

**QUICK UPDATES**

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

**Advance CTE Board Meetings**

- January 30, 2018 at 2 -3 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel

**The Center to Advance CTE Board Meetings**

- January 30, 2018 at 2:30 3:30 p.m. ET – Conference call on Audit and 990s approval
- Strategic Planning Retreat February 25-27, 2018 – in person at the BWI Marriott Hotel

**Joint Board Meetings** (Both Advance CTE and The Center to Advance CTE Boards)

- January 30, 2018 at 2:30 p.m.- 3 p.m. ET – Conference call on Audit and 990s approval

If you haven't RSVP'd for the calls and retreat noted above, please do so as soon as possible.

**State CTE Director Changes**

- In November, we saw one new retirement. Lolita Hall of Virginia retired after a long tenure at the Virginia Department of Education. We are working with the acting State Director, George Willcox, to support him and the staff during this transition.
- There are now six vacant State Director positions:
  - Alabama
  - New York
  - North Carolina
  - South Carolina
  - Texas
  - Virginia

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

**Finance Update:** The organizations' finances are in a strong position, tracking with budget projections.

Advance CTE Budget Snapshot
Received 75.51% of budgeted income
Expended 37.48 % of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 82.03 % of budgeted income
Expended 20.62% 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	We learned in late September that our second round of funding was approved – totaling \$610,000 over two years. While we work to complete our first grant project, we are beginning to plan for the second grant, which will focus on providing TA to states around communications and messaging and activating counselors as CTE advocates. The next RFP for the state TA grants will be going out in early December.	Ongoing
<b>New Skills for Youth</b>	JP Morgan Chase; CCSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
<b>Postsecondary program quality</b>	Joyce Foundation	We have been engaged in discussions with Joyce since last fall and have submitted a proposal to use our upcoming program approval benchmark tool in a small number of states to advance quality CTE programs at the postsecondary level. If approved, the project would launch in January 2018.	Proposal Development
<b>IDIQ – Connecting Secondary CTE &amp; Apprenticeships</b>	OCTAE	The final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, were released in November during a webinar hosted by OCTAE. We will be submitting our final invoice and closing out this contract.	Ongoing
<b>Quality Credentials</b>	Credentials Engine	We have jointly submitted a proposal t with Credentials Engine and Education Strategy Group o a group of funders to support a state-facing utilization of the Credentials Engine “app” to identify high-quality/meaningful industry-recognized credentials. At this point, it’s unclear what a timeline would be. Proposal has been shared with Lumina, Bloomberg and the Arnold Foundations.	Proposal Development
<b>NJ Teacher Pipeline Initiative</b>	NJ Dept. of Education	New Jersey was one of two states to receive a grant from OCTAE for the CTE Teacher Pipeline grant. Advance CTE will be providing support and technical assistance over the three years of the grant. We are in the process of finalizing the contract and scope of work, which will begin in early 2018.	Secured but has not started
<b>Strategic Planning</b>	VT State Education Agency	Earlier this fall, Advance CTE submitted a proposal in response to an RFP from Vermont to help them develop a strategic vision for CTE. We learned in October that we had been selected and are in the process of finalizing the contract and scope of work, which will begin in January 2018.	Secured but has not started

## Priority: Empower members through PROFESSIONAL LEARNING

**Membership Update :** Advance CTE received two new memberships – Two state members (state membership replacements)

**Note:** As the state membership implementation continues, staff are monitoring and adjusting how we report on the changes to the state membership. New individuals who are added to open spots on a state membership will be reported with all new memberships. Those that are removed and/or replaced will be reported separately. This analysis is an important part of understanding the churn and impact of the membership structure on our systems. We will continue to report monthly.

Total membership as of November 30, 2017: **413** individuals

- State Membership\*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 88
- Organizational: 33 organizations (representing 100 individuals)

### **Member-Only Resources and Supports**

#### **New State Director Leadership Program**

In November, staff released the first module of the New State Director Leadership Program. The module focuses on opportunities to maximize the state's Perkins allocation and explores these opportunities through how you can require, incentivize and support high-quality CTE in your state. Although the modules are being used by the new State Director cohort, the modules are being built with the idea that they can and should be accessible and applicable to all State Directors, no matter their years of experience. If you are interested in using this first module yourself, please reach out to Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org).

The full slate of programming for the modules is:

1. Perkins
2. Programs of Study
3. Data
4. Employer Engagement
5. Personnel Review & Interagency Partnerships
6. Building an Action Plan

We will also offer supplemental curriculum on topics of interest such as work-based learning, industry-recognized credentials and CTE instructor quality and support. Staff will draw from Advance CTE's existing resources to create helpful reports to read and guiding questions.

#### **2018 Spring Meeting**

Planning has already begun for the 2018 Spring Meeting, which will be held April 4-6, 2018 in Washington, DC. Registration is set to launch on January 9, 2018. We will provide updates as plans continue to take shape.

***Federal Advocacy Plan:***

In November, our advocacy efforts focused on reinforcing the need to reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and emphasizing the importance of the federal investment in CTE (especially in light of the tax reform debates that happened throughout November). In addition, in partnership The School Superintendents Association, we presented at an event for Hill staff interested in rural issues that was convened by the Senate Health, Education, Labor and Pensions (HELP) Democratic staff. During the event, we highlighted the key findings from the “CTE on the Frontier” rural briefs and shared policy recommendations for how to support access and equity to rural CTE. The information was well-received by staff and we hope to be involved in similar events in future.

**Higher Education Act (HEA)**

On December 1, Representative Virginia Foxx (R-NC), Chairwoman of the House Education and the Workforce Committee, introduced the “Promoting Real Opportunity, Success and Prosperity Through Education Reform”, or PROSPER, Act. This bill would reauthorize the Higher Education Act and would make significant changes to a number of provisions within the current law. The four-page [summary](#) from the Committee can be found with additional materials [here](#) (with full bill text [here](#)). The summary highlights the following changes, among others:

- “Allows students to use Pell Grants for shorter-term programs;
- Focuses additional resources on the Federal Work-Study program, while eliminating the arbitrary cap that prevents more than 25 percent of an institution’s Work-Study funding from flowing to students working at private-sector companies;
- Allows institutions to use more resources to locate and develop work-based learning jobs for students that align with the students’ career goals;
- Allows institutions to use institutional aid to develop and implement career-specific programs;
- Requires accrediting agencies to have at least one representative from the business community on the agency’s board;
- Repeals the outdated and rigid definition of distance education, making it possible for institutions to develop more innovative methods of delivering postsecondary education;
- Encourages competency-based education by creating a clear pathway for such programs to be eligible for federal student aid to help students attain a less costly degree based on their own learning schedule;
- Encourages Pell-eligible students to complete on-time and with less debt by offering a \$300 Pell Grant bonus to students who take 15 credits per semester in an award year;
- Streamlines student aid programs into one grant program, one loan program, and one Work-Study program;
- Requires the Secretary, in consultation with states, institutions of higher education, secondary schools, and college access programs, to notify secondary school students no later than the students’ sophomore year of the availability of federal financial aid;
- Requires the Secretary to create a consumer-tested College Dashboard that displays key information about colleges and universities, including enrollment, completion, cost, and financial aid;
- Replaces the current 10 statutory accreditation standards with a requirement that accreditors have standards that assess the institution’s success in relation to the institution’s mission with respect to student learning and educational outcomes”

Advance CTE will provide further analysis on the bill as soon as possible.

### **Perkins:**

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins and met with key partners at the National Alliance for Partnerships in Equity (NAPE) and the Center for Law and Social Policy (CLASP). We were encouraged by the strong show of support for a [bipartisan letter](#) sent to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. The letter, led by Representatives Krishnamoorthi (D-IL) and Thompson (R-PA), was sent on November 11 and garnered support from 237 Representatives.

### **Budget / Appropriations:**

On November 16, the House of Representatives passed H.R. 1, the "Tax Cuts and Jobs Act" by a vote of 227-205. The Senate Committee on Finance passed its tax reform bill on a party line vote on November 16 and the bill is likely to be voted on by the full Senate in early December. Because the bill is tied to the budget reconciliation process, it would need 50 votes to pass (in which case, Vice President Pence could break the tie). While there are differences between the House and Senate bills and a final version has not been enacted, it is important to note that there are provisions in both bills (as currently written) that would have [implications for CTE](#). Advance CTE signed onto [this letter](#) to both the House and Senate with 42 other organizations in opposition to specific provisions in their bills. In addition, Advance CTE partnered with the Association for Career and Technical Education (ACTE) to send letters to both the Leadership of the House Ways and Means Committee and Senate Committee on Finance on their respective tax reform proposals outlining our concerns and how they would impact CTE.

### **Congressional Offices Engaged in November 2017:**

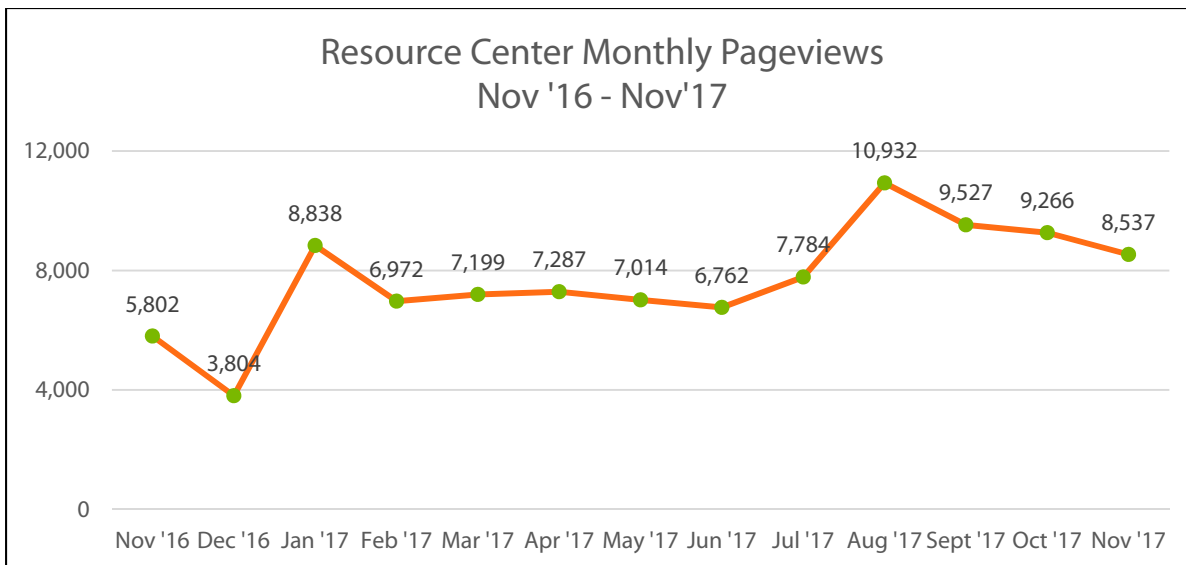
- Jake Baker, Senate HELP Committee
- Lot Kwarteng, Sen. Stabenow (R-MI)
- Meeting with Katie Brown, Sen. Collins (R-ME)
- Meeting with Katherine McClelland, Senate HELP Committee

### **State Policy Update**

New Skills for Youth: The NSFY team presented in multiple sessions at the NSFY Fall Convening in Cincinnati, OH on a range of topics including career advising, federal policy alignment, Perkins updates, rural issues and communications. Staff are currently planning for the second year of NSFY Phase Two, which will include snapshots on the ten NSFY states documenting year one progress, as well as publications focused on career advising, equity, funding and middle grades CTE.

State of CTE: Career Development and Advisement: Staff have been analyzing survey results and conducting follow-up interviews. The report is currently in draft form and will be finalized soon. The report will be released in early February 2018.

Learning that Works Resource Center: Even with a drop in traffic during the Thanksgiving holiday, the Learning that Works Resource Center received more than 8,500 hits in the month of November. This represents a 2,700 page view increase over last November. Additionally, Advance CTE released a new report this month titled Putting Labor Market Information in the Right Hands: A Guide, which garnered a total of 396 hits. In line with past trends, the top resource topics for the month were Career Advisement (232 hits) and Work-based Learning (226 hits).



**CTE Virtual Institute:** The inaugural cohort of the CTE Virtual Institute wrapped up its fifth module at the end of November, with only two modules to go. Participants have been actively engaged, reading materials and participating in online discussions related to CTE program quality, career advisement, work-based learning and competency-based pathways. At the end of the course, participants will design and produce personal projects that draw on their own expertise to apply lessons learned through the course. Advance CTE plans to launch a second cohort in spring 2018.



**Rural briefs:** Earlier this month, Advance CTE released [CTE on the Frontier: Leveraging Federal Policy to Strengthen Rural CTE](#) that examines federal opportunities to strengthen rural CTE strategies. The report covers opportunities under Perkins, WIOA and ESSA and includes state profiles to describe how different opportunities can be leveraged. It was released as a corollary resource under the CTE on the Frontier series, but was not released under the New Skills for Youth initiative.

On December 5, Advance CTE will publish the third full brief in the 'CTE on the Frontier' series. The topic for that brief is providing rural earners access to diverse program offerings and ensuring that choices are not limited by locale. The brief features programs and strategies from Nebraska, Alaska, North Dakota and Idaho.

**Labor Market Information guide:** [Putting Labor Market Information in the Right Hands: A Guide](#) was released in early November. The guide includes prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington.

**Industry Expert Working Groups:** The Industry Experts and Secondary and Postsecondary Collaboration Working Groups have met twice so far, and will each meet three-four more times before March 2018. After staff had participated in the initial meetings, they met with partner staff at the Center on Great Teachers and Leaders to plan ways to increase participation and ensure members find the interactions useful.

**Upcoming Publications:** In December, Advance CTE will also release an update to our July 2017 report mapping intersections between CTE and state ESSA plans. In our analysis, conducted in partnership

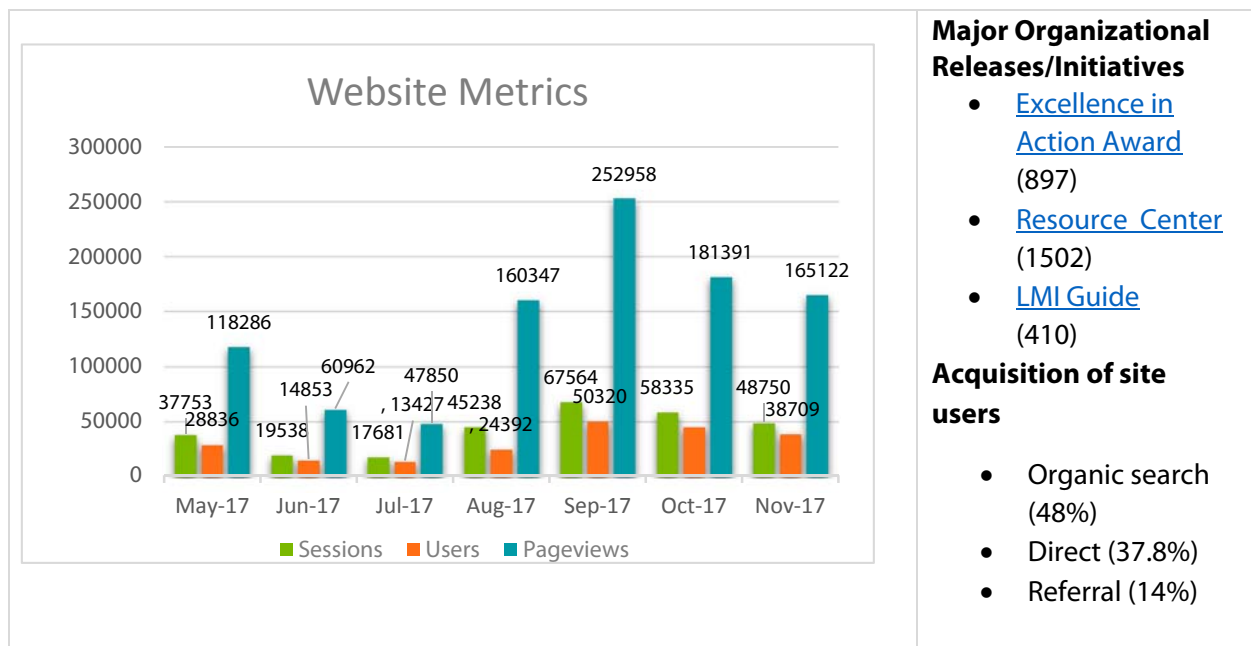
with Education Strategy Group, we found that 36 states total, across both the first and second submission rounds, plan to measure career readiness through ESSA accountability in some way.

As 2017 winds to a close, Advance CTE staff are starting to dive in to the annual year in review report. The state policy team has been tracking state policy developments – including legislation, board regulations, governor-led initiatives and more – over the past year and has compiled a list of relevant career-readiness related policies across the state. In early December, Advance CTE staff will reach out to State Directors will also be asked to respond to the annual 2-minute roundup (documenting challenges and successes from the past year) and review the content on their state web profile on the careertech.org website. These housekeeping measures help us keep a pulse on national trends, forecast upcoming challenges and opportunities, and ensure we accurately represent our members to the public.

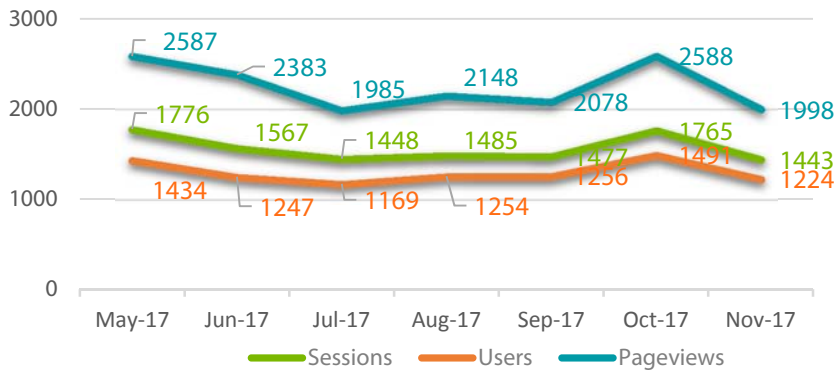
**Career Clusters Task Force:** The Career Clusters Task Force held a virtual meeting in November to review a draft set of recommendations that emerged from the first meeting, the in-person focus group at the Advance CTE Fall meeting and through discussions with other key stakeholders. We are on track to have a final set of recommendations completed in January to be presented to the Board in preparation for the strategic planning retreat.

**Priority: Raise the visibility and PROMOTION of high-quality CTE**

**COMMUNICATIONS REPORT**



### Learning that Works Blog Metrics

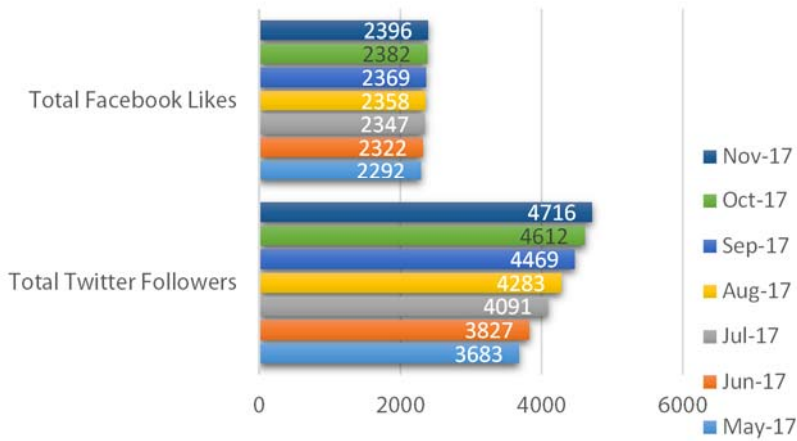


### 11 Blog Posts Published

Most visited blogs:

- [Leveraging Federal Policy to Strengthen Rural CTE](#)
- [Getting to Know Kansas](#)
- [Legislative Updates: Implications of House Tax Reform Bill for CTE](#)

### Social Media



**Facebook: +14**

**Twitter: +104**

**Media:** Advance CTE conducted two background calls with Education Week and Bloomberg as well provided on the record interview with the University Business Magazine, District Administration Magazine.



**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

<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• Advance CTE Fall Meeting, various topics</li> <li>• Data Quality Institute (Maryland)</li> <li>• Excel in Ed's National Summit (Tennessee)</li> <li>• Global Cities Education Network meeting (Colorado)</li> <li>• CTEWorks! Summit (Minnesota)</li> <li>• New Skills for Youth/Career Readiness Network Convening (Ohio)</li> <li>• Senate Democrats Rural Briefing</li> <li>• Valuing the Intersection of STEM and CTE, Washburn University conference on STEM recruitment (Kansas)</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• Apprenticeship Forward, Jobs for the Future Event</li> <li>• Committee for Education Funding (CEF) Meeting by phone</li> <li>• Congressional Briefing on Higher Education and Veterans' Economic Opportunity and Mobility</li> <li>• Credentials of Value Career Readiness Expert Workgroup (CREW) virtual meeting</li> <li>• CTE Working Group at American Enterprise Institute</li> <li>• Data Quality Institute</li> <li>• Jobs for the Future Celebrate Apprenticeship &amp; Work-Based Learning Luncheon</li> <li>• National Alliance for Partnerships in Equity (NAPE) National Advisory Board Meeting</li> <li>• New America's Youth Apprenticeship Meeting</li> <li>• North American Workforce Development Symposium</li> <li>• White House Domestic Policy Council, meeting on Industry-Recognized Credentials</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• ACTE</li> <li>• AIR Center on Great Teachers and Leaders</li> <li>• American School Counselor Association</li> <li>• Asia Society</li> <li>• Center for Law and Social Policy (CLASP)</li> <li>• Credential Engine</li> <li>• FCCLA</li> <li>• Education Week</li> <li>• National Alliance for Partnerships in Equity (NAPE)</li> <li>• Texas Instruments</li> <li>• Workforce Data Quality Campaign</li> </ul>

# Advance CTE Newsletter

November 2017

*Your voice from the nation's capital*



## Dear Members,

The holiday season is upon us and we want to take a moment to say how thankful we are for your membership to Advance CTE. We are grateful for the opportunity to represent your interests in the nation's capital and to support your work to advance high-quality secondary and postsecondary CTE.

We've got some great new resources to share with you including updated [state fact sheets](#) with data that is specific to your state. These fact sheets provide a visually appealing, quick summary of CTE in each state. We use them as part of our Hill packets, introducing members of Congress and their staff to CTE in each state and hope you find them useful advocacy tools.

[Putting Labor Market Information in the Right Hands: A Guide](#) is a new resource designed to help you and your team determine how to use and communicate about labor market information in your state. We feature three states that are doing interesting work in disseminating labor market information to employers, districts and learners.

Lastly, [CTE on the Frontier: Leveraging Federal Policy to Strengthen CTE](#) is a cheat sheet to help you identify leverage points across federal education and workforce programs that can be used to support and expand access to high-quality CTE in rural communities.

Wishing you all a continued happy and safe holiday season!

Sincerely,

Kimberly Green,  
Executive Director

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[View from the Hill](#)

[State Policy Overview](#)

[Resource Center](#)

[Where We've Been](#)

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### New Resources!

We've updated our [State Snapshots](#), providing you with data and information about CTE in your state. Use this

## Member News

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### 2017 CareerTech VISION

Will you be attending CareerTech VISION in Nashville, Tennessee, this year? We have curated the [Career Clusters® strand](#) at VISION and hope to see you there on December 7-9. Stop by and say hello to the Advance CTE staff!

### 2018 Advance CTE Spring Meeting

Mark your calendars! Registration for the 2018 Spring Meeting will launch in early January. The Spring Meeting will take place on April 4-6 at the Omni Shoreham Hotel in Washington, DC.

### State Director Transition

State CTE Director Lolita Hall retired from the Virginia Department of Education in November. Hall joined the

## View from the Hill

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In November, Congress' main focus was tax reform. On November 16, the House of Representatives passed H.R. 1, the "Tax Cuts and Jobs Act" by a vote of 227-205. The Senate Committee on Finance passed its tax reform bill on a party line vote on November 16. While there are differences between the two bills and a final version has not been enacted, it is important to note that there are provisions in both bills (as currently written) that would have [implications for CTE](#). Advance CTE signed onto [this letter](#) to both the House and Senate with 42 other organizations in opposition to specific provisions in their bills. In addition, Advance CTE partnered with the Association for Career and Technical Education (ACTE) to send letters to both the Leadership of the House Ways and Means Committee and Senate Committee on Finance on their respective tax reform proposals outlining our concerns and how they would impact CTE.

Advance CTE also continued efforts in November to meet with partner organizations and staff for members on the Senate Health, Education, Labor and Pensions (HELP) to urge the Senate to act swiftly to reauthorize the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins). Representatives Krishnamoorthi (D-IL) and Thompson (R-PA) also led a "Dear Colleague" letter encouraging the Senate to take up Perkins that garnered 237 signatures, a strong show of bipartisan support for Perkins reauthorization. Be sure to [read the letter](#), check the list of signatories and send your Representative a note of thanks if he/she signed onto the letter!

## State Policy Overview

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The holidays may be approaching, but state policymakers are not taking a break quite yet. Here is a short summary of this month's CTE-related policy developments from the states:

- As part of a new statewide push to strengthen information technology sector, **Maryland** Governor Larry Hogan signed an [executive order](#) earlier this month directing the Task Force on Cybersecurity and Information Technology to study how to strengthen computer science career pathways and how to encourage underrepresented populations to enter the field. The task force's report is due to the governor by June 1, 2018.
- Meanwhile, the **Virginia** State Board of Education established [statewide computer science standards](#), as directed under [HB831](#) (2016), that identify the essential components of computer science education at each grade level.
- **Oklahoma** Governor Mary Fallin [announced a new goal](#) to increase the number of paid internships and apprenticeships in Oklahoma to 20,000 each year by 2020, a goal that has been reflected under the Oklahoma Works strategic plan. Currently there are approximately 15,000 work-based learning placements in Oklahoma each year.
- **Michigan** passed two notable pieces of legislation this month. [SB133](#) is a supplemental fiscal 2017-18 budget that increases funds allocated for CTE equipment upgrades by \$2.9 million, representing a \$9.5 million increase from the previous fiscal year. Separately, [HB4181](#) will require school counselors to complete at least 25 hours of professional development on career counseling in order to renew their licenses.

## Learning that Works Resource Center

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CTE provides learners with the experiences and knowledge needed for lifelong career success. But without a mechanism to validate that knowledge, it can be challenging to explain to employers what students can do. [Credentials and assessments](#) help certify learners' knowledge and demonstrate mastery of technical skills. This month's Learning that Works Resource Center Roundup includes top resources related to credentials and assessments.

**Policy - [Florida: Career and Professional Education Act \(CAPE\)](#)**

Florida's CAPE Act, initially passed in 2007, was designed to increase the number of secondary and postsecondary students earning industry-recognized credentials of value. The program uses a cross-sector approach to identify credentials and incentivize attainment, resulting in the awarding of more than 297,000 CAPE industry certifications since the law was enacted.

**Case Study - [Credentials of Value: State Strategies for Identifying and Endorsing Industry-Recognized Credentials](#)**

This policy brief from Advance CTE explores state strategies for building a credential validation system, highlighting promising practices from Florida, Kansas and Louisiana, which have each made considerable progress in this area.

**Report - [Degrees of Opportunity: Lessons Learned from State-Level Data on Postsecondary Earnings Outcomes](#)**

This report from the American Enterprise Institute uses state administrative data and a return on investment analysis to determine the value of different postsecondary credentials.

## **Where We've Been**

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Staff presented at a number of events including:

- New Skills for Youth Fall Meeting
- Data Quality Institute
- Minnesota State, Minnesota Department of Education's CTEWorks Summit
- Global Cities Education Network
- ExcelinEd National Summit

Staff also attended a number of events and meetings including:

- Higher Education and Veterans' Economic Opportunity and Mobility
- National Advisory Board Meeting
- American Enterprise Institute's CTE Working Group
- New America's Youth Apprenticeship Meeting
- White House Domestic Policy Council
- Acting Assistant Secretary, Office of Career, Technical and Adult Education
- U.S. Department of Education
- North America Workforce Development Roundtable



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