

**QUICK UPDATES**

**Upcoming Advance CTE and Center to Advance**

**CTE Board Meetings**

**Advance CTE Board Meetings**

- Fall Meeting Board Meeting – October 16, 2017 at 9:30 a.m.-3 p.m. ET, Salon ABC BWI Marriott Hotel; lunch included
- January 30, 2018 at 2:00 p.m.-3:00 p.m. ET – Conference call on Audit and 990s approval
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 2:00 p.m.-3:00 p.m. ET – Conference call on FY19 Budget approval

**The Center to Advance CTE Board Meetings**

- Fall Meeting Board Meeting – October 16, 2017 at 12:45 - 4:30 p.m. ET, Salon ABC at BWI Marriott Hotel, lunch included
- January 30, 2018 at 2:30 p.m.-3:30 p.m. ET – Conference call on Audit and 990s approval
- Spring Meeting Board Meeting – April 3, 2018 at the Omni Shoreham Hotel in Washington, D.C.
- June 20, 2018 at 4:00 p.m.-5:00 p.m. ET – Conference call on FY19 Budget approval

**State CTE Director Changes**

- In September, two open State Director positions were filled:
  - Oregon: Laura Foley
  - South Dakota: Laura Scheibe
- Also in September, Jo Anne Honeycutt left her position and an interim director, John Kirkman was named.
- Check out the blog posts for the following new State Director: [Wisconsin](#)
- Additionally, the following states remain without permanent leadership: **Alabama, New York, North Carolina, South Carolina** and **Texas**.

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

**Finance Update:** The financial snapshot below represents income and expenses through September 29, 2017 or 25% of the fiscal year.

Advance CTE Budget Snapshot
Received 63% of budgeted income
Expended 21% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 71 % of budgeted income
Expended 7% 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.

<i>Grant/Proposal/ Contract</i>	<i>Organization /Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
<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.	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	We are continuing to provide support for the final set of deliverables, including a resource guide on connecting CTE and apprenticeships for state and local leaders, which will be released by September 2017.	Ongoing

**Priority: Empower members through PROFESSIONAL LEARNING**

**Membership Update**

Advance CTE received 4 new memberships – 1 State Member; 1 Associate, State; 2 Associate, Non-state. Since July 1, there have been 4 members removed from state memberships and 4 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. Since this is the first time we are reporting these numbers, we will report all replacements or removals since July 1, and will continue to report monthly.

Total membership as of August 31, 2017: **412** individuals

- State Membership\*: 53 states (representing 53 State Directors and 162 state members)
- Associate, State: 10
- Associate, Non-state: 87
- Organizational: 33 organizations (representing 100 individuals)

\*Note: The state membership category is now a disaggregated count of the State Directors and state members.

**Member Resources and Supports**

**CTE Virtual Institute:** In September Advance CTE opened applications for the inaugural CTE Virtual Institute program. The CTE Virtual Institute is a seven-module web-based crash course designed to bring new audiences up to speed on all things related to CTE. As of September 20, almost 100 applications have been received, demonstrating widespread enthusiasm and interest in learning the basics of CTE policy. Advance CTE aims to select a small cohort of 15-20 participants for the first course, which is scheduled to launch on October 23. Given the unanticipated interest in the program, Advance CTE staff will examine opportunities to engage other applicants who are not selected to participate in the first cohort.



**Industry Expert Working Groups:** Advance CTE is working with AIR’s Center on Great Teachers and Leaders to lead two working groups to identify policy strategies to support expanding access to industry experts in secondary schools. Both working groups have met twice so far, and will each meet 3-4 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. At the most recent call with the postsecondary working group, representatives from Idaho, Minnesota and Oregon shared valuable insights on successful strategies they have used to improve dual and concurrent enrollment policies and practices.

**Meetings/Events**

Event Name	Date	Total Participants	Total Participating Members	% of Participation Goal (if applicable)
How to Sell CTE to Parents & Students: States Share Lessons Learned Webinar	9/7/17	45	15	NA
Advance CTE Fall Meeting	10/16-18	146	112 members (32 State Directors)	116%

The Advance CTE Fall Meeting has more than surpassed its target registration numbers, which helped backfill for the missed sponsorship target. The agenda provides a robust, comprehensive offering of breakouts, panels and workshops that focus on the leading issues of the day as well as the leadership skills needed to create and maintain a high-quality state CTE system.

Additionally, the meeting will provide a space for new State Directors to begin working together as part of the New State Director Leadership Program. Staff have also negotiated with the Office of Career, Technical and Adult Education to bring them back to our meetings in an official capacity with office hours and as well as their traditional panel.

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

**Federal Advocacy Plan:**

In September, our advocacy efforts focused on identifying ways we can continue to push on the Senate to reauthorize Perkins and also remain engaged with the House CTE Caucus. As such, we

hosted a Perkins Stakeholder Meeting (more details below). In addition, we are sponsoring a briefing entitled, "Communicating the Value and Promise of CTE" in coordination with the House and Senate CTE Caucuses to occur on October 11. The event will feature the national research conducted with support from the Siemens Foundation on the most effective ways to communicate with parents and students so that they would choose Career Technical Education (CTE) as an option for their education. Panelists will share key findings from the research, including the messages that CTE advocates at all levels can use to highlight the many benefits of CTE. Panelists will also discuss how they see CTE's value and promise in their own communities, work and lives.

### **Perkins:**

This month we continued our efforts to apply pressure to the Senate to act swiftly on reauthorization of Perkins. We had successful meetings with two education staffers for members of the Senate Health, Education, Labor and Pensions (HELP) Committee and have requests in to meet with the remainder of the education staffers for the committee. We also asked our members to contact their Senators to sign on to a bipartisan "Dear Colleague" letter that Senators Inhofe (R-OK) and McCaskill (D-MO) are planning to send to the Senate HELP Committee leadership encouraging them to take up Perkins reauthorization. At this time, the letter has over 40 signatures from Senators from 29 states, a strong signal that reauthorizing Perkins has strong bipartisan support and that the advocacy efforts of Advance CTE's members are working! On September 28, we also hosted a "Perkins Stakeholder Meeting" in partnership with ACTE and brought in two key staff for the Senate HELP Committee to share their perspectives with about 30 attendees. The meeting gave us a sense of which education groups have taken a position on secretarial authority, the key issue holding up reauthorization. The meeting also confirmed that this issue is not about secretarial authority in Perkins specifically, but is about all of the federal education laws that will be up for reauthorization in the coming years (i.e., the Higher Education Act, Individuals with Disabilities Education Act, etc.). We are hopeful that Senators Alexander (R-TN) and Murray (D-WA) will come to an agreement on this issue soon, but we have heard that this is unlikely to occur before early 2018.

### **HEA:**

While not specific to HEA reauthorization, our postsecondary-focused advocacy efforts in September focused on ensuring that the U.S. Department of Education is aware of Advance CTE's position on key issues. On September 9, we submitted joint comments with ACTE on the Department's Evaluation of Existing Regulations that covered three main concerns, one of which was related to postsecondary accountability. Overall, these comments reinforced how helpful the non-regulatory guidance documents and questions and answer resources are for state and local leaders, recommended developing appropriate Methods of Administration (MOA) guidance through a formal regulatory process (and one which would allow state and local CTE leaders to provide input and work collaboratively with OCR) and highlighted that the negotiated rulemaking panel that will convene later this year should develop a new Gainful Employment regulatory framework that addresses the particular needs of postsecondary CTE.

In addition, we signed on to this [comment](#), in partnership with 27 organizations that participate in the Postsecondary Data Collaborative on the 2017-2018 National Postsecondary Student Aid Study Administrative Collection (NPSAS:18-AC), that expresses "support for the National Center for Education Statistics (NCES) proposed revision to add NPSAS:18-AC to the existing NPSAS study cycle" which will "support state and federal policymaker and researcher efforts in answering critical questions related to college affordability and students' financing of postsecondary education."

### **Budget / Appropriations:**

When the U.S. House of Representatives and Senate returned in September, the main focus was on the budget and appropriations for Fiscal Year 2018 (FY18). On September 8, President Trump signed H.R.

601, a short-term spending measure (known as a continuing resolution) that would fund the government through December 8. While the measure keeps the government open until that time, it included a small reduction in funds (0.6971 percent) across all programs in order to comply with current budget caps. This means that some states may see a slightly smaller allocation for the portion of funds in the Perkins Basic State Grant that will be disbursed October 1st.

However, there will be opportunities to restore these funds when appropriators work on their final FY18 spending bills - the House and Senate passed Labor, Health and Human Services, Education and Related Agencies spending bills in September, but they differ on a number of allocations. Both include level-funding for Perkins Basic State Grants and National Programs and you can find more information on the allocations for other education and workforce programs [here](#). Congress will need to determine a way forward for these bills and the other FY18 spending bills by December 8 in order to avoid a government shutdown. Advance CTE will continue to advocate for strong federal investment in Perkins and communicate this priority in collaboration with the coalitions we participate in and our partners.

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

- Call with Kerry McKittrick, Rep. Langevin (D-RI) and Katie Brown, Rep. Glenn Thompson (R-PA)
- Perkins Stakeholder Meeting with Garnett Decosimo and Allie Kimmel, Senate HELP Committee
- Meeting with Cory Gattie, Sen. Isakson (R-GA)
- Meeting with Josh Yurek, Sen. Roberts (R-KS)

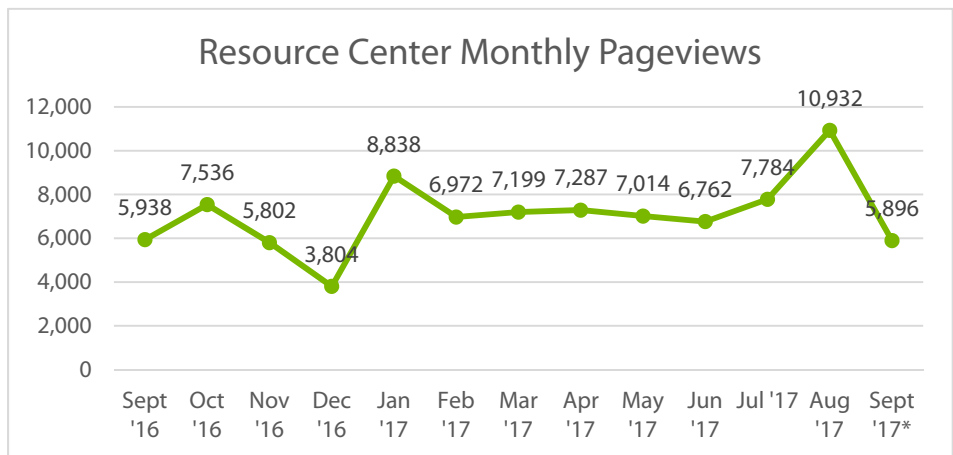
#### **State Policy Update**

New Skills for Youth: The NSFY team continues to work with Phase Two states on refining their outcomes goals and designing an effective progress monitoring system. The project team has recently begun working on the NSFY Fall Convening, taking place in Cincinnati, Ohio November 1-3, 2017.

Program Approval Policy Benchmark Tool: After updates to the program approval policy tool were made, staff sent the draft for review to eight Advance CTE members and six organizational partners, including one representative from a school district. Staff incorporated the valuable feedback from these reviews and drafted a members-only facilitation guide to use with the rubric. The tool will be released on October 3, along with a webinar on October 12, explaining how the tool works. Staff have also been preparing a strategy for providing technical assistance to states in using the tool, which will be discussed at the upcoming webinar.

State of CTE: Career Development and Advisement: Staff recently launched three surveys for the upcoming State of CTE report. One survey will be administered to State CTE Directors and the other will be administered to a sampling of the American School Counselor Association's (ASCA's) 33,000 members. Additionally a version of the State CTE Director survey will be sent to state guidance directors. Staff have been analyzing the survey results, and a preview of the survey conclusions will be presented at the Advance CTE Fall Meeting. The report will be released in early February 2018.

**Resource Center:** After a record high of 10,900 hits in August, the Learning that Works Resource Center was on track to meet the monthly average of 6,500-7,000 hits as of September 20.



While this represents a slight drop from the previous month, the Resource Center has been performing well above its averages for the previous year.

In September 2016, the Resource Center received a total of 5,900 hits – a level the Resource Center surpassed by its third week in September 2017. In September Advance CTE staff began the first round of in-depth Resource Center auditing, diving into the “Equity and Access” topic category. The aim of the topic-page audits is to reduce duplication of resources, ensure comprehensive coverage and identify opportunities to develop new resources and policy profiles. Each topic page will be reviewed in depth over the course of a year, at which point the process will start over.

**Rural briefs:** This fall Advance CTE continues its *CTE on the Frontier* series with two new releases. [CTE on the Frontier: Connecting Rural Learners with the World of Work](#) was released at the end of September. That brief features strategies from Louisiana, Montana, North Dakota and West Virginia and describes how those states are leveraging technology, industry partners and innovation to bring the world of work directly to learners. At the end of October, Advance CTE aims to release *CTE on the Frontier: Providing Learner Access to Diverse Career Pathways*, which will feature state strategies to leverage partnerships and technology to expand the breadth of high-quality career pathways available to rural learners.

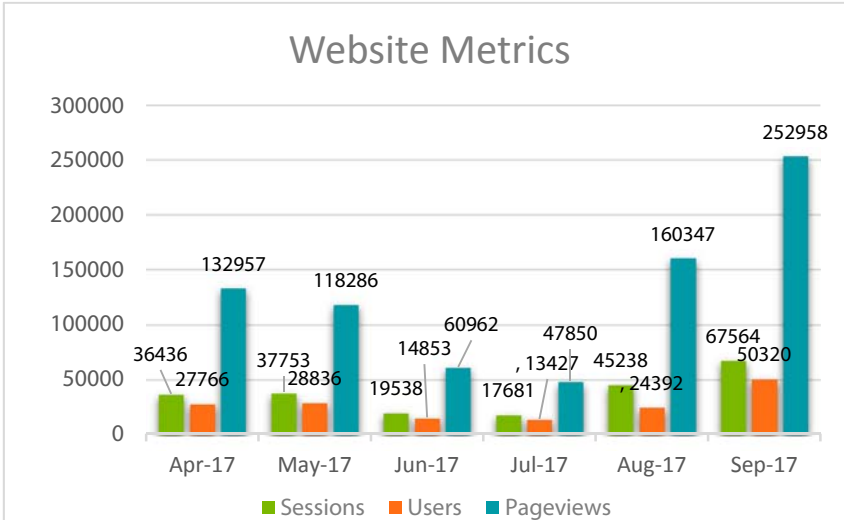
**Labor Market Information guide:** Staff drafted a guide for states to use in the dissemination of labor market information to key stakeholders. The guide includes prompts to help states think through their dissemination strategies, as well as state case studies for Kentucky, Nevada and Washington. The guide will be released in mid-November.

**Career Clusters Task Force**

Following a productive in-person meeting in August, the Career Clusters Task Force held a virtual meeting in September to reflect on the initial recommendations that emerged from the first meeting and identify other areas for consideration. In October, Danielle Mezera, who is leading the Task Force, will lead an invite-only focus group at the Advance CTE fall meeting to continue to seek input and feedback from our members.

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

**Website Metrics**



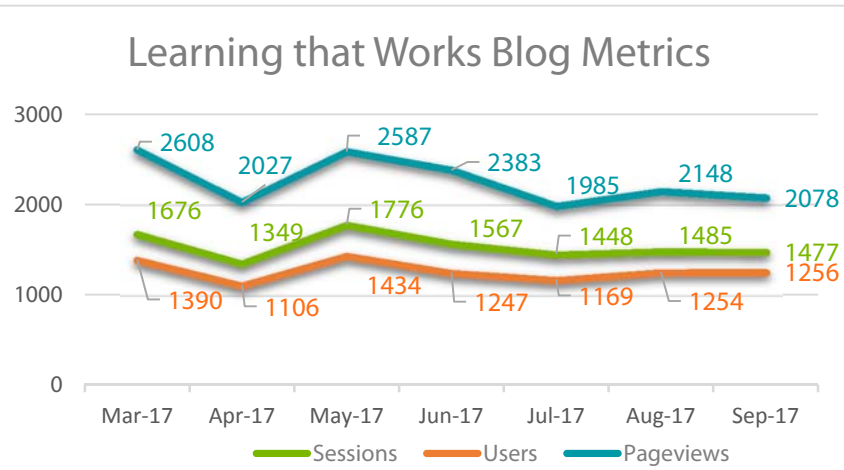
**Major Organizational Releases/Initiatives**

- [Resource Center](#) (2052)
- [Virtual Institute](#) (593)
- [CTE Campaign](#) (454)

**Acquisition of site users**

- Organic search (46%)
- Direct (40%)
- Referral (14%)

**Learning that Works Blog Metrics**

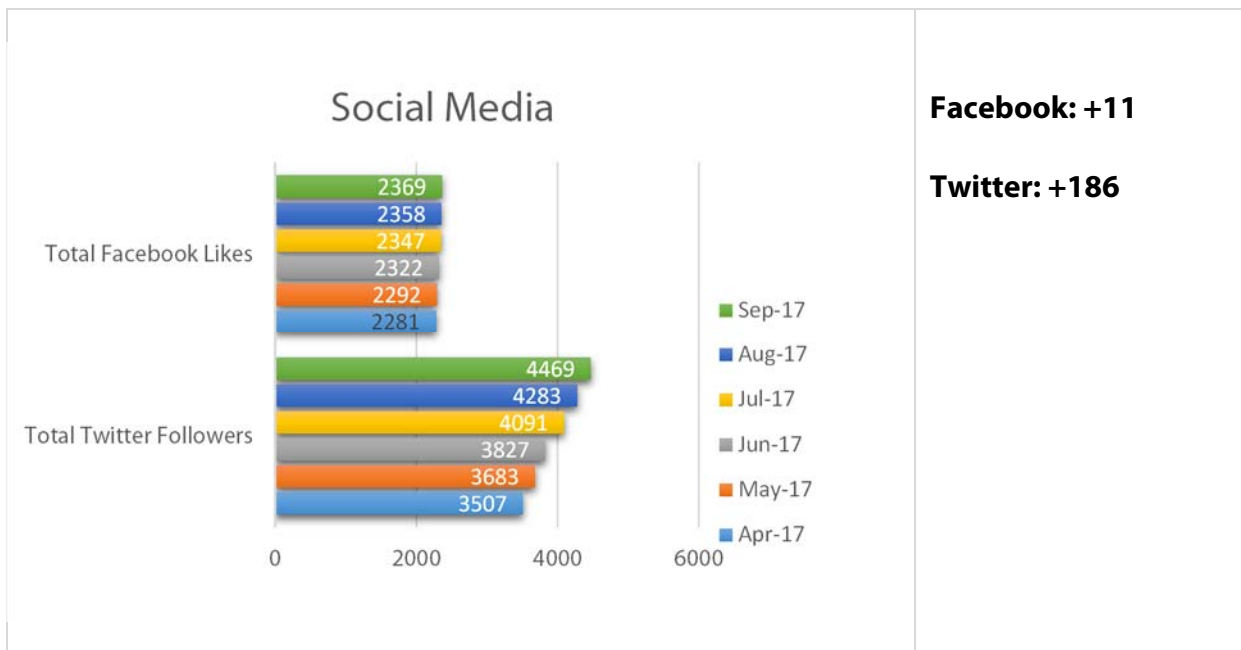


**11 Blog Posts Published**

Most visited blogs:

- [Colleges Play Important Role in Creating Alternative Credentialing Pathways](#)
- [New Tool Helps Instructors Embed Global Competence in CTE Coursework](#)
- [States Can Strengthen Career Readiness Under ESSA; Will Round Two States Seize the Opportunity?](#)





**Media**

Advance CTE was featured in the media this month including:

- [Career Center Students Explore Advanced Manufacturing](#), Pharos-Tribune
- Background interview with Wall Street Journal

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

Staff is continuing to work with the four states selected for technical assistance through monthly technical assistance calls, and bi-monthly cross-state calls. Staff also conducted technical assistance with New Jersey staff on developing strategies to more effectively communicate with parents and students.

Staff also received notification that the Siemens Foundation will reinvest in Advance CTE through a two year initiative beginning in October 2017. Through this grant, Advance CTE will work with eight more states and develop a workshop and workshop delivery strategy to engage school counselors across the country to empower them as effective messengers to parents and students.

**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>• <i>Putting Learner Success First</i> and Federal Policy Update Presentation at the Forum for Excellence 2017 Conference in Bloomington, IL</li> <li>• Provided technical assistance to New Jersey State Department of Education around communications</li> </ul>
<b>EVENTS ATTENDED</b>	<ul style="list-style-type: none"> <li>• Back to Afterschool: Preparing Young People for Success in School and Life Briefing hosted by the Afterschool Alliance</li> <li>• Campaign to Invest in America's Workforce Meeting</li> </ul>



- Committee for Education Funding (CEF) Meetings
- Federal Data Linkages Workgroup Meeting hosted by the National Skills Coalition
- National Coordinating Council-CTSOs Meeting
- Perkins Stakeholder Meeting
- Perkins Coalition Meeting
- STEM strategy meeting at Texas Instruments, Dallas, TX
- Texas Instruments STEM Education Policy Group - Dallas, Texas
- Women in Government Relations' Education Task Force Meeting
- Workforce Data Quality Campaign's "Measuring Credential Attainment" Kickoff Meeting, Washington, DC

**OTHER PARTNERS  
ENGAGED**

- AIR Center on Great Teachers and Leaders
- Aspen Institute
- Alliance for Excellent Education
- American Federation of Teachers (AFT)
- American School Counseling Association
- Asia Society to release the global CTE competency toolkit
- CNA
- Jobs for the Future
- OCTAE
- Workforce Data Quality Campaign