

Annual Report
2015

About Advance CTE

Advance CTE: State Leaders Connecting Learning to Work is the longest-standing CTE-focused national non-profit, representing State Directors and state leaders responsible for secondary, postsecondary and adult CTE across all 50 states and U.S. territories. Established in 1920, Advance CTE's **vision** is to support an innovative CTE system that prepares individuals to succeed in education and their careers and poises the United States to flourish in a global, dynamic economy through leadership, advocacy and partnerships.

Advance CTE's **mission** is to support visionary state leadership, cultivate best practices and speak with a collective voice on national policy to promote academic and technical excellence that ensures a career-ready workforce.

The Center to Advance CTE, our 501(c)3 affiliate organization, shares governance and the overall organizational vision with Advance CTE. The Center to Advance CTE's **mission** is to foster the supports, resources and perspectives necessary to ensure high-quality CTE is advanced throughout the country, leading to a highly skilled workforce and productive economy. www.careertech.org

Dear Advance CTE members, partners and supporters:

We are pleased to present our second annual report – and the first annual report under our new name, **Advance CTE: State Leaders Connecting Learning to Work!**

2015 was an amazing year of growth and change for the field and our organization – of which our new brand is a reflection. From the continued interest in Career Technical Education (CTE) on Capitol Hill, in state houses across the country, by other major national reform organizations, and even in the media, CTE is very much in the spotlight as a strategy for and solution to addressing many of our education and workforce challenges.

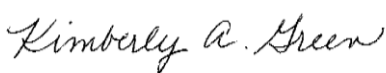
Our new name better reflects our membership and their priorities and portfolios. It reaffirms our core beliefs about who we are, how we want others to think of us and identifies what we aspire to be in our support of the CTE community and access to high-quality CTE for learners at all levels. We serve to advance CTE to the benefit of students, employers and our overall economy.

Equally important to our new name is our new tagline: *State Leaders Connecting Learning to Work*. First and foremost, we are a membership organization, representing State CTE Directors and other key state-level leaders responsible for overseeing CTE programs that connect students' learning to real-world opportunities

Our 2015 Annual Report focuses on two major themes. The first is our *impact*: who did we serve and what was the impact of our collective voice in 2015? The other theme is our *reach*: who did we reach and engage through our leadership, advocacy and partnerships?

What follows is a summary of our major accomplishments, initiatives and priorities over the past year, as well as a look ahead into some of the most exciting opportunities kicking off in 2016 and beyond. We hope you read this report with interest and see yourself in both our impact and reach. Lastly, we just want to thank you for all that you do to support CTE in your states and communities!

Kimberly Green



Kate Blosveren Kreamer



Katie Fitzgerald



Karen Hornberger



Ryann Vinson



Steve Voytek



Andrea Zimmermann



Our Impact

Who do we serve and what is the impact of our collective voice?



Advance CTE Members

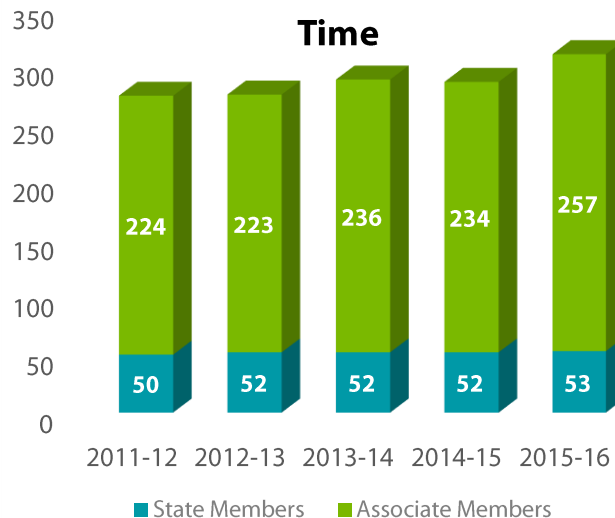
Advance CTE has a long, rich history of serving the CTE community, as evidenced by our diverse membership base of more than 300 state leaders and key stakeholders from 50 states, two territories and the District of Columbia who represent the full education and workforce continuum. For the fifth year in a row, all 50 states have been full members in our organization.

In 2015, Advance CTE continued to engage members with new and existing resources and professional development opportunities.

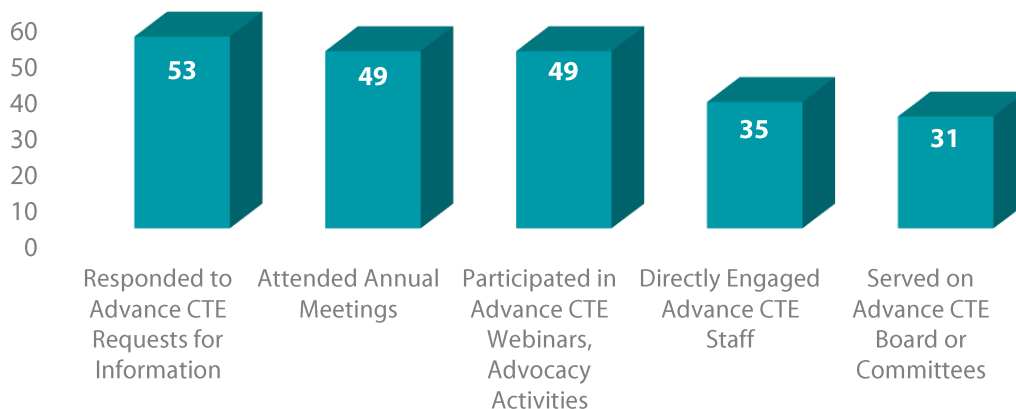
As the only organization serving State CTE Directors, Advance CTE revamped its member onboarding program to better serve our members as they transition into their new leadership positions. Advance CTE provided targeted supports and resources to 14 new State Directors in 2015, and matched each with an experienced mentor. We also improved our monthly member newsletter, and continued to share best practices, resources and reports through meetings, webinars, our blog and social media.

Advance CTE also benefits from a **Board of Directors** that is actively engaged and deeply involved in our work. In 2015, the board went above and beyond, participating in twice as many meetings as usual to provide strategic guidance and key votes throughout the rebranding process and planning for The Future of CTE Summit.

Advance CTE Members Over Time



Advance CTE Member Engagement (By State)



Federal Policy Engagement

Advance CTE serves as a collective voice for state CTE leaders to speak to and shape federal policy that promotes high-quality CTE and ensures that adequate federal investments are made to support these efforts. Advance CTE is committed to ensuring that future federal policies provide all students with access to high-quality CTE programs of study, support state leadership and promote cross-system collaboration.

Through our ever-growing relationships on Capitol Hill, our partnerships with organizations such as the Association for Career Technical Education (ACTE), and our coalition work with hundreds of companies and education groups, we successfully advanced CTE in a number of meaningful ways in 2015.

Policy

- In conjunction with ACTE, we developed comprehensive legislative language for the reauthorization of the Carl D. Perkins Career and Technical Education Act (Perkins). Portions of this work have been introduced throughout the year, including the CTE program of study definition in the [Educating Tomorrow's Workforce Act of 2015](#).
- Over 80 percent of our [updated Elementary and Secondary Education Act \(ESEA\) recommendations](#) were incorporated into the recently passed Every Student Succeeds Act (ESSA), the first time this law has recognized the importance of CTE as part of a well-rounded education.
- Advance CTE supported the successful introduction of several key pieces of legislation, such as the [JOBS Act](#) and the [CTE Opportunity Act](#), both of which reflect aspects of the organization's [updated Higher Education Act \(HEA\) recommendations](#). We are currently working to ensure that these proposals are included in a comprehensive reauthorization of that law.

Outreach

- Advance CTE has participated in and supported 10 Congressional briefings in support of our legislative recommendations for the HEA, Perkins and ESEA.
- After a multi-year effort in collaboration with the Congressional CTE Caucuses, we successfully advocated for [Executive Order No. 11155](#), "Awards for Special Capability in Career and Technical Education," that expands the Presidential Scholars program to include up to 20 CTE Presidential Scholars each year.
- Advance CTE has helped build and strengthen the Senate CTE Caucus, whose membership grew by 53 percent in 2015.

Funding

- For the third consecutive year, Advance CTE helped protect the Perkins Act's basic state grant funding – an important achievement in a persistently difficult federal fiscal environment.



Our Reach

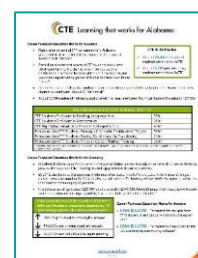
What is the scope of our leadership, advocacy and partnerships?



Major Resources

Throughout 2015, Advance CTE released a wide array of publications, resources and tools to help states leaders implement CTE policies and programs, as well as successfully make the case for CTE in their states and communities. In all, we released:

- [State Policies Impacting CTE: 2014 Year in Review](#): Advance CTE's annual report on all state policy activity related to CTE, developed in partnership with ACTE.
- [Building a Strong Relationship Between Competency-Based Pathways and Career Technical Education](#): This report, written and released in partnership with Achieve, lays out the leverage points between Career Technical Education (CTE) and Competency-Based Pathways (CBP) and provides guiding questions to help state and local leaders consider how CTE is, can and should be a part of their CBP strategies.
- [Setting a Statewide Vision for Work-based Learning](#): This resource, focusing on Tennessee's statewide vision and strategy for strengthening work-based learning, is the first in Advance CTE's *Connecting the Classroom to Careers* series, which explores the state's role in expanding high-quality worked-based learning opportunities for all students.
- *Five Year Progress Reports on Reflect, Transform and Lead*: Five years after the release of a bold vision for CTE, we published progress reports on the key principles to mark gains made and areas where more work is needed. These progress reports helped lay the groundwork for the Future of CTE Summit, held in October 2015.
 - [CTE is critical to ensuring that the United States leads in global competitiveness](#)
 - [CTE actively partners with employers to design and provide high-quality, dynamic programs](#)
 - [CTE prepares students to succeed in further education and careers](#)
 - [CTE is delivered through comprehensive programs of study aligned to The National Career Clusters® Framework](#)
 - [CTE is a results-driven system that demonstrates a positive return on investment](#)
- [Endorsements, Electives & More: CTE & State Graduation Requirements](#): This briefs walks through the range of approaches to offering or requiring CTE courses and assessments through state-level graduation requirements.
- Two new [fact sheets](#) on CTE delivery systems and student achievement in CTE.
- [Updated State-Specific Snapshots](#) to help advocates make the case for high-quality CTE.



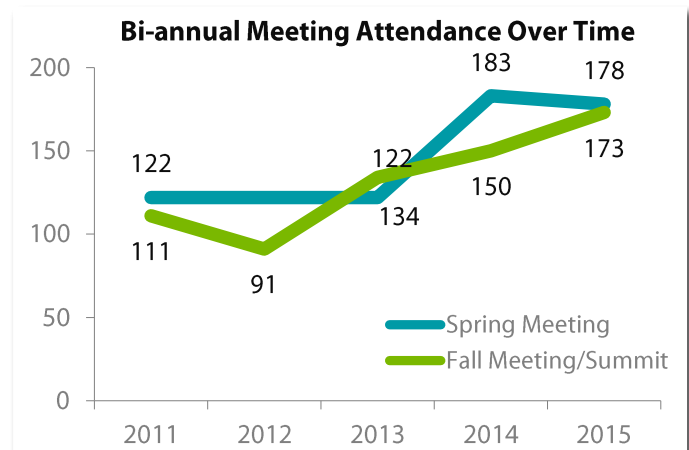
Events

Advance CTE hosts two annual meetings for its members. This year, in lieu of our Fall Meeting, we hosted the **Future of CTE Summit**.

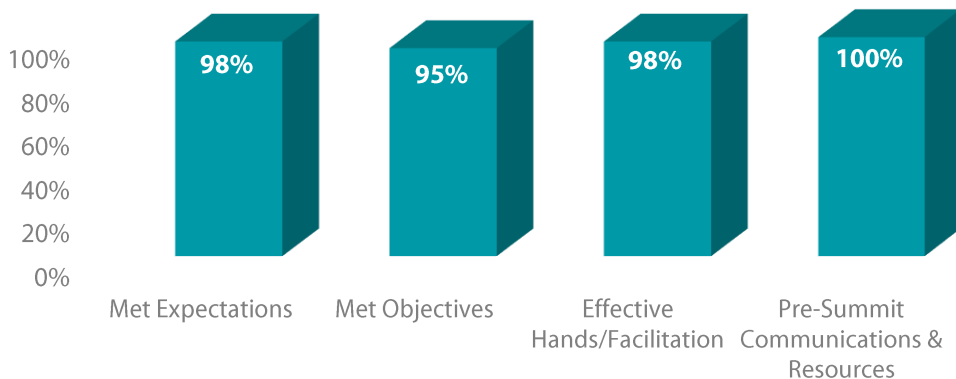
The Future of CTE Summit was a three-day, invite-only convening that brought together national, state and local stakeholders from CTE, education, workforce development, business and industry, and the philanthropic community around the ambitious goal of laying out a new vision for CTE in the coming years.

Planned and hosted in partnership with *Association for Career and Technical Education, Council of Chief State School Officers, Council of State Governments, National Association of State Boards of Education, National Council of State Directors of Community Colleges, National Governors Association, National Skills Coalition* and *U.S. Chamber of Commerce Foundation*, the Future of CTE Summit led more than 170 participants through a rigorous and engaging facilitated process of strategizing, collaborating and refining big and bold ideas that will drive CTE forward.

As we enter 2016, we are continuing to collaborate with the Summit's co-conveners to develop the new vision document, which will be released in early 2016.



Summit Participants' Feedback (% Agree or Satisfied)



In addition to our two in-person meetings, Advance CTE also hosted or co-hosted eight **webinars** on topics ranging from employer engagement and work-based learning to strategies for financing CTE and the intersection of CTE and the Workforce Innovation & Opportunity Act (WIOA). In total, about 750 individuals participated in those webinars (based on a duplicated count). We also held members-only webinars throughout the year on legislative issues including WIOA implementation.



Finally, 2015 marked the first year we formally partnered with ACTE to integrate the National Career Clusters Institute into their annual **CareerTech VISION Conference**. From a dedicated strand of Career Cluster-focused sessions and behind-the-scenes collaboration on everything from program development to marketing, the VISION conference was a massive success, with attendance exceeding all expectations. Work is already underway to begin planning for 2016 CareerTech VISION.

Newly Launched Initiatives

Advance CTE, in partnership with RTI International, Jobs for the Future, Vivayic and Quality Information Partners, is leading a project under contract with the U.S. Department of Education's Office of Career, Adult, and Technical Education on the **Potential Role of Secondary Career and Technical Education (CTE) Programs in Preparing Students for Apprenticeship Programs**. The goal of this 14-month project is to develop technical assistance tools and resources for state and local leaders to improve the alignment between existing CTE and apprenticeships programs and support alignment where it does not yet exist. These tools and resources will be grounded in successful practices and lessons learned from the field.

In 2015, we received a grant from the **Ford Motor Company Fund** to conduct roundtable discussions with employer partners in up to three different Ford Next Generation Learning communities to capture the voices and opinions of highly invested employers and identify key messages and strategies other CTE leaders can leverage in their own states and communities.

Partnerships

Advance CTE could not achieve everything we do without strong and committed partners. We currently have over 60 active partners with whom we collaborate on everything from federal advocacy to professional development resources. Our partnerships have resulted in:

- National publications (with ACTE and Achieve);
- Co-hosted webinars (with National Council of State Legislatures, the Appalachian Regional Comprehensive Center, National Skills Coalition, and others);
- A sign-on letter in support of Perkins reauthorization (with IBM and 350+ other employers and education groups);
- The Future of CTE Summit (with our eight co-convening organizations);
- Quarterly meetings with senior leadership in the U.S. Department of Education's Office of Career, Technical, and Adult Education; and
- Annual joint executive committee meetings between ACTE and Advance CTE's elected officers.

Our leadership sits on the advisory boards of the National Technical Honor Society, National Career Academy Coalition, Manufacturing Skills Standards Council, American National Standards Institute, National Alliance for Partnerships in Equity, the National Visiting Committee for Supply Chain Management, and the Pearson Employability Advisory Committee. Our leaders also participated in the Council of State Governments' National Task Force on Workforce Development and Education. Finally, members of our Board of Directors hold liaison positions on the boards of several Career Technical Student Organizations, including SkillsUSA, National FFA, HOSA and DECA, as well as ACTE.



In the Field

As lead experts in CTE, our staff regularly present at meetings and conferences, and serve on panel and advisory committees, as well as provide in-state support and engagement. In 2015, our staff presented at 35 events, across 17 states and D.C.

A few of our standout presentations from the past year include:

- Participating in multiple briefing panels to the House and Senate CTE Caucuses
- Presenting to a National Academies Study Committee on middle skills and STEM
- Co-hosting a roundtable discussion with Achieve on competency-based pathways and CTE
- Presentations to the most prominent organizations representing state education leaders, including the National Association of State Boards of Education, the Council of Chief State School Officers and National Council of State Legislators
- Facilitating a roundtable discussion with employer partners in Nashville, Tennessee, on the importance of employer engagement and strategies

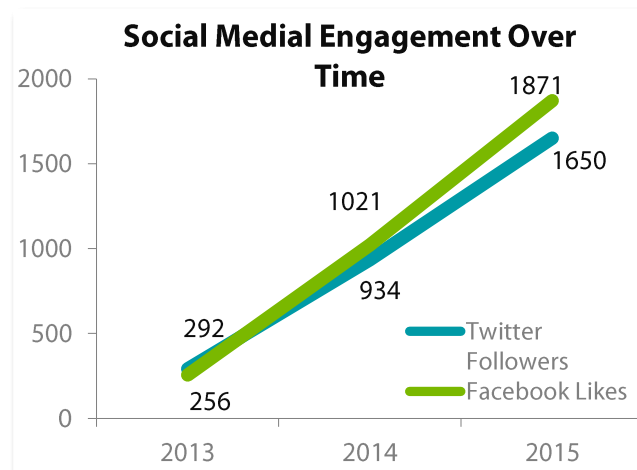


Communications

Advance CTE's presence and visibility has continued to grow, with over 1.4 million views on our [website](#), interviews with more than two dozen reporters from across the country and a sharp uptick in our social media reach.

Media

Over 2015, Advance CTE (then as NASDCTEc) received 17 article mentions or quotes in a variety of publications including the National Journal, Education Week and Washington Post. Article topics ranged from [federal policy](#) to [local programs](#), and highlighted a variety of our [publications](#) as well as our Excellence in Action [award winners](#). And, our social media presence grew significantly, with over 700 new followers on Twitter and 850 new likes on Facebook.



More than 720 organizations, agencies and institutions spanning secondary and postsecondary education have signed on to be a **CTE: Learning that works for America®** campaign user with access to the Learning that works for America state-specific logos and a variety of campaign resources.



Excellence in Action Award

In 2015, Advance CTE held our second annual Excellence in Action award program, recognizing innovative programs of study in rural, suburban and urban communities offered by high schools, area technical centers and community colleges. Nine award winners were highlighted on the national stage throughout the year, including being featured at conferences, in advocacy materials presented on Capitol Hill, and at events including Advance CTE's Spring Meeting in Washington, D.C., and most notably, at the White House.

"For many young people and their families, CTE can be the best option because you can get all the professional skills you need for a good job in a high-demand field and you can do it at a fraction of the time and, more importantly, a fraction of the cost. Career and tech programs make a whole lot of sense."

– First Lady Michelle Obama



2014 Award Winner Representative,
Sandra Clement, speaks at the White
House

In July, the U.S. Department of Education and the White House hosted ***Celebrating Innovations in Career and Technical Education***, an event honoring CTE students, educators and programs that exemplify high-quality CTE, where five 2014 and 2015 Excellence in Action award recipients **were recognized**. First Lady Michelle Obama stressed the importance of CTE programming's capability as a low-cost, high-quality educational option that prepares students for both college and a good career.

In October, Advance CTE conducted a call for applications for the 2016 awards, receiving applications from 33 states across 15 Career Clusters. Award recipients will be honored at our Spring Meeting in Washington, D.C., in May 2016.

Career Cluster Products

In 2015, Advance CTE updated a number of our exclusive Career Cluster-focused **products**, including our Pocket Guide and Career Cluster-specific brochures. Each newly updated brochure provides students and parents with an overview of each of the 16 Career Clusters, information on the career opportunities, driving trends in the field, and examples of two-year, four-year and certification programs.



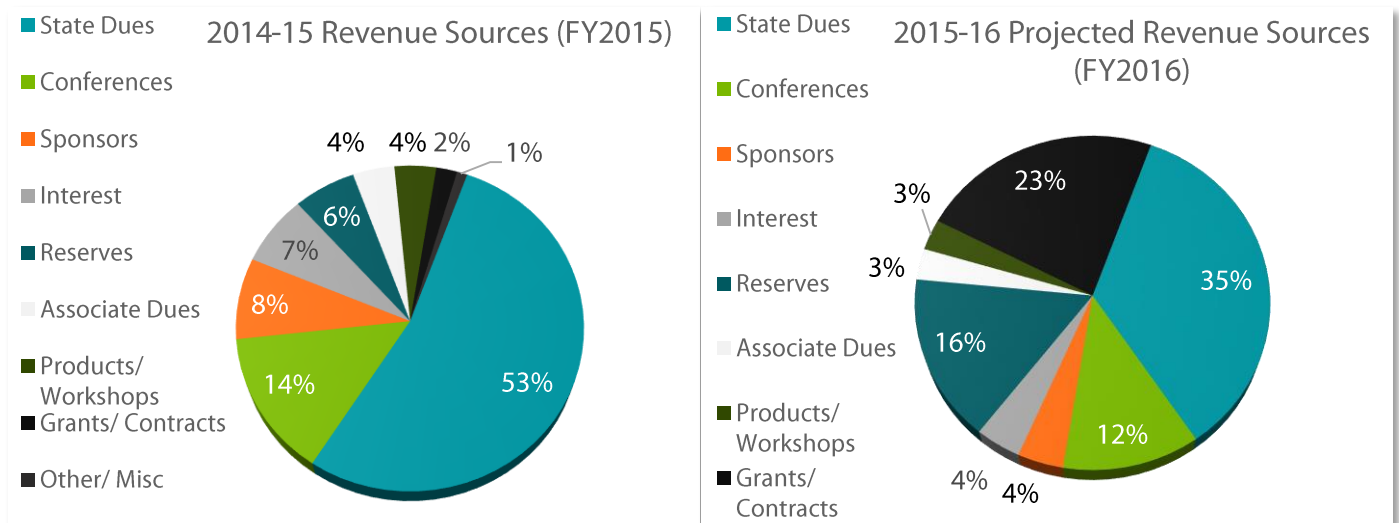
Our Standing

How fiscally strong is Advance CTE?

A solid fiscal and administrative foundation is essential to Advance CTE's ability to achieve all of the accomplishments described above. With an eye on efficiency and productivity, a staff of seven dedicated individuals implement the strategic goals and initiatives established by the Board of Directors.

Given the robust nature of our membership, it is no surprise that 57 percent of our shared revenue came from membership dues in Fiscal Year (FY) 2015. Our reserve funds, which accounted for six percent of our revenue in FY2015 and 16 percent in FY2016, has helped support major board-authorized initiatives such as The Future of CTE summit.

In FY2015, about 10 percent of our revenue came from sponsors, contracts and grants. Moving forward into FY2016, this category is expected to increase significantly thanks to major investments from JPMorgan Chase and the Ford Motor Company Fund as well as our new federal contract from the U.S. Department of Education.



To ensure our organization is in good standing and positioned for success, we commission an annual independent review of our finances under the direction, guidance and supervision of a standing Finance/Audit Committee, which is comprised of State CTE Directors, an associate member and a public Center to Advance CTE Board member. The annual audit has consistently found the organizations to be in good standing.

Our Year Ahead

What does Advance CTE have planned for 2016?

New Vision for CTE

Based on The Future of CTE Summit, Advance CTE, in collaboration with the Summit's co-conveners, will be releasing a new vision for CTE that lays an ambitious but attainable vision for CTE. This new vision will be central to Advance CTE's strategic priorities, services and resources over the coming years.

New Skills for Youth

In January 2016, JPMorgan Chase announced a new five-year, \$75 million global initiative to address the youth unemployment crisis and expand young peoples' access to economic opportunity. *New Skills for Youth* is designed to increase dramatically the number of young people who complete career pathways that begin in high school and end with postsecondary degrees or credentials aligned with high-wage, high-demand jobs.

A major component of the *New Skills for Youth* initiative is a \$35 million state competition, which is being led by the Council of Chief State School Officers (CCSSO) and Advance CTE. The grant guidelines were released on January 19, calling on states to bring together education leaders, business partners and community partners to set ambitious goals for expanding access to and ensuring success in the preparation for careers in high-skill, high-wage jobs.

In the spring of 2016, approximately 20-25 states will be awarded \$100,000 grants to support planning and early implementation of long-term career readiness education programs and policies that align with the needs of employers. In the fall, 10-15 states will be awarded up to \$1.8 million each over three years to implement and assess their demand-driven CTE programs. CCSSO, Advance CTE and Education Strategy Group are partnering to develop key resources, technical assistance and supports to help states transform their systems to ensure all students have access to high-quality career-focused education that prepares them for success.

Implementation Support for Federal Policies

With the 2014 passage of the Workforce Innovation and Opportunity Act (WIOA) and the late 2015 passage of the Every Student Succeeds Act (ESSA), Advance CTE is committed to developing the resources, tools and supports our members and other key CTE leaders need to implement these major federal policies in a way that is mutually reinforcing with the Perkins Act.

Never before has there been such an opening to align and coordinate federal education and workforce policies to streamline administration and strengthen opportunities for students.



Advance CTE Board of Directors

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- **Vice President** – Ms. Jo Anne Honeycutt, North Carolina
- **Secretary-Treasurer** – Dr. Pradeep Kotamraju, Iowa
- **Past President** – Mrs. Marie Barry, New Jersey

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- **Associate Member Representative** – Dr. Sheila Ruhland, Wisconsin

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- **Public Member** – Dr. Timothy D. Hodges, Research Director, Gallup
- **Public Member** – Ms. Cheryl Carrier, Executive Director, Ford Next Generation Learning c/o Ford Motor Company Fund

Advance CTE Staff

- **Katie Fitzgerald** – Communications Associate
- **Kimberly Green** – Executive Director
- **Karen Hornberger** – Finance and Office Manager
- **Kate Blossveren Kreamer** – Deputy Executive Director
- **Ryann Vinson** – Administrative and Planning Associate
- **Steve Voytek** – Government Relations Manager
- **Andrea Zimmermann** – State Policy Associate



