



NASDCTEc and NCTEF
Board of Directors' Update
December 2013

ADMINISTRATIVE/ORGANIZATIONAL:

990 and Audit: The finance committee will meet on January 23, 2014 to be briefed by the auditor and accountant on the 990's and annual audit. Pending agreement, both will be approved and forwarded to the Board for final approval.

Next Board Conference Call:

January 28, 2013: Conference Call
NASDCTEc: 3 p.m. – 3:30 p.m.
NCTEF: 3:30 p.m. – 4:30 p.m.

State Accounts: All state accounts are closed and the funds have been applied to Spring meeting registration and/or FY15 state dues.

Strategic Plan: Based on the feedback received on the December Board call, staff met to further develop the proposed strategic plan. The expanded draft will be shared with the Executive Committee in mid-January, with final refinements to be made before the January 28, 2014 Board of Directors' call.

CAREER CLUSTERS®

Common Career Technical Core (CCTC): In December, all remaining states who had not attended the Fall meeting or subsequently signed a Non-Disclosure Agreement received a flash drive with their alignment study report and collateral materials (without the Microsoft Access Database). NASDCTEc also scheduled a webinar in early January where state leaders will have the opportunity to receive on-demand technical assistance for using and leveraging the CCTC Alignment Study Database.

We have had some issues getting our full order of 4,000 printed copies of "State of Career Technical Education" completed and are still awaiting delivery. Due to quality issues, we had to switch printers, although our current printer is also taking longer than expected. Our new

estimated date of delivery is the first full week of January 2014. Once we receive them, we will immediately distribute to the 15 State CTE Directors who requested hard copies.

NASDCTEc is currently in discussions with GSX to settle the invoices for the full CCTC Alignment Study project. As many of the deliverables that were originally included in the scope of work were completed by NASDCTEc staff (such as the writing of the national report and laying out, doing quality control, and printing the 55 state reports), we are working to re-negotiate the amount billed to us by GSX, with some degree of pushback.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 755 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

December 2013

	November	December
Visits to www.careertech.org	45,839	31,372
Top 5 states visiting www.careertech.org	Texas – 4,125 Louisiana – 1,579 North Carolina – 1,575 California – 1,275 Wisconsin – 1,252	
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 – December 2013	1375 Student Interest Surveys	
CCTC Standards Downloads	323 in December	
CCTC Access to Searchable Database - Unique Visitors	1099 to date	

Social Media Indicators:

- 11 unique blog posts in December
- 292 followers on Twitter (+27 this month)
- 256 Total Likes on Facebook (+9 this month); 14 Facebook posts
- The number of people who have seen content associated with Facebook Page (total reach):311

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

MEETINGS:

2014 Spring Meeting Update:

- Location: 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: Staff met with OVAE to discuss their involvement/participation with the Spring Meeting, requesting that we not hold meetings at the OVAE location per Boar feedback. Staff proposed integrating OVAE staff into the regular conference sessions and perhaps hosting an optional pre-session at OVAE for those who wish to participate. OVAE is considering the proposal. Staff have a call scheduled for January 6 to receive OVAE's decision about the meeting.

Achieving Excellence in Career Technical Education: The 12th Annual Career Clusters Institute

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

- Where: Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ
- When: June 16-18, 2014

Staff provided the Board with an overview of proposed changes to the meeting's structure and focus, based on input from the Board retreat. Additional modifications are being made to the state strand based on the December Board meeting.

Staff will conduct a site visit in late January to explore some of the industry/school tour sites.

MEMBER SERVICES:

Publication and Resources Summary:

CTE Monthly: No December publication due to holiday break/Congressional staff mostly out of the office. Newsletter distribution will resume in January 2014.

NEXT GENERATION SCIENCE STANDARDS RESEARCH: NASDCTEc has been contracted by Achieve to support to their NGSS College and Career Readiness research project. The bulk of the work is providing guidance on a series of papers that will be released at the first annual NGSS Network meeting in February 2014, although we will support additional work based on the findings of the initial research through the summer of 2014. Specifically, NASDCTEc will provide specific expertise on determining the scope of research and methodology for an analysis of the knowledge and skills needed for success in postsecondary STEM education and STEM careers and review various pieces on high school course-taking, STEM careers and postsecondary pathways, but is not responsible for conducting any research or writing the papers.

This work began in December with a kickoff meeting between Kate Blossveren, Achieve staff and staff from the Center for Education Policy, who will be conducting the majority of the research. The partnership provides a good opportunity for CTE to be integrated into the NGSS's construct of "college and career readiness," and offers opportunities in the future for NASDCTEc and Achieve to co-publish resources about CTE and NGSS, currently adopted by eight states.

Webinar Update:

- November webinars:
 - November 14: *Overview of State Common Career Technical Core Alignment Study Results* (State Directors, invite only)
Link to [recording](#)
 - November 19: *The State of Career Technical Education: An Analysis of State CTE Standards* (open to public)
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 [recording](#)
- December webinars:
 - December 13: The Board convened to complete work that was not finished during our October meeting.
 - 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.

Link to [recording](#)

Link to [report](#)

State Director Updates:

- Delaware: After December 20, Theresa Kough will no longer be with the Delaware Department of Education (retiring). Karen Hutchison will be serving as the Interim Career and Technical Education Director. Karen's email is: Karen.hutchison@doe.k12.de.us
- Idaho: Todd Schwarz has accepted a position at the College of Southern Idaho and will be leaving the Idaho PTE Division effective December 31. Vera McCrink, Associate Administrator, will likely assume the interim role, subject to an upcoming state board vote.
- Massachusetts: State Director position is still open. Interim State Director is John Bynoe, Associate Commissioner (email is jbynoe@doe.mass.edu)

Member Engagement: Staff met to review its engagement with State Directors. Quarterly the staff meets to review how we are engaging with our members, ensuring we are connecting and making outreach to all states. Member engagement is a priority in the developing strategic plan.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy:

Bipartisan Budget Agreement:

- 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 will

need to be reapportioned by Congressional appropriators. To do this, the Appropriations Committee Chairs in both the Senate and the House— Barbara Mikulski (D-MD) and Hal Rogers (R-KY) respectively— will need to create 12 individual spending bills to fund the various departments, agencies, and programs that comprise all federal discretionary spending.

- The U.S. Department of Education and the Perkins state grant program it administers will likely be impacted based on the decisions of appropriators. As the committees craft the individual spending bills — known as 302(b) allocations— the allocation of the newly available sequester reductions will be distributed to departments on a to-be-determined basis. Although not confirmed, these allocations will likely be made on a proportional basis meaning the Labor, Health & Human Services; Education Appropriation Subcommittee will receive approximately 30 percent of the \$22.5 billion available. NASDCTEc staff expects an official announcement regarding the shape of these appropriations in early January.
- NASDCTEc and its partners are actively engaged in this process and will continue to work to reverse the previous years sequester reductions and restore pre-sequester levels of funding to the Perkins state grant program.

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 interest in resolving the adverse effects of the hold harmless provisions within Perkins and also in the consortia model members of the House have been examining. These meetings will continue to take place throughout January and beyond.
- NASDCTEc staff distributed a Perkins implementation survey to collect timely and relevant information from state directors in an effort to support its advocacy efforts ahead of the Congressional reauthorization process for Perkins. The survey was released on December 23rd and has a deadline of January 15th.
- Staff have drafted legislative language for Perkins reauthorization. To date, the purpose, state and local plan and state and local uses of funds sections have been drafted. Final tweaks are being made to the language and will be distributed to the Hill in January 2014.
- In conjunction with ACTE, NASDCTEc is currently in the process of drafting a Perkins funding request to be sent to the Labor-HHS-ED Appropriations Subcommittee as members begin to determine how allocations from the budget deal will be distributed.
- 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 have drafted a letter to Secretary Duncan urging a change to this practice and highlighting the negative consequences to such an approach which has been circulated among members of the Board and

Executive Committee. Feedback for this letter is due January 3rd and the letter will likely be sent out at a to be determined date in early to mid-January.

- 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. This language is close to its final form and will be sent to House Education and Workforce Committee staff for consideration.
- 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 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 14th at 4:00 pm EST.

EVENTS/CALLS/WEBINARS ATTENDED IN December 2013:

- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: Workforce Data Quality Campaign (WDQC)
- Meeting: Committee for Education Funding (CEF)
- Call: White House Budget Negotiation Update
- Call: National Alliance for Partnerships in Equity (NAPE)
- Webinar: Department of Labor Youth Career Connect Q&A
- Webinar: Workforce3one Visions for Apprenticeships in the 21st Century
- Meeting: National Alliance for Partnerships in Equity (NAPE)
- Site Visit: The Applications and Research Laboratory (ARL)
- Meetings with Congressional staff:
 - Sen. Heller
 - Sen. Klobuchar
 - Sen. Ayotte
- Event: House Education & Workforce Committee Hearing on the Pell Grant
- Webinar: Brookings Institute- Fixing the Skills Gap
- Webinar: NAPE- STEM Equity Pipeline
- Event: Rep. Steny Hoyer Annual Holiday Reception
- Conference/Presentation: ACTE Vision Conference (session on CCTC)
- Meeting: Industry Needs Workforce Council meeting
- Meeting: Co-hosted meeting with Asia Society, Longview Foundation & ACTE at ACTE Vision Conference on global competence and CTE.
- Presentation: Change the Equation Regional Summit in Dallas, Texas
- Conference/Presentation: Achieve's state leadership and national partners meeting (including participating in an invite-only dinner on states' competency-based education strategies) (Facilitated a session on CTE and CCSS)
- Meeting: Rich McKeon, The Leona M. & Harry B. Helmsley Charitable Trust
- Call: CORD regarding Career Pathways Effect webinars and marketing

- Event: Center for American Progress event on “Meeting Students Where They Are”
- Visit: The Applications & Research Laboratory (potential site of future Congressional delegation school visit)
- Call: ConnectED
- Calls: National Career Academy Coalition
- Meeting: ACTE Board of Directors’ Meeting
- Presentation: ACTE Leadership Seminar
- Presentation: National Executive Directors’ Association
- Meeting: ACTE Government Relations Staff
- Call: Cyber Security Coalition
- Meeting: College Board
- Meeting: Center on Great Teachers and Leaders
- Call: Network for Teaching Entrepreneurship