



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, Relevant Classroom/Vivayic settlement

- To date, 20 states have paid their dues and an additional 9 state have submitted their intent form. Puerto Rico has been actively working to process FY 15 dues; payment looks promising. Associate and Organizational are coming in strong, as the trend should continue through July 1 when payment is due.
- Progress has been made at securing a resolution to the missing inventory situation with Relevant Classroom. A proposal will be ready to present to the Board in late June, which will provide NASDCTEc/NCTEF with services in lieu of the inventory.

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 in time for a formal announcement to be made at the 2014 Achieving Excellence Institute.

At present, the plan is to fully integrate the VISION and Career Clusters Institute, through branding and content-wise. NASDCTEc will work with ACTE to re-think the objectives and goals of the VISION conference, help solicit and review presenters, and market the event as we would our own event. While we had earlier discussed leading a pre-session or taking over a single strand, the new direction of this partnership will allow for a greater impact and stronger conference for all attendees.

Career Cluster Leadership Team: Last month during the business meeting at NASDCTEc's Spring meeting, we discussed a new pilot project we are planning to launch this year in support of the states and the Career Clusters, namely a one-year pilot project where consortia of states would form leadership groups to support and elevate individual Career Clusters.

As a first step, we sent a short survey to all State CTE Directors in May to gauge their interest in participating, to be completed by June 19. Assuming we have sufficient interest, we will plan to follow up with individual states throughout June and July and make final determinations about the Career Cluster Leadership Teams by early August, and launch the pilot with two Career Clusters on October 20 (with our Fall meeting starting with dinner that evening). To date, only one state has demonstrated interest.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 817 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

May 2014

| | April | May - 29 days |
|--|--|----------------------|
| Visits to www.careertech.org | 47,307 | 39,191 |
| 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 | 2,159 Student Interest Surveys | |
| CCTC Standards Downloads | 274 in May | |

Social Media Indicators:

- 26 unique blog posts in May
- 533 followers on Twitter (+50 this month)
- 373 Total likes on Facebook (+11 this month); 19 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 1068

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

Website Project Update: The website and blog were fully migrated to a new webhost and content management system in May. The new website has been launched, with the blog preceding it by about 24 hours as a test run. NASDCTEc settled on webhosting with Synaxis, the tech company that helped develop the new website, agreeing to a 12 month contract for hosting and support at a comparable rate to former host Firespring. The only function outstanding in the development process is event the integration of event sign-ups into the main website's framework—NASDCTEc chose to launch without this function and build it in later as it will not be necessary until registration opens for the Fall Meeting. NASDCTEc employed volunteer beta testers from three states during the development process and will canvas for volunteers to continue doing quality control during the month of June. Also in June, NASDCTEc will establish maintenance responsibilities for each section of the website while building on existing content.

Communications and Outreach: The primary focus of the NASDCTEc/NCTEF communications push this month was to publicize the Achieving Excellence Institute as much as possible in an attempt to increase buzz and drive up event registrations. Sending a number of different communications across NASDCTEc's existing networks, Achieving Excellence Institute communications materials spread quickly, with positive feedback registered from ACTE Arizona, the Arizona Department of Education and several other partner organizations. Tactics used included, but were not limited to, an interview with Achieving Excellence Institute Keynote Speaker Mark Milliron, shared blog posts sent to membership and outside partner groups, blogs on Achieving Excellence Institute tours and extended session descriptions, direct outreach (by phone and email) to Arizona stakeholders to spread the word among local educators and other interested parties and repeated mention of the event over social media.

The CTE Blog and social media feeds were also integral components of the push to publicize the Achieving Excellence Institute, resulting in the publication of pieces on the event around the internet, particularly toward the end of the month. NASDCTEc also experimented with the first graphic piece released over Facebook with a simple tagline over a hi-res image—the result was the Facebook post with the highest reach of any on our page since NASDCTEc joined the Facebook community. This contributed to NASDCTEc's first-ever month with more than 1000 Facebook users reached.

NASDCTEc worked in conjunction with a series of partners to create buzz around the release of a letter to Congress featuring over 200 employer, education and non-profit groups urging Congress to reauthorize the Perkins Act. In spite of the letter's release on the same day as the Workforce Innovation and Opportunity Act, coalition action secured a place in Politico's education report as well as pickups in several regional, local and education-oriented publications upon release. NASDCTEc made heavy use of social media during the month of May, taking part in multiple Twitter discussions and garnering enough followers to approach the 500 follower milestone. The case-making project began playing out in earnest during the month of May, with new templates and content developed to raise the visibility of the Learning that Works for America campaign. NASDCTEc also hit its stride releasing our own serialized blog posts, regularly releasing legislative updates, research reviews and blog roundups on set days and releasing a high volume of shorter, punchier posts to promote the Achieving Excellence Institute.

Upcoming Communications and Outreach Projects: In the month of June, communications surrounding the Achieving Excellence Institute will slow (though not stop), as the registration deadline will have passed. Case-making materials will continue development and other initiatives—including the member newsletter, serialized blog posts on external websites, new contributions to the “Friends of CTE” series, the introduction of a case-making taskforce comprised of members and/or member media designees and direct media outreach—can commence.

NASDCTEc's largest individual communications push will still center on the Institute, focusing on the release of the Excellence in Action Award winners and profiles. NASDCTEc will release a one-page national press release to target media outlets and over PR Newswire, and will partner with each award winner to reach out to local/regional news outlets with tailored releases centering on each program individually. The winner profiles—to be distributed at the event—will become the first of a series of case-making materials representing high-quality CTE programs, to give advocates direct examples that they can cite in a variety of Career Clusters and in a diverse array of states.

NASDCTEc is also still exploring deeper collaboration with Perkins coalition partners (from the May letter to Congress) as to how our communications teams can support advocacy efforts in pushing consideration of Perkins. NASDCTEc also plans to build on the positive gains in social media following from last month to cultivate a larger following, with several posts and live Tweets/blogs at the Achieving Excellence Institute.

MEETINGS:

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

- Online registration closed May 30, 2014 and is currently at 314 registered individuals
- Pre-session counts for the Career Pathways Workshop Series:

- Teaching for Success (full day June 15, 2014): 13
- Counseling for Success (full day June 15, 2014): 16
- Partnership Opportunities (full day June 15, 2014): 8
- Career Pathways Overview (1/2 day June 16, 2014): 16
- Building Programs of Study (1/2 day June 16, 2014): 28

2014 Fall Meeting Update

- Location of Fall Meeting: BWI Airport Marriott Hotel
- Date: October 20-22, 2014 with the Board meeting on October 20 during the day, before the kickoff dinner that evening.

2015 Spring Meeting Update: We have signed a contract addendum for the 2015 Spring Meeting, which changed the meeting date to April 8-10, 2015 with the Board meeting April 7, 2015. This is one week earlier than the original contracted date. This new date provides the space needed, including the pre- and post-event OCTAE Office Hours, which were an efficient and well-received addition to the meeting this past spring. We are awaiting the countersignature, which has been promised early June 2014.

MEMBER SERVICES:

CCSSO Task Force: Last month, the Council of Chief State School Officers (CCSSO) held a conference call to kick off its Career Readiness Task Force. This month, the Task Force held its first meeting, with Kim Green, John Fischer, Eric Spencer, Scott Stump and Bob Sommers all in attendance along with four chief state school officers and other key partners. Kate Blosveren also attended and presented on how to value and incentivize career readiness, previewing early findings from ***Making Career Readiness Count*** (see below) and other information.

This Task Force was convened at the behest of Terry Holliday, Kentucky's Commissioner of Education and the current chair of CCSSO who selected career readiness as his key issue. The Task Force will meet three more times this year and release a set of recommendations in November geared towards state policymakers. NASDCTEc will stay closely involved both as a participant, but also helping behind the scenes as a thought partner.

Publication and Resources Summary:

CTE Monthly: May CTE Monthly released; Career Cluster® focus: Agriculture, Food and Natural Resources. Program in Freehold Township, New Jersey was highlighted.

Making Career Readiness Count Paper and Webinar: This past month, NASDCTEc released a national report with Achieve on how states currently use career-focused indicators in their reporting and accountability systems and how they can evolve their current systems to better reflect a full range of college- and career-ready indicators. The report – ***Making Career Readiness Count*** – includes 50-state data, highlights strong practices from states, and offers a framework for the types of indicators states should consider using in their reporting and/or accountability systems. This is a topic of great interest to many states and this paper provides a very strong baseline of where states are and approaches they can take to advance their systems.

On May 27, Achieve and NASDCTEc co-hosted a webinar to release the findings from this report, which was attended by over 80 state leaders from across the country. We are still waiting on the webinar recording link, which we will then post on our website.

We plan to continue the collaboration with Achieve to identify additional resources and tools to support state leaders serious about addressing college and career readiness in their reporting and accountability systems.

Webinar Update:

- Broadcast May 27, 2014: *Career Readiness Indicators in Accountability and Public reporting systems*. This was a joint broadcast by NASDCTEc and Achieve.
- Upcoming broadcast: *Legislative Update: Summer Edition*, led by Steve Voytek; June 5, 2014 at 3 p.m. ET

State Director Update:

- Puerto Rico: Mr. William Ruiz-Velez e-mail is: ruizvw@de.gobierno.pr

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

- Congressional Labor-HHS-ED appropriations subcommittees have set their respective 302(b) allocations for their forthcoming spending bills. The Department of Education, and subsequently the Carl D. Perkins Act (Perkins) it administers, falls under the jurisdiction of both subcommittees in the House and the Senate. The House subcommittee set their top line allocation amount at \$155.7 billion or approximately \$1 billion below the allowable spending cap (according to the Murray-Ryan budget agreement) for Fiscal Year (FY) 2015. The Senate subcommittee set theirs at \$156.8 billion— the same amount as FY 2014, but at the level allowed for by the Murray-Ryan budget deal earlier this year. Both the subcommittees must now divide up their top line figures and fund the individual programs that fall under their jurisdiction,

including the Perkins Act. NASDCTEc expects a June 12th mark-up in the Senate (although unconfirmed) and the House has yet to set a date for this purpose.

- Secretary of Education Arne Duncan wrapped up the last of four Congressional testimonies before several Congressional Committees this month. These hearings gave Congress the opportunity to discuss the Obama Administration's Fiscal Year (FY) 2015 budget request and many members of Congress in both Chambers voiced strong opposition to Administration's Blueprint and insufficient support for the Perkins Act basic state grant program. Encouragingly, Secretary Duncan did leave open the possibility of "updating" the Administration's CTE Blueprint. However, no further announcements have been made on the document since.
- The House of Representatives ushered in the passage of "SETRA" or 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 bill has now moved on to the Senate for consideration.
- The House also passed the Success and Opportunity through Quality Charter Schools Act (H.R. 10), which streamlines two existing charter school programs into a single \$300 million annual program to support the development and expansion of high-quality charter schools — a \$50 million increase over current funding levels. House CTE Caucus Co-Chairs Rep. Glenn "GT" Thompson (R-PA) and Rep. Jim Langevin (D-RI) successfully passed an amendment to bill before its final passage in the House, which added comprehensive career counseling to the criteria the Secretary of Education must consider when making grants under the legislation. This legislation is now waiting for consideration in the Senate.
- A negotiated agreement between the House and the Senate to Reauthorize the Workforce Investment Act of 1998 (WIA) was announced late this month. Titled the Workforce Innovation and Opportunity Act (WIOA), this agreement amounts to a comprehensive overhaul of WIA and introduces a number of positive provisions that will benefit the workforce and education systems. One-Stop infrastructure funding under this bill was addressed. Although the final agreement does not contain a separate funding stream for infrastructure as NASDCTEc and its partners originally requested, a number of provisions were inserted into the legislation, which introduces greater clarity and protections for the CTE community.

Advocacy Plan:

- In conjunction with a coalition of employers, trade associations, organized labor and education groups, NASDCTEc released an open letter to Congress calling for the reauthorization of the Perkins Act. The letter also contained three broad principles that the signatories asked be emphasized in a newly reauthorized law. Garnering over 240

individual signatures from across the country, the letter was also released to the media and other publications to increase the visibility of CTE and the Perkins Act more specifically. Since then, the document has been a useful tool in Congressional meetings as appropriators begin to decide funding levels for programs including the Perkins Act.

- NASDCTEc staff continues to meet with Congressional staff to advocate for Perkins and CTE. This month staff focused on the Senate, specifically on appropriations staff.
- NASDCTEc has also been engaged with the Perkins Roundtable group through joint Congressional meetings. In addition to the principles contained in the group's letter and a general request to move towards reauthorization of the Perkins Act, the group has also been calling for a strong show of support of the Perkins Act in FY 2015.
- 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 has 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). NASDCTEc was disappointed by the response received from the Department. During this time, NASDCTEc and the U.S. Department of Education received a rebuttal letter from the National Women's Law Center (NWLC) and Wider Opportunities for Women (WOW). A strategy for how to constructively respond to these dual responses is still being formulated.
- 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. These efforts have now turned towards the accountability section of current law. If you have input you would like to provide as the process begins, please contact Steve Voytek at Svoytek@careertech.org

- NASDCTEc attended a Senate CTE Caucus school visit in Arlington, Virginia this month. Staff toured Thomas Edison High School and had the opportunity to engage with staff from both ACTE and NASDCTEc to learn more about CTE and how the Perkins Act helps to support the programs on-site.
- 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 May 2014:

- Meeting: Call with Illinois State CTE Director Dora Welker RE: NASDCTEc engagement
- Meeting: Call with ACTEAZ's Pam Ferguson RE: sharing Achieving Excellence Institute materials w/membership
- Meeting: Call with Arizona State CTE Director Dan Brown on community/district level activation for Achieving Excellence Institute
- Meeting: Call with Perkins Coalition partners on letter to Congress release strategy
- Meeting: Call with Perkins Coalition partners on summer outreach strategy
- Meeting: Interview with Mark Milliron for Achieving Excellence Institute promotion
- Town Hall: #TechTalent with Cisco Net Academy
- Town Hall: #eQualityEducation with GE Foundation and National Society for Black Engineers
- Webinar: Hunt Institute Common Core State Standards Partners
- Presentation: NACEP Washington Policy Seminar
- Call: ACTE re: work plan
- Meeting: ACTE re: 2015 VISION/Institute merger
- Event: PARCC Higher Education Stakeholder Briefing and Working Meeting
- Call (x3): Achieve re: "Making Career Readiness Count" paper and webinar
- Call (x2) Preparation for CCSSO Task Force meeting
- Event: AYPF Deeper Learning School visits
- Presentation: New Jersey Statewide CTE Conference
- Presentation/Event: CCSSO Career Readiness Task Force
- Call (x2): Center for Secondary School Design re: possible I3 grant partnership
- Meeting: College Board re: AP & Career Clusters brochure
- Event: ACTE school visit to Edison Academy
- Meeting: NCC-CTSO
- Meeting: Change the Equation (CTEq)
- Meeting: Committee for Education Funding (CEF)
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: U.S. Chamber of Commerce
- Call: IBM
- Call: ITIC
- Call: Boeing

- Call: Honda
- Call: STEMEd Coalition
- Call: AASA
- Meeting: Perkins Employer Coalition
- Call: RTI
- Meeting: Workforce Data Quality Campaign (WDQC)
- Event: WDQC Recommendations Briefing
- Meeting: National Association of Workforce Boards (NAWB)
- Call: ACTE
- Presentation: Ohio Board of Regents
- Meeting: National Governors Association (NGA)
- Event: CEF Budget Response
- Meeting: Council of Chief State School Officers (CCSSO)
- Meeting: National Alliance of Partnerships for Equity (NAPE)
- Meeting: Citizen Schools
- Event: Thomas Edison High School visit
- Meeting: Opportunity America Coalition
- Webinar Presentation: National State Boards of Education
- Call: National FFA
- Call: Workforce Data Quality Campaign
- Meetings & Calls with Congressional staff:
 - Sen. Warner (D-VA)
 - Rep. DeLauro (D-CT)
 - Sen. Reed (D-RI)
 - Sen. Durbin (D-IL)
 - Rep. Kline (R-MN)
 - Sen. Hoeven (R-ND)
 - Sen. Boozman (R-AR)
 - Sen. Pryor (D-AR)