

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE Board Meetings

- Board meeting – May 1, 2017 from 9 a.m. – 2 p.m. ET at the 2017 Spring Meeting in Washington, D.C.
- Board Meeting on FY18 Budgets – June 22, 2017 at 2 – 3 p.m. ET via conference call

The Center to Advance CTE Board Meetings

- Board meeting – May 1, 2017 from 3 - 5 p.m. ET at the 2017 Spring Meeting in Washington, D.C.
- Board Meeting on FY18 Budgets – June 22, 2017 at 3:30 – 4:30 p.m. ET via conference call

Joint Board Meeting

- Board meeting – May 1, 2017 from 2 – 3 p.m. ET at the 2017 Spring Meeting in Washington, D.C.

State CTE Director Changes

Transitions

- In March, we saw three State Director resignations:
 - Tennessee: Danielle Mezera; Point of Contact: Heather Justice
 - D.C.: Tony Johnson; Point of Contact: Kendra Smith
 - Alabama: Philip Cleveland; Interim: Collie Wells
- Additionally, Connecticut’s Lori Matjyas retired as State Director. Melissa Hickey, reading and literacy director, has been named the new State Director. Advance CTE has a call scheduled to learn more about how we can support this transition.

Mentor Pairings

Alaska’s new State Director has been matched with Eleni Papadakis of Washington. Check out Deb Riddle’s [blog](#) introducing her as the Alaska State Director.

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

Finance Update: The finance snapshots below represent reconciled reports through February 28, 2017 and actual income and expenses through March 31, 2017. What is the difference? The reconciled reports include all entries that are made directly by the accountant: payroll/benefits, investment fees, and investment income.

Advance CTE Budget Snapshot
Received 96.77% of budgeted income
Expended 49.27 % of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 119.33% of budgeted income
Expended 60.03% 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
Siemens Foundation		A fuller update is below about <i>Strategies for Recruiting Students into High-quality CTE</i> below	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’s and partners’ updated draft on CTE-apprenticeship programs was approved by OCTAE in January. However, in February, the project team got notice the report and associated resource guide needed to go through a new approval process under the new Administration so is delayed another 3-4 months. Planning began on a webinar to release the report, which may occur even without the report being finalized in April.	Ongoing

Strategic Priority: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state CTE leaders.

Membership Update

In March, Advance CTE received a total of three new memberships – one Associate, Non-State, one organizational membership and one add-on to an existing organizational membership.

Total membership as of February 28, 2017: 348

- State Director: 54
- Associate, State: 92
- Associate, Non-state: 95
- Organizational: 36 organizations (representing 107 individuals)

FY 18 State Membership: During March, states worked to submit their dues intent forms and state members. The deadline to submit was March 31. Staff will use follow up with the remaining states in April to collect these forms.

Based on the nine state memberships received as of March 28, there are 25 individuals, not including State Directors, who will now be covered by state memberships. Here’s a quick peek at the breakdown:

- o **Members:** Nine existing Advance CTE Associate members; 16 new members
- o **Sectors:** 11 from secondary; five from postsecondary; six from adult/workforce development; three stand-alone state agency

The timeline to implement the expanded state membership structure is as follows:

- 3/1-31: States complete and return the dues intent form and submit their members’ names through careertech.org

- 4/1-5/14: Staff identify the associate members who must be invoiced for FY 18, finalize the state membership invoices and invoice all organizational members
- No later than 5/15: Advance CTE sends final FY18 state membership invoices to all states

July 1, 2017: All members, including new state members, are active for FY18.

Member Resources and Supports

State Policy and New Skills for Youth Update: In March, the NSFY team at Advance CTE attended and helped run the kick-off convening for the Phase Two NSFY states in Louisville, KY. Advance CTE staff presented on communications and stakeholder engagement work, and ran sessions seeking state input on future supports. Feedback for Advance CTE’s part in the meeting was overwhelmingly positive.

In March, the state policy team continued work on two publications related to program approval. One, which will be published through NSFY, will be a report on state strategies for promoting high-quality career pathways through the program approval process. The paper will feature Tennessee, New Jersey and Delaware, and will examine each state's approach to approving high-quality programs as well as the different strategies each uses to incentivize and support strong program implementation. This report will be released in mid-April.

The other publication, which will not be published through NSFY, will be a policy framework focusing on helping states assess and improve their policies related to CTE program approval. This framework will be previewed at the Advance CTE Spring Meeting and released in early summer after being tested by members and organizational partners. To create both, the staff has been conducting research of existing policies and interviewing about a dozen State Directors to learn more about current policies in action.

The Learning that Works Resource Center received more than 6,800 hits in March, surpassing last year's monthly average by more than 1,000 hits. The most popular resource topic in March was "Career Advisement," which has been relatively consistent since the Resource Center was launched last June (although "Work-based Learning" is always a close second). Additionally, and non-unexpectedly, the most popular resource for the month was Advance CTE's summary of activity during the first phase of the New Skills for Youth initiative. That publication was released on March 1 of this year.

Meetings/Events

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
2017 Spring Meeting	May 2-4	175	37	116%

Spring Meeting registration will close on April 7. As of April 3, we have surpassed our registration goals with a total of 175 individuals registered.

Earlier this month, staff extended an invitation to U.S. Education Secretary Betsy DeVos to provide remarks to our membership during the Spring Meeting. Although still waiting for final confirmation, staff are having active, ongoing discussions with the Secretary’s Office to facilitate her appearance and

feel hopeful that this will happen. The appearance is planned – at the moment – for Wednesday, May 2 at 3:15 p.m.

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*.

As we approach the one year anniversary of the release of [*Putting Learner Success First: A Shared Vision for the Future of CTE*](#), we are focusing on ensuring the vision remains a critical advocacy tool and guiding document for organizations, states and local communities. While we have continued to release materials in support of *Putting Learner Success First*, we are in the process of creating a more intentional strategy for year two and beyond.

Driven by input from our member *Putting Learner Success First* committee, we will be focusing on keeping awareness high among key audiences, industry in particular, and building resources that show state and local leaders how to implement the vision and its principles in their work. In addition, Advance CTE has reaffirmed its internal commitment to ensuring all of our publications, presentations and resources align with the vision and its principles.

A few upcoming planned activities and resources:

- We will be holding our next committee call in April.
- We are working with the U.S. Chamber of Commerce Foundation to create a two-pager on why *Putting Learner Success First* is important to industry leaders, likely be released in April.
- We have secured a commitment from SkillsUSA to send out an email to its 100's of employer partners to encourage them to sign on in support of the vision.
- We are releasing a short animated video on *Putting Learner Success First* at the Spring meeting in May.
- We will be developing 2-3 short snapshots of how states or districts have used *Putting Learner Success First* to advance their own priorities in May or June.
- We are planning a blog series to highlight the opportunities and initiatives aligned with each principle.

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:

As we gear up to meet with more Congressional staff in the coming months, we are working on bolstering our "Hill Packets," or the group of resources we bring to each office, with state-specific examples of high-quality CTE. These packets and additional planning efforts that are currently underway are part of our process to develop a robust advocacy strategy to accomplish our policy priorities.

Perkins: Reauthorization is a high priority for both the House Education and Workforce Committee and that the Senate Health, Education, Labor, and Pensions Committee. Groundwork at the Congressional staff level has begun to take place and we anticipate formal congressional activity within the next few weeks. We have been engaging with House staff on improving upon the House bill that passed last fall since it is likely that the Senate will take up a House-passed bill as-is. It is possible that progress on introducing the bill will be hindered by concerns from some of the groups that are unhappy with ESSA implementation. That said, we are working with all interested parties and hope that the bill can continue to enjoy bipartisan support.

Perkins Funding: We are heartened by the recent news that the Perkins Funding Letter (to be sent to the House Appropriations Committee Members to ask for strong Perkins funding) has garnered support from both sides and will have at least 140 signatures. We asked our members to contact their representatives to ask them to sign onto this letter and their efforts paid off! We will share the final results with the membership as soon as it is available.

HEA: Reauthorization of HEA does not appear as imminent as Perkins, but there is a lot of energy around the legislation and its potential reauthorization within the next year. As such, we are engaged with a number of partner organizations and coalitions to discuss our priorities and generate ideas. These include Opportunity America, the Postsecondary Data Working Group, the College in High School Alliance, and the Committee for Education Funding.

Budget / Appropriations: Both the “skinny budget” for FY18 and recently suggested cuts for FY17 from the Administration stay silent on Perkins funding. While no news is good news, we are unsure of where the levels will ultimately land when Congress makes appropriations decisions for both FY17 and FY18. However, we believe it is important to emphasize that Perkins cannot afford any additional cuts. As such, we will be pushing out our [funding factsheet](#) and contributing to social media campaigns, in partnership with the CEF and NDD United coalitions, to call for a strong investment in education and in Perkins.

Congressional Offices Engaged in March 2017:

- Rep. Langevin (D-RI)
- Senator Enzi (R-WY)
- James Redstone, lead majority Perkins negotiator, House Education and Workforce Committee
- Bob Moran, majority staff director, Senate Health, Education and Labor Committee

COMMUNICATIONS REPORT

Media

Advance CTE had one media contact and one media hit in March. Staff provided background to Sateline, a Washington, D.C. based publication affiliated with Pew Trusts and was featured in an [article](#) about STEM CTE courses.

Excellence in Action Award

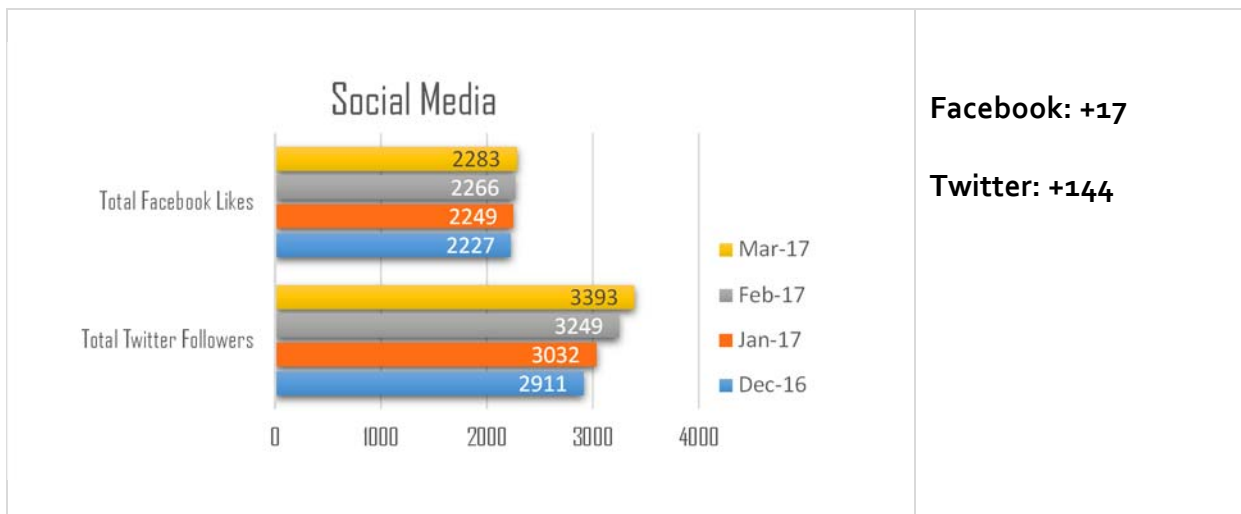
The Excellence in Action Award will honor 11 programs of study across as many career clusters in ten states. Award winners will be featured at the 2017 Spring Meeting, as well as highlighted in a national release taking place in May. Currently, staff is coordinating two-pagers and press announcements for each award winners.

Strategies for Attracting Students to High-Quality CTE

Edge Research has conducted a national survey and will present the findings early April. Advance CTE is developing a report of the findings to be released to the public April 13th, in addition to a set of tools to be utilized by states being released on a rolling basis.

Four states were selected for the second phase of the grant to pilot virtual and on-site recruitment activities. Washington, New Jersey, Indiana and Maryland will create a series of activates utilizing the messages and lessons learned from the focus groups and national survey in phase 1. Advance CTE formally announced the four states and their work through a coordinated release with the Siemens Foundation in March. Since then, Advance CTE has held one cross-state call and will continue to do so on a bi-monthly basis


<p>Website Metrics</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Sessions</th> <th>Users</th> <th>Pageviews</th> </tr> </thead> <tbody> <tr> <td>Nov-16</td> <td>41650</td> <td>32631</td> <td>138924</td> </tr> <tr> <td>Dec-16</td> <td>41591</td> <td>31282</td> <td>135592</td> </tr> <tr> <td>Jan-17</td> <td>51513</td> <td>38115</td> <td>192713</td> </tr> <tr> <td>Feb-17</td> <td>48505</td> <td>36199</td> <td>176042</td> </tr> <tr> <td>Mar-17</td> <td>43086</td> <td>33089</td> <td>149192</td> </tr> </tbody> </table>	Month	Sessions	Users	Pageviews	Nov-16	41650	32631	138924	Dec-16	41591	31282	135592	Jan-17	51513	38115	192713	Feb-17	48505	36199	176042	Mar-17	43086	33089	149192	<p>Major Organizational Releases</p>				
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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"> • Presentation at ACTE’s National Policy Seminar • Presentation on new communications research at NSFY convening • Led a session on stakeholder engagement and the stakeholder engagement tool at the NSFY convening in Louisville, KY • Presented on progress monitoring at the NSFY convening in Louisville, KY • National Policy Seminar
EVENTS ATTENDED	<ul style="list-style-type: none"> • Attended AYPF’s forum on postsecondary career pathways in Washington, DC • Attended NSFY convening in Louisville, KY • Attended Parchment Summit on Innovating Academic Credentials in Washington, DC • ACTE Board of Directors in Crystal City, VA • CCSSO Legislative Conference, Washington, DC • National Coordinating Council-Career Technical Student Organizations (NCC-CTSO) quarterly meeting
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • Worked with AIR Center on Great Teachers and Leaders to plan workshops and working groups related to our December 2016 State of CTE report on industry experts • College in High School Alliance kick-off webinar • DOL’s Office of Apprenticeships • Opportunity America HEA Subgroup meetings

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- NDD United Townhall Webinar
 - New America (for Apprenticeship Forward conference)
 - Change the Equation
 - Ford Next Generation Learning
 - Department of Defense Educational Activities (DoDEA)
 - Post Secondary Data Working Group Monthly Meeting
 - Department of Defense Education Activity

Advance CTE Newsletter

March 2017

Your voice from the nation's capital



Dear Members,

Spring is upon us! In Washington, D.C. cherry blossoms are blooming and the legislative "peak" season has officially begun. Our democracy is in full swing. There are long lines waiting to get into House and Senate office buildings. Calls to Congressional offices are up 166%. Why? Lots of activity from the Administration and Congress.

From efforts to pull back on [ESSA regulations](#) to President Trump's skinny budget and a lot behind-the-scenes activity on Perkins reauthorization, it has been a busy March! Advance CTE has been active in building awareness and support for CTE, our [policy priorities](#) and [Putting Learner Success First](#). See more on these efforts in the "View from the Hill" section below.

The Advance CTE 2017 Spring Meeting is almost sold out! Registration closes April 7th so be sure to [register today!](#) I hope to see you in D.C. May 2-4, 2017.

Lastly, I'd like to introduce you all to [Kathryn Zekus](#), our new Senior Associate for Federal Policy (kzekus@careertech.org), who will be your contact for CTE federal policy. Learn more about Kathryn's background on our [blog](#), and be sure to say hello at our Spring Meeting!

Sincerely,

Kimberly Green,
Executive Director

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

Member News

Spring Meeting:

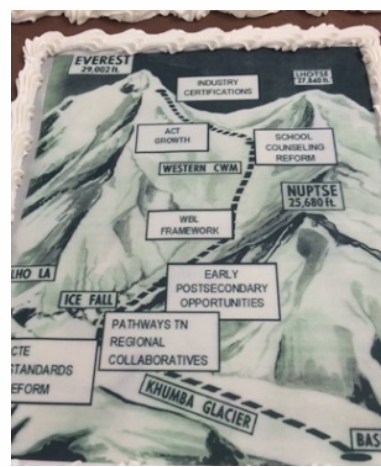
There's still time to [register](#) to join us May 2-4 in Washington, D.C. Registration closes April 7. The hotel room block is filling up fast, so be sure to check our [website](#) for alternates that accept the government per diem.

Since it's never too early to plan, be sure to mark your calendars - the [2017 Fall Meeting](#) will be held October 16-18 in Baltimore, Maryland.

Member Updates:

Advance CTE wishes to thank Lori Matyjas, Connecticut's State CTE Director. Lori retires this month. We wish you all the best, Lori!

Also thank you to Danielle Mezera, Tennessee's State CTE Director! Check out this awesome cake her team made her. Thank you for your leadership and service!



Be sure to check out the blog post about Alaska's new State Director - [Deborah Riddle](#).

Learn more about what's happening in [Oklahoma](#) and [Missouri](#) in our Getting to Know blog series.

➤ View from the Hill

As the 115th Congress gets to work on CTE-related federal legislation (keep tabs on the most recent activity by reading our [Legislative Updates](#)), Advance CTE is ramping up our advocacy efforts to ensure that Congress is aware of your [federal policy priorities](#), including those for the reauthorization of the [Carl D. Perkins Career and Technical Education Act](#) (and the associated [funding request](#)), and the [Higher Education Act](#). We have been meeting with key policy organizations like The Leadership Conference on Civil and Human Rights, the National Association of Workforce Boards, and the Council of Chief State School Officers. Our goals in these meetings are to educate them on our policy priorities and find ways that we can leverage and coordinate our respective networks to achieve common goals. In addition, we have met with and are scheduling meetings with key staff for the House Education and Workforce Committee and the Senate Health, Education, Labor, and Pensions Committee, as well as key leaders in the House and Senate CTE Caucuses.

When planning for these meetings, we map out which resources would be most helpful for each Congressional office based on our analysis of the office's knowledge of CTE and the current political landscape. Resources include background on CTE and/or Advance CTE including [Advance CTE 2016 Annual Report](#), [Putting Learner Success First](#); additional information on relevant legislation or issues such as [Recommendations for the Reauthorization of the Carl D. Perkins Career and Technical Education Act](#), [Funding CTE: An American Imperative](#), [CTE is the Agenda Factsheet](#), and examples of high-quality CTE policies and practices in states found in [State Policies Impacting CTE: 2016 Year in Review](#), [Excellence in Action Award Winners](#), and [State Snapshots](#).

We encourage you to use these resources as you plan for your own advocacy efforts and strategically select a few of them to share with your audience. Don't forget to make a specific "ask" or request of the individual or group with whom you are speaking (even if they are a new audience - if they are interested in supporting your work, they'll want to know what to do next to help). If you need assistance in advocacy planning, don't hesitate to reach out to Kathryn Zekus, kzekus@careertech.org.

➤ State Policy Overview

Spring is a busy time of year for state legislatures. By now, governors have already laid out their agenda in the annual "State of the State" address, the budgeting process is underway,

and legislators are busy introducing or pushing major legislation. Here is a quick snapshot of what has been happening in state capitols so far in 2017.

- **Arkansas** passed a law to strengthen the talent pool in high-demand industries by providing tuition scholarships for students to attend two-year or technical colleges. The legislation, [HB1426](#), creates the Arkansas Future Grant program by consolidating two existing grants. Eligible students can apply for a scholarship beginning in the fall of 2017, but will be required to spend three years working in the state after graduation.
- [SB2104](#) in **North Dakota** permits the Information Technology department to enter into memoranda of understanding with Job Service North Dakota to disclose unemployment wage data for workforce development and education research purposes.
- In what is coming to be a productive legislative session, **Virginia** Gov. Terry McAuliffe signed a number of CTE-related bills. [HB1770](#) enables school districts to waive certain licensure requirements for CTE teachers. [HB1592](#) encourages community colleges to accept academic credit for completing a state-approved registered apprenticeship program. And [HB1664](#) identifies the State Council for Higher Education as the managing authority for the Virginia Longitudinal Data System and requires the Council to annually publish student employment outcomes for each institute of higher education.

To stay up-to-date on the latest state CTE policy trends, subscribe to Advance CTE's [State CTE Policy Updates blog series](#).

Learning that Works Resource Center

Relevant and high-quality career pathways must have mechanisms in place to smooth the transition between secondary, postsecondary and the workforce. Opportunities such as dual and concurrent enrollment, credit and non-credit course transfer and early college high schools give learners a leg up and help them progress along their career pathway. This month's update from the Learning that Works Resource Center examines resources to support articulation and transfer.

Guide - [Early College High Schools: Model Policy Components](#)

This policy brief from the Education Commission of the States offers model state policy components for early college high schools that provide the necessary supports to ensure program access, quality and transferability of credit.

Policy - [Kansas: Excel in CTE](#)

Launched in 2012, Excel in CTE has been widely seen as an exemplar program for credential approval, aligning secondary and postsecondary CTE and effective performance-based funding.

Report - [Flipping the Paradigm: Why We Need Training-based Pathways to the Bachelor's Degree and How to Build Them](#)

In this report from New America, Mary Alice McCarthy examines the trade-off between two- and four-year degree programs and the challenges to credit articulation that keep students from pursuing additional education.

Where We've Been

We've attended a number of events, meetings and presentations this month including:

- Presented at the Association for Career and Technical Education's National Policy Seminar
- Presented at the Council of Chief State School Officer's Legislative Conference
- Presented at National Association of Workforce Boards

- Presented at New Skills for Youth Phase Two Kick Off Meeting
- Meeting with Acting Assistant Secretary of the Office of Career, Technical and Adult Education
- Meeting with Steve Townsend, Senate HELP Committee
- Meeting with Kerry McKittrick, Rep. Jim Langevin (D-RI) Office
- Meeting with Leadership Conference for Civil Rights
- Meeting with James Redstone, House Education and Workforce Committee
- National Association of Workforce Boards
- Attended Parchment Summit on Innovating Academic Credentials
- Attended PostsecData Working Group Monthly meeting
- Attended Committee for Education Funding meeting
- Attended Department of Defense Education Activity meeting
- Attended NCC-CTSO meeting
- Attended College in High School Alliance Kick Off
- Attended American Youth Policy Forum

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