

Advance CTE / The Center to Advance CTE Board of Directors' Update July 2019

QUICK UPDATES

<u>Upcoming Board Meetings:</u> We originally asked that you hold October for the next Board of Directors call, however, we will need to postpone that call. The purpose of the call was to update you on the status of our large grant (New Skills for Youth 2.0 and Siemens 3.0) and to update the budgets based on the grant approvals. We learned this week that the New Skills for Youth grant is going to the JPMC Foundation Board the first week of November, so we'll need to reschedule the meeting for after that meeting happens. In the meantime, we hope you have on your calendar January 13 and 14, 2020 for our in person meeting in Minneapolis!

State CTE Director Changes

- Jane Griesinger left the New Jersey Department of Education, effective July 30, to work at the local level. Linda Eno (NJ's Chief Academic Officer) will serve as the interim until they hire a replacement.
- Steve Playl has officially become the designated State Director in Tennessee (he's been a member for the last two years).

<u>Administrative Updates:</u> We are excited to announce Advance CTE has hired two new staff, who will be starting in August: Sam Dunietz (Senior Associate, Federal Policy) and Meghan Wills (Director, Strategic Initiatives)! Sam has a lot of expertise in higher education, recently running his own consulting business in that space. Meghan joins our team having recently lead the Economic Opportunities Division on the National Governors Association.

Priority: Develop internal PROCESSES and PROTOCOLS to ensure a strong and sustainable organization

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
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is underway. See an update below. Staff had a conversation with Siemens about another round of funding – to begin in first quarter 2020 – and Siemens was incredibly supportive. Work on the next proposal has begun this summer.	Ongoing

New Skills for Youth	JP Morgan Chase	This work is underway, with the grant moving into its final stages before ending in December 2019.	Ongoing
New Skills for Youth 2.0	JPMorgan Chase	Work continues to develop the strategy for NSFY 2.0 with JPMC and Education Strategy Group. We submitted our scope of work and draft budget for the five-year investment in July. Funding will start in January 2020.	Proposal Development
Postsecondary program quality	Joyce Foundation	Our work with Colorado and Illinois has continued and, in the case of Illinois in particular, is aligning with support for Perkins V implementation.	Ongoing
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	The Perkins implementation support is well underway. See update below. Upon request, Advance CTE has submitted another supplemental proposal for an additional \$250,000 to support the CTE Summit in Fall 2020 and additional intensive support for Gates' priority states. This additional funding has been approved.	Ongoing
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	The MOU with New America for PAYA runs through September 2019. Work has begun on an MOU for year 2 of the initiative, which will likely be at the \$100,000 level again.	Ongoing
New Skills for Youth – Innovation Sites	JPMorgan Chase	This work is underway. Profiles for the first round of innovation sites will be released this summer.	Ongoing
Perkins implementation	Joyce Foundation	The Perkins implementation support is well underway. See update below	Approved
Area Technical Centers	Lumina Foundation	We are working on submitting a proposal around the role of area technical centers in supporting adult learners and statewide postsecondary attainment goals. This grant would be for \$250,000 and would be a 16-month project from Fall 2019 through Winter 20210. We will be submitting in mid-August, with, potentially, a September/October start date.	Proposal Development
Short-Term Pell	Lumina Foundation	The National Association of Student Financial Aid Administrators approached us to partner on a proposal to Lumina Foundation to identify strategies for expanding Title IV-A funding to short-term programs. The grant was approved in July and includes \$75,000 for Advance CTE.	Approved
Postsecondary Data Quality	ECMC Foundation	We have been invited to submit a proposal in August to the ECMC Foundation to support postsecondary data use and data-driven decision making. The grant would be for approximately \$750,000 and cover three years.	Proposal Development

Equity	Associated Black Charities	Advance CTE was approved for a \$25,000 grant from the Associated Black Charities and the Annie E Casey Foundation to The focus of the work is to embed a racial equity lens in our organizational and operational practices and policies. The grant is for one year, beginning in July 2019.	Approved
Talent Pipeline Management	U.S. Chamber of Commerce Foundation	Advance CTE staff is working with the U.S. Chamber of Commerce Foundation to embed CTE into their Talent Pipeline Management curriculum.	Proposal Development
Miscellaneous	Walton Family Foundation	Advance CTE had an exploratory call with the Walton Foundation in July.	Initial engagement

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: In July, Advance CTE added 3 State Members; 1 Associate, State members; 61 Associate, non-state; 2 organizational members (representing 5 members).

Total membership as of June 30, 2019: **626** individuals

- State Membership*: 56 states (representing 56 State Directors and 201 state members)
- Associate, State: 18
- Associate, Non-state: 140
- Organizational: 48 organizations (representing 211 individuals)

Member Resources: **State Web Profile Redesign:** With the help of summer intern Jordan Dreisbach, Advance CTE refreshed and updated each of the <u>state profiles</u> on the website. The profiles feature new sections such as state "Fast Facts" and a "Labor Market Snapshot," and all outdated information has either been phased out or updated.

Meetings/Events

Event Name	Date	Total Registered Participants
August Perkins Implementation Meeting	August 6-8	109 (15 states, 28 partners)
September Perkins Implementation Meeting	Sept 16-18	136 (15 states, 25 partners)
October Perkins Implementation Meeting	October 2-4	63 (7 states, 26 partners)

2019 Perkins V Implementation Meetings

• The first implementation meeting was held in early August. While evaluations are still being compiled, the on-site feedback was extremely positive. States were engaged,

offering input and advice to their peers. The "be bold" theme was omnipresent. To date, all states except for two are planning to attend one of the three meetings.

<u>2020 Spring Meeting:</u> We are in the final stages of negotiating the hotel contract for Spring 2020, which will likely take place at the Renaissance Arlington May 13 – 15, 2020. During this meeting, Advance CTE will celebrate its 100-year anniversary.

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

Federal Advocacy Plan: In July, Advance CTE targeted its advocacy efforts around the Fiscal Year 2020 (FY20) appropriations process and the reauthorization of the Higher Education Act. In addition, we continued to provide resources to our members on Perkins V implementation and the campaign to double the investment in CTE.

The Strengthening Career and Technical Education for the 21st Century Act (Perkins V)

- On July 1, Perkins V went into effect. The U.S. Department of Education announced that each state's one-year transition plan had been approved to be implemented. Advance CTE staff continue to review each state's transition plan.
- Advance CTE has continued to support our members as they work to develop their four-year state plans and relay accurate information to our partners in the education and workforce communities.
- We have also continued to post our Perkins V resource roundup e-blast and blog. The latest editions were "<u>Perkins V: How can states create meaningful pathways to graduation?</u>" and "<u>Perkins V: How can states advance equity in CTE?</u>"

Appropriations

- In July Congressional and Administration leaders worked together on a budget agreement to raise spending levels for Fiscal Years 2020 (FY20) and 2021 (FY21) and suspend the debt ceiling. The agreement increases the cap on non-defense discretionary funding by \$24.5 billion, or a little over four percent, for FY20, at a total of \$621.5 billion. Funding was set at \$626.5 billion for FY21.
- Following this agreement, the House passed the Bipartisan Budget Act of 2019 (H.R. 3877), a budget deal that raises the caps on defense and non-defense discretionary funding for FY20 and FY21 and suspends the debt ceiling through July 31, 2021.
- The Senate is expected to vote on the budget agreement ahead of August recess. Once the budget caps are finalized, the Senate Appropriations Committee will determine the division of funds between the 12 government funding bills and prepare each of the 12 funding bills to be voted on after recess.
- Advance CTE staff joined the Committee for Education Funding (CEF), of which
 Advance CTE is on the Board of Directors, for its annual Hill Day to advocate for an
 increased federal investment in education funding. Advance CTE led a small group of
 CEF members to meet with House Democrats and Republicans to discuss why
 education funding is so vital. In total, CEF representatives met with a collective 41
 congressional offices of both parties in the House and Senate during CEF Hill Day.

Campaign to Double the Investment in CTE

- Advance CTE continued the campaign to double the investment in CTE in July, and created the Twitter handle @DoubleCTE to provide regular updates and feature those who have signed on to the campaign.
- Thus far, the campaign has the support of 340 employers, with the state of Virginia taking the lead with over 80 signatures. These employers are small businesses as well as major corporations representing every Career Cluster across 30 states.
- Advance CTE has continued to highlight the campaign's resources, including blogs, sample Tweets and materials for sharing the campaign (e.g., promotional toolkit, fact sheet, etc.) in a monthly newsletter.

Every Student Succeeds Act (ESSA)

• Advance CTE is part of the Title IV-A coalition which represents a diverse group of stakeholders that are involved in supporting student health and safety, the effective use of technology access to a well-rounded education. In July the coalition released findings from a <u>national survey</u> of local education agencies. According to their findings, 83 percent of survey respondents said that the investment in a well-rounded education -- which includes CTE, STEM, career counseling and other career-focused coursework and supports -- is very or extremely important. Many schools and school districts are already using these funds to strengthen career readiness. Forty-nine percent of survey respondents said they are using SSAE funds to support STEM education, 16 percent for college and career counseling, and 15 percent for CTE.

Congressional Offices Engaged in June 2019:

- Adeola Adesina, Rep. Swalwell (D-CA)
- Adzua Agyapon, Sen. Bennet (D-CO)
- Abbas Alawieh, Rep. Levin (D-MI)
- David Bagby, Rep. Pocan (D-WI)
- Elizabeth Barczak, Rep. Gonzalez (R-OH)
- Mikayla Bodey, Rep. Craig (D-MN)
- Rachel Brandenburg, Rep. Slotkin (D-MI)
- Anna Breen, Rep. Herrera Beutler (R-WA)
- LaVontae Brooks, Rep. Horsford (D-NV)
- Olivia Elkins, Rep. Swalwell (D-CA)
- Max Ernst, Rep. Finkenauer (D-IA)
- Madison Hardimon, Rep. Wright (R-TX)
- Stephen Hostelley, Rep. Gonzalez (R-OH)
- Jake Jackson, Rep. Torres Small (D-NM)
- Justin Kim-Hummel, Rep. Steube (R-FL)
- Jon Lipe, Rep. Brindisi (D-NY)
- Katherine McClelland, House Committee on Education & Labor, Rep. Scott (D-VA)
- Chyna Melton, Rep. Richmond (D-LA)
- Hallie Pence, Rep. Cline (R-VA)
- Nate Riggins, Rep. Kim (D-NJ)
- Christiana Reasor, Rep. Watkins (R-KS)
- Tristan Southard, Rep. Katko (R-NY)
- Sabrina Steel, Rep. Levin (D-MI)
- Alex Vargo, Sen. Romney (R-UT)

Perkins Implementation Strategy: Advance CTE's Perkins implementation strategy is underway, with many core elements already in place.

Technical Assistance:

- Indiana, New York and Washington have continued to receive coaching from former State Directors; based on interest from the Gates Foundation, we have also extended an invitation of coaching to California.
- Advance CTE is providing technical assistance to six states: Illinois, Minnesota, Ohio,
 Oregon, Tennessee and Texas. The supports will range from supporting stakeholder
 engagement and state-level coordination to digging into strategies for closing equity
 gaps and aligning programs of study. We have been in discussions with Florida to
 provide support for them as well.

Shared Solutions Workgroups:

- Advance CTE's first of Shared Solutions Workgroups, focused on the comprehensive needs assessment (CLNA), held two virtual meetings in July 2019 and will be releasing its second and final set of deliverables in August: a guide to support regional collaboration through CLNAs and local applications and a brief piece on how states can and should commit resources to support CLNA implementation at the local level.
- The next SSWG will focus middle school CTE and be launched in fall 2019. Invitations will be going out in late August.

Other Supports: Advance CTE has begun planning for the "Expert Peer Review" it will be offering to states in fall 2019 to have national experts provide actionable feedback on draft state plans. Invitations to peer reviewers will be going out in August and states will be asked to select one of three review cycles so we can hit the ground running after the October implementation meeting.

State Policy Update

Equity Initiative: Advance CTE is in the process of developing two additional resources in the *Making Good on the Promise* series: 1) the fifth and final policy brief in the five-part series, which will explore strategies to ensure equitable success in CTE programs, and 2) an accompanying state guide to help state leaders advance equity in CTE. Advance CTE is in the process of writing drafts for both resources, which are scheduled to be released in the fall and early winter.

CTE Data Initiative: Building upon the success of the State of CTE report, which was released in April, Advance CTE has had considerable success in expanding the CTE data initiative. In July, Advance CTE released a <u>four-part series</u> exploring strategies and considerations for selecting a secondary CTE program quality indicator under Perkins V. We have also been invited to submit a full proposal for funding from ECMC to support a small cohort of states focused on improving postsecondary CTE data quality and use.

Oregon Perkins V Planning: In July, Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), facilitated four in-person workgroups in Oregon to

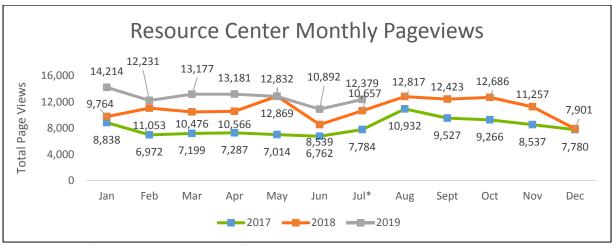
help inform the development of the state's Perkins V plan. Advance CTE, in partnership with ACTE, is currently planning virtual workgroups, which will take place in August, to help inform Oregon's state Perkins V plan.

Postsecondary Strategy: Advance CTE staff are progressing through the activities proposed in the organization's postsecondary strategy. Staff also continue to share the report with the Joyce Foundation on <u>Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner</u>.

NSFY Snapshots and Summary: Advance CTE is in the process of developing the final round of the New Skills for Youth (NSFY) initiative snapshots and summary report. Unlike past snapshots, these snapshots will examine states' impact across the entire NSFY initiative, beginning in 2016 with Phase One. Advance CTE is in the process reaching out to states to gather information to inform the snapshots, which will be released in December.

Learning that works Resource Center: The Resource Center sustained a total of 12,379 hits for the month of July. The top two resources for this month include Advance CTE's Career Clusters Student Interest Survey, followed by American Institute for Research's 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Career Advisement. The least viewed topic pages were Dual Enrollment, Articulation and Transfer and Cross-Sector Strategies and Governance (formerly Systems Alignment).

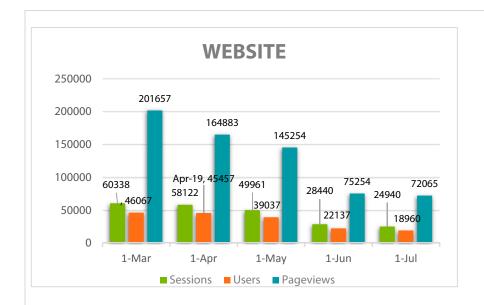
Additionally, Advance CTE updated the Resource Center to include a new landing page, as well as Communication and Perkins V topic pages.



^{*}Reported data for June includes website traffic through July 30, 2019

Priority: Raise the visibility and PROMOTION of high-quality CTE

JULY 2019 COMMUNICATIONS REPORT

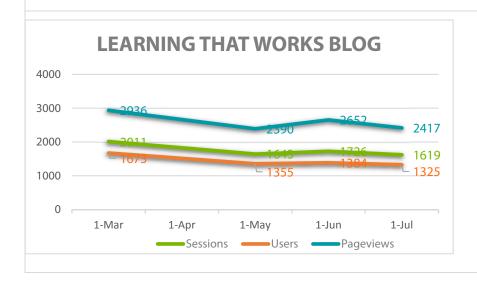


Major Organizational Releases/Initiatives

- Resource Center (1717)
- Perkins (1456)
- Perkins Resource Table (1328)

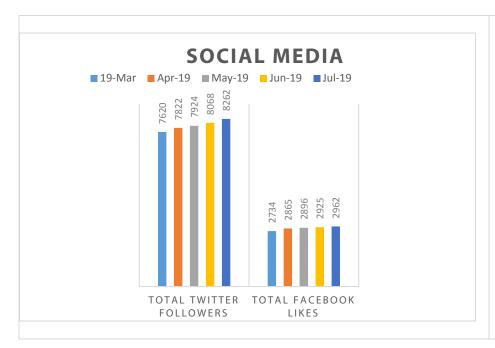
Acquisition of site users

- Organic search (53%)
- Direct (34%)
- Referral (11%)
- Social (2.2%)



13 Blog Posts Published Most visited blogs:

- Can Afterschool Programs Help Address CTE's Equity Challenges?
- Perkins V: How can states create meaningful pathways to graduation?



Facebook: +37

Twitter: +194

Advance CTE launched a website refresh in July. The refresh ensures that the website is easier to use by members and the general public, and has an increased focus on providing direct links to relevant resources from the home page. The member portal has been similarly redesigned to make it easier to navigate and find information.

Note: Consistent with the past, website views have decreased as we enter summer. Numbers are typically down during summer and winter months as educators enter break.

Media: We responded to three media requests this month. One from the Hechinger Report in regards to a story about high-quality CTE programs especially those programs in low-income communities. We also spoke with the National School Boards Association for two different pieces. One story focused on current trends in CTE and another on business and industry working with CTE programs.

Additionally, Advance CTE received a press mention in Deseret News for the following article, A Case for Trade School: Could it Fix Higher Education? featuring Kate Kreamer. Advance CTE originally spoke with them back in May.

Strategies for Attracting Students to High-Quality CTE (Siemens Grant)
Staff has continued working with cohort three, which includes four states (AR, GA, IA, and UT).

Staff has also continued the contract with Fenton, a communications firm to help make the assets created under this grant more visible and easily accessible; the goal is for the work to be completed by fall 2019.

Staff has delivered the Career Advising and Development Training, one of which took place in Wisconsin in July. The training will be delivered in five states in August. Components of the training will be delivered virtually through ASCA's online platform beginning in summer 2019.

Below is a list of Advance CTE's staff most impactful or otherwise notable engagement activities from last month

PRESENTATIONS

- Oregon Perkins V Workgroup Meetings, Salem, OR
- Pennsylvania CTE Administrators Conference, State College, PA
- Tennessee Department of Education 2019 Institute for CTE Educators, Chattanooga, TN

EVENTS • ATTENDED •

- ACTE Board of Directors Meeting, Alexandria, VA
- Campaign to Invest in America's Workforce hosted by the National Skills Coalition in Washington, DC
- Coalition for Career Development Advisory Board Meeting in Washington, DC
- College in High School Alliance meeting in Washington, DC
- Committee for Education Funding (CEF) meeting in Washington, DC
- CEF Board Meeting in Washington, DC
- Education Commission of the States, National Forum on Education Policy, Denver, CO
- House Education and Labor Committee hearing on Scaling Up Apprenticeships: Building on the 'Success of International Apprenticeship Models in Washington, DC
- Maximizing WIOA and non-WIOA Performance Data webinar
- NCC-CTSO Bi-Monthly Meeting (Washington, DC)
- Opportunity America Jobs and Careers Coalition meeting, Washington DC
- Senate CTE Caucus briefing on Agricultural Education and the National FFA Organization, Washington, DC
- Senate CTE Caucus briefing on Building a Culture of Security: Integrating Cyber in Career and Technical Education, Washington, DC
- Unknown Landscape: Short-Term Job-Focused College Programs briefing hosted by Representatives Richmond (D-LA) and Gonzalez (R-OH) with Opportunity America, Washington, DC
- WIOA State Plans and Labor Market Information: Best Practices webinar

OTHER PARTNERS ENGAGED

- ACTE
- American Association of University Women
- Association of Equipment Distributors
- CCSSO
- College Board
- EdAllies
- Education Strategy Group
- Institute of Education Sciences National Center for Education Research
- Institute for Educational Leadership
- Johns Hopkins University, Everyone Graduates Centers
- Joyce Foundation
- JPMorgan Chase & Co.
- Lumina Foundation

- Mathematica
- National Association of Elementary School Principals
- National Association of Secondary School Principals
- National Association of Student Financial Aid Administrators
- National School Boards Association
- National Skills Coalition
- New America
- Opportunity America
- Project Lead the Way
- Third Way
- University of Massachusetts Medical Center
- U.S. Chamber of Commerce Foundation
- The Walton Family Foundation
- WestEd

Advance CTE Newsletter



Your voice from the nation's capital

In This Issue

View from the Hill

State Policy Overview

Where We've Been

NEW RESOURCES

Guide/Tool: Communicating
About Perkins V

Guide/Tool: <u>CTE Learning</u> that Works Strategy Guide

Guide/Tool: Stakeholders and Perkins V: Meaningful Engagement for Student Success

Guide/Tool: Consolidated
Annual Report Guide

Dear Advance CTE Members,

Hello and happy kick off to Perkins V, as July 1 marked the beginning of the Strengthening CTE for the 21st Century Act (Perkins V)! We look forward to seeing many states at the implementation meetings this fall and to rolling out lots of supporting resources, like those we shared on the comprehensive needs assessment and the accompanying guide.

Summer is a great time to take a break and refresh. You may have noticed we had a refresh of our own over at Careertech.org. In an effort to make the user experience and navigation easier for you we have a new website design! Looking for the member portal? It's now located at the top of the website. Member resources can now be found on one page. The Learning That Works Resource Center also underwent some changes, with a new landing page and two new topic tabs for Perkins V and Communications materials.

In addition to a new website, Advance CTE released a four-part series of briefs to help state CTE leaders select and define their Perkins secondary CTE program quality indicator. The briefs outline the pros and cons of each indicator, describe different state approaches and offer meaningful considerations for implementation. You can read them here.

We've also welcomed a few team members who've already hit the ground running. Jordan Dreisbach, Policy Intern, is attending events on Capitol Hill and will be with us through July. Read her informative blog post here. And Policy Fellow, Jade Richards, has also contributed to the blog writing about the National Skills Coalition Voices for Skills, a campaign launch which you can read about here. He will be with us through September.

Sincerely,

Kimberly Green,



View from the Hill

In July, Advance CTE continued to advocate our priorities for reauthorization of the Higher Education Act (HEA) and the Fiscal Year 2020 appropriations process. Advance CTE participated in the Committee for Education Funding Hill Day to visit a collective 41 Congressional offices and advocate for an increased federal investment in education. Read more about it here.

Advance CTE was pleased to see that all state Perkins V transition plans were approved by the U.S. Department of Education. Advance CTE also continued to release our Perkins V Resource Roundup. Check out the two new editions: Perkins V: How Can States Create Meaningful Pathways to Graduation? and Perkins V: How Can States Advance Equity in CTE?.



State Policy Overview

On July 17, **Virginia** Governor Ralph Northman signed an <u>executive order</u> that establishes the Virginia Science, Technology, Engineering and Mathematics (STEM) Education Commission. The commission is tasked with developing a State STEM Plan to identify goals and strategies to ensure equitable access to opportunities. It will also encourage partnerships between state agencies and non-governmental agencies to inform state and local policy.

For more updates on state CTE policy developments, check out Advance CTE's <u>state policy</u> <u>blog</u>.



Double the Investment

So far, the <u>campaign</u> to double the federal investment in CTE has garnered support from employers in 30 states, with Virginia maintaining the lead in signatures!

We're aiming for representation from every state and for 10,000 signatures. To get there, we need your help to get the word out to employers and those who partner with them. Need ideas and off-the-shelf resources to share the campaign? Visit the share page to find a sample PowerPoint presentation with talking points, a promotional toolkit with Tweets and email blurbs, graphics, and more to help you communicate about the campaign!





Where We've Been

Advance CTE staff travels across the country to present, conduct workshops and provide technical assistance to states.

This month, staff:

- Presented on Advanced Placement and Career and Technical Education: High-quality Alignment and Key Resources at the Tennessee 2019 Institute for CTE Educators;
- Presented at the Missouri CTE Administrators conference in Minnesota;
- Presented to the Pennsylvania CTE Administrators in **Pennsylvania**;
- Led an advocacy group at the Committee for Education Funding (CEF) Hill Day in

- Washington, D.C.;
- Attended the CEF Board Meeting in Washington, D.C.;
- Attended the Oregon Perkins V Workgroup Meetings and facilitated the Oregon working group on program quality;
- Attended the New Skills for Youth project team meeting hosted by the Council of Chief State School Officers, Advance CTE, and the Education Strategy Group in Washington, D.C.;
- Attended the Campaign to Invest in America's Workforce hosted by the National Skills Coalition in Washington, D.C.;
- Attended the College in High School Alliance meeting in Washington, D.C.;
- Attended the Coalition for Career Development Advisory Board Meeting in Washington,
- Attended the WIOA State Plans and Labor Market Information: Best Practices Webinar:
- Attended the House Education and Labor Committee hearing on Scaling Up Apprenticeships: Building on the Success of International Apprenticeship Models in Washington, D.C.;
- Attended the Maximizing WIOA and non-WIOA Performance Data webinar;
- Attended the Senate CTE Caucus briefing on Agricultural Education and the National FFA Organization in Washington, D.C.;
- Attended the Association for Career and Technical Education Board of Directors Meeting in Virginia;
- Attended the National Coordinating Council of Career Technical Student Organizations Meeting in Washington, D.C.;
- Attended the Education Commission of the States National Forum on Education Policy in Colorado;
- Attended the Senate CTE Caucus briefing on Building a Culture of Security: Integrating Cyber in CTE in Washington, D.C; and
- Engaged with Congressional 22 offices.

Learn more about how Advance CTE can support your work here.









