



ADMINISTRATIVE/ORGANIZATIONAL:

Audit: The audit is completed and we should be receiving the draft audit report in early November. We also anticipate the 990's being completed for the Finance/Audit committee to review on January 21, 2013 before being sent to the Board on January 28, 2013 for final approval.

FY14 Dues: State dues have come in strong, with 52 states having paid and 4 states submitting a PO or intent form. Staff has followed up with the remaining states and feels confident that payment will be made shortly. The only outstanding 'state' is Puerto Rico. Associate and Organizational final notices went out at the end of August and as a result, those dues have come in strong with only a few remaining memberships to be paid. Any member not responding has been removed from QuickBooks and membership has been cancelled.

Omni Ft. Worth Attrition: The hotel has responded to NCTEF's inquiries, resulting in a slight reduction in the attrition penalty, however the penalty is still substantial. To help offset the significant fee, NCTEF requested that the attrition penalty be paid back over a six-month period, with no interest. The hotel agreed and the first payment will be processed in October 2013.

Lost Career Cluster Inventory: Vivayic/Relevant Classroom have begun the insurance claim process for the lost inventory.

CAREER CLUSTERS®

Common Career Technical Core (CCTC): During the month of September, NASDCTEc continued to make significant progress on the various deliverables from the Common Career Technical Core alignment study to meet the deadline of the release scheduled for October 23, 2013. Most significantly, we completed the quality control/review process for 30 state draft reports (and completed the quality control process for the remaining drafts in the first week of October.) This process entails ensuring all state and NASDCTEc feedback was incorporated (as appropriate); all alignment results are accurate (based on the methodology); and all policy determinations are set to the same measure across states (critical for the national report and the database). This process also includes a copy edit against the NASDCTEc style guide and

the completion of the introduction and methodology sections. We are now immersed in the migration of the state reports into the common template, to be printed/shared at the fall meeting.

The national report, "The State of Career Technical Education: An Analysis of State CTE Standards" is well underway and is currently in the design phase. The report is fully drafted, with the exception of finalizing data, which has been an ongoing challenge as errors have been found and addressed through the quality control of the state reports. 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.

The Microsoft Access database is still incomplete, in part because the data are being finalized but also because of some slowness on GSX's and OSU's end. However, we remain optimistic that the database will be finalized in mid-October, allowing NASDCTEc to export Excel files for the states with their full alignment results from both the CCTC-to-state and state-to-CCTC perspectives.

In other words, we remain on track to release state results at the Fall Meeting on October 23, in the form of a hard copy report, along with a flash drive that will include the Access database, a users' guide for the database, and additional collateral materials to support the use of the state alignment reports.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 696 user agreements signed from 48 states, the District of Columbia, and Ireland. This is an increase of 152 users since April, 2013. The top five usage states are Texas, 220, Wisconsin 52, Virginia, 40, Illinois, 28 and North Carolina, 26. There are a total of 6 CTE State Directors that have completed the user agreement.

COMMUNICATIONS/MARKETING:

September 2013

	August	September
Visits to www.careertech.org	35,467	71,237
Top 5 states visiting www.careertech.org	Texas – 11,281 Louisiana – 6,733 Mississippi – 4,257 Indiana – 3,831 Illinois – 2,676	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/clusters.html	

	<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 – September 2013	4,282 Student Interest Surveys
CCTC Standards Downloads	611 in September
CCTC Access to Searchable Database	927 unique downloads

Social Media Indicators:

- 16 unique blog posts in September
- 228 Total Likes on Facebook (+26 this month); 12 Facebook posts
- The number of people who have seen content associated with Facebook Page (total reach): 617
- 168 Followers on Twitter

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 560 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). Initial site map and design templates were provided in September. The goal is to make the transition to the new platform at the turn of the year.

MEETINGS:

2013 Fall Meeting:

- Location of Fall Meeting: BWI Airport Marriott near the Baltimore, MD area
- 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
- The hotel activated their provision to set the room rate at the federal per diem at the time of the meeting, which will make room rates set at \$121
- The meeting kicks off with the 6 p.m. dinner event October 21; full day of sessions on October 22 and on October 23 a plenary session begins the day, followed by a closed session –open only to State CTE Directors and approved proxies or guests. Meeting ends at noon

2014 National Career Clusters® Institute:

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

- Be in Phoenix, AZ June 16-18. We have secured the contract – after long and hard work; we were very conservative in what was committed to the hotel
- Be focused on Pathways to College and Career Readiness, with Career Clusters playing a more supporting role
- Provide Career Pathways workshop pre sessions
- Draw upon the greater public familiarity with NASDCTEc and include it in our marketing and promotional efforts, showcasing that the Institute as a product of both NASDCTEc and NCTEF
- Continue having an Advisory Committee, to assist with judging presentations, providing feedback throughout the process and assist with the on-site logistics
- Feature Mark Milliron as the June 17 general session speaker
- Have exciting school and business tours on June 18
- Strive to be unique in our approach – incorporating new events and programs that differentiate this conference from previous years and from other conferences

We have been working with state staff from Arizona, who are assisting with volunteers, the loan of projectors, tour outreach and contact names. Milt Ericksen has been very helpful in working with us on getting connected on tours.

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 August 2013; our first two webinars are posted online: *Sequestration* and *Career Clusters® 101*. Our newest addition is [Advocacy 101: Making the Case for CTE](#).
- August and September 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 (attendee count: 17)

- September 26, 2013 Legislative Update - Back to School Edition: Policy and Funding with Kara Herbertson and Steve Voytek (attendee count: 26)
- Upcoming webinar: State Policy Update October 31
- All general webinar information can be found at <http://www.careertech.org/resources/webinars.html>

State Director Updates:

- California: Mr. Russell Weikle, formerly the Interim State Director, Administrator, Program and Administrative Support Office, California Department of Education, has been made 'official' and is the State CTE Director for California
- South Dakota: Tiffany Sanderson, Director, Career and Technical Education, Division of Curriculum, Career & Technical Education (DCCTE), South Dakota Department of Education (DOE) replaces Colleen O'Neil

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy:

Continuing Resolution and Debt Ceiling:

- After ongoing debates in September, Congress was unable to come to a compromise on a Continuing Resolution (CR) that would keep the government open after its FY 2013 expired on October 1 and, consequently, the federal government shut down on October 1, 2013.
- In addition to the government shutdown, the nation is also expected to hit the debt ceiling and go into default by October 17th if Congress doesn't act. The U.S. technically hit its debt limit in May of 2013, and the Treasury Department has already been taking extraordinary measures since that time to make sure the government has money to meet its obligations. In mid-October, the Treasury Department will have exhausted its options. Potential impacts of hitting the debt ceiling could include:
 - A stock market plunge, an increase in Treasury bond rates, an increase in mortgages and credit card rates, and thus, problems for financial and energy markets across the world.
 - Congress must act to address the issue by coming up with a plan to either raise or not raise the debt ceiling. House Republicans have been working on a bill to address the debt ceiling. The bill would reportedly suspend the debt limit until December of 2014 and delay the Affordable Care Act by 1 year.

Carl D. Perkins Career and Technical Education Act:

- In September, the House Education and the Workforce Subcommittee on Early Education, Elementary, and Secondary Education took a major step forward by

holding the first hearing in the Perkins reauthorization process. The hearing, titled "Preparing Today's Students for Tomorrow's Jobs: A Discussion on Career and Technical Education and Training Programs," purported to present broad issues related to CTE and the role Perkins has as a catalyst for improving and innovating CTE programs.

- NASDCTEc President John Fischer was selected to be a witness at the hearing. His testimony was organized around NASDCTEc's 2010 vision statement (*Reflect, Transform, Lead: A New Vision for Career Technical Education*) which was included in the supplemental materials submission along with NASDCTEc's Perkins reauthorization recommendations.
- Fischer spoke about the need for common data collection standards, definitions, and incentives; clear expectations for high quality CTE programs; and a more active role for states. He also emphasized strengthening collaboration between secondary CTE, postsecondary CTE, and businesses through consortia and private-sector engagement. He also highlighted his state of Vermont's use of its reserve fund as an innovation fund and explained how that model could be applied nationally.
- The other witnesses at the hearing were Alvin Bargas, President of Associated Builders and Contractors (ABC) Pelican Chapter of Baton Rouge, Dr. Sheila Harrity, Principal of Worcester Technical High School in Worcester, Massachusetts, and 2014 MetLife/NASSP National High School Principal of the Year, and Frank Britt, CEO of Penn Foster.
- Britt focused on the advantages of online, hybrid, and blended learning programs. Through these programs, students have the opportunity to take additional classes, earning credits for courses that are not offered at their home school, and to provide instruction at a pace tailored to the individual needs of a student. Harrity and Bargas emphasized the important role of business and industry in the CTE system and the need to better link CTE programs to current and future labor market needs. Harrity especially emphasized how over 350 partnerships with industry helped her school to implement CTE programs and infrastructure needed to launch the school's transformation.
- At the end of the hearing, Chairman Rokita remarked that the committee had plans in the coming weeks to begin discussions on a wide range of proposals to help improve the Perkins Act. Congressional staffers have indicated that another Perkins-related hearing will occur in mid to late October; although this timeline may be adversely affected by the Continuing Resolution and debt limit issues in Congress.

Advocacy Plan:

- NASDCTEc staff continues to meet with Congressional staff to advocate for Perkins and CTE. Hill staff have expressed specific interest in: Programs of study; Reporting requirements for non-traditional students and conversations around equity; Potential for innovation funding; Effects of maintenance of effort and hold harmless provisions; and Improving accountability through better-defined performance measures.
- 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.

- As Perkins reauthorization begins, staff is working with Congressional staff to schedule visits for Congress members to high-quality CTE programs in the Washington, DC, metropolitan area. Visits are currently being scheduled for November 2013.
- NASDCTEc, in collaboration with ACTE, is bringing together groups and organizations that have an interest in Perkins through a “Perkins Coalition” group. The group will identify areas of potential collaboration to help CTE stakeholders form a unified voice as Perkins reauthorization picks up.
- The next State Directors advocacy call, originally scheduled for September 18th, will be held on December 10th 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 September 2013:

- Call: Hunt Institute CCSS Partners Call (x2)
- Meeting: Pathways to Prosperity Forum planning meeting
- Meeting: National College and Career Ready Success Center Partners Council meeting
- Call: Student Achievement Partners, National Center for Literacy in Education, ACTE and College Board regarding partnership opportunity around Common Core and CTE
- Call: Smarter Balanced Assessment Consortium Career Ready Task Force
- Presentation: Policy Innovators in Education Network (PIE Network) Fall Summit
- Presentation: Ohio Board of Regents Fall Perkins meeting
- Meeting: CTE Working Group hosted by Business Roundtable
- Event: Higher Education Roundtable hosted by Lumina Foundation, America’s Promise and Civic Enterprises
- Webinar: Center on Great Teachers and Leaders Communication Coordination and Collaboration Council meeting
- Webinar: Common Core State Standards and New Assessments
- Calls: Next Steps Working Group
- Meetings with Congressional staff:
 - Jacque Chevalier (House Committee on Education and Workforce)
 - Rosemary Lahasky (House Committee on Education and Workforce)
 - Rep. Jim Langevin (D-RI)
 - Rep. GT Thompson (R-PA)
 - Rep. Jared Polis (D-CO)
 - Rep. Bobby Scott (D-VA)
- Event: American Enterprise Institute: Is unemployment cyclical or structural?
- Meeting: NCC-CTSO
- Event: U.S. Chamber of Commerce: Education Reform Summit
- Event: House Education and Workforce Subcommittee Hearing
- Presentation: SkillsUSA
- Presentation: Ohio Board of Regents
- Event: Education and Workforce Hearing: Keeping College Within Reach
- Meeting: Workforce Data Quality Campaign National Partner

- Call: Brookings Institute
- Call: NCAC Executive Committee Meeting
- Call: Robin Wilner, NY State Ed and P-Tech
- Call: Naomi Housman, Taskstream
- Call: National Association of Secondary School Principals
- Meeting: Industry Workforce Needs Council
- Meeting: College Board
- Meeting: ACTE Executive Director
- Meeting: OVAE
- Meeting: Department of Labor, Employment and Training Administration
- Meeting: International Baccalaureate - International Summit on CTE –The Hague, Netherlands
- Keynote: National Council of Local Administrators
- Meeting: National Career Academy Convening
- Meeting: National College and Career Readiness Center
- Meeting: Joe DiMartino re: competency-based education