

**Upcoming Advance CTE and Center to Advance CTE Board Meetings** (all times listed are in Eastern)

**QUICK UPDATES**

May 13, 2020 – Advance CTE	1 – 3 p.m.	Virtual Board Meeting via <a href="#">Zoom</a>
May 13, 2020 – Center to Advance CTE	4 – 5 p.m.	Virtual Board Meeting via <a href="#">Zoom</a>
June 25, 2020 – Advance CTE	3 – 4 p.m.	Approve FY21 Budgets
June 25, 2020 – Center to Advance CTE	4 – 5 p.m.	Approve FY21 Budgets

**Administrative Updates:** Like many across the country, our staff is still under stay-at-home orders and working remotely. We are beginning to build plans for what re-entry to the office looks like when stay-at-home orders are lifted, so we can approach re-entry from a place of preparedness and not panic. We intend to create individualized plans and supports, recognizing each staff member has different life circumstances and health considerations.

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

**Finance Update:** These numbers represent finances through March 31, 2020, which is 75% of the fiscal year.

Advance CTE Budget Snapshot
Received 79% of budgeted income
Expended 39% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 100 % of budgeted income
Expended 48% of budgeted expenses

**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.

<b>Grant/Proposal/ Contract</b>	<b>Organization /Partner</b>	<b>Engagement in Past Month</b>	<b>Status</b>
<b>Strategies for Recruiting Students into CTE</b>	Siemens Foundation	Our new grant began on March 1 but much of the work is delayed. While we had planned to launch the message testing work immediately, we are now planning for the focus groups to be held over summer or fall 2020.	Ongoing
<b>Global Career Readiness Initiative</b>	JPMorgan Chase	In February, JPMC announced their \$75 million Global Career Readiness Initiative, including Advance CTE's role in supporting the U.S. based sites. We had planned in-person site visits in March and April that have been cancelled due to COVID-19. We are participating in virtual meetings with each site in April and May and the overall project is being pushed back approximately two months.	Ongoing
<b>Perkins Implementation, Career Clusters, CTE Summit</b>	Gates Foundation	The Perkins implementation support is well underway. We have begun discussions and sent a draft prospectus for funding starting in 2021. However, we are now reviewing our 2020 activities and budget in light of COVID-19.	Ongoing
<b>Partnership for Advancing Youth Apprenticeship</b>	New America (Siemens, Ballmer Group, JPMorgan Chase)	This work is underway. Initial discussions have started about the next phase of this investment across the partner organizations.	Ongoing
<b>New Skills for Youth – Innovation Sites</b>	JPMorgan Chase	This work is underway, with the final two snapshots being released in the coming months. The remaining resources are being repurposed to support our data quality strategy and our data quality workgroup, in particular.	Ongoing
<b>Perkins implementation</b>	Joyce Foundation	The Perkins implementation support is well underway. However, we are now reviewing our 2020 activities and budget in light of COVID-19. A fuller update on our Perkins support is below.	Ongoing
<b>Area Technical Centers</b>	Lumina Foundation	This work is underway, although the timeline is being shifted in light of COVID-19. 50-state survey questions on Area Technical Centers are currently being collected from State Directors.	Ongoing
<b>Short-Term Pell</b>	Lumina Foundation (NASFAA)	This work is underway.	Ongoing
<b>Postsecondary Data Quality</b>	ECMC Foundation	This work is underway, with the Shared Solutions Workgroup on data quality launched this month. Due to COVID-19, the workgroup meeting will be held virtually and there are other timeline shifts. See update below.	Ongoing

<b>Grant/Proposal/Contract</b>	<b>Organization /Partner</b>	<b>Engagement in Past Month</b>	<b>Status</b>
<b>Talent Pipeline Management</b>	U.S. Chamber of Commerce Foundation	This work is underway and the deliverables will be released in May 2020.	Ongoing
<b>NIDILRR</b>	UMass Medical School	This work is underway.	Ongoing
<b>College High School Alliance</b>	Gates Foundation, Joyce Foundation	Earlier this year, Advance CTE joined the steering committee of the College High School Alliance, which is coming up to the end of a two-year investment from multiple funders. A proposal has been sent to the Joyce Foundation and conversations are underway with the Gates Foundation and ECMC Foundation.	Proposal development
<b>Institute for Educational Leadership</b>	Gates Foundation	This month, Advance CTE and the Institute for Educational Leadership submitted a joint prospectus to the Gates Foundation focused on partnering with local communities to identify and design local and state policies that create conditions and practices that lead to more equitable opportunities and greater economic mobility for youth and adults. The project is in the earliest of stages with many details – including timeline, budget and roles/responsibilities – still to be fleshed out.	Proposal development

## Priority: Empower members through PROFESSIONAL LEARNING

### **Membership Update:**

- State Membership: 55 states/territories (representing 55 State Directors and 211 state members)
- Associate State: 19
- Associate Non-State: 81
- Organizational: 45 organizations, 206 individual members

### **State CTE Directors:**

Advance CTE announced and rolled out a series of professional development opportunities for State CTE Directors, State Members and all members outlined below. This is in lieu of the Spring Meeting, which was cancelled, as well as in response to the needs communicated by State Directors to staff.

- State Director calls organized by Advance CTE’s five regions where state leaders can discuss candidly and problem solve in real-time with their peers;

- State Director and State Member Lunch and Learns where state leaders can gather more information from national experts and other state leaders on the topics outlined above;
- Summer Learning Series webinars for all members and the general public on topics crucial to CTE. While COVID-19 is a priority, this series will encompass other major topics, such as CTE and the 2020 election, the future of work and middle grades CTE.
- Navigating CTE During COVID-19 blog series for members and the general public to help make sense of CTE during COVID-19.

Staff held the first regional call in April with strong attendance as well as high evaluation scores. Additionally, staff released a number of Coronavirus-specific blogs. Lunch and Learns and the Summer Learning Series will begin in May.

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

**Federal Advocacy Plan**

In April, Advance CTE advocated for members' priorities to be included in the federal response to COVID-19 (Coronavirus). This included [sending a letter](#) to the leadership of the House Committee on Education and Labor and Senate Committee on Health, Education, Labor and Pensions that requests \$1 billion for CTE programs and activities. The letter, written in partnership with the Association for Career and Technical Education (ACTE), also outlines the necessary statutory and flexibility waivers and policy recommendations during the pandemic. Advance CTE staff has been in close communication with both chambers of Congress, the Office of Career, Technical and Adult Education (OCTAE) and partners organizations and coalitions to gain support for these priorities. Staff also coordinated with Advance CTE members in targeted states (represented on key committees in the House and Senate) to contact their representative and voice support for CTE in a stimulus bill. Although the congressional legislative agenda has shifted due to Coronavirus, and legislators have paused next steps for the regular Fiscal Year 2021 (FY21) appropriations process- Advance CTE has made it clear during advocacy that the requested \$1 billion is specific to Coronavirus response, and not sufficient on its own.

**Congressional Offices Engaged in April 2020:**

- Rep. Bobby Scott (D-VA), Chairman - House Committee on Education and Labor
- Elvia Montoya, Sen. Merkley (D-OR)
- Hannah Cooper, Rep. Brown (D-MD)
- Jake Baker, Professional Staff, Senate Committee on Health, Education, Labor and Pensions (R)
- Jake Middlebrooks, Professional Staff, House Committee on Education and Labor (R)
- Jennifer Stiddard, Professional Staff, Senate Committee on Health, Education, Labor and Pensions (D)
- Katherine McClelland, Professional Staff, House Committee on Education and Labor (D)
- Kelly Riddle, Sen. Rosen (D-NV)
- Kerry McKittrick, Rep. Langevin (D-RI)
- Rebecca Alcom, Sen. Crapo (R-ID)
- Tia Bogeljic, Rep. Perlmutter (D-CO)

**Perkins Implementation Strategy:** Advance CTE is providing a variety of assistance to states in support of Perkins V implementation.

#### *Technical Assistance*

- Oregon: Advance CTE, in partnership with the Association for Career and Technical Education (ACTE), worked with the Oregon Department of Education (ODE) to help the state brainstorm how it can implement the action plans included in its Strengthening Career and Technical Education for the 21st Century Act (Perkins V) state plan.
- Opportunity Gap Analysis Technical Assistance: In response to general COVID-19 closures, Advance CTE is developing a virtual agenda for the opportunity gap analysis workshop.

#### *Perkins V State Plan Review*

Advance CTE and ACTE will review and analyze Perkins V state plans over the next few months. The objectives of this effort are to identify major themes, strengths and gaps to strengthen our ability to support states through implementation; to make key information about state plans available to members and to the field; and to provide the first extensive, cross-state analysis of Perkins V state plans to strengthen our position as Perkins V experts. Results of the analysis will be shared via updated state profile pages on the Advance CTE website, and through the 2020 State of CTE report. Staff will be reviewing submitted state plans between now and mid-July; the report will be published in late October.

#### *Shared Solutions Workgroups (SSWG)*

The middle grades CTE SSWG is complete and we will be releasing the second major deliverable the first week of May – a repository of state-level middle grades CTE resources and tools – and kick off an eight-part blog series featuring promising state and local practices to advance high-quality middle grades CTE.

#### **State Policy Update:**

**CTE Forward Summit:** Work has begun on Advance CTE’s next summit, to be held on September 14-16, 2020. We have signed a contract with a facilitation firm to design the event and facilitate on site, as well as secured nine national organizations to serve as co-conveners (ACTE, Council of Chief State School Officers, US Chamber of Commerce Foundation, National Association of State Boards of Education, National Skills Coalition, National Governors Association, National Conference of State Legislatures, National Association of State Workforce Agencies and State Higher Education Executive Officers). The design work has begun on the agenda by a collaborative design committee.

However, we are monitoring the COVID-19 situation, including state travel bans and shelter policies, and will be make a decision in May 2020 if and when the Summit should be postponed.

**Global Career Readiness Initiative:** The national project team, which includes Advance CTE and Education Strategy Group (ESG), met with four of the sites’ leadership teams throughout April to discuss the teams’ overall vision for the work and the role each partner organization will play in making progress toward that vision. Leadership teams also discussed challenges they anticipate facing in both the short-term and long-term. The final two leadership team meetings will take place

in May. The national project team is finalizing materials for the needs assessment process sites will undertake throughout the summer; those materials will be shared with sites in mid-May.

**Modernizing the National Career Clusters Framework®:** Advance CTE developed key messages and a brand for the project; the project brand is “Advancing The Framework: A state-led crowdsourcing initiative focused on modernizing The National Career Clusters® Framework”. The work will begin in May with a research and information gathering phase to learn more about who uses The Framework and how they use it, what they perceive as its purpose, and to gather feedback on what is and isn’t working with the current structure of The Framework. More information will be shared with State CTE Directors on an upcoming regional call.

**CTE Data Quality Policy Benchmark Tool:** The first meeting of the CTE Data Quality and Use workgroup was held on April 30. The workgroup worked together to refine the critical elements of the policy benchmark tool and began to generate an assessment rubric for states to evaluate themselves against the critical elements.

**ECMCF Postsecondary CTE Data Quality Initiative:** Advance CTE is planning to launch the postsecondary CTE data quality initiative in May. In the meantime, we are developing a virtual community of practice for the postsecondary CTE data quality initiative, which will be ready to launch by the time states have been selected for the initiative.

**Partnership to Advance Youth Apprenticeship (PAYA) Data Workgroup:** Advance CTE facilitated the second meeting of the PAYA data workgroup. Participants discussed challenges and strategies for collecting youth apprenticeship data, which will be used to inform Advance CTE’s summary memo of challenges and opportunities.

**COVID-19 Research on Industry-recognized Credentials:** In response to the developing COVID-19 crisis, Advance CTE is researching challenges and solutions for maintaining credentialing opportunities amid school and business closures. Advance CTE plans to share this information through a short series of blogs as well as a lunch and learn call with members in May.

**Fact Sheet Updates:** Advance CTE is working to update its bank of issue and advocacy fact sheets, starting with topics that are relevant for the COVID-19 crisis. A fact sheet on distance learning was published in April, and a fact sheet on remote work-based learning is planned for June.

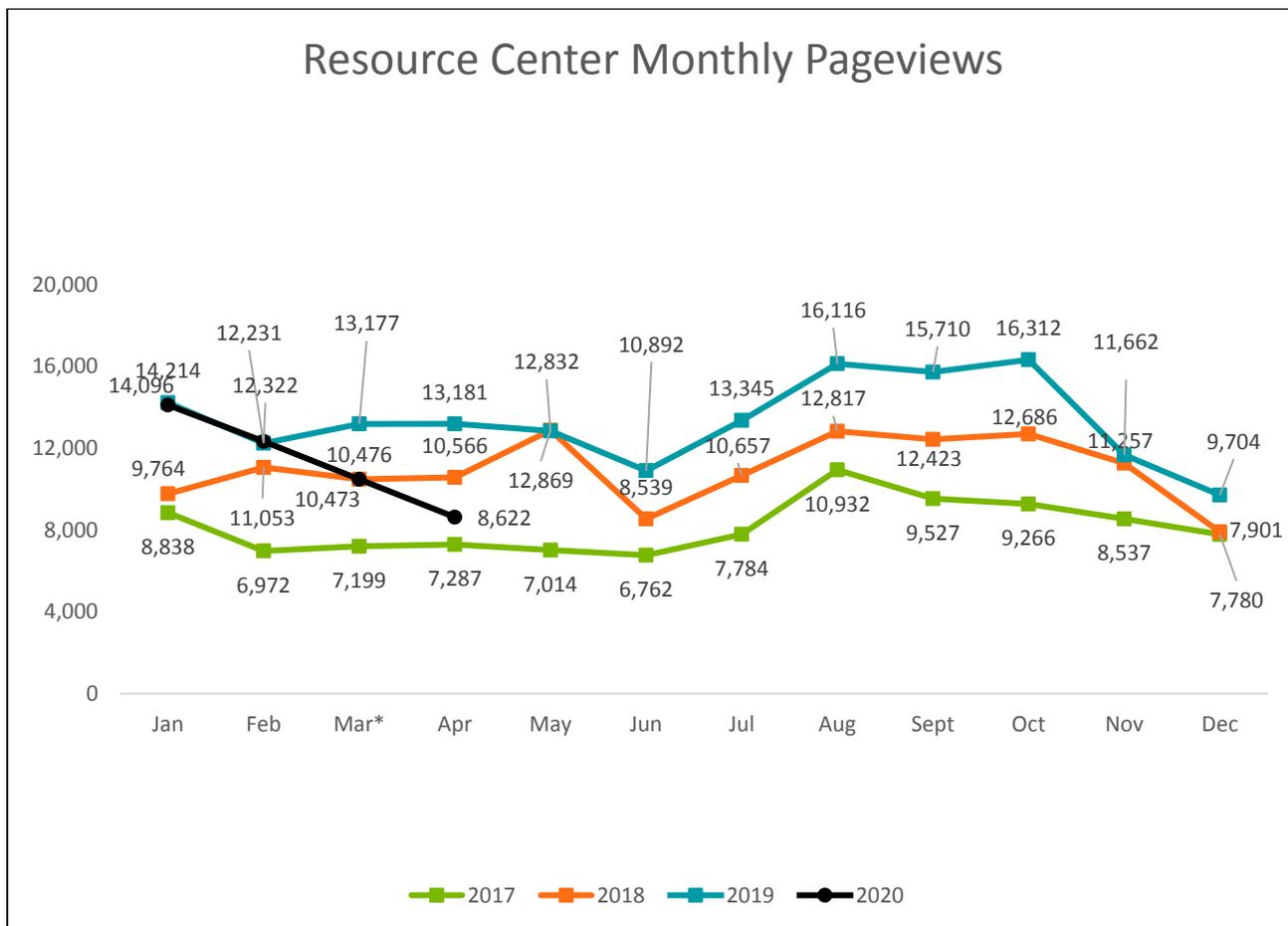
**Equity Resources:** Advance CTE is partnering with organizations from the Committee on Equity in CTE to develop short resources to help state leaders understand their role in promoting equity and access in Career Technical Education (CTE) for specific populations. Advance CTE is currently partnering with the Council of State Governments (CSG) Justice Center, National Center for Learning Disabilities (NCLD) and the National Center for Homeless Education (NCHE) to develop resources on how to promote access and equity in CTE for juvenile justice involved youth, students with learning disabilities and learners experiencing homelessness, respectively. Advance CTE is in the process of drafting the resources.

**COVID-19 Equity Blog Series:** Advance CTE has developed a strategy to help state leaders advance equity in CTE during the COVID-19 (Coronavirus) pandemic. As part of that strategy, Advance CTE

has launched a blog series that examines how state leaders can promote quality, access and equity during the pandemic. The first blog in the series was posted in April.

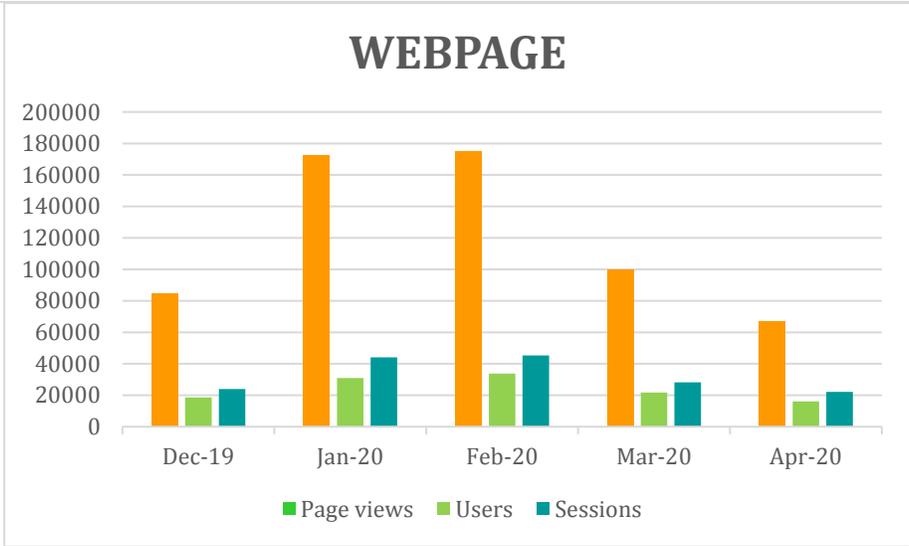
**Kitchen Cabinet on Equity in CTE:** In April, Advance CTE virtually convened the Kitchen Cabinet on Equity in CTE to learn more about the equity challenges states are facing during the COVID-19 pandemic and to brainstorm potential solutions to those challenges.

**Learning that Works Resource Center:** The Resource Center sustained a total of 8,622 hits for the month of April. The top two resources for this month include Advance CTE's *Career Clusters Student Interest Survey*, followed by Advance CTE's *Broadening the Path: Design Principles for Middle Grades CTE*.



\*Reported data for April include website traffic through April 29, 2020

**APRIL 2020 COMMUNICATIONS REPORT**

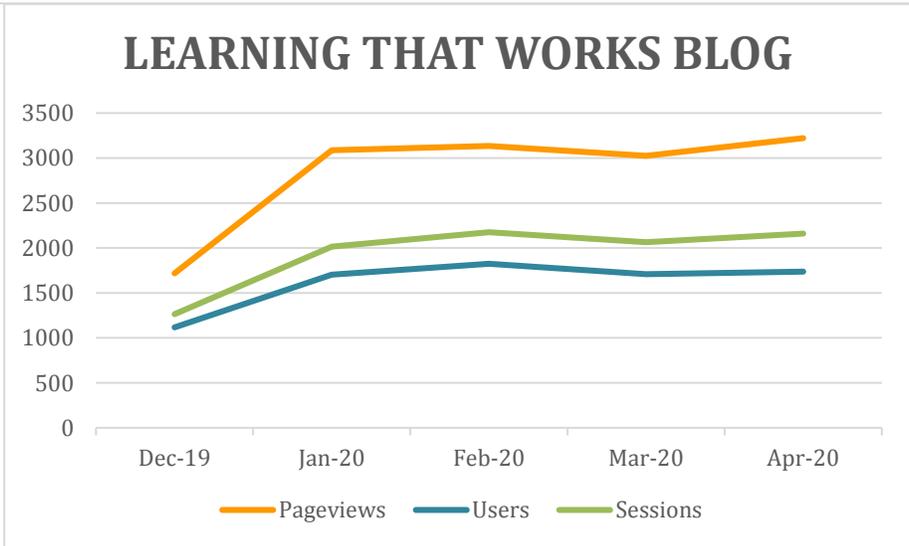


**Major Organizational Releases/Initiatives**

- Broadening the Path (252)
- Infographics (184)
- COVID Resources (847)

**Acquisition of site users**

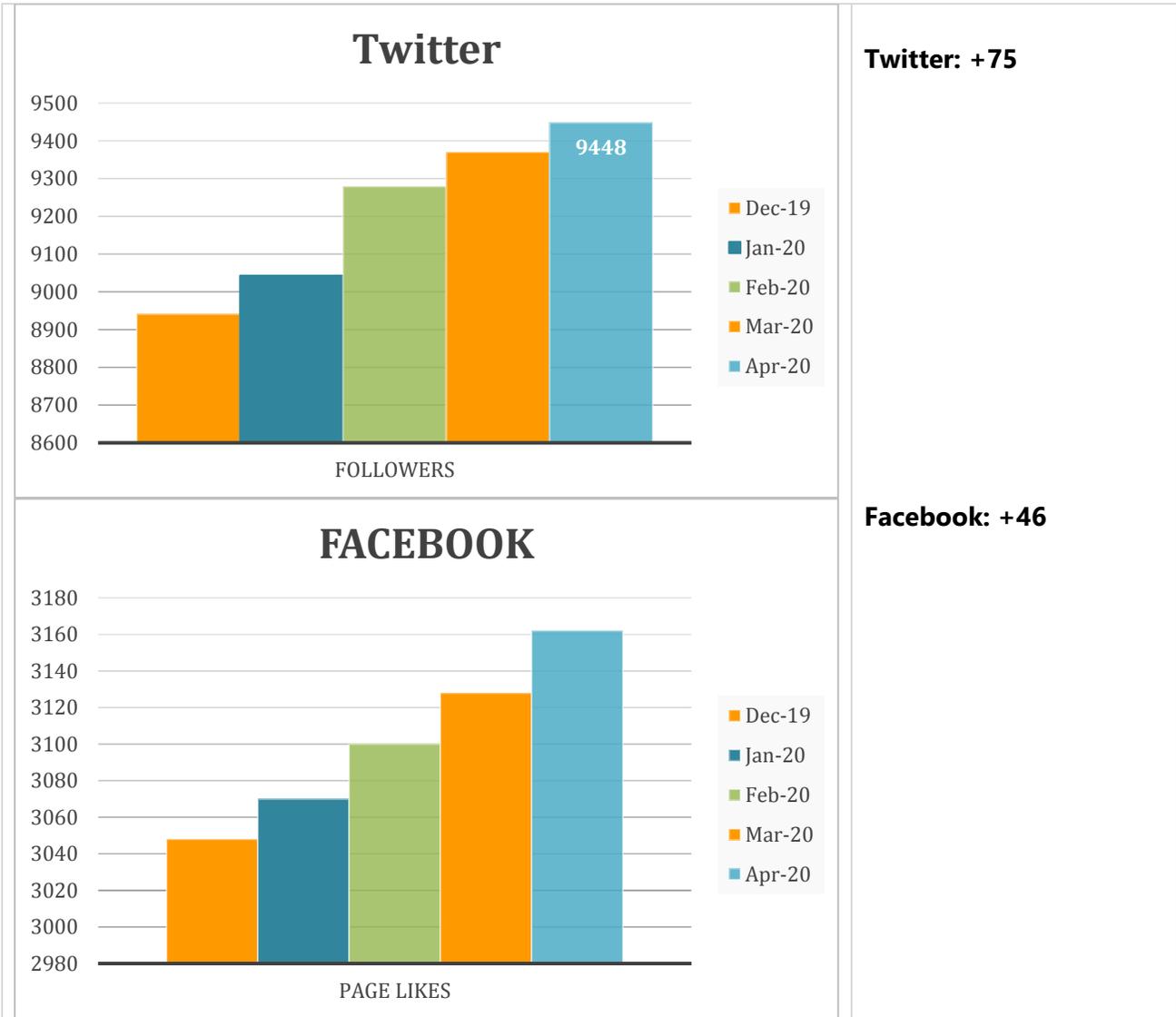
- Organic search (15.8%)
- Direct (60%)
- Referral (22.4%)
- Social (1.3%)



**18 Blog Posts Published**

Most visited blogs:

- COVID-19 Resource Roundup: Equity
- Legislative Update: Phase Three Stimulus Bill Analysis and OCTAE Guidance



**Strategies for Attracting Students to High-Quality CTE** (Siemens Grant)

Staff is working with the Siemens Foundation to determine the best timeline given the COVID-19 (Coronavirus) pandemic and resulting interruptions to the projected timeline and activities.

**Media Engagement**

Advance CTE released two press releases, one regarding OCTAE’s Coronavirus-related guidance, and a second on the \$1 billion proposed investment in CTE. Advance CTE was in contact with two reporters, one from Bloomberg Government and another from Chalkbeat Colorado.

**Priority: Build and maintain strong and effective PARTNERSHIPS that advance our vision and mission.**

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

<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>• CARES Act Webinar, Advance CTE, Virtual</li> <li>• COVID-19 WebEx with State Directors, Advance CTE, Virtual</li> <li>• CTE Data Quality and Use Workgroup Meeting, Advance CTE, Virtual</li> <li>• Kitchen Cabinet on Equity in CTE, Advance CTE, Virtual</li> <li>• NAF Home Week, National Academies Foundation, Virtual</li> <li>• PAYA Data Workgroup Meeting, Advance CTE, Virtual</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>• Accountability Partners Check In Meeting, Education Strategy Group, Virtual</li> <li>• Advancing Higher Education Policies Briefing, Bipartisan Policy Center, Virtual</li> <li>• Association of Career Technical Education Work-Based Learning Conference, Virtual</li> <li>• CARES Act implementation. U.S. Department of Education, Virtual</li> <li>• College High School Alliance Steering Committee meeting, College in High School Alliance, Virtual</li> <li>• Committee for Education Funding Meeting, Virtual</li> <li>• Education &amp; Labor Policy Response to Coronavirus. Strada, Virtual</li> <li>• Legacy of TAACCCT Program. New America, Virtual</li> <li>• National Career Development Summit, Coalition for Career Development, Washington DC</li> <li>• Postsecondary Data Collaborative Meeting, Virtual</li> <li>• Skills for Lifelong Learning Advisor Panel, International Society for Technology in Education (ISTE), Virtual</li> <li>• Supporting High School Seniors During COVID-19, Johns Hopkins University, Virtual</li> <li>• Title IV-A Coalition Meeting, Virtual</li> <li>• WIOA Performance Indicators 101, Workforce GPS, Virtual</li> <li>• Wonder for Good/ Gates Foundation Occupational Identity Advisory Team Meeting, Wonder for Good, Virtual</li> </ul>
<b>OTHER PARTNERS ENGAGED</b>	<ul style="list-style-type: none"> <li>• Achieving the Dream</li> <li>• Association for Career and Technical Education (ACTE)</li> <li>• Bill &amp; Melinda Gates Foundation</li> <li>• Campaign to Invest in America's Workforce (CIAW)</li> <li>• Coalition for Education Funding (CEF)</li> <li>• Council of Chief State School Officers (CCSSO)</li> <li>• Council of State Governments (CSG) Justice Center</li> <li>• Data Quality Campaign (DQC)</li> <li>• Education Commission of the States (ECS)</li> <li>• Education Northwest</li> </ul>

- Education Strategy Group (ESG)
- Institute for Educational Leadership
- Institute for Higher Education Policy (IHEP)
- International Society for Technology in Education (ISTE)
- Joyce Foundation
- JPMorgan Chase & Co.
- National Academies Foundation (NAF)
- National Alliance of Concurrent Enrollment Partnerships (NACEP)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Association of State Boards of Education (NASBE)
- National Association of State Workforce Agencies (NASWA)
- National Center for College and Career Transitions
- National Center for Homeless Education (NCHE)
- National Center for Learning Disabilities (NCLD)
- National Council of State Legislatures (NCSL)
- National Governors Association (NGA)
- National Skills Coalition
- National Student Clearinghouse
- New America
- State Higher Education Executive Officers Association (SHEEO)
- University of Massachusetts Medical School
- U.S. Chamber of Commerce Foundation
- U.S. Department of Education, Office of Career, Technical and Adult Education and Office of Civil Rights
- U.S. Department of Labor, Office of Apprenticeship and Employment and Training Administration
- Vivayic
- Wonder: Strategies for Good



## ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

### Dear Advance CTE Members,

I hope that this newsletter finds each of you, your staff and families healthy, safe and doing as well as can be the case during these unusual and difficult times.

In the past month, Advance CTE created new spaces for State CTE Directors to gather and learn with one another by region. We adjusted our content strategy, compiling relevant COVID-19 (Coronavirus) [resources](#). We distilled the CARES Act and its implications and opportunities for CTE in this [webinar](#). And this week, we launched a new blog series, [Navigating CTE during COVID](#). The blogs, as well as forthcoming fact sheets and Lunch and Learn sessions, will focus on the areas we heard from you are most pressing: distance learning, work-based learning, equity and credentials during Coronavirus.

As we begin a new month, we look forward to continuing to work with you and for you. We welcome your feedback on what we have created for Advance CTE members, as well as welcome your ongoing input into what we should be doing. You can find our staff emails [here](#).

Finally, let me say thank you for all you are doing under these extraordinary circumstances. Many of you submitted your Perkins V state plans this month. Congratulations! You and your staff dedicated so much effort toward creating these robust plans that establish a foundation for CTE in your state - bold goals with a clarity of vision and the fierce commitment to quality and equity. This is the work. It continues and it is important.

Wishing you all another safe and healthy month,

Sincerely,



KIMBERLY GREEN  
Executive Director

*Kimberly A. Green*

## Membership Update

### **State CTE Director Transitions:**

- Elizabeth Bennett is the new Associate Commissioner College, Career and Technical Education in **Massachusetts**
- Paul McConnell is the new Coordinator, Career & Technical Education in **Rhode Island**

### **The Indiana Governor's Workforce Cabinet Job Listing**

The Office of Career and Technical Education is hiring a Career Specialist. Interested parties should send a resume and cover letter directly to PJ McGrew, Executive Director at PaMcGrew1@gov.IN.gov.

### **NEW Resources:**

This month, Advance CTE has developed a number of new resources for you:

- **Guide/Tool:** [Broadening the Path: Design Principles for Middle Grades CTE](#)
- **Fact Sheet:** [Distance Learning in Rural Communities](#)

## View from the Hill

Advance CTE has worked closely with state leaders as well as staff on Capitol Hill to ensure CTE and your needs during Coronavirus are top of mind. Advance CTE and the Association for Career and Technical Education sent a [letter](#) to the chairs and ranking members of both the House Education and Labor Committee and the Senate Health, Education, Labor and Pensions Committee.

The letter includes priorities for future stimulus legislation, including a call for new investment in CTE funding to respond to current challenges and future economic recovery. Additionally, the letter addresses educational waiver provisions needed to support professional development and funding for states and local CTE funding recipients.

That letter can be viewed [here](#). To learn more about our advocacy work and read about new Coronavirus legislation, follow our [Legislative Updates](#).

## Where in the World is Advance CTE?

Advance CTE has facilitated the following virtual meetings:

- CTE Data Quality Workgroup
- COVID-19 Webinar with State Directors
- Kitchen Cabinet on Equity in CTE

Advance CTE has engaged with the following partners, virtually, this past month:

- Participated in Skills for Lifelong Learning Advisor Panel, **International Society for Technology in Education**
- Met with **Bill & Melinda Gates Foundation**
- Met with **Vivayic**
- Met with **Education Strategy Group**
- Met with **JPMorgan Chase & Co.**
- Met with **Siemens Foundation**
- Met with **Institute for Educational Leadership**
- Met with **Council of State Governments Juvenile Justice Center**
- Presented at **National Academies Foundation**
- Met with **University of Massachusetts Medical Center**
- Met with **Magic Leap**
- Met with **New America**
- Met with **NACEP**
- Attended **Gates Foundation/ Wonder Strategies for Good Occupational Identity Advisory Group Meeting**
- Attended Accountability Partners Network Call, **Education Strategy Group**
- Attended **ACTE Work-Based Learning Virtual Conference**
- Met with **Opportunity America**
- Met with **National Governors Association**
- Met with **Council of Chief State School Officers**
- Met with **Aspen Community College Excellence Selection Committee**
- Met with **Center for Energy Workforce Development**
- Met with **National Association of Student Financial Aid Officers**
- Met with **Federal Education Group, PLLC**

Read the update on the 2020 Spring Meeting [here](#).

In 1990, The Carl D. Perkins Vocational and Applied Technology Act passed, expanding the federal emphasis on integrating academic and vocational education and providing

# ADVANCE CTE THROUGH THE CENTURY



100 YEARS OF  
STATE CTE LEADERS

articulation between secondary and postsecondary institutions through the Tech Prep program.

Tech Prep's introduction was a reflection of the changing demands of the economy and the growing sentiment that going to college was an important requirement to many careers, including those on the purview of vocational education programs.

