CTE on the Frontier
Lessons and Strategies for Reaching Rural Learners

May 17, 2018
Agenda

• Summarize **common rural CTE challenges**
• Explore **five strategies to expand access to high-quality CTE** in rural areas
• Learn about **Idaho’s statewide strategy to address rural challenges**
• Examine **Idaho’s Program Quality Initiative** as a model for applying the five rural strategies
Panelists

- **Amy Lorenzo**, Director of Policy and Organizational Planning, Idaho Division of CTE

- **Austin Estes**, Senior Policy Associate, Advance CTE
Education in Rural America

- There is a rural/urban education gap
- 4/5 “low-education” counties are rural
- These counties are more likely to experience high poverty rates

Source: USDA, Rural Education At a Glance, 2017 Edition
Challenges

• Ensuring rural programs meet **high standards of quality**
• Connecting learners to the **world of work**
• Providing access to a **variety of career pathways** across different fields of study
• **Strengthening the pipeline** of qualified CTE teachers and faculty
Challenge 1: Quality

- Ensuring rural CTE programs are high quality and aligned to labor market needs

Challenge 2: Employer Access

- Expanding **access to the world of work** despite **limited employer presence** in rural communities

Districts reporting the degree to which employers are involved in various activities

Challenge 3: Program Diversity

- Overcoming limited resources to provide a breadth of different options in a variety of industry areas
Challenge 4: Teacher Pipeline

Public school districts with teacher vacancies that report vacancies are difficult to fill.

- Strengthening the pipeline of **qualified CTE teachers and faculty** in rural areas.

CTE on the Frontier

- Toolkit of resources to strengthen rural CTE
- Available at https://careertech.org/resource/cte-frontier-rural-strategy-guide
State Strategies

- Five cross-cutting strategies to expand CTE pathways in rural communities
Secure buy in and commitment

Key Questions

• To what degree is expanding access to high-quality CTE pathways a priority in your state/community?

• Who are your key stakeholders and champions at the state and local levels?

• What opportunities can be developed to gain commitment and support?
Use data strategically to understand access gaps and assess impact

Key Questions

• What labor market information do you have?
• Are there any populations who are particularly underserved?
• How are you using data to evaluate the reach and impact of your efforts to expand high-quality CTE?
Leverage regional, cross-sector partnerships

Key Questions

• What structures/partnerships are currently in place to foster regional collaboration?
• To what extent do they facilitate economies of scale?
• How are your state agencies structured to facilitate regional partnerships?
Use technology to expand access and reach

Key Questions

• How can online or virtual learning opportunities best supplement CTE pathways?
• For communities with limited broadband access, what interim strategies are being deployed to mitigate this gap?
• How do you evaluate the quality and impact of online or virtual opportunities?
Invest resources to spark innovation

**Key Questions**

- What state and federal funding opportunities are available to improve access to and the quality of CTE pathways?
- Where can investments have the most bang for their buck?
Rural CTE in Idaho
Creating a Talent and Career Pipeline in Idaho

- Attract Students
- Expand Capacity
- Continuous Improvement
Striking a Balance

• Quality – Technical Skill Assessments; Workplace Readiness Assessments; Technical Competency Credit; Incentive Funding
• Employer Access – Internships; pre-apprenticeships
• Program Diversity – Career Technical Schools; statewide articulation
• Teacher Pipeline – Cohort training program for teachers entering from Industry
Focus on program quality and accountability

Goal was threefold:

• Identify performance measures outside of Perkins requirements that can provide programs, schools and districts with meaningful feedback on the overall health of their CTE programs.

• Develop a formal mechanism to improve program quality on an annual, statewide, systemic level with a minimal burden to schools, districts, and CTE Staff

• Lay the foundation to provide incentive funding for CTE programs, both in terms of performance-based funding and technical assistance grants
Developing Performance Measures - 6/15

- Educator Advanced/ Multiple Endorsements
- Technical Skills Assessment Success
- Workplace Readiness Assessment Success
- Educator ACTE Membership
- Educator Professional Association Membership
- Active CTSO Involvement
- CTSO Competition Participation
- Concentrator Rate
- Awarded Advance Learning Opportunities/ College Credit
- Educator Summer Conference Participation
Developing Performance Measures - 10/15

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Current Status

- Initial Award = $299,808
- 94 applications, representing 46 districts
- 44 awards
  - 26 districts; 13 districts received more than one award
  - Grants awarded based on TSA, WRA, and CTSO

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<th>Number of Awards</th>
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Award Criteria

• Clear Application
• Aligns with Eligibility Criteria
• Meaningful link to Program Improvement
• Serves Multiple Programs or CTSOs
• Demonstrates Innovation within CTE
Key Lessons Learned

- Stakeholder support is critical to generating buy-in; teachers and administrators must see the value in the performance measures in order to work to improve them.

- Good policy development takes time; the ramifications of poorly written legislation can be significant and difficult to reverse.

- Successful implementation relies on understanding and accepting data limitations; overly ambitious plans nearly derailed our efforts to identify meaningful data points.

- Too much money CAN be a bad thing; without a long-term strategy, we were at risk of simply spending the money rather than investing it.
Applying the Five Strategies

- INVEST resources to spark innovation
- Leverage regional, cross-sector partnerships
- Secure buy-in and commitment for new or ongoing reform
- Use data strategically to understand access gaps and assess programmatic and policy impact
- Use technology to expand access and reach
Questions?
Thank You

Check out our resources at https://careertech.org/resource/cte-frontier-rural-strategy-guide

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