



## ADMINISTRATIVE/ORGANIZATIONAL:

**Overview:** We are on target with closing the FY14 financials by August 31, 2014, with the final review of the financial statements scheduled for early September. Preparations have begun for the audit; the onsite visit is scheduled for the week of November 3, 2014.

**Membership Dues:** To date, 38 states have paid their dues and an additional six state have submitted their intent form. Puerto Rico and the Virgin Islands have been actively working to process FY 15 dues; payments are looks promising. Associate and Organizational are coming in strong, and the trend should continue through August. As of the end of August, we had received 72 percent of our budgeted dues.

### Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

#### **2014 FALL MEETING**

In person Board Meeting: Monday, October 20, 2014, 8:30 a.m. – 12:30 p.m.

*Note: We will be requesting to schedule additional calls with the NCTEF and the NASDCTEc Boards in the month of November because the October Board meeting is being shortened to accommodate the kick off meeting of the Career Cluster Leadership Pilots. The proposed dates are November 4, 5 and 6, with the NCTEF call at 3 p.m. and NASDCTEc at 4 p.m. ET. We will be in touch shortly to schedule these calls.*

#### **Board Conference call: January 27, 2015**

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

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

**Topic:** FY16 Dues

#### **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:** Budget Proposal for FY 16

**ACTE Collaboration:** Monthly cross-organizational calls have begun with a focus on advocacy and public policy. This has proved extremely valuable, identifying numerous

collaborations including joint responses to several Federal Register notices, joint Hill meetings, and improved sharing of policy-related ‘intelligence.’ In addition, staff has been working on a series of columns and articles for Techniques magazine. Finally, negotiations continue related to the collaboration related to ACTE’s Vision and the National Career Clusters Institute. Regrettably we learned that it won’t be possible to host pre-sessions at the 2014 Vision event.

**Fundraising:** Staff began initial brainstorming on the fundraising strategy. Initial documents have been developed to form the “get to know NCTEF” packet. We will be conducting informational interviews with employer representatives on the NCTEF Board. The goal is to have some items to share, for feedback and input, with the Board at the fall meeting. We have been approached to be part of another i3 grant, which if approved includes a substantial amount of resources. Thus far, we have partnered with other groups on grant submissions for i3 grant, and an OCTAE ‘information dissemination’ contract.

## CAREER CLUSTERS®

**Career Clusters Leadership Pilot:** After 12 states indicated interest in participating in either the Manufacturing or Agriculture, Food & Natural Resources Career Clusters, we sent formal invitations to the states asking them to join one of two pilots. Two states also were asked to serve as the lead for each pilot. In July, we held briefing calls that laid out expectations regarding scope, level of effort and composition of the participating teams.

To formalize their participation, states were asked to return memoranda of understanding to NASDCTEc staff by the end of July. Currently, states are recruiting their teams, which will comprise, at a minimum, the State CTE Director, the secondary or postsecondary counterpart, a business or industry partner, and a staff member to help execute the work. In August, we will hold our first call with the participating State Directors to lay the foundation for a successful pilot. State teams will begin their work during an official kickoff meeting on the afternoon of October 20, 2014, immediately following the NASDCTEc Board Meeting.

The strategy is being finalized, and will include an agenda/working template based around the 10 elements of the Rigorous Program of Study Framework. By using the 10 elements as a foundation, teams will be able to contextualize the POS framework through their specific Career Cluster. Each element will have a list of possible activities/deliverables each pilot can tackle. Some tasks will be required for both pilots while others will be optional to allow for consistency and flexibility. Pilots will be encouraged to add their own activities as well.

## COMMUNICATIONS/MARKETING:

	June*	July
Total Page views <a href="http://www.careertech.org">www.careertech.org</a>	6,723*	31,042
Careertech.org total sessions:	7,294	9,447
Top 5 states visiting <a href="http://www.careertech.org">www.careertech.org</a>	Texas California Illinois Virginia Florida	
Most popular searches	Career Clusters, CTE	
Traffic Sources	35% direct reference ( <a href="http://careertech.org">http://careertech.org</a> ) and 35% Google Search (all terms)	
*The number of visits is based on visits to our new site, which went live in June. We are using a new analytics system, which did not go into effect until the middle of the month and uses different metrics than the previous website's analytics, hence the sharp decline in visitors.		

**Social Media Indicators:**

- 13 unique blog posts in June
- 665 followers on Twitter (+71 this month)
- 562 Total likes on Facebook (+94 this month); 18 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 877

**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 687 contacts with access to logo usage, up from 679 third-party agreements last month.

**Website Project Update:** The last functionality of the website, event registration, is in the latter stages of development. Originally projected for launch in late July, a setback in development led to delay. With a registration deadline to meet, NASDCTEc Fall Meeting registration was migrated to the Regonline platform, with registration costs covered by the developer, Synaxis. Not mentioned in the base indicators above, but an important note: website use soared on virtually every metric last month, highlighted by a 261% rise in session duration.

**Communications and Outreach:** Increase integration of our social media platforms with those of partner groups drove a high number of additional follows this month, particularly on Twitter. All social media channels, the blog, website and multiple emails were employed to announce the rollout of the Fall Meeting, to generally positive results. A notification about the Fall Meeting went out in the first of the anticipated-bimonthly *Learning that Works for You* members-only newsletter, which also launched at the end of July. Updates to NASDCTEc's case-making materials proceeded in July, with the launch of a suite of materials anticipated in late August.

We dispatched two press releases this month, and expanded the press list 25% in the process. Our joint release with ACTE on the passage of the Workforce Investment and Opportunity Act was picked up on several sites, while hits continued coming in from the Excellence in Action awards.

### **Upcoming Communications and Outreach Projects:**

**Casemaking:** Updates to NASDCTEc’s case-making profile and branding section of the website are in the works, as are new entries in the Friends of CTE series. We have contacted ACTE about sharing content across blogs, as well as in Techniques over the year ahead. Draft updates to the NASDCTEc strategic communications plan are also in development.

**CP Workshops:** Work has also begun in earnest on a project to actively market *Career Pathways Effect* sessions to potential interested partners. Together with CORD, NASDCTEc has laid out a plan to record webinars that provide a five to ten minute snapshot of the sessions, to be posted online throughout the next year. Recording is set to commence on the webinars during August, with initial release of the first webinar tentatively scheduled for October.

**Media Outreach:** Expanding and deepening relations with education reporters, particularly those with an interest in and knowledge of CTE is a priority going forward. Having seen multiple articles and received several inquiries from select outlets, building good relationships with these writers and outlets will be critical to projecting an image of the Association as the go-to source for background and quotable information on CTE in the eyes of the media. NASDCTEc is monitoring press hits by publication, author, tone and date to track progress.

## MEETINGS:

**2014 Fall Meeting Update:** Registration for NASDCTEc’s 2014 Fall Meeting opened at the end of July, with communications going out to all NASDCTEc members, past attendees and other potential participants. The meeting – to be held from October 20-22 at the BWI Marriott – is being organized around the theme “Preparing for Future,” and in particular preparing for the implementation of major federal and state policies, including Perkins, WIOA, and cross-state initiatives such as the CCSSO Career Readiness Task Force recommendations.

The meeting will have fewer plenary sessions than typical to make way for “collaboration roundtables,” or small-group discussions focused on identifying collaborative strategies to addressing emerging opportunities and long-term challenges in the CTE enterprise. Each group will be facilitated by a resource expert, and work to collectively answer such questions as: What are the key elements of a successful policy or system; what’s currently working; what barriers still exist; and what are the opportunities for cross-state solutions? NASDCTEc will compile the notes from the collaboration forums and create a summary document to share

with all participants. The topics for the collaboration roundtables were informed by a survey of NASDCTEc members.

### **2015 Spring Meeting Save the Date**

- Spring Meeting Location: Omni Shoreham
- Date: April 8 - 10, 2015
- Board Meeting: Tuesday, April 7, 2015

## **MEMBER SERVICES:**

**Publication and Resources Summary:** In July, NASDCTEc released a new paper - [The Common Career Technical Core, Programs of Study & Industry-Based Standards](#). Leveraging the methodology used to compare over 45 states' CTE standards to the Common Career Technical Core (CCTC) last year for The State of Career Technical Education: An Analysis of State CTE Standards, this new paper examines how a set of 18 industry-based standards match up to the CCTC, with deep implications for state and local development of standards-based programs of study.

The paper was released over a webinar, which had 54 participants, including five State CTE Directors. Among the individuals who provided feedback after the webinar, every single one rated the speakers as "excellent" or "good" and all but one identified a clear next for how they will use the information shared via the webinar in their states and communities. A recording of the webinar can be found [here](#).

NASDCTEc has also commissioned the Center on Education and Training for Employment at The Ohio State University to update the CCTC Alignment Database to include the 18 sets of industry-based standards analyzed for this paper. We will share the final Microsoft Access Database with members in early Fall.

**CTE Monthly:** [July CTE Monthly](#) released; Career Cluster® focus: Government and Public Administration with a program in Columbia, Maryland featured.

**Upcoming Webinars:** NASDCTEc currently has a members' only webinar scheduled for September 5 on the new Workforce Innovation & Opportunity Act. In August, NASDCTEc also plans to release two "on-demand," pre-recorded webinars on the CTE Vision and CCTC's development.

Although dates have not yet been scheduled, we are in discussions to host webinars on badging with NOCTI and the Alliance for Quality Career Pathway's Framework, which was recently released, with CLASP sometime this Fall.

## **State Director Update**

- **Delaware:** Mr. Luke Rhine, State Director, Delaware CTE and STEM Office, replaces Interim Director, Ms. Karen Hutchison.
- **Idaho:** Mr. Dwight Johnson, PTE State Administrator, Idaho Division of Professional – Technical Education, replaces Interim State Administrator, Ms. Vera McCrink.
- **Oklahoma:** Effective August 15, 2014, Ms. Marcie Mack, Interim State Director, Oklahoma Career and Technology Education, replaces Dr. Bob Sommers.
- **Texas:** Ms. Vangie Stice-Israel, State Director, Career Technical Education, has resigned her position effective July 15, 2014. A replacement has not yet been appointed.

## **PUBLIC POLICY/LEGISLATIVE:**

**State Policy Update:** On the NASDCTEc blog, we have continued our regular posts for the new “[Catching Up With...](#)” series that highlights major state legislative activity. In July, we featured bills involving STEM education and credentialing. The series will feed into the annual state policy review that NASDCTEc publishes jointly with ACTE. Upcoming installments will include laws passed in states whose sessions ended between May 9 and July 31. We have also launched an effort to overhaul our state fact sheets with a delivery date tentatively set for January 2015.

### **Legislation/Policy**

#### **Funding:**

- Both the Senate and House Appropriations Committees and their relevant subcommittees have indefinitely suspended work on their respective Labor, Health & Human Services, and Education (Labor-H) appropriations bills for Fiscal Year (FY) 2015. Hill staff expects a Continuing Resolution (CR), will likely be passed when Congress reconvenes in September following the August recess.
- A CR would lock-in FY 2014 funding levels for Federal discretionary programs, including the Perkins Act, for a specified amount of time past the current October 1 deadline. NASDCTEc expects such legislation to fund government operations to at least past the November midterm elections and more likely into next year.
- Unfortunately, FY 2014 spending levels are not on par with FY 2015 budget realities. Less federal revenue from federal financial aid programs in and budget shortfalls elsewhere in FY 2015 will likely result in a small across-the-board cut to programs under the Labor-H appropriations area, which will likely include the Perkins Act.

#### **WIOA**

- The Workforce Innovation and Opportunity Act (WIOA) was signed into law in July.

- Federal efforts now turn to implementation. An implementation timeline was recently shared with State CTE Directors.

### **Perkins and Perkins-related legislation**

- Senators Tim Kaine (D-VA) and Rob Portman (R-OH) introduced the “Educating Tomorrow’s Workforce Act of 2014”. The bill proposes a number of modifications to the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins) and seeks to more closely align CTE programs of study to the needs of the local, regional and state economy. ETWA introduces new statutory definitions for CTE programs of study and credit transfer agreements and seeks to promote these elements through various portions of current Perkins law.
- NASDCTEc provided substantial input into this legislation and has publicly supported the bill. While the legislation does not contain every recommendation offered by NASDCTEc, we are hopeful that elements of the bill, as introduced, will be incorporated into the larger reauthorization process for Perkins.

### **Advocacy Plan:**

- NASDCTEc has recently met with both House and Senate principal staff on the Perkins Act to promote the organization’s positions. The House staff is beginning to draft legislative language in earnest during August and into September. The Senate staff has been meeting on a weekly basis. While movement is happening in both chambers, the number of legislative days on the calendar makes formal movement on legislation unlikely. However, it is still critical to be part of the discussions as the work this year will be the foundation to build upon next year.
- NASDCTEc, working in partnership with ACTE, continues to draft legislative language aligned to our Board-approved priorities. Draft accountability language is nearly final. Next up is language related to national programs and activities.
- NASDCTEc has continued to engage with a coalition of employers, trade associations, and other education & workforce groups. This coalition released a letter of support for the reauthorization of Perkins earlier this summer and has been active on Capitol Hill urging the reauthorization of the legislation. More recently, efforts have begun to more explicitly detail the group’s three broad principles. NASDCTEc staff have participated in meetings to draft language around these principles in conjunction with a smaller working group. In the interim, the coalition intends to publicly support recent Perkins legislation introduced by Senators Warner, Kaine and Portman— bills NASDCTEc has already publicly endorsed.
- In conjunction with the newly formed Senate CTE Caucus, NASDCTEc hosted a Congressional staff briefing on a recently released white paper regarding Perkins accountability, [Assessing the Education and Employment Outcomes of Career and Technical Education Students](#). This paper offers a number of policy recommendations on accountability and data systems as they relate to the Perkins Act and highlights current challenges facing states in expanding these systems.

- NASDCTEc, in conjunction with ACTE, provided public comment on the U.S. Department of Education's Federal Register notice proposing new priorities and related definitions for use in discretionary grant programs (see attachment).
- The next State Directors advocacy call will be in Fall 2014. Specific date still to be determined. The State CTE Directors only WIOA implementation webinar is scheduled for 2 p.m. ET on September 5.

#### **Events/Calls/Webinars attended in July 2014:**

- Meeting: Committee for Education Funding (7/4 and 7/11)
- Meeting: Call with HP Life re: event sponsorship
- Meeting: Communications coordination call with ACTE
- Meeting: Call with CORD re: marketing *Career Pathways Effect* sessions
- Webinar: College, Career, and Civic Readiness: How Can a State Measure It? (NASBE)
- Conference: Education Commission of the States' Annual Conference
- Call (x2) Center on Secondary School Redesign re new i3 proposal
- Moderator: CTE session at GE Foundation's Business-Education Summit
- Reviewer: NGA's Policy Academy
- Meeting: Complete College America
- Interview: Epoch Times
- Meeting: Colorado Succeeds
- Briefing: OCTAE staff on "Making Career Readiness Count" report
- Presentation: Hunt Institute Partners' call on "Making Career Readiness Count" report
- ACTE Board Meeting (as liaison)
- Call: Lincoln Electric
- Call: National Association of State Administrators of Family and Consumer Sciences
- Call: National Public Education Support Fund
- Call: CORD re: marketing Career Pathways Effect workshops
- Call: Asia Society/Longview Foundation
- Meeting: Perkins Employer Coalition
- Call: ACTE
- Call: ACT Inc.
- Meeting: Committee for Education Funding
- Meeting: Campaign to Invest in America's Workforce
- Call: Superintendents Association
- Call: National Alliance for Partnerships in Equity
- Event: Senate CTE Caucus Briefing
- Call: IBM
- Call/Meeting: Workforce Data Quality Campaign
- Event: National Academy Foundation
- Event: House CTE Caucus Briefing
- Meeting: National Association of Workforce Boards
- Meeting: National Career Development Association
- Meeting: National Skills Coalition
- Call: Department of Labor (WIOA Update)



- Meeting: U.S. Chamber of Commerce
- Presentation: Pennsylvania Association of Career and Technical Administrators
- Meeting: CCSSO Career Readiness Taskforce
- Call: Leo Reddy, Manufacturing Skills Standards Council
- Call: National Career Academy Coalition
- Meeting: Lori Meyer re: fundraising strategy
- Meeting: National Academies
- Meeting: National Technical Honor Society Board meeting
- Meeting: House Education and Workforce Committee Staff
- Meetings & Calls with Congressional staff:
  - Sen. Harkin
  - Sen. Baldwin
  - Sen. Kaine
  - Sen. Portman
  - Sen. Feinstein
  - Sen. Hagan
  - Sen. Murphy
  - Sen. Franken
  - Sen. Klobuchar
  - Sen. Wicker
  - Rep. Kline
  - Rep. Miller
  - Rep. Thompson
  - Rep. Langevin