



NASDCTEc and NCTEF
Board of Directors' Update
February 2015

ADMINISTRATIVE/ORGANIZATIONAL:

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

NCTEF Board call: March 20, 2015

3:30p.m. – 4:30 p.m. ET

2015 Spring Meeting

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

NCTEF: 8 a.m. – 11 a.m.

Lunch: 11 a.m. – Noon (RSVP required)

NASDCTEc: Noon – 5 p.m.

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 FY16

Maryland Skills USA Bus Tour: On Saturday April 18, NCTEF will be co-hosting an event with American Youth Policy Forum and the Maryland Department of Education/Maryland Skills USA to bring about 30 participants representing national education organizations, Congressional offices, press and the philanthropic community to Maryland's State Leadership and Skills Championship. We have invited the Senate CTE Caucus to co-host the event as well.

Participants will have the opportunity to observe employer-designed and judged competitions, talk with current students and recent graduates, and hear from Maryland's state leaders and employers on the value of CTE and experiential learning. Invitations will be going out to participants in the second week of March.

Roundtable on Competency-based Pathways and CTE: NASDCTEc is partnering with Achieve to co-host a roundtable on CTE and competency-based pathways on May 7. This will be an invite-only roundtable with representatives from 8-10 states (all members of Achieve's competency-based pathways working group), and focus on elevating common challenges with integrating CTE and competency-based pathways, and potential solutions that can be scaled and replicated within and across states.

Following the roundtable, NASDCTEc is responsible for writing a briefing paper summarizing the event and the overall discussion. This paper will be co-released in June 2015.

New Partnerships: NASDCTEc's Executive Director has been appointed to the Pearson Employability Advisory Board, as well as the Certificate Accreditation Program of the American National Standards Institute and the National Academies STEM Workforce Summit Committee (designed to help guide NSF's future investments in workforce programs). NASDCTEc was asked to partner with the Lumina Foundation, CLASP and the Corporation for a Skilled Workforce on an initiative focused on reimagining the credentialing system in the US. The work will include a National Credentialing Summit this fall.

Finance Committee: The Executive Committee has appointed Rich Katt to replace Eric Spencer on the Finance/Audit Committee. Eric Spencer resigned from the committee in January 2015. During the Spring Meeting we will be looking to for volunteers to the remaining term of Eric Spencer and two additional terms that expire June 30, 2015. If you are interested in serving on the Finance/Audit Committee please contact Karen Hornberger at khornberger@careertech.org.

CAREER CLUSTERS®

Career Clusters® Leadership Pilot: The Pilots' subcommittees began to dig into their work during the month of February. As the work got underway, some of the subcommittees identified a lead person to work with NASDCTEc to manage the development of potential deliverables.

Specific subcommittee updates are as follows:

- (Joint) Work-based Learning: The subcommittee has chosen to start with the secondary education framework. Anne Freeman of New Jersey has been tapped to lead this work.
- (MN) Course Sequences: This group has already completed work on one deliverable, which will be presented to the broader pilot during the April 10 meeting.
 - The deliverable, a one-page resource that illustrates the development of a program of study, was initially created by Andrew Wermes of Iowa. His initial state-specific work was then adapted for a national context. NASDCTEc has agreed to create a companion resource—an on-demand webinar titled, "Programs of Study 101".
 - The subcommittee, under the direction of Sharon Wendt of Wisconsin, will expand on this work to contextualize it to the Manufacturing Career Cluster. The result will likely be another on-demand webinar/PowerPoint.
 - The subcommittee has also agreed to conduct a case study of the Wisconsin Rigorous Programs of Study grant in manufacturing. NASDCTEc will manage this work.

- (MN) Industry-recognized Credentials: Ginny Karbowski of Minnesota has stepped up to lead the work of this subcommittee, given Minnesota’s ongoing initiative to embed industry-recognized credentials (IRCs) into manufacturing programs at the secondary and postsecondary levels. The Minnesota State Team has used the NASDCTEc Manufacturing Credentials List as the basis for its work. In March, the subcommittee will meet to learn more about Minnesota’s process and consider how and in what ways it may be used for the subcommittee’s work.
- (MN) Employer Engagement: The involved states (Iowa, Wisconsin, Minnesota and Tennessee) have agreed to track their engagement with manufacturing-related employers between March and June. Then the subcommittee will analyze that activity to consider the best ways to promote CCLP and its work to the manufacturing employer community. The subcommittee will work with the pilot’s employer representatives to develop talking points and messaging to be used with the employer community.
- (Ag) Labor Market Information/Career Ladders: Due to research and data barriers, this work is currently on hold while other options are investigated.

The pilots will meet jointly from 7-9 a.m. on April 10 at the Omni Shoreham Hotel in Washington, D.C., to provide updates on the deliverables and plan their work for the remainder of the pilot year.

COMMUNICATIONS/MARKETING:

February 2015 Website Indicators	January	February
Total page views www.careertech.org	127,259	117,514
Careertech.org total sessions:	34,458	32,745
Top 5 states visiting www.careertech.org	Texas Louisiana Mississippi Indiana Alabama	
Most popular searches	Career Clusters, CTE	
Traffic sources	41% direct (http://careertech.org), 43.6% organic search (all terms) and referral (link to's) 14.9%	

Blog Indicators:

- Total page views: 3,054 (from 2,268)
- Total sessions: 1,883 (from 1,483)
- Most visited blog posts: Register today for upcoming Webinars (51 page views), Interest in

State CTE Policy Growing Across the Country (48 page views)

- Arrivals: 62.7% organic search, 23% direct, 5.5% email, 5.2%

Social Media Indicators:

- 18 unique blog posts in February
- 1,068 followers on Twitter (+134 this month)
- 1,216 Total likes on Facebook (+195 this month)

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 there are 703 contacts with access to logo usage.

Excellence in Action Awards: The 2015 Award Winners have been selected, and staff is working with each award winner for materials for the 2015 Spring Meeting Award Luncheon and Reception. We are excited to have winners representing seven states and nine Career Clusters®:

- New Jersey has two winners, one in the Business Management & Administration Career Cluster and one in Science, Technology, Engineering and Math Career Cluster.
- California has one award recipient in the Manufacturing Career Cluster.
- Illinois has one award recipient in the Agriculture, Food & Natural Resources Career Cluster.
- Kentucky has an award recipient in the Human Services Career Cluster.
- Ohio has two award winners, one in the Hospitality & Tourism Career Cluster and one in the Architecture & Construction Career Cluster.
- Nebraska has an award recipient in the Transportation, Distribution & Logistics Career Cluster.
- Tennessee has an award recipient in the Health Science Career Cluster

MEETINGS:

2015 Spring Meeting Update:

- The meeting is in Washington, DC at the Omni Shoreham – Wednesday, April 8 – 10, 2015
- As of March 3, we have 126 registered. Registration is open until March 20, 2015. If you or your staff have not already done so, please find more information for how to register for the meeting [here](#).
- Sponsorships have reached an all-time high of \$50,500 with 7 Diamond Sponsors.
- We would like you to be aware of several events that will take place in conjunction with the Spring Meeting, but will not appear on the full agenda. Invitations for these events will be circulated shortly. A list of confirmed events so far:
 - OCTAE New Member Orientation— OCTAE officials would like to welcome new and returning State Directors for an introduction to their office and an

overview of the responsibilities for administering the Perkins Act. This will be held on Tuesday, April 7th, 2015 in the Governor's Room from 9:00 – 3:00 p.m. ET.

- The Center for Law and Social Policy (CLASP) will be convening a listening session on postsecondary CTE data issues. Postsecondary members and their staff are encouraged to participate. The session will be run as a working lunch. This will be held on Wednesday, April 8th, 2015 in the Hampton Room from 12:25 – 1:30 p.m. ET.
- OCTAE will be holding regular office hours every day of the conference to meet with staff and receive guidance and assistance on CTE and Perkins-related issues. Please be sure to register by March 27th at this address: http://cte.edu.gov/reg_directors/. These will be held from Tuesday, April 7 through April 10, 2015 in the Calvert Room from 8:00 – 6:00 p.m. ET daily.
- Overall we have a very [strong agenda](#) that will be featuring a daily theme for each day of the conference:
 - Wednesday: Cross-sector collaboration and employer engagement
 - Thursday: Featuring CTE excellence across the country
 - Friday: Federal policy focus— Perkins, ESEA and Higher Ed
- We are also proud to note that we will have a keynote address from Chauncey Lennon of JP Morgan Chase to start off the meeting on Wednesday, followed by a panel of high-level Administration officials discussing the implementation of the Workforce Innovation and Opportunity Act (WIOA).

Future of CTE Summit: We are now confirmed to host the Future of CTE Summit at the Gaylord Palms Resort, outside of Orlando, FL, October 6, 7, and 8, 2015. More details coming soon!

We have made great progress in securing Summit co-conveners. To date, the Council of Chief State School Officers, National Governors Association, National State Boards of Education, Council of State Governments, ACTE, the U.S. Chamber of Commerce and the National Skills Coalition have committed to being co-conveners. We have are working through the process of securing AACC/The National Council of State Directors of Community Colleges as partners, which is looking very positive.

With the event date secured, we will begin to build a full project plan, including the launch of the registration (in March), as well as the pre-event input sessions, briefing papers, webinars, etc. as well as the selection of the planning committee from within our organization and the co-conveners.

NASDCTEc/Career Clusters @ ACTE VISION: The invitations have gone out to nearly all the sessions NASDCTEc is responsible for at the ACTE VISION event. We will be sharing array of

content soon. But as a preview, the sessions are anchored around the elements of the RPOS framework and include a sequenced set of sessions that showcase how state and local policies, collaboration or initiatives are working in concert to advance high-quality CTE programs of study. NASDCTEc is also participating in the postsecondary planning committee for ACTE VISION. The expectation is that the number of postsecondary-focused sessions will double this year. Lastly, we are working to identify potential sites for tours before the VISION conference.

MEMBER SERVICES:

Publications and Webinars:

State Policies Impacting CTE: 2014 Year in Review: On February 5th, NASDCTEc co-hosted a [webinar](#) with ACTE to present findings from our second annual “State Policies Impacting CTE: 2014 Year in Review.” The webinar attracted 33 attendees, many of whom were State CTE Directors. And, on February 10th, we hosted a webinar (with more than 40 participants) to do a deeper dive into two states’ (Alabama and Kansas) efforts to engage employers, as a follow up to our “The State of Career Technical Education: Employer Engagement in CTE” report.

The paper and companion webinar can be found at www.careertech.org/webinars. The report was promoted by partner organizations such as AIR’s College & Career Readiness & Success Center blog. In March, NASDCTEc and ACTE will present the findings of this paper during a regular call for Common Core State Standards partner organizations, hosted by the [Hunt Institute](#).

New this year, NASDCTEc has created a members-only downloadable resource that compiles all of the 2014 policies found in the “Year in Review” report. The database allows users to search for specific policies by category or state and can be downloaded [here](#).

Employer Engagement: State Perspectives: In February, NASDCTEc hosted a **webinar**, “Employer Engagement: State Perspectives,” which built on NASDCTEc’s new report on employer engagement in CTE. The webinar featured two states – Kansas and Alabama – and their employer partners to discuss how they work together to improve and align their CTE systems. The webinar can be viewed on-demand [here](#).

About NASDCTEc and CTE & Student Achievement Fact Sheets: This month, NASDCTEc released another new **fact sheet**, “[CTE & Student Achievement](#),” to explore and clarify the complicated relationship between CTE and student achievement, as well as an updated two-page fact sheet “[About NASDCTEc](#)”.

CCTC On Demand Webinar: NASDCTEc also released its latest **on-demand webinar** on the Common Career Technical Core’s development process, with the PPT slides and talking points available in the members’ only section of our [website](#).

Looking ahead, we currently do not have a webinar scheduled for March, but plan to host a series of webinars with the Excellence in Action winners in April and May. We also will plan to co-host a webinar with the Asia Society to release a white paper we have co-written (with ACTE and College Board) on global competency and CTE, in either late April or early May. In March, we will be releasing a new policy brief entitled “Endorsements, Electives & More: CTE in State Graduation Requirements,” exploring common state approaches to offering or requiring CTE courses and assessments within a statewide set of graduation requirements, offer illustrative examples of state-level policies and elevate implementation issues for consideration.

CTE Monthly: February CTE Monthly Career Cluster® Spotlight: Architecture and Construction; program in St. Paul, Minnesota [highlighted](#).

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

President’s Fiscal Year (FY) 2016 Budget Request

- President Obama formally kicked off the budget and appropriations cycle for FY 2016 with his annual budget request to Congress. The request proposes to eliminate the sequester caps mandated by the Budget Control Act of 2011 and increase overall spending on discretionary programs by significant amounts.
- The request calls for an additional \$3.6 billion for the U.S. Department of Education (ED) — a 5.4 percent increase over FY 2015 funding levels. The budget would also increase the U.S. Department of Labor’s appropriation by 10.3 percent over last year’s levels as well.
- The Obama Administration is also proposing \$200 million in additional funding for the creation of the American Technical Training Fund (ATTF), a new competitive grant program similar in size and shape to the soon-to-be expired Trade Adjustment Assistance Community College and Career Training (TAACCCT) grant program.
- Unfortunately no new funding was proposed for the Perkins Act’s basic state grant program which is still \$5 million below pre-sequester levels. However, the administration does propose an additional \$2 million for Perkins national activities to administer the ATTF. More coverage on the release can be found [here](#).

ESEA

- Both Chairman Alexander (R-TN) of the Senate Health, Education, Labor, and Pensions (HELP) Committee and the Chairman of the House Education and the Workforce (HEW) Committee have prioritized the reauthorization of the Elementary and Secondary Education Act (ESEA) in the newly convened 114th Congress.
- In the House, the Student Success Act (H.R. 5) was passed by the House Education and Workforce Committee on a strict party line vote that did not garner any Democratic support. Upon its passage from the Committee, the Obama White House issued

several veto threats and expressed significant concern regarding a number of proposals in the legislation.

- Nonetheless, House Republicans were successful in bringing H.R. 5 to the floor of the House where it was considered by the full Chamber. However, conservative groups and elements within the Republican Caucus began to lobby against the bill and House leadership was forced to remove the bill from the floor for a yet to be determined period of time.
- In the Senate, Chairman Alexander and Ranking Member Patty Murray (D-WA) have been negotiating a bipartisan ESEA proposal based on Alexander's recently released discussion draft in January. Negotiations are still ongoing and NASDCTEc expects a bill to be introduced sometime the week of March 9th. More coverage of the ESEA process can be found [here](#).
- As ESEA negotiations continue, NASDCTEc was successful in supporting the introduction of the Career Ready Act of 2015. Formally introduced by Senators Baldwin (D-WI), Kaine (D-VA) and Portman (R-OH), the bill would encourage states to incorporate indicators of student career readiness within their accountability systems as well as strengthening career counseling components within ESEA's secondary school counseling program. NASDCTEc is working with the HELP committee to embed these provisions into the larger ESEA negotiation process.

WIOA

- In January, the U.S. Department of Labor (DOL) quietly announced that they had delayed the release of regulatory guidance for state and local implementation of the recently passed Workforce Innovation and Opportunity Act (WIOA). NASDCTEc expects the U.S. Departments of Labor, Education, and Health & Human Services to release this guidance in late Spring that should provide additional insight into a number of outstanding issues remaining with the law's implementation.
- Since that announcement, DOL has released a Training and Employment Guidance Letter (TEGL) No. 10-34 which lays out the Department's vision for WIOA implementation.

Advocacy Plan:

- NASDCTEc staff continues to meet with key HEW and HELP committee members on the reauthorization of the Perkins Act. Staff has been clear that the reauthorizations of the Elementary and Secondary Education Act (ESEA) and the High Education Act (HEA) will take priority in the new Congress. Perkins reauthorization remains a possibility in the next Congress, but the timing of this process remains unclear at this time.
- NASDCTEc and ACTE have jointly completed comments on the Obama Administration's proposed college ratings framework. (resource attached)
- NASDCTEc submitted formal comments on the recent ESEA discussion draft released by Chairman Alexander. (resource attached)
- NASDCTEc has reengaged with the several coalition groups focused on the Non-Defense Discretionary (NDD) side of the federal budget— the area where the Perkins Act receives its funding. With the Murray-Ryan budget agreement of 2014 expired, statutorily mandated funding caps known as "sequestration" will come back into

effect beginning next year. These caps limit the overall size of federal funding until FY 2021 and will make the fiscal environment extremely tight for the FY 2016 budget and appropriations process and beyond. In order to protect current funding levels and to work towards increases for the Perkins Act, NASDCTEc has continued to work with these coalition groups to advocate for an end to sequestration and for parity between defense and non-defense discretionary spending.

- 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. Efforts are underway to solicit additional clarification and guidance from the Departments on these issues. We expect additional guidance on this issue at a to-be-determined date this Spring.
- The next State Directors advocacy call will be on **Thursday, May 7th, 2015 at 4:00 p.m. ET.**

Events/Calls/Webinars attended in February 2015:

- Call: Lincoln Electric
- Meeting: Jobs for the Future
- Call (x2): Asia Society re: white paper on global competency and CTE and grant proposal
- Call: National Council of Agriculture Education on updated AFNR standards
- Volunteer: Cesar Chavez professionalism day
- Meeting: America's Promise Alliance Partner Breakfast
- Call: ACTE on CareerTech VISION (x3)
- Call: PARCC re: engagement of CTE
- Event: Participated in College & Career Ready & Success Center's Twitter Town Hall
- Call: Matt Gandal & Kathleen Mathers re: CCSSO's career readiness work
- Webinar: NC3T on partnerships
- Call: Maryland State Department of Education on April bus tour (x2)
- Congressional Meetings and Contact:
 - Sen. Kaine (D-VA)
 - Sen. Warner (D-VA)
 - Rep. Kline (R-MN)
 - Sen. Alexander (R-TN)
 - Rep. Steve Russell (R-OK)
 - Rep. Steny Hoyer (D-MD)
 - Rep. Glenn Grothman (R-WI)
 - Rep. Dave Brat (R-VA)
 - Rep. Rick Allen (R-GA)
 - Rep. Alma Adams (D-NC)
 - Rep. Mike Bishop (R-MI)
 - Rep. Langevin (D-RI)
 - Rep. Clark (D-MA)
 - Sen. Portman (R-OH)
 - Sen. Baldwin (D-WI)
- Meeting: Perkins Employer Coalition

- Event: ED Budget Briefing / Release
- Event: CEF Budget Response
- Event: HELP ESEA Hearing
- Meeting: ACT Inc.
- Call: ACTE
- Event: Project Lead the Way Senate Reception
- Event: House CTE Perkins 101 Briefing
- Webinar: Employer Engagement—State Perspectives
- Event: Weekly CEF Meeting
- Meeting: White House Domestic Policy Council
- Event: Montgomery College School Visit
- Event: House CTE Caucus: Swiss Apprenticeship System
- Meeting: OCTAE
- Event: Senate CTE Caucus Briefing
- Call: OCTAE
- Call: IBM
- Meeting: College Board
- Meeting: Skills Smart
- Meeting: U.S. Department of Health and Human Services – HRSA
- Call: OSHA Advisory Panel
- Presentations: House CTE Caucus Briefing – CTE 101
- Meeting: Jan Bray
- Meeting: Pearson
- Call: Ford NGL
- Meeting: Board of Directors – Manufacturing Skills Standards Council (MSSC)
- Meeting: NCAC Conference and Finance Committees
- Webinar: American Apprenticeship
- Call: Leo Reddy, MSSC
- Meeting: Lori Meyer, NASBE Career Readiness Study Committee and Consultant to AIR – National College and Career Readiness Center
- Call: NCCER
- Presentation: Served as moderator of Senate CTE Caucus Event on Intersections between ESEA and CTE
- Webinar: CLASP webinar on WIOA
- Event: Opportunity National Summit