



NASDCTEc and NCTEF
Board of Directors' Update
August 2013

ADMINISTRATIVE/ORGANIZATIONAL:

Audit: The accountant has completed initial year-end accounting and preparation for the audit is underway. The audit is scheduled for the week of September 30, 2013. We hope to have a draft audit report to share with the Finance and Audit Committee in November.

FY14 Dues: State dues are coming in strongly, with 44 states having paid and 11 states submitting a PO or intent forms as of the end of August. The only outstanding 'state' is Puerto Rico. Associate and Organizational final notices went out last week and as a result, those dues are coming in strong. Any stragglers have been notified that their membership will be discontinued on August 30, 2013.

Omni Ft. Worth Attrition: Staff contacted the attorney to conduct a review of the Omni Ft. Worth hotel contract to ensure that all possible avenues were explored to reduce the hotel attrition. The hotel bill was paid with the exception of the attrition. NASDCTEc/NCTEF informed the hotel it was disputing the charges and requested additional information and supporting documentation. The hotel has responded to NASDCTEc's inquiries and staff is working through the response prior to making a recommendation regarding the attrition payment.

Lost Career Cluster Inventory: As we have informed you previously, when NASDCTEc made the decision to bring the Career Cluster product inventory in-house for distribution/fulfillment, there was one pallet of missing products. Relevant Classroom requested time to work with the warehouse to locate the missing products. After many extensions of time, NASDCTEc/NCTEF requested that an insurance claim be filed. Relevant Classroom contacted the warehouse, but the warehouse indicated it was not responsible for the product's loss. Relevant Classroom also contacted its insurance agent, which also put up roadblocks. NASDCTEc/NCTEF provided all necessary documentation to begin the insurance claim, including the original receipts for the products and the estimated replacement costs of the products. NASDCTEc/NCTEF's contract with Relevant Classroom required Relevant Classroom to have insurance to cover the replacement value of any products.

New Staff: NASDCTEc is pleased to introduce you Steve Voytek, who joined the NASDCTEc team on August 21, 2013 as the Government Relations Associate. Steve can be reached at svoytek@careertech.org. A copy of his resume is attached for your reference. A blog post introducing Steve can also be found here: <http://blog.careertech.org/?p=9214>.

Common Career Technical Core (CCTC): During the month of August, the final 15 states received their draft alignment results. At the same time, GSX re-analyzed approximately 35 states' standards alignment based on a modified process that allowed state standards to be compared to multiple Career Clusters within the CCTC. This led to significant changes in nearly every one of those 35 states. NASDCTEc shared the updated alignment tables with the first 20 of those states to give the State Directors another chance to review the alignment results. NASDCTEc will be sharing the rest in early September.

In addition, NASDCTEc is now in the process of re-reviewing each state's full report, including the new alignment tables, to confirm all earlier feedback from NASDCTEc and the states has been incorporated (or explained why it was not incorporated). During this second NASDCTEc review, we are preparing the state reports for finalization by eliminating the recommendations section, significantly reducing the policy section, and making other global edits (e.g., anticipating changes to the introduction and methodology sections, etc.). At the same time, NASDCTEc is working with a designer to finalize the state report template and anticipates having this form ready for use in early September. We have an in-person meeting scheduled with GSX the first week of September to discuss the process for finalizing these reports, around which there is a lack of clarity at this time.

Now that all states have received at least one, if not more, than one draft of their results, there has been some level of pushback from a number of states on the specific results or framing of the reports. It has been this feedback that has encouraged NASDCTEc to significantly condense the alignment reports to focus narrowly on the results from the GSX-led alignment process and a much more robust description of their methodology (and how that impacts which state standards were analyzed and which weren't, and why). This has helped alleviate some concerns (along with the updated alignment results) but NASDCTEc staff has had direct follow up with Wisconsin, Ohio, Pennsylvania, North Carolina and Washington and is working with GSX to resolve any lingering issues.

We remain on track to release state results at the Fall Meeting on October 23, along with hard copies and (likely) flash drives of the state-to-CCTC and CCTC-to-state alignment results by Career Cluster, during a special closed session.

NASDCTEc has also begun work on the national report, which will be called "The State of Career Technical Education: An Analysis of State CTE Standards." This report will be released publicly at the Fall Meeting. The report will not include any state-specific alignment results, but will focus on how states organize, manage, and leverage statewide CTE standards as well as how the CCTC represent a departure from current state CTE standards.

GSX and NASDCTEc also have continued discussions on the policy and standards database. We came to nearly final agreement on the fields/searches that need to be possible and have had the opportunity to provide feedback on early samples of the standards database. There continues to be some confusion about how the database will be "online." At a minimum,

NASDCTEc can allow State Directors to download an Access file from our website, but we are still in the process of exploring the options and costs for having the database be hosted online on the NASDCTEc website.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster® Logo user agreements there have been 683 user agreements signed from 46 states, the District of Columbia, and Ireland. The top five usage states are Texas - 224, Wisconsin - 50, Virginia- 42, Illinois- 25 and North Carolina-19. Six State CTE Directors have completed the user agreement.

COMMUNICATIONS/MARKETING:

August 2013

	July	August
Visits to www.careertech.org	18,126	35,467
Top 5 states visiting www.careertech.org	Texas, Mississippi, Louisiana, Indiana and California	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	<p>The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/clusters.html</p> <p>Main Page: www.careertech.org</p> <p>Career Clusters® and Pathways: http://www.careertech.org/career-clusters/glance/clusters-occupations.html</p>	
Most Popular Download – August 2103	1,924 Student Interest Surveys	
CCTC Standards Downloads	587 in August	
CCTC Access to Searchable Database	840 to date	

Social Media Indicators:

- 16 unique blog posts in June
- 222 Total Likes on Facebook; 23 Facebook posts
- The number of people who have seen any content associated with Facebook Page (total reach for August): 838
- 262 Followers on Twitter

CTE: Learning that works for America® User Agreement Update: We have in place 48 state adoptions plus Washington, DC of the usage of the CTE: Learning that works for

America® logos. Currently 557 third-party logo usage agreements are in place, up from 546 since last month.

Website Project: Careertech.org is in its initial process of being developed as a Drupal based website. The contract has been signed with Synaxis (Web development firm). Meetings to engage the staff members in discussing functionalities have been conducted. The project is on track to have the site map developed by early September. The content development strategy has also been finalized.

MEETINGS:

2013 Fall Meeting

- Location of Fall Meeting: Marriott BWI
- Dates of meeting: October 21-23, 2013. Board meeting will be morning of October 21st (Monday). Strategic Planning meeting with Board Oct 20 (Sunday).
- Online [agenda](#) provides more information on sessions; general [information](#) page shares reservation/registration links
- Staff are in the process of inviting and confirming speakers; Brenda Dann-Messier, Assistant Secretary, OVAE is confirmed for the October 21 dinner event

2014 National Career Clusters® Institute

- The 2014 Institute will be in Phoenix, AZ June 16-18. With the approval of the Executive Committee, we are in the final stages of negotiations with the hotel. Staff brainstormed a number of content changes to the Institute format to promote a more unique and focused meeting, including a focus on quality (and the creation of a recognition program of exemplary programs in each Career Cluster), as well as industry and educational tours the last day of the meeting.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** Each month, we co-publish this advocacy newsletter that is shared with over 1,500 individuals, including members of Congress and education organizations. Over the summer, staff from ACTE and NASDCTEc reworked the marketing approach to this newsletter to increase our open rates. As a result of these efforts, open rates increased by 5 percent – a higher rate than any previous CTE Monthly newsletters.

Webinar Update:

- Pre Recorded (or On-Demand) webinar series launched last month; our first two webinars are posted online: *Sequestration* and *Career Clusters® 101*. Our newest addition is [Advocacy 101: Making the Case for CTE](#).
- August webinars:
 - August 1, 2013 Getting Students College and Career Ready – Microsoft IT Academy and Microsoft Certifications (for members only) led by Ramona with Heidi Johnson and Gene Longo of Microsoft (signed up so far: 29)
- Upcoming webinar:
 - September 26, 2013 Legislative Update - Back to School Edition: Policy and Funding with Kara Herbertson and Steve Voytek
- All general webinar information can be found at <http://www.careertech.org/resources/webinars.html>

State Director Updates:

- South Dakota: Colleen O’Neil officially left her position on August 16; on board effective August 19 is Tiffany Sanderson, Director, Career and Technical Education, Division of Curriculum, Career & Technical Education (DCCTE) at the South Dakota Department of Education.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

Congress is on August Recess and will reconvene on September 9th.

Elementary and Secondary Education Act:

- In August, the U.S. Department of Education approved Elementary and Secondary Education Act (ESEA) waivers for Pennsylvania and Maine. Thus far, 41 states and Washington, D.C., have received approval for their waivers. States with approved waivers have permission to waive key requirements of the current ESEA law, No Child Left Behind. Pennsylvania’s waiver includes industry standards-based competency assessments as a factor in calculating school performance.

Continuing Resolution and Debt Ceiling:

- When Congress reconvenes in September, they will need to come up with a compromise to pass a Continuing Resolution (CR) or face a possible federal

government shutdown on October 1st. In late August, House Speaker John Boehner (R-OH) confirmed plans to quickly adopt a short-term CR that would maintain current sequestration cuts.

- Congress also continues to grapple with the debt ceiling. The Treasury Department announced this month that it expects the federal government to reach its statutory debt limit by mid-October.

Advocacy Plan:

- The next State Directors advocacy call, originally scheduled for September 18th, will be canceled in lieu of the September Legislative Update webinar to be held on September 26th at 4:00 pm ET.
- NASDCTEc and ACTE sent the “CTE Monthly” newsletter to all members of Congress and relevant education groups.
- NASDCTEc and ACTE staff convened to discuss legislative strategy, future projects, and coordination of advocacy and communications efforts.

Events/Calls/Webinars Attended in August 2013:

- Call: Senate Democratic Steering and Outreach Committee – Sequestration Call
- Webinar: Next Generation Standards and Accreditation Policies for Teacher Preparation and Development
- Meetings: Collaboration with ACTE
- Webinar: The Comprehensive Assessment Consortia: A Progress Update
- Call: Hunt Institute CCSS Partners Call (x2)
- Call: ACTE on development of state policy update document (x2)
- Presentation: Webinar on career readiness for Innovation in Education organization
- Call: Achieve on competency-based education technical assistance and possible partnership opportunities
- Call: National Center for Literacy Education on possible partnership opportunities around Common Core literacy and CTE
- Meeting: National Board of Professional Teaching Standards
- Meeting: ACTE on coordinating efforts (e.g., strategic plan, joint Board meeting)
- Meeting: ACTE and Joe Dimartino on competency-based education
- Call: Department of Education, ACTE, CompTIA on cybersecurity pathway work of National Initiative for Cybersecurity Education (NICE)
- Meeting: Fordham Foundation
- Call: Ohio Association of Career-Technical Superintendents
- Call: North Carolina STEM Network
- Call: RTI on new project mapping STEM to Army careers
- Call: Change the Equation on upcoming salon on CTE and STEM
- Present: Day-long workshop on CTE and Common Core to Chicopee School District (MA)
- Present: Oklahoma CTE state conference
- Presentation: New York state conference
- Call: National Career Pathways Conference planning committee

- Meeting: Workforce Data Quality Campaign
- Call: Executive Committee of the National Career Academy Coalition
- Meeting: Executive Director of National Association of Workforce Boards
- Call: OVAE re: coordination of future meetings
- Meeting: Career readiness taskforce of Smarter Balanced