



# *Advance CTE Business Meeting*

October 8, 2020



# Review and Approval of May 2020 Business Meeting Minutes



# Financial Report

# Advance CTE Financials

# FY20 (July 2019-June 2020)



- Ended the fiscal year very strong
- Income:
  - Received 105% of budgeted income (without Spring Meeting included)
  - All states were members
  - Big jump in organizational/associate members (32% above target)
  - Despite volatile market, exceeded interest income target by 41%

# FY20 (July 2019-June 2020)



- Expenses – only at 57% of budget
  - Cancellation of Spring Meeting and related events (Board meetings, 100-year celebration, New State Director Institute)
  - Increase in grants to offset expenses
  - Shifts in work due to COVID (e.g. government relations and lobbying reduced, no travel, limited printing of publications, etc.)

# FY21 (July 2020-June 2021)



- Financials reconciled through 7/31/20 or 8% of fiscal year
- 56% of income received
  - All states committed to dues renewal
  - 20% above target for organizational membership renewals
  - Interest already at 20% budgeted target
- Expenses only at 2.3% of budget
  - Primary expenses are staff related costs and one-time annual expenses (e.g. insurance, etc.)

# The Center to Advance CTE Financials



# FY20 (July 2019-June 2020)



- Ended the fiscal year very strong
- Income:
  - 102% of budgeted income
    - \$36,000 in non-grant covered Perkins meeting registrations
    - Sale of unanticipated/unadvertised Career Cluster products
  - Interest income 104% above target

# FY20 (July 2019-June 2020)



- Expenses – only at 62% of budget
  - Delays, shifts and adjustments in work due to COVID
  - No travel or meetings second half of FY20
- For most grants/contracts, income over expenses carries forward into next fiscal year

# FY21 (July 2020-June 2021)



- Financials reconciled through 7/31/20 or 8% of fiscal year
- 81% of income received
  - Mostly carry forward of grant income
- Expenses – only at 6% of budget
  - Primary expenses are staff related costs and one-time annual expenses (e.g. insurance, etc.)



# Federal Policy Update

# Advocacy Priorities

## COVID Response and Recovery



- New Investments:
  - At least \$1 billion in additional directed resources to CTE programs
  - Reinstate partnership grants to community and technical colleges

# Advocacy Priorities

## COVID Response and Recovery



- Statutory Flexibility and Waivers:
  - Establish a redistribution waiver
  - Extend the definition of “professional development”
  - Rescind supplement not supplant provisions for one year (for Perkins V)
  - Expand pooling flexibility

# Advocacy Priorities

## COVID Response and Recovery



- Policy Priorities:
  - Expand Pell for high-quality, short-term programs
  - Reinstate and expand Pell eligibility in prisons
  - Increase support for non-traditional learners to succeed in postsecondary education
  - Direct investments in research and development

# Where are We Now?

- The last stimulus bill with education funding is the CARES Act and was passed in March
- Most recently, House Democrats introduced a stimulus bill last week (HEROES Act 2.0)
- There is common theme in stimulus proposals:
  - Introduced by one party with messaging goal



# What to Expect Next



- After the November election there will be a “first 100 days” agenda
- It is likely that a stimulus package will take place in that time
- It is unlikely that there will be legislative movement before the election

# Questions?



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<http://blog.careertech.org/?series=legupdates>



# CTE Forward Summit Debrief

# CTE FORWARD

A SUMMIT ON CTE'S IMPACT & PROMISE

The goal of the CTE Forward Virtual Summit was to gather broad perspectives and ideas that will drive a **bold, shared vision** that affirms consensus, commitment and public support for high-quality and equitable CTE systems, policies and programs across key stakeholders.



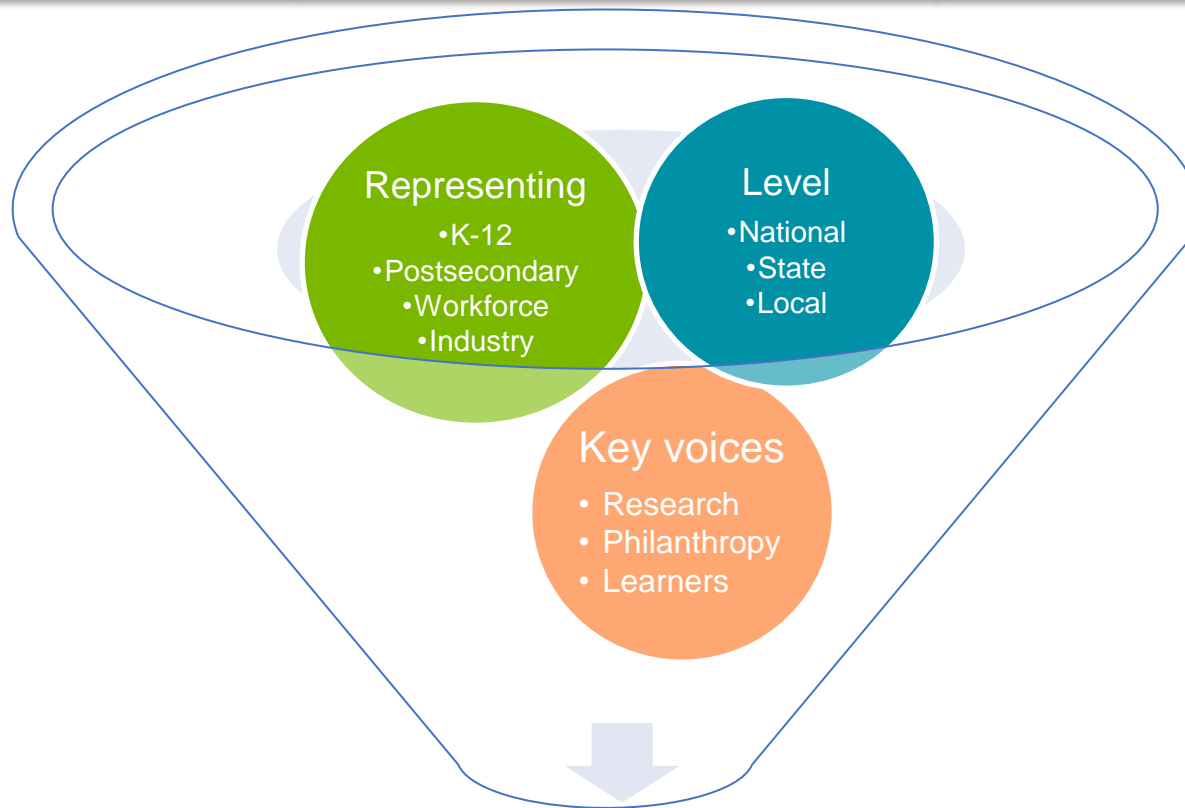
# CTE Forward Summit Objectives

Explore current and anticipated **disruptive innovations** that have or will impact the workplace, our schools and CTE

Identify a set of future-focused non-negotiables of a high-quality and equitable CTE system - the must-have, **foundational commitments** for CTE to meet the needs of diverse learners and employers and support our nation's continued economic vitality, competitiveness and growth

Prioritize the **desired outcomes** that will result in an ambitious and shared vision across the nation.

# Who Attended the CTE Forward Summit?

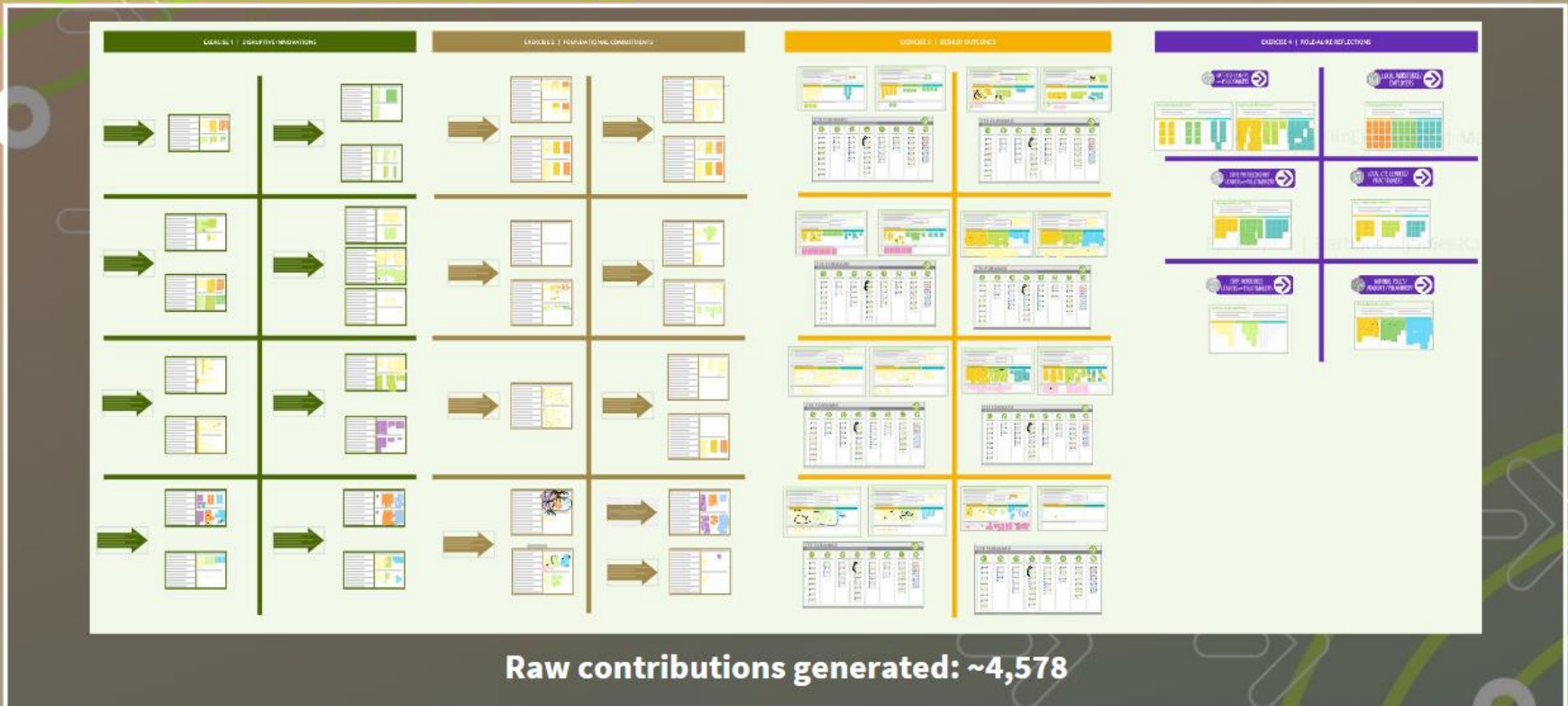


**Bold ideas!**

# CTE FORWARD

A SUMMIT ON CTE'S IMPACT & PROMISE

## Raw Output Summary

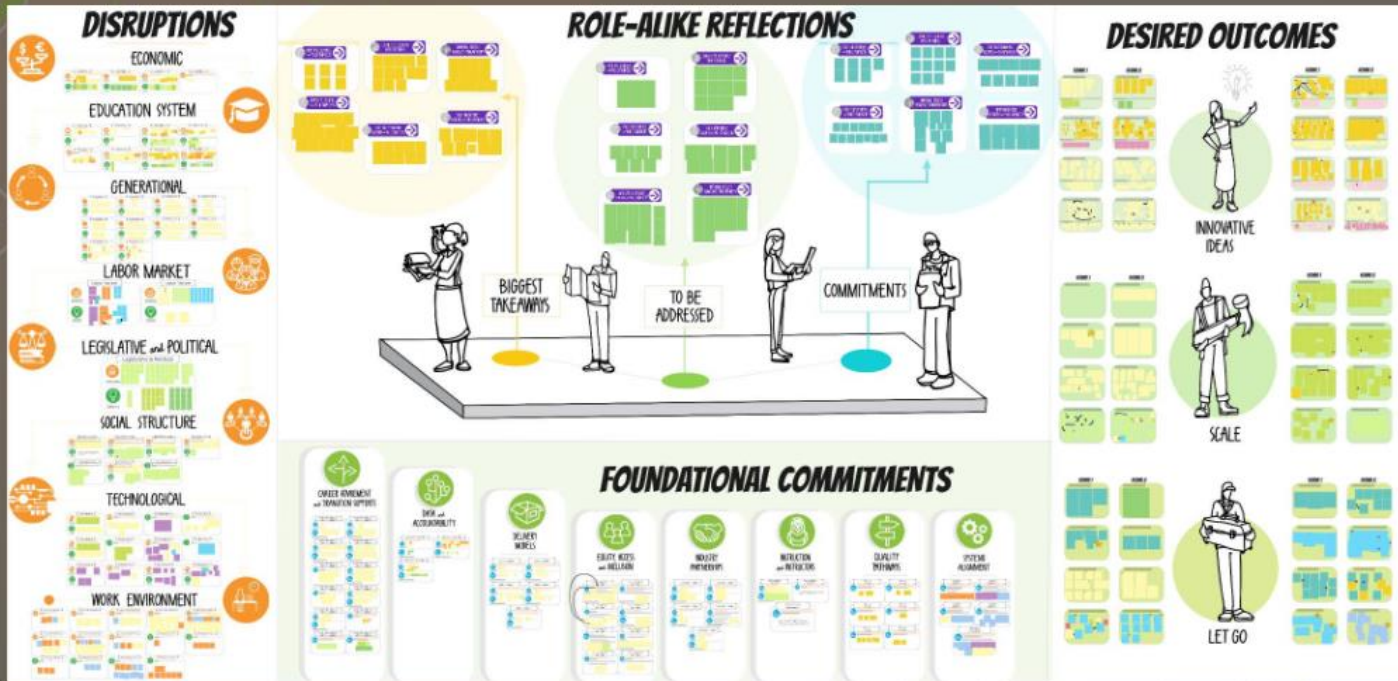




# CTE → FORWARD

A SUMMIT ON CTE'S IMPACT & PROMISE

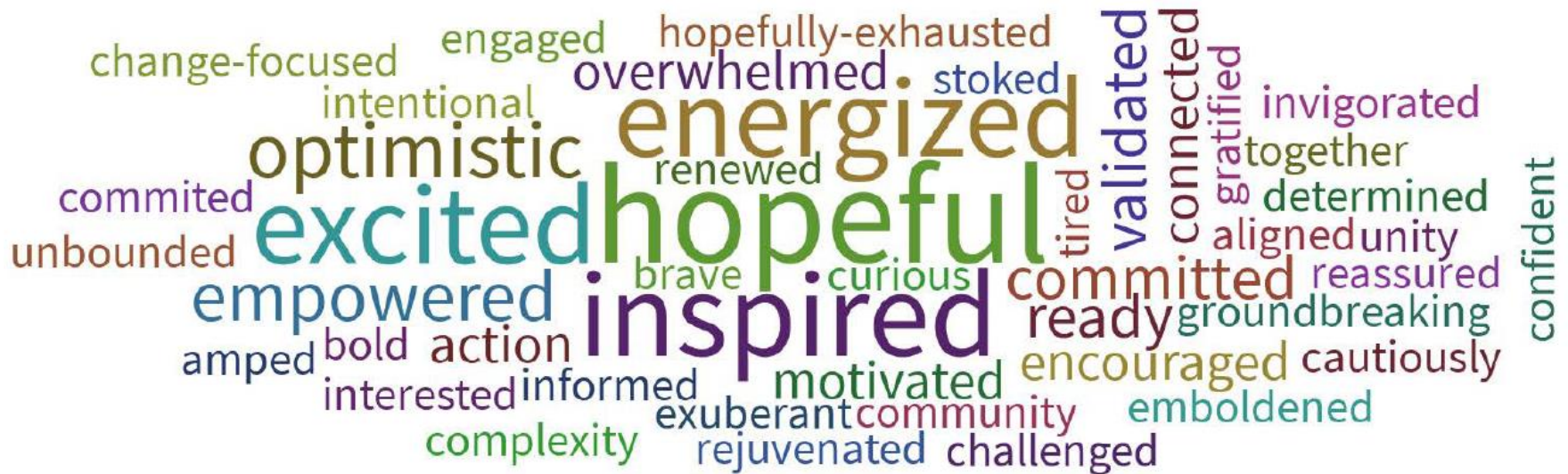
## Synthesized Output Summary



Synthesized contributions generated: ~129



# What is the ONE word to describe how you are feeling as you leave the CTE Forward Summit?



# Major Themes



**Overarching theme:** We must ensure equitable opportunities and outcomes for each learner – of all races/ethnicities, genders, ages and zip code – through and beyond the economic recovery.

*The new vision must attend to equity, quality and the entire continuum of CTE learners for CTE to meet its full impact and promise*

# Next Steps



# Questions?



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# Career Clusters Update

# Advancing The Framework

**Advancing The Framework:**  
*A state-led crowdsourcing initiative  
focused on modernizing The National  
Career Clusters<sup>®</sup> Framework*



# Why Refresh The Framework?

- The National Career Clusters Framework is a key component in organizing, designing and communicating about CTE
- Updating The Framework is essential to make CTE adaptable to the future of work and ensure CTE's continued contribution to the current and future needs of learners and the workplace
- The refreshed design of The Framework should be:
  - Designed with equity and access in mind
  - Relevant to both secondary and postsecondary CTE
  - Learner-centered and forward-focused
  - Informed by stakeholders, research and data
  - Embraced by states

# Objectives



- Understand who uses The Framework and how they perceive the purpose of The Framework
- Gather feedback from users of The Framework about what is and isn't working with the current structure
- Solicit ideas to ensure The Framework is a modern construct, reflective of the future of work, and adaptable to the current and emerging needs of learners and the workplace



# Research Findings

- State Use:
  - 33 states use the original Framework
  - 17 states have adapted The Framework
  - Strong postsecondary usage of The Framework
- Use in Data Reporting:
  - Bureau of Labor Statistics
  - OCTAE
  - US Department of Labor (O\*NET)
  - State Dep'ts of Education/Dep'ts of Public Instruction
  - CTSOs

# Gather Perspectives

Virtual feedback sessions to gather input from state CTE leaders representing 44 states, to inform an updated purpose of The Framework

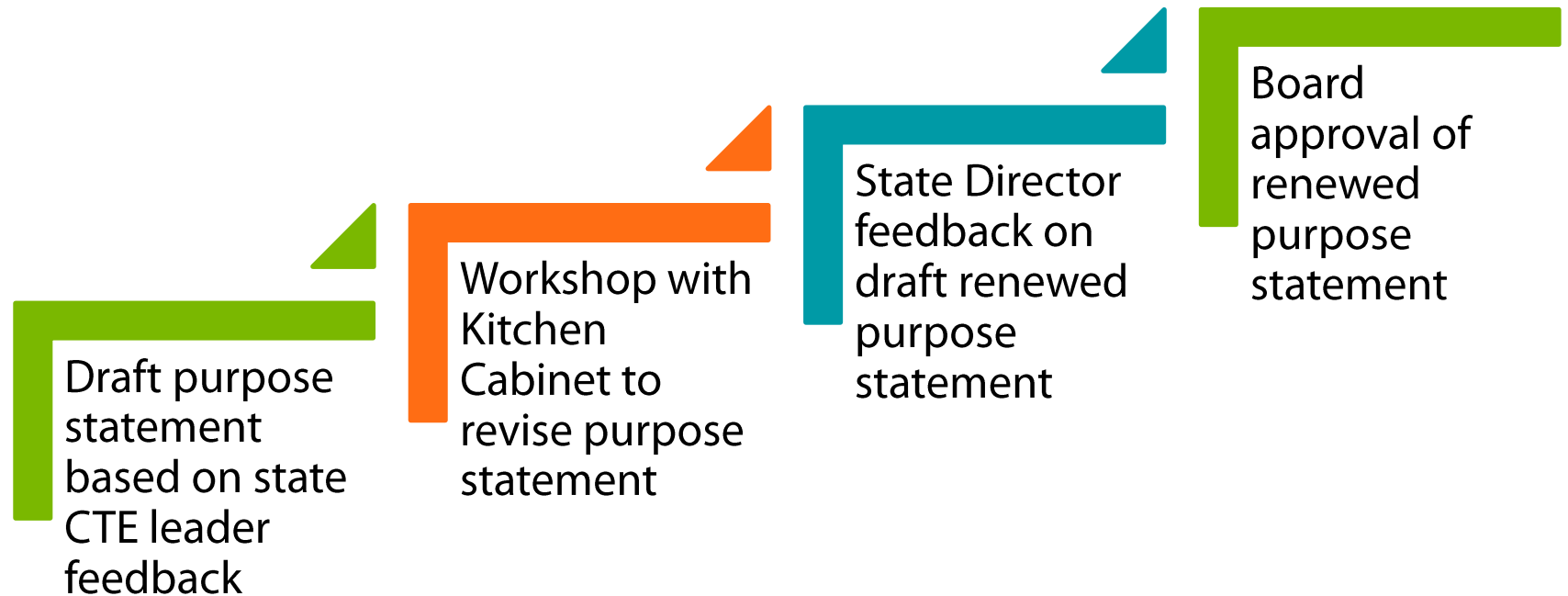
- State CTE Directors
- Postsecondary CTE Leaders
  - Community & technical college system
  - Higher education system
  - Workforce system
- Kitchen Cabinet
  - State Director/ Deputy Director
  - State CTE staff

# Key Themes



- Value and use of The Framework today and in the future:
  - Allow for alignment across systems and states
  - Accommodate business & industry
  - Accommodate career pathways & advisement
- Audience of The Framework:
  - Primary audience: CTE leaders and educators
  - Beneficiaries: Learners; business & industry

# Purpose Statement Development



# Renewed Purpose Statement



The National Career Clusters<sup>®</sup> Framework provides structural alignment and a common language to bridge education and work; empowering each learner to explore, decide, and prepare for dynamic and evolving careers.

# Next Steps



- Engage stakeholders and users of The Framework:
  - Share renewed purpose statement
  - Prepare for innovation portal and pitch development
- Launch innovation portal to submit pitches for a reimagined Framework
- Develop 1-2 prototypes based on submitted pitches, gather feedback

# How You Can Help!

- Help Advance CTE build our stakeholder engagement list
- Share information on Advancing The Framework
- Promote the innovation portal
- Develop and submit a pitch for a renewed Framework!

# Questions?



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# Learning that Works Resource Center Update

# What is the Learning that Works Resource Center

**ADVANCE** CTE  
CELEBRATING 100 YEARS

Member Portal  
Sign Up Blog

About Us Career Technical Education Federal Policy Promote CTE Initiatives **Resource Center** News & Events

## Learning that Works Resource Center

ABOUT

There is a new topic in the resource center for Perkins V resources. Learn more.

SEARCH OUR RESOURCES Enter keywords or title here SEARCH MORE OPTIONS

Featured Series Advance CTE Reports Search by Topic Search by State

- A one-stop shop for CTE
- 400+ reports, tools, guides and policy profiles
- <https://careertech.org/resource-center>

# How Can You Use the Learning that Works Resource Center



- Find examples of innovative state policies and programs
- Build an evidence base using research on best practices in CTE
- Use the guides/tools to inform the design and implementation of your state's CTE policies and programs

# What's New and Improved?

- Added a “Labor Market Information” Topic Tag
- Where are the New Skills for Youth Resources?
- Removed “Other Tags” to Make Searching Easier

The screenshot displays the 'Learning that Works Resource Center' website. At the top, there is a green header with the site name and an 'ABOUT' button. Below the header is a large image of two men in a workshop setting, one wearing safety glasses. A text overlay on the image reads: 'The number of states measuring career readiness has more than doubled since 2014. Learn more.' Below the image is a search bar with the text 'SEARCH OUR RESOURCES' and a placeholder 'Enter keywords or title here'. To the right of the search bar is a 'FEWER OPTIONS' button. Below the search bar are three dropdown menus: 'Topic' (set to '- Any -'), 'Resource type' (set to '- Any -'), and 'Education level' (set to '- Any -'). To the right of these is a 'State/Country' list with options: 'All states', 'Local', 'National', 'Federal', 'International', 'Alabama', 'Alaska', 'Arizona', and 'Arkansas'. To the right of the list is a 'Sort by' section with radio buttons for 'Relevance' (selected) and 'Newest items first'. Below the list and sort by section are 'SEARCH' and 'RESET' buttons. At the bottom of the page are four featured content tiles: 'Featured Series', 'Advance CTE Reports', 'Search by Topic', and 'Search by State'.

# Ways You Can Help Promote Resource Center



- Share among your networks
- Use resources in your work (presentations, publications, etc.) and link to the Resource Center
- Elevate resources that feature or profile your state

# Questions?



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# Economic Recovery Resources

# Assets

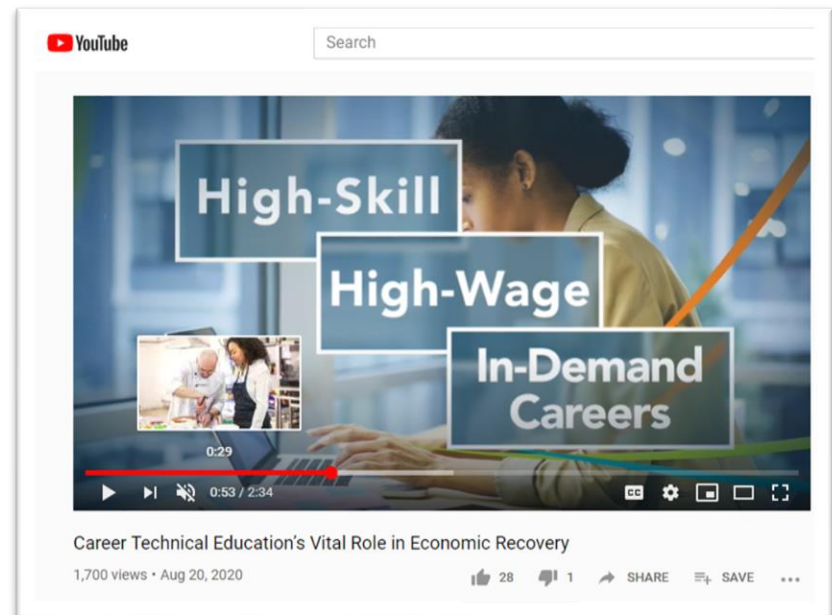


- Resources can be found at **[careertech.org/advocate](https://careertech.org/advocate)**
- Communicate with policymakers, the media, employers and other key stakeholders.
- Make sure you, your staff and key spokespeople are speaking the same messages.
- Supplement state and local data if you have it!



# CTE's Role in the Workforce and Economic Recovery Video

- Link to this video on your state websites and in social media posts.
- This video can also be embedded in your presentation slide decks and in newsletters.



# Fact Sheets



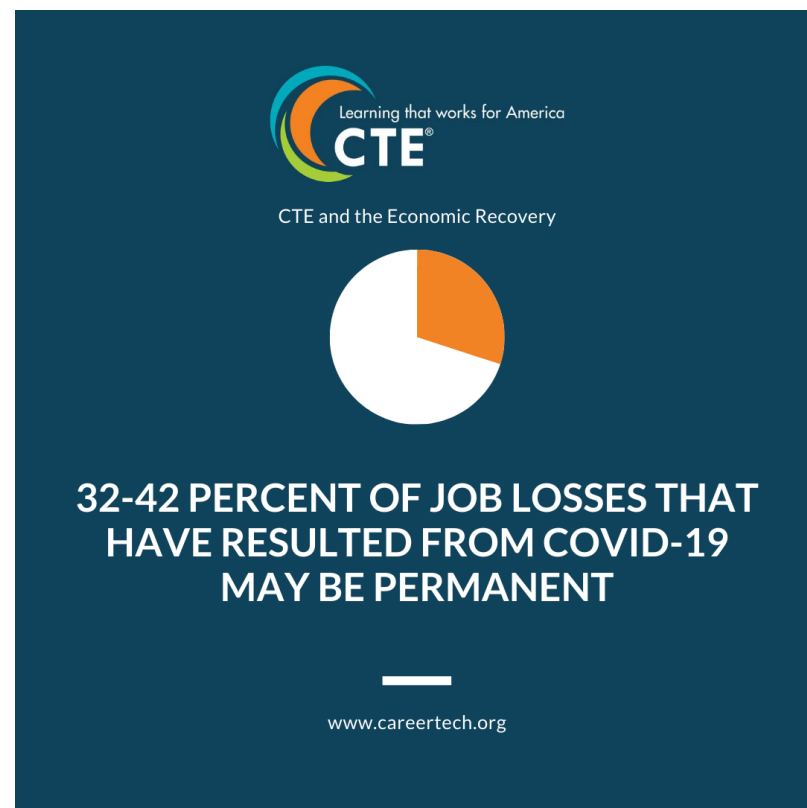
- [Secondary CTE and the Economic Recovery Fact Sheet](#)
- [Postsecondary CTE and the Economic Recovery Fact Sheet](#)

Link to these fact sheets on your state website and in your presentations. Use them as leave behinds at in-person meetings (if you are having them).

# Promotional Toolkit

This promotional toolkit provides:

- Recommended newsletter and blog language
- Suggested social media posts
- [Graphics](#)
- [How-to Guide](#)





# Upcoming Advance CTE Events

# For Each State, For Each Learner: CTE Works

## Virtual Professional Learning Series



- **October 13:** CTE and School Reopening: Lessons Learned
- **November 12:** The State of Perkins V Plan Priorities
- **TBD:** Strategies for Effectively Reporting and Communicating CTE Data
- ...And more!

Visit [careertech.org/webinars](https://careertech.org/webinars) to register

# Celebrating 100 Years of Advance CTE



- **November 10, 3:00 pm ET:** Federal Leadership and Advance CTE: Leaders and Partners Panel Discussion
  - Featuring the current and four former Assistant Secretaries for Career, Technical, and Adult Education

Visit [careertech.org/webinars](https://careertech.org/webinars) to register

# 2021 Advance CTE Spring Meeting



- Fully virtual event with similar elements of a more traditional in-person meeting
- Will take place over several days in mid-April 2021
- More details to be announced in early winter
- Email [sgassman@careertech.org](mailto:sgassman@careertech.org) with questions

# Upcoming Resources for Members

- Updated state pages on [careertech.org](http://careertech.org)
- State of CTE: An Analysis of State Perkins V Priorities
- Communicating about CTE Data Toolkit
- Work-based Learning Guide
- Microsite housing 50-state analysis and case studies of Area Technical Centers
- Updated research on how to communicate with learners and families about CTE
- New Vision for CTE
- ....And more!





**Thank you!!**