



ADMINISTRATIVE/ORGANIZATIONAL:

Overview: Preparations are continuing for the audit; the onsite visit is scheduled for the week of November 3, 2014.

Membership Dues: To date, 48 states, the District of Columbia, Palau, Guam and Puerto Rico have paid their dues and an additional two states have submitted their intent form. The Virgin Islands have been actively working to process FY 15 dues; payment continues to look promising. As of the end of October, 101 percent of budgeted state dues had been received and 114 percent of the budgeted Associate and Organizational dues have been collected. We have reached our budgeted organizational and associate revenue goals due to an additional three organizational members joining, as well as several new associate members.

ACTE/NASDCTEc Collaboration on VISION Conference: With the feedback from the NASDCTEc/NCTEF Board of Directors, staff updated the memorandum of understanding defining roles and responsibilities for the 2015, 2016 and 2017 VISION. The staff of both organizations are meeting on November 4, with the expectation of being able to finalize the agreement in the near-term and announcement the collaboration at this month's VISION in Nashville, TN.

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

Board Conference call: January 27, 2015

3 p.m. - 4 p.m. ET NASDCTEc - **Topic:** FY16 Dues

4 p.m. - 5 p.m. ET NCTEF – **Topic:** Fundraising Plans

2015 Spring Meeting

In-person Board Meeting: Tuesday, April 7, 2015

Board Conference call: June 23, 2015

3 p.m. - 4 p.m. ET NASDCTEc

4 p.m. - 5 p.m. ET NCTEF

Topic for both calls: Budget Proposal for FY 16

Joint ACTE/NASDCTEc Executive Committee Meeting: Plans have started for the second joint Executive Committee meeting between NASDCTEc and ACTE. The meeting will take place in January 2015.

CAREER CLUSTERS®

Career Clusters Leadership Pilot: The Career Clusters Leadership Pilots (CCLP) held kickoff meetings for the Manufacturing and Agriculture, Food and Natural Resources Career Clusters on October 20 in Baltimore, Maryland. During the meeting, participants discussed ways in which to advance implementation of their respective Career Cluster by considering issues such as industry partnerships, program quality and awareness building efforts.

Moving forward, pilots will meet regularly via webinars to conduct their work. By the end of the year, each pilot will establish work plan that will lay out the action steps and deliverables that will guide the work. There is also potential for cross-pilot work as both groups consider tackling similar issues.

Excellence in Action Award: As announced during NASDCTEC’s business meeting on October 21, we will be opening the application process for the 2015 Excellence in Action awards the week of November 10. At the same time, we will begin recruiting State CTE Directors (and their staff) to serve on the selection committee to help review the applications. We will be recognizing the award winners at our 2015 Spring meeting, and are planning an formal award ceremony. This year’s process will build on the successes and lessons learned of the 2014 awards and, as a result, we are anticipating a significant increase in applications and, hopefully, will be able to recognize excellent programs in the majority of Career Cluster areas.

Briefly, the major dates and deadlines for this year’s award are:

- November 12, 2014: Award announcement is live
- December 3, 2014: Applications are due and selection committee is finalized
- December 12-January 9: Selection committee reviews applications (no more than 10 each)
- Week of January 19, 2015: Selection committee participates in calibration call
- February 6, 2015: Winners are notified and invited to 2015 Spring meeting
- April 8, 2015: Award winners announced publicly/honored at award ceremony

COMMUNICATIONS/MARKETING:

October 2014 Website Indicators	September	October
Total Page views www.careertech.org	195,341	180,854
Careertech.org total sessions:	44,341	50,110
Top 5 states visiting www.careertech.org	Texas Louisiana Mississippi Indiana Alabama	

Most popular searches	Career Clusters, CTE
Traffic Sources	43% direct (http://careertech.org), 34% organic search (all terms) and referral (link to) 22.6%.

Social Media Indicators:

- 10 unique blog posts in October
- Total page views: 1,256 (*as of October 20, when Google analytics was enabled*)
- Total sessions: 756 (*as of October 20, when Google analytics was enabled*)
- 839 followers on Twitter (+60 this month)
- 872 Total likes on Facebook (+98 this month); 16 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 1,498

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 703 contacts with access to logo usage, up from 700 third-party agreements last month.

Website Project Update: Finishing touches are being put on registration export, the final component of the event registration function. Anticipated to be completed on the development site in November, migration to the main site will represent the conclusion of the website overhaul project.

Communications and Outreach: October was a light month in communications, with most external outreach focused on the Fall Meeting and internal communications focused on the transition of responsibilities to the new Communications Associate. In addition to the posting of remaining sponsor blog posts and meeting event notices at the beginning of the month, Fall Meeting related communication included social media updates on site and blog reflections on the meeting; in addition to welcome posts for the new State Directors of Delaware and Idaho; a check in with our Arts, A/V Technology and Communications Career Cluster Excellence in Action awardee; and the open badging webinar. The second Learning that Works for You newsletter, originally scheduled for release September 30, 2014, was distributed October 2, 2014.

MEETINGS:

Fall Meeting 2014: This month, NASDCTEc held our annual Fall meeting. In total, we had 150 participants (not including speakers and staff), exceeding our registration goals, as well as our sponsor goals.

We are currently in the process of reviewing the feedback data from the post-event survey (which is due on October 31), but early feedback was generally very positive with regards to the speakers, collaboration roundtables and integration of postsecondary content into the meeting.

2015 Spring Meeting Save the Date

- Spring Meeting Location: Omni Shoreham – Washington, DC
- Date: April 8 - 10, 2015

MEMBER SERVICES:

Publications and Webinars: On October 7, we held a webinar with NOCTI – “Badging 101: The What, the Why and the How.” In total, there were 90 participants on this webinar from across 30 states.

In November, we will be holding a series of State Director-only webinars to share and dive into the findings from the Perkins implementation survey NASDCTEc conducted in early 2014.

In December, we have a webinar on our upcoming publication “The State of Career Technical Education: Employer Engagement in CTE” on December 3 at 3 pm ET, in coordination with the public release of this report.

State Policy Update: As we approach the end of the year, NASDCTEc is beginning its annual state policy review in conjunction with ACTE. Emails will be going out to State Directors during November and December to capture major legislative and state board actions from 2014. The anticipated publication date is mid-January 2015. A webinar will also be scheduled to discuss the major findings.

Also, NASDCTEc is revamping its state fact sheets, which will be delivered at the same time as the State Policy Review.

State of CTE: Employer Engagement in CTE: After releasing a draft of this publication at the 2014 Fall Meeting, NASDCTEc is putting the finishing touches on the report, which will include a state-by-state appendix of employer engagement examples. The official release date is scheduled for December 3. A communications strategy is being planned to publicize the paper. A public webinar will be held on the same day to discuss the findings in more detail. The webinar will be at 2 p.m. ET, December 3.

CTE Monthly: October CTE Monthly released; Career Cluster® focus: Manufacturing. Middlesex County Vocational School, New Jersey featured.

International Study Tour: Swiss VET System: NASDCTEc President Scott Stump, Past President John Fischer, Board member Eric Spencer, Executive Director Kimberly Green and State CTE Director in Delaware, Luke Rhine, were part of a 50-member delegation that participated in a study tour of the Swiss Vocational Education and Training System. As members of the CCSSO Career Readiness Taskforce, the tour provided a glimpse into an employer-led educational system where 75 percent of students participate in a vocationally-oriented apprenticeship after completing compulsory education at grade nine. Further, the Swiss system, unlike most other European models, affords students what they call *permeability* – the ability to transfer from the vocational track to the university track at certain points along one’s education and career path. The study tour’s observations influenced the forthcoming CCSSO taskforce recommendations, due out in early December, by underscoring the critical importance of early career exploration, real-work experiences and employer engagement.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

Funding:

- Last month, Congress passed a Continuing Appropriations Resolution (CR) which extended Fiscal Year (FY) 2014 funding levels for all non-defense discretionary (NDD) programs and agencies, including the Department of Education (ED) and the Carl D. Perkins Act (Perkins), into FY 2015 which began on October 1st. Due to imbalances between projected revenue levels in FY 2015 compared to those in FY 2014, a small across-the-board cut was applied to all of these programs. Perkins FY 2014 state grant allocations were retroactively impacted by this cut, despite the forward-funded nature of the program, which amounted to .0554 percent reduction split partially between the program’s remaining FY 2014 allocation and the upcoming FY 2015 allocation.
- In total, 38 states’ FY 2014 allocations were impacted which resulted in approximately \$425,000 in funding reductions. States received guidance and justification for these

retroactive changes from ED's Office of Career, Adult, and Technical Education (OCTAE) on October 1, but possible future adjustments to the Perkins basic state grant program allocation amounts remain unclear due to the current CR's expiration on December 11th, 2014.

- Despite this December 11th deadline, Congress has spent the majority of its time away from Capitol Hill campaigning for the upcoming midterm elections set to begin on November 4th. Both political parties have been at an impasse ahead of these elections, with neither willing to consider comprehensive funding legislation or other policymaking activity until it becomes clearer which party will control the Senate, and relatedly the entire Congress. The length and content of future funding legislation is therefore dependent on the outcomes of these elections.
- Nevertheless, NASDCTEc and its partners have publicly called on Congress to pass comprehensive appropriations legislation to replace the current CR and restore the remaining cuts to the Perkins basic state grant program (letter attached). Public communications have also highlighted the disruptive nature of retroactive cuts in the middle of an academic year and Congress has seemed receptive to this message.

House CTE Caucus Hearing:

- NASDCTEc Executive Director, Kimberly Green, testified in Harrisburg, Pennsylvania this month before the House Career and Technical Education Caucus. The hearing was convened by Caucus Co-Chair Thompson (R-PA) who was joined by State Senator Blake (PA-22) and U.S. Representatives Kelly (R-PA) and Perry (R-PA). NASDCTEc's testimony centered on the organization's 2010 CTE Vision document and provided a series of recommendations for the reauthorization of the Perkins Act. In addition to this testimony, NASDCTEc submitted the organization's formal Perkins legislative recommendations for the hearing record. More broadly, the hearing focused on strategies for developing meaningful employer and CTE program partnerships and explored methods for ensuring CTE program linkages to the wider economy.

Upcoming "Lame Duck" Session of Congress:

- Following the passage of the most recent CR, Congress has been adjourned for the past seven and half weeks to prepare for the upcoming midterm elections set to take place on November 4th. Both Chambers are expected to reconvene following these elections in a "lame duck" session of Congress, where NASDCTEc expects legislative activity primarily on the passage on new appropriations legislation. Although it was hoped that other education legislation, including Perkins, would be considered, NASDCTEc expects little legislative activity prior to the 114th Congress.

Advocacy Plan:

- NASDCTEc has met Senate principal staff on the Perkins Act, along with other Senate Health, Education, Labor and Pensions (HELP) Committee members, to promote the organization's recommendations and priorities for Perkins reauthorization. Senate, principal staff have continued to meet periodically on broadly defined principles for Perkins reauthorization, but formal legislative progress has been minimal up to this point. Recent meetings with Senate staff indicate that formal legislative activity on

Perkins in that Chamber will not likely begin until the start of the 114th Congress, set to begin in January 2015.

- NASDCTEc, in conjunction with ACTE, have also met with principle appropriations staff in both the House and Senate. These meetings have centered on a joint letter from both organizations calling for a restoration of sequestration cuts to the Perkins basic state grant program which has also been shared with all education staff for members on the Labor, Health and Human Services, and Education Appropriations Subcommittees in both Chambers.
- NASDCTEc has been in discussions with Congressional leadership staff and U.S. Department of Labor and Education leadership regarding ongoing concerns for how WIOA's infrastructure funding provisions will be implemented. These discussions are ongoing and we expect additional clarification on this issue in January when new regulatory guidance is set to be released.
- The next State Directors advocacy call will be on **November 7th, 2014 at 4:00 p.m. ET**

Events/Calls/Webinars attended in October 2014:

- Meeting: Federal Forum on Transportation Workforce Training at the U.S. Department of Transportation
- Call: ACTE re: joint workplan
- Call: ACTE re: VISION/Career Clusters Institute merger
- Meeting: America's Promise Alliance Trustees Meeting
- Call: Jerry Migler of Colorado Community College System
- Call: Achieve re: NGSS contract and partnership
- Presentation: National Career Academic Coalition (How to be an Effective Spokesperson & Advocate for CTE)
- Facilitator: NACEP State Policy Workshop
- Meeting: NAPE National Advisory Board
- Call: National Council of Agriculture Educators re: AFNR standards revision
- Call: Neil Ridley, Center for Education & Workforce, Georgetown University
- Webinar: Council Great City Schools on WIOA
- Call: Alex Johnston re: funding proposal
- Call: U.S. Department of Education, Office of Career, Adult, and Technical Education (OCTAE)
- Call: National Alliance for Partnerships in Equity
- Call: Association of Career and Technical Education
- Meeting: Perkins Employer Coalition
- Meeting: Opportunity America
- Call: Opportunity America
- Call: New America Foundation
- Meeting: NASDCTEc Fall Meeting
- Event: House CTE Caucus Hearing
- Meeting: Workforce Data Quality Campaign
- Call: Boeing

- Meeting: OCTAE STEM Forum
- International Travel: Study Tour of Swiss VET System with CCSSO Career Readiness Taskforce
- Testimony: House CTE Caucus Field Hearing
- Meeting: NCAC Board of Directors
- Meeting: Certiport
- Webinar: Council of State Governments
- Meetings & Calls with Congressional staff:
 - Sen. Mikulski
 - Sen. Reed
 - Sen. Alexander
 - Sen. Casey
 - Rep. Thompson
 - Sen. Murray
 - Sen. Cochran
 - Sen. Kirk
 - Sen. Kaine
 - Sen. Blumenthal
 - Rep. Kline