



ADMINISTRATIVE/ORGANIZATIONAL:

Next Board Meeting:

Tuesday, June 24, 2014: at the following times.

3 p.m. - 4 p.m. - NASDCTEc Conference call

4 p.m. - 5 p.m. - NCTEF Conference call

Topic: Budget Approval

- To date, 18 states have paid their dues and an additional 9 state have submitted their intent form. The Associate and Organizational membership dues have been recently sent out and payments and intent forms are starting to come in steadily.

CAREER CLUSTERS®

CAREER CLUSTERS INSTITUTE/ACTE VISION 2015: Based on the discussion of the full Board at the March 31 meeting, NASDCTEc has begun conversations with ACTE about embedding the 2015 Career Cluster Institute as part of the 2015 VISION conference, to be held November 19-22 in New Orleans. The goal is to have an MOU in place by the first week of June, in time for a formal announcement to be made at the 2014 Achieving Excellence Institute.

While details are still being determined, the emerging concept is that the Career Cluster Institute will:

- Begin on Thursday, November 19 (The day BEFORE VISION 2015) as an all-day pre-session event;
- Continue on Friday, November 20 to include the Opening General Session of VISION then all-day concurrently with VISION breakout sessions focused on CCI content issues; and then
- Merge with the balance of the VISION agenda on Saturday November 21 and Sunday November 22.

ACTE would handle all logistics (registration, meeting/hotel contracts, call for proposals, etc.), while NASDCTEc will retain control over the content of the sessions.

The next steps are to set participation goals, agree to a revenue-sharing structure and share the MOU with the full Board of Directors for approval.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 815 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

April 2014

	March	April
Visits to www.careertech.org	50,065	47,307
Top 5 states visiting www.careertech.org	Texas -6,417 California – 2,910 Virginia – 2,162 North Carolina – 1,919 Louisiana – 1,919	
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 – April 2014	2886 Student Interest Surveys	
CCTC Standards Downloads	318 in April	

Social Media Indicators:

- 19 unique blog posts in April
- 483 followers on Twitter (+28 this month)
- 362 Total likes on Facebook (+7 this month); 13 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 720

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 624 third-party logo usage agreements are in place, up from 620 since last month. Very slow at this time.

Website Project Update: The website reached full functionality by the end of April, with the product store, main page, media page, state CTE map and member roles now in place. A beta site run-through was presented to members at the Spring Meeting, beta testers were conscripted for a final content scrub, and staff finalized new content to accompany the launch. Staff set a final list of site host candidates and submitted pricing inquiries at the end of the month. Project launch is targeted for the beginning of May.

Communications and Outreach: NASDCTEc released a press release announcing our Star of Education Award winners during the Spring Meeting, leading to coverage in multiple local and online outlets. Staff made heavy use of social media throughout the Spring Meeting, as well, leading to increased interaction at the beginning of the month, including a seven-part blog series recapping highlights of the meeting. NASDCTEc was cited for information multiple times throughout the month, and the joint report with ACTE, “State Policies Impacting CTE: 2013 Year in Review” received continued coverage on the back of a press release dispatched at the end of March. Utilizing the blog, social media and email lists, staff made targeted outreach concerning the Achieving Excellence Institute, culminating in calls to arrange spots on Arizona ACTE’s website and email lists, the national ACTE newsletter and STEMConnector. NASDCTEc staff also joined in with ACTE’s site visit to Mt. Vernon High School in Fairfax County, VA, coordinating with ACTE to publicize the event through online media. The first draft of the Achieving Excellence Institute program book cover was approved during April, and session descriptions (a substantial portion of the final document) submitted to the publisher. Staff also joined in a communications-call with ITIC partners on raising the profile of CTE through ITIC initiatives. Finally, the case-making project kickoff meeting was also held during April.

Upcoming Communications and Outreach Projects: Staff continue to execute the Achieving Excellence Institute communications plan and timeline. Releases on available sessions, and interview with Keynote Speaker Mark Milliron, the Achieving Excellence tours and Excellence in Action Award winners are planned to raise the profile of the Achieving Excellence Institute, with an emphasis placed on increasing registrations from Arizona and surrounding states.

During the case-making meeting, staff identified which existing case-making materials need to be updated and brainstormed ideas for new materials, which will be executed over the upcoming months and released accompanied by blog and social media posts, all under the auspices of the CTE: Learning that works for America campaign. Staff also have established plans to serialize the CTE Blog in the month ahead, establishing publishing roles for staff members related to their core competencies and increasing the regularity of posting on the CTE Blog. One new entry in the Friends of CTE series is also planned, and initial outreach begun on two others begun at the end of the month.

MEETINGS:

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

- Details: Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ, June 16-18.
- Registration is currently at 220. Our team is strategizing myriad ways to significantly increase registration especially going into early May.
- Pre-sessions, based on the Career Pathways Workshop Series, are showing interest on par with previous years' pre-session counts.
- The school and industry tours are a positive attendee draw and highlights of the tours are being marketed, along with other aspects of the conference.

State Leadership & Policy Workshop Update : Based on discussions during strategic planning and feedback from the Board, NASDCTEc/NCTEF is hosting a State Leadership & Policy Workshop at the upcoming *Achieving Excellence in Career Technical Education: The National Career Clusters Institute*.

Registration for the State Leadership & Policy Workshop went live in early March, at the same time as registration for the full *Achieving Excellence Institute*. The notification of the workshop went directly to State CTE Directors as they will be the ones inviting participants from their states. As such, they were provided with a unique registration link that they can share with other leaders from their states they want to attend.

We recently updated the agenda, which includes an open space session to generate cross-state discussion, a panel of a cross-sector leaders from Arizona discussing collaboration and alignment, a panel of state leaders on implementing programs of study statewide, time with national experts, and facilitated state team time to develop specific implementation strategies and actions.

While our initial goal was for at least 10 states to bring teams, with about 50 participants in total, we are unlikely to reach that number. To date, we are estimating about 25 participants representing 8-9 states. In total, we expect these numbers to increase to about 30-35 participants from 12-13 states based on communication from State CTE Directors.

Fall Meeting Update

- The Fall Meeting will be held at the BWI Airport Marriott Hotel October 20-22, 2014 with the Board meeting on October 20 during the day, before the kickoff dinner that evening.
- Registration is slated to go live mid-July, along with online reservations.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** April CTE Monthly released; Career Cluster® focus: Science, Technology, Engineering, and Mathematics (STEM). Program in Wheaton, MD highlighted.

Webinar Update:

- There were no April webinar broadcasts.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

- Secretary of Education Arne Duncan appeared before several Congressional Committees this month to discuss the Obama Administration's Fiscal Year (FY) 2015 budget request. This request asked Congressional appropriators for \$1.117 billion for the Perkins Act basic state grant program— the same amount the program is set to receive in FY 2014 and slightly below pre-sequestration levels. The budget request also renews the Administration's proposal for a \$100 million Career Technical Education (CTE) "innovation fund" to be distributed on a competitive basis and supported through monies designated to the basic state grant program. Members of Congress in both Chambers voiced strong opposition to this proposal, questioned why the Administration had not requested additional funding for the Perkins Act, and also the logic of funding competitive grant programs at the expense of formula-driven programs like the Perkins Act.
- Reps. Joe Kennedy III (D-MA), Adam Kinzinger (R-IL), Rodney Davis (R-IL), and Jared Polis (D-CO) introduced the *Perkins Modernization Act of 2014* in the House earlier this month. The bill substitutes all references to "high skill, high wage, or high demand occupations in current or emerging professions," currently found in the Perkins Act and substitute them with "employment in current or emerging in-demand industry sectors or occupations." A definition for an "in-demand industry sector or occupation" is also proposed, which would be informed to a greater extent by labor market information derived from various sources at the local, state and national levels. It is important to note that this bill is not a comprehensive reauthorization of the Perkins Act and there are still a number of outstanding questions regarding the contents of the legislation. While NASDCTEc provided comment during the drafting of this proposal, the proposal is highly unlikely to move out of committee before the end of this Congress.
- The House Education and the Workforce Committee (HEW) moved forward on the Strengthening Education through Research Act (H.R. 4366). This bill reauthorizes the

Education Sciences Reform Act (ESRA). Currently, ESRA supports educational research programs such as the National Center for Education Statistics (NCES), NAEP exams, and state longitudinal data systems. NASDCTEc has supported these efforts to pass a reauthorization of ESRA in conjunction with the Workforce Data Quality Campaign (WDQC). A major theme for the legislation would encourage alignment of data across K-12, postsecondary, and workforce programs through state longitudinal data system grants—a feature that would support efforts to capture information on post-program employment outcomes for CTE program completers.

- The Obama Administration has announced the fourth and final round of the Trade Adjustment Assistance Community College & Career Training (TAACCCT) grant program this month. This final round of grants, worth a total of \$450 million, will focus on scaling-up national industry partnerships, transitions for education and training, and improving on employment and education data integration and use.
- Vice President Joe Biden's announced the creation of a new Registered Apprenticeship College Consortium (RACC) initiative. The main objective of this new effort is to ensure students who participate in certain apprenticeships have the opportunity to earn credits that will transfer to a community or technical college of their choice.
- Progress towards the reauthorization of the Workforce Investment Act (WIA) has continued in Congress this month. NASDCTEc is expecting an announcement from the Senate on its closed-door negotiations with the House on the bill in May.

Advocacy Plan:

- NASDCTEc and IBM hosted a briefing for stakeholder groups interested in learning more about CTE and the Carl D. Perkins Career and Technical Education Perkins Act (Perkins). NASDCTEc Executive Director Kimberly Green and Stan Litow, IBM's Vice President of Corporate Citizenship and Corporate Affairs and President of IBM's Foundation, provided a joint briefing on Perkins-related issues in an effort to prepare these groups for the reauthorization of law. While no official timeline for reauthorization has yet been set by Congress, stakeholder groups in the education, workforce and employer communities have increasingly shown an interest in Perkins and CTE more generally. Topics included background information on the 2006 reauthorization process, emerging themes and major changes occurring within the CTE enterprise over the past several years, employers' growing interest in CTE, IBM's P-Tech initiatives in New York and Connecticut and finally what to expect in the upcoming legislative process surrounding Congress' consideration of the law.
- NASDCTEc staff continue to meet with Congressional staff to advocate for Perkins and CTE. This month staff focused on the House, specifically on House Republicans who have not been previously met with on Perkins. NASDCTEc has also 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. The group has been active in promoting the three principles contained in this letter and have incorporated them into their advocacy efforts. A media and communications project is planned for the release of this letter in Mid-May.

- In conjunction with ACTE, NASDCTEc drafted and released a joint budget request for FY 2015 as part of the Congressional appropriations process. The request level—\$1.264 billion— reflects a restoration of the remaining sequestration cuts to the Perkins Act and also incorporates Tech Prep (Title II) funding which was lost in 2010. The request proposes that Title II funds be consolidated into the basic state grant program of Perkins. The request has garnered the support of the American Association of School Superintendents (AASA), Associations of Educational Service Agencies, and the American Association of Community Colleges (AACC) who have each signed-on to the document.
- 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. The Department continued on with this practice recently following the release of the Administration’s FY 2015 budget request. 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 still forthcoming.
- 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 NASDCTEc board. This language, based on NASDCTEc board-approved Perkins priorities and recommendations, will be shared upon request to interested members. NASDCTEc intends to use this language to support its advocacy efforts during the Perkins reauthorization process.
- NASDCTEc staff have been vetting area schools for potential site visits for Congressional staff. Staff recently visited Oxon Hill High School in Prince George’s County, Maryland for this purpose. Wheaton High School in Montgomery County, Maryland is also being considered as a potential location as well. While another Congressional visit to a CTE program is not likely until the start of the next academic year, progress has been made to have these sites.

- 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 Evan Williamson at ewilliamson@careertech.org
- The next State Directors advocacy call will be held on June 2nd, at 4:00 pm EST.

Events/Calls/Webinars attended in April 2014:

- Meeting: Education Trust
- Call: New Schools for New Orleans
- Call (x2): Achieve re: career-ready indicators research paper
- Call: GSX on CCTC-industry standards alignment project
- Meeting: CCSS-CTE Literacy Institute with ACTE, College Board and Student Achievement Partners
- Call: ACTE re: Institute and Vision merger
- Presentation: Asian Pacific Economic Cooperative (APEC) Alliance for Technical and Vocational Education and Training
- Presentation/webinar: P-TECH Network in NYS (organized by IBM)
- Presentation: NACEP Washington Policy Seminar
- Meeting: Achieve re: GE's Business and Education Summit
- Webinar: Introduction to Data Sets: National Center for Education Statistics' Demographic Statistics
- Webinar: Credential Data Pioneers: Forging New Partnerships to Measure Certifications and Licenses
- Webinar: Performance Partnership Pilots (P3) National Outreach Webcast
- Webinar: The US Labor Market and its Implications for CTE and Pathways
- Meeting: CCSSO Common Core Implementation Seminar
- Webinar: Using Student Surveys: Implications for State and District Policy
- Event: ACTE Site Visit to Mt. Vernon High School, Fairfax, VA
- Meeting: ITIC Communications Committee Meeting on Perkins Letter Publicity
- Meeting: STEMConnector Call on Friends of CTE entry, Possible Weekly Series in STEM Daily
- Meeting: AZ ACTE Call on Cross-Event Promotion for Achieving Excellence Institute
- Meeting: Case-Making Project Kickoff
- Webinar: Hunt Institute Common Core State Standards Partners
- Meeting: Industry Workforce Needs Council
- Briefing: STEMEd Coalition, CTE Working Group
- Meeting: Committee for Education Funding (CEF)
- Meeting: Campaign to Invest in America's Workforce
- Event: National Journal; Points of Leverage
- Event: National Alliance for Partnerships in Equity (NAPE) Public Policy Day
- Meeting: Perkins Employer Coalition
- Meeting: Workforce Data Quality Campaign (WDQC)

- Meeting: National Association of Workforce Boards (NAWB)
- Call: ACTE
- Webinar: Georgetown University; Online Occupation Data
- Event: NASDCTE & IBM Perkins Briefing
- Call: NAPE
- Event: U.S. News and World Report STEM Conference
- Call: IBM
- Event: National Restaurant Association Education Foundation Public Policy Conference
- Event: Oxon Hill High School site visit
- Meeting: Change the Equation (CTEq)
- Call: National Career Development Association (NCDA)
- Call: Workforce Data Quality Campaign
- Meetings & Calls with Congressional staff:
 - Sen. Warner (D-VA)
 - Sen. Alexander (R-TN)
 - Rep. McNerney (D-CA)
 - Rep. Guthrie (R-KY)
 - Rep. Scott (D-VA)
 - Rep. Polis (D-CO)
 - Rep. Bonamicci (D-OR)
 - Rep. Salmon (R-AZ)
 - Rep. Takano (D-CA)