



NASDCTEc and NCTEF
Board of Directors' Update
February 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

Strategic Planning & Staff Project Planning: After the NASDCTEc/NCTEF strategic plan was approved by the Board in January, NASDCTEc staff spent two full days in a staff retreat to operationalize the plan. Throughout February, staff developed project plans, including identifying major timelines and milestones for the next 6-18 months. A number of these projects will be discussed at the March 31 Board meeting.

In addition, Kate Blosveren and Steve DeWitt met in February to draft an actionable work plan based on the joint ACTE-NASDCTEc Executive Committee meeting held in January. We plan to have a final draft of that plan to share with the Board at the Spring Board meeting on March 31.

CAREER CLUSTERS®

CCTC Alignment Study: This month, NASDCTEc signed a new contract with GSX to complete an alignment study for Maine. We gave Washington the option of participating, but they chose to pass. A major benefit of the Maine analysis is that the state's standards are actually approved industry standards, allowing us to conduct an analysis of the CCTC against industry standards.

Specifically, we will have "mini" alignment studies determining how well certain standards from NCCER, NIMS, National Association of Home Builders, Graphic Arts Education and Research Foundation, National Restaurant Association Education Foundation, CompTIA, as well as other commonly-used national standards align to the CCTC. From this, we will publish a public report with high-level findings and use the analysis to drive discussions between

NASDCTEc and major industry associations and organizations about how to better connect the CCTC and industry standards.

The analysis will be complete in April and the report is expected to be published in May/June, before the Achieving Excellence Institute.

Excellence in Action Awards: Last month, NASDCTEc launched its first-ever Excellence in Action award to recognize model programs of study from across the nation. We received over 100 applications, which are currently in the process of being reviewed by the selection committee, comprised of State CTE Directors (or their proxies) and NASDCTEc staff. We will select the winners in mid-March.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 790 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

February 2014

	January	February
Visits to www.careertech.org	53,143	55,797
Top 5 states visiting www.careertech.org	Texas – 6,908 Indiana – 3,374 Louisiana – 2,750 California – 2,403 Virginia – 1,773	
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 – January 2014	3,714 Student Interest Surveys	
CCTC Standards Downloads	494 in February	
CCTC Access to Searchable Database - Unique Registered Visitors	1272 to date	

Social Media Indicators:

- 19 unique blog posts in January
- 387 followers on Twitter (+58 this month)
- 315 Total Likes on Facebook (+20 this month); 26 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 967

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 607 third-party logo usage agreements are in place, up from 586 since last month. The Association of Career and Technical Education also requested use of the national logo.

Website Project Update: Staff and developers are in the process of integrating membership directory, product store, meeting materials, and state profiles into beta site. The goal is to launch the new site at the Spring Meeting.

Upcoming Communications and Outreach Projects: During the month of February, the communications team worked to develop new initiatives that will raise our public profile and enhance NASDCTEc's role as an advocate for CTE. These efforts include the completion of the new website, the development of up-to-date case-making materials for use by State Directors and other CTE advocates and cultivating relationships with targeted media outlets to spread our message more effectively. We also plan to begin a bimonthly newsletter for distribution to State Directors and Associate Members.

CTE Month Communications: NASDCTEc also met with ACTE communications staff to discuss ways to expand our communications partnership and amplify the voice of the CTE community. This led to coordinated posting of CTE Month related materials on social media sites and blog, as well as a partnership with NTHS to run stories on CTE student achievers throughout the month. Also for CTE Month, NASDCTEc took to the social media channels multiple times each week to project content elicited from our membership, leading to significantly increased engagement and growth in social media following.

MEETINGS:

Achieving Excellence in Career Technical Education: The National Career Clusters Institute:

- Details: Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ, June 16-18.
- Registration live March 5, 2014
- Pre-session workshops: we selected 6 workshops – 3 full day and 3 half day, based on the *Career Pathways Effect: Linking Education and Economic Prosperity*.

- We have top-notch tours selected for June 18, 2014. Here are brief descriptors for the tours:
 - Arizona Agribusiness & Equine Center: A charter Early College High School with Equine Science programs
 - EVIT (East Valley Institute of Technology): Public school district/area technical center with multiple Career Clusters featured
 - GateWay Community College: Health Science Career Cluster featured, including student-staffed community clinic
 - Hilton Insider's Tour: Behind-the-scenes tour of the hotel featuring Hospitality & Tourism Career Cluster
 - Metro Tech High School: Urban high school featuring multiple Career Clusters
 - SUMCO Corporation: High-tech international company that produces silicon wafers for the global semiconductor industry
 - Sundt Construction, Inc.: Builder of our tour site - the Health Sciences Education Building at the Phoenix Biomedical Campus, an environmental-friendly, sustainable structure; strong community partner
 - Sunrise Mountain High School: Suburban high school and Rigorous Programs of Study grant recipient featuring multiple Career Clusters
 - West-MEC Central Campus: Area technical school with FAA Aviation Program and Precision Manufacturing
- State Leadership and Policy Workshop agenda will be announced to State CTE Directors and shared on the Achieving Excellence Institute website.
- Excellence in Education Awards Program call for programs has closed; we received over 100 submissions; these are currently being evaluated by a committee.
- Call for Presentations has closed; we received about 60 submissions, these will be evaluated by our committee soon.

Spring Meeting:

- Details: Washington, DC at the Omni Shoreham March 31(Board), April 1 – April 3 for all attendees.
- Online registration now reflects 149 attendees and is still growing!
- Online [agenda](#) is robust.
- OCTAE is hosting 'office hours' where State Directors and their teams can meet with Department staff to receive guidance and assistance with CTE and Perkins issues. One-hour meeting times are available Monday, March 31, 2014, and Thursday, April 3, 2014. State Directors received an e-mail notification February 28, 2014.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** February CTE Monthly released, Career Cluster® focus: Marketing. Program in Virginia Beach, VA highlighted.

Webinar Update:

- On-Demand Webinar on Federal Funding and Appropriations will be released in March
- Also 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 Webinars on Perkins 101 and Membership

State Director Updates: Louisiana: Patricia Felder is scheduled (per Jimmy Sawtelle) to assume the State CTE Director role March 1, 2014.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

- The U.S. Department of Education has convened several different negotiated rulemaking committees this month in an effort to develop regulations on a number of issues impacting postsecondary education. Topics have been wide ranging and of particular interest to NASDCTEc are proposed changes to clock-to-credit hour conversions for the purposes of federal financial aid eligibility. NASDCTEc will continue to monitor these and similar negotiations for potential areas where CTE programs could be impacted.
- The Workforce Data Quality Campaign (WDQC), which NASDCTEc is a founding member of, provided formal comments to the Department of Education in response to its Federal Register notice regarding the Obama Administration's proposed college ratings system. Known formally as the Postsecondary Institutional Ratings System (PIRS), the proposed system seeks to link institutional eligibility for federal financial aid to performance on a variety of proposed metrics. WDQC's comments centered on disaggregating institutional and program-level data, as well as how best to utilize employment and wage record data to gauge graduate employment outcomes.

- Senator Mary Landrieu (D-LA) introduced the Jumpstart Our Businesses by Supporting Students (JOBS) Act (S. 2033) which seeks to expand Pell Grant program eligibility. The bill would expand Pell Grant eligibility to students enrolled in CTE programs by reducing current time-related eligibility requirements by half— from 300 hours of instruction over a minimum of 16 weeks to 150 hours over 8 weeks. NASDCTEc will continue to monitor this legislation, but the likelihood of passage is minimal.
- The U.S. Department of Labor announced an SGA for its Ready to Work Partnership grant program. The \$150 million program seeks to scale-up sector partnerships between community colleges, employers, workforce boards, and other relevant stakeholders that provide skills training and other workforce development services. The Department expects to award 20 to 30 individual grants ranging from \$3 to \$10 million for programs which focus on employer engagement, job placement assistance, and provide work-based training opportunities. Applications are due June 19th, 2014.
- Congress is preparing for President Obama’s annual budget request which will formally kick-off the federal budget and appropriations process. The Senate has already announced they will not craft a budget resolution this year because spending caps for both FY 2014 and 2015, established by the recent Omnibus spending bill passed by Congress last month, have already been established. Work will likely begin soon on the Labor-HHS-ED appropriations which the Education Department and the Perkins Basic State grant program fall under.
- Although the spending cap for FY 2015 will be slightly higher than FY 2014, new demands emanating from other mandatory spending requirements which fall under the Labor-HHS-ED appropriations bill will likely make it difficult to achieve the same degree of funding increases seen from the most recent omnibus spending bill for FY 2014. Nonetheless, NASDCTEc and its partners are advocating for a full restoration of the remaining sequester reductions as well as reinstatement of funds lost several years ago. NASDCTEc’s budget request this year will be \$1.22 billion for the Perkins Act basic state grant program.

Advocacy Plan:

- NASDCTEc staff continue to meet with Congressional staff to advocate for Perkins and CTE. This month staff have again focused on the Senate, specifically HELP Committee members in an effort to raise awareness about Perkins in that Chamber. NASDCTEc has been engaged with the Perkins Roundtable group, a loose collection of large national employers interested in the reauthorization of Perkins. A sign-on letter, encapsulating the group’s overarching principles, is currently being circulated by members of the roundtable to be used to demonstrate private sector interest in Perkins and CTE. NASDCTEc helped craft this letter and has supported these efforts as a signatory. Additional advocacy meetings in conjunction with this group are planned over the next several weeks.
- Sen. Casey (D-PA) and Sen. Enzi (R-WY) have been chosen by the Chairman and Ranking Member of the Senate HELP committee to lead its reauthorization efforts in that Chamber. NASDCTEc has met with their staff multiple times and are formulating additional means of engagement.
- 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 23rd and was closed on January 15th. 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 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. As previously alluded to, this year's request will be \$1.22 billion for the Perkins basic state grant program.
- 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.
- Similarly, NASDCTEc drafted a letter to the Department on a separate issue regarding its members' concerns in reference to the Department's Office of Civil Rights Methods of Administration (MOA). The letter has been sent to USDE and NASDCTEc is currently awaiting a timely response.
- 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 have been preparing for its upcoming Spring Meeting beginning on April 1st. The meeting will host a number of Congressional staff and Department officials with a particular focus on national CTE policy.
- 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 email Evan Williamson at ewilliamson@careertech.org
- The next State Directors advocacy call will be held on April 15th at 4:00 pm EST.

Events/Calls/Webinars attended in February 2014:

- Event: Reflect, Transform, Lead; Department of Education briefing with CTSOs
- Event: DCI Briefing "How to talk to Republicans about education investment"
- Call: The Hunt Institute Common Core State Standards Partners

- Call: Achieve on career ready indicators report we're developing jointly (x2)
- Call: College & Career Ready & Success Center
- Call: Center for Education Policy, providing feedback on Next Generation Science Standards research
- Presentation: The Missouri Council of Career and Technical Administrators
- Meeting: GSX on CCTC alignment study 2.0
- Call: NGA re: America Skills for Tomorrow
- Call: Stephanie Simon of Politico
- Call: ACTE, Student Achievement Partners, College Board to plan CCSS-CTE workshop in April
- Call: Center for Great Teachers & Leaders on joint webinar we're co-hosting in March
- Meeting: Steve DeWitt of ACTE to develop joint work plan, following up on January Executive Committee meeting
- Event: Listening session with Secretary of Labor
- Call: PARCC on career readiness issues
- Meeting: Boeing Corporation
- Meeting: IBM
- Meeting: Committee for Education Funding (CEF)
- Conference: U.S. Chamber of Commerce Foundation
- Meeting: U.S. Chamber of Commerce
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Call: National Career Development Association (NCDA)
- Call: National Alliance for Partnerships in Equity (NAPE)
- Call: National Association of Workforce Boards (NAWB)
- Call: IBM
- Event: Jack Jennings Lecture Series
- Meeting: Perkins Roundtable Group
- Meeting: ACT Inc.
- Event: National Association of State Workforce Agencies (NASWA)
- Briefing: Committee for Education Funding & DCI Public Affairs Worldwide Group
- Event: Gallup Inc.
- Call: Chairman Kline (R-MI) Committee Staff
- Call: National Governors Association (NGA)
- Interview: Bloomberg reporter
- Interview: Robert Strauss on behalf of PA Business Association
- Interview: American Public Radio
- Call: The College Board
- Call: OCTAE staff
- Call: EDC
- Call: National Science Foundation
- Call: Shanker Institute and AFT
- Meeting: National Career Academy Coalition Executive Committee
- Call: Vivayic re: Career Ready Practices and warehouse/inventory
- Call: ACTE re: legislative language
- Call: Methods of Administration coordinators

- Meetings with Congressional staff:
 - Sen. Kaine (D-VA)
 - Sen. Portman (R-OH)
 - Sen. Scott (R-SC)
 - Sen. Udall (D-NM)
 - Sen. Alexander (R-TN)
 - Sen. Enzi (R-WY)
 - Sen. Harkin (D-IA)
 - Sen. Casey (D-PA)
 - Rep. Polis (D-CO)