Career and technical education, or CTE, helps learners gain the skills they need for high-wage, high-skill, in-demand occupations, but this was not always the case. For much of the 20th century, what was then called vocational education offered watered-down academics in exchange for low-skill job training. Students enrolled in these programs were less likely than their peers to complete high school, earn advanced math credits, or meet preparatory requirements to enter four-year colleges,1 fixing vocational education as a second-tier educational pathway.

Given the U.S. history of segregation and racism in public education, it is unsurprising that learners of color were disproportionately counseled into these

Four Strategies to Address Equity in CTE

Programs are at once powerful tools for expanding opportunity and laden with a fraught history of doing the opposite.

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would write off the one out of five students who do not complete high school, the two out of five high school completers who do not immediately enroll in college, and the two out of five college students who do not graduate in six years. The line between education and work is far more fluid than most people believe, and learners should have access to the knowledge and opportunities that will help them achieve their academic and career goals. In today’s economy, there are 30 million family-sustaining jobs that don’t require a four-year degree. Accessing these opportunities can put workers on a path toward lifelong learning and economic success.

State boards of education in particular can expand access to and achieve equity within CTE programs by taking four actions: investigate the data to identify discrepancies in access, enrollment, and success for different student populations; rebuild trust by talking to students and families and reengaging historically marginalized populations; identify and remove barriers to access; and take measures to ensure learner success.

Investigate Data

There is no more powerful tool than a state’s data system to reveal discrepancies in access and success. State leaders can use data to gain an understanding of the CTE landscape, examine root causes, empower local leaders to take action, and hold local institutions accountable. However, state leaders do not always have access to the data they need to make informed decisions. Challenges with data collection, student privacy laws, and cross-sector data linkages can limit the information available to state leaders. A high-quality data system should enable state leaders to answer the following questions:

- Which student populations are overrepresented in CTE programs that are not aligned to high-skill, high-wage, in-demand occupations? Which are underrepresented?
- How does the population of CTE students vary across Career Clusters? Are students enrolling in programs aligned to industries in which individuals with their gender, racial, ethnic, or socioeconomic background are underrepresented?

High-quality CTE programs are more likely to prevail in areas with more concentrated wealth.
equity gaps. Although local sites are not required to act on the department’s recommendations, many recognize the need and seize the opportunity for additional state support. In this way, the education department serves as an equity partner, empowering local leaders to examine root causes and pursue new strategies to achieve subgroup parity.

Talk to Students and Families

Core to advancing equity in CTE is building trust with families and students. Learners will not participate in CTE if they do not view it as a viable mechanism to help them achieve their college and career goals. Building trust with families and students means intentionally including diverse voices—especially those who have been historically underserved by CTE—in conversations about policy and programmatic decisions that will affect them.

Providing a platform for students, families, and leaders to help inform policy and programmatic decisions empowers communities and increases their investment in CTE. Students and families should have multiple opportunities to provide feedback, and these feedback loops must be accessible to diverse groups of students and families.

Here are some questions to consider in examining the accessibility of information and feedback loops:

- In what languages are plans, data, policy, and program information presented? What languages may community members use to provide feedback?

- Is information presented in plain language that the average layperson can understand? Is jargon translated into lay terms?

- What timeframe for providing feedback is given? Who may be excluded from providing feedback due to the times and dates of meetings?

- What delivery methods may community members use to provide feedback (online, mail, in person)? Who may be unable to access these opportunities because of the location or time of day?

Another strategy for engaging historically marginalized populations is tapping trusted CTE...
champions who can demographically represent populations that states are hoping to support.

In 2017, Advance CTE, with support from the Siemens Foundation, commissioned focus groups and a national survey to explore the attitudes of parents and students currently involved in CTE, as well as prospective CTE parents and students. A key finding was that school counselors, teachers, and CTE students are among the most trusted sources of information about CTE for prospective parents and students alike. By engaging trusted stakeholders, states can get critical insights into how CTE programs can better serve historically marginalized populations.

Remove Barriers to Access

In practice, much of the conversation about equity in CTE centers on access. Working toward parity in CTE programs is a good focus—particularly to ensure that learners are not under- or overenrolled in a specific program area—but such efforts must be coupled with a focus on quality.

To begin with, state leaders must set high standards for excellence and quality in CTE so that no student anywhere can enroll in low-quality programs that lead to terminal, low-wage occupations. State leaders must use their authority over program approval, funding, and standards to set a high bar for all CTE programs. Focusing on program quality means ensuring that all programs are aligned to priority industry sectors, teach the latest practices and techniques, are facilitated by experienced, well-trained educators, and give learners the opportunity to apply their learning in a real-world setting while accumulating early postsecondary credit and working toward an industry-recognized credential.

State leaders can expand access to high-quality CTE programs by identifying common barriers and working to meet students where they are. Some barriers that might inhibit access to high-quality CTE include the following:

- geography and availability of high-quality CTE programs;
- funding and resources, particularly for capital-intensive programs such as advanced manufacturing or health science;
- at-home factors (family involvement, income, trauma, childcare needs, health needs);
- academic preparation;
- career awareness/advising;
- lack of qualified instructors;
- cultural awareness; and
- physical and learning disabilities.

To help local institutions expand access, states must target their resources and funds to the communities and students most in need. Compared with other programs, CTE can be more expensive due to the cost of equipment, facilities, and educators, making it difficult for states to sufficiently fund high-quality CTE in high-need areas. State boards of education can advocate for legislation and enact regulations that ensure existing funds are leveraged appropriately.

State leaders can also work with stakeholders to expand geographic access to CTE. They can consider input from the business community and CTE instructors, for example, to identify the challenges to expanding access to specific zip codes. They can craft strategies to address these challenges, such as leveraging funds to provide appropriate transportation to CTE opportunities and leveraging technology to connect learners to industry experts virtually. For example, the Ohio Department of Education has developed a mapping tool using geographic information systems to identify key factors that support or inhibit learners’ access to work-based learning and CTE.

Finally, state boards of education can advocate for legislation and pass regulations that help to address some of the significant barriers that prevent learners from entering CTE programs even when those programs are geographically available to them—for example, a lack of academic preparation, inadequate advising, and entrance requirements.

To address these barriers, state boards can pass regulations to ensure that each learner experiences rigorous academics, that academic and technical instruction are integrated and reinforced within a program of study, and that career exploration starts early so there can be a smooth handoff once learners officially enter a program of study. They can also examine whether entrance requirements are predictive
of learner success in CTE programs and not just a means to deal with excess demand for given programs. State leaders can also promote bridge programs or summer-intensive programs as an alternative to entrance requirements. These programs help ensure that each learner has the foundational skills needed to succeed in CTE.

**Take Steps to Ensure Learner Success**

Too often, CTE students face teasing or harassment in programs that are not considered appropriate for their gender. Other emotional, financial, and academic challenges can also inhibit learners from reaching their full potential. To be successful in CTE, students must enter a safe, welcoming environment in which they can excel academically and build the skills and experiences they need in the workplace.

School and district leaders make most of the decisions affecting school climate and student supports, but there is still an important role for state leaders to play. For one, they can set policies on the availability and use of school climate surveys. One example is the Illinois State Board of Education, which requires districts to administer one of three school climate and culture surveys each year. The data, which are also available on the school report card, are used to determine student perceptions about their own safety and well-being and to inform school improvement planning.

State policymakers also can ensure learner success by making resources available to support academics, healthcare, and other student needs. For students living in poverty, minor health issues like cavities or untreated illnesses can have a dramatic impact on learning in the classroom. Some schools, such as the Traverse Bay Intermediate School District’s Career-Tech Center in Traverse City, Michigan, provide free dental, mental, and health services for students so they can focus on learning.

Students also need help with the transition to the next step in their career pathways, whether they choose to go on to a four-year college, community or technical college, apprenticeship, or straight into the workforce. State boards can set policies and advocate for funding to expand rigorous academic and career advising so learners are aware of the variety of postsecondary options and the steps they need to take to get there. College and career advising has been a focus of the Massachusetts Department of Elementary and Secondary Education, which recently unveiled a new advising framework and has begun training school-based teams of counselors and administrators on a student-centered approach to college and career planning. As part of the training, participants attend a racial bias workshop to understand and counteract bias in college and career advising.

Additionally, state leaders can work to expand early postsecondary opportunities, work-based learning, and other experiences that facilitate successful transitions. Students who earn college credit in high school are more likely to enroll and persist in college after they graduate. By expanding access to such opportunities in high school—and holding schools and local education agencies accountable for increasing student participation—state leaders can ensure more students graduate with the experiences they need to seamlessly take the next steps.

**A Path Forward**

With the right policies, systems, and attitudes, CTE can be a powerful tool for closing achievement and opportunity gaps. High-quality programs of study can prepare learners to earn valuable credentials that will advance their economic and social mobility, help them obtain employment in a career of choice with family-sustaining wages, and provide opportunities for advancement and lifelong learning. As CTE continues to grow in popularity and availability, state leaders should learn from and actively work to dismantle the aspects of CTE’s history that contributed to equity gaps and make sure that each learner has access to high-quality opportunities and support.

State boards are uniquely positioned to influence equity and access in K-12 education. This authority includes expansion of access to CTE. They should leverage their power to ensure that each learner can access, succeed in, and feel welcome in high-quality programs. It is only through an intentional focus on equity that states will truly be able to put students first.

cont’d from page 14...Four Strategies
9 Draws on Advance CTE, “Making Good on the Promise.”

cont’d from page 17...Making the Most of Perkins V

There is also significant overlap between definitions and data requirements in Perkins, WIOA, and ESSA. Perkins V’s “special populations” overlap in several areas with ESSA’s “subgroups” and WIOA’s “individual with a barrier to employment.” As a result, Perkins V encourages states to be thoughtful in how they are collecting and using data for these populations in a way that is nonduplicative and can be applied toward each of the laws. In many cases, given that the agencies responsible for implementing ESSA, WIOA, and Perkins in a state may not be the same, leadership must ensure that agencies are being encouraged or required to coordinate.8

There are also opportunities for alignment in the construction of accountability systems. States that have selected the college and career readiness indicator as part of their ESSA accountability system may already have included one of the Perkins V measures of program quality. Those states may want to pick another indicator of program quality for Perkins V in order to maximize the ways in which they are assessing CTE program quality.9

Role for State Boards
While most states are already developing their four-year Perkins V plans, states will continue to operate under the one-year transition plans they submitted to the U.S. Department of Education in the spring. In addition, the first local needs assessment process is under way.

Members of state boards of education must ask the right questions of state agencies and encourage leadership to capitalize on the new opportunities in Perkins V. During the planning period, state boards should be asking these questions:

- How will Perkins V funds support increased access to special populations to close equity gaps and increase attainment of industry credentials?10
- What is the right division of resources between secondary and postsecondary programs?
- How will the expanded reserve fund be used to incentivize high-quality CTE programs and encourage innovation?