



NASDCTEc and NCTEF
Board of Directors' Update
June 2015

ADMINISTRATIVE/ORGANIZATIONAL:

While this update reflects accomplishments in June 2015, when you read this we will already be into FY16, which began July 1. With the start of FY16, the staff wish to welcome our FY16 officer team: Rod Duckworth, President; Jo Anne Honeycutt, Vice President; Pradeep Kotamraju, Secretary/Treasurer and a welcome back to Marie Barry who moves into the Past President position as well as the Region II representative. We also thank Eric Suhr, who rotates off the NASDCTEc Board as the Region II representative and Bill Symonds who rotates off of the NCTEF Board. Congratulations to Emily DeRocco, who has been elected to serve as a NCTEF Public Board member.

MARK YOUR CALENDARS -- Upcoming NASDCTEc and NCTEF Board calls:

Thursday, July 23, 2015:

3 p.m. - 4 p.m. EDT

Purpose: Meet with Communication Firm to review the proposed "brand architecture"

Thursday, August 6, 2015

4 p.m. - 4:30 p.m. EDT

Purpose: Provide quick feedback and approval to advance a "short list" of potential names to our membership for feedback

Wednesday, August 26, 2015

3 p.m. - 4 p.m. EDT

Purpose: Review member feedback and review proposed new organizational name and "creative brief" (to guide the design phase of work)

We'll be sending out a Doodle poll for the remaining FY16 Board meetings. Upon completion of the poll, Monique will send you (and your assistant if requested) calendar invites for all NASDCTEc, NCTEF and Executive Committee meeting. By doing the Doodle poll and sending calendar invites, we will streamline our RSVP and meeting/call confirmation process. Let us know what you think!

Membership Dues: To date, 16 states have paid their dues and an additional 20 states have submitted their intent form. Associate and Organizational are coming in strong, and the trend should continue through July.

- June 18: A reminder was sent to those states that have not sent in their dues, along with an intent form to indicate the state's intention to join NASDCTEc and the projected date for receipt of dues. We have received several additional intent forms and confirmation that dues are forthcoming. Another reminder will be sent out on August 1.
- July 30: A reminder will be sent to Associate Members informing them their dues are due by August 30, 2015 and if payment is not received by this date, membership services will cease.

State Director Updates:

- **Connecticut:** Mrs. Lori Matyjas has been appointed State CTE Director effective June 2015.
- **Palau:** Mr. Raynold Mechol has been appointed the new State CTE Director replacing Mr. Sinton Soalablai effective June 2015.

Update on Board votes: We have received all Board ballots from the June 23rd meetings. Below are the results:

NASDCTEc Board of Directors: (13 voting members – Past President, Vice President and Region one vacant)

1. Approve the April 17, 2015 NASDCTEc Board of Directors' Minutes - *13 ayes, 0 nos, 0 abstain*
2. Approve the updated NASDCTEc Personnel Policies - *13 ayes, 0 nos, 0 abstain*
3. Approve the updated NASDCTEc Whistleblower Policy- *13 ayes, 0 nos, 0 abstain*
4. Appoint Marie Barry as NASDCTEc/NCTEF FY16 Past President- *13 ayes, 0 nos, 0 abstain*
5. Approve the proposed FY16 NASDCTEc Budget- *13 ayes, 0 nos, 0 abstain*
6. To move forward with the proposal plan to pursue rebranding of both NASDCTEc and NCTEF- *13 ayes, 0 nos, 0 abstain*

NCTEF Board of Directors: (5 voting members - Past President, Vice President vacant)

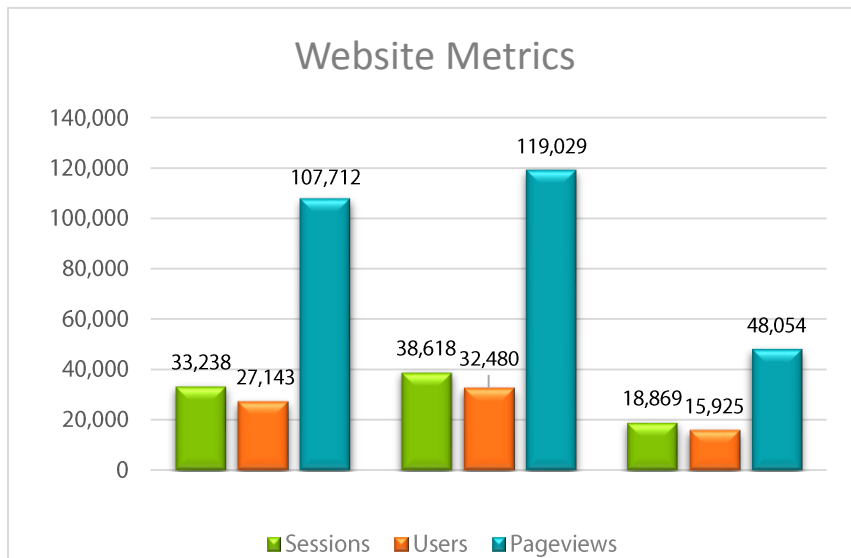
1. Approve the April 17, 2015 NCTEF Board of Directors' Minutes - *5 ayes, 0 nos, 0 abstain*
2. Approve the updated NCTEF Whistleblower Policy- *5 ayes, 0 nos, 0 abstain*
3. Approve the proposed FY16 NCTEF Budget- *5 ayes, 0 nos, 0 abstain*
4. Elect Emily DeRocco to a three-year term as a NCTEF Public Board Member, with the term beginning July 1- *4 ayes, 0 nos, 1 abstain*

Rebranding Initiative: On June 26, we kicked off the start of the membership engagement component of the rebranding initiative. An announcement was sent to the membership, noting the opportunity to participate in calls with staff/Board members to walk through the background of how and why we are pursuing rebranding, as well as articulate why we are pursuing this now. We also outline the timeline and membership engagement opportunities, as well as encourage members to connect with their Board representatives. Finally, the calls are an opportunity to gather initial thoughts and feedback. Also on June 26, we distributed the member services survey, which embed branding questions.

What is next? On July 9, we wrap up the membership calls. Kim and Kate will review the list of who participated in these calls and make outreach to State Directors who have been unresponsive (paying particular attention to engaging new State Directors). July 16 is the close date of the survey. Between July 16 and July 22, staff will work with the communications firm to analysis the feedback provided and develop the draft brand architecture to be presented to you on the July 23rd Board call.

VOTING ON JULY AND AUGUST BOARD CALLS: As a reminder, all the rebranding-related Board calls will also have electronic ballots, thus providing every Board member the chance to vote on these important issues if you are unable to participate. ***Due to the compressed timeline, ballots will be due back to NASDCTec/NCTEF 24 hours after a Board call takes place.*** If you prefer to give your vote to another Board member by proxy, please contact Karen Hornberger at khornberger@careertech.org by **July 10** and she can send you the proxy form to complete.

COMMUNICATIONS/MARKETING:

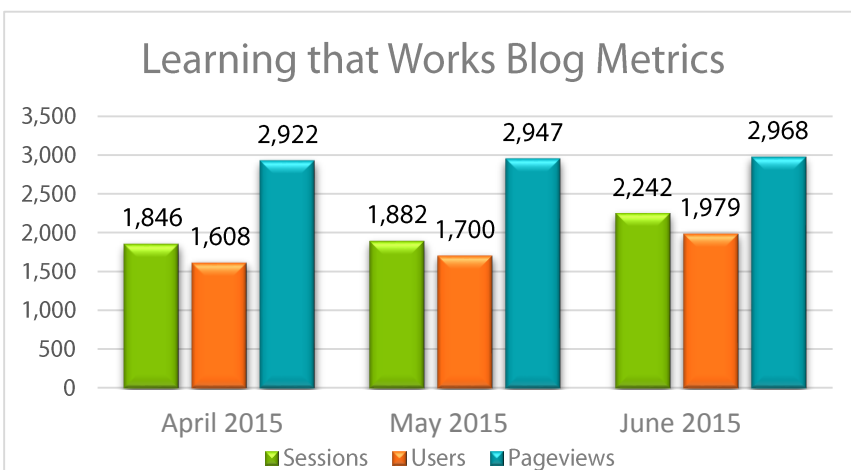


Most Visited Pages

- careertech.org/career-clusters
- careertech.org/CTE
- careertech.org/student-interest-survey

Acquisition of site users

- Organic search (40.1%)
- Direct (41.1%)
- Referral (18.4%)



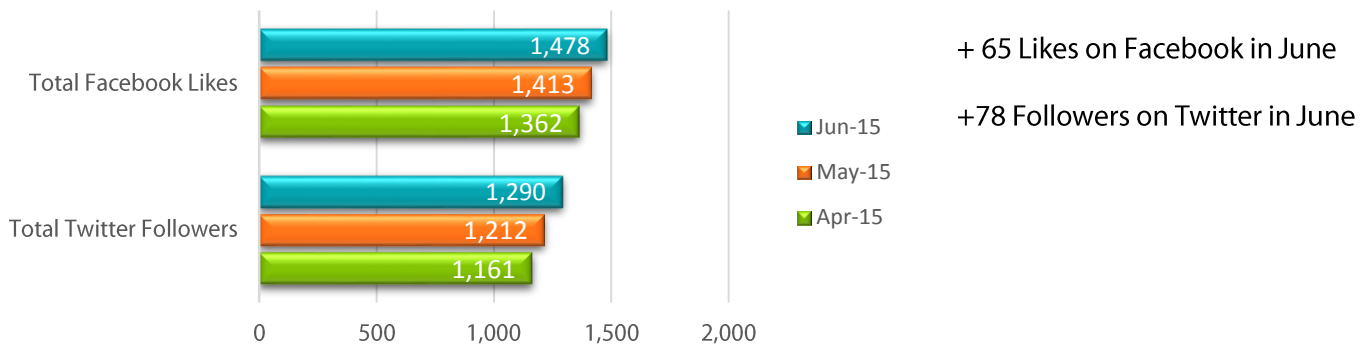
20 Blog Posts Published

Most visited blogs:

- [CTE Research Review: Demystifying Work-based Learning](#)
- [Legislative Update: House Subcommittee Considers Perkins Funding Bill](#)
- [What did Education, Policy and Foundation Leaders Have to Say about the Global Skills Race?](#)

NASDCTEc also featured two new State CTE Directors, [Guy Jackson](#) from Wyoming and [Curtis Clough](#) from Alaska.

Social Media



Communications Committee: The Communications Committee will have their first meeting July 9, 2015. The meeting will provide an introduction to NASDCTEc communications initiatives and materials to the committee, as well as discuss next steps over the summer. The committee will also be introduced to the newly launched NASDCTEc rebranding initiative with the option to weigh in on future rebranding deliverables including a new name and logo.

If you'd like to join the committee, email Katie Fitzgerald at kfitzgerald@careertech.org.

Career Tech Website Host: Earlier this month, the careertech.org website and blog were moved to a new server. The previous website host and provider, Synaxis, were discontinuing hosting services thus necessitating the shift. NASDCTEc has since entered into a contract with AGH Strategies, a Washington, D.C. based website management firm that will be responsible for managing the host as well as providing updates as needed.

Webinars & Publications: Earlier this month, we:

- Co-hosted a webinar with National Skills Coalition and ACTE on "Aligned by Design: WIOA and CTE" (Watch [here](#))
- Launched a webinar series in partnership with the [Appalachia Regional Comprehensive Center](#) (ARCC) to shine a spotlight on examples of high-quality CTE and promising practices in Kentucky, Tennessee, Virginia, and West Virginia – the four states that ARCC serves. The installments will be held over the next six months. The first [webinar](#) in the series featured West Virginia, and how its Simulated Workplace is reinventing CTE by bringing the workplace inside the four walls of a CTE classroom for a student-centered simulated experience. (More [here](#))
- [Released](#) five progress reports on each of the principles of Reflect, Transform & Lead: A New Vision for Career Technical Education

- [Principle 1: CTE is critical to ensuring that the United State leads in global competitiveness.](#)
- [Principle 2: CTE actively partners with employers to design and provide high-quality, dynamic programs.](#)
- [Principle 3: CTE prepares students to succeed in further education and careers.](#)
- [Principle 4: CTE is delivered through comprehensive programs of study aligned to The National Career Clusters Framework.](#)
- [Principle 5: CTE is a results-driven system that demonstrates a positive return on investment.](#)

Looking ahead, we have a number of publications and webinars planned for the next few months, including:

- We will be co-releasing a brief on **competency-based pathways** and CTE, drawn from the roundtable we hosted with Achieve in early May. This brief will explore the challenges and opportunities of fully integrating CTE into a competency-based system at the K-12 level. (July)
- Summer 2015: We partnered with the Asia Society, College Board and ACTE on a white paper on **global competencies** across the Career Clusters. The paper is being finalized and is expected to be released, in conjunction with a webinar, over the summer.
- Summer/Fall 2015: We will be hosting three webinars featuring our Excellence in Action award winners. The dates will be released soon.

CTE Monthly: [June CTE Monthly Career Cluster® Spotlight: STEM; 2014 NASDCTEc Excellence in Action Award winning program in Corpus Christi, Texas highlighted](#)

MEETINGS:

Future of CTE Summit: As of June 30, we have 89 state CTE leaders registered from 46 states and Guam and Washington D.C., with another two states reserving spots; 25 co-convenor staff and members; and 21 invited thought leaders for *The Future of CTE Summit*. Registration will remain open on a case-by-case basis through mid-July, per the request of a few State Directors and co-convenors.

There are a number of activities and resources planned for Summit participants. We will begin rolling out communications in early July. Some of the resources and activities include:

- A “roadmap” to the Summit infographic and handout
- The five-year progress papers on the five principles of the 2010 Vision (see above)
- “CTE 101,” which provides an overview of notable research, initiatives and resources related to CTE
- A pre-recorded webinar on the 2009 vision summit and final CTE vision document (Reflect, Transform & Lead)
- A pre-Summit survey to determine participants’ perspectives on CTE and goals for the Summit (July 14)

- A short white paper on lingering challenges and assumptions about CTE (August)
- A pre-Summit webinar (September 24)
- All resources will be disseminated and posted [here](#).

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

FY 2016 Budget and Appropriations

- The Congressional appropriations process for Fiscal Year (FY) 2016 is still in full-swing. In June, lawmakers finalized work on the Labor, Health and Human Services, and Education (Labor-HHS-ED) portion of the federal budget—the bill where the U.S. Department of Education (ED) and the Carl D. Perkins Act (Perkins) derive their funding.
- Earlier in the year, the House and the Senate approved a budget plan (known as a Budget Resolution) for FY 2016 that maintains extremely low spending limits set forth by the Budget Control Act of 2011 (BCA). These limits are known as “sequester caps” which constrain the total amount of money the federal government can spend on all discretionary programs (both defense and non-defense) for most of the next decade.
- Congressional Democrats and the Obama Administration have vigorously opposed these caps and advocated for increasing or eliminating them in FY 2016 and onward. This partisan disagreement has been compounded as Congressional Republicans have moved to fund defense programs above these BCA limits using the Overseas Contingency Fund—a budget gimmick that would allow the GOP to fund defense programs above the allowable sequester levels while maintaining the caps for non-defense programs such as Perkins.
- Congressional lawmakers have moved ahead with several appropriations bills in the past month with the goal of having all 12 necessary appropriations bills passed by both Chambers before the annual August recess. Most recently the House and the Senate worked on the largest of these bills—the Labor-HHS-ED appropriations bill—that would fund ED and relatedly, the Perkins basic state grant (BSG) program.
- The House Appropriations committee passed a Labor-HHS-ED appropriations bill that would fund the Perkins BSG program at \$1.117 billion in FY 2016—the same amount the program received in FY 2014 and 2015. The bill would reduce Perkins’ national activities funding by \$3.6 million while cutting ED’s overall discretionary budget by \$2.8 billion— a move that would put the Department at FY 2004 funding levels.
- The Senate Appropriations committee passed its own Labor-HHS-ED appropriations bill shortly after. Like the House, the bill would level-fund the Perkins BSG program in FY 2016, but make a slightly smaller cut of \$3 million to Perkins’ national activities. Overall, the Senate version of this bill would reduce ED’s discretionary budget by \$1.8 billion.
- It is important to note that both these bills still need to be reconciled before being sent to the President, who would then have to sign the legislation into law. Given the low funding levels contained in the proposals, along with a number of non-funding related “policy riders” that would prevent the Administration from advancing its

education agenda, NASDCTEc does not expect either proposal to become law. Rather, Congress will likely pass their appropriations bills which will result in a stalemate between the White House and Congress that will persist right up to the end of the fiscal year on September 30, 2015. A pathway forward after that remains uncertain at this time.

Carl D. Perkins Career and Technical Education Act

- Despite a dearth of formal legislative activity, staff in both the House and the Senate have continued to work behind the scenes on high-level proposals for the law's renewal. While both House and Senate education committees have publicly committed to and prioritized ESEA and Higher Education Act reauthorizations by the end of the year, the possibility of legislative action on Perkins— beginning as early as Fall 2015 in both Chambers— is increasingly becoming likely.

Elementary and Secondary Education Act (ESEA)

- NASDCTEc expects the full Senate to consider the Every Child Achieves Act (ECAA)— that Chamber's proposal for ESEA reauthorization— to be taken up on July 7, 2015. NASDCTEc is currently working with a number of Senate offices on CTE-related amendments to be proposed during the Senate debate of ECAA. These amendments include adding CTE to the list of "academic" subject areas, expanding professional development and career counseling activities, as well as adding in voluntary career readiness indicators in state accountability systems and broadening support for CTE in the middle grades. In addition, NASDCTEc has been working with the Alliance for Excellence Education to expand the focus of ESEA on high schools. However, because this proposal calls for new funding, it will face significant resistance. We'll keep you and the membership up to date as the floor debate begins.
- A pathway forward for the House's "Student Success Act" (H.R. 5) is still unclear. The legislation, which would reauthorize ESEA, has been absent from the House calendar since it was pulled from the floor earlier this year when rank-and-file members of the GOP pulled support for the legislation.

Workforce Innovation and Opportunity Act

- NASDCTEc and ACTE submitted joint comments on Obama Administration's proposed regulations for the implementation of the Workforce Innovation and Opportunity Act (WIOA). [View the submission here.](#)

Advocacy Plan:

- NASDCTEc staff continues to meet with key HEW and HELP committee members on the reauthorization of the Perkins Act. Staff have made clear that the reauthorizations of the Elementary and Secondary Education Act (ESEA) and the High Education Act (HEA) have taken priority in the 114th Congress. Perkins reauthorization remains a possibility, but the timing of this process remains unclear at this time. NASDCTEc has been approached by House staff to support the crafting of a Perkins marker bill—a loose legislative outline for the law's renewal— that would be aimed at spurring formal committee action later on in 2015. Work on this bill is ongoing and will be based on the legislative recommendation and language staff have written to date.

- NASDCTEc and ACTE have jointly completed their annual FY 2016 appropriations request to Congress. This request can be viewed [here](#). The request has been supported by several other national organizations and has been used to advocate for a robust investment in the Perkins basic state grant program at pre-sequester levels. With the formal Congressional appropriations process drawing to a close, this request will serve as a marker when funding levels for individual programs are determined later this year.
- NASDCTEc has completed a survey of its State Director membership regarding the so-called “Methods of Administration” (MOA) regulations emanating from ED’s Office of Civil Rights, as well as Perkins’ current “Maintenance of Effort” (MOE) provisions. The information gathered via this survey is supporting a number of advocacy efforts related to both issues. Additional details will be provided within the next month, with the plan to submit a MOE proposal to the Board in September.
- 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. As mentioned above, these caps limit the overall size of federal funding until FY 2021 and will make the fiscal environment extremely difficult 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 continues to engage with a loose coalition of employers and education groups around the reauthorization of the Perkins Act. NASDCTEc has been extremely successful in ensuring that its draft legislative language be used as the basis for the coalition’s forthcoming proposal for the law’s renewal. These negotiations are still underway, but consensus has been difficult to achieve. Staff are in the process of determining the best way forward for this work.
- In conjunction with ACTE, NASDCTEc continues to draft legislative language aligned to its Board-approved Perkins priorities. This draft language is currently undergoing revisions to reflect feedback received from Hill staff and other key stakeholder groups. In particular, revisions are being made to the proposal’s equity provisions and ability to effectively align to WIOA. Efforts are also underway to draft language on the National Activities section of Perkins, although this language is still in the early stages of development.
- The next State Directors advocacy call will be on **Thursday, September 10th, 2015 at 4:00 p.m. ET**

Events/Calls/Webinars attended in May 2015:

- Congressional Meetings and Contact:
 - Rep. Langevin (D-RI)
 - Rep. Thompson (R-PA)
 - Sen. Kaine (D-VA)
 - Sen. Alexander (R-TN)
 - Rep. Kline (R-MN)
 - Rep. Scott (D-VA)
 - Sen. Baldwin (D-WI)
 - Sen. Portman (R-OH)
 - Sen. Warner (D-VA)
- Call: Association for Career and Technical Education (ACTE)
- Presentation: House CTE Caucus
- Call: National Alliance for Partnerships in Equity
- Event: SkillsUSA National Conference
- Meeting: Workforce Data Quality Campaign
- Call: IBM
- Meeting: Perkins Coalition
- Call: National Skills Coalition
- Meeting: U.S. Department of Labor
- Meeting: Mike Petrilli, Thomas B. Fordham Institute
- Meeting: Matt Gandal re: CCSSO career readiness work
- Call: Chauncy Lennon, JP Morgan Chase
- Call: Potential i3 proposal
- Presentation: National Alliance of Public Charter Schools Conference
- Meeting: Manufacturing Institute Education Council
- Event: Policy Discussion with Representative Stefanik at IBM
- Meeting & Call: Fratelli Group re: rebranding
- Interview: Rosemarie Ward, the Economist
- Call: John Tulenko & Amanda Morales, The Newshour re: potential piece on CTE
- Event: Career Exploration in the Middle Grades: High Quality Programs to Help Students Build a Vision for Their Future, Washington, DC
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- Call: Brustein and Manasevit re: MOA language
- Presentation: NSC WIOA-CTE Alignment Webinar
- Meeting: NCAC Board of Directors
- Meeting: ANSI CAPAC Committee
- Meeting: Manufacturing Skills Standards Council Board of Directors (IN)
- Meeting: Pearson Employability Advisory Board (IL)
- Meeting: NCAC Finance Committee Meeting
- Presentation: National Academies' Middle Skills Talent Pipeline Event
- Call: NAPE, ACTE and NASDCTEc re: equity provisions in Perkins
- Event: White House event to celebrate CTE