

ADVANCE > CTE

State Leaders Connecting Learning to Work

ADVANCING

PROMOTING

SUPPORTING

CTE
LEVERAGING

CELEBRATING

2017
ANNUAL REPORT



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

DEAR ADVANCE CTE MEMBERS, PARTNERS AND FRIENDS:

We are pleased to share with you all our 2017 annual report! It has been another incredible—and incredibly busy!—year for Advance CTE, with our team engaging more members than ever before, launching multiple initiatives and releasing over 50 resources! We celebrated the 100-year anniversary of the federal investment in CTE by meeting the full promise of our name: we advance CTE.

This year's annual report is organized around **Advance CTE's five strategic priorities**—advancing meaningful federal and state policy, promoting high-quality CTE, providing professional learning opportunities, leveraging partners and developing healthy organizational processes—which drive everything we do and are how we hold ourselves accountable for shared success.

We hope you enjoy reading about our 2017 accomplishments, none of which could have been possible without all of you and your support, partnership and dedication to putting learner success first!

Austin Estes

Katie Fitzgerald

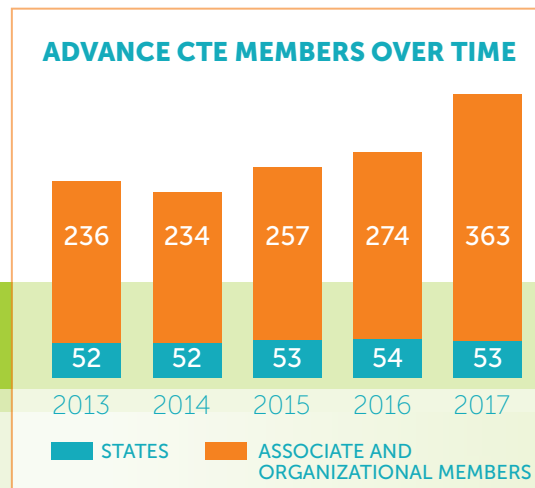
Kimberly Green

Kate Kreamer

Ashleigh McFadden

Kathryn Zekus

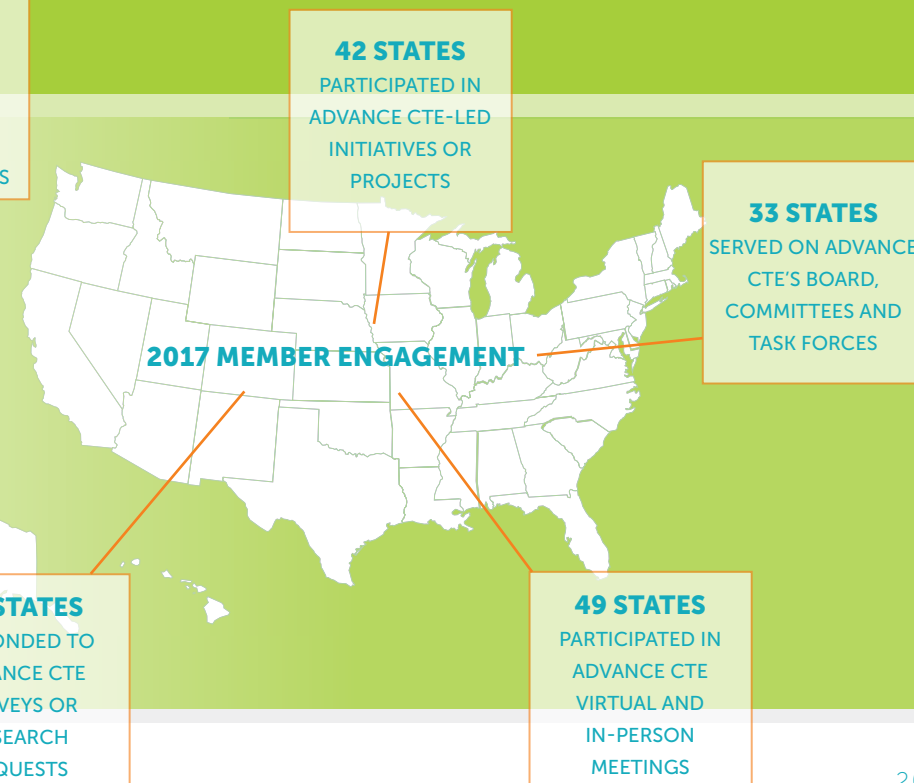
Andrea Zimmermann



ADVANCE CTE MEMBERS

Advance CTE's major accomplishments in 2016—the organizational rebrand and the release of *Putting Learner Success First*—paved the way for one of the largest membership increases in Advance CTE's history. In 2017, the new state membership structure allowed each state membership to cover the State CTE Director and four additional individuals, and with this policy change, Advance CTE welcomed **nearly 100 new members**.

More than half of the new members are leaders and key partners in postsecondary education, workforce development, adult education or other state agencies. The remaining new members come from state CTE offices, creating opportunities for deeper professional development and the ability to build a talent pipeline for future state CTE leadership.



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

FEDERAL POLICY

2017 marked a big year for CTE in the federal policy arena. A major highlight was the U.S. House of Representatives' unanimous approval of its proposal to reauthorize the Carl D. Perkins Career and Technical Education Act (Perkins). While reauthorization efforts stalled in the Senate, Advance CTE actively advocated for high-quality CTE to be the centerpiece of a new Perkins and worked to increase the knowledge of Congressional staff through individual office visits and House and Senate CTE Caucus events.

Advance CTE had the opportunity to meet with Education Secretary Betsy DeVos to share our vision for CTE and policy priorities. While we were disappointed when the Administration proposed a 15 percent cut to the Perkins Basic State Grant for Fiscal Year 2018, our federal policy efforts helped to **secure level funding for Perkins for FY17**. This win was the result of proactive advocacy by Advance CTE and its partners and the engagement of our members and local CTE advocates.

Also in 2017, the House Committee on Education and the Workforce passed the "Promoting Real Opportunity, Success and Prosperity Through Education Reform" (PROSPER) Act, an update to the Higher Education Act (HEA). Advance CTE weighed in on the proposal and intends to remain actively engaged as this reauthorization moves through Congress in 2018.

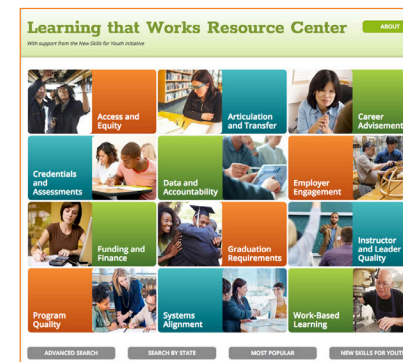
Some key accomplishments:

- Advance CTE engaged nearly **70** Congressional offices throughout 2017
- **140** U.S. Representatives and **34** Senators signed onto Dear Colleague letters requesting a stronger federal investment in CTE
- **237** U.S. Representatives and **59** Senators signed onto Dear Colleague letters encouraging the Senate Health, Education, Labor and Pensions (HELP) Committee to reauthorize Perkins
- The House and Senate CTE Caucuses have grown to include **136** members of Congress
- Over **30** state members engaged in Advance CTE's advocacy efforts, such as submitting comments, letters of support or Congressional calls
- Launched **two** member "kitchen cabinets" to garner input, feedback and coalesce support related to the reauthorization of HEA and the states represented on the Senate HELP Committee

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

STATE POLICY

Advance CTE's state policy team had another busy and exciting year, diving into new research topics and expanding our technical assistance to states.



A key part of our Advance CTE's policy efforts is **New Skills for Youth** (NSFY), an initiative supported by JPMorgan Chase & Co. and led by Advance CTE, the Council of Chief State School Officers and Education Strategy Group. The second phase of NSFY, which launched in January 2017, provided \$2 million grants to

ten states—Delaware, Kentucky, Louisiana, Massachusetts, Nevada, Ohio, Oklahoma, Rhode Island, Tennessee and Wisconsin—to support the transformation of their career readiness systems.

A major goal of this initiative is to spark innovation in all states through the sharing of promising practices and lessons learned, which Advance CTE leads through its Learning that Works Resource Center.

Advance CTE also released its first ever **Policy Benchmark Tool**, focused on program approval policy. The Benchmark Tool is designed to guide state leaders in examining and improving program approval policies at the secondary and postsecondary levels, and is being used and piloted across the country.

Some key accomplishments:

- Advance CTE released **12** state policy-focused reports and tools, on topics such as labor market data, program quality, CTE and apprenticeships and expanding CTE in rural communities
- The Learning that Works Resource Center received **98,188** page views in 2017
- Advance CTE provided in-depth technical assistance around state policy or communications to **12** states
- **Eighteen** professionals from local, state and national offices participated in Advance CTE's inaugural CTE Virtual Institute, a modularized course that explores *Putting Learner Success First*, introduces participants to high-quality CTE and creates advocates for CTE



LOOKING AHEAD

In 2018, Advance CTE will continue to engage on and support state implementation of federal policies that intersect with CTE, including HEA, Workforce Innovation and Opportunity Act, Every Student Succeed Act, apprenticeships and more—with the top priority of continuing to push the Senate to finalize Perkins reauthorization. Building on last year's efforts to protect the federal investment in the Perkins Basic State Grant, we'll continue to engage appropriators to illustrate the impact of this investment and the importance of increasing it. Throughout it all, Advance CTE will support our members as they prepare for and implement federal policies by providing relevant resources, research, advocacy training and real-time updates.

Advance CTE will continue to lead a robust research agenda, focusing on key topics such as college- and career-ready accountability systems, middle grades CTE and equity challenges. Additionally, Advance CTE is focused on expanding its role in providing technical assistance to its members, including assisting the Vermont State Education Agency in designing a strategic vision for CTE and working with the New Jersey Department of Education on a CTE teacher pipeline development grant from the U.S. Department of Education. In addition to supporting the ten New Skills for Youth states, Advance CTE, with support from the Joyce Foundation, will be working with three states—Colorado, Illinois and Ohio—to reform their postsecondary CTE program approval policies, using the recently released Policy Benchmark Tool as a foundation.

ADVANCE CTE's DIGITAL REACH



1.8 MILLION WEBPAGE VIEWS **368,011** VISITORS TO CAREERTECH.ORG **27,629** PAGE VIEWS ON BLOG.CAREERTECH.ORG



In 2017, Advance CTE continued to see significant growth in its digital reach and impact.

- Careertech.org had 368,011 users, who visited the website over 520,000 times
- Advance CTE gained over 2,000 Twitter and Facebook followers – a 39 percent increase—reaching a total of 7,254 social media supporters
- Advance CTE revamped its CTE: Learning that works for America® campaign, asking state and local leaders to recommit, which led to the number of campaign users increasing to **806 state, regional and local leaders and advocates** for high-quality CTE, including 49 states and DC

STRATEGIES FOR ATTRACTING STUDENTS TO HIGH-QUALITY CTE



Advance CTE, with support from the Siemens Foundation, conducted national research with over 1,500 middle and high school parents and students to find out the messages and themes that would encourage them to consider CTE as an option for their education. Upon the release of the *Value and Promise of Career Technical Education*, Advance CTE worked with four states to pilot the messages through innovative onsite and virtual recruitment strategies. This two-pronged approach resulted in effective messaging used at the state and local level, as well as resources and tools to be utilized by the entire CTE community. In 2017, Advance CTE shared the findings with over 1,500 national, state and local leaders through virtual and in-person presentations and trainings.

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

In 2016, Advance CTE released *Putting Learner Success First: A Shared Vision for the Future of CTE*, a document supported by 11 other national organizations. This shared vision is at the center of Advance CTE's research agenda, legislative priorities and professional learning offerings.

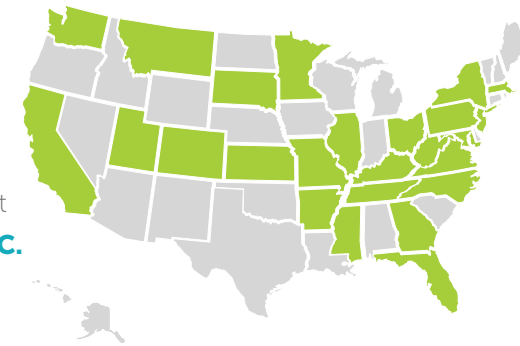
Since its launch, state and local advocates have embraced the vision document as well with:

- Thirty-two State CTE Directors have presented on the vision at statewide conferences or other public meetings, such as to the State Board or a statewide advisory committee
- Twenty-two states have used the vision document to strengthen a statewide strategic plan, vision or mission for CTE
- 140 individuals or organizations from 44 states have participated in the sign on campaign



ADVANCE CTE 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 2017, our staff presented at **62 live and virtual events and visited 25 states and Washington, D.C.**



ADVANCE CTE IN THE NEWS

CTE was a major news topic in 2017—from the 100-year anniversary of the federal investment and reauthorization of Perkins by the U.S. House of Representatives to the focus on CTE in states' Every Student Succeeds Act plans and increased attention on the value and promise of CTE to learners and communities alike.

Advance CTE's research, advocacy efforts and Excellence in Action award winners were featured in **45 articles and op-ed's** in a wide array of outlets, including:

- CNN
- The 74
- Atlantic
- Education Week
- PBS
- U.S. News & World Report
- The Hill
- Huffington Post
- Inside Higher Ed

EXCELLENCE IN ACTION AWARD

The 2017 Excellence in Action award winners, spanning 11 Career Clusters® from ten states, serve a combined 1,500 students in communities from rural Mississippi to the bustling metro area of Dallas, Texas, providing all learners—no matter their race, geography, or income—with a world-class education. While each of the programs is unique, they all offer learners meaningful pathways to success, and have strong data to back their success up—including exemplary graduation rates, participation in work-based learning and post-program placement into careers, further postsecondary education or the military.

LOOKING AHEAD

Advance CTE is excited to continue its partnership with the Siemens Foundation and expand the *Strategies for Attracting Students to High-Quality CTE* initiative to develop resources and training that engage and activate more school counselors to become champions for CTE, while also providing technical assistance to another group of four states.

Another major initiative for Advance CTE that will launch in 2018 is the development of a strategy for revitalizing the National Career Clusters® Framework, which has helped usher in the last two decades of CTE transformation. In 2017, Advance CTE convened an external task force of national, state and local leaders to provide recommendations, which will be formalized in 2018 and beyond.

MEETINGS & EVENTS

Advance CTE's annual meetings continue to grow in participation and engagement, with members from across 49 states participating in our Spring or Fall meetings or virtual learning webinars. The combined attendance at our in-person meetings was 346 national and state leaders, and these meetings met or exceeded 96 percent of participants' expectations.

In 2017, Advance CTE hosted or co-hosted **eight public webinars, reaching over 400 leaders and advocates** across the country on topics including communications research and messaging, recruiting industry experts into the classroom, CTE and apprenticeships and the Every Student Succeeds Act.

Throughout 2017, Advance CTE partnered with the American Institutes of Research's Center for Great Teachers & Leaders to convene two working groups to share practices and identify areas of support for engaging more industry experts in the classroom. Over 20 state and national leaders participated in these working groups and lessons will be shared in early 2018.

Finally, Advance CTE has continued its partnership with ACTE, offering a full strand of Career Cluster-related sessions at CareerTech VISION, the largest professional development event for CTE educators and administrators in the country.

NEW STATE DIRECTOR PROGRAM

Over the past three years, the State CTE Directors have welcomed many new leaders into the ranks as mounting retirements and promotions have created numerous changes. In 2017 alone, 20 states saw turnover at the State Director level. With an eye toward the future, the Advance CTE Board of Directors authorized the development of a yearlong leadership development program for new State Directors.

This program provides these new leaders with comprehensive support and mentoring to help ease the inevitable swirl of any new leader's journey and better capitalize on the momentum and opportunities of the first year. The program is focusing on how new State Directors can advance their vision for high-quality CTE, using all levers and policies at their disposal, such as Perkins, program of study approval policies and partnerships across and within state agencies.



LOOKING AHEAD

Advance CTE will continue to grow and expand its professional learning opportunities, in particular the New State Director Program, and identify ways to reach more of our members with these tools and supports. Advance CTE has laid out an aggressive research agenda, focusing on both emerging and long-standing challenges states are facing to expand access to high-quality CTE programs, and partnering with other key organizations to both strengthen those resources and make sure they reach the right leaders and advocates.

RESOURCES & TOOLS

Advance CTE released over **50 reports, tools and resources** in 2017, many in partnership with other leading organizations.

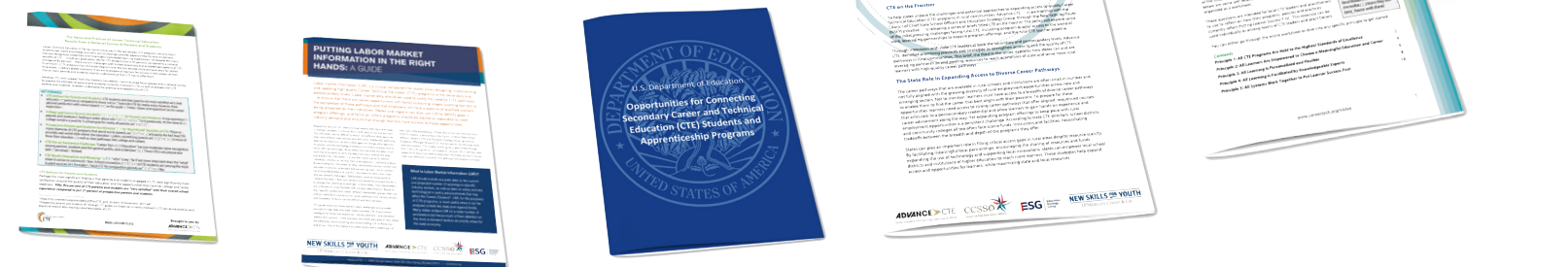
REPORTS & CASE STUDIES

- *The Value and Promise of CTE: Findings from a National Survey of Parents and Students*
- *The CTE on the Frontier series*, in partnership with the Council of Chief State School Officers and Education Strategy Group
- *Career Readiness & the Every Student Succeeds Act: Mapping Career Readiness in State ESSA Plans*, a two-part series, in partnership with Education Strategy Group
- *State Policies Impacting CTE: 2016 Year in Review*, in partnership with ACTE
- *Raising the Bar: State Strategies for Developing and Approving High-quality Career Pathways*, in partnership with the Council of Chief State School Officers and Education Strategy Group
- *Opportunities for Connecting Secondary Career and Technical Education (CTE) Students and Apprenticeship Programs*, for the U.S. Department of Education
- *Early Achievements and Innovations from Phase One of the New Skills for Youth Initiative* (in addition to 24 snapshots on Phase 1 NSFY states), in partnership with the Council of Chief State School Officers and Education Strategy Group

TOOLS & GUIDES

- *Policy Benchmark Tool: CTE Program of Study Approval*
- *Putting Labor Market Information in the Right Hands: A Guide*, in partnership with the Council of Chief State School Officers and Education Strategy Group
- *Your Role in Putting Learner Success First: Local Self-Assessment*
- *Unpacking Putting Learner Success First: State Self-Assessment*
- *Career Readiness Stakeholder Engagement Tool*, in partnership with the Council of Chief State School Officers and Education Strategy Group

Advance CTE also updated many of its case making and advocacy materials, including new state-specific snapshots, issue-based fact sheets, and a host of tools and guides that advocates can use to put *The Value and Promise of CTE: Findings from a National Survey of Parents and Students* into practice.



Strategic Priority: Building and maintaining strong and effective PARTNERSHIPS that advance our vision and mission

As a small but mighty non-profit, Advance CTE could not achieve everything we do without strong and committed partners. Throughout 2017, we worked with **57 high-value, high-impact partners**, collaborating on everything from federal advocacy to professional development offerings.

Some of our particularly impactful partnerships from 2017 include:

- The New Skills for Youth initiative with the Council of Chief State School Officers and Education Strategy Group
- The Apprenticeship Forward conference with New America, National Skills Coalition, AFL-CIO Working for America Institute, Jobs for the Future, National Association of Workforce Boards, National Fund for Workforce Solutions, National Governors Association and Urban Institute
- Monthly policy and communications/research calls across Advance CTE and ACTE staff and leadership
- Participation as an affiliate member of the National Coordinating Council of the Career Technical Student Organizations
- Developing a survey with the American School Counselors Association to inform upcoming work around career advising and development at the state and local levels

Our leadership sits on the advisory boards of the National Career Academy Coalition, Manufacturing Skills Standards Council, American National Standards Institute, National Alliance for Partnerships in Equity, and Consortium of States to Support the Law, Public Safety, Corrections and Security Career Cluster. Our staff and leadership also engage in multiple task forces and committees, such as the U.S. Department of Education's Advancing Equity Technical Advisory Group, Career Readiness Expert Workgroup for Industry-Recognized Credentials and the Lumina Foundation's Connecting Credentials workgroup.



Strategic Priority: Developing Internal PROCESSES to ensure a strong and sustainable organization

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, Advance CTE's dedicated staff implement the strategic goals and initiatives established by the Board of Directors.

Over 99 percent of staff time is used on project and programmatic activities.

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, and is on track to further diversify in 2018.

To ensure the organization is in good standing and positioned for success, Advance CTE commissions an annual independent review of its finances under the direction, guidance and supervision of a standing Finance/Audit Committee. The annual audit has consistently found the organizations to be in good standing.

99%

LOOKING AHEAD

Advance CTE undergoes strategic planning with its Board of Directors every two years, a process that will be kicking off in early 2018. The goals of this planning process are to honor progress to date while pushing the organization further and supporting our goals of advancing high-quality CTE and the field. The strategic plan must support Advance CTE's commitment to making measurable progress with respect to its organizational reach and impact and reflect the needs of its members.

ADVANCE CTE BOARD OF DIRECTORS

EXECUTIVE COMMITTEE OFFICERS

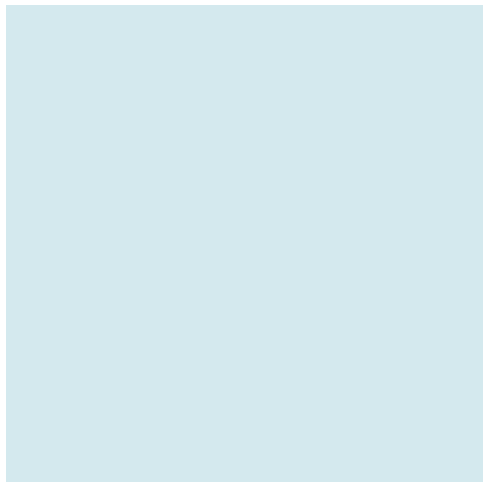
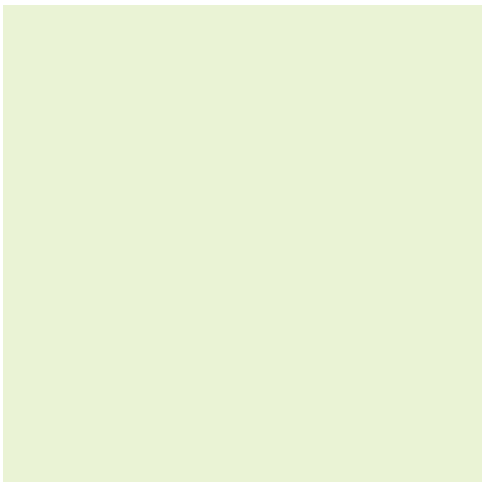
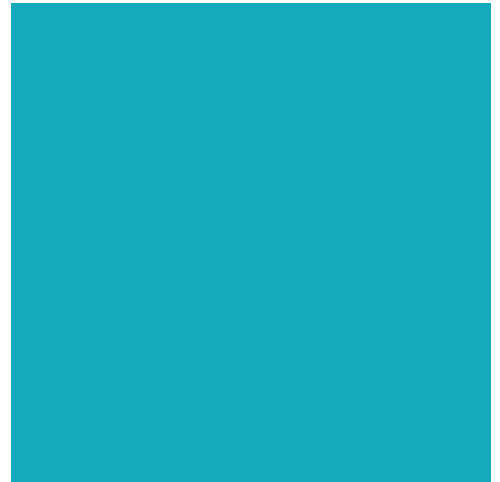
- President—Dr. Pradeep Kotamraju, *Iowa*
- Vice President—Ms. Bernadette Howard, *Hawaii*
- Secretary-Treasurer—Ms. Sarah Heath, *Colorado*
- Past President—Mr. Rod Duckworth, *Florida*

REPRESENTATIVES

- Region I—Ms. Margaret Harvey, *Maine*
- Region II—Open
- Region III—Dr. Lee Burket, *Pennsylvania*
- Region IV—Ms. Jean Massey, *Mississippi*
- Region V—Ms. Jeralyn Jargo, *Minnesota*
- 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*

THE CENTER TO ADVANCE CTE BOARD OF DIRECTORS

- President—Dr. Pradeep Kotamraju, *Iowa*
- Vice President—Ms. Bernadette Howard, *Hawaii*
- Secretary-Treasurer—Ms. Sarah Heath, *Colorado*
- 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—Ms. Jennifer Grove, *Community Development Manager, Gulf Power/Southern Company*
- Public Member—Ms. Hillary Wells, *Director of Youth Media, WGBH*



ADVANCE  **CTE**
State Leaders Connecting Learning to Work

8484 GEORGIA AVENUE, SUITE 320
SILVER SPRING MD 20910