

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings: We look forward to seeing most of you next week. The Board meetings will take place on October 17 in Salons A, B and C at the BWI Marriott Hotel, Linthicum, MD. Here are the details:

- Advance CTE Board of Directors
 - 9 a.m. – 12:10 p.m.
- Joint Meeting of Advance CTE and the Center to Advance CTE Boards of Directors
 - 12:30 – 3 p.m. (lunch served at 12:10 p.m.)
- The Center Advance CTE Board of Directors
 - 3 – 3:30 p.m.

Please don't forget to download your Board books at: <https://careertech.org/fy16-17-board-materials>

State CTE Director Changes

- Two new State Directors were named in September:
 - California: Donna Wyatt
 - Texas: Quentin Suffren

We will provide you with a brief biography of each person after we hold a call with them next month.

- Getting to know... **Kansas:** In September, staff held a call with new Kansas State Director Connie Beene. Connie, a longtime Advance CTE member, previously served as the director of Federal Initiatives for Technical Education for the Kansas Board of Regents. One of her early goals is to further integrate adult education and CTE to reduce duplication and strengthen programs at colleges around the state.
- Three states – MD, MA and NM – remain without an official State Director in place.

Annual Audit: The Advance CTE and Center to Advance CTE annual audit is scheduled for the first week of October 2016. The new auditing firm, Gelman, Rosenberg and Freeman.

Staffing Updates: We are pleased to share the promotion of Katie Fitzgerald to Senior Associate, Communications. Regrettably our new office manager did not work out. The team is re-assessing the position requirements and will be advertising to fill the position in November.

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

Finance Update: As of the end of September 2016:

Advance CTE Budget Snapshot
Received 67% of budgeted income
Expended 22% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 73% of budgeted income
Expended 4% of budgeted expenses

Fundraising

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

Grant/Proposal/ Contract	Organization/ Partner	Engagement in Past Month	Status
Strategies for Attracting Students to High-Quality CTE	Siemens Foundation	This grant runs from August 2016 – November 2017 and is for a total of \$305,000 to conduct market research to test the most effective messages to parents and the public around CTE and support state efforts to recruit more students into high-quality CTE programs of study. The RFP for the selection of the survey firm has gone out.	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	Advance CTE and partners are working to provide an updated draft of the report describing the nine CTE-apprenticeship program sites visited throughout the Spring after a change in OCTAE staffing and expectations for what the report would entail. Initially, the report was to be released in August, but will now likely be released in the fall. We also are working with our partners (Vivayic, JFF and RTI) on the related resource guide.	Ongoing
Support for Career & Technical Education Contract	Department of Defense Education Activity (DoDEA)	Kim and Kate attended the kick off meeting at DoDEA headquarters in September. The project includes participating and supporting 20 in-person meetings over the course of 12 months; providing 1-3 page reports after these meetings; and developing a final report on the project.	Ongoing
STELAR	National Science Foundation	We were just notified of EDC's receipt of the National Science Foundation Grant to renew the STELAR (STEM Learning and Research Center) grant. The Center to Advance CTE is a subcontractor, receiving \$75,000 over a three-year period to serve as CTE content experts and help connect the work of STELAR with the CTE community.	Kick off phase
Misc		We have recently met with or have meetings scheduled with program officers from Alcoa, Joyce Foundation, Bill & Melinda Gates Foundation and Workforce Matters	Early discussions

Membership Update: In September, Advance CTE gained two new organizational members – Career Safe and Apple – and one new Associate-State member. Additionally, 22 associate members were cancelled due to non-payment of their FY 17 dues.

Totals as of September 30, 2016: 255

- State Director: 54
- Associate-State: 88
- Associate-Non State: 80
- Organizational: 33 organizations (representing 96 individuals)

Member Resources and Supports

New Skills for Youth Update: On September 26, the Council of Chief State School Officers hosted a meeting with more than 30 partners, funders and organizations to identify opportunities for collaboration and highlight the work being done in New Skills for Youth (NSFY) states. Advance CTE shared about the Resource Center and presented briefly on the *Putting Learner Success First*. The New Skills for Youth Initiative will soon be transitioning into its second phase. Those states that wish to be considered for Phase Two are required to submit information on their needs assessment, data analysis, action plan and early wins by October 7, and will give presentations on that information during the NSFY convening October 25-26 in Washington, DC.

The Resource Center received more than 5,000 page views in September, bringing the total to over 19,000 since the database was launched on June 21. Advance CTE staff have been updating the Center continually, and we aim to have at least 90 resources and 21 policies in the Center by next month.

Looking ahead, Advance CTE is taking the lead on developing resources for NSFY based on state (and member) needs. Our calendar of planned publications over the next month include:

- [*Credentials of Value: State Strategies for Identifying and Endorsing Industry-Recognized Credentials:*](#) One challenge we hear from our members is that it is difficult to identify and evaluate high-quality credentials that have value in the labor market and lead to high-wage, in-demand jobs. To support our members in this work, we have released a brief that shares strategies from Florida, Kansas and Louisiana — three states that have made progress in verifying and endorsing industry-recognized credentials.
- *Work-based learning guide:* This guide will condense and combine our previous four briefs on work-based learning with information on scaling high-quality programs to form a comprehensive guide on the subject. It will also include an infographic that can be used as a tool to help states develop a strategy for expanding work-based learning.

State of CTE report on industry experts in schools: We recently wrapped up the 2016 State of CTE survey, collecting responses from state directors and local CTE administrators from across the U.S. This year we focus on a question that has been top-of-mind for many state directors: how to draw industry experts into secondary schools. We will share results from the survey at the Fall Meeting in October, and will release the full report in December.

Meetings/Events

Registration for the 2016 Fall Meeting opened on July 27.

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
2016 Fall Meeting	10/17-10/19/16	129 registered	107	91%

Strategic Priority: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the *Putting Learner Success First: A Shared Vision for the Future of CTE*.

In May, Advance CTE and six partner organizations released [Putting Learner Success First: A Shared Vision for the Future of CTE](#), establishing a bold vision for all of education, which includes, but is not limited to Career Technical Education (CTE). Since the release, tens of thousands of copies have been distributed across the country and state and local leaders have begun to signal their commitment to its implementation.

In September, Advance CTE continued to release a number of new resources, including:

- A set of [discussion questions](#) state leaders can use to engage in and think through the vision's principles and actions
- [A chart](#) highlighting shared vision supporters' and other national organizations' existing and planned initiatives that are addressing and advancing the principles and actions of the vision. This will be updated on a quarterly basis.
- [The Shared Vision & CTE Educators](#) (written with ACTE)

Looking ahead, Advance CTE has a number of resources and activities planned including:

- Launching a member-driven committee to identify best practices and support the implementation of the vision
- A short video showing a world in which the vision is a reality
- A blog post from the Chamber of Commerce on what the vision means for their members
- A webinar with vision supporters on November 15.

In addition, SkillsUSA, Family, Career and Community Leaders of America (FCCLA), Asia Society and Goodwill International have officially signed on as supporters to Putting Learner Success First, joining the original seven supportive organizations. Their [sign on letters are here](#).

Finally, we recently created a [sign on](#) campaign, where leaders and supporters at all levels can show their support for the shared vision.

Strategic Priority: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and workforce development in support of expanded access to and quality of CTE.

Federal Advocacy Plan: Congress reconvened for the better part of September after an extended summer recess. Perkins reauthorization continued to move forward in the House with the passage of comprehensive legislation in the chamber. While negotiations resumed in the Senate, discussions stalled between Democrats and Republicans over the issue of secretarial authority. Advance CTE has been fully engrossed in these interrelated processes this month and has primarily focused its efforts on this topic area.

HEA: Advance CTE is deepening its advocacy relationship with the National Skills Coalition in anticipation of Congressional consideration of HEA in the 115th Congress. At this time, we do not expect Congress to work on HEA-related issues until the next Congress.

ESSA: Since providing formal comment over the summer, Advance CTE has been monitoring state-level ESSA implementation efforts. Several blogs have been posted this month and last providing an overview of these activities.

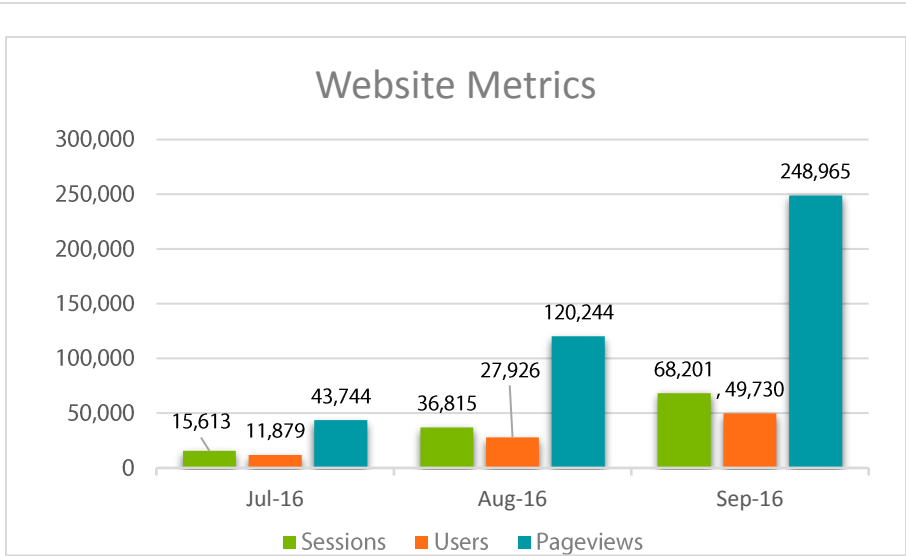
Budget / Appropriations: With few days left to spare, Congress was able to pass a continuing resolution (CR) to prevent a government shutdown. The CR will last through December of this year and extends current funding levels until that time. Due to the nature of Perkins funding, a small across-the-board rescission will be applied to states' Perkins grants, at least temporarily. As has been the case for the past two years, this rescission will be reimbursed by USDE once comprehensive funding legislation is passed later on this year. Until such time, Advance CTE, along with OCTAE, recommends that states absorb this small cut in their state leadership funding so they will not need to re-run local formula-based allocations for grantees.

Perkins: The U.S. House of Representatives overwhelmingly passed H.R. 5587—legislation that would reauthorize Perkins— by a margin of 405-5. Meanwhile negotiations in the Senate broke down over the issue of secretarial authority in a forthcoming draft proposal from the chamber. Talks have not resumed and Advance CTE does not expect further activity until after the November elections. Nevertheless, we have been actively engaged in this process and have been advocating for a number of outstanding issues related to these processes. Of particular note is the proposed definition for a secondary CTE concentrator. Advance CTE will not endorse future Perkins legislation without a fix to this definition and this position has been communicated to Congress.

Congressional Offices Engaged in September 2016:

- Sen. Enzi (R-WY)
- Sen. Casey (D-PA)
- Sen. Alexander (R-TN)
- Sen. Murray (D-WA)
- Sen. Franken (D-MN)
- Sen. Hatch (R-UT)
- Sen. Bennet (D-CO)
- Sen. Kaine (D-VA)
- Rep. Kline (R-MN)
- Rep. Scott (D-VA)
- Rep. Thompson (R-PA)
- Rep. Langevin (D-RI)
- Rep. Wilson (R-SC)
- Rep. Clark (D-MA)

September 2016 Communications Report

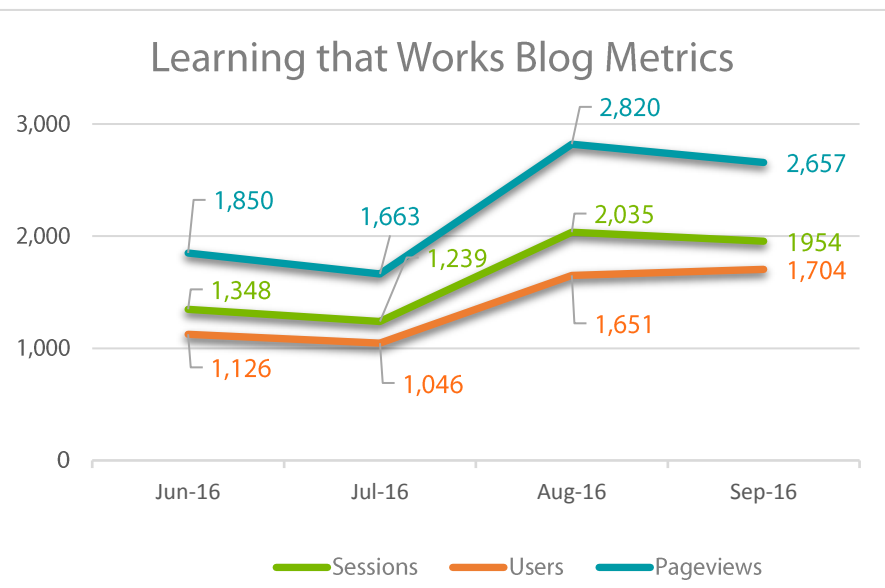


Most Visited Pages

- [Career Clusters](#)
- [Agriculture](#)
- [Health Science](#)

Acquisition of site users

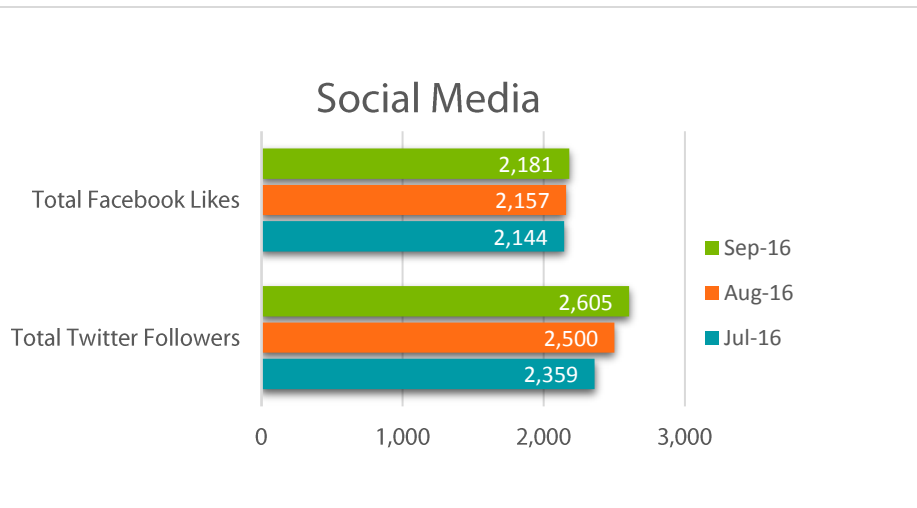
- Organic search (41%)
- Direct (41%)
- Referral (17%)



12 Blog Posts Published

Most visited blogs:

- [Bipartisan Interest in Perkins Grows with Pending Legislation on the Hill](#)
- [Ask Your Members of Congress to Support Perkins Reauthorization!](#)
- [Advance CTE Legislative Update: Senate Efforts on Perkins Reauthorization Stall](#)



Facebook: +24

Twitter: +105

Media:

Advance CTE had a number of media hits in September including:

- [Congress Readies Reauthorization of CTE Bill](#), Cabinet Report
- [Career and Tec Ed for the Modern Age: 3 Things to Know About the New Federal Proposal](#), The 74
- [Schools Increasingly Using CTE to Address Local Needs](#)

Staff also had a background interview with Education Week, and two on the record interviews with Education Week and Roll Call regarding Perkins reauthorization with articles pending.

Strategic Priority: Expand awareness of, support for, and access to high-quality CTE by leading, building and maintaining strategic partnerships.

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

PRESENTATIONS	<ul style="list-style-type: none">• Panelist at US Chamber of Commerce Foundation event• Keynote at Statewide CTE Conference in Iowa• Presentation on Putting Learner Success First and Learning that Works Resource Center at CCSSO Career Readiness Convening• Virginia Association of Career Technical Education Administrators (VACTEA), Annual Conference, Legislative Update
EVENTS ATTENDED	<ul style="list-style-type: none">• 114th Partnership Career Readiness Convening - MD• DoDEA Contract Kickoff – VA• Attended a panel with American Youth Policy Forum (AYPF) on ESSA’s Fifth Indicator, Washington D.C.• Attended an event hosted by the Learning Policy Institute about solving teacher shortages, Washington D.C.• Senate CTE Caucus event on Employability Skills, Washington, D.C.• Credentials Transparency Initiative Kick Off, Washington, D.C.
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none">• Bill Symonds of Global Pathways Initiative• Pritchard Committee (KY)• Workforce Matters• ACTE - Quarterly Executive Director Luncheon• WorkCred• Gates Foundation• EDC



Kate Kreamer <kkreamer@careertech.org>

Advance CTE Member Newsletter - September 2016

1 message

Advance CTE <kfitzgerald@careertech.org>

Thu, Sep 29, 2016 at 9:48 AM

Reply-To: kfitzgerald@careertech.org

To: kblosveren@careertech.org

Advance CTE Newsletter

September 2016

Your voice from the nation's capital



Dear Members,

It's officially fall and while the days are growing shorter, the 'to do' list is still very long! And at the top of that list is the completion of the full reauthorization of Perkins! While the House voted 405-5 (can you say amazing - nothing in D.C. has that sort of bipartisan support these days), we hope to get the Senate to follow suit and bring a bill to the President in 2016. Be sure to follow the conversation on our [blog](#) and [social media](#), and read more in our View from the Hill section below, as well as keep the pressure on your legislators to get this done this year!

The [2016 Fall Meeting](#) in Baltimore, Maryland is right around the corner - October 17 - 19th! This will be the chance to take a deep dive into issues you face every day in your work, work with your peers on how your state will implement Perkins, and hear from CTE leaders on today's pressing CTE topics. Registration closes this Friday, September 30, so be sure to register today!

Lastly, we have a variety of [new supporters](#) of *Putting Learner Success First: A Shared Vision for the Future of CTE* including Goodwill and Asia Society. If you haven't yet, [show your support!](#)

Looking forward to seeing many of you in a few weeks!

Sincerely,

Kimberly Green,
Executive Director

In This Issue

[Member News](#)

[View from the Hill](#)

[State Policy Overview](#)

[Resource Center](#)

[Member News](#)

States promote CTE with new marketing campaigns, press highlights

Are you struggling to promote CTE in your state? Check out the new videos from **Nebraska's** new CTE marketing campaign, created in partnership with [Nebraska Loves](#)

Where We've Been

Member Resources

[Member Directory](#)

[Advance CTE Rebrand](#)

[Organizational Resources](#)

[State-Specific Tools & Resources](#)

Don't forget to [log in](#) to access these members-only resources!

Public Schools! The videos feature [CTE programs](#) in [local schools](#) as well one on [employability skills](#) and [CTE](#) more broadly. Some have aired as public service announcements on radio and TV across the state, while others have been used during statewide education meetings.

In **Idaho**, the state CTE office has also increased its communications efforts with a [newly redesigned website](#) and logo as well as highlighting [student success stories](#) on the state's public television station.

State CTE leaders in **New Hampshire** and **Kansas** recently were featured in recent news articles to promote their CTE systems.

Do you have exciting news about your state CTE system? Email [Andrea](#) and we'll feature you here!

Welcome to New State CTE Directors in California and Kansas

On September 6, [Donna Wyatt](#) was appointed Director of the Career and College Transition Division in the **California** Department of Education. Donna comes to the position with more than 25 years in teaching, developing and administering CTE programs. Prior to her appointment, she was the manager of CTE Curriculum and Instruction for the Oakland Unified School District's Linked Learning office.

In **Kansas**, Connie Beene was appointed the Senior Director of Adult and Career Technical Education. Connie, a longtime Advance CTE member, previously managed federal initiatives, including Perkins, for the Kansas Board of Regents.

Congratulations, Donna and Connie and be sure to welcome them at our 2016 Fall Meeting!

View from the Hill

It's been a busy month for CTE and ongoing efforts to renew the Carl D. Perkins Career and Technical Education Act (Perkins). After a two-month summer recess, Congress reconvened in early September and continued its consideration of this important legislation. In an overwhelming show of support, the U.S. House of Representatives voted 405-5 in favor of the [Strengthening Career and Technical Education for the 21st Century Act](#)— comprehensive legislation that would reauthorize Perkins. [Advance CTE was supportive](#) of this positive step towards a new law and issued a statement supporting the bill's passage with one caveat— the need to address the [proposed definition for a secondary CTE concentrator](#).

The Senate education committee shortly followed suit, scheduling a markup for a forthcoming Perkins reauthorization draft of their own. Unfortunately the effort in that

chamber has stalled recently over ongoing disagreements related to the authority of the U.S. Secretary of Education and proposed prohibitions language that would limit the Secretary's oversight of Perkins. Advance CTE recently issued a statement [urging the Senate](#) to move forward with their work in a bipartisan fashion and has remained engaged in the reauthorization process.

State Policy Overview

Governor Terry Branstad of **Iowa** issued an [executive order](#) last month to launch the Future Ready Iowa Alliance, advancing a statewide initiative that was launched in 2014. The Alliance, which will include a diverse, cross-sector group of education and industry leaders, is charged with developing a strategic plan to accomplish the Future Ready Iowa goal (70 percent of the state's workforce with postsecondary degrees, certificates or credentials by 2025).

Meanwhile, **Colorado** Governor John Hickenlooper [announced](#) a plan to expand apprenticeships in the Centennial State, boosted by a joint philanthropic contribution of \$9.5 million from Bloomberg Philanthropies and JP Morgan Chase & Co. The contributions will support [CareerWise Colorado](#), a statewide apprenticeship system for high school students, and [CareerConnect](#), a renowned work-based learning program operated by Denver Public Schools.

Eyes on ESSA: Many states are making strides in implementing the new federal K-12 education law as the deadline for submitting State Plans to the U.S. Department of Education approaches in early 2017:

- After much deliberation, the **California** Board of Education [approved](#) a new accountability system earlier this month - yet questions remain. The system's career readiness indicator is [still being fine-tuned](#) and a [bill on Governor Brown's desk](#) may require the system to focus more on closing the achievement gap.
- In **Louisiana**, the Department of Education published a [report](#) detailing progress and lessons learned from its ongoing, months-long ESSA listening tour. Input gathered from the listening tour will be considered for Louisiana's State Plan.
- And **Arizona** released a [draft state plan](#), encouraging residents of the state to provide feedback. Superintendent Diane Douglas promises the final version will align with the state's AZ Kids Can't Wait! Plan, which is currently being updated.

Learning that Works Resource Center

With school back in session, students at both the secondary and postsecondary level are once again faced with questions about their future career goals. Educators, policymakers and administrators alike can help students answer these questions by providing opportunities for career awareness and exploration in multiple fields and at multiple levels of education and training. To help in this endeavor, this month's update from the Learning that Works Resource Center includes key resources related to [career advisement](#).

Tool - [Career Clusters Student Interest Survey](#)

This career guidance tool allows students to respond to questions and identify the top three Career Clusters® of interest based on their responses.

Policy - [Arkansas: College and Career Coaches](#)

The Arkansas College and Career Coach program has helped improve college-going rates and more by providing intensive career advisement and transition supports to Arkansas

students at the middle and high school level.

Report - [What we Know about Guided Pathways](#)

This brief from the Community College Research Center lays out the what and how of guided pathways, or a more coherent guidance, advisement and course taking system for postsecondary students designed to support completion and degree attainment, and offers local examples.

➤ Where We've Been

Advance CTE staff participated in a variety of events, presentations, conferences, briefings and meetings with key partners, agencies and organizations:

- Keynote presentation at the Iowa State CTE Conference
- Presentation at U.S. Chamber of Commerce Foundation
- Presentation at the Virginia CTE Administrators Conference
- Facilitated at the Credentials Transparency Initiative Summit
- Presentation at the Council of Chief State School Officers Career Readiness Meeting
- National FFA
- Education Strategy Group
- Committee for Education Funding
- Learning Policy Institute
- 114th Partnership Career Readiness Convening
- WorkCred
- Department of Defense Education Activity
- Association for Career and Technical Education
- Apple Education
- Siemens Foundation
- The Bill & Melinda Gates Foundation
- American Youth Policy Institute
- Japanese University System

5 Presentations

13 Meetings or Briefings

4 States

