



ADMINISTRATIVE/ORGANIZATIONAL:

FY14 Dues: At the end of the 5th month of our fiscal year, dues are at 100% with 54 states/territories having paid or committed to paying their dues. As of today the only outstanding state dues for fiscal year 13-14 is Puerto Rico, and Virgin Islands. California has submitted their contract for payment of dues and payment will be made in January. Associate and organizational dues are also on target with 100% payment.

All state accounts are on target to close their accounts by December 31, 2013. The funds will be moved to cover Spring meeting registrations and/or put toward their FY15 state dues.

CAREER CLUSTERS®

Common Career Technical Core (CCTC): After releasing the state alignment study results and "The State of Career Technical Education: An Analysis of State CTE Standards," the bulk of this phase of the CCTC alignment work was completed. November was largely spent following up on the release of those deliverables and planning for the next phase of this work.

In November, NASDCTEc held two webinars on the CCTC and State of CTE report, one open to the public and one for members only. The members' only webinar included a demonstration of the Access database with all of the state alignment results, while the public webinar focused on introducing the CCTC and allowing leaders from the field to respond to the report's findings.

We have focused on disseminating and bringing attention to the "State of CTE" report. It has been featured in a number of partner's organizations' blogs, newsletters and social media. We also reached out to all State CTE Directors to ask about copies of the national report they want. Unfortunately, we have not been able to send out the nearly 700 requested copies because we had to return our first print order due to low quality. We ended up switching printers and expect the order of 4,000 reports to arrive in early December. We did end up sending about 200 reports ahead for ACTE and 125 reports to the CCSSO meeting in November, which were distributed by John Fischer.

Finally, we have reached out to State CTE Directors to support the use of their current materials; make sure they have all of the materials they need, particularly for those State Directors unable to attend the fall meeting (i.e., state alignment results, the database file by collecting NDAs); and get feedback on what they need next to support the implementation of the CCTC. NASDCTEc sent out a short survey to the State CTE Directors last month, with about a third responding, asking for guidance on the tools and support they want and need most. Below are some of the high level takeaways from that survey:

- Crosswalks/comparisons to the Common Core State Standards and alignment to industry standards are the two resources with the highest interest, with crosswalks/comparisons to the Next Generation Science Standards and guidance on aligning POS to the CCTC coming in next.
- The development of implementation tools and webinars are the two areas of technical assistance with the highest interest, followed by convenings of state teams.
- Topics of greatest interest are secondary-to-postsecondary alignment and aligning CTE/CCTC with broader reform efforts.
- Only two states say they may potentially use the CCTC alignment results to formally adopt the secondary/postsecondary standards.

This information is feeding directly into our strategic planning process and Career Cluster Institute planning as well as ongoing discussions about publications and resources being developed in 2014.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 746 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

November 2013

	October	November
Visits to www.careertech.org	67,643	45,839
Top 5 states visiting www.careertech.org	Texas – 5,925 North Carolina – 3,414 Louisiana – 2,779 Illinois – 1,926 California – 1,759	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/careerclusters.html Main Page: www.careertech.org	

	Career Clusters® and Pathways: http://www.careertech.org/career-clusters/glance/clusters-occupations.html
Most Popular Download – November 2013	2161 Student Interest Surveys
CCTC Standards Downloads	513 in November
CCTC Access to Searchable Database - Unique Visitors	1089 to date

Social Media Indicators:

- 18 unique blog posts in November, including a “Friends of CTE” blog post from Jorge Perez of Manpower North America
- 247 Total Likes on Facebook (+9 this month); 13 Facebook posts
- The number of people who have seen content associated with Facebook Page (total reach): 940
- 265 followers on Twitter (+47 this month)
- 24 followers on LinkedIn

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 576 third-party logo usage agreements are in place, up from 570 since last month

MEETINGS:

2014 Spring Meeting Update:

- The 2014 Spring Meeting will be held in Washington, DC at the Omni Shoreham
- Dates are: Monday, March 31, 2014: NASDCTEc/NCTEF Board Meeting; Tuesday, April 1, 2014: full day of sessions; and Wednesday, April 2, 2014: Sessions until Noon
- Room rate will be the Federal Government Per Diem Lodging Rate for the Washington, DC area (currently \$224 plus applicable taxes).
- OVAE collaboration: we held a meeting with OVAE to discuss their involvement/participation with the Spring Meeting, as part of our ongoing collaborative work. They are deliberating their options and are expected to report back to us soon.

2014 National Career Clusters® Institute:

We are looking forward to a new look for the Institute. We will:

- Be in Phoenix, AZ June 16-18, 2014.

- Staff has drafted a new concept for the Institute based on the feedback we received during the October 2013 Board strategic planning session, along with additional discussions with the Executive Committee.
 - Be focused more in line with our mission and vision, including the goal of trying to eliminate the perspective that Career Clusters are just a “project” and instead is the framework for how Career Technical Education (CTE) is organized and that the Common Career Technical Core are the standards to which all high-quality CTE programs should be benchmarked.
 - Theme - *Achieving Excellence in Career Technical Education: The 12th Annual Career Clusters Institute*
 - Provide Career Pathways workshop pre sessions, based on the *Career Pathways Effect: Linking Education and Economic Prosperity*. NASDCTEc and CORD are now finalizing those workshops and will be selecting 4-6 workshops, on topics aligned to the RPOS framework such as partnerships, programs of study and using data.
 - Draw upon the greater public familiarity with NASDCTEc and include it in our marketing and promotional efforts, showcasing that the Institute as a product of both NASDCTEc and NCTEF
 - Continue having an Advisory Committee, to assist with judging presentations, providing feedback throughout the process and assist with the on-site logistics
 - Have exciting school and industry tours on June 18. We are building a checklist for vetting the tours, to ensure attendees see successful, robust programs that are exemplars to help promote the image of CTE in a positive way
 - Strive to be unique in our approach – incorporating new events and programs that differentiate this conference from previous years and from other conferences. We sent information to the Executive Committee for feedback on breakout session strands including a state leadership and policy track, and Awards Program (description, application and scoring rubric) and will incorporate their feedback into our programming

We have been working with state staff from Arizona, who are assisting with volunteers, the loan of projectors, tour outreach and contact names. Milt Ericksen and Ryan Hamilton have been very helpful in working with us on getting connected on tours.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** Published monthly in cooperation with ACTE, this advocacy newsletter is shared with over 1,500 individuals, including members of Congress, Hill staffers, and education organizations. November’s edition highlighted the Finance Career Cluster® and featured an Academy of Finance program located in Howard County, Maryland.

Webinar Update:

- **November webinars:**

- November 14: *Overview of State Common Career Technical Core Alignment Study Results* (State Directors, invite only)

This webinar was for State CTE Directors, particularly those who could not attend the Fall Meeting, to learn more about the CCTC Alignment Study, including an in-depth discussion on the methodology and variety of ways the results may be used. Link to webinar [recording](#).

- November 19: *The State of Career Technical Education: An Analysis of State CTE Standards*

NASDCTEc shared major findings from their recently released national report comparing each state's CTE standards and the major policy levers and structures that support the adoption and implementation of CTE standards at both the secondary and postsecondary levels. *The State of Career Technical Education: An Analysis of State CTE Standards* is the first-ever report to analyze all state CTE standards using a common benchmark, the Common Career Technical Core, setting a new baseline for understanding CTE across the country. Link to webinar [recording](#).

- **December webinars:**

- December 17: *CTE is Your STEM Strategy (open to public)*

Science, Technology, Engineering and Mathematics (STEM) education is attracting interest across the nation. In many states, top policy leaders, including governors, K-12 chief state school officers and economic development commissioners, have made STEM central to their reform platforms. A significant number of states have STEM coalitions in place to coordinate STEM activities across agencies and industries. Business leaders routinely call for more STEM-ready graduates broadly and within specific industry and specialty areas at the national, state and local levels. Time: 3 p.m. Eastern. Link to [register](#).

State Director Updates: The Massachusetts State CTE Director position is still open. Interim State Director is John Bynoe, Associate Commissioner (email is jbynoe@doe.mass.edu)

Legislation/Policy:

Budget Conference Committee:

- As part of the agreement that ended the most recent government shutdown and raised the federal debt limit, the budget conference committee has continued to meet and make slow progress towards a larger agreement to fund the federal government through FY 2014. Co-chaired by Senator Patty Murray (D-WA) and Representative Paul Ryan (R-WI), the committee is tasked with creating a budget plan and overall funding levels for FY 2014.
- Originally members of the committee envisioned a broader agreement on entitlement reform and additional tax revenues, among other policy options, to address the FY14 sequester cuts mandated by the Budget Control Act of 2011 (BCA). The scope of such an agreement has gradually diminished over the past month. Reports are now emerging of a much more modest bargain between Democrats and Republicans which would replace a portion of the discretionary sequester cuts for FY14 AND FY15.
- As of this writing, no deal has been officially reached ahead of the committee's December 13th deadline. If an agreement is reached by this deadline or sooner, it is still likely that Congress will need to pass another "miniature" Continuing Resolution (CR) to give both Chambers enough time to craft the necessary appropriations bills to fund the federal government at the agreed upon level for FY14.

Carl D. Perkins Career and Technical Education Act:

- On November 19th the full House Education and Workforce Committee held a hearing on the Perkins Act titled, "Preparing Today's Students for Tomorrow's Jobs: Improving the Carl D. Perkins Career and Technical Education Act." The Subcommittee on Early Childhood, Elementary, and Secondary Education held a similarly themed hearing with the same title this past September as interest in the House, with regards to reauthorizing Perkins, continues to intensify.
- The full committee hearing provided members the opportunity to discuss and consider a wide range of proposals to improve and strengthen the Perkins Act. The hearing was very well attended and members of Congress voiced their support for the Perkins Act and stressed the importance of the process continuing in its historically bipartisan tradition.
- Dr. Blake Flanders, Vice President of Workforce Development for the Kansas Board of Regents and current NASDCTEc member, was among those asked to testify. Other witnesses included Dr. Bryan Albrecht, President of Gateway Technical College, Dr. Brenda Dann-Messier, Assistant Secretary for Adult and Vocational Education for the Department of Education, and Stanley Litow, Vice President of Corporate Citizenship & Corporate Affairs for IBM.
- Flanders spoke about Kansas' ongoing efforts to support and expand CTE programs in his state and highlighted policies, practices, and legislation that could be brought to

scale nationally. Among other recommendations, he called for a centralized clearinghouse for credential data and for an increase in the allowable amount for state's reserve fund from 10 percent to 50 percent.

- Dann-Messier's testimony was primarily concerned with the Obama Administration's 2012 proposal for Perkins reauthorization, "Investing in America's Future: A Blueprint for Transforming Career and Technical Education." The Assistant Secretary made the case for the four broad themes contained in the blueprint: Increased alignment between CTE programs and the labor market, better accountability measures for programs, more support for innovation, and improved collaboration between secondary and postsecondary learner levels.
- Albrecht focused his comments through the lens of his institution and stressed the importance of articulation agreements to improve transitions between secondary education and postsecondary education.
- Litow's testimony revolved around IBM's Pathways to Technology Program (P-TECH) and highlighted some of the early successes observed in their pilot program in New York.
- While some of the witnesses voiced support for competitive funding, many members of the committee reiterated their strong opposition to changing the current formula distribution model and raised many concerns regarding some of the recommendations from witnesses.
- At the hearing's conclusion, Chairman Kline (R-MN) emphasized the committee's willingness and enthusiasm for a bipartisan reauthorization process for the Perkins Act and stated that members would continue to work on a bill to renew and reinvigorate this piece of federal CTE legislation.

Advocacy Plan:

- NASDCTEc staff has continued to meet with Congressional staff to advocate for Perkins and CTE. Recently, Hill staff has expressed interest in consortia and have begun looking at state examples where a consortia model has been implemented. Staff has also expressed a continued interest in resolving the adverse effects the hold harmless provisions have had within the context of sequestration.
- NASDCTEc members have voiced concern regarding the U.S. Department of Education's (ED) organizational procedures regarding preliminary estimations for Title I Perkins basic state grant allocations. Currently, ED has been releasing these preliminary estimations based on the Administration's Blueprint and the President's annual budget proposal rather than current law. NASDCTEc staff is in the process of drafting a letter to Secretary Duncan urging a change to this practice and highlighting the negative consequences to such an approach.
- NASDCTEc, working in partnership with ACTE, has been drafting legislative language to better reflect our organization's priorities and recommendations for the reauthorization of the Perkins Act. When finished, this draft language will be incorporated into future Hill visits where Hill staff can directly utilize this work throughout the reauthorization process.

- In conjunction with ACTE, NASDCTEc scheduled the first in a series of planned Congressional staff visits to CTE programs in the D.C. metropolitan area. On November 22, 2013, Congressional staff visited Arlington Career Center in Arlington, VA. NASDCTEc worked with Virginia's Office of Career & Technical Education to secure a speaking engagement for state staff during the visit to highlight Virginia's broader CTE efforts and to contextualize the center's achievements. The visit was well attended by member and committee House staff and was an effective way to experience a CTE program first-hand.
- 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.
- The next State Directors advocacy call will be held on January 9, 2014 at 4:00 p.m. ET.

EVENTS/CALLS/WEBINARS ATTENDED IN NOVEMBER 2013:

- Call/webinar: Smarter Balanced Career Readiness Task Force
- Call: Hunt Institute Advocacy calls (x2)
- Board meeting: STEM Equity Pipeline National Advisory Board meeting
- Meeting: National Coordinating Council-Career Technical Student Organizations
- Meeting: Citizen Schools
- Event: Mapping the Nation (Asia Society, Longview Foundation, SAS and U.S. Department of Education)
- Call: Achieve re: Next Generation Science Standards research project
- Hearing: House Committee on Education & Workforce hearing on Perkins
- Meeting: National Association of Concurrent Enrollment Partnerships (NACEP)
- Meeting: Workforce Data Quality Campaign (WDQC)
- Event: College Summit "End of College for All Debate?"
- Event: Opportunity Nation, Opportunity Index Launch
- Meetings with Congressional staff:
 - Sen. Lamar Alexander (R-TN) committee staff
 - Sen. Tom Harkin (D-IA) committee staff
 - Sen. Marco Rubio (R-FL)
 - Sen. Elizabeth Warren (D-MA)
 - Rep. Jim Langevin (D-RI)
- Meeting: Deputy Assistant Secretary Johnathan Brice
- Draft Legislation Call(s): ACTE
- Call: National Coalition on Women, Jobs, and Job Training (NCWJJT)
- Call: House Education & Workforce Minority Staff
- Call: White House Update on Budget Negotiations
- Call: National Education Association (NEA)
- Event: Congressional Perkins Briefing
- Meeting: Citizen Schools
- Meeting(s): Committee for Education Funding (CEF), Campaign to Invest in America's Workforce (CIAW)
- Call: Department of Education Program Specialist
- Event: House Education & Workforce Committee Perkins Hearing

- Event: Arlington Career Center Congressional Visit
- Webinar: American Youth Policy Forum (AYPF) "Accelerated Learning
- Meeting: Close It Conference
- Presentation: U.S. House of Representatives CTE Caucus Briefing on Perkins
- Meeting: Prince Georges Community College
- Conference Calls: NCAC Finance and Executive Committees
- Call: RTI International
- Call: ACQP Advisory Committee
- Call: EDC – Regional Lab Interview for Virgin Islands
- Call: Center on Education, Ohio State University
- Call: American Federation of Teachers
- Call: Taskstream
- Call: Bluedrop Group
- Meeting: Jobs for the Future
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