

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- January 30, 2018 at 2 -3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 2 -3 p.m. ET – Conference call on FY19 Budget approval

The Center to Advance CTE Board Meetings

- January 30, 2018 at 2:30 3:30 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 4 -5 p.m. ET – Conference call on FY19 Budget approval

Joint Board Meetings (Both Advance CTE and The Center to Advance CTE Boards)

- January 30, 2018 at 2:30 p.m.- 3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel
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State CTE Director Changes

- In October, no new State CTE Directors were named. The following states continue to have vacancies:
 - Alabama
 - New York
 - North Carolina
 - South Carolina
 - Texas

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

Finance Update: The financial snapshots reflect:

- actuals as of November 2, except those income and expense categories related to investments (those are entered by the accountant when the statements are reconciled), and
- reconciled statements through September 30, 2017.

The first quarter payroll and benefits reconciliation has been completed. We are currently following up with states that have not yet paid their dues: Connecticut, California, District of Columbia, Illinois, Pennsylvania and Missouri.

Advance CTE Budget Snapshot
Received 69% of budgeted income
Expended 32% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 75% of budgeted income
Expended 19% 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	We learned in late September that our second round of funding was approved – totaling \$610,000 over two years. While we work to complete our first grant project, we are beginning to plan for the second grant, which will focus on providing TA to states around communications and messaging and activating counselors as CTE advocates.	Ongoing
New Skills for Youth	JP Morgan Chase; CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
Postsecondary program quality	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and have submitted a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. If approved, the project would launch in January 2018.	Proposal Development
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by fall 2017.	Ongoing
	Credentials Engine	We are in early stages of developing a joint proposal with Credentials Engine and Education Strategy Group to support a state-facing utilization of the Credentials Engine “app” to identify high-quality/meaningful industry-recognized credentials.	Early discussions

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update

Advance CTE received 3 new memberships – 2 State Members; 1 Associate, Non-state.

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. Since this is the first time we are reporting these numbers, we will report all replacements or removals since July 1, and will continue to report monthly.

Total membership as of October 31, 2017: **413** individuals

- State Membership*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 88
- Organizational: 33 organizations (representing 100 individuals)

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

Member-Only Resources and Supports

Meetings/Events

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
Advance CTE 2017 Fall Meeting	October 16 – 18, 2017	152	106 members (40 State Directors or proxies)	121%
Advance CTE 2018 Spring Meeting	April 6 – 8, 2018	n/a	n/a	n/a

2017 Fall Meeting: The 2017 Advance CTE Fall Meeting was a success. Though we missed our sponsorship target, we more than surpassed its target registration numbers, which helped to make up the difference.

For this meeting, we expanded the number of workshops available to attendees to provide more choices and opportunities to explore one topic in more detail. The meeting evaluation helped to shed additional insight about the attendee experience. Consistent with our new dashboard metrics, we asked attendees to measure how much they learned and how likely they are to use the information they learned.

On a scale of 1 to 5 (with 5 being the greatest), attendees gave a 3.7 for the degree to which the workshops increased their understanding of the topic and a 3.8 for the likelihood that they would use the information they learned. Staff will actively use the results of the evaluation to inform our planning for the 2018 Spring Meeting.

2018 Spring Meeting: Planning has already begun for the 2018 Spring Meeting, which will be held April 4-6 in Washington, DC. Registration is set to launch on January 9. We will provide updates as plans continue to take shape.

2018 Fall Meeting: Finally, Advance CTE has locked in a location and dates for the 2018 Fall Meeting. Staff surveyed other nearby hotels to determine the possibility of a location change, but none of the neighboring hotels offered better meeting space and the downtown Baltimore hotels proved too expensive. As such, the 2018 Fall Meeting will be held October 22-24 at the BWI Marriott.

Federal Advocacy Plan:

In October, our advocacy efforts focused on engaging Hill staff on our communications research and the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) appropriations and reauthorization, as well as gearing up for sessions during the Fall Meeting that focused on federal policy and advocacy. On October 11, we held a briefing, "[Communicating the Value and Promise of CTE](#)" in coordination with the House and Senate CTE Caucuses that featured the highlights from the communications research Advance CTE commissioned with support from the Siemens Foundation. The event was well-attended and featured opening remarks from Representative Glenn Thompson (R-PA), who emphasized CTE as "an important rung on the ladder of opportunity," and its ability to provide a pathway to in-demand and high-wage careers. Following these remarks, Kate Kreamer provided an overview of the key findings from the research and engaged David Etwiler, CEO of the Siemens Foundation, Dr. Lynne Gilli, the Assistant State Superintendent, Division of Career and College Readiness at the Maryland State Department of Education and Lauren Fillebrown, a senior at Penn State University, in a lively discussion about the value and promise of CTE and moderated questions from the audience. We hope to hold additional briefings going forward in coordination with the House and Senate CTE Caucuses.

Perkins:

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We encouraged our members to make outreach to their Senators to ask them to sign on to the bipartisan "Dear Colleague" letter that Senators Inhofe (R-OK) and McCaskill (D-MO) sent to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. The letter was sent on October 12 and garnered 59 signatures from Senators across 38 states. Advance CTE is sending thank you notes to each Senator who signed on to the letter. In addition, we are encouraging our members to contact their Representatives to ask them to sign on to a similar letter that is being led by Representatives Krishnamoorthi (D-IL) and Thompson (R-PA). This bipartisan letter is currently being circulated in the House and at this time has over 200 signatures.

Budget / Appropriations:

Advance CTE participated in the Committee for Education Funding's "Hill Day" to encourage appropriators to increase the federal investment in education across the education continuum as they work to come to an agreement on appropriations levels for Fiscal Year 2018 (Congress must act by December 8 in order to avoid a government shutdown). We will also be sending a letter in partnership with ACTE to key House and Senate appropriators requesting that the budget caps be raised to allow for additional non-defense discretionary (NDD) spending and an increase the federal investment in the Perkins Basic State Grant to \$1.3 billion. The letter also underscores how the continuing resolution that level-funds the government through December 8 resulted in a small reduction in funds (0.6971 percent) for the Perkins Basic State Grants and created uncertainty in states as they began the school year. Advance CTE will continue to advocate for strong federal investment in Perkins and communicate this priority in collaboration with the coalitions we participate in and our partners, especially as Congress works toward a potential budget deal to raise budget caps and fund the government past December 8th.

Congressional Offices Engaged in September 2017:

- Kerry McKittrick, Rep. Langevin (D-RI) and Katie Brown, Rep. Glenn Thompson (R-PA)
- Chris Cunningham, Rep. Esty (D-CT)

- Teresa Frison, Rep. McNerney (D-CA)
- Nia Lesesne, Sen. Booker (D-NJ)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Meeting with Laura Lyon, Rep. Taylor (R-VA)
- Meeting with Joshua Jackson, Rep. Cole (R-OK)
- Meeting with Garnett Decosimo, Senate HELP Committee

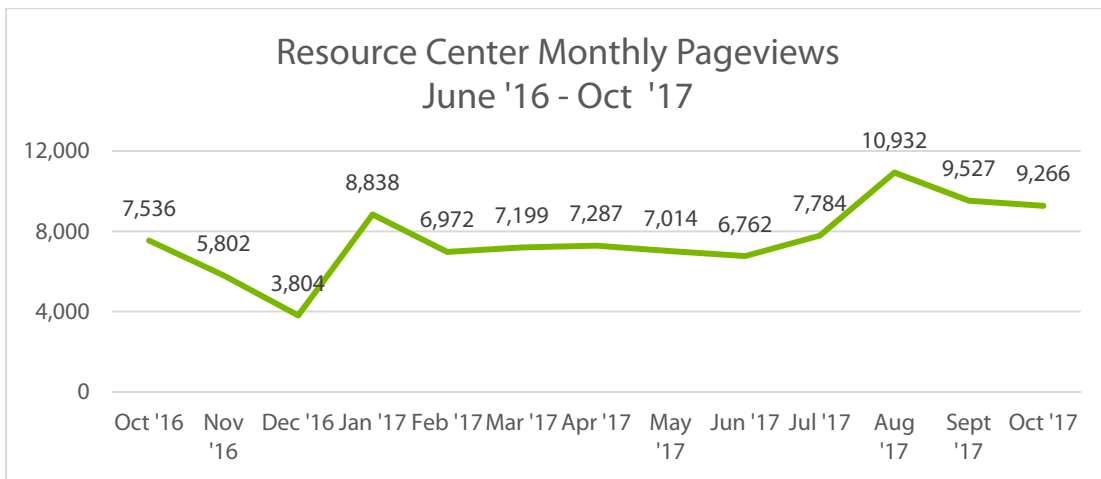
State Policy Update

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

Program Approval Policy Benchmark Tool: The Benchmark Tool was released on October 3, 2017, with a webinar on October 12 to explain its functionality more thoroughly to members. Additionally, the Advance CTE Fall Meeting featured two sessions on the tool and program quality, allowing participants a deeper dive into the topic. Staff are now focusing on providing technical assistance to states who wish to use the tool to examine their program approval and evaluation policies.

State of CTE: Career Development and Advisement: Staff recently completed three surveys for the upcoming State of CTE report. One survey was administered to State CTE Directors and the other was administered to a sampling of the American School Counselor Association's (ASCA's) 33,000 members. Additionally a version of the State CTE Director survey was sent to state guidance directors. Staff have been analyzing the survey results and conducting follow-up interviews, and a preview of the survey conclusions was presented at the Advance CTE Fall Meeting and the NSFY convening in Cincinnati. The report will be released in early February 2018.

Resource Center: The Learning that Works Resource Center received about 9,200 hits in the month of October, putting it 1,730 hits above where it was in October of 2016. This sustained activity in the Resource Center has been partly driven by a steady production of new and relevant Advance CTE resources. We released new publications almost every month this year, and these resources continue to drive a lot of traffic to the Resource Center. In October, the top visited resource was Advance CTE's new Program Approval Policy Benchmark Tool, which generated more than 550 hits. The top resource category for this month was "Career Advisement," closely followed by "Work-based Learning." And in October, Advance CTE staff conducted the second monthly topic page audit, this time digging into the "Articulation and Transfer" resource page.



CTE Virtual Institute: After receiving more than 100 applications, Advance CTE selected 18 individuals to participate in the inaugural CTE Virtual Institute cohort. Those participating include local CTE directors, aides for state legislative staff, national partners and more. Participants are assigned weekly readings and videos and participate in online discussions to hone their knowledge of CTE and prepare them to become strong advocates. They will also be responsible for designing and implementing a personal project that leverages their own influence and background to promote high-quality CTE in their own communities.



Rural briefs: This fall Advance CTE continues its *CTE on the Frontier* series with two new releases. [CTE on the Frontier: Connecting Rural Learners with the World of Work](#) was released at the end of September. That brief features strategies from Louisiana, Montana, North Dakota and West Virginia and describes how those states are leveraging technology, industry partners and innovation to bring the world of work directly to learners. Although the third brief was scheduled to be released in October, the decision was made to delay the release until early December to sustain the initiative's momentum. After the third brief is released, an additional publication will be scheduled for early 2018.

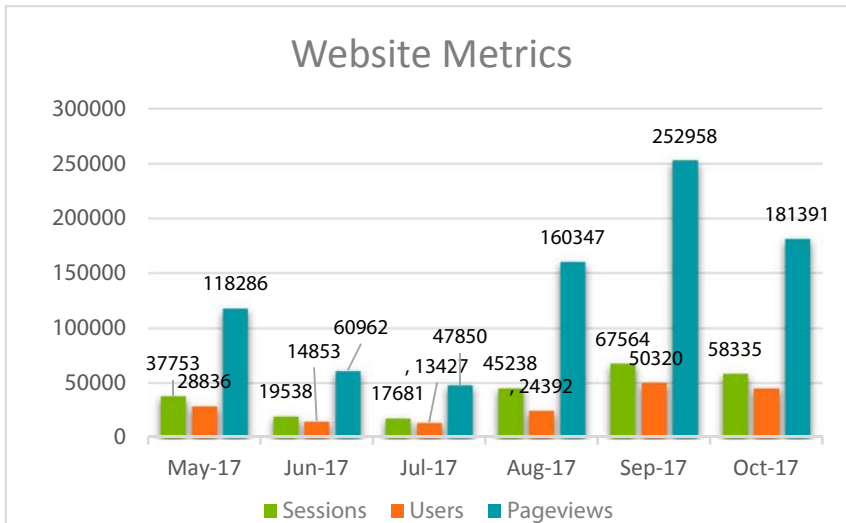
Aside from the publications, Advance CTE is pursuing other opportunities and partnerships to advance our work around rural access and quality. In November, we plan to release a short guide to help states leverage federal funding to support rural CTE. Advance CTE staff also presented on this work at the fall meeting in Baltimore and is preparing to share at both the New Skills for Youth convening in Cincinnati, Ohio and ACTE's VISION conference in Nashville, Tennessee.

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

Industry Expert Working Groups: Both working groups have met twice so far, and will each meet 3-4 more times before March 2018. After staff had participated in the initial meetings, they met with partner staff at the Center on Great Teachers and Leaders to plan ways to increase participation and ensure members find the interactions useful.

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

COMMUNICATIONS REPORT

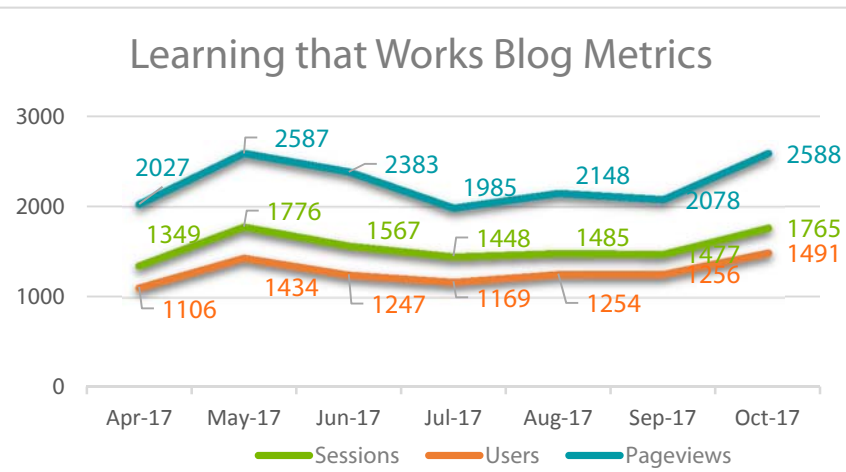


Major Organizational Releases/Initiatives

- [Excellence in Action Award](#) (2590)
- [Resource Center](#) (1694)
- [Program Approval Tool](#) (543)

Acquisition of site users

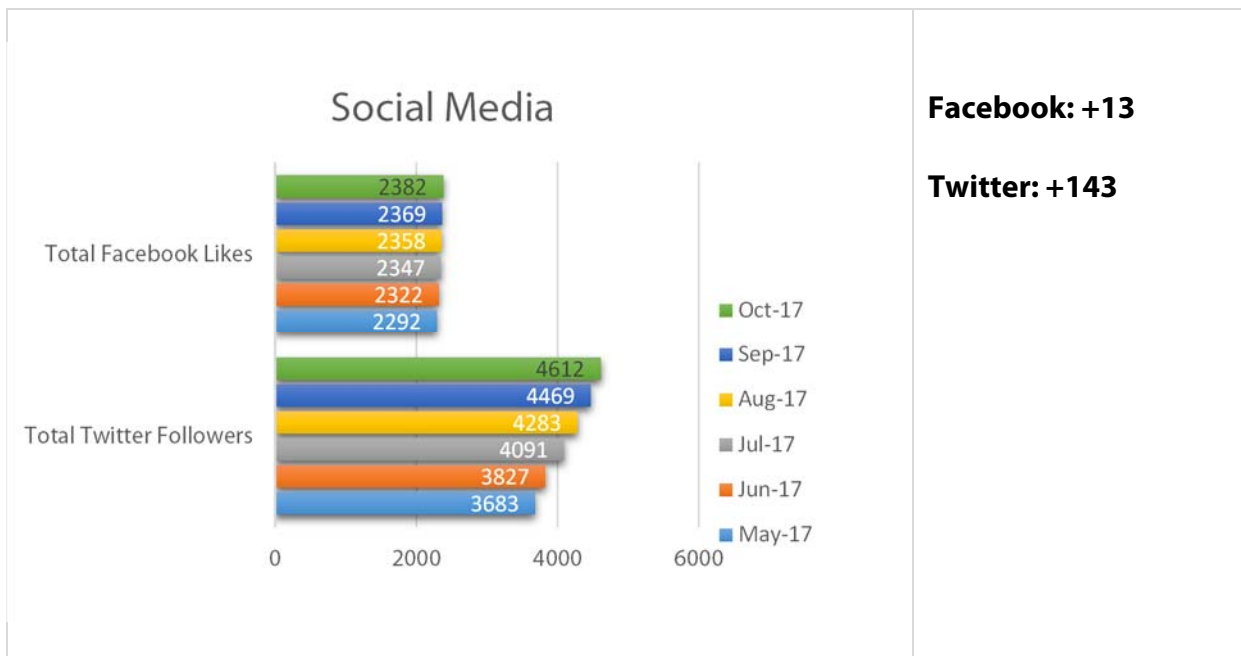
- Organic search (43%)
- Direct (37%)
- Referral (16%)



16 Blog Posts Published

Most visited blogs:

- [Four Essential Components of a Quality CTE Program](#)
- [Communicating the Value and Promise of CTE on the Hill](#)
- [New Report Examines Nondegree Credentials and Their Value](#)



Media: Advance CTE conducted two background calls with Education Week and CQ Roll Call.

Strategies for Attracting Students to High-Quality CTE: Staff will continue to work with three of the four states through December 15, 2017, a slight extension to the grant, which was supposed to end October 31. This will give states more time to complete their deliverables and collect data. Staff is also presenting on the research findings including in Minnesota, Maryland and Ohio in November.

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	
PRESENTATIONS	<ul style="list-style-type: none"> House and Senate CTE Caucuses’ Briefing on Communicating the Value & Promise of CTE Maryland’s School Counselor Association meeting Montana’s ACTE Fall Institute National Association of Workforce Liaisons <i>Valuing the Intersection of STEM and CTE</i>, Washburn University conference on STEM recruitment, Topeka, KS Virginia Career and Technical Education Administrators’ Conference, Hot Springs, VA
EVENTS ATTENDED	<ul style="list-style-type: none"> Career Development Coalition Steering Committee Meeting Congressional Briefing on Addressing the Skills Gap: Community Colleges and the Private Sector

- Three Committee for Education Funding (CEF) Meetings
- Employer-Driven Innovations in CTE: Promise, Practice, & Opportunities for Policy Capitol Hill forum
- Manufacturing Skills Standards Council Board of Director Meeting
- Participated in NGA's selection committee for the Work-Based Learning Policy Academy
- PostsecData Working Group Monthly Meeting

**OTHER
PARTNERS
ENGAGED**

- AIR Center on Great Teachers and Leaders
- American School Counselor Association
- Council of Chief State School Officers (CCSSO)
- Credentials Engine
- Education Week
- Gates Foundation
- Hawaii Community Foundation
- National Recreation and Park Association (NRPA)
- NCC-CTSO Communications committee
- Kickoff meeting for New Jersey's Department of Education CTE Teacher Pathway Initiative Grant
- Society for Maintenance & Reliability Professionals (SMRP)
- Texas Instruments
- Workforce Data Quality Campaign

Advance CTE Newsletter

October 2017

Your voice from the nation's capital



Dear Members,

It was wonderful to see so many of you at our Fall Meeting earlier this month! We had one of our largest meetings yet, with state leaders attending from across the country from 46 states and the District of Columbia, hailing from all corners of the CTE landscape - from K-12 and postsecondary to workforce development and even industry representatives.

This summer, we offered states the opportunity to have their membership cover up to five individuals, including the State CTE Director. It was exciting to see so many states bringing multiple staff and partners to the Fall Meeting for professional development, networking and a chance to dig in deep with their own colleagues. In fact, 25 percent of attendees were brand-new members experiencing their first Advance CTE meeting, most of whom are part of Advance CTE's newly expanded state membership structure.

If you weren't able to attend, be sure to check out our staff reflections blogs [part 1](#) and [2](#), and our [agenda page](#) where you can view resources and PowerPoints shared throughout the meeting. At the meeting we released and featured a variety of new resources, including the "[How States Use Perkins - The Basics](#)" fact sheet, the "[Policy Benchmark Tool: CTE Program of Study Approval](#)" and "[CTE on the Frontier: Connecting Rural Learners with the World of Work](#)". And, because we're always planning ahead, we will open registration for the 2018 Spring Meeting in early January.

Sincerely,

Kimberly Green,
Executive Director

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[View from the Hill](#)

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[Resource Center](#)

[Where We've Been](#)

New Resources!

We've updated our [State Snapshots](#), providing you with data and information about CTE in your state. Use this

Member News

This month, we had the opportunity to see many of our members at this year's Fall Meeting in Baltimore, Maryland. We fondly think of the Fall Meeting as "the family" and this year proved no exception. More than 70 percent of attendees were Advance CTE members and more than 40 State CTE Directors were represented! For those of you who weren't able to join us, we hope to see you in April 4-6, 2018 in Washington, DC for our Spring Meeting.

Here are just a few of the highlights from this year's Fall Meeting:

- We [honored](#) four State Directors - both past and present - during our Stars of Education award ceremony.

resource to highlight how CTE Works for students in your state!

- We asked the tough questions about model state CTE program of study approval policies using Advance CTE's newest [policy benchmark tool](#). As a reminder, members have exclusive access to a [facilitation guide](#) to help lead these discussions in your own state!
- We spent a half day unpacking Advance CTE's latest [communications research](#) and heard success stories from [Maryland](#) and [Washington](#) used these tested messages to build effective strategies for recruiting learners to CTE.

If you haven't taken the Fall Meeting [survey](#), please tell us how we did! As staff, we use this feedback to directly impact our future meetings.

Hope to see you in Washington, DC [this spring](#)!

➤ View from the Hill

October was a busy month for CTE advocacy in Washington! Advance CTE held a briefing in coordination with the House and Senate CTE Caucuses on "[Communicating the Value and Promise of CTE](#)" which highlighted key findings from [research](#) that Advance CTE commissioned with support from the Siemens Foundation. The main focus of the event was how to combat negative stereotypes about CTE, and more effectively communicate the many benefits of CTE with parents, students and additional critical audiences. These findings were also emphasized and highlighted throughout Advance CTE's



Advance CTE's advocacy activities this month focused on the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) appropriations and reauthorization. Advance CTE participated in the Committee for Education Funding's "Hill Day" to encourage appropriators to increase the federal investment in education across the education continuum as they work to come to an agreement on appropriations levels for Fiscal Year 2018 (Congress must act by December 8 in order to avoid a government shutdown). Efforts to reauthorize Perkins also ramped up in October with two separate "Dear Colleague" letters asking the Senate Health, Education, Labor and Pensions (HELP) Committee to take up Perkins reauthorization. With your advocacy efforts, the bipartisan [Senate Dear Colleague letter](#) led by Senators Inhofe (R-OK) and McCaskill (D-MO) garnered 59 signatures from Senators across 38 states. Please don't forget to send a thank you note if your Senator(s) signed on to the letter! A similar "Dear Colleague" letter, led by Representatives Krishnamoorthi (D-IL) and Thompson (R-PA), is currently being circulated in the House - thank you for your advocacy to support this effort!

➤ State Policy Overview

This month, **California** joined the ranks of Tennessee, Oregon, Rhode Island and New York after Governor Jerry Brown signed [legislation](#) into law establishing a California Promise program. Upon appropriation by the state legislature, the program would provide tuition-free community college to first-time students who enroll full time and complete a FAFSA form. Under the legislation, the California Community College Chancellor's Office would be responsible for administering the program and developing a funding formula to support the program's objectives.

Meanwhile, Governor Kay Ivey of **Alabama** [announced](#) that nationally-recognized Manufacturing Skills Standards Council certifications will be offered at all community colleges across the state. And in Oregon, a public-private partnership called [Youth CareerConnect](#) - established between the Department of Education, Central Oregon Community College, the Central Oregon STEM Hub and a number of business - raised \$300,000 to launch an internship database and hire coordinators to facilitate internship matching for youth between the ages of 16-24.

➤ Learning that Works Resource Center

The fifth principle of *Putting Learner Success First: A Shared Vision for the Future of CTE* states that all systems should work together to put learner success first. But what does this mean in practice? States with effective CTE systems put measures in place to align secondary and postsecondary learning opportunities, collaborate across sectors and build sustainable governance. This month's Learning that Works Resource Center update included policies and resources related to [Systems Alignment](#).

Guide/Tool - [Career Readiness Stakeholder Engagement Tool](#)

This tool from Advance CTE is based off of two tools created by the Council of Chief State School Officers. It is designed to guide users through nine steps in planning effective interactions with specific stakeholders.

Policy - [Nebraska: reVISION](#)

Nebraska's reVISION program was initially launched in 2013 using Perkins reserve funds. The program brings together secondary and postsecondary representatives, regional industry leaders, guidance counselors and career educators to devise a strategic plan for developing and strengthening CTE programs of study. With support from the Nebraska Department of Education and labor market data from the Department of Labor, local collaborators tailor their strategic planning efforts to meet regional needs.

Report - [State Policy Leadership for the Future: History of State Coordination and Governance and Alternatives for the Future](#)

As policymakers and educators alike learn the economic benefits of strong career pathways, the federal government, states and local communities are exploring strategies to maximize their career pathways efforts. This paper from RTI International - directed by Jobs for the Future and funded by the U.S. Department of Education, Office of Career, Technical, and Adult Education - provides a model for states to execute a comprehensive career pathways strategy.

➤ Where We've Been

Staff presented at a number of events including:

- Advance CTE Fall Meeting
- Montana ACTE's Fall Institute
- NACEP State Policy Workshop
- House & Senate CTE Caucus Event on Communicating the Value & Promise of CTE
- Maryland's Counselor Conference
- Washburn University STEM Conference
- New Skills for Youth Fall Convening

Staff also attended a number of events including:

- Advisory Board of the National Coalition of Career Development
- NCC-CTSO Communications Committee Meeting
- National Governors Association, Workforce Liaisons Executive Committee Meeting
- NGA's Work-Based Learning Policy Academy Selection Committee



- Congressional Briefing on Addressing the Skills Gap: Community Colleges and the Private Sector
- Campaign to Invest in America's Workforce Meeting
- Board of Directors, Manufacturing Skills Standards Council
- National Advisory Committee, National Career Academy Coalition
- Selection Committee- Aspen Prize for Excellence in Community Colleges

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