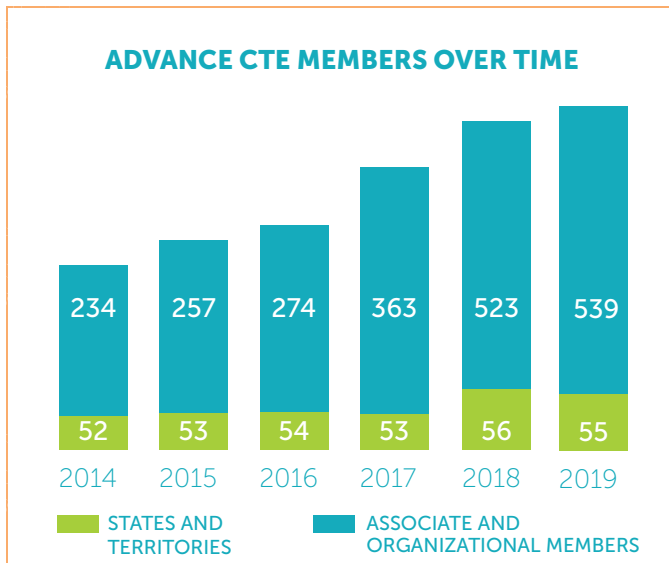


2019

ANNUAL REPORT

2019



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 transform and expand CTE so that each learner — of any background, age and zip code — is prepared for career and college success through state leadership, advocacy and partnerships.

Advance CTE's **mission** is to support visionary state leadership, cultivate best practices and speak with a collective voice to advance high-quality CTE policies, programs and pathways that ensure career success for each learner.

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 that high-quality CTE is advanced throughout the country, leading to a highly skilled workforce and productive economy. www.careertech.org

WHO WE SERVE

Advance CTE is an organization of and for our members. We are thrilled to have represented all 50 states; Washington, DC; and four territories in 2019. Our members span the entire continuum of Career Technical Education (CTE) leadership — K-12 agencies and districts, Boards of Regents, community/technical colleges, workforce development boards and the private sector.

DEAR ADVANCE CTE MEMBERS, PARTNERS AND FRIENDS:

What a year 2019 was! As you will see in the pages before you, we doubled down on our commitment to supporting states as they advance policies that ensure that each and every learner has access to and the supports needed to succeed in high-quality CTE programs and pathways. We offered targeted and cross-state technical assistance in support of Perkins V planning and other state priorities, released resources focused on key issues such as equity and CTE data quality, advocated for the federal government to double its investment in CTE, and told story of what success and innovation looks like on the ground.

As in previous years, this year's annual report is organized around Advance CTE's strategic priorities — advancing meaningful federal and state policy, promoting high-quality CTE, providing professional learning opportunities and leveraging partners — with a specific focus on the year ahead, which happens to be Advance CTE's 100-year anniversary.

As you read, we hope you share in our accomplishments. Advance CTE could not do what it does without our members, partners and funders that give us the motivation and drive to maintain our fierce commitment to quality and equity at every turn.

Thank you!

Samuel Dunietz

Austin Estes

Katie Fitzgerald

Sara Gassman

Kimberly Green

Meredith Hills

Kate Blossveren Kreamer

Brianna McCain

Meghan Wills

BY THE NUMBERS



98%
OF MEMBERS ARE SATISFIED WITH THE VALUE OF THEIR MEMBERSHIP.



98%
OF MEMBERS FEEL VALUED AS MEMBERS OF ADVANCE CTE.



92%
OF MEMBERS SEE ADVANCE CTE AS THEIR FIRST STOP FOR INFORMATION ON CAREER READINESS.

37
STATES SERVE ON ADVANCE CTE'S BOARDS, COMMITTEES, TASK FORCES OR WORKGROUPS.

52
STATES ATTENDED ADVANCE CTE IN-PERSON OR VIRTUAL MEETINGS.

48
STATES RECEIVED VIRTUAL OR IN-PERSON TECHNICAL ASSISTANCE.

STRATEGIC PRIORITY:

Ensure the adoption and implementation of high-quality state and federal CTE policy



Advance CTE has continued to provide a wide array of state-specific, cross-state and 50-state resources and services to our members and the broader CTE community to support the development of bold and meaningful Strengthening Career and Technical Education for the 21st Century Act (Perkins V) state plans that focus on quality and equity.

Over the course of 2019, Advance CTE:

- Hosted **three implementation meetings**, in partnership with the Association for Career and Technical Education (ACTE), American Association for Community Colleges (AACC), and National Alliance for Partnerships in Equity (NAPE), which were attended by leaders from 44 states and Washington, DC.

- Offered expert peer review to provide actionable feedback on draft state plans. **Thirty-eight states** participated, supported by 22 expert peer reviewers, including former State Directors; leaders from national non-profits; and representatives from K-12, postsecondary and workforce development.
- Led **two shared solutions workgroups** on the Perkins V-required comprehensive local needs assessment and middle grades CTE. Each workgroup consisted of state and national leaders with the goal of developing and identifying the resources, tools and best practices that are needed to address key issues and from which all states could benefit.

BY THE NUMBERS



7

CTE CAUCUS
EVENTS

85

CONGRESSIONAL
VISITS

42

STATES RECEIVED FEDERAL
POLICY TECHNICAL
ASSISTANCE AND ENGAGED
IN ADVANCE CTE'S
CONGRESSIONAL
ADVOCACY EFFORTS

50

RESOURCES RELEASED,
INCLUDING THREE BRIEFS IN
THE **MAKING GOOD ON THE
PROMISE SERIES** AND OUR
FOURTH ANNUAL **STATE OF CTE**
REPORT ON IMPROVING DATA
QUALITY AND EFFECTIVENESS



STRATEGIC PRIORITY:

Ensure the adoption and implementation of high-quality state and federal CTE policy

- Provided in-depth technical assistance to **12 states** in support of Perkins V planning and implementation through a mix of grant support and direct contracts with states.

This year, Advance CTE advocated for high-quality CTE in Congress during the budget and appropriations process — which ended with an increase in CTE State Grants for the third consecutive year — as well as during reauthorization for the Higher Education Act. We also advocated for high-quality CTE in policy proposals for apprenticeships, secondary education and postsecondary education.

Advance CTE will continue to prioritize equity within CTE legislation, which will be topical as we plan for reauthorization of the Workforce Innovation and Opportunity Act. Additionally, we will monitor Perkins V implementation and convey Advance CTE members' practices to federal policy-makers and stakeholders.

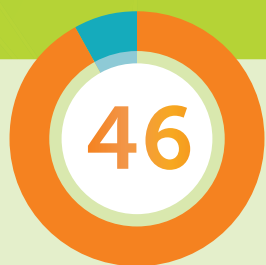
During the past year, Advance CTE has continued to expand our reach and impact by providing direct technical assistance to states on a range of topics, including data and accountability, work-based learning, communications and outreach and, of course, Perkins V. In total, we provided technical assistance to 48 states.



In 2019, the **New Skills for Youth** initiative — a multi-year, multi-state initiative to expand access to high-quality career pathways for youth, which was supported by JPMorgan Chase & Co. — concluded. Ten states received more than \$2 million to develop and implement a plan to scale work-based learning, strengthen employer-driven career pathways, bolster data and accountability systems, and lay the foundation for long-term sustainability. Advance CTE highlighted the most salient strategies and lessons learned from the initiative in a series of impact snapshots.

Advance CTE also had the opportunity to learn from JPMorgan Chase & Co.'s innovation site investments across the globe, releasing **10 snapshots and a summary report** featuring lessons and strategies from South Africa to the South Bronx. The final snapshots will be released in 2020.

BY THE NUMBERS



STATES PASSED POLICIES AFFECTING CTE AND CAREER READINESS

LEARNING THAT WORKS RESOURCE CENTER

A REPOSITORY OF CTE POLICY, RESEARCH AND PUBLICATIONS:

RECEIVED

157,232
PAGE VIEWS, A 15 PERCENT
INCREASE FROM THE PRIOR YEAR



CONTAINED

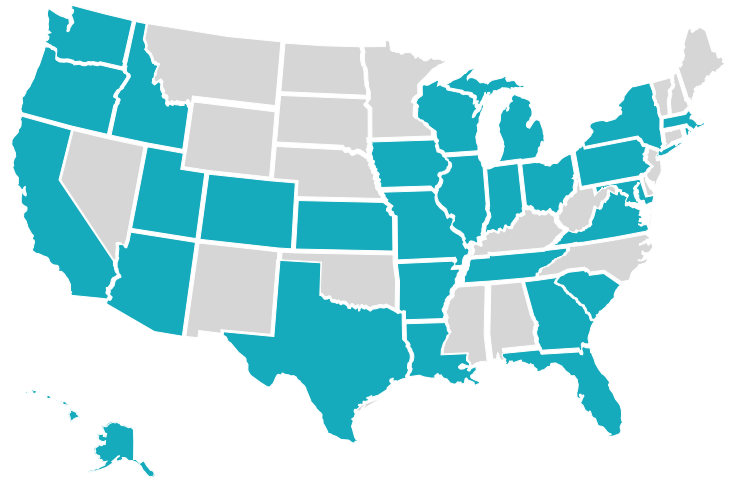
452
ADVANCE CTE AND
PARTNER RESOURCES.

STRATEGIC PRIORITY:

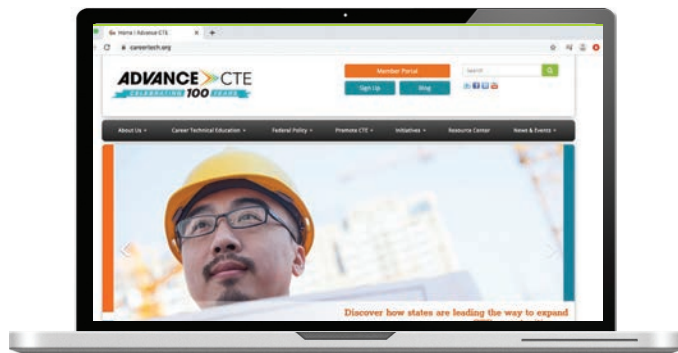
Raise the visibility and promotion of high-quality CTE

Advance CTE is leading a number of projects to raise the visibility of high-quality CTE across the nation. With support from the Siemens Foundation, we worked with four states to assist them in recruiting students into CTE programs of study, providing the states technical assistance, a comprehensive recruitment and communications plan and more. And in partnership with ACTE and the American School Counselors Association, Advance CTE delivered 22 workshops in 21 states, helping nearly 600 school counselors connect students and their families to CTE programs.

In 2019, our website — careertech.org — went through a major refresh, updating the look and feel as well as improving the search functions and usability of the Learning that Works Resource Center. Advance CTE also continued to grow our social media presence with more than 12,000 followers on Facebook and Twitter and a 24 percent increase in Twitter followers.



In 2019, Advance CTE staff presented or provided technical assistance at 91 events or meetings and visited 28 states and Washington, DC.



EXCELLENCE IN ACTION

Advance CTE celebrated our annual Excellence in Action award, with the 2019 winning programs of study spanning eight Career Clusters® and seven states, all of which provide each learner — no matter their race or income — with a high-quality education. From rural Wisconsin to the bustling metro area of Dallas, TX, these programs of study demonstrate how CTE can change lives and communities by maintaining a steadfast commitment to quality and equity.

BY THE NUMBERS

1,844,937

WEBSITE PAGE VIEWS

30,517

BLOG PAGE VIEWS



20 MEDIA HITS

387,024

WEBSITE VISITORS

TWITTER FOLLOWERS
INCREASED BY

24%

STRATEGIC PRIORITY:

Empower members through professional learning

PERKINS V Implementation MEETING

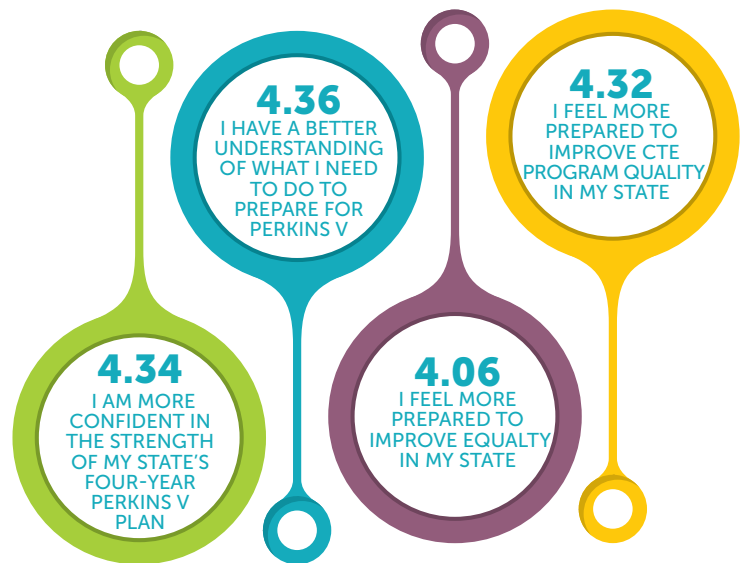
Advance CTE hosted four meetings in 2019: our annual Spring Meeting as well as our three Perkins implementation meetings. In total, leaders from 47 states; Washington, DC; and the Virgin Islands attended one or more of the in-person meetings. These meetings focused on fostering cross-state sharing, elevating promising practices in CTE and career readiness, and connecting Advance CTE members with experts from across the country.

In 2019, Advance CTE concluded the second cohort of the New State CTE Director Leadership Program and launched the third, providing ongoing support to leaders from 23 states and engaging 15 state leaders to serve as mentors. The year-long program offers a mix of virtual, in-person and self-guided structured supports and resources to empower new State CTE Directors to develop and advance comprehensive policies, infrastructure and programming that lead to, and sustain, high-quality CTE for each learner in their states.

Finally, Advance CTE was honored to receive a one-year grant from the Associated Black Charities, which is providing equity-focused professional development for all Advance CTE staff to increase our knowledge of equity and our capacity to better serve our members and foster an inclusive work environment.

AS A RESULT OF THE PERKINS IMPLEMENTATION MEETINGS ...

On a scale from 1-5: 5 = strongly agree; 1 = strongly disagree



NEW STATE CTE DIRECTOR LEADERSHIP PROGRAM

BY THE NUMBERS

49
STATES PARTICIPATED IN ADVANCE CTE'S IN-PERSON MEETINGS



574
ATTENDEES PARTICIPATED IN ADVANCE CTE'S IN-PERSON MEETINGS



100%
OF PARTICIPANTS THAT SAID THE PERKINS IMPLEMENTATION MEETINGS MET OR EXCEEDED THE OBJECTIVES

Build and maintain strong and effective partnerships that advance our vision and mission

As a small organization with an enormous reach, Advance CTE relies on our partners to help us serve the CTE community and accomplish our mission and vision. A few highlights of our partnerships:

- In addition to representatives from our co-sponsoring partners — ACTE, AACC and NAPE — national experts from another 20-plus organizations, such as the National Governors Association, the National Skills Coalition and New America, participated in our Perkins implementation meetings. Many of these experts also served as reviewers of states' draft Perkins plans. In addition, the U.S. Department of Education's Office of Career, Technical and Adult Education participated in all of the Perkins implementation meetings.
- We continued to convene the Committee on Equity in CTE, which has representatives from more than 15 civil rights, education and workforce organizations.



PARTNERSHIP TO ADVANCE YOUTH APPRENTICESHIP

- The Partnership to Advance Youth Apprenticeships (PAYA) has continued its amazing work of identifying and supporting states and communities working to scale high-quality youth apprenticeships equitably. Advance CTE is excited to be part of this work in the second year of the initiative.

NEW SKILLS FOR YOUTH

JPMORGAN CHASE & CO.

- Although New Skills for Youth ended in December 2019, we are so grateful to our partners on this journey — the Council of Chief State Schools Officers and Education Strategy Group.

BY THE NUMBERS

65

HIGH-VALUE PARTNERS



13

GRANTS AND CONTRACTS



Build and maintain strong and effective partnerships that advance our vision and mission



- Advance CTE has joined the National Association for State Financial Aid Administrators and ACTE on a project funded by the Lumina Foundation to conduct a national landscape review of short-term postsecondary programs.

BILL & MELINDA GATES foundation

- We are working with the U.S. Chamber of Commerce Foundation to convene a CTE-Talent Pipeline Management (TPM) Review Committee to identify ways CTE can be better embedded in their TPM supports and services, funded by the Bill & Melinda Gates Foundation.



- We are collaborating with the Institute for Education Sciences on a blog series of interviews featuring partnerships between CTE researchers and state leaders.
- We joined the College in High School Alliance's Steering Committee to help advance policies that connect high school students with early postsecondary opportunities.

Advance CTE has been fortunate to have amazing partners in our funders as well. They provide not only resources but also guidance, thought partnership and connections. We are grateful to our current funders, including: JPMorgan Chase & Co.; Siemens Foundation; Bill & Melinda Gates Foundation; Joyce Foundation; Lumina Foundation; Associated Black Charities; and Annie E. Casey Foundation, Ballmer Group and Bloomberg Philanthropies through PAYA.

SIEMENS | Foundation

TheJoyceFoundation



ABC Associated Black Charities



LOOKING AHEAD

ADVANCE CTE CELEBRATING 100 YEARS

This year, 2020, marks a century of Advance CTE! We will honor this important milestone through a year-long celebration of Advance CTE's many accomplishments, as well as those of our members — state CTE leaders. While we will take a look back and reflect on the incredible gains Advance CTE, and the CTE field at large, has made, we will take this opportunity to help shape CTE's future and next 100 years of Advance CTE's role in supporting states.

CTE FORWARD SUMMIT

In fall 2020, Advance CTE will be hosting CTE Forward: A Summit on CTE's Impact & Promise in partnership with nine other national organizations. This summit will focus on setting not only a shared vision but also a shared goal for CTE. The vision and goal, which must be both daring and measurable, will serve as the "true north" for the CTE community and its key partners over the next five years as we work to raise the quality of CTE pathways and ensure that each learner has access to and the supports needed to be successful in those career pathways.

Participants will include state leaders; thought partners from national organizations representing CTE, education, workforce development, business and industry, and the philanthropic community; and practitioners from across the CTE continuum.

CTE DATA QUALITY AND EFFECTIVE USE

Advance CTE is launching a multi-year, multi-state initiative to improve postsecondary CTE data quality and use, with generous support from the ECMC Foundation. We are also planning to convene a workgroup of national, state and local experts to develop a comprehensive policy benchmark tool for CTE data; create a suite of tools and resources to help states with CTE data visualization, communication and public reporting; and support the PAYA national network on issues related to data and accountability around youth apprenticeships.



LOOKING AHEAD



EQUITY AND CLOSING OPPORTUNITY GAPS

Advance CTE is doubling down on our commitment to advancing equity in CTE — as expressed in our **equity statement** — through a wide array of supports and initiatives. We are working directly with a number of states to develop and pilot tools and resources to help identify and address access and opportunity gaps across student subgroups and special populations. We also will be leading a shared solutions workgroup to develop tools, resources and strategies to advance equity in CTE.

In addition, we will continue to convene our Equity Kitchen Cabinet, consisting of Advance CTE members, and our Committee on Equity in CTE, composed of more than 15 national civil rights and education organizations. And we will remain committed to our internal work of improving diversity, equity and inclusion in Advance CTE's policies and practices.

FEDERAL ADVOCACY

In the year ahead, Advance CTE will continue to work with congressional offices from both chambers and both parties — and with coalitions and key partners — to ensure that CTE is advanced in the Higher Education Act, the Workforce Innovation and Opportunity Act and other relevant bills, as well as continue to advocate for a doubling of the federal investment in CTE through the appropriations process. We will also monitor the presidential election and provide support to any and all campaigns to ensure that CTE is a part of their platforms.

ADVANCE  **CTE**

State Leaders Connecting Learning to Work

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SILVER SPRING, MD 20910

CAREERTECH.ORG