

Advance CTE / Center to Advance CTE Board of Directors' Update July 2020

QUICK UPDATES

<u>Upcoming Advance CTE and Center to Advance CTE Board Meetings (all times listed are in Eastern)</u>

Please mark your calendars! All meetings will take place via Zoom unless otherwise specified.

September 23, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Strategic plan progress updates; budget modifications (if needed); financial reports (year-end)
October 21, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Approval of Career Clusters revised statement and plan of work
November 17, 2020 – Advance CTE Board	2 – 4 p.m.	Strategic plan and strategy progress updates; financial update; WIOA recommendations; stocktake
November 17, 2020 – The Center to Advance CTE Board	3 – 5 p.m.	Strategic plan and strategy progress updates; financial update; stocktake

Administrative Update: Brianna McCain's last day with Advance CTE as a Policy Associate was July 24, having been recruited for a position at the National Skills Coalition. Brianna worked with our team for over two years primarily on our JPMC grant and led our equity strategy, including serving as an author on much of the Making Good on the Promise series. We wish her great success in her new position and are grateful for the many contributions she has made to our organization and its membership, as well as the CTE community.

In the next month, we'll be announcing two openings on our team, one to fill Brianna's position and a second position, a senior policy associate, supporting our equity, technical assistance and state policy work. Our goal is to fill these positions in the fall, with a projected start date in November. We received a very high response rate to our position announcement for senior policy associate for communications. Interviews are happening now and we hope to have the new staff member begin in early fall. For the first time ever, we are allowing the senior policy associate positions to work remotely, rather than being located in the DC area ... because, why not given COVID!

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

Finance Update: We are in the process of wrapping up our FY20 books, with our annual audit scheduled for the last week of September. The numbers below represent the FY21 finances for the month of July,

which is 8% of the fiscal year. There are no salaries and benefits reflected in the numbers below, nor investment adjustments, for July as payroll allocation and investment reconciliation has yet not been completed. The FY21 Center income is largely the carry forward funds from grant income received in FY20.

Advance CTE Budget Snapshot
Received 45.4% of budgeted income
Expended 1% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 64% of budgeted income
Expended 2% of budgeted expenses

Fundraising: Advance CTE is currently pursuing a variety of corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining the organization's ongoing grants and any major development activities from this month.

Grant/Proposal/	Organization	Status	Progress Since Last Board Update
Strategies for Recruiting Students into CTE	Siemens Foundation	Ongoing	Staff has contracted with a communications research firm, Edge Research, to conduct a series of focus groups and a national survey of students and families to better understand motivations and barriers for enrolling in CTE programs at the secondary level. This research will also test the messages developed in 2017, to validate or adjust messaging in light of recent events and with a focus on recruiting minoritized students into CTE programs. In August, staff will attend a series of virtual focus groups with families, with a specific focus on learning the perceptions of CTE programs of Hispanic and Black families. Findings from the focus groups will inform the national survey to be released in the fall.
Global Career Readiness Initiative	JPMorgan Chase	Ongoing	The six project sites are in the middle of completing a needs assessment process to identify their strengths and gaps related to high-quality career pathways. Sites will complete the needs assessment and develop a draft year-one action plan by the end of September. Advance CTE and Education Strategy Group (ESG) are launching a virtual collaboration platform for sites and are beginning to plan for a virtual cross-site convening that will take place September 30-October 1.
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	Ongoing	We have secured a no-cost extension for this grant (from December 31, 2020 to March 31, 2021). We also began discussions about our next round of funding and will plan to begin more formal plans after the Summit. We have scheduled a briefing with the foundation on our Perkins plan review and the Summit in October 2020.

Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	Discussions have started about the next phase of this investment across the partner organizations, which would kick off in October 2020. We will continue to be a part of the project, but our specific scope is still to be finalized.
New Skills for Youth – Innovation Sites & Data Quality	JPMorgan Chase	Ongoing	We are seeking a no-cost extension until at least March 31, 2021 (the grant currently ends in December 2020).
Perkins implementation	Joyce Foundation	Ongoing	As discussed below, the work to pilot the opportunity gap workshop continued this month.
Area Technical Centers	Lumina Foundation	Ongoing	Survey results and lists of area technical centers (ATCs) from 48 states, ensuring that data and survey analysis can begin. Advance CTE has also identified four states for case studies, based on geographical diversity, uniqueness in ATC programming, robustness of ATC system and other factors. Lumina must approve the case study states before that work can begin.
Short-Term Pell	Lumina Foundation (NASFAA)	Ongoing	The final draft report, focused on short-term, non-credit postsecondary programs, has been completed. A release date of the report is targeted for early September.
Postsecondary Data Quality	ECMC Foundation	Ongoing	Advance CTE received applications from 10 states for the Advancing Postsecondary CTE Data Quality Initiative. Selected states will be notified in mid-September.
NIDILRR	UMass Medical School	Ongoing	No major updates
National Study on Community College Workforce Programs	Lumina Foundation (Opportunity America)	Approved	An MOU is in place with Opportunity America to help develop, collect and disseminate survey findings on credit/non-credit offerings at community colleges. The contract will extend over 2020-21 and is for \$14,000.
College High School Alliance	Gates Foundation, Joyce Foundation	Approved Proposal development	Earlier this year, Advance CTE joined the steering committee of the College High School Alliance. A proposal has been sent and approved by the Joyce Foundation, with Advance CTE set to receive approximately \$37,000 over two years to support CHSA-wide activities and produce a report on dual enrolment and CTE. Proposals are also moving forward with the Gates Foundation and ECMC Foundation, which would increase our total subgrant amount.
Summit Supporters	Strada, ECMC Foundation, JPMorgan Chase, Lumina,	Sponsors secured	We have secured sponsorships for our CTE Forward Summit from Strada Education Network (\$25,000), ECMC Foundation (\$3,000), JPMorgan Chase (\$10,000) and Lumina Foundation (\$5,000). We also have support built into our Gates and Siemens grants.

CTE/Justice- Connected Youth and Young Adults	Gates Foundation	Proposal submitted	Advance CTE submitted a proposal to the Gates Foundation (for a new, short-term "innovation fund"), focusing on strengthening CTE opportunities for justice-connected youth and young adults. We would partner on this one-year grant with Council of State Governments Justice Center and the total grant is \$150,000. We expect to hear in August if we received this grant or not.
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Priority: Empower members through PROFESSIONAL LEARNING

Membership Update:

State Directors: 55

• State Team Members: 210

• Individual Associate State: 7

• Individual Associate Non-State: 56

• Organizational: 38 organizations, 134 individual organizational members

New State CTE Directors:

Alabama: Jimmy HullVermont: Ruth Durkee

<u>Member-Only Resources and Supports</u>

This month, Advance CTE released <u>Prioritizing CTE Through and Beyond COVID-19</u>, a tool for state CTE leaders to leverage when planning for short- and long-term priorities, as well as a real-time <u>tracker</u> of states' reopening plans. While these were released publicly, they were designed specifically for state CTE leaders.

Meetings/Events

Event Name	Date	Total Registered Participants	Total Participating Members	% of Participation Goal (if applicable)
CTE Forward Summit	September 15-16, 2020	125	n/a	50%

Member Professional Learning: Advance CTE offered a series of supports to members in July:

- 2020 Elections Landscape: Implications for Career Technical Education, 96 attendees;
- CTE Forward: How to Attract and Recruit Diverse Students at the Postsecondary Level: Lessons from Aspen Institute, 109 attendees; and
- LUNCH AND LEARN: The Future of Work-Based Learning in a Post-COVID Environment, 65 attendees

Additionally, due to feedback from the last set of regional calls, staff scheduled regional calls to take place bimonthly throughout the remainder of the calendar year. All calls have been scheduled, and State CTE Directors have been sent calendar invitations.

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

<u>Federal Advocacy Plan</u>: In June, Advance CTE continued to represent members' priorities during COVID-19 to members of Congress and the U.S. Department of Education. Staff also advocated for increased CTE funding in the Fiscal Year 2021 (FY21) appropriations process. At the beginning of the month, Ranking member of the Senate Health, Education, Labor, and pensions (HELP) Committee Patty Murray (D-WA) and Senate Minority Leader Chuck Schumer (D-NY) introduced the Coronavirus Child Care and Education Relief Act (CCCERA), which would provide \$1 billion for CTE programs and activities as a result of coronavirus. Advance CTE <u>released a statement</u>, in partnership with the Association for Career and Technical Education (ACTE) in support of this bill.

On July 31, the House passed the FY21 Labor, Health and Human Services, Education and Related Agencies appropriations bill as part of a package that included six funding bills. The final House bill includes an increase of about \$18 million, or 1.4% for the Perkins Basic State Grant. Next, the Senate will introduce and vote on their own appropriations bills. It is likely that the Senate versions will be significantly different from the House.

Also, this month, U.S. Secretary of Education Betsy DeVos released additional guidance regarding eligibility to receive higher education funding through the Coronavirus Aid, Relief, and Economic Security (CARES) Act- and stated that one must be Title IV eligible. Advance CTE submitted a joint letter with ACTE for comment in the Federal Register opposing this decision.

Congressional Offices Engaged in July 2020:

- Brenna Barber, Senator Tina Smith (D-MN)
- Caroline Goodson, Rep. Langevin (D-RI)
- Robin Juliano, House Appropriations Committee
- Karishma Merchant, Senator Tim Kaine (D-VA)
- Elvia Montoya, Senator Jeff Merkley (D-OR)
- Nick Rockwell, Rep. Thompson (R-PA)
- Jennifer Stiddard, Senate Committee on Health, Education, Labor, and Pensions

<u>Perkins Implementation Strategy</u>: Advance CTE's Perkins implementation strategy is underway, with many core elements already in place.

State Technical Assistance: Advance CTE continues to provide technical assistance to states in support of their Perkins plan implementation.

- California is receiving coaching support related to development of a common vision for CTE in the state.
- Florida is receiving technical assistance related to stakeholder engagement and opportunity gap analysis. As part of the opportunity gap analysis work, Advance CTE held the first of two sessions this month with Miami Dade College and Miami Dade Public Schools
- Advance CTE has scheduled opportunity gap analysis "train the trainer" workshops for Minnesota in August and September.
- New York is receiving coaching support related to work-based learning.
- Opportunity Gap Analysis Workshop: Advance CTE is refining workshop materials based on pilot sessions taking place in Florida and Minnesota; once the pilots have concluded, the workshop materials will be finalized and Advance CTE will determine a plan for dissemination.

Perkins V State Plan Review: Advance CTE has completed our internal review of all states' Perkins V plans and is in the process of drafting the 50-state report, which will be released in late October. We are also working to identify a range of other resources and supports to elevate promising practices and support implementation across the nation.

State Policy Update:

Advancing The Framework: Advance CTE conducted short interviews with five State CTE Directors and state CTE leaders this month to gather additional input on their use of Career Clusters® and The National Career Clusters® Framework (The Framework). Advance CTE synthesized feedback received from 44 states and identified common themes related to the audience, components and purpose of The Framework. Advance CTE discussed these synthesized results with the Career Clusters Kitchen Cabinet and received additional input. In August, Advance CTE will launch a process to build consensus among state CTE leaders on a renewed purpose statement for The Framework.

CTE Data Quality Policy Benchmark Tool: Progress on the CTE data quality policy benchmark tool and the related deliverables is moving forward. In July Advance CTE shared an updated version of the tool with a select review group and is planning to have a final draft ready for pilot testing by early September.

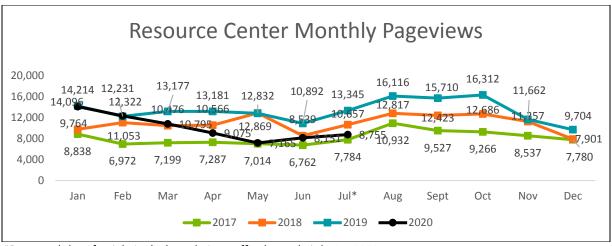
CTE Data Reporting and Visualization Workgroup: The workgroup met for two back-to-back sessions in early July to share input on the project deliverables: the design principles for data reporting and visualization tool and the communications toolkit. Both resources will be updated based on workgroup input and are scheduled for release this November.

Equity Resources: Advance CTE is partnering with organizations from the Committee on Equity in CTE to develop short resources to help state leaders understand their role in promoting equity and access in Career Technical Education (CTE) for specific populations. Advance CTE is currently partnering with the National Center for Homeless Education (NCHE) to develop a resource on how to promote access and equity in CTE for learners experiencing homelessness. Advance CTE is in the process of copy editing the resource.

In July, Advance CTE released a resource, <u>Making Good on the Promise: Improving Equity and Access to Quality CTE Programs for Students with Disabilities</u>, in partnership with the National Center for Learning Disabilities (NCLD). The resource outlines five actions state CTE leaders can take to ensure that secondary and postsecondary students with disabilities have access to and the supports needed to thrive in high-quality CTE programs.

Learning that Works Resource Center: The Resource Center sustained a total of 8,755 hits for the month of July. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Broadening the Path: Design Principles for Middle Grades CTE*.

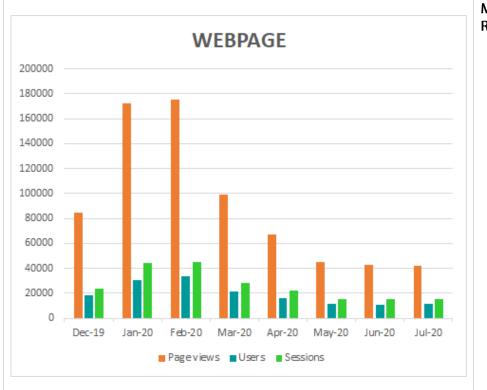
Visits to the Resource Center remain considerably lower than in past years. We attribute this to two factors. First, since mid-March, Advance CTE has directed users to the COVID-19 page on the website for resources related to the pandemic, rather than to the Resource Center. Second, Advance CTE has not released as many publications throughout the first half of 2020 as in past years, largely as a result of staff effort being dedicated to supporting states' response to the coronavirus. We anticipate numbers to trend upward as we phase out the coronavirus work and begin releasing other resources, which should begin redirecting traffic to the Resource Center.



^{*}Reported data for July include website traffic through July 27, 2020

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

JULY 2020 COMMUNICATIONS REPORT: Website and blog pageviews, sessions and users are typically lower in the Summer months, and this year is no exception. We anticipate these numbers will climb again in the fall, as schools begin to reopen.

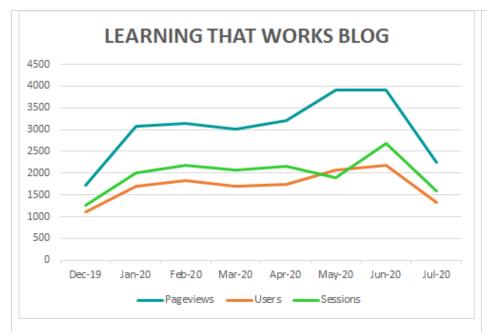


Major Organizational Releases/Initiatives

- NCLD Equity Resource (84)
- Prioritizing CTE
 Through and
 Beyond COVID-19
 and Reopening
 Tracker and
 Analysis (216)

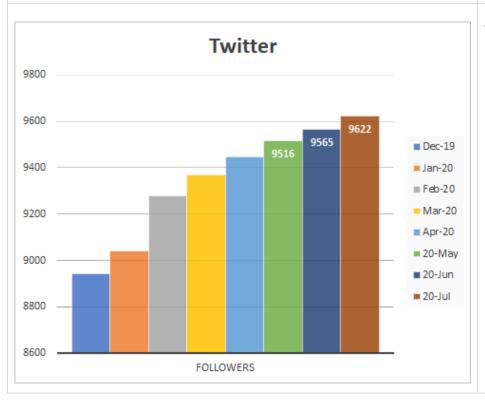
Acquisition of site users

- Organic search (40%)
- Direct (40.4%)
- Referral (1%)
- Social (9.2%)

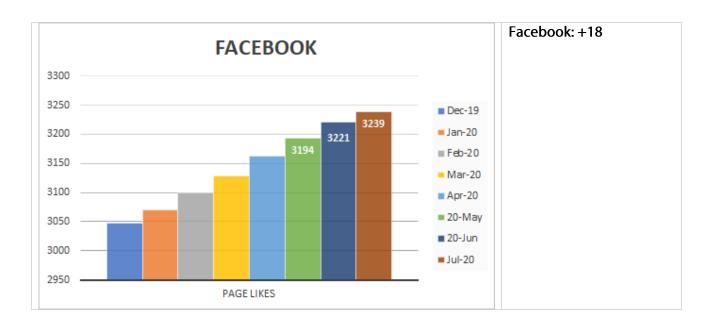


23 Blog Posts Published Most visited blogs:

- Legislative Update: House Continues Appropriations Process and Administration Announces New Initiative
- Legislative Update: Final Perkins V
 Plans Approved and New Senate
 Coronavirus Relief
 Bill Introduced



Twitter: +57



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

Below is a list of Adva from last month	nce CTE's staff most impactful or otherwise notable engagement activities
PRESENTATIONS	 2020 Elections Landscape: Implications for Career Technical Education, Advance CTE, Virtual
	 Association for Institutional Research's Virtual Forum, Association for Institutional Research, Virtual
	 CTE Data Reporting & Visualization Workgroup Meeting, Advance CTE, Virtual
PRESENTATIONS	 Virtual Kickoff webinar, Opportunity Gap Analysis Workshop with Miami-Dade County, Advance CTE, Virtual
	 Virtual Summer Leadership Conference, Pennsylvania Association of Career & Technical Administrators, Virtual
EVENTS ATTENDED	 Association for Institutional Research's Virtual Forum, Association for Institutional Research, Virtual
	 A Stronger Nation: Counting Short-Term, Industry Certifications, Lumina Foundation, Virtual
	 Campaign to Invest in America's Workforce meeting, National Skills Coalition, Virtual
	 Challenging Racism in State and Local Education Systems, The Hunt Institute, Virtual
	 CTE Forward Summit Design Committee Meeting, Advance CTE, Virtual College High School Alliance Steering Committee Meeting, Virtual
	 Committee for Education Funding Meeting, Virtual Committee for Education Funding Board Meeting, Virtual
	 CUNY as an Engine of Economic Recovery, Opportunity America, Virtual Diversity, Equity, and Inclusion Summit, Women in Government Relations, Virtual

	 Education & Training to Jobs Working Group, Credential Engine, Virtual Equitable Futures Advisory Team Meeting, Wonder: Strategies for Good and the Bill & Melinda Gates Foundation, Virtual Homework Gap Coalition Meeting, Virtual Jobs and Careers Coalition Meeting, Opportunity America, Virtual Law and Public Safety Education Network Board Meeting, Virtual Policing in America Meeting, Law and Public Safety Education Network, Virtual NCC-CTSO Meeting, Virtual NOCTI Board Meeting, NOCTI, Virtual NOCTI Business Solutions, NOCTI, Virtual Quality Credentials for Economic Recovery, Education Strategy Group and National Skills Coalition, Virtual Research for Equity in Recovery: How Job Training Matters, Federal Reserve Bank of Philadelphia, Virtual Title IV-A Coalition Meeting, Virtual
	Women in Government Relations Education Taskforce Meeting, Virtual
OTHER PARTNERS ENGAGED	 Association for Career and Technical Education Bill & Melinda Gates Foundation Capitol Hill Partners Community Wealth Partners The Cook Political Report Council of State Governments Justice Center Credential Engine Education Commission of the States
	 Education Northwest Education Strategy Group
OTHER PARTNERS ENGAGED	 Institute for Higher Education Policy Joyce Foundation JPMorgan Chase & Co. Lumina Foundation McRel
	 Montana Youth Apprenticeship Partnership National Alliance for Partnerships in Equity National Alliance for Partnerships in Equity Foundation National Alliance of Concurrent Enrollment Partnerships National Center for Homeless Education National Center for Learning Disabilities National Conference of State Legislatures National Governors Association National Student Clearinghouse New America Office of Career Technical and Adult Education, U.S. Department of Education Opportunity America SkillsUSA
	 Strada Tennessee SCORE University of Massachusetts Medical College

- U.S. Chamber of Commerce Foundation
- Vivayic





ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

Happy new year! July was the start of the implementation of the state's Perkins V plans and the start of Advance CTE's fiscal year, which means we warmly welcome the new officers and representatives to our Board of Directors. We are so grateful to have all 50 states retaining their membership in our organization, especially in these challenging state budget environments. We are also thankful for our new and longstanding organizational and individual members who share in our commitment to state leadership, as well as quality and equity for Career Technical Education (CTE). The work we collectively do is so vital for our nation's learners and employers every day but especially during these times of economic turmoil and the ongoing pandemic; we look forward working with you, our members, to rise to the challenges before us.

Although we still face the unforeseen future of the pandemic, many schools and campuses nation-wide begin to prepare for the reopening of schools and campuses this fall. To aid state CTE leaders and workforce professionals, Advance CTE's series of webinars have been recorded and posted to our website for states to leverage while planning for distance learning, work-based learning, credentialing and more. You can register for our upcoming webinars as the Advance CTE staff, industry leaders and national organizations lead us in conversations crucial to delivering high-quality, in-demand CTE.

Advance CTE released <u>Prioritizing CTE Through and Beyond COVID-19</u>, as well as a quick analysis of states with reentry plans that highlighted implications for CTE. Please continue to check our COVID-19 (coronavirus) state resources <u>page</u> for frequent updates of newly added resources.

As you prepare for the start of a new school or academic year, I wish you all the very best as you take these moments day by day. We are in this together. And as always, <u>Advance CTE</u> is here to help and be of support to you in any way we can.



With best regards,

Kimberly a. Green

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Membership Update

- Ruth Durkee is the new State CTE Director in Vermont
- Dr. Jimmy Hull is the new Assistant State Superintendent, Career and Technical Education in Alabama

This month, Advance CTE has developed a number of resources for you:

- Brief: <u>Improving Equity and Access to Quality CTE Programs for</u> Students with Disabilities
- Brief: Making Good on the Promise: Improving Equity and Access to High-Quality CTE for Youth and Young Adults in the Justice System
- Tool: Prioritizing CTE Through and Beyond COVID-19



View from the Hill

Advance CTE continued to work with staff on Capitol Hill and in the U.S. Department of Education to advocate for state CTE leaders' needs during coronavirus, as well as during the Fiscal Year 2021 (FY21) appropriations process. At the beginning of July, Ranking member of the Senate Health, Education, Labor, and pensions (HELP) Committee Patty Murray (D-WA) and Senate Minority Leader Chuck Schumer (D-NY) introduced the Coronavirus Child Care and Education Relief Act (CCCERA), which would provide \$1 billion for CTE programs and activities as a result of coronavirus. Advance CTE released a <u>statement</u>, in partnership with the Association for Career and Technical Education (ACTE) in support of this bill.

In July, U.S. Secretary of Education Betsy DeVos released additional guidance regarding eligibility to receive higher education funding through the Coronavirus Aid, Relief, and Economic Security (CARES) Act- and stated that one must be Title IV eligible. Advance CTE submitted a joint

letter with ACTE for comment in the Federal Register opposing this decision.

To follow along with Congressional and administration actions related to CTE, check out our Legislative Updates.



State Policy Update

Advance CTE has published a <u>repository</u> for up-to-date school reopening plans and analyzed their direct connection to CTE.

While we are continuously updating this tracker, our information is not necessarily the latest information available. If you feel that our information should be updated, or you have more up-to-date guidance for your state, please submit using this form.

You can also reach out to Dan Hinderliter, Policy Associate at <u>dhinderliter@careertech.org</u> to ensure we have captured the most correct information.

For more updates on state CTE policy developments, check out Advance CTE's state policy blog.



Where in the World is Advance CTE?

Advance CTE has facilitated and/or participated the following virtual meetings, this month:

- CTE Forward: How to Attract and Recruit Diverse Students at the Postsecondary Level: Lessons from Aspen Institute Webinar
- 2020 Elections Landscape: Implications for Career Technical **Education Webinar**
- CTE Forward Summit Design Committee meeting
- Virtual Summer Leadership Conference, Pennsylvania Association of Career & Technical Administrators
- CTE Data Reporting & Visualization workgroup meeting
- Virtual Kickoff webinar, Opportunity Gap Analysis Workshop with Miami-Dade County
- Association for Institutional Research's Virtual Forum, Association for Institutional Research
- Board meeting for NOCTI and NOCTI Business Solutions
- Education & Training to Jobs Working Group, Credential Engine
- Equitable Futures Advisory Team Meeting, Wonder: Strategies for Good and the Gates Foundation
- Women in Government Relations Education Taskforce Meeting
- Homework Gap Coalition Meeting
- Diversity, Equity, and Inclusion Summit, Women in Government Relations
- Title IV-A Coalition Meeting
- Campaign to Invest in America's Workforce meeting, National Skills Coalition
- Committee for Education Funding Board Meeting

- Law and Public Safety Education Network (LAPSEN) "Policing in America" meeting
- Law and Public Safety Education Network (LAPSEN) Board meeting
- College in High School Alliance Steering Committee meeting

Advance CTE has engaged with the following partners, virtually, this month:

- Association for Career and Technical Education (ACTE)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Governors Association (NGA)
- Vivayic
- JPMorgan Chase & Co.
- Bill and Melinda Gates Foundation
- Capitol Hill Partners
- Cook Political Report
- National Conference of State Legislatures
- Education Strategy Group (ESG)
- Federal Reserve Bank of Philadelphia
- Office of Career Technical and Adult Education (OCTAE), U.S. Department of Education
- National Alliance for Partnerships in Equity (NAPE)
- National Alliance for Partnerships in Equity Foundation
- Opportunity America
- SkillsUSA
- McRel
- National Skills Coalition
- National Student Clearinghouse
- National Alliance of Concurrent Enrollment Partnerships
- Education Northwest
- New America
- Lumina Foundation
- TN SCORE
- Strada Education Network
- National Center for Homeless Education
- Education Commission of the States (ECS)
- National Center for Learning Disabilities (NCLD)
- Siemens Foundation
- Council of State Governments Justice Center (CSG)

Save the Date for the **2021 Spring Meeting**.

Advance CTE: State Leaders Connecting Learning to Work, first established in 1920, is the longest-standing national non-profit that represents State CTE Directors and state leaders responsible for secondary, postsecondary and adult CTE across all 50 states, the District of Columbia and U.S. territories. Advance



CTE is committed to supporting states for another 100 years to ensure that each learner has access to a high-quality CTE program.







