

## QUICK UPDATES

**Welcoming a new member to the Advance CTE team:** Last month we shared that Karen Hornberger had accepted a new position closer to her home. She left big shoes to fill but thankfully we have found someone to do that! Beginning September 1, Sabrina Morales is the Advance CTE Office Manager. She can be reached at [smorales@careertech.org](mailto:smorales@careertech.org). Please join us in welcoming her to our team!

**Welcoming a new Board member:** Dr. Charisse Childers of Arkansas was approved by the Board to fill the Region VI position left vacant after Eric Spencer stepped down from his position as State Director of New Mexico. Charisse will be joining the Board meeting in October.

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

- The Fall Board meeting will take place in concert with the Fall Meeting. Both meetings will take place at the BWI Marriott Hotel, Linthicum, MD.
- Advance CTE Board of Directors
  - October 17 at 9 a.m. – 2 p.m. (lunch included)
- The Center Advance CTE Board of Directors
  - October 17 at 2:30 – 5 p.m.
- **If you have not yet RSVP'd for the Board meeting, please contact Sabrina Morales, Office Manager at [smorales@careertech.org](mailto:smorales@careertech.org) by September 7, 2016**

### **State CTE Director Changes**

- Two new State Directors were named in August:
  - Alaska: Brad Billings
  - Kansas: Connie BeeneWe will provide you with a brief biography of each person after we hold *Getting to Know You* calls with them next month.
- Five states – CA, KY, MD, MA and NM – remain without an official State Director in place.

## Strategic Priority: Ensure strong organizational governance and fiscal security for both Advance CTE and The Center to Advance CTE

**Finance Update:** The fiscal position of both organizations is strong. On September 1, The Center to Advance CTE received the \$290,000 payment for the Siemens grant. This is not reflected in the snap shot below. Some of that income will be recognized in this fiscal year and the balance will be recognized in FY18.

With the August 31 deadline for Advance CTE dues payments now passed, staff will be reconciling unpaid memberships and cancelling those that have not submitted payment or an intent form. This is in keeping with the Board-approved dues policy. No state is expected to be canceled, as Alaska is working with us to pay its dues. Puerto Rico was not calculated in the budget and is not expected to be a member this year. The bulk of the membership cancellations will take place in the associate membership category. In the next Board update we will share a summary of action taken.

As of August 31, 2016, 17% of the fiscal year had passed. Below is a quick snapshot of the financial position of both organizations.

Advance CTE Budget Snapshot	Center to Advance CTE Budget Snapshot
Received 60% of budgeted income	Received 72% of budgeted income
Expended 8% of budgeted expenses	Expended 3% 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
Siemens Foundation		We had our kickoff meeting with Siemens in mid-August for our new grant. The grant, which will run from August 2016 – November 2017 is for a total of \$290,000 to conduct market research to test the most effective messages to parents and the public around CTE and support state efforts to recruit more students into high-quality CTE programs of study.	Ongoing
New Skills for Youth	JP Morgan Chase CCSSO	A fuller update is below about recent and upcoming initiatives and deliverables supported by the NSFY grant.	Ongoing
IDIQ – Connecting Secondary CTE & Apprenticeships	OCTAE	Advance CTE and partners are working to provide an updated draft of the report describing the nine CTE-apprenticeship program sites visited throughout the Spring after a change in OCTAE staffing and expectations for what the report would entail. Initially, the report was to be released in August, but will now likely be released in October, ideally before or during the Fall meeting. We also are working with our partners (Vivayic, JFF and RTI) to begin drafting the related resource guide.	Ongoing
Support for Career & Technical Education Contract	Department of Defense Education Activity (DoDEA)	At the very end of July, DoDEA put out a request for quotes for technical assistance around the implementation of the Common Career Technical Core, which they have just adopted for their 170+ schools around the world. The Center to Advance CTE – with capacity support from Vivayic and WestEd – submitted a proposal in early August and are awaiting to hear back. The project would entail participating and supporting 20 in-person meetings over the course of 12 months; provide 1-3 page reports after these meetings; and develop a final report on the project.	Proposal submitted
Alcoa		Kate and Kim had an in-person meeting with Alcoa Foundation’s education program officer. This was an	Early discussions

incredibly positive meeting, and we were asked to follow up in late 2016 with potential ideas for a one-year proposal.

## Strategic Priority: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state CTE leaders.

### **Membership Update**

In August, Advance CTE gained eight new members, specifically three Associate-State members and five Associate-Non State members.

Totals as of August 31, 2016: 260

- State Director: 54
- Associate-State: 85
- Associate-Non State: 90
- Organizational: 31

### **Member Resources and Supports**

**New Skills for Youth Update:** At the end of August, the New Skills for Youth (NSFY) project team sent guidance to the 25 Phase One states on their submissions and presentations for consideration for Phase Two of the grant. States will submit information on their needs assessment, data analysis, action plan and early wins by October 7, and will give presentations on that information during the NSFY convening October 25-26 in Washington, DC.

Also in August, we released our fourth brief on work-based learning, [Measuring Work-based Learning for Continuous Improvement](#).

Now in its third month, the Learning that Works Resource Center, has attracted more than 13,000 total page views since it was launched on June 21. To date, Career Advisement has been the most popular topic page, followed closely by Work-based Learning.

Looking ahead, Advance CTE is taking the lead on developing resources for NSFY based on state (and member) needs. Our calendar of planned publications over the next month include:

- *Work-based learning guide:* This guide will condense and combine our previous four briefs on work-based learning with information on scaling high-quality programs to form a comprehensive guide on the subject.
- *Brief on Industry recognized credentials:* One challenge we hear from our members is that it is difficult to identify and evaluate high-quality credentials that have value in the labor market and lead to high-wage, in-demand jobs. To support our members in this work, we will release a brief in October that shares strategies from Florida, Kansas and Louisiana — three states that have made progress in verifying and endorsing industry-recognized credentials.

## Meetings/Events

Registration for the 2016 Fall Meeting opened on July 27.

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
2016 Fall Meeting	10/17-10/19/16	85 registered	72	68% (out of 125)

## Strategic Priority: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the *Putting Learner Success First: A Shared Vision for the Future of CTE.*

In May, Advance CTE and six partner organizations released [Putting Learner Success First: A Shared Vision for the Future of CTE](#), establishing a bold vision for all of education, which includes, but is not limited to Career Technical Education (CTE). Since the release, tens of thousands of copies have been distributed across the country and state and local leaders have begun to signal their commitment to its implementation.

In August, Advance CTE launched the first in a monthly [blog](#) series on the vision and released a number of new resources, including:

- [Tips for sharing Putting Learner Success First](#)
- [A chart](#) highlighting shared vision supporters' and other national organizations' existing and planned initiatives that are addressing and advancing the principles and actions of the vision. This will be updated on a quarterly basis.
- [The Shared Vision & State CTE Leaders](#)

Looking ahead, Advance CTE has a number of resources and activities planned including:

- Launching a member-driven committee to identify best practices and support the implementation of the vision
- A set of guiding questions state leaders can use to engage in and think through the vision's principles and actions
- A short video showing a world where the vision is a reality
- Pieces from ACTE and the Chamber of Commerce on what the vision means for their members
- A webinar with vision supporters (in the fall)

In addition, SkillsUSA, Family, Career and Community Leaders of America (FCCLA) and Asia Society have officially signed on as supporters to Putting Learner Success First, joining the original seven supportive organizations. Their [sign on letters are here](#).

Finally, we recently created a [sign on](#) campaign, where leaders and supporters at all levels can show their support for the shared vision.

**Strategic Priority: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and workforce development in support of expanded access to and quality of CTE.**

**Federal Advocacy Plan:** Congress has been on an extended recess since mid-July. While lawmakers are away from the Capitol, Congressional staff have continued to negotiate and engage on Perkins reauthorization. As a result, Advance CTE has focused its efforts this month on Perkins-related issues.

**Perkins:** Advance CTE has continued to engage with both chambers and parties with regards to Perkins reauthorization. We expect the House to complete work on H.R. 5587 in the first half of September. Simultaneously, Advance CTE has continued to urge the Senate to move forward with their own discussions which have been ongoing since November 2015. With a limited amount of legislative days left on the calendar, the probability of Perkins' passage diminishes. Nonetheless, Advance CTE will continue to push for passage before the end of the 114<sup>th</sup> Congress.

**HEA:** Advance CTE is deepening its advocacy relationship with the National Skills Coalition in anticipation of Congressional consideration of HEA in the 115<sup>th</sup> Congress.

**ESSA:** The U.S. Department of Education (USDE) recently promulgated final "supplement-not-supplant" (SnS) regulations as part of the ESSA implementation process. These rules have been a lightning rod of controversy for Congressional Republicans who view them as federal overreach, and the Obama Administration who is seeking to ensure the law maintains a robust SnS requirement. While Advance CTE has avoided SnS discussions with lawmakers, the organization provided formal comments to USDE related to ESSA's forthcoming accountability system and the role career readiness can and should play in state systems.

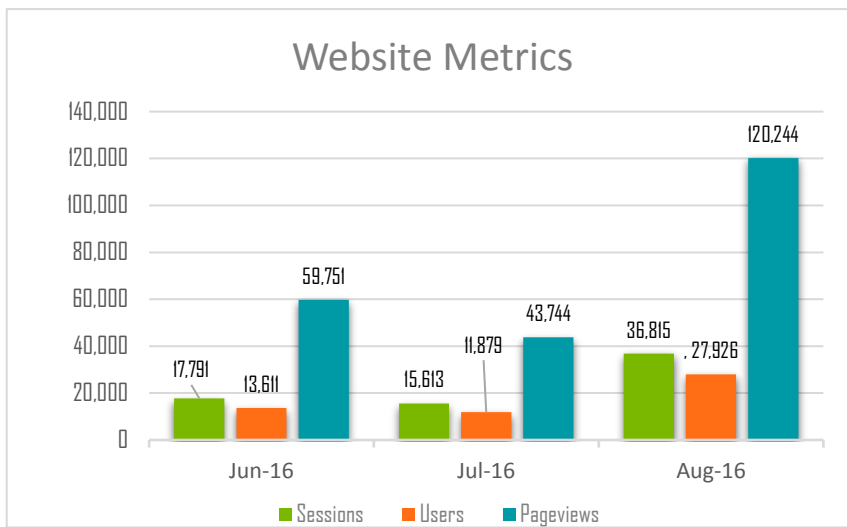
**Budget / Appropriations:** Lawmakers have spent most of the summer debating on the length of a Continuing Resolution (CR)—stopgap funding legislation that would extend current federal spending levels into the next federal fiscal year (FY). With FY 2017 set to begin on October 1<sup>st</sup>, Advance CTE expects Congress to pass a short-term CR past the November election. While Democrats and moderate Republicans would like to take-up comprehensive funding legislation in the December lame duck session of Congress later this year, opposition has been steadily mounting from conservatives who want a longer-term CR to last until March 2017—a time that coincides with the need to raise the nation's debt ceiling. Advance CTE has continued to advocate for a CR that would last through December where a comprehensive omnibus spending package could be more easily negotiated between both parties.

**WIOA:** There have been no additional WIOA-related activities since last month.

**Congressional Offices Engaged in July 2016:**

- Sen. Enzi (R-WY)
- Sen. Casey (D-PA)
- Sen. Alexander (R-TN)
- Sen. Murray (D-WA)
- Sen. Bennet (D-CO)
- Sen. Kaine (D-VA)
- Rep. Kline (R-MN)
- Rep. Scott (D-VA)
- Rep. Thompson (R-PA)
- Rep. Langevin (D-RI)
- Rep. Wilson (R-SC)
- Rep. Clark (D-MA)

## AUGUST 2016 COMMUNICATIONS REPORT

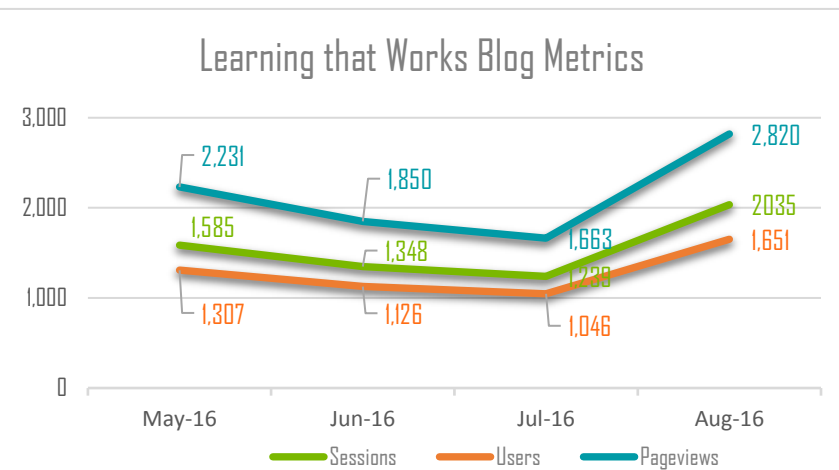


### Most Visited Pages

- [Career Clusters](#)
- [Student Interest Survey](#)
- [Agriculture](#)

### Acquisition of site users

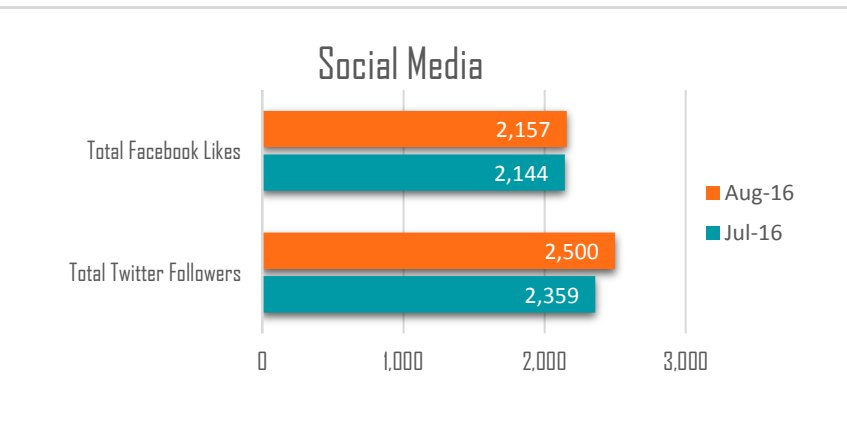
- Organic search (43%)
- Direct (38%)
- Referral (18%)



### 18 Blog Posts Published

Most visited blogs:

- [SkillsUSA Supports Putting Learner Success First](#)
- [CTE Research Review: The Value of Rigorous High School Programs](#)
- [Election 2016: Where the National Parties Stand on CTE](#)



**Facebook: +14**

**Twitter: +141**

**Advance CTE Website:** In line with trends from previous years, website and blog traffic up significantly due to the school year starting.

**Media:** We had contact with one reporter who published a [story about CTE](#), though did not quote or mention Advance CTE.

**Strategic Priority: Expand awareness of, support for, and access to high-quality CTE by leading, building and maintaining strategic partnerships.**

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>• Provided a keynote on the vision at the Oregon Regional Administrators’ Conference</li> <li>• Aspen Institute’s Urban District Network webinar on ESSA accountability</li> <li>• Presentation to Drexel University PhD class on the history of CTE</li> <li>• Presented an introduction to CTE to CCSSO staff members</li> <li>• Plumbing-Heating-Cooling Contractors Association webinar on Perkins</li> </ul>
<p><b>EVENTS ATTENDED</b></p>	<ul style="list-style-type: none"> <li>• CCSSO Career Readiness Expert Working Group Meeting</li> <li>• Aspen Institute &amp; Siemens Foundation Luncheon and Discussion</li> <li>• Attended the WorkCred credentialing advisory committee meeting</li> <li>• Participated in the U.S. Department of Labor apprenticeship/CTE advisory committee meeting</li> </ul>
<p><b>OTHER PARTNERS ENGAGED</b></p>	<ul style="list-style-type: none"> <li>• Meeting with Deputy Assistant Secretary Geri Fiala, U.S. Department of Labor</li> <li>• Alcoa Foundation</li> <li>• Learning Policy Institute (Linda Darling-Hammond)</li> <li>• WestEd</li> <li>• The Council of Chief State School Officers</li> <li>• National Skills Coalition</li> <li>• U.S. Chamber of Commerce</li> <li>• Asia Society</li> <li>• Worked with ACTE to update our joint work plan</li> </ul>



# Advance CTE Newsletter

August 2016

*Your voice from the nation's capital*



## Dear Members,

Hope you all have had enjoyable summers as we close out the season and head into fall. As a reminder, our [Fall Meeting](#) will take place in Baltimore, Maryland October 17 - 19. This will be your chance to collaborate with your peers around pressing CTE topics, learn how states are implementing [Putting Learner Success First: A Shared Vision for the Future of CTE](#), and get the latest information on reauthorization of the Carl D. Perkins Act. I hope to see you all there!

Last week, we released the fourth iteration of the "[Connecting the Classroom to Careers](#)" series where we're exploring the many facets of work-based learning from setting a statewide vision, to measuring program quality with case studies highlighting successful state approaches. Next month, we'll release the "Connecting the Classroom to Careers" guide that will summarize the four briefs, and provide additional information on how to scale work-based learning programs. This will also be a subject we'll tackle at the Fall Meeting, so come prepared knowing the latest information around this important topic!

Lastly, we have over half of states represented on the Putting Learner Success First sign-on campaign, which means there are still quite a few of you that need to [sign on](#) to show your support for this shared vision. We're developing resources to help you get the word out, and implement the vision including a few [released](#) earlier this month. Not only that, we now have three additional supporters, [SkillsUSA](#), [Asia Society](#), and [Family, Career and Community Leaders of America \(FCCLA\)](#)!

I look forward to seeing many of you in October, and best wishes for a safe and enjoyable holiday weekend!

Sincerely,

Kimberly Green,  
Executive Director

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### Member Resources

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[Advance CTE Rebrand](#)

[Organizational Resources](#)

[State-Specific Tools &](#)

[Resources](#)

## Member News

In this month's Member News, Vermont CTE received a [special highlight](#) on the state's NPR radio station. Check out State Director Jay Ramsey and a director from one of the state's technical centers as they explain what CTE looks like in Vermont!

Welcome Eric Feldborg, New Hampshire's new State CTE Director! Learn about Eric's background (including how he learned his love for teaching while spending weekends as a skiing instructor) and his goals for the state on our [blog](#).

*Does your state office have job openings you would like to promote? Send them to [Andrea Zimmermann](#) and we're happy to share them in our monthly newsletter. State Directors may also post these openings directly to the State Director-only listserv. Contact Andrea to learn how.*

Don't forget to [log in](#) to access these members-only resources!

## **Early Bird Registration for the 2016 Advance CTE Fall Meeting Closes Today!**

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A lot has changed in Career Technical Education (CTE) this year. With renewed interest from policymakers, attention from the media, and major investments by the philanthropic and private sectors it's an exciting time for CTE. Join us October 17-19, in Baltimore, Maryland, to dive into some of today's most important CTE issues through informative breakout sessions, facilitated small-group discussions and expert-led panels. [Save \\$100 and register today!](#)

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## **State Policy Overview**

In Illinois, nearly half of high school students enrolling in community colleges are required to take remedial courses, which is why the state legislature passed - and Governor Bruce Rauner signed - the [Postsecondary and Workforce Readiness Act](#) last month. The Act aims to prepare more students for college and careers through four major strategies: grade-level expectations for postsecondary and career exploration, a pilot program to expand competency-based education, college and career pathway endorsements, and transitional instruction in math and reading. Visit the [blog](#) for more.

In other news from the states:

- **North Carolina** [authorized](#) a pilot program in its 2016 budget to increase the number of students earning industry-recognized credentials by paying CTE teachers up to \$50 for each student that earns a state-approved credential.
- In **Massachusetts** the legislature passed a comprehensive economic development [bill](#) that includes \$45.9 million to establish, upgrade and expand CTE and training programs that are aligned to workforce development priorities.
- **Virginia's** Board of Workforce Development released a [list](#) of noncredit workforce training programs in high-demand fields, as it is required to do annually under the New Economy Workforce Credential Grant program. The grant program was signed into law [earlier this year](#).

## **Learning that Works Resource Center**

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Successful CTE programs must align work across sectors, engaging stakeholders and partners early and often. When representatives from secondary, postsecondary, workforce development and the private sector are involved in the development and implementation of CTE programs, students are better able to access seamless pathways from high school to careers. This month's update from the [Learning that Works Resource Center](#) includes key resources related to systems alignment.

- [Policy - Nebraska: ReVISION](#): Nebraska's reVISION grant process allows schools to evaluate their career preparation and career guidance systems and receive state support to improve those systems in a way that's tailored to each school's greatest areas of need.
- [Tool - Constructing a Delivery Chain](#): This facilitation guide from the U.S. Education Delivery Institute (EDI) helps to map out a delivery chain for implementing reform strategies in education. Examples in the facilitation guide can be easily adapted to fit the needs of a CTE leader.
- [Report - State Strategies for Sustaining and Scaling Grades 9-14 Career Pathways](#): This brief from Jobs for the Future draws on early work from the Pathways to

Prosperity Network to lay out policy and structural changes states should take into consideration as they build career pathways between secondary and postsecondary systems.

## ➤ View from the Hill

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Congress is on recess and View from the Hill will return in September! In the mean time, check out our [2016 Election Blog series](#) to get a sense of where the 2016 Presidential Candidates stand on Career Technical Education.

## ➤ Where We've Been

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Advance CTE staff participated in a variety of events, presentations, conferences, briefings and meetings with key partners, agencies and organizations:

- Keynote presentation to the Oregon Department of Education
- Presentation to Drexel University's Graduate School of Education
- Presentation to the Plumbing-Heating-Cooling Contractors Association
- Presentation to Aspen Institute's Urban District Network
- The Council of Chief State School Officers
- Education Strategy Group
- Aspen Institute's College Excellence Program
- Learning Policy Institute
- Committee for Education Funding
- WorkCred Credentialing Advisory Committee
- U.S. Department of Labor's Employment and Training Administration

## 4 Presentations

## 7 Meetings or Briefings

## 4 States



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