

Advance CTE / Center to Advance CTE Board of Directors' Update January 2021

QUICK UPDATES

<u>Upcoming Advance CTE and The Center to Advance CTE Board Meetings (all times listed are in Eastern)</u>

Please mark your calendars! All meetings will take place via Zoom unless otherwise specified.

March 10, 2021 – Advance CTE Board	2 – 4 p.m.	Regular "Spring Board Meeting" inclusive of strategy updates, financials, etc.
March 10, 2021 – The Center to	3 – 4 p.m.	Regular "Spring Board Meeting" inclusive
Advance CTE Board		of strategy updates, financials, etc.
April 30, 2021 - Advance CTE and The	2 – 5 p.m.	Equity Training
Center to Advance CTE Boards		
May 18-19, 2021 - Advance CTE and The	1 – 5 p.m.	Strategic Planning Retreat
Center to Advance CTE Boards		
June 29, 2021 – Advance CTE Board	3 – 4 p.m.	Approve FY22 Budget
June 29, 2021 – The Center to Advance CTE Board	3:30 – 4:30 p.m.	Approve FY22 Budget

Advance CTE Staff: We are excited to welcome Scott Stump to the Advance CTE team beginning February 16, 2021. Scott brings with him a lifetime of professional commitment to CTE, having served as an instructor, interim community college President, State CTE Director in Colorado (including serving on our Board and as Board President) and most recently as the Assistant Secretary at OCTAE. Scott will join the team as a Senior Advisor supporting the Career Clusters Framework revision, the new postsecondary leadership pipeline grant and state technical assistance. He can be reached at sstump@careertech.org.

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

<u>Finance Update</u>: The numbers below represent the FY21 finances for July 1, 2020 through January 31, 2021, which is 58% of the fiscal year. Advance CTE and The Center to Advance CTE are on pace to meet their income projections. Registration opened for the Spring Meeting and registrations have started off strong. Several budget amendments will be presented to the Board in March to recognize the new grants received.

Advance CTE Budget Snapshot

Received 93% of budgeted income

Expended 31% of budgeted expenses

Center to Advance CTE Budget Snapshot

Received 90% of budgeted income

Expended 40% of budgeted expenses

<u>Fundraising</u>: Advance CTE is currently pursuing a variety of corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining the organization's ongoing grants and any major development activities from this month.

Grant/Proposal/	Organization	Status	Progress Since Last Board Update
Contract	/Partner	Status	Trogress Since Last board opdate
Strategies for Recruiting Students into CTE	Siemens Foundation	Ongoing	No major updates beyond the work is progressing.
New Skills ready network	JPMorgan Chase	Ongoing	No major updates beyond the work is progressing as described below.
Perkins Implementation, Career Clusters, CTE Summit	Gates Foundation	Ongoing	We have submitted our initial proposal for our next grant, which will be for a minimum of \$300,000 over one year. The proposed focus of this investment is to support the implementation of the new vision for CTE, the Career Clusters and ongoing implementation support around the CLNA and equity in CTE.
Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	Ongoing	We have signed our updated contract with New America, which commits us to PAYA for another year and secures \$100,000 in support of improving data quality and communications. This new body of work will launch in February.
New Skills for Youth – Innovation Sites & Data Quality	JPMorgan Chase	Ongoing	No major updates beyond the work is progressing as described below.
Perkins implementation & Equity	Joyce Foundation	Ongoing	We have a new program officer at the Joyce Foundation who is joining our new Joyce-funded Shared Solutions Workgroup, We are starting work to put together a request for a no-cost extension through the summer (the current grant is slated to end in May 2021).
Area Technical Centers	Lumina Foundation	Ongoing	Assets were launched on February 3, 2021 at www.AreaTechnicalCenters.org . The grant ends on March 31, 2021.
Postsecondary Data Quality	ECMC Foundation	Ongoing	We have received our second-year payment; other updates below.
NIDILRR	UMass Medical School	Ongoing	No major updates beyond the work is progressing.
National Study on Community College Workforce Programs	Lumina Foundation (Opportunity America)	Ongoing	No major updates beyond the work is progressing.

College High School Alliance	Joyce Foundation Gates Foundation ECMC Foundation	Ongoing Ongoing Approved	No major updates beyond the work is progressing We have received our sub-grant agreement for this grant and expect payment in early December. CHSA's ECMC proposal was approved in late January, for a two-year grant that will total
Postsecondary Leadership Program	ECMC Foundation	Approved	\$525,000. Our sub-grant amount is still TBD, but will be no less than \$20,000 over two years. Our three-year, \$1,250,000 grant proposal to support the pipeline of postsecondary CTE leaders was approved by the ECMC Foundation Board in January and will kickoff in February. See more details below.
Vision Support	Strada Education Network	Ongoing	As part of the Summit sponsorship, Strada provided a short-term \$25,000 grant to support the vision development and release. We also had a call with senior leaders in January to discuss potential partnership opportunities and will follow up in February.
American Student Assistance		Discussion	We had a getting to know call with ASA in January.

Postsecondary Leadership Program: Advance CTE received confirmation from the ECMC Foundation an award of \$1.25 million to fund The Postsecondary State CTE Leaders Fellowship Program at Advance CTE – Sponsored by ECMC Foundation, a cohort-based program that will support and equip aspiring postsecondary CTE leaders with the knowledge, tools and network to craft, build support for, lead and evaluate postsecondary CTE programs and policies so that all CTE is high-quality and equitable. The program will engage multiple partners in advisory and coaching roles and addresses board concerns regarding a sufficient pipeline of future state CTE leaders and also CTE leadership that reflects the demographics of CTE learners. Work on this program officially begins this month.

Priority: Empower members through PROFESSIONAL LEARNING

<u>Membership Update</u>: In January, Advance CTE added three new Associate State members, four new Associate Non-State members, and one new organizational member.

State Directors: 55

State Team Members: 210
Individual Associate State: 16
Individual Associate Non-State: 97

• Organizational: 45 organizations, 170 individual organizational members

New State CTE Director:

• Louisiana: Brittney Williams

Member Engagement & Professional Learning: Advance CTE hosted two webinars in January. The first, CTE and Equity: The Work of Intentionally Embedding Equity in CTE Programming featured representatives from the Wisconsin Technical College System, Rhode Island Department of Education and the National Center for Homeless Education. 111 people representing 63% of states joined, with one of the most robust Q+A sessions ever for an Advance CTE webinar. The second webinar, Beyond the Numbers: Strategies for Effectively Reporting and Communicating CTE Data, featured Dr. Katie Graham, State CTE Director in Nebraska. Attendees were asked to indicate how likely they were to use the information learned in the webinar in their own work and rated the content at 4.57 out of 5 - the highest rating Advance CTE has received on a webinar in the past year.

Registration has launched for the 2021 Advance CTE Spring Meeting, to be held virtually on April 14 and 15. Nearly 50 people registered in just the first week. An early version of the meeting agenda has been posted to the Spring Meeting web page here.

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

<u>Federal Advocacy Plan</u>: Advance CTE continued to work with staff on Capitol Hill and the U.S. Department of Education to advocate for state CTE leaders' needs during the pandemic. Staff also continued to share <u>CTE priorities</u> for the Biden-Harris Administration to take into consideration, including priorities to achieve a full, equitable economic recovery and ensure that every learner has access to high-quality CTE, as well as <u>detailed policy proposals</u>. Earlier this month, Advance CTE participated in a meeting hosted by the Senate Health, Education, Labor and Pensions (HELP) Committee nominations team and received an update on the confirmation process for U.S. Secretary of Education nominee Dr. Miguel Cardona. Advance CTE will be submitting a letter of support for Dr. Cardona to the HELP Committee, as well as questions to be used during Dr. Cardona's Senate hearing.

As Advance CTE continued to monitor political appointees for the new administration, it was exciting to see that former Advance CTE government relations staffer Donna Harris-Aikens is the new Senior Advisory for Policy and Planning in the Office of U.S. Secretary for Education.

This month, Advance CTE in partnership with the Association for Career and Technical Education (ACTE) submitted a comment to the Federal Register request for information on expanding work-based learning opportunities for youth. The Office of Career, Technical and Adult Education (OCTAE) published a <u>summary of responses</u>.

Staff were pleased to see the re-introduction of the National Apprenticeship Act and Relaunching America's Workforce Act- both of which are endorsed by Advance CTE. Looking ahead at the upcoming quarter, the main Congressional priorities that Advance CTE will advocate on behalf of the CTE community include COVID-19 stimulus bills, Fiscal Year 2022 appropriations and the new administration.

Perkins Implementation Strategy. Advance CTE's Perkins implementation strategy is shifting, with the 50-state analysis complete and much of the technical assistance winding down.

State Technical Assistance:

- <u>California</u> and New <u>York</u> are receiving coaching and leadership support.
- <u>Illinois</u> continues to receive technical assistance from Advance CTE related to work-based learning and state CTE standards.

 <u>lowa</u> will be receiving technical assistance from Advance CTE and ACTE to support its Regional Planning Partnerships in reviewing and prioritizing findings from regions' Comprehensive Local Needs Assessments; this work will begin in February. This work is supported via a contract from the state of lowa.

Partnerships: In January, Advance CTE kicked off a blog series, elevating findings from the State of CTE report in partnership with other organizations. Advance CTE released blogs on work-based learning, in partnership with the Education Commission of States, on supporting CTE instructors, with ACTE, and credentials, with ExcelinEd. In February, Advance CTE will release blogs on dual enrollment, with NACEP, career advisement, with the American School Counselors Association, and data, with the Data Quality Campaign.

Ad Hoc Perkins Accountability Workgroup: In January, Advance CTE and ACTE convened an ad hoc workgroup to discuss the opportunity outlined in Perkins V for states to reset their State Determined Performance Levels (SDPLs) due to unanticipated circumstances. The workgroup identified metrics and strategies for determining whether and how to revise SDPLs. A publication will be released in February that unpacks these metrics and strategies and provides guidance to help states through the SDPL revision process. Advance CTE will also host an "Ask an Expert" call on February 18 to share recommendations with members.

State Policy Update:

Advancing The Framework: Advance CTE is finalizing the language for the initial phase of the online Innovation Portal, which stakeholders will use to submit new ideas regarding a modernized National Career Clusters® Framework. Advance CTE is also finalizing plans for a series of stakeholder engagement sessions with the broad CTE community and other users of The Framework. The purpose of these sessions is to share information on the Advancing The Framework project and to generate interest in submitting ideas through the Innovation Portal. The stakeholder engagement sessions will take place in March and the Innovation Portal will open for submissions on April 1.

CTE Forward Vision: The Board of Directors approved the vision in January and now work is underway to plan the release and member supports. We will be releasing the vision on March 11 and holding a release event the following week on March 18. As of the end of January, we have secured nearly 20 national organizations that will be signing on in support of the vision and are developing a process to solicit state and member sign on's as well.

CTE Learner Voice Shared Solutions Workgroup: The CTE Learner Voice Shared Solutions Workgroup will launch on February 16. There are over 20 state and national partners participating in the workgroup, as well as eight learners from secondary and postsecondary CTE programs. The goal of the workgroup is to gather and create strategies for authentically engaging learners and embedding their perspectives into practice and policy to ensure more equitable and inclusive CTE programs. The first meeting will inform the tangible products the workgroup would like to develop to accomplish this goal.

PAYA Youth Apprenticeship Data Workgroup: In partnership with New America, Advance CTE is developing a plan for the second phase of the PAYA youth apprenticeship data quality workgroup. The workgroup is scheduled to re-launch in February and will work to develop resources to help state and local intermediaries improve youth apprenticeship data collection and reporting.

2020 Year in Review: Advance CTE and ACTE have finalized the text of the 2020 Year in Review report; the report is in the final stages of layout, design and copyediting. New for the 2020 report, enacted state policies will be listed in a spreadsheet document that can be searched and filtered, rather than included in the text of the report. The report and spreadsheet policy tracker are on track for release in late February and a webinar will be held in early March.

CTE Data Quality Policy Benchmark Tool: Advance CTE is in the final stages of developing the policy benchmark tool and related resources. The tool will be released in mid-February as a microsite, which will also include six state case studies and a resource repository. The microsite design firm has shared early mockups that Advance CTE is currently reviewing. Once the site is published, users will be able to complete the needs assessment and action planning tools online directly.

Work-Based Learning Report: The updated work-based learning report, "Connecting Every Learner to Work-Based Learning: A Framework for States to Increase Access to and Success in Work-Based Learning", is nearly complete; text and report layout have been finalized and the report is undergoing final review by featured states, publication partner Education Strategy Group and funder JPMorgan Chase. The report will be released in March.

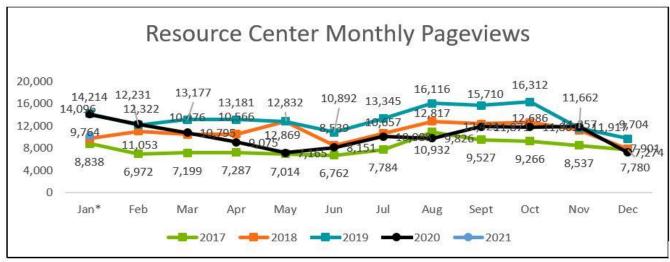
Aligning Career Pathways to Evolving Labor Market Needs Policy Brief: Advance CTE is completing interviews with states and local communities to feature in this policy brief, which will identify how states and local areas are aligning career pathways to labor market needs as those needs are evolving and changing in response to the COVID-19 (coronavirus) pandemic. The brief is scheduled for release in late April.

Aligning Secondary and Postsecondary Systems in Career Pathways: Advance CTE has developed an outline for this policy brief that will feature strategies from both the state and local perspective on aligning secondary and postsecondary systems in career pathways. This brief is scheduled for publication in early May.

Strengthening State-Local Partnerships Policy Brief: Advance CTE has developed an outline for this policy brief that will examine strategies to strengthen the partnership between state and local education agencies. This brief is scheduled for publication in mid-May.

Equity Discussion Guide: The Advance CTE Equity Discussion Guide is currently in the early stages of development. The guide is tentatively scheduled for release in May 2021.

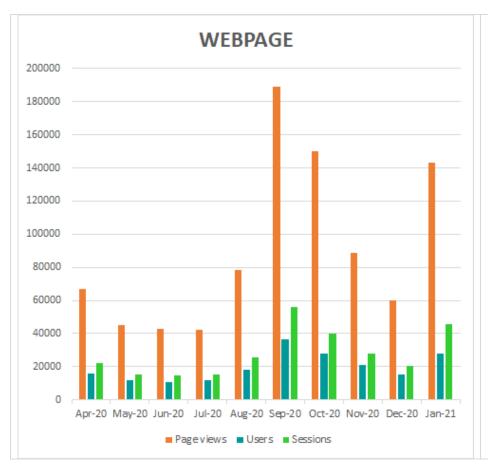
Learning that Works Resource Center: The Resource Center sustained a total of 10,166 hits for the month of January. The top two resources for this month include Advance CTE's Career Clusters Student Interest Survey, followed by Advance CTE's Broadening the Path: Design Principles for Middle Grades CTE.



^{*}Reported data for January include website traffic through January 28, 2021

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

Communications Report:



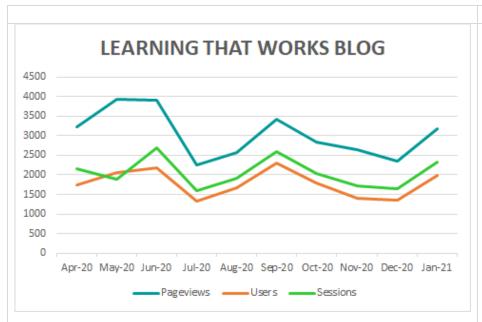
Major Organizational Releases/Initiatives

No releases in January 2021

- The State of Career Technical Education: An Analysis of States' Perkins V Priorities (209)
- Beyond the Numbers:
 Design Principles for
 CTE Data Reporting
 (110)
- Advance CTE 2021
 Spring Meeting (878)

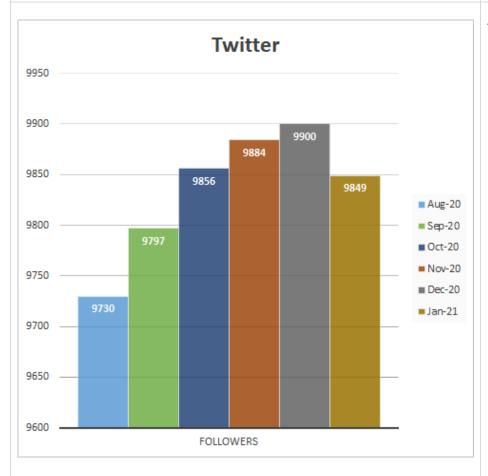
Acquisition of site users

- Organic search (14.9%)
- Direct (59.8%)
- Referral (24.7%)
- Social (0.6%)

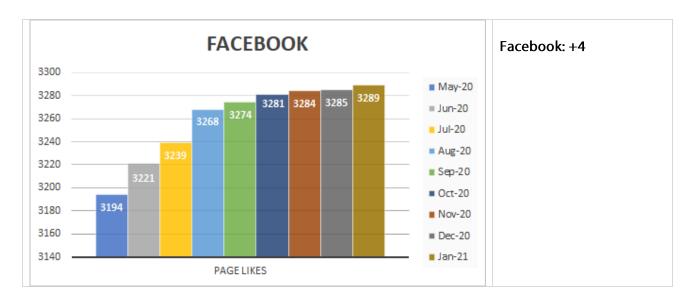


10 Blog Posts Published Most visited blogs:

- Legislative Update:
 CTE Increase in FY21
 Appropriations and
 COVID-19 Stimulus
 Package
- The State of CTE:
 Advancing Quality
 Credentials Through
 Perkins V
- State of CTE: CTE
 Instructors in Perkins V
 State Plans



Twitter: -51



Note regarding social media drop: After the riots at the Capitol, Twitter purged 70,000 accounts causing a significant drop in followers for organizations across Twitter. (Source) Because Advance CTE has never experienced a net loss of followers in the lifespan of its Twitter account, we believe our loss of followers is due to this purge of Twitter users. We will report next month if this is a trend or a one-off due to new Twitter policy.

Media Engagement: Advance CTE provided background information to Education Week, but had no media hits in January.

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

VIRTUAL PRESENTATIONS

- ACT Board of Directors
- Advance CTE Partnership Update, Family, Career and Community Leaders of America State Advisor Management Meeting
- Critical Community College Assets for 2021: National Perspectives -Workforce Development Institute Virtual Conference Session, American Association of Community Colleges
- CTE and Equity: The work of intentionally embedding equity in CTE programming, Advance CTE
- Expanding Middle School CTE Webinar, Florida Department of Education
- Governing Principals: Engaging Historically-Underserved Students
 Through Career and Technical Education Webinar, Hunt Institute

VIRTUAL EVENTS ATTENDED

- Coalition for Workforce Development Through CTE Monthly Member Meeting, Association for Career and Technical Education
- College in High School Steering Committee Meeting
- Committee for Education Funding Board Meeting
- Expanding and Diversifying Pathways into Teaching for a More Inclusive Workforce: Part One, Southern Regional Education Board
- Homework Gap Coalition Weekly Meeting
- Race & Education: Community Activism and Coalition Building For Educational Equity, JFF
- Racial Equity Institute: Groundwater Training with New Skills ready network Nashville Leadership Team
- Youth Voice and Power Summit, Annie E. Casey Foundation

OTHER PARTNERS ENGAGED

- Achieving the Dream
- American Student Assistance
- American Youth Policy Forum
- Aspen Institute
- Association for Career and Technical Education
- Bill & Melinda Gates Foundation
- Council of Chief State School Officers
- Council of State Governments
- ECMC Foundation
- Education Commission of the States
- Education Strategy Group
- Georgetown Center on Education and the Workforce
- Institute for Higher Education Policy
- JFF
- Joyce Foundation
- JPMorgan Chase & Co.
- Lumina Foundation
- McRel
- National Association of State Workforce Agencies
- National Association of Workforce Boards
- National Coalition for Homeless Education
- National Council of State Directors of Adult Education
- National Governors Association
- New America
- Senate Health, Education, Labor and Pensions Committee
- SHRM Foundation
- Southern Regional Education Board
- State Directors of Vocational Rehabilitation
- Strada Education Network
- The Center for Law and Social Policy
- The School Superintendents Association
- Third Way
- U.S. Department of Education
- Vivayic





ADVANCE CTE MEMBER NEWSLETTER

YOUR VOICE FROM THE NATION'S CAPITAL

Dear Advance CTE Members,

This month has been difficult, devastating, and historic for our country on many levels. At times, it has been hard to know how to lead, where to put my energy. What to push on and what to let go. How to continue on with my 'new now' routine of Zoom meetings when the news of the day can so easily consume our thoughts. I hope that each of you is taking the time you need - as leaders and as individuals - for self-care and helping those around you do so as well.

While I know it is difficult to look beyond the immense and ongoing challenges in front of us to focus on the future, I also realize that the success of our learners, our educators and our partners depends on it. Our entire Advance CTE team stands ready to help you build the connections, understanding and skills you need to realize your state's goals for CTE.

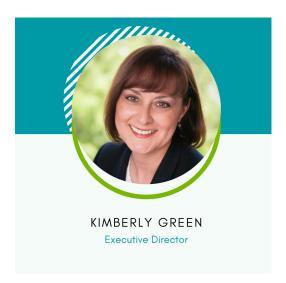
The start of 2021 began on a strong note for Advance CTE with the announcement of our 2021 Spring Meeting, among other events:

- Thank you to everyone who completed our annual membership survey. We look forward to sharing more in our annual report that will be released in mid-February.
- On Monday, we openedregistration for our 2021 Spring Meeting.
 The meeting is open to everyone, and I encourage you to invite
 your coworkers, agency partners, and stakeholders to Reconnect,
 Reset, and Reimagine CTE with us on April 14 and 15. More
 information can be found on our Spring Meeting page.
- This month's webinars focused on building blocks for high-quality CTE. Our "CTE and Equity" webinar on January 13 highlighted intentional state efforts to embed equity into data collection, postsecondary and secondary pathways, and overcoming access barriers for youth experiencing homelessness. Our "Beyond the Numbers" session on January 28 delved into our new resources for best practices to report and communicate CTE data. Webinar

recordings can be viewed here.

Looking ahead, Advance CTE is excited to share several resources in February to support your efforts to enhance postsecondary attainment and alignment, work-based learning, equity work with your staff, educators, and employers and analyze this past year's CTE policy landscape. Next week, we are releasing a 50-state analysis of area technical centers (ATCs) and their current and potential impact on state postsecondary attainment goals. A year ago, this area of CTE was very unfamiliar to me - this project was not only very illuminating but also showed we still have a lot to learn to help members fully leverage these institutions.

We will also be celebrating CTE Month, and I am looking forward to your initiatives and stories that always inspire and will serve as a great precursor to our vision release in March.



Thank you for your continued commitment and support. I wish you all good health and a calmer and rejuvenating month ahead. Happy early CTE Month!



Membership Update

Brittney Williams is the new State CTE Director in Louisiana

This month, Advance CTE added a number of resources from our partnering organizations to the Learning that Works Resource Center.

- Research/Report Center for American Progress Creating Strong Building Blocks for Every Student: How Middle Schools Can Lay the Foundation for Rigorous High School Pathways
- Guide/Tool Rutgers Education and Employment Research Center — Non-Degree Credential Quality: A Conceptual Framework to Guide Measurement

Forthcoming in February:

- **Research/Report** 50-state Analysis of ATCs
- Guide/Tool —CTE Data Quality Policy Benchmark Tool
- Research/Report Advance CTE's Annual Report
- Guide/Tool —Work-based Learning Guide
- Research/Report 2020 Year in Review

We would like your feedback on the Learning that Works Resource

Center! Please complete a brief survey here.



View from the Hill

Advance CTE continued to work with staff on Capitol Hill and the U.S. Department of Education to advocate for state CTE leaders' needs during the pandemic. Staff also shared CTE priorities for the Biden-Harris Administration to take into consideration, including priorities to achieve a full, equitable economic recovery and ensure that every learner has access to high-quality CTE, as well as detailed policy proposals.

This month, Advance CTE in partnership with the Association for Career and Technical Education (ACTE) submitted a comment to the Federal Register request for information on expanding work-based learning opportunities for youth.

To follow along with Congressional and administration actions related to CTE, check out our Legislative Updates.



State Policy Update

As in years past, Advance CTE is reviewing governors' State of the State addresses. Of the eighteen governors who have made addresses thus far, at least eight (like Idaho and North Dakota) have addressed CTE in some way, especially in areas of equity/access and the expansion of work-based learning. A more expansive blog post analyzing State of the State addresses is forthcoming.

On the legislative side, all but five states have begun legislative sessions. Bills implicating CTE have been introduced in at least thirteen states, with a significant focus on expanding workforce development efforts in the wake of the coronavirus and the resulting economic downturn. Advance CTE staff continues to track this legislation through passage for analysis in the end of year Year in Review report. The 2020 Year in Review report will be published in late February.

For resources to assist you in making the case for CTE to policymakers, check out our Working with Policymakers section on the Advance CTE website that includes tips, templates, state examples and a section on case making related to CTE and its role in economic recovery.

If you have any state policy questions, email Dan Hinderliter, dhinderliter@careertech.org.



Engagement Activities

Presentations:

 CTE and Equity: The work of intentionally embedding equity in CTE programming, Advance CTE

- Partnership Update, FCCLA State Advisor Management Meeting
- Expanding Middle School CTE Webinar, Florida Department of Education
- Governing Principals: Engaging Historically-Underserved Students Through Career and Technical Education Webinar, Hunt Institute
- Critical Community College Assets for 2021: National Perspectives
 Workforce Development Institute Virtual Conference Session,
 American Association of Community Colleges
- ACT Board of Directors

Virtual Events Attended:

- Racial Equity Institute- Groundwater Training with New Skills ready network Nashville Leadership Team
- College in High School Steering Committee Meeting
- Youth Voice and Power Summit, Annie E. Casey Foundation Coalition for Workforce Development Through CTE Monthly Member Meeting, ACTE
- Race & Education: Community Activism and Coalition Building For Educational Equity, JFF
- Expanding and Diversifying Pathways into Teaching for a More Inclusive Workforce: Part One, SREB
- Committee for Education Funding Board Meeting
- Homework Gap Coalition Weekly Meeting

Partners Engaged:

- Achieving the Dream
- ACTE
- American Student Assistance
- American Youth Policy Forum
- Aspen Institute
- Bill & Melinda Gates Foundation
- Council of Chief State School Officers
- Council of State Governments
- ECMC Foundation
- Education Commission of the States
- Education Strategy Group
- Georgetown Center on Education and the Workforce
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