

## QUICK UPDATES

### Upcoming Advance CTE and Center to Advance CTE Board Meetings

- Advance CTE Board Meeting – January 26, 2017 at 1–2:30 p.m. ET via conference call
- The Center to Advance CTE Board Meeting – January 26, 2017 at 2–3 p.m. ET via conference call
- If you are unable to participate in the January Board call(s), please let Sherry know by emailing here at [squinn@careertech.org](mailto:squinn@careertech.org). The calls will require a quorum as you will be voting to accept the FY16 audit and 990s for both organizations. Advance CTE's Board will also consider the proposed 'business rules' for the state team membership and some federal policy recommendation updates.

### State CTE Director Changes

- As noted in a previous report, Arizona State Director Jeanne Roberts will retire on January 3, 2017. An interim or replacement has not yet been named.
- Two states – NM and NV – remain without an official State Director in place.
- One new mentor match has been made:
  - Alaska's Brad Billings has been matched with Wyoming State Director Guy Jackson.
    - Brad was named Alaska's State CTE Director in September after the state Department of Education, among other state agencies, was forced to do a series of layoffs. Though he doesn't have a background in CTE, he is working with his staff to become an instant expert.

## Strategic Priority: Ensure strong organizational governance and fiscal security for both Advance CTE and The Center to Advance CTE

### Finance Update:

At the end of December, 50% of the fiscal year will have passed. The financial statements have been reconciled through October 2016. November reconciliations are in process with the accountant; therefore the estimates below reflect actual expenses through the end of December, not including the November and December payroll and investment adjustments as these are done by the accountants. The first quarter payroll reconciliation between organizations is still pending due to errors by the accountant required the entries to be revised. We hope to have that remedied over the holiday break. We will work to have the second quarter payroll reconciliation between organizations will take place in mid-January. Lastly, we are pleased to share that the FY16 audit was clean, with no findings. The accountant and auditor will walk through both the audit and the 990s on our calls with the Finance/Audit Committee and Board in January 2017.

Advance CTE Budget Snapshot
Received 76.13% of budgeted income
Expended 41.34% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 87.95% of budgeted income
Expended 28.26% of budgeted expenses

### Staff/Organizational Updates

Steve Voytek is moving on to new ventures in the middle of January, joining the team at ACT (the assessment company). Steve has been with the Advance CTE team for the last three and a half years and during that time has grown to become a compelling advocate and true champion for CTE. He will be remembered for his responsiveness to the membership and thoroughness with which he approached his legislative analysis, as well as his love of matcha! Kim is working with Steve on a transition plan to ensure continuity of our organization’s work federal advocacy work and leadership during the transition of Administration’s. The position announcement has been posted, with the goal of filling the position in late January/early February.

### 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
Siemens Foundation		Advance CTE has selected a research firm to conduct qualitative and quantitative research to identify the most effective messages to parents, students and the public around CTE. Eight focus groups – in Bethesda, MD, Columbus, OH, and Jackson, MS – will take place in January. This month, we sent out an invitation to respond to our RFP for states who may receive technical assistance and small groups to support their student recruitment strategies.	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	Advance CTE and partners have submitted an updated draft of the report describing eight of the CTE-apprenticeship program sites visited throughout the Spring. Initially, the report was to be released in August, but will now likely be released in early 2017. We also are working with our partners (Vivayic, JFF and RTI) on the development of the related resource guide.	Ongoing
Workforce Matters	Multiple	Through an introduction from Siemens, we have been in discussions with Workforce Matters, a coalition of foundations that are committed to supporting workforce development, about how to engage and support their members around CTE. This month, we led a “CTE 101” and have a series of future webinars and meetings planned around key topics, such a work-based learning and industry credentials.	Relationship Building

Arconic Foundation		We have been in discussions with Arconic – formerly part of Alcoa – for the last year and submitted a series of fundable ideas earlier this month. We expect a detailed follow up in the coming weeks.	Early discussions
Joyce Foundation		We had an initial call with a program officer from Joyce to discuss potential alignment in our work, with a focus on Putting Learner Success First and our work with their six focus states (MI, OH, IL, IN, MN, WI). We committed to following up with some potential funding ideas – including the state policy framework around program approval processes or support for states’ selection of credentials – by the end of the year.	Early discussions
Bill & Melinda Gates Foundation		We have had some informal discussions with John Fischer, laying groundwork for potential opportunities under a reauthorized Perkins.	Early discussions

**Strategic Priority: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state CTE leaders.**

**Membership Update**

In December, Advance CTE received 1 new Associate, Non-state membership.

Total membership as of December 21, 2016: 329

- State Director: 54
- Associate, State: 89
- Associate, Non-state: 87
- Organizational: 34 organizations (representing 99 individuals)

**State Team Update**

In December, Advance CTE staff held engagement calls with the State Directors to receive feedback on the proposed guidance for the new state team membership structure. Of the 54 State Directors, 45 have participated in calls or provided feedback via email. Five will be engaged during the first week of January. Four states remain outstanding and staff will try again to engage with those states in early January.

As a result of these calls, staff are developing finalized guidance and a proposed board policy in advance of the Board’s January meeting, and will continue to preparations operationalize the membership structure in our administrative, financial and communications systems.

**Member Resources and Supports**

**State Policy and New Skills for Youth Update:** During December, staff released this year’s [State of CTE report](#). This year we focus on a question that has been top-of-mind for many state directors: how to increase access to industry experts into secondary schools. The report was informed by a survey of our State Directors as well as a survey of 260 local CTE administrators and teachers from 26 states. We shared results from the surveys at the Fall Meeting in October, and will share further conclusions during a [webinar](#) on January 9.

This month's update from the Learning that Works Resource Center is cut a little short due to the holidays. During the first three weeks of December, the Resource Center saw nearly 2,600 page views (slightly off course from the monthly average of 5,500 thus far). After the [2016 State of CTE report](#) on recruiting industry experts was released on December 16, the publication quickly became the most frequently visited resource in the Resource Center for the month of December.

Looking ahead, Advance CTE is taking the lead on developing resources based on state (and member) needs. Our calendar of planned publications over the next month include:

- *Phase One snapshots:* After a review of application materials, state presentations and interviews with coaches, Advance CTE is drafting brief snapshots on the work done by each of the Phase One states during the grant period. Each snapshot is focused on the lessons all states can learn from each of the NSFY state accomplishments and innovations.
- *State Policies Impacting CTE: 2016 Year in Review:* In January, Advance CTE and the Association for Career and Technical Education (ACTE) will release the fourth installment in the annual Year in Review series, highlighting legislation, board rules, executive actions and other CTE-relevant state policies that were passed during the calendar year. We will host a webinar on Wednesday, January 25 to discuss findings from the report. Register to attend [here](#).

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2017 Spring Meeting	May 2-4	TBD	TBD	TBD

Registration for the 2017 Spring Meeting will open on January 13, 2017. Further details will be provided in the January Board Update, as plans continue to take shape.

**Strategic Priority: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the *Putting Learner Success First: A Shared Vision for the Future of CTE*.**

In May, Advance CTE and six partner organizations released [Putting Learner Success First: A Shared Vision for the Future of CTE](#). Since the release, tens of thousands of copies have been distributed across the country and state and local leaders have begun to signal their commitment to its implementation. Over 20 states have including *Putting Learner Success First* in their professional development and/or strategic planning in some capacity.

Since the release, we have signed on five additional supportive organizations, most recently National FFA in December. We are awaiting their signed letter of support and then will plan to do a blog post featuring them in January.

We have also been doing monthly blog posts on Putting Learner Success First, with the November [post](#) focused on state adoption and support of the vision.

Looking ahead, Advance CTE has a number of resources and activities planned including:

- A two-page document on the role of postsecondary leaders in supporting the new vision with National Council of State Directors of Community Colleges (January 2017)
- A two-page document on the role of industry leaders in supporting the new vision with National Council of State Directors of Community Colleges (February 2017)
- A short video showing a world where the vision is a reality (February 2017)

**Strategic Priority: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and workforce development in support of expanded access to and quality of CTE.**

**Federal Advocacy Plan:** Congress reconvened briefly for a short lame duck session this month. Lawmakers, at the request of incoming President-Elect Donald Trump, passed stopgap legislation, known as a continuing resolution (CR), to keep the federal government open until April 8<sup>th</sup>, 2017 and fund programs like the Carl D. Perkins Act (Perkins) at least in the interim. Advance CTE has been focusing its advocacy efforts on this ongoing budget and appropriations process which has the potential to significantly impact Perkins funding for the next several years.

**Sub-Advocacy Plan Activity:**

**WIOA:** Advance CTE met with several U.S. Department of Labor officials this month regarding the release of additional non-regulatory guidance related to the implementation of career pathways and the provision of recognized postsecondary credentials. With a new administration transition into the White House, staff believe that this guidance will be further delayed until late 2017.

**HEA:** Advance CTE is in the process of revising its HEA recommendations to reflect a new political environment and to further advance its policy objectives in this space. These revisions will be presented to the board for approval in early 2017.

**ESSA:** There has been no relevant updates for ESSA implementation this month.

**Budget / Appropriations:** As mentioned, Advance CTE's priority in 2017 will be the protection of the federal investment in CTE—the Perkins Act. Ongoing partisan disagreements over macro fiscal policy have the potential to dramatically impact funding for the Perkins Act in the coming years and Advance CTE will be pursuing several courses of action to ensure a robust federal investment in CTE for the years to come.

**Perkins:** Advance CTE met with House education committee staff this month and are cautiously optimistic that the House-passed Perkins reauthorization bill will be re-taken up for consideration in the New Year. A timeline for this process is still extremely tentative, as are related details, but will become clearer after the House leadership elections in January. In the

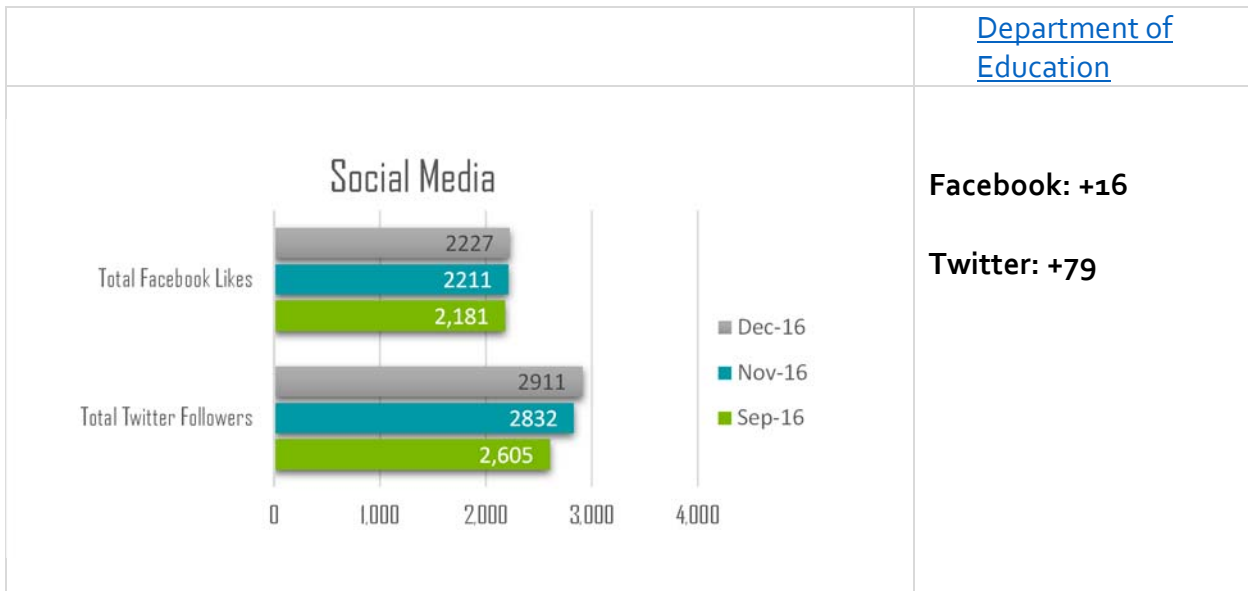
Senate, education staff remain optimistic about Perkins' prospects but have made no commitments to moving specific legislation at this time.

**Congressional Offices Engaged in December 2016:**

- Sen. Enzi (R-WY)
- Sen. Alexander (R-TN)
- Sen. Murray (D-WA)
- Sen. Kaine (D-VA)
- Sen. Baldwin (D-WA)
- Rep. Kline (R-MN)
- Rep. Foxx (R-NC)
- Rep. Scott (D-VA)
- Rep. Langevin (D-RI)
- Rep. Thompson (R-PA)

**Communications Update:**

<p><b>Website Metrics</b></p> <table border="1"> <thead> <tr> <th>Month</th> <th>Sessions</th> <th>Users</th> <th>Pageviews</th> </tr> </thead> <tbody> <tr> <td>Sep-16</td> <td>68,201</td> <td>49,730</td> <td>248,965</td> </tr> <tr> <td>Oct-16</td> <td>54,493</td> <td>40,167</td> <td>182,109</td> </tr> <tr> <td>Nov-16</td> <td>41,650</td> <td>32,631</td> <td>138,924</td> </tr> <tr> <td>Dec-16</td> <td>41,591</td> <td>31,282</td> <td>135,592</td> </tr> </tbody> </table>	Month	Sessions	Users	Pageviews	Sep-16	68,201	49,730	248,965	Oct-16	54,493	40,167	182,109	Nov-16	41,650	32,631	138,924	Dec-16	41,591	31,282	135,592	<p><b>Most Visited Pages</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Career Clusters</a></li> <li>• <a href="#">Arts</a></li> <li>• <a href="#">Human Services</a></li> </ul> <p><b>Acquisition of site users</b></p> <ul style="list-style-type: none"> <li>• Organic search (39%)</li> <li>• Direct (39%)</li> <li>• Referral (17%)</li> </ul>
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**Media**

Advance CTE had one media hit in December:

- [How Can Schools Get More Industry Experts into Career-Tech Programs?](#)

Advance CTE also provided background information for a reporter from [ASCD's Policy Priorities Publication](#) and Fortune Magazine.

**Excellence in Action Award**

Award applications have been received and staff is doing the initial review of awards. The selection committee will meet in early February to select the final award winners.

**Strategies for Attracting Students to High-Quality CTE**

Staff and Edge Research will conduct focus groups to take place in January in Mississippi, Ohio and Maryland. The State RFP for the second phase state competition was released in December, with applications due in late January.

**Strategic Priority: Expand awareness of, support for, and access to high-quality CTE by leading, building and maintaining strategic partnerships.**

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

**PRESENTATIONS**

- Presented and led a discussion on the role CTE plays in juvenile justice programs at a Jobs for the Future meeting of federal grantee facilities
- Presented on a webinar to Workforce Matters
- CareerTech VISION

## EVENTS ATTENDED

- Department of Defense Education Activities pathways meeting
- Achieve’s annual meeting
- National Academies of Sciences, Engineering, and Medicine, Military as a Career Pathway Conference, Washington, D.C.
- Committee for Education Funding (CEF), Election Debrief With Washington Post, Washington, D.C.
- New America Foundation, Beyond the Classroom: Integrating the Workplace into the Classroom, Washington, D.C.
- Workforce Data Quality Campaign (WDQC), Annual State Fly-In, Washington, D.C.
- AEI This Way Up Conference, Washington, D.C.

## OTHER PARTNERS ENGAGED

- Engaged with the AIR Center on Great Teachers and Leaders in the development of the State of CTE Industry Experts Report
- ACTE on Joint Workplan
- OCTAE
- WGBH



# Advance CTE Newsletter

December 2016

*Your voice from the nation's capital*



## Dear Members,

As we dive into the holiday season and approach a new year, I want to thank you all for your continued support of Advance CTE and commitment to high-quality Career Technical Education. For our organization, it was a year of significant growth, opportunity and change. From the Advance CTE [rebrand](#); to releasing the vision, [Putting Learner Success First: A Shared Vision for the Future of CTE](#); launching the [Learning that Works Resource Center](#); and adopting a forthcoming new state 'team' membership model, we are proud of these accomplishments. We hope you share in the pride of this success, as we simply could not have achieved all that we have without our members' engagement and support. Thank you!

And let's talk about what a year it was for the Career Technical Education enterprise. Wow! From the \$35 million investment by JPMorgan Chase & Co. in [New Skills for Youth](#) to the many new investments, policies and innovations states are leading, it's been an incredible year. Speaking of states leading, be sure to keep an eye out for the 2016 year in review, conducted in partnership with the Association for Career and Technical Education (ACTE), this annual look into the year's state CTE policies will be released on January 25th accompanied with a webinar that will explore major themes and trends.

Additionally, it was great to see so many of you at the ACTE CareerTech VISION in Las Vegas, Nevada. For the first time ever, we held a joint meeting of State CTE Directors and State ACTE Executive Directors. In keeping with our goal of strength in unity toward a common vision, this gathering was the kick off of future collaborative efforts.

Finally, we closed out December with a new report, [The State of Career Technical Education: Increasing Access to Industry Expects in High Schools](#). Thank you for taking the time to submit your survey responses. We had a fantastic response rate, which provided a strong foundation for the report's findings. Check out the report and be sure [register](#) for a webinar on January 9th where we'll explore it in depth.

Wishing you all the best during this holiday season and a joyous start to 2017.

Sincerely,

Kimberly Green,  
Executive Director

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## Member News

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### State Policies Year in Review, 2016

January 25, 2017

2 - 3 p.m. ET

It's that time of year again! The annual State Policies Impacting CTE Year in Review report, a joint publication between Advance CTE and ACTE, will be released at the end of January. Now in its fourth year, the report highlights state legislation, board rules and executive actions impacting CTE across the states. Along with the release of the report, we are hosting a webinar on Wednesday, January 25 at 2:00 p.m. ET to unpack notable policies and discuss trends.

[Advance CTE Rebrand](#)

[Register here](#)

[Organizational Resources](#)

[State-Specific Tools & Resources](#)

Don't forget to [log in](#) to access these members-only resources!

### Save the Date!

Coming in January 2017, registration opens for the 2017 Spring Meeting. This year's meeting will be May 2-4, 2017 at the Omni Shoreham Hotel in Washington, DC.

Just announced, 2017 Fall Meeting will be October 16-18, 2017 in Baltimore, Maryland

For more information, check out our [Future Meetings](#) page!

If you have a research request, please contact [Andrea Zimmermann](#), Senior Associate for Member Engagement and Leadership Development.

## View from the Hill

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Heading towards yet another funding deadline for federal government operations, lawmakers on Capitol Hill passed additional stop-gap legislation to extend current funding levels through April 28, 2017. While many in Congress, along with Advance CTE, advocated for comprehensive funding legislation to provide more certainty for important federal programs, such as the Carl D Perkins Career and Technical Education Act, the incoming President-Elect requested an extension on FY 2017 funding decisions. The move resulted in a 0.19 percent across-the-board cut to stay within current spending caps, but this will not be applied retroactively to Perkins funding in the near-term. In other news, incoming President Donald Trump has nominated Betsy DeVos for U.S. Secretary of Education. Advance CTE is engaging in the nomination process and will work to ensure the U.S. Department of Education will continue to robustly support high-quality CTE in the years to come.

## State Policy Overview

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The end of the year is always a slow time for state policy, as most state legislatures, with few exceptions, have long since adjourned for the year. In this period of quiet, however, state policymakers are actively preparing for the 2017 legislative session. Currently, [12 states](#) are engaged in organizational sessions to swear in new members, elect leaders and prepare for the coming year. And in January, 41 states and Washington, D.C. will begin new legislative sessions. .

Meanwhile, state leaders are actively engaged in drafting state plans to meet requirements for the federal Every Student Succeeds Act (ESSA). Although new regulations from the U.S. Department of Education delayed the deadline for state plan submissions to either April or September of next year, several states have made notable progress in developing their plans. Ten have already released draft versions for public comment. We recently published an [update on our blog](#) that explores emerging strategies states are using to leverage ESSA in support of career readiness.

We also encourage you to join us for our annual state policy review webinar on January 25, which will highlight CTE-related policies passed in the states in 2016 and explore trends from the year. Sign up for the webinar [here](#).

## Learning that Works Resource Center

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Employer engagement is key to ensuring students can experience meaningful career technical education (CTE) aligned to relevant career pathways. Bringing employer leaders to the table

can help ensure course standards are aligned with industry needs, pathways in high-demand industries are prioritized, and students have access to career awareness and work-based learning experiences within their chosen field of study. [The Learning that Works Resource Center](#) contains numerous materials to help states either develop a strategy for engaging employers or leverage existing employer relationships to strengthen career pathways. Check out a few of these resources below.

**Report - [In their Words: Why Business Leaders Support CTE, Career Pathways and Career Academies](#)**

This brief, from Advance CTE and Ford Next Generation Learning, is the outcome of two roundtables held with business leaders in Nashville, TN and Pinellas County, FL to explore why and how they support CTE in their communities, and offers recommendations based on their successful engagement.

**Guide - [Talent Orchestrators: Scaling Youth Employment Through Business-Facing Intermediaries](#)**

This report from the U.S. Chamber of Commerce Foundation provides a framework for intermediaries to engage and support employers through work-based learning.

**Policy - [Illinois: STEM Learning Exchanges](#)**

Illinois' STEM Learning Exchanges, public-private partnerships between education and business leaders, model how states can build connections with employers to expose students to industry experts and develop resources to support classroom and work-based learning.

## **Where We've Been**

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Advance CTE staff participated in a variety of events, presentations, conferences, briefings and meetings with key partners, agencies and organizations:

- Presented at ACTE's CareerTech VISION
- Presented on a webinar for Workforce Matters
- Presented at an event hosted by Jobs for the Future
- Attended Workforce Data Quality Campaign, State Fly-In
- Attended NDD United Town Hall
- Attended National Academies' Military as a Pathway to a Career
- Attended New America's Integrating the Classroom with the Workplace
- Attended Coalition for Career Development
- Attended Education Policy Fellowship Program Twitter Chat
- Attended Achieve's 20th Anniversary Meeting
- Attended American Youth Policy Forum
- Attended meeting with the Office of Career, Technical and Adult Education

Forward this email

STAY CONNECTED

