



NASDCTEc and NCTEF  
Board of Directors' Update  
January 2014

ADMINISTRATIVE/ORGANIZATIONAL:

**Next Board Meeting:**

Monday, March 31, 2014: at the following times.

10 a.m. - 3 p.m. – Joint NASDCTEc/NCTEF meeting

3 p.m. – 5 p.m. – NASDCTEc meeting

**Staff Updates:** Evan Williamson joined NASDCTEc as the new Communications Associate on Monday January 26. He most recently served as the Deputy Communications Director for U.S. Representative Pete Visclosky (IN). In this position, he will be responsible for implementing strategic communications to promote the overall mission and work of the organization, including the development and marketing of publications, web content, social media and products.

In addition, in early January, we posted a new position for a State Policy Associate who will be responsible for supporting and track state policies that impact access to high-quality CTE across the states. First-round interviews have been scheduled with a number of candidates and it our hope to have this position filled sometime in March.

**Strategic Plan:** In January, NASDCTEc/NCTEF finalized and received Board approval for its 2014-15 strategic plan. As discussed on the January 28 Board call, the strategic plan focuses on NASDCTEc/NCTEF's work in regards to partnerships, policy and professional development. Major advances in the strategic plan from the previous one include a new emphasis on state (as well as federal) policy, a more explicit focus on postsecondary engagement and support, more intentionality behind why and how we engage in partnerships, and a renewed focus on leveraging task forces to address key challenges and engage more of our members. The next step is for NASDCTEc staff to meet for two days in February to unpack the strategic plan and build out detailed project plans.

CAREER CLUSTERS®

**Career Cluster® Logo user agreements:** Since the launch of the Career Cluster Logo user agreements there have been 782 user agreements signed from 48 states, the District of Columbia, and Ireland.

## COMMUNICATIONS/MARKETING:

### January 2014

	December	January
Visits to <a href="http://www.careertech.org">www.careertech.org</a>	31,372	53,143
Top 5 states visiting <a href="http://www.careertech.org">www.careertech.org</a>	Texas – 8,497 Louisiana – 2,893 California – 2,118 Mississippi – 2,070 Indiana – 1,786	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	<p><b>The 16 Career Clusters®:</b>  <a href="http://www.careertech.org/career-clusters/glance/careerclusters.html">http://www.careertech.org/career-clusters/glance/careerclusters.html</a></p> <p><b>Main Page:</b> <a href="http://www.careertech.org">www.careertech.org</a></p> <p><b>Career Clusters® and Pathways:</b>  <a href="http://www.careertech.org/career-clusters/glance/clusters-occupations.html">http://www.careertech.org/career-clusters/glance/clusters-occupations.html</a></p>	
Most Popular Download – January 2014	3,088 Student Interest Surveys	
CCTC Standards Downloads	485 in January	
CCTC Access to Searchable Database - Unique Registered Visitors	1205 to date	

### **Social Media Indicators:**

- 13 unique blog posts in January
- 329 followers on Twitter (+38 this month)
- 295 Total Likes on Facebook (+39 this month); 17 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 850

**CTE: Learning that works for America® User Agreement Update:** We have in place 49 state adoptions plus Washington, DC of the usage of the CTE: Learning that works for America® logos. Currently 586 third-party logo usage agreements are in place, up from 583 since last month.

## MEETINGS:

### **2014 Spring Meeting Update:**

- The meeting is in Washington, DC at the Omni Shoreham - Monday, March 31, 2014: NASDCTEc/NCTEF Board Meeting; Tuesday, April 1, 2014: full day of sessions; Wednesday, April 2, 2014: full day of sessions; and Thursday, April 3, 2014: Sessions until Noon.
- Online registration is now open and as of February 3, we have 102 registered.
- We are coordinating with OVAE to ensure opportunities to meet with relevant state liaisons and related attendees.
- Update on program content: the draft [agenda](#) is strong, providing 'Views from the Hill' on federal funding, Perkins Reauthorization and other major policies impacting members; concurrent sessions on use of reserve funds, secondary/postsecondary collaborations, credentials, change management, CTSO management, CTE case-making, Common Core State Standards, labor market and accountability initiatives, and more are offered. Open discussions and engagement opportunities will provide rich content for attendees.

### **2014 Achieving Excellence in CTE: The National Career Clusters Institute**

- Details: Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ, June 16-18, 2014.
- Kate and Ramona went on a site visit to Phoenix January 29-31, to see some of the programs and talk to the program leaders. This meeting will inform our final tour selections to ensure attendees see successful, robust programs that are exemplars to help promote the image of CTE in a positive way.
- Excellence in Education Awards Program call for programs update: We have received over 45 solid applications; several more are started but not completed yet.
- Call for Presentations update: We have received about 30 applications. We are making outreach to the local Phoenix area schools and post-secondary institutions, plus exemplary programs nationwide identified by staff to solicit more applications; plus we are extending the deadline to accommodate these additional outreach candidates.

## MEMBER SERVICES:

**Joint ACTE-NASDCTEc Executive Committee Meeting:** On January 19-20, NASDCTEc's four officers and ACTE's six officers came together for the first-ever joint Executive Committee meeting. The stated goal of the meeting was to explore ways that NASDCTEc and ACTE can better collaborate and coordinate resources, initiatives, and advocacy efforts in support of

advancing the CTE community. Major topics discussed included how to build the capacity of our members through professional development, technical assistance, and conferences/meetings; expand awareness and support of CTE through partnerships, publications, communications and advocacy; and support high-quality CTE through technical assistance, resources, and research.

The meeting was very productive and we found a number of ways NASDCTEc and ACTE can build on existing partnership activities and strategically build more moving forward. The next step is for ACTE and NASDCTEc staff to come back together to create an actionable plan that addresses issues such as federal advocacy, communications (including the CTE: Learning that works for America campaign and CTE Month), publications/webinars, and research and case making.

**Partnership Criteria/Review:** For the last few years, NASDCTEc has maintained a spreadsheet with all of our active, previous and potential partners. Staff meet quarterly to share partnership updates and to identify next steps. However, the list of partners had gotten unwieldy, with over 150 organizations listed, and our own capacity spread thin responding to an increasing number of requests to attend meetings or partner in more substantial ways. As a result, we created a set of criteria to help assess partnership requests, as well as current partners, based on the strength of each partner and the value we see in pursuing such a partnership. Staff met and were able to narrow partner organizations to just over 50, all of whom we consider to have a high value in helping to advance NASDCTEc's priorities and/or visibility. We can now use this list to hone in on those partners who we believe has a high value to our work but where the partnership is not as strong as we would like.

### **Publication and Resources Summary:**

- **CTE Monthly:** January CTE Monthly released, Career Cluster® focus: Manufacturing. Program in Northeastern Ohio highlighted.

### **Webinar Update:**

- Member Services Benefits On-Demand Webinar will be rolled out in early February.
- On-Demand Webinar on Federal Funding and Appropriations will be released in February.
- Coming in March: Supporting 21st Century Educators: How States Are Promoting Career and Technical Educator Effectiveness. This webinar is cosponsored by the Great Teachers and Leaders (GTL) Center, the National Association of State Directors of Career Technical Education Consortium, the Central Comprehensive Center, the Mid-Atlantic Comprehensive Center, and the South Central Comprehensive Center.
- Also in March: On-Demand Webinar on Perkins 101

**State Director Updates:** Iowa: Pradeep Kotamraju has accepted the State CTE Director Position in Iowa, effective January 2014.

**Legislation/Policy**

**Omnibus Spending Bill:**

- As part of the agreement which ended the most recent government shutdown and raised the federal debt limit, the budget conference committee co-chaired by Senator Patty Murray (D-WA) and Representative Paul Ryan (R-WI) came to agreement on a budget for FY 2014 and FY 2015. The deal has been passed by both Chambers of Congress and is expected to be signed into law by President Obama shortly.
- The agreement replaces \$63 billion in sequester cuts over the next two years and is split evenly between defense and non-defense discretionary (NDD) spending. For FY 2014 this figure translates into an additional \$22.5 billion for NDD programs which were reapportioned by Congressional appropriators. The Appropriations Committee Chairs in both the Senate and the House— Barbara Mikulski (D-MD) and Hal Rogers (R-KY) respectively— created 12 individual spending bills to fund the various departments, agencies, and programs that comprise all federal discretionary spending.
- On January 13<sup>th</sup>, the Chairs of the Appropriations Committees released details on the 302(b) allocations for each of these 12 spending bills. The U.S. Department of Education and the Perkins state grant program it administers falls under the Labor-HHS-ED Subcommittee which provided an additional \$53.2 million in funding for the Perkins Act.
- The full details of the Omnibus spending bill, as it pertains to CTE & the Perkins Act:
  - Funds overall CTE (State grants + national activities) at \$1.125b for FY14
  - Basic state grants account for ALL of this increase-- \$53.2 million increase over FY13 annualized CR levels (what Perkins was funded at last year)
  - This increase is essentially proportionate to the wider sequester relief promised to NDD programs as a whole
  - Very good news going into reauthorization this year- authorization levels will likely be one of the few obstacles to renewing the law, so coming into negotiations with a higher figure will provide for a stronger bargaining position later on.
  - OVAE has been renamed “Office of Career, Technical, and Adult Education” or OCTAE
- It is important to note that the deadline for increasing the debt limit is still approaching and was not addressed in this legislation. Congress will need to act before mid-February to avoid a default on its existing legal obligations.
- With FY 2014 spending bills passed by Congress and signed into law by the President, NASDCTEc and its partners in the CTE community are preparing for the same budget and appropriations process to begin anew in the coming weeks and months for FY 2015. The President’s budget request, typically released in early February, has been

delayed until March 4<sup>th</sup>. As this process continues NASDCTEc and its partners will continue to engage with Congress and the Administration throughout this process.

### **Advocacy Plan:**

- NASDCTEc staff continue to meet with Congressional staff to advocate for Perkins and CTE. This month staff have focused on the Senate, specifically non-HELP Committee members in an effort to raise awareness about Perkins in that Chamber. Staff have expressed a general interest in reauthorization of the Perkins Act, but the main hub of Congressional activity remains centered in the House at this time.
- Senators Kaine (D-VA) and Portman (R-OH) have recently launched a Senate CTE Caucus in the Chamber. Staff are currently engaging with both offices to possibly plan an inaugural event for the caucus to coincide with CTE month in February.
- NASDCTEc staff finalized the Perkins implementation survey in an effort to collect timely and relevant information from state directors to support its advocacy efforts ahead of the Congressional reauthorization process for Perkins. The survey was released on December 23<sup>rd</sup> and was closed on January 15<sup>th</sup>. Staff are in the process of analyzing the results of this survey for the purposes of future publications and content for NASDCTEc's upcoming Spring Policy Meeting in April. NASDCTEc would like to express its gratitude for the input provided by states and look forward to using these results to support its efforts to most effectively represent its members on the Hill.
- In conjunction with ACTE, NASDCTEc is currently in the process of drafting a joint budget request to respond to the President's budget request and to fully express the CTE community's funding priorities ahead of the FY 2015 budget and appropriations process.
- NASDCTEc members have voiced concern regarding the Department of Education's (ED) organizational procedures regarding preliminary estimations for Title I Perkins basic state grant allocations. Currently, ED has been publishing these preliminary estimations based on the Administration's Blueprint and the President's annual budget proposal rather than current law. NASDCTEc drafted a letter to Secretary Duncan urging a change to this practice and highlighted the negative consequences to such an approach. Signed by the Executive Committee Members of the NASDCTEc board, the letter was sent to Secretary Duncan this month. NASDCTEc staff have received requests for further information from Congressional staff on this issue and a formal response is expected from the Department soon.
- NASDCTEc, working in partnership with ACTE, has drafted legislative language to translate its priorities and recommendations for the reauthorization of the Perkins Act. This language has been shared with Senate HELP Committee staff and feedback from that meeting has driven current revisions to the proposal. Language, based on board-approved Perkins priorities and recommendations, will be shared upon request to interested members.
- NASDCTEc staff continue to visit and vet potential CTE programs and schools for future Congressional visits. Recently staff visited the Applications and Research Laboratory, a regional CTE center in Howard County, Maryland. NASDCTEc staff are also examining programs in Anne Arundel Community College and Oxon Hill High School in Prince George's County, Maryland.

- NASDCTEc staff has been researching CTE schools and programs that exemplify high-quality CTE, and interviewing school leaders to learn more about these programs. To submit a great CTE program to the collection, please e-mail Steve Voytek at [svoytek@careertech.org](mailto:svoytek@careertech.org)
- The next State Directors advocacy call will be held on April 15<sup>th</sup> at 4:00 pm EST.

### **Events/Calls/Webinars attended in January 2014:**

- Meeting: David Wakelyn, College Board
- Calls: Achieve, re: career-ready indicator research and brief
- Meeting: Caralee Adams, Education Week
- Call: Rebecca Gau, Office of Governor Jan Brewer (AZ)
- Interview, Irene Florez, New America Media
- Call: National College and Career Ready and Success Center
- Meeting: GSX re: CCTC-industry alignment study
- Presentation: FFA Board meeting
- Interview: Michele Molnar, Education Week
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: Workforce Data Quality Campaign (WDQC)
- Meeting: Committee for Education Funding (CEF)
- Conference: Workforce Data Quality Campaign
- Meeting: Deputy Assistant Secretary of Education Mark Mitsui
- Call: National Career Development Association (NCDA)
- Call: National Alliance for Partnerships in Equity (NAPE)
- Call: National Association of Workforce Boards (NAWB)
- Call: IBM
- Meeting: Perkins Business Roundtable
- Webinar: NGA State of the States
- Webinar: National Skills Coalition (NSC) Federal Policy Update
- Webinar: National Alliance for Partnerships in Equity (NAPE)STEM Equity Pipeline
- Hill Briefing: American School Counselor Association (ASCA) Role of School Guidance Counselors & Career Advisors
- Call: National Governors Association (NGA)
- Call: National Career Academy Coalition Executive Committee
- Call: Skill Path CEO
- Call: Project Management Institute Foundation
- Call: Innovate+Educate CEO
- Meeting: National Technical Honor Society Board of Directors
- Call: Entrepreneurship Consortium
- Meetings with Congressional staff:
  - Sen. Wyden (D-OR)
  - Sen. Scott (R-SC)
  - Sen. Markey (D-MA)
  - Sen. Alexander (HELP Committee Staff)
  - Sen. Enzi (R-WY)

