



**ADVANCE**  **CTE**

*State Leaders Connecting Learning to Work*

2016 ANNUAL REPORT

## DEAR ADVANCE CTE MEMBERS, PARTNERS AND SUPPORTERS:

We are pleased to share with you all our 2016 annual report! From launching a new organizational rebrand – Advance CTE: State Leaders Connecting Learning to Work – and releasing *Putting Learner Success First: A Shared Vision for the Future of CTE*, to the reauthorization of Perkins by the U.S. House of Representatives, impressive state action on CTE-related policies and initiatives, and major investments from the philanthropic community in support of CTE, 2016 was an incredible year for the field and for our organization.

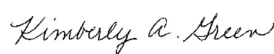
We hope you enjoy reading about Advance CTE's major accomplishments of 2016, none of which could have been possible without all of you and your support, partnership and dedication to high-quality career opportunities for all learners. We're looking forward to continuing the work together in 2017 – as we celebrate 100 years of CTE and beyond!



Austin Estes



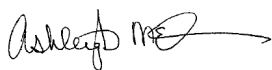
Katie Fitzgerald



Kimberly Green



Kate Blossveren Kreamer



Ashleigh McFadden



Sherry Quinn



Andrea Zimmermann

## ABOUT ADVANCE CTE

*Advance CTE: State Leaders Connecting Learning to Work* is the longest-standing CTE-focused national non-profit representing State CTE 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](http://www.careertech.org)

# OUR IMPACT

## BY THE NUMBERS



**6 years**  
in a row with  
all 50 states  
as members



**328**  
Total members



**12**  
Organizations  
supporting  
*Putting Learner  
Success First*



**333**  
Meeting  
attendees

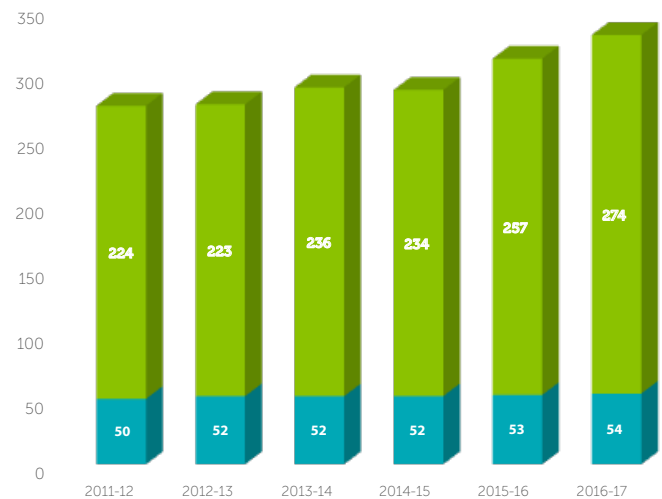


**55**  
High-value,  
high-impact  
partnerships

## MEMBERSHIP

Advance CTE's members represent the diversity and richness of the CTE community with members from every state, territory and the District of Columbia, ranging from state leaders to district administrators and an array of national organizations. As a testament to the high-quality, comprehensive support, professional development and leadership provided by Advance CTE, all 50 states continued their membership in the organization for the sixth year in a row.

## Advance CTE Members Over Time



■ State Members ■ Associate Members

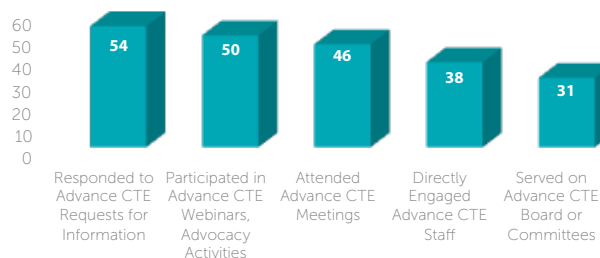


# OUR IMPACT

## MEMBERSHIP

As the only organization serving State CTE Directors, Advance CTE welcomed 13 new State Directors into its onboarding program in 2016. Each new leader was provided with personalized resources and supports and paired with an experienced state leader to serve as a mentor for them throughout their first year.

## Advance CTE Member Engagement (By State)



## NEW SKILLS FOR YOUTH

In 2016, Advance CTE, the Council of Chief State School Officers and Education Strategy Group launched the **New Skills for Youth** competitive grant initiative, generously funded by JPMorgan Chase & Co. Phase One of the grant began in May with 25 states selected to receive \$100,000 to conduct needs assessments, create three-year strategic plans and begin transforming their career readiness systems. States made significant progress, particularly around defining quality pathways; building strong cross-sector partnerships; and incorporating CTE and career readiness into their data, reporting and accountability systems.

Phase One of New Skills for Youth ended in October, and in January 2017 ten states were selected to participate in Phase Two of the grant, which will last for three years. Advance CTE will continue to work with our partners to support these states, as well as ensure leaders from all states and communities benefit from this work and lessons learned along the way.

## NEW SKILLS FOR YOUTH

JPMORGAN CHASE & CO.

# OUR IMPACT

## BY THE NUMBERS



**158**

**Congressional  
visits conducted**

**54**

**State members**

**120+**

**Members of the  
Senate and House  
CTE Caucuses**

**10**

**Congressional  
briefings hosted by  
the CTE Caucuses**

## FEDERAL POLICY

In 2016, Congress made significant progress on the reauthorization of the Carl D. Perkins Career and Technical Education Act (Perkins). While momentum for the law's renewal lost steam late in the year, Advance CTE was successful in supporting the passage of H.R. 5587, comprehensive reauthorization legislation for Perkins. This bill incorporated the vast majority of Advance CTE's Perkins recommendations and garnered approval from 405 members of U.S. House of Representatives. With this groundwork laid, we are looking forward to building upon this achievement with the 115th Congress.

In addition to Perkins reauthorization, Advance CTE had several other major federal policy related accomplishments in 2016:

- **80%** of Advance CTE's recommendations were incorporated into Every Student Succeeds Act, comprehensive reauthorization legislation for the Elementary and Secondary Education Act;
- There was a **53%** membership growth in the Congressional CTE Caucuses;
- Over **10** Congressional briefings were held in support of Advance CTE's legislative priorities; and
- Advance CTE successfully supported the inaugural year for the Presidential CTE Scholars Program (Executive Order No. 11155).



# OUR IMPACT

## ***PUTTING LEARNER SUCCESS FIRST: A SHARED VISION FOR THE FUTURE OF CTE***

Last May, Advance CTE released ***Putting Learner Success First: A Shared Vision for the Future of CTE***, with support from Association for Career and Technical Education, Council of Chief State School Officers, National Association of State Boards of Education, National Council of State Directors of Community Colleges, National Skills Coalition and the U.S. Chamber of Commerce Foundation. This document was the result of The Future of CTE Summit, held in 2015, which brought together over 175 national, state and local leaders representing K-12, postsecondary, workforce development, business and industry, and philanthropy.

Throughout 2016:

- **Five** additional national organizations formally signed on as supporters of the vision: Asia Society, Family, Career and Community Leaders of America, Goodwill Industries International, National FFA and SkillsUSA;
- Over **26,000** copies were distributed across the country;
- Over **20** states began incorporating *Putting Learner Success First* in their professional development and/or strategic planning efforts; and
- Individuals from **36** states signed onto to a campaign to show their commitment to *Putting Learner Success First*.



# OUR IMPACT

## PARTNERSHIPS

Advance CTE could not achieve everything we do without strong and committed partners. We currently have 55 high-value, high-impact partners with whom we collaborate on everything from federal advocacy to professional development resources. Advance CTE is committed to building and maintaining partnerships that advance our vision, help us expand our reach and build capacity, and build bridges between CTE, education and workforce development. Our partnerships have resulted in:

- National publications (with the Council of Chief State School Officers and Education Strategy Group; Achieve; ACTE; Asia Society, Longview Foundation and ACTE; and Ford Next Generation Learning);
- Co-hosted webinars reaching nearly **400** participants across the country;
- 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 and National Alliance for Partnerships in Equity. We also serve in advisory positions for the American Institutes of Research's College and Career Readiness & Success Center and Center of Great Teachers and Leaders; the American National Standards Institute's Certificate Accreditation Program; the U.S. Department of Education's Advancing Equity Technical Advisory Group; and the National Center for Supply Chain Technology Education National Visiting Committee.



# OUR REACH

## BY THE NUMBERS



**5,221**

Twitter and  
Facebook  
followers



**20**

States visited by  
Advance CTE staff



**41**

Presentations  
given



**43**

Media  
mentions

## RESOURCES

In June, Advance CTE launched the [Learning that Works Resource Center](#), a repository of curated, high-quality resources related to CTE and career readiness, with support from JPMorgan Chase & Co. through the New Skills for Youth initiative. This was in response to growing demand from the field to share promising and evidence-based practices for advancing career readiness across the states. The Resource Center contains more than 140 reports, policy profiles and tools sorted into 12 distinct categories to facilitate easy navigation.

Since its launch, the Resource Center has proved to be a relevant and useful tool for members of the CTE community, who visited it more than 41,000 times in just six months. Moving forward, Advance CTE will continue to expand the Resource Center with high-quality materials from our partners, as well as develop new reports, tools and policy profiles based on member and community need.

In 2016, Advance CTE released 10 reports and hosted five webinars, including:

- *Preparing a Globally Competent Workforce Through High-Quality Career and Technical Education* (with Asia Society, Longview Foundation and ACTE)
- *How States are Making Career Readiness Count: A 2016 Update* (with Achieve)

**10**  
Publications  
released



# OUR REACH

## BY THE NUMBERS

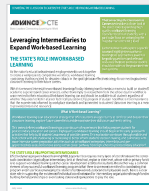
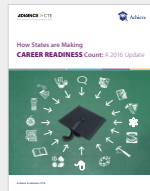


**1.57**  
Million page  
views on  
careertech.org

**345,082**  
Unique visitors to  
careertech.org

**26,144**  
Page views on  
blog.careertech.org

- *Connecting the Classroom to Careers: A Comprehensive Guide to the State's Role in Work-based Learning* (with Council of Chief State School Officers)
- *Credentials of Value: State Strategies for Identifying and Endorsing Industry-Recognized Credentials* (with Council of Chief State School Officers)
- *In Their Words: Why Business Leaders Support CTE, Career Pathways and Career Academies* (with Ford Next Generation Learning)
- *The State of Career Technical Education: Increasing Access to Industry Experts in High Schools* (with Council of Chief State School Officers and support from AIR's Center of Great Teachers and Leaders)



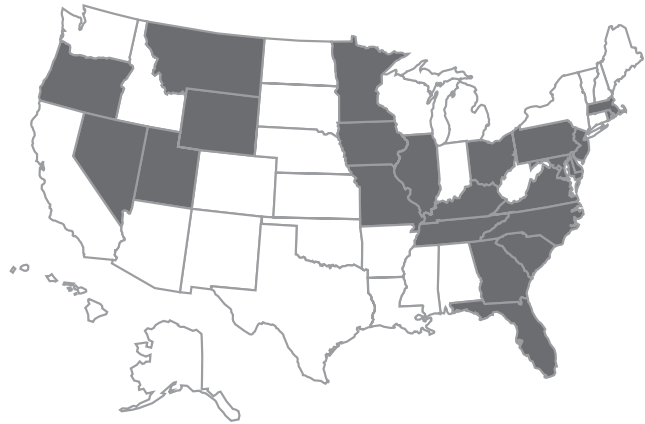
# OUR REACH

## IN THE FIELD

As lead experts in CTE, our staff regularly present at meetings and conferences, serve on panels and advisory committees, and provide in-state support and engagement, on topics ranging from work-based learning, industry-based credentials, career-ready accountability, and equity and access. In 2016, our staff presented at 41 live and virtual events, across 19 states and D.C.

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

- Serving as keynote speakers at five statewide conferences;
- Conducting site visits for U.S. Department of Education Office of Career, Adult and Technical Education's *Potential Role of Secondary CTE Programs in Preparing Students for Apprenticeship Programs* in Ohio, North Carolina and South Carolina;
- Facilitating a roundtable discussion with employer partners in Pinellas County, Florida on the importance of employer engagement and strategies; and
- Presenting at meetings and conferences hosted by over 15 different partner organizations.



## COMMUNICATIONS

Advance CTE continued to raise awareness for high-quality CTE by engaging our members, partners, the broader education and workforce communities and members of the media. With CTE in the spotlight like never before, we regularly provided critical background, state and local examples and data to the field to make the case for high-quality CTE.

One of our biggest communications accomplishments in 2016 was transitioning to our new organizational name and brand — *Advance CTE: State Leaders Connecting Learning to Work*. We also improved upon the [careertech.org](http://careertech.org) website, adding the Learning that Works Resource Center, refreshing our campaign materials found in the CTE: Learning that works for America section and making our site more mobile friendly.

# OUR REACH

In addition, throughout 2016:

- Our website was visited by over **345,000** individuals through **1.5** million page views;
- We reached **2,985** followers on Twitter, with over **25,000** profile visits;
- **775** state and local leaders officially have signed on as users of the CTE: Learning that works for America® campaign;
- We published over **140** blog posts, reaching **14,000** users through 26,000 page views; and
- Advance CTE and its work were mentioned in over **40** articles.

**755**  
Campaign users

## EXCELLENCE IN ACTION AWARD

In its third year, the annual Excellence in Action award was awarded to 11 programs of study spanning nine states. Selected programs of study exemplify excellence in the implementation of the Career Clusters, show a true progression from secondary to postsecondary education, provide meaningful work-based learning opportunities, and have a substantial and evidence-based impact on student achievement and success. This award allows Advance CTE to lift up and highlight what high-quality and high-impact programs of study look like to policymakers, employers and education leaders to support a more positive image of CTE.

**2016**

CONGRATULATIONS!

**EXCELLENCE IN ACTION**

AWARD WINNERS

**11**

**Excellence in Action  
award winners**

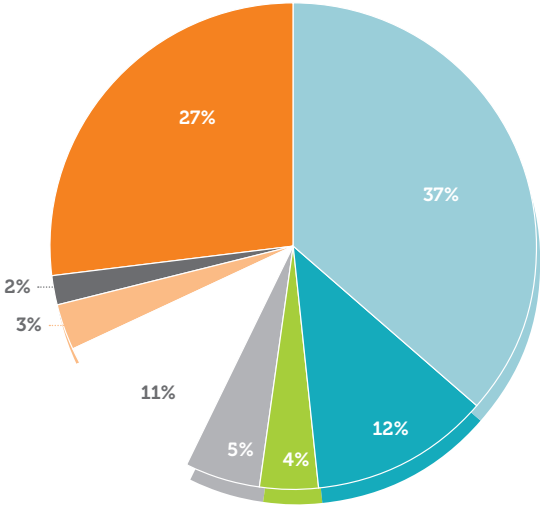


# OUR STANDING

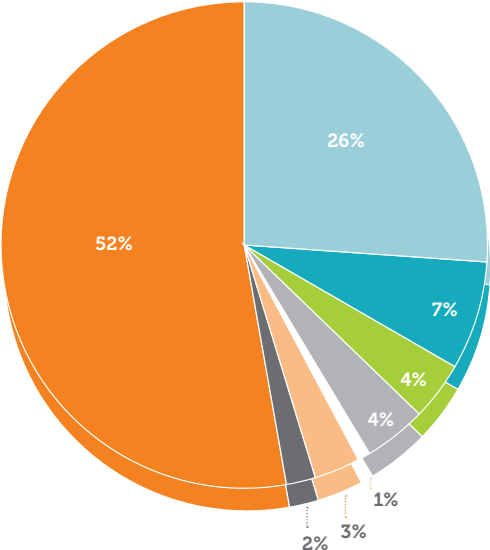
A solid fiscal and administrative foundation is essential to Advance CTE’s ability to achieve all of the accomplishments described above. With an eye on efficiency and productivity, a staff of eight dedicated individuals implement the strategic goals and initiatives established by the Board of Directors. In recent years, Advance CTE has diversified its revenue, continuing to grow its membership base while securing a number of grants and contracts from public and private sources.

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.

**2015-16  
Revenue Sources**  
*(FY2016)*



**Projected 2016-17  
Revenue Sources**  
*(FY2017)*



- State Dues
- Conferences
- Sponsors
- Interest
- Reserves
- Associate Dues
- Products/Workshops
- Grants/Contracts

# LOOKING AHEAD



## ADVANCE CTE'S NEW STATE MEMBERSHIP STRUCTURE

In October 2016, the Advance CTE Board of Directors expanded the organization's state membership to cover up to five members, including and selected by the State CTE Director. This change will become effective on July 1, 2017.

This action honors and celebrates the growth, diversity and future needs of the CTE community and the organization, while maintaining our commitment to State Directors as critical leaders across the country. It also reflects the need for collaboration across and within systems to meet the needs of today's and tomorrow's CTE students, the importance of cultivating stakeholder understanding and support for CTE, and the need to support current and future state CTE leaders. Many of the major accomplishments in 2016 – the organizational rebrand and the release of *Putting Learner Success First: a Shared Vision for the Future of CTE* – helped pave the way for the expanded membership structure.

## STRATEGIES FOR ATTRACTING STUDENTS TO HIGH QUALITY CTE

Launched in fall 2016 with support from the Siemens Foundation, Advance CTE (through its 501(c)3 partner organization, The Center to Advance CTE) is leading a one-year effort to develop strategies to increase student enrollment in secondary programs of study. In 2017, Advance CTE will release findings from a national survey that will identify the messages that best resonate with students and parents, and encourage students to enroll in CTE programs of study, along with tools to support the use of such messages across the country.

In addition, Advance CTE will work with four states selected through a competitive application process and provide them with seed funding and technical assistance to develop and implement innovative recruitment strategies. Though this work, Advance CTE will create tools and resources that can be used by all in their recruitment efforts.



# LOOKING AHEAD

## THE REAUTHORIZATION OF THE CARL D. PERKINS CAREER AND TECHNICAL EDUCATION ACT

In September 2016, the U.S. House of Representatives passed H.R. 5587, the “Strengthening Career and Technical Education for the 21st Century Act,” in a 405-5 vote, after unanimous approval by the House Education and the Workforce Committee. While the bill was a critical step forward for CTE, there is still much work to be done before a final bill is passed, including addressing lingering definitional issues within the House bill and necessary action from the Senate to reauthorize Perkins.

Advance CTE will continue to make Perkins reauthorization a top priority and work closely with Congress, national partners and the employer community to ensure comprehensive reform that drives CTE forward and puts learner success first. Even if there is no reauthorization in 2017, Advance CTE will work directly with our members and other state leaders to ensure all learners have access to high-quality CTE programs of study that set them up for success and align with our economy’s greatest needs.



## ADVANCE CTE BOARD OF DIRECTORS

### Executive Committee Officers

President – Mrs. Jo Anne Honeycutt,  
*North Carolina*

Vice President – Dr. Pradeep Kotamraju, *Iowa*

Secretary-Treasurer – Dr. Philip Cleveland,  
*Alabama*

Past President – Mr. Rod Duckworth, *Florida*

### Representatives

Region I – Ms. Vanessa Cooley, *Rhode Island*

Region II – Mrs. Marie Barry, *New Jersey*

Region III – Dr. Lee Burket, *Pennsylvania*

Region IV – Ms. Jean Massey, *Mississippi*

Region V – Ms. Kathy Cullen, *Wisconsin*

Region VI – Dr. Charisse Childers, *Arkansas*

Region VII – Mr. Rich Katt, *Nebraska*

Region VIII – Ms. Thalea Longhurst, *Utah*

Region IX – Open

Region X – Ms. Eleni Papadakis, *Washington*

Region XI – Ms. Bernadette Howard, *Hawaii*

Associate Member Representative –  
Dr. Sheila Ruhland, *Washington*

## CENTER TO ADVANCE CTE BOARD OF DIRECTORS

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Secretary-Treasurer – Dr. Philip Cleveland,  
*Alabama*

Past President – Mr. Rod Duckworth, *Florida*

Public Member – Ms. Cheryl Carrier, *Executive  
Director, Ford Next Generation Learning c/o  
Ford Motor Company Fund*

Public Member – Dr. Timothy D. Hodges,  
*Research Director, Gallup*

Public Member – Ms. Hillary Wells, *Director of  
Youth Media, WGBH*

### ADVANCE CTE STAFF

Austin Estes – *Policy Associate*

Katie Fitzgerald – *Senior Associate,  
Communications*

Kimberly Green – *Executive Director*

Kate Blosveren Kreamer – *Deputy Executive  
Director*

Ashleigh McFadden – *State Policy Manager*

Sherry Quinn – *Office Manager*

Andrea Zimmermann – *Senior Associate, Member  
Engagement and Leadership Development*



**ADVANCE**  **CTE**

*State Leaders Connecting Learning to Work*

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