

QUICK UPDATES

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

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

October 21, 2020 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Career Clusters plan of work
November 17, 2020 – Advance CTE Board	2 – 4 p.m.	Strategic plan and strategy progress updates; financial update; WIOA recommendations; vision working session
November 17, 2020 – The Center to Advance CTE Board	3 – 5 p.m.	Strategic plan and strategy progress updates; financial update; Career Clusters working session
January 12, 2021 – Advance CTE and The Center to Advance CTE Boards	3 – 4 p.m.	Approve vision from CTE Forward Summit
February 2, 2021 – Advance CTE Board	3 – 4 p.m.	Approve 990s, audit and FY22 dues
February 2, 2021 – The Center to Advance CTE Board	3:30 – 4:40 p.m.	Approve 990s and audit

Administrative Update: We are pleased to have filled two of our three vacant positions. Stacy Whitehouse joins us as our new Senior Associate for Communications and Christiana Koch will be our new policy associate. Both are joining our team in late October. Final interviews have been held for the Senior Policy Associate, with the goal being making an offer in October and a start date in November. These position reflect the last of our current hiring wave.

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

Finance Update: The numbers below represent the FY21 finances for July through September, which is 25% of the fiscal year. The audit was successfully completed in September and the report will be presented at the January Board Meeting.

Advance CTE Budget Snapshot
Received 68.3% of budgeted income
Expended 11.3% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 82% of budgeted income
Expended 14% 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.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Status</i>	<i>Progress Since Last Board Update</i>
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. This month, staff finalized the national survey to go into the field in October. Results of the survey will be reported in January 2021.
New Skills ready network	JPMorgan Chase	Ongoing	This project has officially been rebranded as the New Skills ready network. We held our first convening of the sites, with Education Strategy Group, on Sept 30-Oct 1, and are planning for a public announcement of the full set of sites in October 2020.
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 have scheduled a briefing with the foundation on our Perkins plan review and the Summit in November 2020 to help tee up our next proposal.
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	Discussions have continued about the next phase of this investment across the partner organizations, which would kick off in October 2020. Our specific scope is still to be finalized but will likely build on our data work.
New Skills for Youth – Innovation Sites & Data Quality	JPMorgan Chase	Ongoing	We have requested a no-cost extension through June 30, 2021 (the grant currently ends in December 2020) to expand our data quality and economic recovery efforts. We will also need to submit a budget amendment once we have finalized our internal workplan.
Perkins implementation	Joyce Foundation	Ongoing	No major updates beyond the work is progressing.
Area Technical Centers	Lumina Foundation	Ongoing	The Lumina Foundation has approved case studies of five states’ approaches to area technical centers: Delaware, Utah, Florida, Ohio and Oklahoma. We have a briefing scheduled with the Lumina state policy team in early October to share early findings from the ATC research. We are also in discussions with the Foundation to host a lunch and learn featuring Lumina’s CEO, Jamie Merisotis later this year.

Short-Term Pell	Lumina Foundation (NASFAA)	Ongoing	This project is coming to a close, with the deliverable set to be released in early October.
Postsecondary Data Quality	ECMC Foundation	Ongoing	Advance CTE has selected the cohort and is working to get agreement in place. We are planning for a public announcement in November in partnership with ECMC. We did secure a budget modification to accommodate including five states in the cohort, rather than the planned four states. Over the next two months, states will complete a comprehensive state needs assessment using the CTE Data Quality Policy Benchmark Tool and will develop a two-year action plan.
NIDILRR	UMass Medical School	Ongoing	We will be supporting the a survey of state CTE leaders on strategies for supporting (adult) learners with disabilities in October.
National Study on Community College Workforce Programs	Lumina Foundation (Opportunity America)	Approved	Advance CTE signed an MOU with Opportunity America to help develop, collect and disseminate survey findings on credit/non-credit offerings at community colleges. The contract is with Advance CTE, extends over 2020-21 and is for \$14,000. Work will begin in October 2020.
College High School Alliance	Joyce Foundation	Approved	We just signed our sub-grant agreement with KnowledgeWorks for the CHSA-Joyce grant, which will total \$57,000 over two years (September 2020-August 2021).
	Gates Foundation	Approved	In August, CHSA received the go-ahead for a one-year, \$250,000 grant from the Gates Foundation, of which Advance CTE will receive \$23,000. CHSA is still finalizing the grant agreement with Gates.
	ECMC Foundation	Letter of intent submitted; in process	CHSA submitted a letter of invite (by invitation) to ECMC for \$600,000 over two years and details are still being finalized at the end of September. Our sub-grant amount is still TBD as the scope is finalized but the grant will not start before January 2021.
Trauma-Sensitive and Resilience Building Project	ECMC Foundation	Not funded	Advance CTE was approached by the Corporation for a Skilled Workforce to partner on a proposal to the ECMC Foundation around building trauma-sensitivity and resilience for adults in workforce programs. The proposal was submitted to ECMC at the end of September and was not funded, with ECMC indicating the scope was too far afield from their core mission.
Postsecondary Online CTE	ECMC Foundation	Not funded	Advance CTE partnered with Western Governors University to submit a LOI to ECMC for a \$2.5million grant focused on building models for equitable online postsecondary CTE programs. We did not receive this grant.

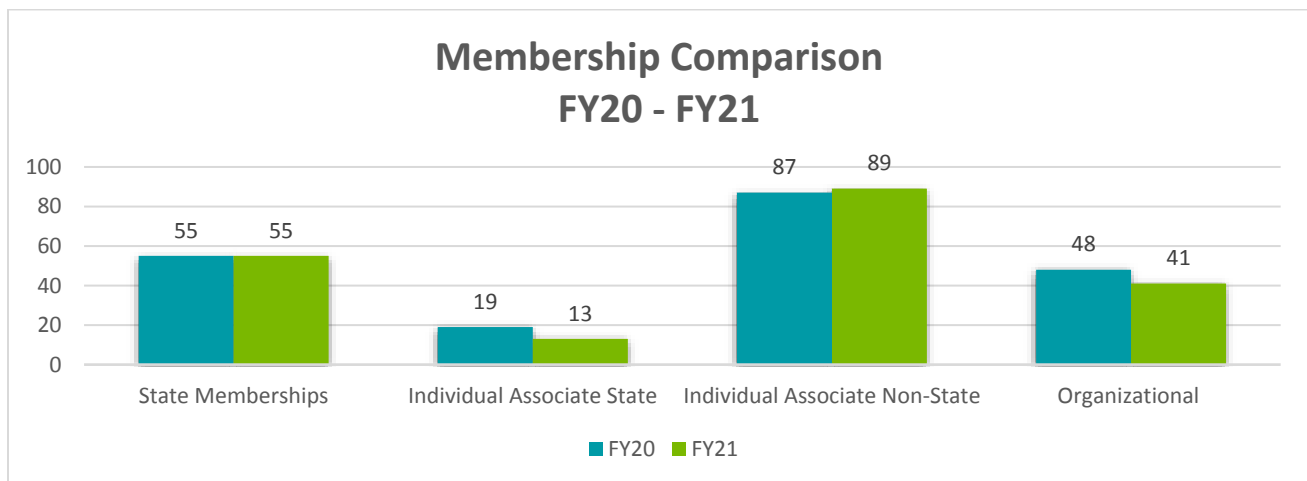
Priority: Empower members through PROFESSIONAL LEARNING

Membership Update:

- State Directors: 55
- State Team Members: 213
- Individual Associate State: 13
- Individual Associate Non-State: 89
- Organizational: 41 organizations, 137 individual organizational members

In September, Advance CTE added 1 new State Team Member, 1 new Organizational Members and 30 new Individual Associate Non-State Members. The large increase in Individual Associate Non-State Members is due to the University of District of Columbia Community College adding 25 memberships.

While Advance CTE added members in September, overall there are slightly fewer memberships in FY21 than FY20 to date. This is typical as several individual memberships are dropped at the beginning of a new membership cycle, and new ones are not added until registration begins for Advance CTE Meetings. There are 7 fewer organizational memberships this year as renewals were down due to organizational budget restraints due to coronavirus. Advance CTE is still above its budget target for Organizational memberships as the decrease was anticipated. The below chart shows the number of memberships for FY20 as compared to FY21.



Member Engagement & Professional Learning: Advance CTE paused on virtual professional learning offerings in September as we focused on the CTE Forward Summit. We look forward to continuing our virtual professional learning with a new webinar series starting in mid-October and running approximately every three weeks through at least January 2021. Select webinar topics include lessons learned during this season of school reopening, an overview of state priorities based on our 50-state report of Strengthening Career and Technical Education for the 21st Century Act (Perkins V) plans and strategies for effectively reporting and communicating CTE data. In celebration of 100 years of Advance CTE, we will also host a virtual panel discussion featuring the current Assistant Secretary for Career, Technical, and Adult Education and four former Assistant Secretaries.

We are continuing to offer State CTE Directors space to meet every other month on Regional Calls through

at least June 2021, with the next set of calls to be held in October.

Eight of the ten State Directors who started in their roles between December 2019 and present are enrolled in the New State Director Institute, which launched with a successful and engaging program orientation in late September 2020. Ahead of the first of four virtual workshops, the cohort is completing the Gallup StrengthsFinder assessment, which will ground future workshops and inspire a strengths-based mindset in these leaders. Staff also conducted a mentor orientation for all mentors involved in the New State Director Institute.

Meetings/Events:

Event Name	Date	Total Registered Participants	Total Participating Members	% of Participation Goal (if applicable)
CTE Forward Summit	Sept 15-16	224 (197 attendees)	n/a	n/a

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

Federal Advocacy Plan: 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. In September, Advance CTE in partnership with the Association for Career and Technical Education (ACTE), sent a letter to the Senate in response to the Senate Republican proposed COVID-19 response bill- the Delivering Immediate Relief to America’s Families, Schools and Small Business Act. The letter outlines concerns about how the proposed legislation conditions two-thirds of the \$70 billion allocated to the Elementary and Secondary Education fund to local education agencies that meet specific requirements for in-person school reopening.

At the end of September, House Democrats introduced a revised version of the Health and Economic Recovery Omnibus Emergency Solutions (HEROES) Act. Ahead of introduction, Advance CTE provided feedback on the proposed flexibilities for the Strengthening Career and Technical Education for the 21st Century Act (Perkins V). Ultimately the introduced legislation includes flexibility for Perkins recipients to pool funds and waives some of the professional development requirements during the pandemic.

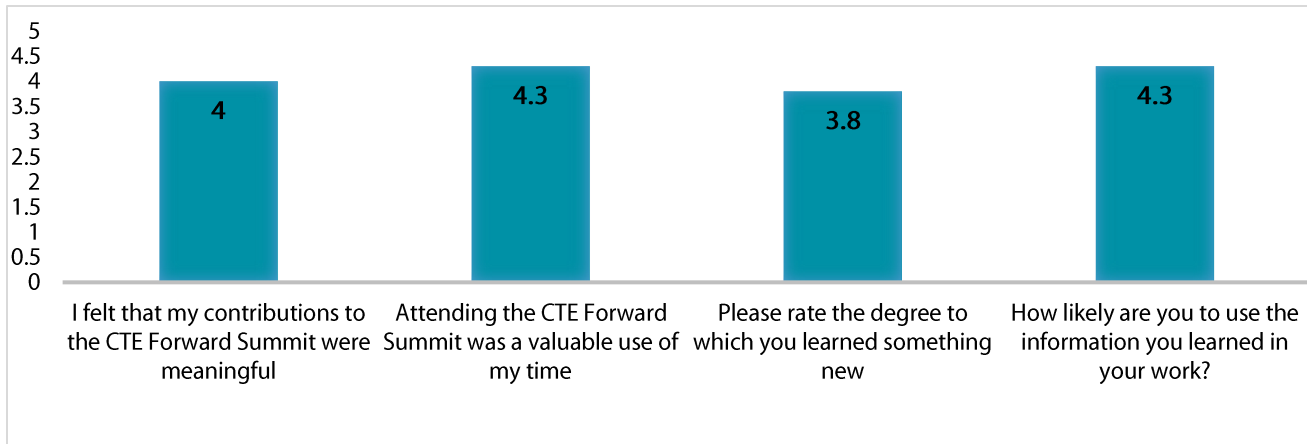
Congressional Offices Engaged in September 2020:

- Hannah Cornwell, Senator Kennedy (R-LA)
- Katherine McClelland, House Committee on Education and Labor
- Kaitlyn Montan, Rep. Joaquin Castro (D-TX)
- Jennifer Stiddard, Senate Committee on Health, Education, Labor, and Pensions

Perkins Implementation Strategy: 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.

- Florida: Advance CTE shared a memo with the state this month that synthesized findings on



disparities in learner access and success at the secondary and postsecondary level, along with suggestions for steps the state can take to address those disparities.

- Minnesota: In September, Advance CTE concluded the second session in the two-part opportunity gap analysis workshop with Minnesota.
- Opportunity Gap Analysis Workshop: Advance CTE is finalizing the materials for state implementation of the opportunity gap analysis workshop model and developing a dissemination plan for the workshop.

Perkins V Resources: 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 on October 27 along with updated state pages and a new comparison tool to allow users to compare aspects of states’ CTE systems and Perkins plans. We will offer an embargoed copy of this report on October 23 to partners, the media and State Directors and will be hosting a webinar on November 12 to share out the results. This information will also be the focus of our December Regional calls with State Directors.

State Policy Update:

Advancing The Framework: In September, the Advance CTE/Center to Advance CTE Boards approved a renewed purpose statement for The National Career Clusters® Framework (below). In October, Advance CTE will begin planning the next phase of the work on the structure of The Framework itself.

- Renewed purpose statement: “The Framework provides structural alignment and a common language to bridge education and work; empowering each learner to explore, decide, and prepare for dynamic and evolving careers.”

CTE Forward Summit: Earlier this month, we hosted the CTE Forward Summit, with approximately 200 individuals in attendance. Over the course of two days, we engaged in multiple rounds of interactive discussions focusing on the major disruptions (and the opportunity from innovations presented by those disruptions), our foundational commitments and our desired outcomes. Engagement was incredibly high and the evaluation results were very positive, as seen below.

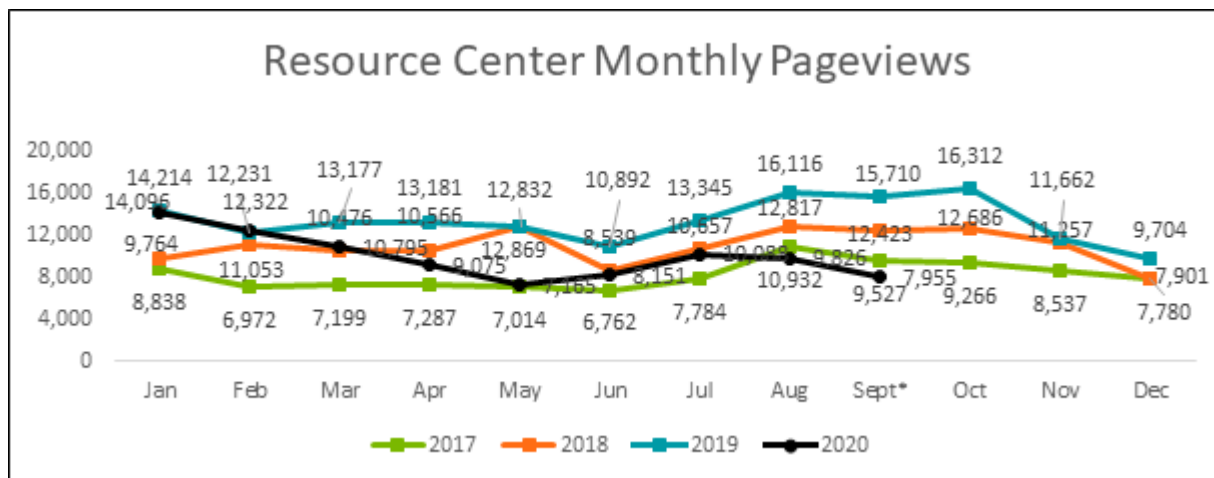
Ten days after the full Summit, Advance CTE convened – with facilitation support from TheDifference – approximately 35 individuals from our co-convening organizations; our Board of Directors; our membership; and other key national, state and local leaders to begin to synthesize the output from the Summit and shape the vision going forward. Our next step is to share a full, initial draft of this with the co-conveners and Board in late October/early November; this will be a topic for discussion on the November 17 Board meeting. We are also in early planning stages for the release of the vision and the series of

implementation supports we will be providing to our membership and the broader field next spring and summer.

CTE Data Quality Policy Benchmark Tool: In September, Advance CTE finalized the latest draft of the policy benchmark tool and is preparing to begin piloting with the Advancing Postsecondary CTE Data Quality states next month. Those states will complete the needs assessment on the policy benchmark tool and build a two-year action plan based on the results of the assessment.

PAYA Data Workgroup: The PAYA data workgroup held its last meeting in August. Advance CTE will moderate a webinar on youth apprenticeship data at the upcoming virtual PAYA summit in October and will release a summary memo in November that details the challenges and opportunities the workgroup discussed.

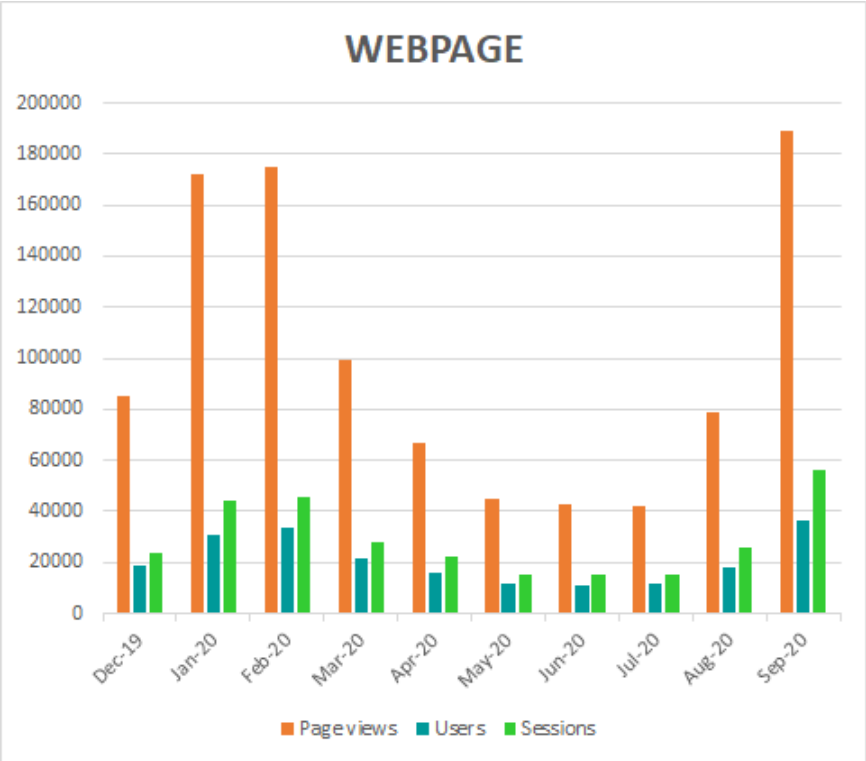
Learning that Works Resource Center: The Resource Center sustained a total of 7,955 hits for the month of September (as of September 21, 2020). The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Broadening the Path: Design Principles for Middle Grades CTE*.



*Reported data for September include website traffic through September 21, 2020

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

SEPTEMBER 2020 COMMUNICATIONS REPORT: Website and Blog pageviews, sessions and users are typically lower in the Summer months, and this year is no exception. These numbers have begun to climb, as anticipated, as schools reopened.

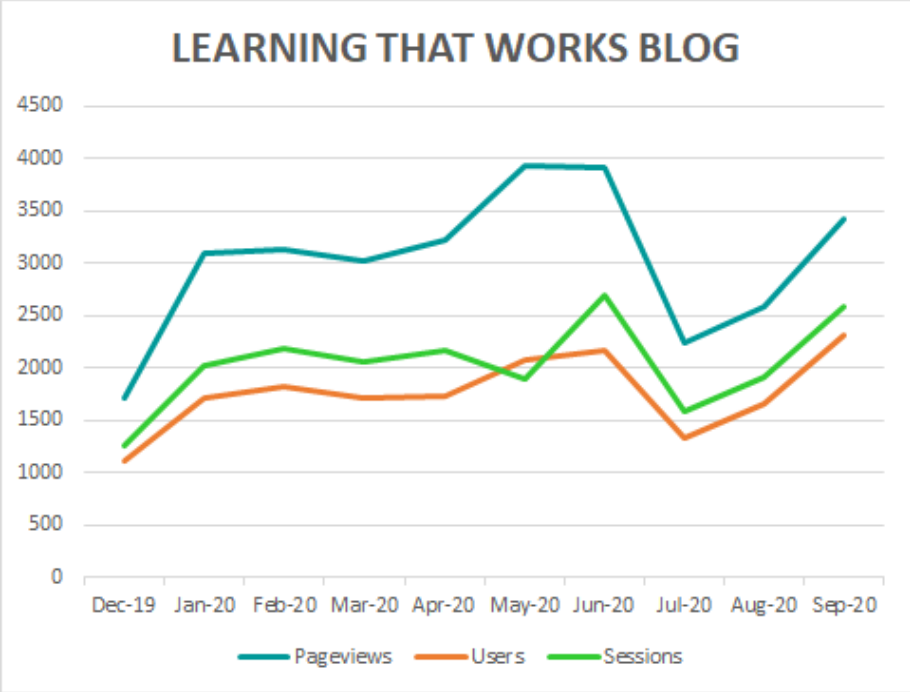


Major Organizational Releases/Initiatives

- Fact Sheets (368)
- CTE’s Vital Role in Economic Recovery (195)
- CTE’s Vital Role in Economic Recovery Video (787)

Acquisition of site users

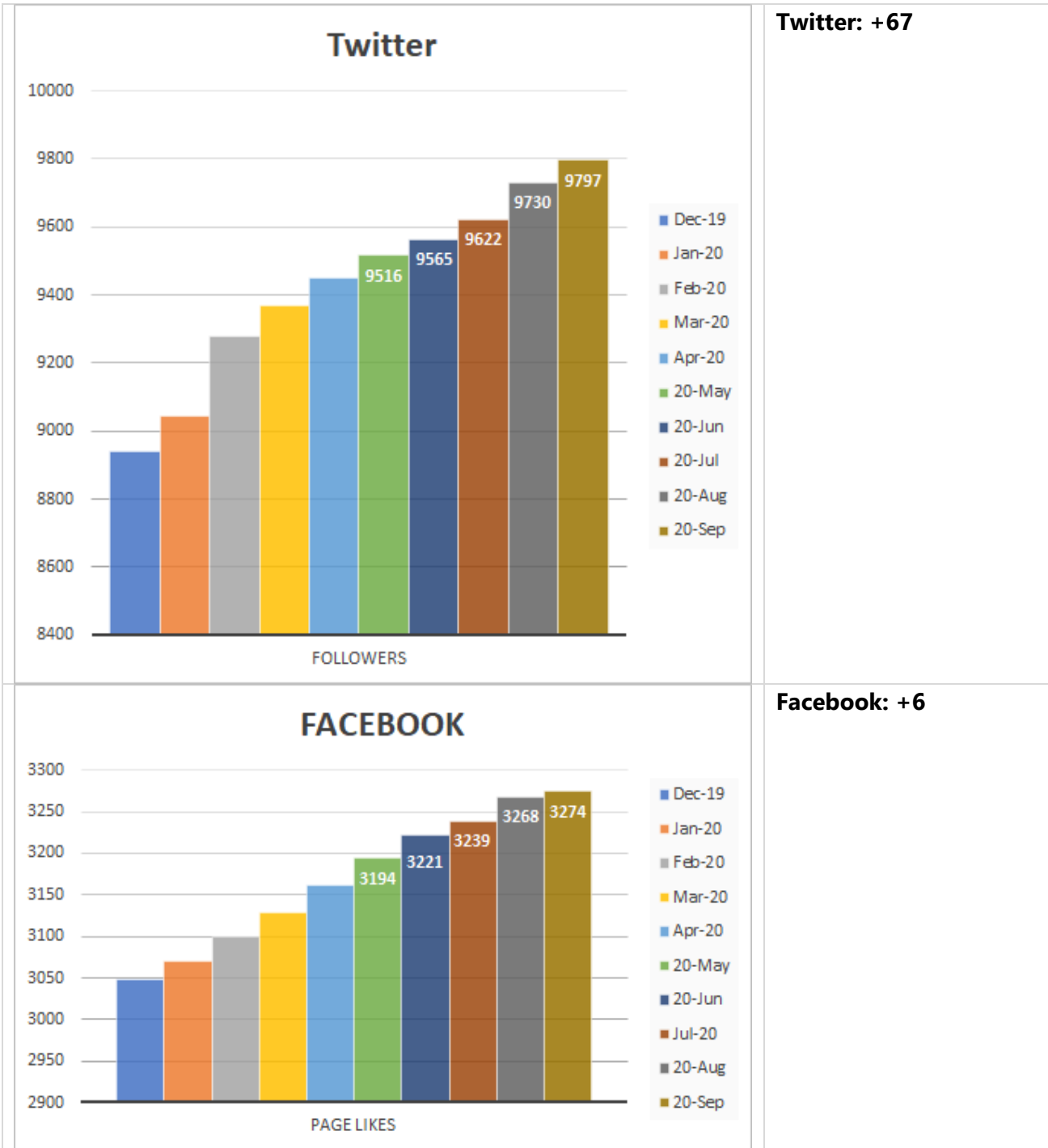
- Organic search (7.2%)
- Direct (67.4%)
- Referral (24.9%)
- Social (0.4%)



12 Blog Posts Published

Most visited blogs:

- Legislative Update: National Apprenticeship Act Reauthorization and Senate FAFSA Hearing
- How to Promote Career Technical Education as Vital to Economic Recovery
- CTE’s Vital Role in the Economic Recovery: Leaving No American Behind



Media Engagement: There has been no media engagement in September. However, staff has many media announcements planned for October including the State of CTE report and related assets, the ECMC Foundation grantees as well as the New Skill grantees.

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

PRESENTATIONS

- Using Data to Identify and Address CTE Opportunity Gaps, Minnesota State Colleges and Universities, Virtual
- CTE Forward Summit, Advance CTE, Virtual
- New Skills ready network Convening, Advance CTE and Education Strategy Group, Virtual
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- Career Clusters Kitchen Cabinet Meeting, Advance CTE, Virtual
- State Director Regional Calls, Advance CTE, Virtual
- Lunch & Learn: Challenges and Strategies for Sustaining CTE Early Postsecondary Opportunities in Covid-19, Advance CTE, Virtual
- PAYA Youth Apprenticeship Data Workgroup, Advance CTE and New America, Virtual
- Using Data to Identify and Address Opportunity Gaps, Miami Dade College and Miami Dade Public Schools, Advance CTE, Virtual

EVENTS ATTENDED

- Advancing Equity Through Data-informed Decision-making in Massachusetts and Missouri, State Higher Education Executive Officers Association, Virtual
- Apprenticeship Forward Collaborative Partner Meeting, Virtual
- Briefing on How Money Matters in Education, Committee for Education Funding, Virtual
- College High School Alliance Steering Committee Meeting, Virtual
- CTE Forward Summit, Advance CTE, Virtual
- DQI-20 "Learn" Session on Quality Indicators, OCTAE, Virtual
- Engine & Training to Jobs Workgroup Meeting, Credential Engine, Virtual
- Equitable Futures Advisory Team survey briefing, Wonder: Strategies for Good, Virtual
- Increasing Opportunities: Building Pathways with Stackable Non-Degree Credentials, Education Strategy Group and National Skills Coalition, Virtual
- Investing in America's Workforce: An Imperative for Workers and Businesses, National Skills Coalition, Virtual
- Markup of H.R. 8294: National Apprenticeship Act of 2020, U.S. House of Representatives Committee on Education and Labor, Virtual
- New Skills ready network Convening, Advance CTE and Education Strategy Group, Virtual
- PAYA Partner Meeting, Virtual
- Predictive Analytics to Improve Student Outcomes, U.S. Department of Education, Virtual
- Private Infrastructure Investment and the Post-Pandemic Recovery, Global Infrastructure Investor Association, Virtual



**OTHER PARTNERS
ENGAGED**

- SkillRise Advisor Meeting, ISTE, Virtual
- Verifying and Documenting Maintenance of Effort Baseline Data Under Perkins V, U.S. Department of Education Office of Career Technical and Adult Education, Virtual
- Voices of the Workforce: Navigating Career Change in a Crisis, Strada Education, Virtual
- Association for Career and Technical Education
- Bill & Melinda Gates Foundation
- Boston University
- College in High School Alliance
- Community College Research Center, Columbia University
- Corporation for a Skilled Workforce
- Credential Engine
- ECMC Foundation
- Education Strategy Group
- Georgetown Center for Education and Workforce
- Harvard University
- Homebuilders Institute
- Institute of Education Sciences
- International Society for Technology in Education (ISTE) SkillRise
- JFF
- Joyce Foundation
- JPMorgan Chase & Co.
- Lumina Foundation
- National Alliance for Partnerships in Equity
- National Association of State Workforce Agencies
- National Association of Student Financial Aid Administrators
- National College Transition Network (NCTN) at World Education
- National Geographic
- National Governors Association
- National Skills Coalition
- NOCTI
- Office of Career, Technical and Adult Education, U.S. Department of Education
- Paxton Patterson
- SHRM Foundation
- University of Massachusetts Medical School
- Verizon Innovative Learning Schools, directed by Digital Promise
- Vivayic
- Western Governors University
- Wonder: Strategies for Good



ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

September marks the traditional “back to school” season, although we know that this year has been anything but traditional. Educational institutions opted to open early or late and a few, even on time; some met in person, others went fully virtual and others in a hybrid schedule. What we know for sure is that educational leaders across our country, like you, have shown great adaptability and resilience, keeping safety, equity and the quality of learners’ experiences at the heart of reopening plans. Our next [webinar](#), on October 13, 2020, will feature state Career Technical Education (CTE) leaders sharing lessons learned on their approaches to safe re-opening plans that allow for the best of CTE to flourish, as well as creative solutions and back up plans for potential challenges that may come due to the ongoing pandemic. We hope you will join us!

Advance CTE has many resources available to support you in the work you are doing every day. Be sure to check out:

- The COVID-19 state [resources](#), regularly updated;
- Communication [resources](#) to help you get the word out about CTE;
- A new [video](#), and related assets to help you [make the case](#) for CTE and the need for a continued investment in our education and workforce systems during our nation’s economic recovery; and
- The [Learning that Works Resource Center](#), your one-stop-shop for all things CTE.

Lastly, we want to encourage each of you to vote! The late Rep. John Lewis said “*the vote is the most powerful nonviolent tool we have*.” With early voting open in some states, as well as windows for requesting absentee ballots closing, be sure to plan out the way you feel safest to exercise your right to vote.

Wishing you all a safe and happy

October,

Kimberly A. Green



KIMBERLY GREEN
Executive Director

Upcoming Business Meeting

Please join us on Thursday, October 8 at 4 pm ET for Advance CTE's biannual business meeting, where Advance CTE members can hear updates on the organization's major work and priorities. Register [here!](#)

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. In September, Advance CTE in partnership with the Association for Career and Technical Education (ACTE), sent a [letter](#) to the Senate in response to the Senate Republican proposed COVID-19 response bill- the Delivering Immediate Relief to America's Families, Schools and Small Business Act. The [letter](#) outlines concerns about how the proposed legislation conditions two-thirds of the \$70 billion allocated to the Elementary and Secondary Education fund to local education agencies that meet specific requirements for in-person school reopening.

To follow along with Congressional and administration actions related to CTE, check out our [Legislative Updates](#).

State Policy Update

U.S. Secretary of Education Betsy DeVos has announced that more than \$126 million in new grant funding will be awarded to eight states to provide students the opportunity to develop new skills in high demand areas. The recipients include Alabama, Arkansas, California, Hawaii, Michigan, Nevada, New York, and Hampton University in partnership with the Commonwealth of Virginia. Awardees will leverage grant funding and resources available to postsecondary institutions to develop new education and workforce training opportunities as America enters into economic recovery. This funding was made available through the

Read more about the program and the awardees [here](#).

Where in the (Virtual) World is Advance CTE?

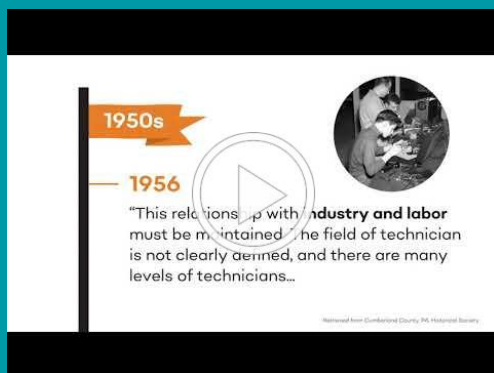
Advance CTE has facilitated and/or participated the following virtual meetings, this month:

- Hosted CTE's Role in the Future of Work and our Economic Recovery [Webinar](#)
- Hosted, CTE Forward: A Summit on CTE's Impact & Promise
- Attended Partnership to Advance Youth Apprenticeship (PAYA) Partner Meeting
- Attended Equitable Futures Advisory Team Survey Briefing, Wonder: Strategies for Good
- Attended Engine & Training to Jobs Workgroup Meeting, Credential Engine
- Attended Predictive Analytics to Improve Student Outcomes, U.S. Department of Education
- Attended Advancing Equity Through Data-informed Decision-making in Massachusetts and Missouri, State Higher Education Executive Officers Association
- Facilitated Using Data to Identify and Address CTE Opportunity Gaps, Minnesota State Colleges and Universities
- Co-hosted New Skills ready network Convening, Advance CTE and Education Strategy Group
- Attended Homework Gap Coalition Meeting
- Attended Title IV-A Coalition Meeting
- Attended Apprenticeship Forward Collaborative Meeting
- Attended Committee for Education Funding Board Meeting
- Attended Voices of the Workforce: Navigating Career Change in a Crisis, Strada Education
- Attended Verifying and Documenting Maintenance of Effort Baseline Data Under Perkins V, U.S. Department of Education Office of Career Technical and Adult Education (OCTAE)
- Attended Private Infrastructure Investment and the Post-Pandemic Recovery, Global Infrastructure Investor Association
- Attended Committee for Education Funding Meeting
- Attended Investing in America's Workforce: An Imperative for Workers and Businesses, National Skills Coalition
- Attended Postsecondary Data Collaborative Meeting
- Attended briefing on How Money Matters in Education, Committee for Education Funding
- Attended Markup of H.R. 8294: National Apprenticeship Act of 2020, U.S. House of Representatives Committee on Education and Labor
- Attended Increasing Opportunities: Building Pathways with Stackable Non-Degree Credentials, Education Strategy Group and National Skills Coalition
- Attended DQI-20 "Learn" Session on Quality Indicators, OCTAE

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

- ACTE
- Bill & Melinda Gates Foundation
- Boston University
- College in High School Alliance
- Corporation for a Skilled Workforce
- Community College Research Center, Columbia University
- Credential Engine
- Education Strategy Group
- Harvard University
- Homebuilders Institute
- Institute of Education Sciences
- JPMorgan Chase & Co.
- Lumina Foundation
- National Association of Student Financial Aid Administrators
- National Geographic
- National Governors Association
- National Skills Coalition
- NOCTI
- OCTAE
- Paxton Patterson
- University of Massachusetts Medical School
- Verizon Innovative Learning Schools, directed by Digital Promise
- Vivayic
- Wonder: Strategies for Good

Celebrating 100 years of Advance CTE!



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.

