

ADMINISTRATIVE/ORGANIZATIONAL

New Advance CTE Staff Members:

In March, Advance CTE hired two new full-time staff members, Ashleigh McFadden (State Policy Manager) and Austin Estes (Policy Associate). Both of these positions are funded through the JP Morgan Chase grant. Ashleigh started on March 30, while Austin will be starting on April 18.

Upcoming Advance CTE and Center to Advance CTE Meetings:

Advance CTE Board Meeting

Thursday, April 14, 2016

3 p.m. – 4 p.m.

Topic: Vision approval and State Team Membership Pilot discussion and approval.

Advance CTE Spring Board Meeting

Sunday, May 22, 2016

8 a.m. – 2 p.m.

The Center to Advance CTE Spring Board Meeting

Sunday, May 22, 2016

Noon – 5 p.m.

Annual Meeting

Registration opened on January 29 for the Spring meeting, information on which can be found [here](#).

State Membership Dues: FY17 State dues invoices are planned to be send out by the end of mid-April. They were put on hold for the approval of the State Team Membership Pilot by the Board during the April 14th Board meeting.

- We have received 104% of the budgeted state dues.
- One state and two territories remain unpaid. Puerto Rico has been written off and Virgin Islands is attempting to make payment. California is partially paid due to annual contract.

Associate Membership Dues: FY17 invoices for associate members are scheduled to be sent out following the State Dues in late April.

Finance Update: This report provides a quick snapshot of the financial position of both organizations for the reconciled period of July 1, 2015 through February 29, 2016 or 66% of the fiscal year.

Advance CTE Budget Snapshot
Received 74% of budgeted income
Expended 56% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 21% of budgeted income
Expended 24% of budgeted expenses

State Director Update:

- **Missouri:** Dr. Blaine Henningsen was appointed State CTE Director effective March 2016
- **Ohio:** Dr. Emily Passias has been appointed State CTE Director effective March 2016. Dr. Steve Gratz will remain an associate member. Emily will be at the Spring Conference, please be sure to say hello.

On-boarding Update: In March, staff paired New Hampshire's Eric Feldborg with Iowa's Pradeep Kotamraju as part of the ongoing professional development program for new State Directors.

STRATEGIC PLAN UPDATES

New Vision for CTE: Following the strategic planning retreat, Advance CTE accelerated work on the new vision for CTE, re-engaging the co-conveners around a draft and providing an update to all Summit participants. The e-blast to Summit participants was very well received, with a 46% open rate, well above average.

Drawing on input given by the Board of Directors in February, a draft was shared with the co-conveners, six of whom provided feedback both in writing and through participation in a cross-organization call on March 21. Specifically, ACTE, NASBE, NSC, NGA, the Chamber of Commerce Foundation and CCSSO are very engaged, while the National Council of State Directors of Community Colleges agreed to review the second draft.

On March 28, we shared the full draft of the new vision for CTE with the Board, along with the two-page executive summary, which will stand as the primary vision document moving forward, and asked for feedback by April 5. Based on this input, as well as additional input from the co-conveners, Advance CTE will share an updated document by Monday April 11 to be discussed and approved on April 14.

At the same time, we are working with the co-conveners to plan for the rollout of the vision, including getting signed letters of commitment to the new vision and agreements that the document will include all co-convening organizations' names to signal that it's truly a 'shared' vision. The plan is to release the new vision the week of April 25 or May 2, with the first day of the Spring meeting dedicated to unpacking the vision's core guiding principles and actions.

Strategic Plan Update: A draft of the strategic plan – specifically the overall tactics and goals – was shared with the Executive Committee at the end of March. The Executive Committee will be providing input before the next Executive Committee call, scheduled for May 5. Based on their input, an updated/final strategic plan will be shared with the full Board at least two weeks before the May Board meeting, where it will be up for approval by Board vote. Staff will plan to share the new plan with the full membership at the Business Meeting on May 23 at the spring meeting.

In February, the Board reaffirmed maintaining a commitment to partnerships, policy, professional development/learning, and the organizations' health, as well as adding new a tactic around the release and implementation of the new vision.

New Skills for Youth Update: Between May and June, Advance CTE will begin releasing its first deliverables under New Skills for Youth grant, specifically:

- An update of Making Career Readiness Count (with Achieve) to reflect more updated data and reframed around the opportunities presented under ESSA
- The development of the *Learning that Works Resource Center*, a curated web-based collection of best practices, resources and policies that is publicly available. At the same

time, we are developing the *Advance CTE Resource Clearinghouse*, a member-only, web-based collection of public and members-only resources, policies and best practices.

FUNDRAISING & DEVELOPMENT

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.

<i>Grant/Proposal/Contract</i>	<i>Organization/Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
IDIQ – Connecting Secondary CTE and Apprenticeships	OCTAE	Advance CTE conducted its first site visit in March and will conduct the next two in April. The site visits will contribute to a synthesis report, to be published in summer 2016, to explore how to strengthen connections between K-12 CTE and apprenticeships.	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	24 states and DC were selected for Phase 1 of New Skills for Youth grants over an intensive, two-day selection committee meeting. Planning is underway for the May 4-5 kickoff convening. The final details are being worked on for the contract with CCSSO, which is expected to be completed in early April. We also participated in a CTE Caucus briefing on this grant in March.	Ongoing
Siemens Foundation		We submitted a short prospectus on a possible project around communications and recruitment into high-quality CTE programs. Crystal Bridgeman invited Advance CTE to present on the new vision for CTE to “Workforce Matters,” a group of funders interested in workforce development issues this June.	Initial discussions
Alcoa Foundation		Kate had a call with Ryan Kish, Alcoa’s program manager for education and will be following up after the release of the new vision to discuss potential funding opportunities.	Initial discussions

IMPACT & REACH

Federal Advocacy Plan: This month Advance CTE focused its advocacy efforts primarily on Perkins reauthorization issues in preparation for expected activity in the Senate. Staff have also focused on the upcoming Fiscal Year 2017 budget and appropriations process to ensure the budget function of the federal budget where Perkins derives its support (known as a “302(b)” allocation) is adequately funded.

Sub-Advocacy Plan Activity:

Perkins: Advance CTE expects a “discussion draft” to be released by the Senate Health, Education, Labor, and Pensions (HELP) Committee in early April. Staff have been wholly engrossed in conversations related to language contained in this forthcoming draft and have been coordinating with ACTE on a collective response to this effort in the coming month. Advance CTE has also been notified by the House Committee on Education and Workforce (HEW) that they have formally started efforts to reauthorize Perkins. While these efforts are not public, we expect HEW will make these activities public in the coming months.

WIOA: Advance CTE is awaiting final rules from the federal agencies for the implementation of WIOA which are expected to be released “June 2016”. With the April 1, 2016 state plan deadline, Advance CTE staff noted 7 states that have submitted a “combined state WIOA” plan that will include Perkins: DE, MN, NE, NH, OH, PA, and VA.

HEA: Reauthorization efforts for this legislation have stalled in the current Congress. Advance CTE continues to work on priority issues in this area via stand-alone legislation and expects efforts to reauthorize the law to pick back up in 2017 or 2018 during the next Congress.

ESSA: The U.S. Department of Education (USDE) has been engaging in negotiated rulemaking on several issues related to ESSA implementation. Advance CTE expects further draft rules to materialize in April on so-called “supplement-not-supplant” fiscal requirements along with the law’s new assessment framework. Staff learned that USDE will be issuing draft regulations for public comment on more areas of ESSA implementation, including new accountability systems and state planning requirements, in the coming month. Advance CTE plans to formally engage in these efforts when USDE makes this announcement public.

Budget / Appropriations: Through several coalitions including the Committee for Education Funding (CEF) and the Campaign to Invest in America’s Workforce (CIAW), Advance CTE has been advocating for a robust 302(b) allocation for the Labor-HHS-ED appropriations bill—legislation that ultimately funds the Perkins Act. Despite a two-year agreement that established topline budget figures late last year, Congressional Republicans have raised concerns about adhering to the bipartisan budget agreement reached in late 2015. In an effort to ensure that Perkins receives its “fair slice of the funding pie”, staff supported two Congressional appropriations request in both the House and the Senate. These efforts

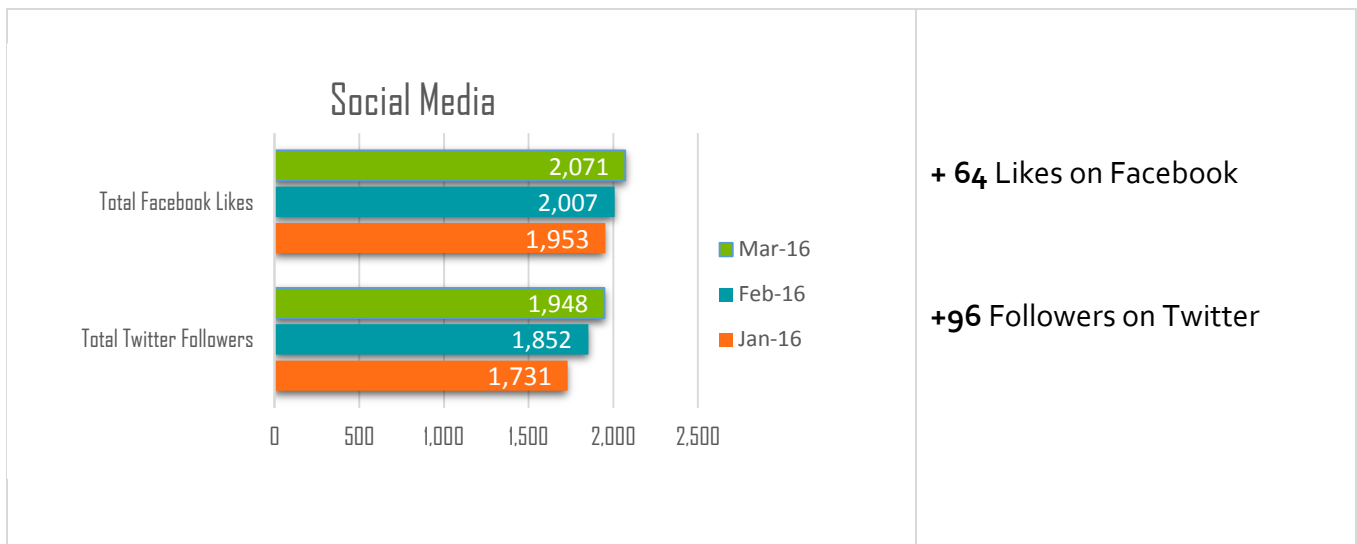
garnered the signatures of 150 lawmakers—the most support the legislation has received since it was last reauthorized in 2006.

Congressional Offices Engaged in March 2016:

- Sen. Enzi (R-WY)
- Sen. Alexander (R-TN)
- Sen. Murray (D-WA)
- Sen. Casey (D-PA)
- Sen. Blumenthal (D-CT)
- Sen. Kaine (D-VA)
- Sen. Portman (R-OH)
- Sen. Isakson (R-GA)
- Sen. Capito (R-WV)
- Sen. Baldwin (D-WI)
- Sen. Sanders (D-VT)
- Sen. Bennet (D-CO)
- Rep. Kline (R-MN)
- Rep. Scott (D-VA)
- Rep. Langevin (D-RI)
- Rep. Thompson (R-PA)
- Rep. Davis (D-CA)
- Rep. Wilson (R-SC)

Communications Update:

<p>Website Metrics</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Sessions</th> <th>Users</th> <th>Pageviews</th> </tr> </thead> <tbody> <tr> <td>Jan-16</td> <td>51,977</td> <td>42,637</td> <td>162,569</td> </tr> <tr> <td>Feb-16</td> <td>50,853</td> <td>42,320</td> <td>163,627</td> </tr> <tr> <td>Mar-16</td> <td>35,838</td> <td>28,597</td> <td>121,662</td> </tr> </tbody> </table>	Month	Sessions	Users	Pageviews	Jan-16	51,977	42,637	162,569	Feb-16	50,853	42,320	163,627	Mar-16	35,838	28,597	121,662	<p>Most Visited Pages</p> <ul style="list-style-type: none"> • careertech.org/career-clusters • careertech.org/student-interest-survey • careertech.org/CTE <p>Acquisition of site users</p> <ul style="list-style-type: none"> • Organic search (35%) • Direct (49%) • Referral (14%) 				
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Media Engagement

On March 30, Advance CTE, CCSSO and JPMorgan Chase & Co. announced the recipients of phase one of New Skills for Youth, resulting in a number of media mentions throughout the last few days of March. CCSSO released a [national press release](#) with a quote from Kimberly Green, while a number of states released press releases as well.

Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2016 Spring Meeting	5/23/16	81 registered	TBD	52%

PARTNERSHIPS

Below is a list of Advance CTE’s staff most impactful or otherwise notable engagement activities from March 2016

PRESENTATIONS	<ul style="list-style-type: none"> • Presented about measuring work-based learning to National Governors Association’s Policy Academy on Work-based Learning in Salt Lake City, UT • Presented to Youth Employment Network at U.S. Chamber of Commerce Foundation in Washington D.C.
EVENTS ATTENDED	<ul style="list-style-type: none"> • ACTE’s National Policy Seminar • Meeting with OCTAE and partners around upcoming OCTAE/OECD workshop on work-based learning in July 2016 • Quarterly National Coordination Council-Career Technical Student Organizations • CTE Caucus event on New Skills for Youth • Department of Labor’s Youth Apprenticeship Ad Hoc Working Group
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • Achieve around development of “Making Career Readiness Count 2.0” • NGA around work-based learning, American Apprenticeship Grants • AIR, College & Career Ready & Success Center about possible collaboration