



Advance CTE Business Meeting

May 21, 2020



Review and Approval of Spring 2019 Business Meeting Minutes



FY20 Financial Report

Advance CTE Financial Update

- Advance CTE is in a solid fiscal position
 - We have reserves for a “rainy day.”
 - We have always taken and will continue with a fiscally conservative approach to expenses.
 - We are continuing to offer robust supports and services to our members with diversified income streams:
 - Membership benefits are being extended and expanded upon with the support of grants the organization has secured
- Income: 79% of projected income (\$850,690.03)
 - 97% of budget, if take spring meeting out of the mix
- Expenses: 39% of projected expenses (\$382,483.61)
 - 47% of budget, if take spring meeting out of the mix

* all financial numbers are as of March 31, 2020

Advance CTE Financial Update



- Total assets are \$4,257,454.04.
- Investments took a loss in recent months
 - Investments align to investment policy statement
 - Merrill Lynch advises to stay the course
 - Investment interest income at 110% of budgeted projections
 - Sustain losses of 7 – 10% over course of last few months
 - Markets did rebound some in April 2020

Advance CTE Financial Update

- Looking ahead: FY21 Budget
 - All states projected to renew memberships in FY21
 - Projecting a decline in organizational and individual associate memberships
 - Approaching FY21 budget conservatively
 - Projected limited income from investments
 - Building FY21 budget assuming no income from meetings in FY21
 - Investing in our systems to make them more efficient and accessible for remote work
 - Continuing to work to diversify income streams through development work



Update from Advance CTE President on Major Accomplishments & Priorities Ahead

BY THE NUMBERS



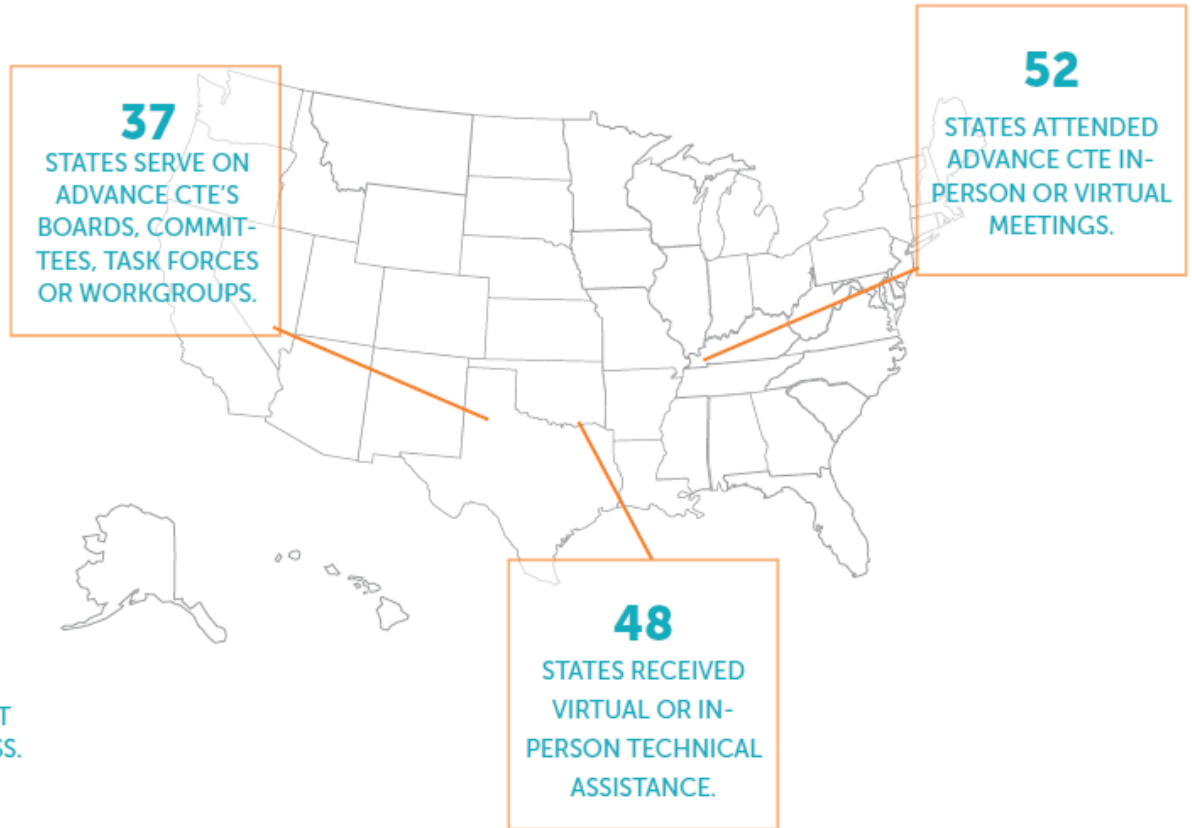
OF MEMBERS ARE SATISFIED WITH THE VALUE OF THEIR MEMBERSHIP.



OF MEMBERS FEEL VALUED AS MEMBERS OF ADVANCE CTE.



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



BY THE NUMBERS



7

CTE CAUCUS
EVENTS

85

CONGRESSIONAL
VISITS

141

SENATE AND HOUSE OF
REPRESENTATIVES CTE
CAUCUS MEMBERS

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



WE ARE JOINING THE CAMPAIGN
TO DOUBLE THE INVESTMENT IN
CAREER TECHNICAL EDUCATION.



#ISupportCTE

The Administration's FY21
Budget included \$900
million increase for CTE

Federal Advocacy Looking Forward

- Continued engagement with Congress around Coronavirus Aid, Relief, and Economic Security (CARES) Act, Relaunching America's Workforce Act, and future **stimulus opportunities**
- Engaging around **2020 elections**
- Developing recommendations for **Workforce Innovation and Opportunity Act** (WIOA)
- Convening member **Kitchen Cabinets** to inform WIOA and HEA priorities
- Maintaining **strong relationships** with key Congressional offices and federal agencies

Perkins V Support

- Hosted three implementation meetings, in partnership with ACTE, AACC and NAPE; 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.
- Led three shared solutions workgroups on the Perkins V-required comprehensive local needs assessment, middle grades CTE and data visualization.



Perkins V Support Looking Forward

- Continue **shared solutions workgroup** on data visualization; launch a workgroup on closing equity gaps
- Conducting **analysis of state Perkins V plans** to inform new State of CTE report, cross-state web portal, and other resources and tools
- Providing targeted **technical assistance**



BY THE NUMBERS

LEARNING THAT WORKS RESOURCE CENTER

A REPOSITORY OF CTE POLICY, RESEARCH AND PUBLICATIONS:

STATES PASSED POLICIES AFFECTING CTE AND CAREER READINESS

RECEIVED

157,232

PAGE VIEWS, A 15 PERCENT INCREASE FROM THE PRIOR YEAR



CONTAINED

452

ADVANCE CTE AND PARTNER RESOURCES.

Released key publications on a wide of array of key issues – equity, CTE data quality, youth apprenticeships, comprehensive local needs assessment, CTE in accountability, credit for prior learning...

Developing Credit for Prior Learning Policies to Support Postsecondary Attainment for Every Learner

College enrollment has increased over the past 10 years and is projected to continue growing over the next 10 for both full- and part-time students. At the same time, institutions face low retention and graduation rates. On average:

- Four-year institutions have a retention rate (defined as students who return after the first year) for first-time, full-time students of 81 percent and a graduation rate (measured at 150 percent of the traditional time to graduate, or six years) of 60 percent.
- Two-year institutions have a retention rate for first-time, full-time students of 82 percent and a graduation rate (measured at 150 percent of the traditional time to graduate, or three years) of only 20 percent.
- These graduation rates are even lower for adult learners, military service members, part-time learners and under-represented minorities.

One policy that shows promise in increasing completion rates, especially for adult learners and those who served in the military is credit for prior learning (CPL). CPL is defined by the American Council on Education (ACE) as "academic credit granted for knowledge and skills gained outside the classroom." A prior learning assessment (PLA) is used to equate prior experience to college credit. PLAs vary across states and institutions; the four most common types fall into four categories:

- Standardized exams;
- Third-party evaluations; and
- Individualized assessments; and
- Institution-led exams or assessments.

CPL, originated after World War I with the creation of the College-Level Examination Program (CLEP) and General Education Development (GED) exams is an effort to bring veterans into higher education and the workforce. After World War II, CPL partnered with faculty to develop the College Credit Recommendation Service to understand course equivalencies for military training. By the 1970s, institutions more commonly used the Council for Adult and Experiential Learning (CAEL) guidelines to place an institutional assessment, typically a portfolio review. Simultaneously, CLEP exams became more accepted and understood by institutions. Since then, CPL has been formalized in state, system and institutional policy.

APRIL 2019

MAKING GOOD on the PROMISE

THE STATE OF CAREER TECHNICAL EDUCATION: IMPROVING DATA QUALITY & EFFECTIVENESS

NEW SKILLS FOR YOUTH | ADVANCE CTE | CASSO | ESG | DQC | ASSOCIATION OF COLLEGE CAREERS

NEW SKILLS FOR YOUTH INNOVATION SITES

NEW SKILLS FOR YOUTH | JPMORGAN CHASE & CO. | ADVANCE CTE | State Leaders Connecting Learning to Work

State Policy Resources Looking Forward

- Policy benchmark tool on **CTE data quality** and effective use
- **Perkins deep dive briefs** on key issues
- Mini-briefs on expanding CTE for **special populations**
- **COVID-focused** tools and resources
- Off-the-shelf guides, templates and materials for the facilitation of a **CTE equity planning process**
- Report on leveraging **area technical centers** to support postsecondary/adult learners in reskilling and upskilling
- ...and more!

1,844,937

WEBSITE PAGE VIEWS

30,517

BLOG PAGE VIEWS



20 MEDIA HITS

387,024

WEBSITE VISITORS

TWITTER FOLLOWERS
INCREASED BY

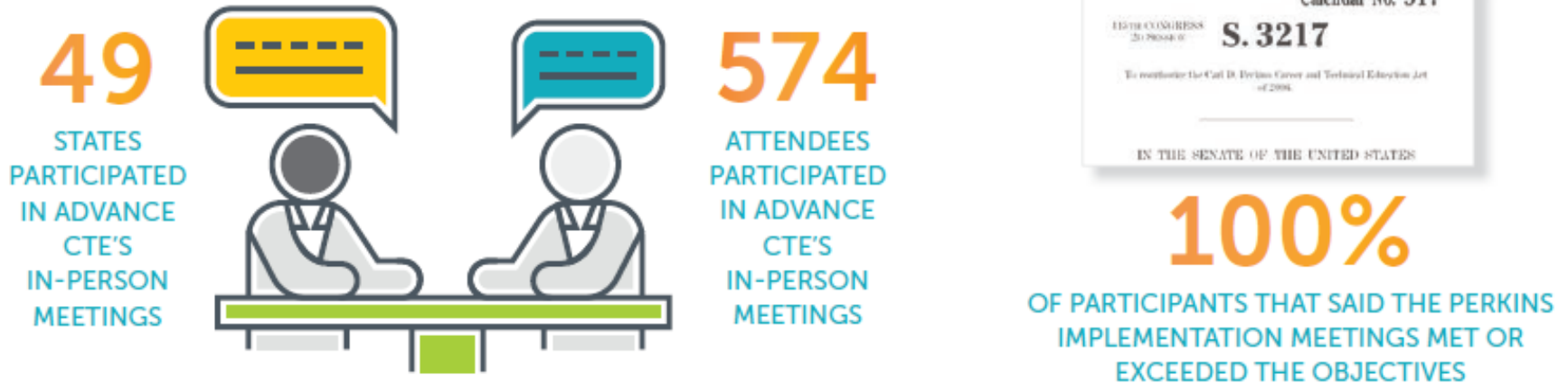
24%

- 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.
- Refreshed our website, increasing overall traffic and the user experience
- Released a number of tools and resources to support stronger CTE messaging on the ground

Communications Supports Looking Forward

- Updating “**Value and Promise**” messaging research and aligned tools to expand focus on marginalized populations and reflect COVID-19
- Updating **counselor workshop** to better attend to equity (with the potential of virtual delivery model)
- Expanding our **social media** reach by leveraging multimedia engagement strategies
- Continuing our **100-Year Anniversary** celebration
- **Making the case** for CTE in the economic recovery

BY THE NUMBERS



- Launched third cohort of New State CTE Director Leadership program, providing ongoing support to leaders from 23 states and engaging 15 state leaders to serve as mentors
- Hosted 10 webinars

Professional Learning Supports Looking Forward

- Launched an extensive **virtual learning strategy**, including for 2020 including:
 - State Director regional calls
 - State leader “lunch and learns,” and
 - Summer Learning Series
- Leading fourth cohort of New State CTE Director **Leadership Program**



NEW STATE CTE DIRECTOR
LEADERSHIP PROGRAM



BY THE NUMBERS

65

HIGH-VALUE PARTNERS



13

GRANTS AND CONTRACTS



NATIONAL SKILLS COALITION
Every worker. Every industry. A strong economy.



COLLEGE IN HIGH SCHOOL
ALLIANCE



U.S. CHAMBER OF COMMERCE FOUNDATION



NAPE
National Alliance for
Partnerships in Equity

NEW SKILLS FOR YOUTH

JPMORGAN CHASE & Co.



Education
Strategy
Group

www.careertech.org



Partnerships Looking Forward

- Hosting (virtual) **CTE Forward Summit**, in partnership with nine national organizations
- Supporting JPMorgan Chase & Co.'s \$75 million **Global Career Readiness Initiative**
- Continuing to convene **Equity in CTE Committee**, with 12+ national organizations
- Engage key partners in “Advancing The Framework,” a state-led crowdsourcing initiative focused on modernizing The National **Career Clusters**® Framework



FY21 Board of Director Elections

FY21 Board of Directors



- Propose current Past President (Bernadette Howard); President (Sarah Heath); and Marcie Mack (Vice President) stay in positions for one more year

FY21 Board of Director Candidates

- *Secretary/Treasurer:*
 - Colleen McCabe, Wisconsin
 - Laura Scheibe, South Dakota
 - Barbara Wall, Georgia
- *Region B* (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, West Virginia)
 - Steve Playl, Tennessee
- *Region E* (Alaska, American Samoa, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Washington, Guam)
 - Cathie Raymond, Arizona



SAVE THE DATE

2021 Spring Meeting

March 10-12, 2021

Renaissance Arlington Capital View Hotel
2800 South Potomac Avenue
Arlington, VA