

QUICK UPDATES

Upcoming Advance CTE and Center to Advance CTE Board Meetings

Advance CTE

- June 20, 2-3 p.m. ET - Conference Call
Topic: FY19 budget approval
- October 22, 2019
In-person meeting in conjunction with the Fall Meeting.
- January 30, 2019, 2-3 p.m. ET - Conference Call
- April 7, 2019
In-person meeting in conjunction with the Spring Meeting
- June 26, 2019, 3-4 p.m. ET - Conference Call

The Center to Advance CTE

- June 20, 4-5 p.m. ET – Conference Call
Topic: FY19 budget approval
- October 22, 2019
In-person meeting in conjunction with the Fall Meeting
- January 30, 2019, 2:30-3:30 p.m. ET – Conference Call
- April 7, 2019
In-person meeting in conjunction with the Spring Meeting
- June 26, 2019, 4-5 p.m. ET – Conference Call

State CTE Director Changes

- In April, Trey Michael became North Carolina's new State Director. You can read more about his journey in this [blog post](#).
- On May 1, Wayde Sick will begin as North Dakota's new State Director. Wayde has a strong background in workforce development, having served as division director in the state's Department of Commerce prior to becoming State CTE Director. You can read more about his background [here](#).
- In May, we also saw two State Directors leave their positions – John Cech of Montana and Vanessa Cooley of Rhode Island. Advance CTE is working closely with the state CTE offices during the transition periods.
- As of May, there are now seven vacant State Director positions. Those with asterisks have been vacant for nine months or longer:
 - Alabama*
 - Montana
 - New York*
 - New Jersey

- o Rhode Island
- o South Carolina*
- o Virginia*

Administrative Updates: Please join us in welcoming Shannon Johnson (sjohnson@careertech.org) to our team as our Administrative Associate. Shannon joined the team in late May, having most recently worked at Achieve. She will be supporting the organization in all things administrative, membership/meetings, serving as a key liaison for the Board and eventually growing in to finance work.

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

Finance Update: 90% of the fiscal year has passed and the financials are in a very strong position.

Advance CTE Budget Snapshot
Received 91% of budgeted income
Expended 84% of budgeted expenses

Center to Advance CTE Budget Snapshot
Received 92% of budgeted income
Expended 53% 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.

Grant/Proposal/Contract	Organization/Partner	Engagement in Past Month	Status
Strategies for Recruiting Students into CTE	Siemens Foundation	This work is well underway. See fuller update below.	Ongoing
New Skills for Youth	JP Morgan Chase	This work is well underway. See fuller update below.	Ongoing
Postsecondary program quality	Joyce Foundation	This project to help advance quality and rigor at the postsecondary level is underway.	Ongoing
CTE Landscape	Gates Foundation	We secured a \$100,000 contract to develop a landscape analysis of all things CTE for the Bill & Melinda Gates Foundation to inform their future investments in the area. In May, we presented to a cross-organization team on our analysis and submitted the final draft for review and sign off. We are optimistic this contract will lay the foundation for an investment from the Foundation.	Ongoing

Partnership for Advancing Youth Apprenticeship	New America (Siemens, Ballmer Group, JPMorgan Chase)	We held a meeting with New America to discuss Advance CTE's role in their multi-year project to conduct research and develop supports for states and local communities interested in scaling youth apprenticeship programs. We are submitting a scope of work for an MOU in June 2018. The project will launch in summer/fall 2018.	Proposal development
New Skills for Youth – Innovation Sites	JPMorgan Chase	We had an initial call with JPMorgan Chase about conducting case studies on a number of their community-based investments as a standalone project. Our next call is scheduled for mid-June 2018.	Initial discussions

Priority: Empower members through PROFESSIONAL LEARNING

Membership Update: Advance CTE received 9 new memberships – 1 new State Member, 6 Associate, Non-state members and 2 organizational members.

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 May 31, 2018: **469** individuals

- State Membership*: 53 states (representing 53 State Directors and 174 state members)
- Associate, State: 12
- Associate, Non-state: 116
- Organizational: 36 organizations (representing 114 individuals)

FY19 Dues Renewal: The dues renewal process has now moved into its third phase, having now sent out all membership invoices. Staff is actively implementing a plan to collect all dues in a timely manner before June 30.

Next month, staff will prepare our membership systems for the fiscal year turnover. All newly added state members will receive a four-week welcome email series to help them learn about Advance CTE and how to take advantage of their new membership. Staff are also developing additional engagement opportunities for all state members over the summer to help them interact further with the organization.

Meetings/Events

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
CTE on the Frontier webinar	5/17/18	49	0	n/a
2018 Advance CTE Fall Meeting	10/22-24/18	n/a	n/a	n/a
2019 Advance CTE Spring Meeting	4/8-10/19	n/a	n/a	n/a

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

Federal Advocacy Plan: In May, our advocacy efforts focused on the reauthorization of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and the federal investment in Perkins. In addition, we communicated our support for the nomination of Scott Stump for Assistant Secretary for OCTAE with Congressional leaders on the House and Senate Education Committees. We have also continued to check in with partners and build our knowledge about the reauthorization of the Higher Education Act (HEA) by attending events and discussions focused on equity and access in postsecondary education, but there were not any new developments in May. We have also engaged in conversations about apprenticeship and notified our members of the release of the final report from the Task Force on Apprenticeship Expansion.

Perkins: In May, we advocated for Perkins reauthorization and provided related tools for our members by:

- Hosting multiple calls with staff for members of the Senate Health, Education, Labor and Pensions (HELP) Committee staff.
- Discussing our legislative language with key Senate HELP Committee staff and providing additional input around key reauthorization themes identified by the staffer.
- Covering the House Committee on Education and the Workforce hearing on May 22 in a legislative update. During the hearing, Secretary DeVos testified and discussed the importance of reauthorizing Perkins.
- Providing a reauthorization update to our members about Senator Alexander’s (R-TN) opening remarks during a hearing noting that he would like to hold a mark-up of Perkins on June 20.
- Making targeted outreach to partners to reinforce the urgency of reauthorizing Perkins sooner versus later.

Budget / Appropriations: In May, Congress continued the Fiscal Year 2019 (FY19) appropriations process. A summary of the month’s highlights are below:

- Throughout the month, Advance CTE has been attending meetings with both the Committee for Education Funding (CEF) and the Campaign to Invest in America’s Workforce (CIAW) with

congressional staff for key members of the House and Senate Appropriations subcommittees to make the case for a stronger federal investment in Perkins.

- On May 9, the U.S. House Committee on Education and the Workforce Subcommittee on Higher Education and Workforce Development held a hearing, "Closing the Skills Gap: Private sector solutions for America's workforce." Witnesses discussed the role CTE can play in connecting education to business and industry and examples of programs that have seen promising results. In addition, they discussed the importance of investing in the Carl D. Perkins Career and Technical Education Act (Perkins) and the Workforce Innovation and Opportunity Act (WIOA).
- On May 31, Advance CTE submitted written testimony for the record to the Senate Appropriations Subcommittee on Health, Human Services, Education and Related Agencies requesting a \$2.4 billion investment in the Perkins Basic State Grant.

Workforce Innovation and Opportunity Act (WIOA)

- Advance CTE is examining the implementation of WIOA across states to determine how WIOA implementation aligns with efforts to advance CTE.
- States submitted WIOA Unified or Combined State Plan two-year modifications to the U.S. Departments of Labor (DOL) and Education (ED) by March 15, 2018. As those plans become publically available, Advance CTE will analyze the plans to evaluate their impact on CTE.
- Advance CTE is in the process of updating resources related to WIOA and CTE. Notably, Advance CTE is partnering with the National Skills Coalition to update *Aligned by Design: WIOA and Career and Technical Education*.

Congressional Offices Engaged in May 2018

- Kelvin Lum, Rep. Bera (D-CA)
- John Galisky, Rep. Pallone (D-NJ)
- Elaina Murphy, Rep. Guthrie (R-KY)
- James Redstone, House Committee on Education and the Workforce
- Lauren Arias, Sen. Udall (D-NM)
- Katrina Potts, Sen. Durbin (D-IL)
- Lucas DaPieve and Anna Newton, Sen. Alexander (R-TN)
- Moira Lenehan, Sen. Reed (D-RI)
- Jacob Gattman, Sen. Kennedy (R-LA)
- Tashayla Person, Sen. Roberts (R-KS)
- Margaret Callahan, Sen. Klobuchar (D-MN)
- Julia Sferlazzo, Senator Casey (D-PA)
- Katherine McClelland, Senate HELP Committee
- Jake Baker, Senate HELP Committee
- Garnett Decosimo, Senate HELP Committee

State Policy Update:

New Skills for Youth: To ensure that information is effectively captured and shared within the New Skills for Youth project team, Advance CTE staff are developing "state profiles" summarizing key information and updates from the ten funded states. This information will also

be used to support Advance CTE's own resource development, meeting planning and member support.

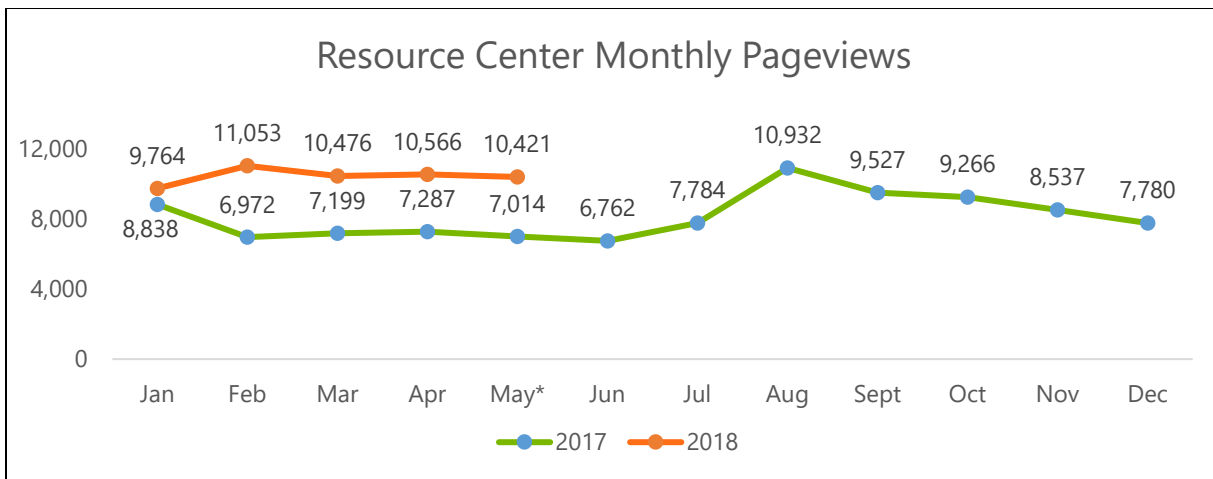
Joyce Foundation – Postsecondary Program Approval: In May, staff traveled to Illinois to facilitate the Illinois Community College Board's system-level self-assessment using the Policy Benchmark Tool, a key first step in the state's Joyce grant work. Later this summer, Illinois will convene ten community colleges to discuss program quality and work through the Policy Benchmark Tool. Advance CTE staff will attend this convening and help facilitate conversations. Staff also held a check-in call with the Colorado grant lead. Staff continued work on a publication exploring the role of states in ensuring quality for postsecondary CTE programs. This publication will be released this summer.

Equity Initiative: Staff have continued work on the equity initiative, interviewing numerous state and national leaders on a variety of issues related to the topic, and conducting a literature review on equity topics. Through these interviews and research, several key themes emerged and staff were able to plan out a series of briefs and other resources, with the first report release scheduled for late summer. Additionally, staff identified a group of around 20 national leaders to invite to be a part of the Committee on Equity in CTE, a group which will meet at least once in person and several times virtually to provide feedback on Advance CTE resources and collaborate on common projects and initiatives related to equity. Invitations for the Committee will be sent in early June.

Vermont Strategic Planning: Staff developed draft strategic goals for Vermont CTE to begin their strategic planning, and planned a day-long strategic planning workshop, which will take place in June. The workshop will allow around forty Vermont stakeholders to weigh in on the strategic plan goals and metrics. Staff held a call with the Vermont CTE steering committee to review the workshop agenda and draft goals, as well as data from the stakeholder interviews and survey.

CTE Virtual Institute: The application period for the Summer 2018 CTE Virtual Institute will open on June 4. The Institute is a five-week crash course on CTE designed for partners and members with a limited background in CTE. A few changes have been made to the course since last fall: the syllabus has been streamlined, "brown bag" calls have been scheduled with national experts, and an online Moodle forum has been set up to facilitate the course.

Resource Center: As of May 24, 2018, the Resource Center had sustained a total of 10,421 hits for the month, bringing the monthly average for 2018 to roughly 10,500 hits per month. Traffic to the Resource Center has outpaced the monthly totals from 2017, and Advance CTE expects to see this trend continue throughout the remainder of the year. The top two resources for this month include Advance CTE's New Skills for Youth 2017 Snapshot Executive Summary, as well as the American Institute for Research's 50 state scan of CTE teacher licensure policies. The most visited topic page was Work-based Learning, followed by Career Advisement.



**Reported data for May include website traffic through May 24, 2018*

New Jersey Teacher Pipeline Work: As part of New Jersey’s recent \$800,000 grant from OCTAE related to improving the CTE teacher pipeline, Advance CTE began work assisting the state with thought partnership and helping to plan grant-related convenings. New Jersey is pursuing a two-fold approach with this grant: one part of the project is focused on recruiting CTE teachers from industry and lowering their barriers to entering the teaching profession, and the other part aims to recruit CTE teachers from related academic classrooms. The first convening of both cohorts of teacher candidates will likely be in mid- to late August.

Rural Initiative: Advance CTE held a webinar on May 17 to share lessons and conclusions from the CTE on the Frontier series. Amy Lorenzo from the Idaho Division of CTE was gracious enough to join for the webinar to share about Idaho’s Program Quality Initiative. A recording is available at <https://careertech.org/webinars>.

NSFY Snapshots: Advance CTE developed updated [state snapshots](#) highlighting activity from the first full year of New Skills for Youth (NSFY) Phase Two. Snapshots were published and shared with states at this month’s NSFY convening in Providence, Rhode Island. Advance CTE plans to launch these resources to the public in May.

Postsecondary Update: Staff are progressing through the activities proposed in the organization’s new postsecondary strategy. The strategy is organized through the five priority areas:

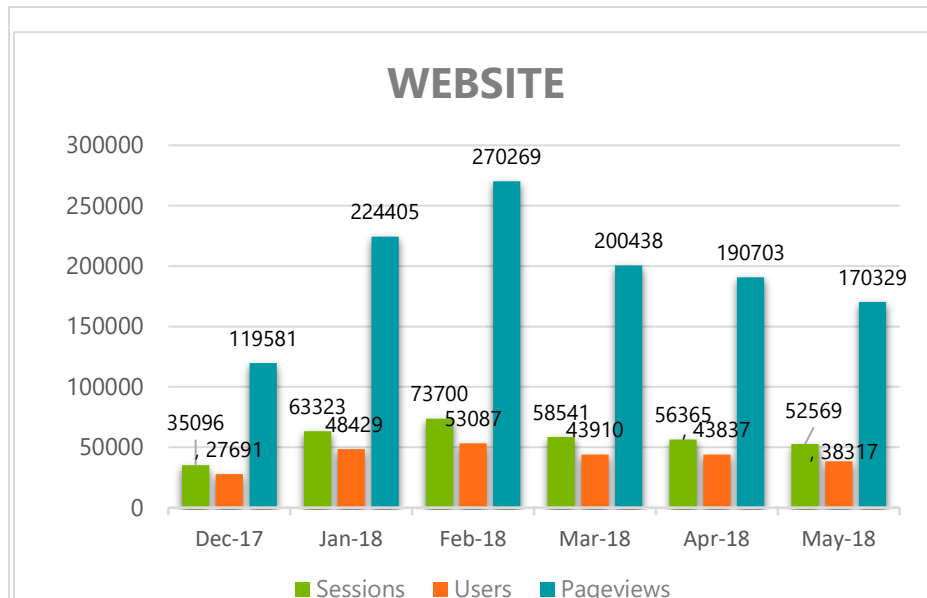
- **Policy:**
 - **Federal:** Postsecondary federal policy has been a major focus for Advance CTE staff as Congress considers reauthorization of the Higher Education Act. Additionally, staff time has been prioritized to further examine implementation of WIOA, including a potential update to the [Aligned by Design](#) resource, originally released in 2015.
 - **State:** Staff released a second postsecondary-focused fact sheet and blog post in May, which looked at the role of CTE in state attainment goals. Staff are also planning more blog posts focused on postsecondary issues this summer, in addition to the upcoming Joyce publication on postsecondary program quality.
- **Promotion:** The postsecondary blog series and research requests have been delayed, as staff explore options for how best to communicate with postsecondary members separate from

avenues such as newsletters and the State Director listserv, which not all postsecondary members receive.

- **Partnerships:** Staff have been leveraging existing partnerships with postsecondary partners, including the Joyce Foundation and Achieving the Dream, to make new connections and generate new content ideas.

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

COMMUNICATIONS REPORT

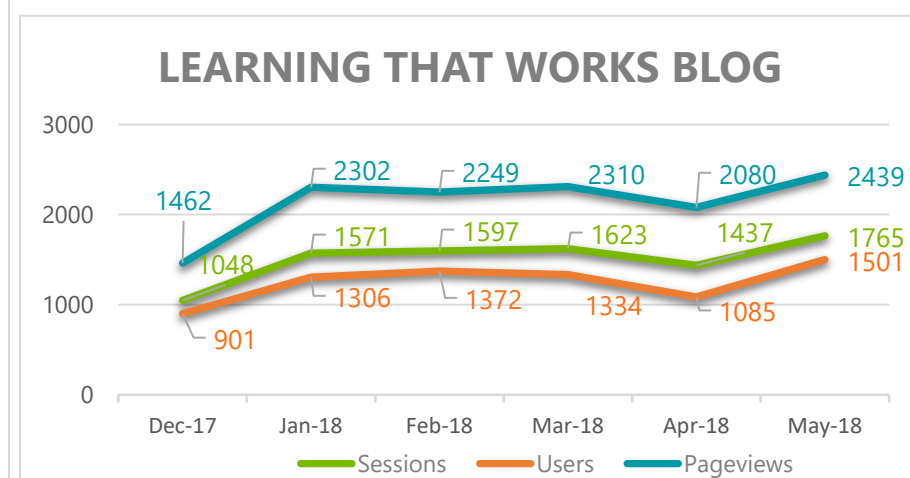


Major Organizational Releases/Initiatives

- CTE101 Video (2251)
- Resource Center (1966)
- CTE Works (576)
- Perkins (575)
- Snapshots Exec. Summary (449)

Acquisition of site users

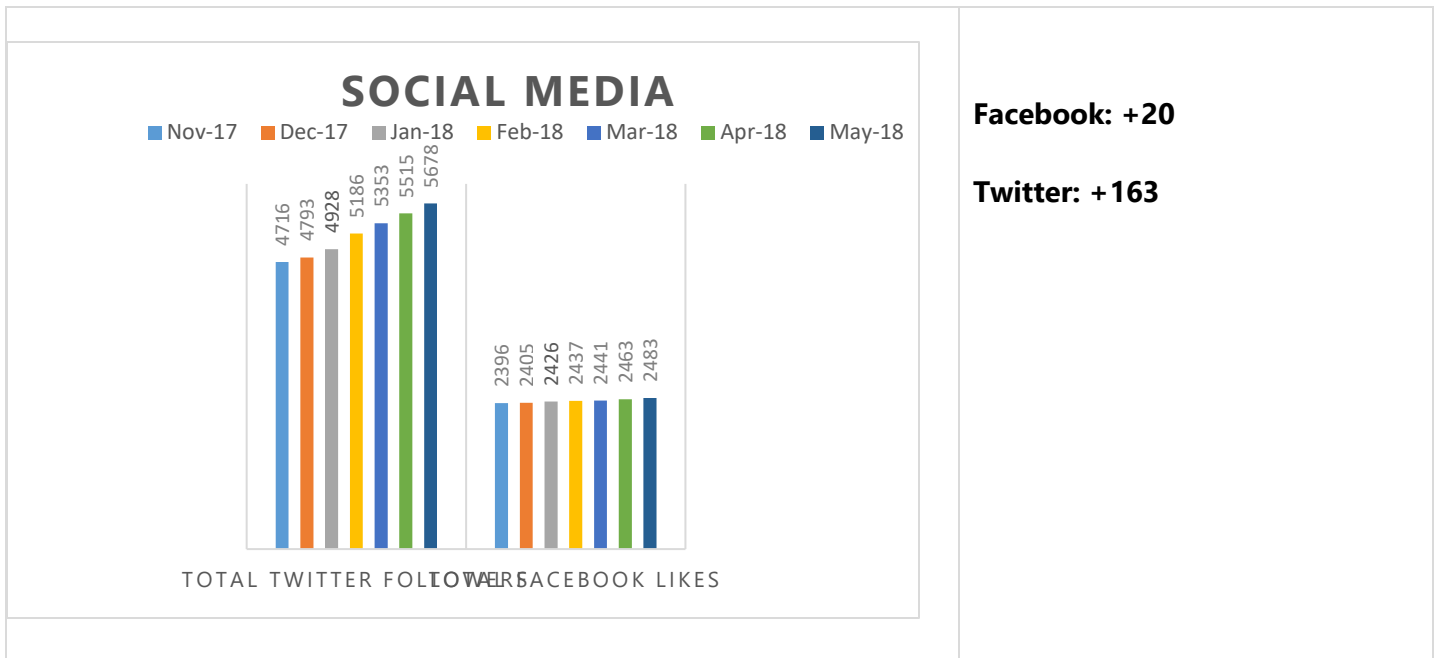
- Organic search (50%)
- Direct (37%)
- Referral (11%)
- Social (1.6%)



14 Blog Posts Published

Most visited blogs:

- High School Senior, Danielle Rothchild's FCCLA Experience Lead to Creating a Non-Profit
- New Video To Help You Make The Case For CTE
- The New Fact Sheet on the Role of CTE in Statewide Attainment Goals



Media: Advance CTE had five this month around a variety of initiatives including the Excellence in Action awards, federal policy, and a widely circulated op-ed published in Hechinger Report authored by Kimberly Green and Kate Kremer. Staff was in contact with reporters from Bloomberg, Education Daily, Chronicle of Higher Education and Education Week.

Strategies for Attracting Students to High-Quality CTE: Advance CTE staff has been working with each state on their recruitment strategies. Staff will visit North Dakota in early June and Hew Hampshire in August. Staff has developed a strategy for releasing assets created by Siemens round 1 states to be published in July.

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

PRESENTATIONS	<ul style="list-style-type: none"> • Bill & Melinda Gates Foundation’s Equitable Futures team, Washington • Data Quality Campaign’s Policymaker Summit, Arizona • Facilitated Illinois Community College Board’s self-assessment on the Policy Benchmark Tool, Bloomington, IL • New Jersey as a Laboratory for America (Advance CTE, AEI, Opportunity America event) • STELAR I-TEST Summit, presented on work-based learning
EVENTS ATTENDED	<ul style="list-style-type: none"> • <i>From College to Life</i>, Gallup and Strada

- *From ESSA Plans to Implementation: A Look at 50 State Plans*, AIR and Education Counsel
- Law & Public Safety Education Network (LAPSEN) Board meeting
- *National Partner Breakfast & Virtual Coffee with Youth Leaders*, America's Promise Alliance
- NCC-CTSO Bi-monthly meeting
- NOCTI Board of Directors' meeting
- Pathways to Adult Success Convening, Johns Hopkins University School of Education
- *School Funding: Stories from the States*, Urban Institute

**OTHER
PARTNERS
ENGAGED**

- Achieve
- Achieving the Dream
- ACTE
- AIR Center on Great Teachers and Leaders
- American Youth Policy Forum
- Apprenticeship Forward Collaborative on joint apprenticeship principles
- Aspen Institute
- Center for Law and Social Policy
- College Board
- Council of State Governments
- Education Strategy Group
- Government Accounting Office
- Leadership Conference on Civil and Human Rights
- National Alliance for Partnerships in Equity
- National Conference of State Legislatures
- National Governors Association
- National Urban League
- New America on Youth Apprenticeship Project
- Opportunity America
- The Education Trust
- Unidos US

May 2018

Advance CTE Newsletter

Your voice from the nation's
capital



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NEW RESOURCES

Report: [Use of Individualized Learning Plans: A Promising Practice for Driving College and Career Readiness Efforts: Findings and Recommendations from a Multi-Method, Multi-Study Effort](#)

(National Collaboration on Workforce and Disability)

Report: [Saving the Liberal Arts: Making the Bachelor's Degree a Better Path to Labor Market Success](#)

(American Enterprise Institute and Burning Glass Technologies)

Dear Advance CTE Members,

As we approach the end of our fiscal year, Advance CTE has [many things to be proud of](#) - most of all our members. We are grateful that our organization has grown consistently over the past four years, and recognize that each and every one of our members is part of what makes us a leading "go to" organization for quality and equity in CTE.

By now you should have received your annual dues renewal invoice. Please be sure to renew your membership by **June 30**. If you have any questions, please contact [Andrea Zimmermann](#), who manages our membership, or call our offices at 301-588-9630.

I am also excited to share that we released a new [CTE101 video](#) this month as part of the [CTE: Learning that works for America Campaign](#). This video provides an overview of how CTE prepares learners for their futures while closing the skills gap for employers across the country. Use this video with critical stakeholders to continue to combat false perceptions of what CTE is and who it is for. If you'd like a downloadable copy, email [Katie Fitzgerald](#).

Sincerely,
Kimberly Green

Member Updates

Comings and Goings

This month, our State Director community will say farewell to two longtime leaders. John Cech of **Montana** resigned from his position on May 25 to take on a new adventure as President of [Carroll College](#). Vanessa Cooley of **Rhode Island** will retire from the state Department of Education at the end of the month, after having been one of our longest-serving State Directors.

In April, we welcomed Trey Michael in North Carolina. Be sure to check out his [blog post](#) to learn more! We are also excited to welcome two new State Directors - Brian Pyles of **Michigan** and Wayde Sick of **North Dakota**. Read Wayde's guest blog post [here](#).

Member News

Check out this [op-ed](#) from Oklahoma State CTE Director Marcie Mack about how her state needs to change the conversation to focus on creating a sustainable, qualified workforce.

➤ View from the Hill

In May, we received the [exciting news](#) that Scott Stump was nominated by President Trump to serve as the Assistant Secretary for Career, Technical, and Adult Education at the U.S. Department of Education! Stump boasts a long and distinguished career in education. He served as a national CTE leader and as President on the Advance CTE Board of Directors in 2014-15. Advance CTE is proud to fully endorse his nomination.

We were encouraged by two recent hearings held by the U.S. House Committee on Education and the Workforce. As we [reported](#), a hearing "Closing the Skills Gap: Private Sector Solutions for America's Workforce" was held on May 9 that highlighted partnerships between business and education, the importance of investing in Perkins and more. In addition, the Committee held a hearing on May 22, "[Examining the Policies and Priorities of the U.S. Department of Education](#)," during which U.S. Secretary of Education Betsy DeVos testified. Members' questions and comments focused on a variety of topics including school safety, accountability and school choice. Importantly, CTE and the need to reauthorize Perkins was a common theme among them.

➤ State Policy Overview

In **Idaho**, Gov. Otter signed a [bill](#) to expand funding for high-performing CTE programs and lawmakers passed a [bill](#) to expand the [Idaho Opportunity Scholarship](#) to benefit adult learners.

In **Iowa**, Gov. Reynolds signed [legislation](#) to strengthen workforce development through apprenticeships, mentorships, internships and more. This act will also establish funding opportunities such as an employer innovation fund, scholarships and grant programs.

In **Washington**, Gov. Inslee signed a [bill](#) that expands the [Washington State Opportunity Scholarship](#) to allow high school graduates to receive the scholarship to help pay for certificates and professional technical degrees offered at the state's technical and community colleges.

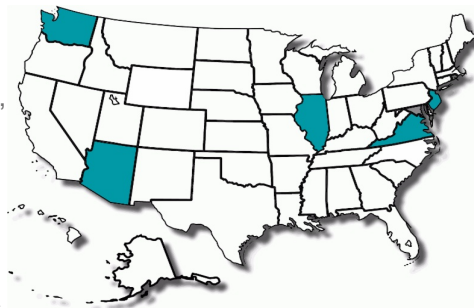
For more updates on state CTE policy developments, check out Advance CTE's [state policy blog](#).

➤ Where We've Been

Staff presented at a number of events including:

- Presentation for the Equitable Futures Team of Bill & Melinda Gates Foundation, Washington
- Presentation for the New Jersey as a Laboratory for America event with AEI and Opportunity America, New Jersey
- Data Quality Campaign State Policymaker Summit, Arizona

- Illinois Community College Board Policy Benchmark Tool Self-Assessment, Illinois
- Nurturing Work-based Learning Environments, STELAR I-TEST Summit Education Development Corporation, Virginia
- NACTEI, Blazing Trails with CTE Conference, Arizona



Staff also attended a number of events and meetings including:

- Johns Hopkins University's Pathways to Adult Success
- American Institutes for Research and Education Counsel's From ESSA Plans to Implementation: A Look at 50 State Plans
- Reception for the Master of Arts in Educational Transformation Research at Georgetown University
- Urban Institute's School Funding: Stories from the States
- America's Promise Alliance's National Partner Breakfast & Virtual Coffee
- Strada Education Network and Gallup's From College to Life: Relevance and the Value of Higher Education
- Meeting with the Committee for Education Funding
- Meeting with Opportunity America Jobs and Careers Coalition
- Meeting with the College in High School Alliance
- Meeting with the Advancing Equity SME
- Meeting with Education Strategy Group
- Meeting with the Senate HELP Committee
- Meeting with Schools that Can
- Meeting with the Government Accounting Office
- Meeting with JPMorgan Chase, Co.
- Meeting with the National Conference of State Legislatures
- Meeting with the Council of State Governments
- Board meeting with NOCTI

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