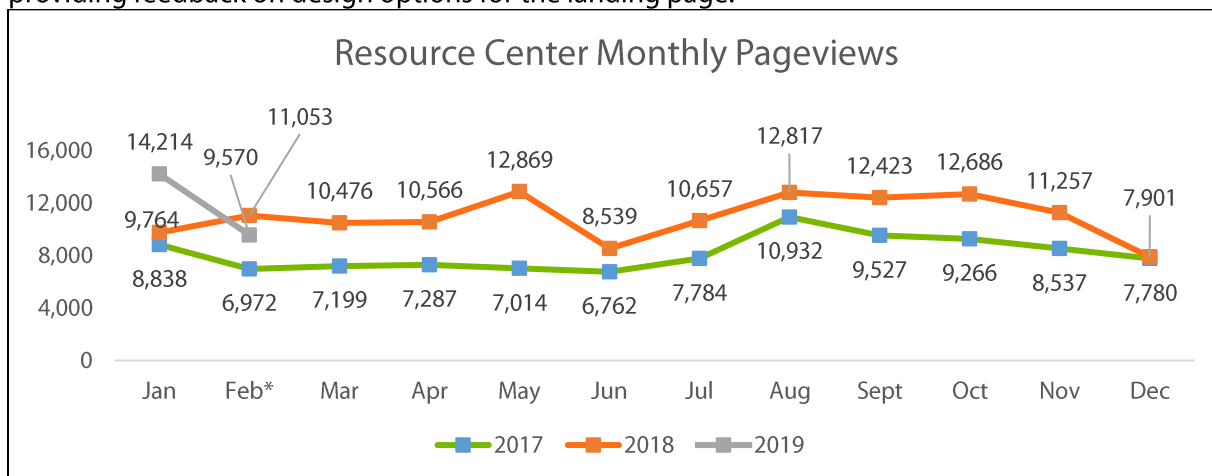
quality who will help unpack and interpret findings from the report. There will also be a series of concurrent breakouts to dig deeper into lessons and state strategies from the report. To support dissemination of the report, Advance CTE has lined up several opportunities to share the findings with partners, funders and conferences.

JPMC Innovation Sites Snapshots: Staff spent February traveling to three different New Skills for Youth sites – South Bronx, Denver and Detroit – learning about the work happening there to improve program quality, access and work-based learning opportunities for learners. In March, staff will visit sites in Dallas and New Orleans, and continue international interviews for sites in the UK, South Africa, China, India and Southeast Asia. The information gathered from these interviews will inform the creation of snapshots, which will be released this summer.

Equity Initiative: The equity initiative continues to be a priority for Advance CTE. Staff prepared for a March webinar with the partner committee, as well as a panel and breakout series at the upcoming Spring Meeting. Staff also began working on a new brief in the *Making Good on the Promise* series, focused on equity in access to opportunities.

Resource Center: The Resource Center had sustained a total of 9,570 hits for the month of February. The top two resources for this month include the American Institute for Research’s 50 state scan of CTE teacher licensure policies, followed by the National Center for Career and Technical Education’s “Work-based learning Opportunities for High School Students.” The most visited topic page was Work-based Learning, followed by Career Advisement. The least viewed topic pages were Instructor and Leader Quality and Cross-Sector Strategies and Governance (formerly Systems Alignment).

Additionally, Advance CTE is in the process of updating the Resource Center landing page. Updates for the landing page should be completed in June 2019. Advance CTE is currently in the process of providing feedback on design options for the landing page.



*Reported data for February include website traffic through February 22, 2019

Joyce Foundation – Postsecondary Program Approval: Advance CTE staff continued to work with leaders in Colorado and Illinois on improving postsecondary program quality. In February, staff visited Perkins V stakeholder engagement sessions in both Colorado and Illinois, and both states are using their work with the Joyce grant to inform Perkins V planning. Staff also continued to refine and update a report on credit for prior learning, which will be released in late March.

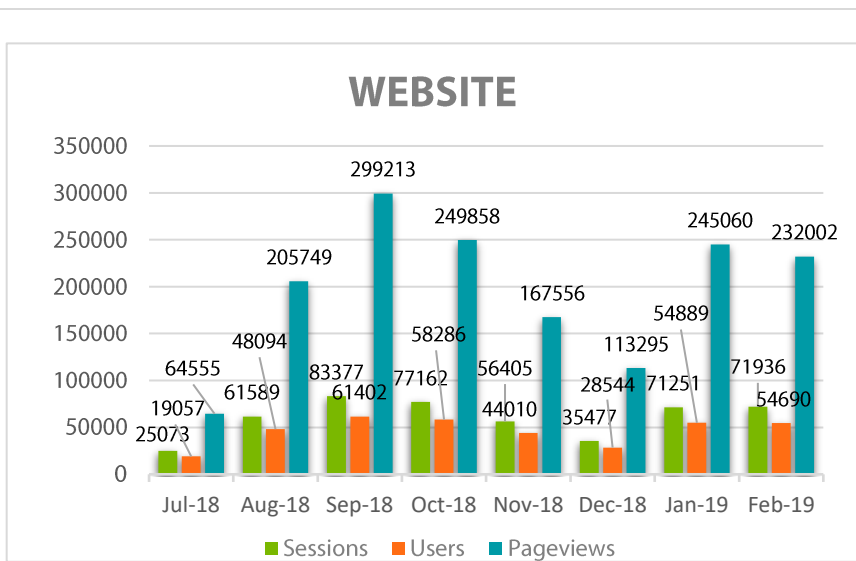
Policy Benchmark Tool – Dual Enrollment and Articulation: Advance CTE is in the process of developing a new policy benchmark tool. The tool, which is slated to come out in November 2019, will potentially focus on dual/concurrent enrollment, articulation and transfer. Currently, Advance CTE is

conducting a literature review on dual/concurrent enrollment, articulation and transfer to inform the development of the tool.

Oregon Perkins V Planning: Advance CTE received notice in February that Oregon chose the joint Advance CTE-ACTE proposal to facilitate the Perkins V state plan process. The contract begins in March 2019, so staff spent February organizing contracts and planning for the first phase of the work.

Knowledge Management Strategy: As part of Advance CTE’s knowledge management strategy, members of the Advance CTE team have been leading “deep dive” sessions during staff meetings to brief the team on different projects. In February, staff shared about the Double the Investment Campaign, the Year in Review report, and the organization’s Perkins V support strategy.

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

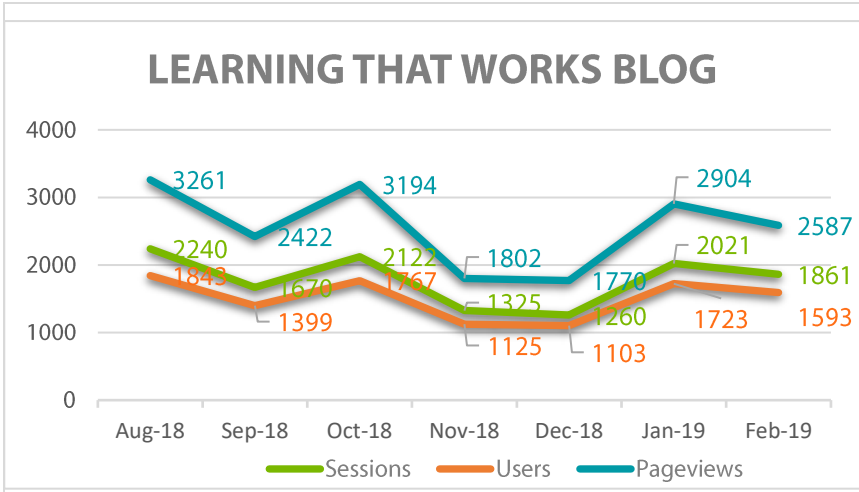


Major Organizational Releases/Initiatives

- Resource Center (2232)
- Perkins (1695)
- CTE Month (1355)
- Spring Meeting (1084)

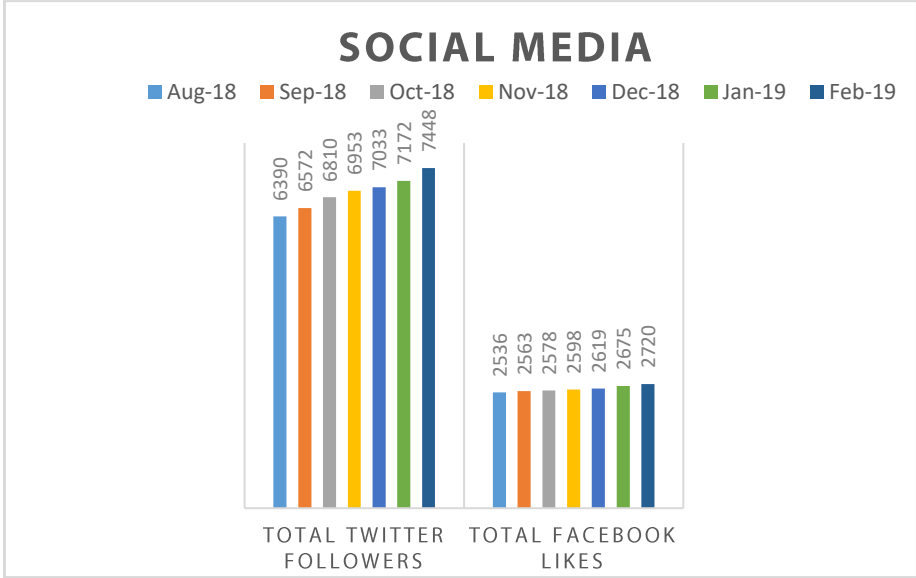
Acquisition of site users

- Organic search (49.7%)
- Direct (36.9%)
- Referral (12.8%)
- Social (.5%)



14 Blog Posts Published
Most visited blogs:

- CTE Month
- CTE Month: Uplifting the Learner Experience and Voice
- CTE Month: Advocating for CTE to policymakers



Facebook: +45

Twitter: +276

Media: Ground Break Carolinas posted the press release, [Forty-two States, D.C. Enact 146 Policies Supporting Career and Technical Education](#).

Strategies for Attracting Students to High-Quality CTE (Siemens Grant): Advance CTE staff has been working with each state in cohort two (CO, ID, ND) on their recruitment strategies. Each grantee received a no cost extension until February 28, 2019. Two of the three grantees submitted their report on time. Idaho has received a no-cost extension through March 31, 2019.

Additionally, staff has continued working with cohort three, which includes five states (AR, GA, IA, SC and UT) to put in place their contracts and begin to implement their proposed work plans. Each grantee will participate in monthly check-in calls and bi-monthly cross-state calls, one of which will take place in March.

Staff have been working to put in place a contract with a communications firm to help make the assets created under this grant more visible and easily accessible; the goal is for the work to be completed by summer 2019.

Staff has also begun to deliver the Career Advising and Development Training, the first of which took place in Colorado in February. The training will be delivered in 12 – 16 states through ASCA and ACTE state-wide chapters, as well as state CTE offices affiliated with the Siemens grant. Components of the training will be delivered virtually through ASCA's online platform beginning in summer 2019.

Priority: Build and maintain strong and effective PARTNERSHIPS that advance our vision and mission.

Below is a list of Advance CTE’s staff most impactful or otherwise notable engagement activities from last month

<p>PRESENTATIONS</p>	<ul style="list-style-type: none"> • 2018 Year in Review Webinar, Advance CTE and ACTE • 2019 Skills Summit, National Skills Coalition, Washington, DC • 2019 Spring Conference, Missouri Council of Career Technical Administrators, Jefferson City, MO • CTE 101, Congressional CTE Caucus, Washington, DC • Georgia CTE Administrators Conference, Marietta, GA • Perkins Stakeholder Meeting, Illinois State Board of Education, Bloomington, IL
<p>EVENTS ATTENDED</p>	<ul style="list-style-type: none"> • Apprenticeship Forward Collaborative, Washington, DC • Committee for Education Funding (CEF), Washington, DC • Data Quality Institute, OCTAE, Washington, DC • Dinner on career advising, Hosted by McDonald’s corporation at the US Chamber of Commerce, Washington, DC • Minority Serving Institutions: America’s Underutilized Resource for Strengthening the STEM Workforce National Convocation, National Academies of Sciences, Engineering and Medicine, Washington, DC • NSFY Innovation Site Visit, South Bronx, New York • NSFY Innovation Site Visit, Denver, Colorado • NSFY Innovation Site Visit, Detroit, Michigan • School Counselor of the Year Gala, Washington, DC • Tech’s Workforce Impact Across Different Industries, National Skills Coalition, Washington, DC • Title IV-A Coalition, Washington, DC
<p>OTHER PARTNERS ENGAGED</p>	<ul style="list-style-type: none"> • Achieve • ACTE • America’s Promise Alliance • American School Counselor Association • Asia Society • CCSSO • Data Quality Campaign • Education Strategy Group • Higher Learning Advocates • JPMC • Leadership Conference for Civil and Human Rights • Partnership to Advance Youth Apprenticeship • RTI Associates • National Association of Student Financial Aid Administrators • National Governors Association • National Skills Coalition & Workforce Data Quality Campaign • National Wildlife Federation • U.S. Chamber of Commerce • U.S. Department of Education, OCTAE

**Advance CTE/Center to Advance CTE
Joint Board of Directors' Meeting
MINUTES**

January 30, 2019
2:30 - 3:00 p.m.

ATTENDEES: Bernadette Howard, Sarah Heath, Marcie Mack, Pradeep Kotamraju, Thalea Longhurst, Sheila Ruhland, Jeralyn Jargo, Donna Wyatt, Barbara Wall, Charisse Childers, Lee Burket, Nicole Smith

STAFF: Kimberly Green, Shannon Johnson

GUESTS: Jennifer Arminger, Auditor, Gelman, Rosenberg and Freedman
Carolyn Skinner, Accountant, Dembo Jones

WELCOME: Howard greeted the Board and called the meeting to order.

Review and Approval of October 22, 2018 Minutes: Howard gave a brief review of the October 22, 2018 Board meeting minutes and asked for a motion to approve.

MOTION: To approve the October 22, 2018 Board minutes, as presented.

Mack, Jargo.

MOTION ADOPTED.

Review and approval of the Audit: Howard introduced and welcomed Arminger and called for a review of the audit.

Arminger explained that the firm's responsibility is to conduct the audit then express an opinion on the results of that audit and accompanying reports. She explained that they conducted the audit in accordance with the auditing standards generally accepted in the U.S. (Note: The auditors use the organization's full names, not DBA – NASDCTEc rather than Advance CTE and NCTEF rather than the Center to Advance CTE).

Arminger explained that Gelman, Rosenberg and Freedman provided three separate letters: NASDCTEc & NCTEF 2018 Combined FS; NASDCTEc & NCTEF 2018 OAC Letter; NASDCTEc & NCTEF 2018 Combined AU-C 260 Letter, to explain their findings and state their opinion on the outcomes of the audit.

Arminger next explained Advance CTE's assets. She said that the majority of our assets are currently in our investments. Advance CTE has \$700,563 in cash and cash equivalents. Advance CTE has \$391,405 in liabilities with the majority being in deferred revenue. Advance CTE experienced a total net asset increase of \$880,506 over FY17 bringing the total net assets to \$4,443,494.

Arminger explained that Advance CTE/The Center to Advance CTE experienced a \$401,337 increase over FY17 in revenue generated from grants and contracts. Expenses for FY18 total

\$1,645,416, which is an increase of \$109,809 over FY17. Overall Advance CTE/The Center to Advance CTE's revenues exceeded its expenses.

Arminger gave some additional notes on Advance CTE/The Center to Advance CTE's combined statements:

- Advance CTE/The Center to Advance CTE's financial reports are presented on the accrual basis of accounting;
- Financial statements in this report have been combined since Advance CTE/The Center to Advance CTE are under common control;
- Advance CTE/The Center to Advance CTE consider all cash and other highly liquid investments with initial maturities of three months or less to be cash equivalents;
- Management considers all accounts receivable amounts to be fully collectible within one year. An allowance for doubtful accounts has not been established;
- Inventory consists of publications. For the year ended June 30, 2018, Advance CTE/The Center to Advance CTE adopted FASB Accounting Standards Update (ASU) 2015-11, Simplifying the Measurement of Inventory, and as such, inventory is measured at the lower of cost and net realizable value using the first-in, first-out method of inventory;
- Property and equipment in excess of \$500 are capitalized and stated at cost. Property and equipment are depreciated on a straight-line basis over the estimated useful lives of the related assets, generally three to seven years. Depreciation expense for the years ended June 30, 2018 and 2017 totaled \$3,628 and \$3,362;
- The Center to Advance CTE is exempt from Federal income taxes under Section 501(c)(3) of the IRC. Accordingly, no provision for income taxes has been made in the accompanying combined financial statements;
- Deferred revenue consists of member dues and conference registration and sponsorship. Advance CTE recognizes member dues incrementally throughout the year. Advance CTE recognizes conference and sponsorship revenue when the related event has occurred respectively;
- Unrestricted and temporarily restricted grants are recorded as revenue in the year notification is received from the donor. Temporarily restricted grants are recognized as unrestricted support only to the extent of actual expenses incurred in compliance with the donor-imposed restrictions and satisfaction of time restrictions;
- Some contracts are considered exchange transactions and are recorded as unrestricted income to the extent that related expenses are incurred in compliance with the criteria stipulated in the contracts;
- Contributed services consist of printing and consulting services towards various management and program service functions. Contributed services are recorded at their fair market value as of the date of the gift;

- Advance CTE/The Center to Advance CTE account for a significant portion of their financial instruments at fair value or consider fair value in their measurement. Advance CTE/The Center to Advance CTE have adopted the provisions of FASB ASC 820, Fair Value Measurement;
- Fair value total investments for FY18 equal \$3,562,612. An increase of \$474,656 over FY17;
- Net property and equipment for FY18 equal \$7,633. An increase of \$1,316 over FY17;
- Total temporarily restricted net assets for FY18 equal \$351,994. An increase of \$272,742 over FY17;
- In August 2018, Advance CTE signed a new lease for 4,630 square feet of office space within the same building beginning September 1, 2018 through June 30, 2029. The lease provided for a ten-month lease abatement and a lease incentive up to \$32,410 for reimbursement of moving costs. Base rent is \$12,154 per month, plus a proportionate share of expenses; and
- Advance CTE provides retirement benefits to their employees through a defined contribution plan covering all full-time employees with one year of eligible experience. Advance CTE/The Center to Advance CTE contribute 9% of participants' gross annual salaries to the 401(k) plan. Contributions to the Plan during the years ended June 30, 2018 and 2017 totaled \$52,893 and \$46,467, respectively.

Arminger explained that there will be new accounting pronouncements coming later this year. Some of the changes include: revenue recognition; revenue from contracts and customers; cost allocations; and 2021 lease accounting changes.

Arminger explained the Statement of Functional Expenses for Advance CTE/The Center to Advance CTE highlighting that personnel cost is the largest line item on each statement.

Arminger stated that overall Advance CTE/The Center to Advance CTE had a great financial year and called for questions.

Arminger mentioned the NASDCTEc & NCTEF 2018 OAC Letter and the NASDCTEc & NCTEF 2018 Combined AU-C 260 Letter. She highlighted that the revenue recognition changes will not take effect until 2020. She also said that there were no other areas of concern.

Arminger explained that the NASDCTEc & NCTEF 2018 Combined AU-C 260 Letter is a required letter and provides the overall results of the audit. She said that there are three new accounting standards that will be adopted by the required dates. These changes are:

- ASU 2016-14, Presentation of Financial Statements of Not-for-Profit Entities (Topic 958), effective for fiscal years beginning after December 15, 2017;
- ASU 2014-09, Revenue from Contracts with Customers (Topic 606) effective for fiscal years beginning after December 15, 2018; and

- ASU 2016-02, *Leases* (Topic 842) 842), effective for fiscal years beginning after December 15, 2019.

Arming explained that because of tax reform a tax-exempt organization will now have Unrelated Business Taxable Income (UBTI) to the extent it provides “qualified transportation fringe benefits” (e.g. pre-tax parking and transit passes) to its employees and does not include such amounts in the employees’ income.

**MOTION: To approve the Advance CTE/Center to Advance CTE FY18 audit, as presented.
Heath, Mack.
MOTION APPROVED.**

Review and approval of the Advance CTE/Center to Advance CTE Forms 990: Howard introduced Skinner and invited her to review the Form 990 for Advance CTE/The Center to Advance CTE.

Skinner explained that 990s represent the tax returns for the last fiscal year for Advance CTE/The Center to Advance CTE. She said that the numbers on the forms will match those of the audit though there are differences in the way that items are reported.

Skinner explained that it is good governance for the Board to review the 990s before they are published and made available to the public. The IRS does ask if the Board has reviewed the 990.

Skinner explained that the transportation benefit enjoyed by Advance CTE’s staff has been effected by the change in the Tax Act, as mentioned above. This means that this benefit is no longer deductible for corporations that it is now subject to unrelated business taxable income. She explained that this change requires Advance CTE to file a Form 990T.

Green explained that this is relevant because Advance CTE’s personnel policies provide staff with a transportation subsidy, subject to these new taxes.

Skinner explained that there are a number of tax law changes but the vast majority to not effect Advance CTE/The Center to Advance CTE.

Mack stated that these statements will be put before the Board before they are filed and made public.

**MOTION: To approve the 2017 Advance CTE 990s, as presented.
Ruhland, Burket.
MOTION APPROVED.**

**MOTION: To approve the 2017 Center to Advance CTE 990s, as presented.
Longhurst, Mack.
MOTION APPROVED.**

Kotamraju reminded the Board to submit recommendations for candidates to fill the open Center to Advance CTE Board positions.

Howard adjourned the meeting at 3:01 p.m.

Strategic Plan Update

LEGEND	
	On track
	Nearly on track
	At risk of going off track
	Off track
	Not started yet

Strategic Priority	Strategy	Activity	Timeline (Start)	Progress- Fall 2018	Progress- Spring 2019	Description
Strategic Priority 1: Ensure the Adoption and Implementation of High-Quality State and Federal CTE POLICY						
	1a. Develop, refine and advance federal legislative and budgetary priorities that support, promote and increase equitable access to and success in high-quality CTE.					
		1a1 Continue to refine and advance advocacy strategies in support of Perkins reauthorization	Summer 2018	Complete	Complete	
		1a2 Track, analyze and advocate for HEA, WIOA, ESSA and other key federal policies that impact or intersect with CTE (e.g., Apprenticeships, TANF, etc.)	Fall 2018			HEA Kitchen Cabinet formed, HEA reauthorization recommendations updated, HEA reauthorization movement tracked, WIOA state plans analyzed
		1a3 Review and update policy priorities and recommendations to ensure full alignment with Putting Learner Success First and with member input	Ongoing			PLSF is litmus test for all publications; Resource Center.
		1a4 Launch a "double the investment" campaign for federal investment in CTE	2018			Launched but more effort needed to scale/
		1a5 Plan and execute transition strategies after 2018 midterm and 2020 elections	Summer 2018 & Summer 2020			Still making the rounds to new Member offices
	1b. Develop and promote policy frameworks, publications and tools that support, promote and increase learner access to and success in high-quality CTE.					
		1b1 Plan and execute a forward-looking research agenda and create high-quality publications (in alignment with member needs and using Putting Learner Success First as a foundation).	Ongoing			Publications continue to be popular and high-quality
		1b2 Develop state policy frameworks and other tools to support policy implementation, with technical assistance opportunities embedded in the development and release.	Fall/Winter 2018-19			The newest policy benchmark tool is still very early in the development process, as are plans for other tools related to State of CTE
		1b3 Develop and disseminate tools and supports related to Perkins, WIOA, HEA, ESSA and other key federal policies impacting CTE	Summer 2018			Resource repackaging, HEA and WIOA resources added to Learning that Works Resource Center
		1b4 Develop customized, state-specific resources, such as fact sheets and personalized results of surveys.	Ongoing			The website revision process is in progress and will be completed by June 30
		1b5 Maintain and continue to refine Learning that Works Resource Center	Ongoing			

		1b6 Conduct research into and develop resources that support equity in CTE.	Summer 2018			Approved equity statement. Have published 2 reports and will publish another two in 2019.
	1c. Support Advance CTE members in the implementation of federal and state legislation and policies through structured and just-in-time technical assistance.					
		1c1 Develop TA strategy focused on supporting states' strategic planning and implementation of specific state and federal policies.	Ongoing			Siemens TA is on track as cohort two closes out and cohort three has begun their work, to be completed in Fall 2019. Gates grant and NSFY supporting TA in states. Gates work is in the launch phase.
		1c2 After Perkins reauthorization, develop a mix of virtual and in-person workshops, supported by implementation tools and templates.	Summer 2018			
		1c3 Build member capacity for federal advocacy through regular calls, training and resources.	Ongoing			Created and regular meetings occurring
		1c4 Market and disseminate technical assistance services, supports and success stories	Summer 2018			Oregon contract secured. Not pursuing other state-fee for service due to philanthropic grants.
	1d. Plan and execute a strategy for the revision of the National Career Cluster® Framework.					
		1d1 Refresh Career Clusters section on careertech.org (interim step)	Fall 2018			The bulk of this work will happen April - June 2019
		1d2 Execute a comprehensive and inclusive strategy for revising the National Career Clusters Framework.	Winter 2018-19			On hold; contractor and internal capacity delays. Restart conversations scheduled for March 2019.
		1d3 Release the revised National Career Clusters Framework and related resources, supported by a comprehensive communications plan.	Fall 2019			
		1d4 Develop/offer technical assistance to support implementation of revised Framework and improved systems alignment.	Fall 2019			

Strategic Priority 2: Empower Advance CTE Members through Topical and Impactful PROFESSIONAL LEARNING

	2a. Maintain strong and effective two-way communications channels with Advance CTE members to ensure they are aware of and inform Advance CTE's priorities, activities, resources and events.					
	2a1	Gather regular information on members' satisfaction and priorities (e.g., member services survey, new member skills/interest inventory, 2-minute round up, post-meeting evaluations, etc.).	Ongoing			
	2a2	Use the state engagement matrix and review process to ensure depth and breadth of member engagement, including targeted follow up to lower engagement states.	Ongoing			
	2a3	Leverage member task forces, committees, kitchen cabinets around specific challenges or topics to advance strategic goals	Ongoing			Strong engagement with equity kitchen cabinet, Excellence in Action selection, and newly formed HEA kitchen cabinet.
	2b. Provide high-quality in-person and virtual professional development events and resources to build, grow and strengthen the leadership skills and content knowledge of Advance CTE members, which they then implement in their own states and communities.					
	2b1	Plan and execute the annual Fall and Spring convenings.	Ongoing			
	2b2	Plan and execute a year-long virtual professional learning strategy, including, at a minimum, webinars.	Fall 2018			Strategy to be presented to the Board in April 2019
	2b3	Plan and execute at least two annual cohorts of the Virtual Institute and leverage participants' engagement to advance the organizational vision.	Summer-Fall 2018			Being reexamined; potentially next cohort to be delivered in fall 2019.
	2c. Provide personalized and targeted supports to Advance CTE members to support CTE's leadership pipeline.					
	2c1	Deliver annual new State CTE Director leadership program.	Ongoing			
	2c2	Design an expanded "leadership program" that supports new State Directors as well as future/rising leaders and experienced leaders	Winter 2019			This is on hold for the time being
	2c3	Lead the annual Advancing Career Technical Education Leadership awards to recognize and leverage leaders within the organization	Ongoing			Ceremony took place in fall 2018. No activity in this reporting period.
	2c4	Provide annual advocacy training for Advance CTE officers' on messaging and major organizational initiatives.	Spring 2019			Taking place at April 2019 meeting.
	2d. Build and strengthen communities within Advance CTE's membership to foster cross-state sharing and learning.					
	2d1	Develop and execute a strategy for supporting region-specific communications, supports and cross-state engagement	Fall 2018			Launch of Moodle, an online community platform, was successful in Fall 2018 and plans to scale its usage to all state members will take place in Summer 2019.

		2d2 Develop and execute a strategy for supporting content and/or role-specific virtual and/or in-person communities of practice	Fall 2018			Regional meetings were successful and staff are planning a second round of regional meetings in Fall 2019
		2d3 Refresh members' only section on careertech.org to serve as repository and platform for cross-state sharing	Winter 2018-19			Delayed to align with the broader website refresh; to be completed June 2019.
Strategic Priority 3: Raise the Visibility and PROMOTION of High-Quality CTE						
		3a. Develop, disseminate, and support Advance CTE members and key stakeholders in the use of communications resources, tools, messages and technical assistance to build the visibility of and support for high-quality CTE.				
		3a1 Develop and maintain case-making, messaging and communications tools and resources to promote high-quality CTE	Ongoing			Cohort two grantees fully close March 2019, staff will conduct an audit and repurpose materials for all states to use in summer 2109
		3a2 Provide technical assistance to states to support CTE communications, outreach and recruitment	Ongoing			Cohort two grantees fully close March 2019, and cohort three has already begun work, to be completed Fall 2019. Grantees receive monthly check in calls to work through challenges, cross state calls with all grantees to discuss challenges and opportunities, and are offered up to two in person technical assistance visits.
		3a3 Lead the Excellence in Action award program, including year-long utilization of best practices from current and previous award winners	Ongoing			Each 2018 award winner has been featured on the Learning that Works blog. 2019 winners have been selected and will be announced at the Spring Meeting in April. Award winners will be integrated into fact sheets, briefs, featured on panels and in webinars as well as on the blog.

						The workshop was piloted at ASCA and ACTE national conferences in the summer and fall. The workshop began delivery through statewide conferences affiliated with ACTE, ASCA and State CTE offices beginning in February 2019.
		3a4	Develop and execute workshops for counseling professionals	Summer 2018- Winter 2019		
	3b. Position Advance CTE as the go-to organization for members, policymakers, the media and other key stakeholders seeking expertise, accurate information and timely resources related to CTE.					
		3b1	Refresh careertech.org to reflect mission/vision, messaging and strategic priorities	Fall 2018		Website refresh design is nearly complete. The content refresh and creation will take place April - June 2019.
		3b2	Develop and execute promotion strategies for all of Advance CTE's resources, initiatives and accomplishments.	Ongoing		All publications have a planned release strategy with staff who wrote the publication and the communications staff. A marketing meeting takes place at least a month before the release to discuss a comprehensive release strategy.
		3b3	Maintain and expand relationship with CTE caucuses and key Congressional staff	Ongoing		House CTE Caucus relationships are stronger, Senate CTE Caucus relationships could be strengthened.
		3b4	Create and execute media engagement strategy.	Ongoing		A continued work in progress as other priorities have taken precedence. Focused energy will be placed after the Spring Meeting.

		Maintain and build upon Advance CTE's social media and web presence and reach	Ongoing			Social media and website hits continue to rise; all platforms are updated regularly and are used as a way to push out and promote Advance CTE work
		3b5				
		Send timely and engaging newsletters targeted at key audiences (e.g., member newsletter, Learning that Works, etc.)	Ongoing			
		3b6				
		Develop and disseminate annual report of Advance CTE's reach and impact.	Winter 2018-19			Annual report released in February 2019.
		3b7				
	3c. Plan and execute a strategy to celebrate Advance CTE's 100-year anniversary that documents and honors our history and success while continuing to move the organization and CTE field forward.					
		Develop a 100-year "retrospective" on Advance CTE's accomplishments	Winter 2019			This work will begin in Spring 2019.
		3c1				
		Develop year-long communications strategy	Spring 2019			This work will begin in Spring 2019.
		3c2				
		Embed the 100-year anniversary in 2020 Spring convening	Summer 2019			
		3c3				
		Host Summit for 2020 Fall convening	Summer 2019			
		3c4				
	3d. Plan and execute a fundraising and development strategy that aligns with and advances the organizations' mission and vision.					
		Develop and execute a fundraising strategy that both recognizes and honors existing funders and cultivates potential funders.	Ongoing			Gates grant received. Turning to NSFY 2.0 and Siemens 3.0, which end in December 2019.
		3d1				
Strategic Priority 4: Build and Maintain Strong and Effective PARTNERSHIPS that Advance our Vision and Mission						
	4a. Develop, maintain and grow strategic partnerships with policymakers, federal agencies, advocacy groups and other key organizations to advance the federal legislative and budgetary priorities.					
		Build and sustain effective partnerships with key Congressional offices and committees to effectively impact authorizing legislation and federal funding.	Ongoing			
		4a1				
		Sustain ongoing successful partnerships with key federal agencies (USDE, USDOL, etc.)	Ongoing			
		4a2				
		Engage in cross-organizational coalitions to amplify our impact of organizational federal advocacy, authorizing, appropriations and regulatory priorities. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing			
		4a3				
	4b. Develop, maintain and grow strategic partnerships with policymakers, advocacy groups and other key stakeholders to support states' adoption and implementation of legislation and policies.					
		Actively cultivate and sustain expanded partnerships with other state-facing and TA-providing organizations to foster awareness of and support for high-quality CTE. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing			Strong alliances for state of CTE report; opportunities being pursued re: year in review; opportunities to be pursued for 2X the investment.
		4b1				

		Lead CTE in Equity committee of partner organizations to advance the field on ensuring equitable access to and success in CTE pathways	Summer 2018			Partners continue to be engaged in this work, and relationships have presented several new speaking opportunities and event invites, bringing us to new tables
	4c. Develop, maintain and grow strategic partnerships with K-12 and postsecondary education organizations to ensure CTE is considered an essential partner in the full P-20 education continuum.					
		Build, strengthen and expand partnerships with K-12 educational organizations. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing			
		Build, strengthen and expand partnerships with postsecondary organizations and coalitions to deepen and expand our postsecondary knowledge and resources. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing			
		Engage key education organizations and stakeholders in National Career Clusters Framework revision.	Winter 2018-19			
	4d. Develop, maintain and grow strategic partnerships, particularly with employers and industry and workforce development organizations, to ensure CTE is considered an essential partner to workforce and economic development.					
		Build, strengthen and expand partnerships with industry and workforce development organizations/associations. Utilize the partnership matrix to target, manage and monitor partnership effectiveness.	Ongoing			Double the investment will be a key leverage point here.
		Engage key employer and industry organizations and stakeholders in the National Career Clusters Framework revision.	Winter 2018-19			
		Develop and execute employer/industry sign-on campaign (as part of double the investment).	Fall 2018			
Strategic Priority 5: Develop and Maintain Internal PROCESSES and PROTOCOLS to Ensure a Strong, Healthy and Sustainable Organization						
	5a. Ensure all aspects of the management of Advance CTE/The Center to Advance CTE are effective, efficient and in legal compliance.					
		Undergo review against Maryland's Non-Profit Standards of Excellence and meet all standards.	Winter 2019			
		Actively maintain and support Board of Directors, including maintaining updated Board policy manual.	Ongoing			Active management but policy manual needs to be updated.
		Maintain up-to-date personnel policies.	Ongoing			
		Ensure compliance with all Board-approved finance policies, including annual audit	Ongoing			
		Execute full life cycle of dues renewal process including invoicing, membership database maintenance and audit of all systems	Spring 2019			

	5b. Revise and update the organizational standard operations procedures manual to comprehensively articulate key organizational policies, processes and practices.					
		5b1 Execute an inclusive process for creating an SOP manual that includes processes, templates and models for key aspects of the organization.	Summer 2018			Staff tasked with this work have not had capability to address; seeking outsourced supports to complete by end of 2019.
		5b2 Develop and implement an effective employee onboarding protocol.	Winter 2018-19			On hold until SOP work beings. Have an existing protocol but will be re-evaluated during SOP revision.
		5b3 Conduct regular internal staff training so everyone understands what is included in SOP and their role in maintaining it.	Winter 2019			On hold until SOP is refreshed.
		5b4 Ensure the SOP manual articulates sufficient checks and balances for fiscal accountability and stewardship.	Winter 2018-19			On hold until SOP is refreshed.
	5c. Develop, maintain and use an internal knowledge management system.					
		5c1 Internal knowledge management system is updated at least quarterly.	Ongoing			
		5c2 Offer regular internal staff training so everyone understands what is included in the knowledge management system and their role in maintaining it.	Ongoing			Rather than offering trainings, we have worked to embed use of the knowledge management system into organizational culture through regular staff meeting deep dives.

		Launch internal effort to capture state-specific information and engagements in knowledge management system.	Ongoing			
		Leverage knowledge management system to develop a member-facing "research warehouse" that provides access to timely and relevant data.	Winter 2018-19			This project has been delayed but staff have a plan in place to finalize and launch the research warehouse by summer 2019.
	5d. Support and maintain a positive work culture that is collaborative and values employees' contributions, leadership and growth.					
		5d1 Undertake review of annual performance evaluation system.	Winter 2019			On hold due to capacity issues related to Perkins V passage.
		5d2 Clarify and elevate professional development opportunities for staff.	Winter 2019			Hosting internal equity training.
		5d3 Offer regular "sunshine committee" activities.	Ongoing			Holding regular internal celebrations but more informal; holiday celebration held.
	5e. Maintain an organizational commitment to being data-driven and focused on continuous improvement.					
		5e1 Update Impact & Reach Dashboard quarterly.	Ongoing			
		5e2 Engage in bi-annual stock takes with the Board of Directors.	Ongoing			
		5e3 Institute post-project/initiative debrief meetings.	Ongoing			Happening generally but need more internal consistency.
		5e4 Embed feedback loops and evaluations in all meetings and technical assistance offerings.	Ongoing			

During the fall 2018 Board meeting last year, Advance CTE facilitated a stocktake conversation, using evidence and data to have a focused and strategic conversation about the organization's reach and impact. During that conversation, the Joint Advance CTE Board chose to focus on how the organization could re-prioritize work to support states on Perkins V implementation. The next steps below were raised during the conversation, and Advance CTE has responded to each of the priorities raised by the board.

- **Think about repackaging and sharing old resources and materials that may be useful for Perkins V implementation and upload “evergreen” resources from Perkins V regional meetings to Moodle**

In January 2019, Advance CTE launched a new newsletter called the “Perkins V Resource Roundup,” which repackages older Advance CTE resources that state leaders can use to assist in Perkins V implementation. The newsletter has been a huge success, with record high open rates. In addition to publishing the newsletter, Advance CTE also shares the content on the organization's blog and in the State Directors Moodle forum.

- **Continue to identify opportunities to meet funder obligations and Perkins V needs simultaneously**

In addition to receiving new funding through the Bill & Melinda Gates Foundation and the Joyce Foundation to support Perkins V implementation, Advance CTE has repackaged older resources developed through Siemens and New Skills for Youth to help Perkins V work. Additionally, Advance CTE is working to align the resource and publication agenda with Perkins V needs. For example, the *Making Good on the Promise* series identifies promising practices for supporting special populations, a major emphasis of the law. Additionally, this year's State of CTE report, while started before Perkins was reauthorized, focuses on data quality and use and will be instructive for states as they adapt to new reporting and accountability requirements under Perkins V.

- **Put together a document of key terms and changes to language in Perkins V, pulling from the CTE glossary, to help state leaders ensure common understanding and consistency of language within their offices and with contractors**

Advance CTE has published a number of fact sheets and resources to help communicate the major tenets and changes under Perkins V. These resources are all available online at careertech.org/perkins.

- **Look into the feasibility of developing an ESSA/Perkins/WIOA crosswalk**

Advance CTE developed an accountability crosswalk that highlights opportunities for alignment across each of the three program areas. That resource is available on the Perkins virtual resource table on the website.

- **Pilot role-alike groups on Moodle and look into the feasibility of appointing state representatives as moderators**

After successfully piloting a Moodle group with State CTE Directors, Advance CTE is working to scale Moodle across different member populations, starting with role-alike state leaders. This work will begin in spring 2019.

- **Reach out to Scott Stump to see if the Next Step Work Group will be continued and how OCTAE plans to be involved in Perkins V implementation**

The Next Step Work Group has been continued and will be for the foreseeable future.

- **Set up a recurring monthly call with State CTE Directors (ONLY) starting in early 2019 (modeled after monthly new State Director calls)**

Fourth Fridays calls were launched in February to provide State Directors a confidential space for state-driven discussion about Perkins V implementation. The calls are one hour long, the agendas are developed by State Directors, and Advance CTE staff share key takeaways and resources on the State Directors Moodle page.



Advance CTE Shared Impact and Reach Stocktake

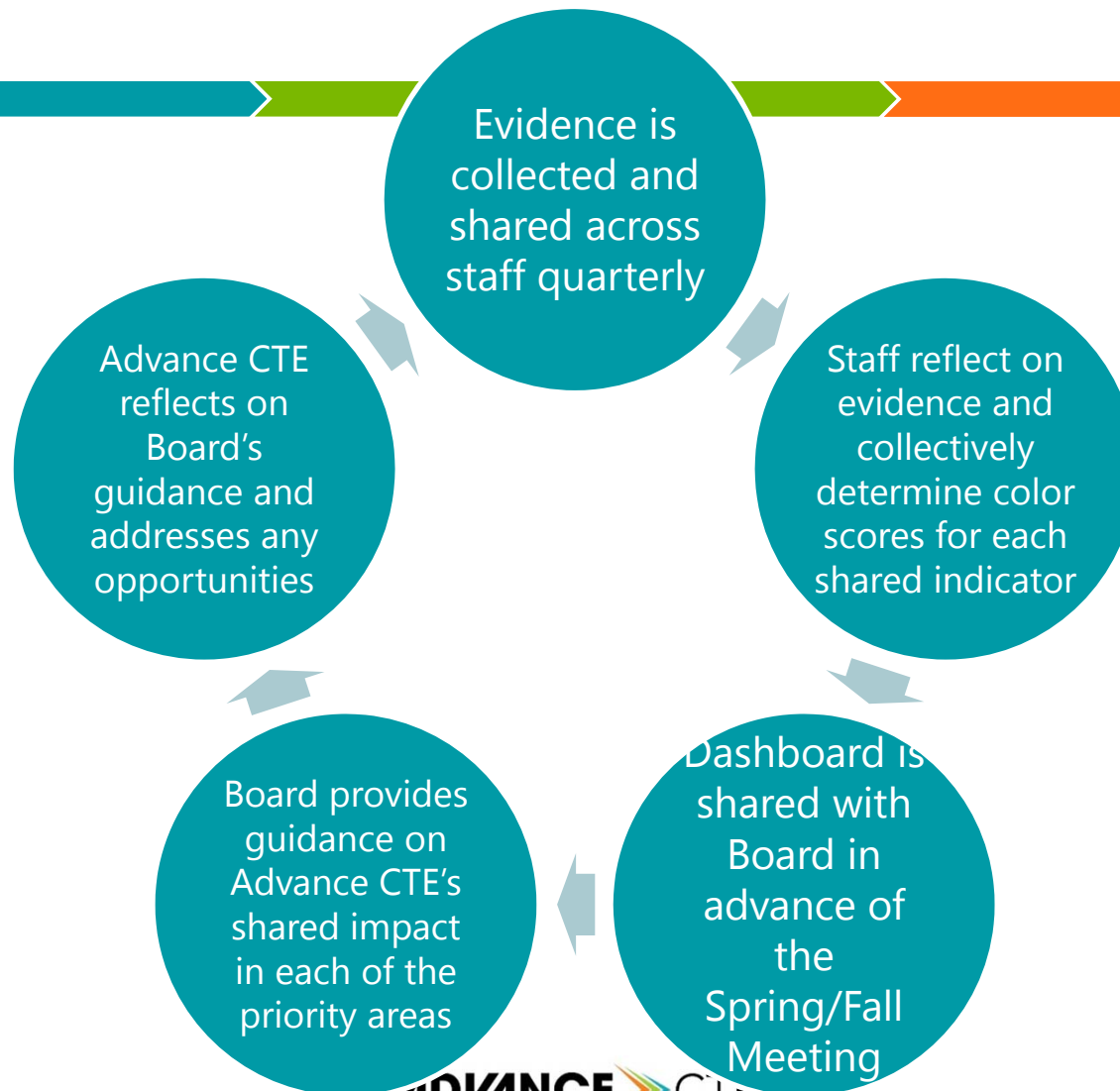
Spring 2019

Agenda



- Review the stocktake process and objectives
- Share an update from the Fall 2018 stocktake
- Review eight indicators, color scores and evidence
- Deep dive discussion
- Identify next steps

The Stocktake Process



Follow Up from Fall 2018


Board Recommendation	Advance CTE Action
Repackage and share old resources and materials that may be useful for Perkins V implementation.	In January 2019, Advance CTE launched a new newsletter called the “Perkins V Resource Roundup,” which repackages older Advance CTE resources.
Identify opportunities to meet funder obligations and Perkins V needs simultaneously.	Advance CTE has received new resources to support Perkins V, is repackaging NSFY/ Siemens resources, and is aligning the resource and publication agenda with Perkins V needs.
Put together a document of key terms and changes to language in Perkins V to help state leaders ensure common understanding and consistency of language.	Resources to help communicate the major tenets and changes under Perkins V are available at careertech.org/perkins .
Look into the feasibility of developing an ESSA/Perkins/WIOA crosswalk.	Advance CTE developed an accountability crosswalk that highlights opportunities for alignment across each of the three program areas.
Pilot role-alike groups on Moodle.	Advance CTE is working to scale Moodle across different member populations, starting with role-alike state leaders. This work will begin in spring 2019.
See if the Next Step Work Group will be continued.	The Next Step Work Group has been continued and will be for the foreseeable future.
Set up a recurring monthly call with State CTE Directors starting in early 2019.	Fourth Fridays calls were launched in February to provide State Directors a confidential space for state-driven discussion about Perkins V implementation.

How to read the dashboard

PROGRESS		CAPACITY	
Green	Solid: Progress is on track, or ahead of schedule, and is expected to be achieved	Green	The organization has sufficient capacity to achieve progress in this area
Yellow	Progressing: Progress has been made, but there are identified action steps and deliverable timelines which require attention in order to stay on track	Yellow	There are some capacity concerns, but progress is still achievable
Orange	Concerning: Progress has halted and attention needs to be given to address/resolve the disruptions in order to get back on track	Orange	Capacity is limited, progress is at risk
Red	Problematic: Little or no progress has been made and immediate attention is required to identify solutions-oriented next steps to begin getting traction	Red	Capacity is a serious concern, attention is needed

- Indicators aligned with 5 P's
- Color scores are determined through internal stocktake process
- Evidence included to provide rationale for color ratings
- Capacity metric assesses skill, will and resources (time and money)

Current overall status



INDICATOR	PROGRESS	CAPACITY
Advance CTE's Influence and Impact on Federal Policy	Green	Yellow
Advance CTE's Influence and Impact on the adoption and implementation of State Policy	Green	Yellow
Impact and value of Advance CTE professional learning content	Green	Yellow
Member satisfaction with value of Advance CTE	Green	Yellow
Advance CTE authority and leadership in the field	Green	Green
Advance CTE's digital media reach	Green	Yellow
Visibility of high-quality CTE policies and programs	Green	Green
Value and strength of Advance CTE's relationships that advance the organization's work and vision	Green	Green

Prioritizing discussion topics



- Silently review the dashboard and evidence (raise your hand if you have a question and Advance CTE staff will come to you)
- Write down any discussion topics on a post-it note and add to the flip chart
- Using dots, vote on the discussion topics you think are most important

Appendix: Evidence

Advance CTE's Influence and Impact on Federal Policy

Progress and Capacity rating bubbles are for:

- Second half of 2017
- First half of 2018
- Second half of 2018

Progress

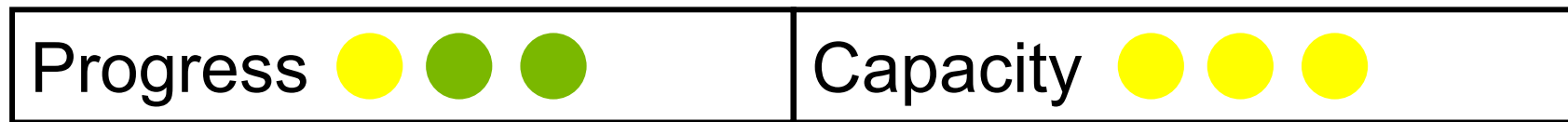


Capacity



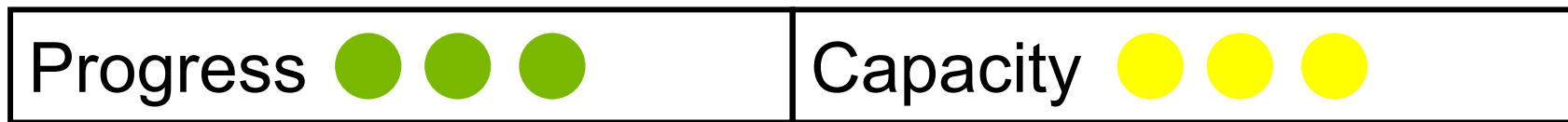
- Our organization has had a lot of influence and impact on federal policy that isn't even captured on the dashboard. We are on the board of the Committee for Education Funding, representatives from OCTAE were at all of our regional meetings, etc.
- Engagement with the Hill continues to be high, though there has been a slight dip (from 291 to 236) now that focus has turned to Perkins V implementation.
- One focus area is building capacity around Perkins V knowledge management and regional meeting implementation. More staff are being deployed to give presentations on Perkins V, but this is still a work in progress.

Influence and Impact on the adoption and implementation of State Policy



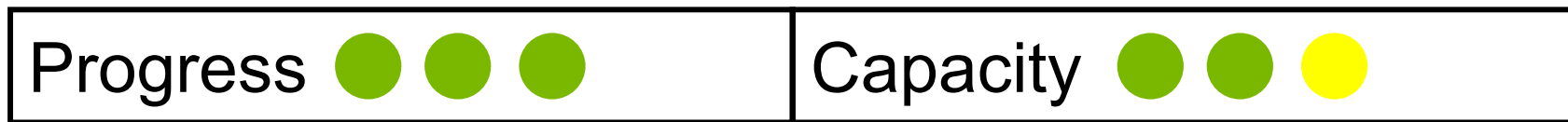
- Data from the member services survey indicates that 40% of states are working to replicate examples from at least one Advance CTE resource.
- The number of states receiving TA has more than doubled since the beginning of the year, from 12 to 32.
- More staff are getting pulled in to support Perkins V implementation supports.

Impact and value of Advance CTE professional learning content



- Data from the fall meeting survey show an increase in the quality of our meetings. Participants indicated that they learned something new (3.98 on a 5 point scale) and plan to use what they learned (4.11/5), a slight upward shift from the spring meeting.
- Staff are current working to build up and strengthen our digital learning strategy by expanding Moodle, building a webinar calendar, and more.

Member satisfaction with value of Advance CTE



- There has been a slight dip in engagement with members, likely due to state leaders focusing on Perkins V implementation in their own states.
- In total, 89% of State Directors agree that they are satisfied with the value of their membership.
- Since 2017, member satisfaction has decreased among associate state members, from 93% to 81%.

Advance CTE authority and leadership in the field

Progress

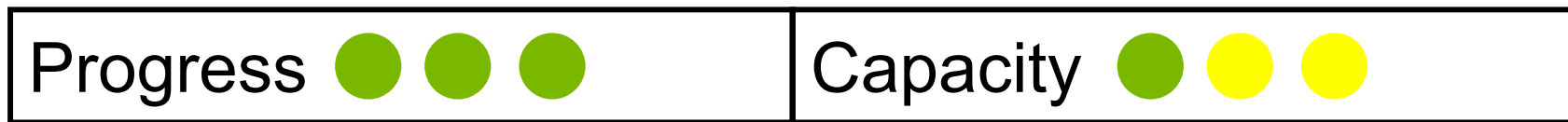


Capacity



- Staff are well positioned to influence the field, delivering 85 presentations between July and December 2018 (up from 30 during the previous six months).
- There were also 30 total fundraising engagements (with six active grants/contracts) from July – December 2018.
- More staff are serving in visible roles by delivering presentations at conferences and webinars or serving in other leadership capacities on behalf of the organization.

Advance CTE's digital media reach



- Advance CTE's digital media reach continues to improve. Email open rates are above industry standard; website visitors during this period were higher than the year before; engagement on social media has been on an upward trajectory.
- With the volume of resources Advance CTE produces now, the team is working to better coordinate release schedules and disseminate resources strategically so as not to overburden members or our vendors.

Visibility of high-quality CTE policies and programs

Progress

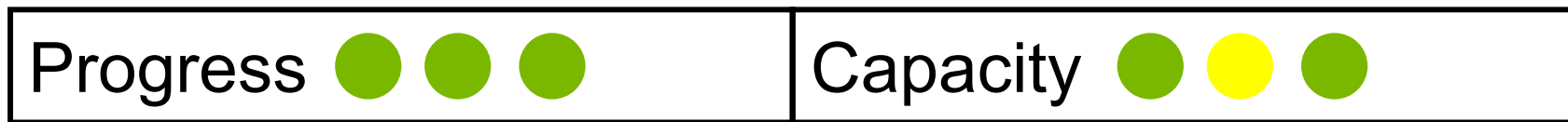


Capacity



- After an unusually active start to the year, our media engagement dropped at the end of 2018 (from 46 media hits to 25). This is likely due to increased attention leading up to Perkins reauthorization.
- More than 80 high-quality state policies and programs were highlighted through Advance CTE's newsletter, blog posts, resources and webinars between January and July 2018.

Value and strength of Advance CTE's relationships



- Partnerships remain strong. The period ended with a total of 53 high-value and strong partnerships (slightly down from the last period with 57 active partnerships, but not by much).
- Of those, 18 partnerships were focused on equity, a strategic priority for the organization.
- While some partners require staff capacity to cultivate and maintain, they help expand our influence and can even take work off of our plates. We are working to manage our partnerships strategically in a way that best tends to our strategic priorities.