



ADMINISTRATIVE/ORGANIZATIONAL:

While this update reflects accomplishments in June 2014, when you read this it will already be FY15. And with the start of FY15, the staff wish to welcome our FY15 officer team: Scott Stump, President; Rod Duckworth, Vice President; JoAnne Honeycutt, Secretary/Treasurer and a great big thanks to John Fischer who moves into the Past President position. We also thank Fran Beauman, who rotates off the Board as the Associate Representative and welcome Sheila Ruhland who will fill this position for the next three years. Thanks to Tim Hodges, who will be serving another term on the NCTEF Board.

We have a lot of work ahead in FY15. The staff has started building our work plan for the year and we are so excited about the many initiatives underway or coming soon!

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

2014 FALL MEETING

In person Board Meeting: Monday, October 20, 2014

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

Membership Dues

To date, 24 states have paid their dues and an additional 9 state have submitted their intent form. Puerto Rico and the Virgin Island 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 July.

- July 15: A reminder will be sent to State Directors whose states have not sent in their dues, along with an intent form to indicate the states intention to join the consortium and the projected date for receipt of dues.
- July 30: A reminder will be sent to Associate Members informing them their dues are due by August 30, 2014 and if payment is not received by this date services cannot be continued.

Participation on 13 Grant Proposal: NASDCTEc was invited by the Center on Secondary School Redesign to serve as a partner on an Investing in Innovation (i3) grant proposal, along with the College & Career Academy Support Network, Successful Practices Network, Penn Foster and UCLA Center X. The proposal is to support a network of Technology Enabled College and Career (TECC) Academies, through the development of web-based curricular resources to support “any time, any place, any pace learning” within three specific career fields (Allied Health, Business/Entrepreneurship and Green Energy). Specifically, NASDCTEc would serve as a content expert and help managing cross-site working groups responsible for creating career pathway-specific competencies (based on the Common Career Technical Core and other relevant expectations), and translating those competencies into curriculum and assessment tools.

If this proposal is funded, the project would extend over five years, with the biggest lift in the first three years for NASDCTEc, with the fourth and fifth year largely focused on evaluation. Any resources created through this project would be made freely available to any interested parties.

It is particularly a good opportunity, as it will facilitate the development of competencies, curriculum and assessments aligned to the Career Ready Practices and Career Cluster-level CCTC standards, within a specific field of study.

Other News: NASDCTEc’s Executive Director has been elected to serve on the Board of Directors of the Manufacturing Skills Standards Council.

CAREER CLUSTERS®

Career Cluster Leadership Teams: Last month we sent a short survey to all State CTE Directors to gauge their interest in participating in a one-year pilot project where consortia of states will form leadership team to support and elevate individual Career Clusters. Briefly, we asked which Career Clusters Leadership Teams states would be interested in joining and whether they could commit to some minimum requirements (e.g., recruit business/industry partner, recruit secondary/postsecondary counterpart, commit a staff member to execute work, actively participate in kick-off meeting and subsequent webinars/calls, and demonstrate a strong commitment to the Career Cluster and Career Pathways through the State’s pathways and programs of study.)

In total, 13 states completed the survey, with overwhelming interest in the Agriculture, Food & Natural Resources and Manufacturing Career Clusters. We will be able to accommodate 12

of the 13 states through two Career Clusters. State CTE Directors from those 12 states will be formally invited to join a specific Career Cluster Leadership Team in late June/early July and asked to complete an MOU in July. We will plan to have our first call in August with participating State CTE Directors to plan the kickoff meetings, which will occur on October 20 (with our Fall meeting starting with dinner that evening).

The strategy currently under development is to create an agenda/working template, based around the 10 elements of the Rigorous Program of Study framework. Each element will have a list of possible activities/deliverables the Career Cluster Leadership Teams can tackle, some which will be required for both Teams, others which will be optional. This will allow each team to contextualize the program of study framework through their specific Career Cluster, allowing for consistency as well as flexibility.

COMMUNICATIONS/MARKETING:

June 2014

	May – 29 days	June
Visits to www.careertech.org	39,191	6,723*
Top 5 states visiting www.careertech.org	Texas Virginia California Illinois Michigan	
Most popular searches	Career Clusters, CTE	
Traffic Sources	35% direct reference (http://careertech.org) 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:

- 16 unique blog posts in June
- 594 followers on Twitter (+61 this month)
- 468 Total likes on Facebook (+95 this month); 16 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 1268

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 679 contacts with access to logo usage, up from 627 reported third-party agreements last month.

Website Project Update: Website migration and product store migration wrapped in June, with new analytics software brought in (hence different numbers from the past above). Small errors persisted at the beginning of the month, and were gradually ironed out throughout, leading to full functionality by the beginning of the Achieving Excellence Institute. Correspondence was sent to users to retrieve their passwords, to scope out new benefits and access relevant materials such as new member benefits and campaign logos. Analytics numbers for site access represent just over 50% of the month. New functionality to integrate event sign-ups into the main website's framework is in development and is projected to be ready in time for registration for the Fall Meeting.

Communications and Outreach: Once again the Achieving Excellence Institute dominated the lion's share of time for communications and outreach during the month of June. Promotional materials, including individualized press releases shared with Excellence in Action award winners (<http://careertech.org/excellence-action>) and a broader national release put out over PRNewswire and sent throughout the NASDCTEc/NCTEF network returned a number of page hits and both online national and local print coverage for our winners & for the organization. Blog posting and social media promotion of the Achieving Excellence Institute increased in pace, with roughly half of the blog posts from the month of June focused on the Institute in one fashion or another, leading to a very large increase in the Association's Facebook and Twitter following (we passed a notable threshold this month on Twitter, now with more Twitter followers than following, which is typically a sign of an expanding social media brand).

For the month ahead, we have explored options for further social media promotion, including deepening integration of our own social media platforms with those of partner groups and features for new content being generated throughout July. Video content played a significant role in expanding our overall page reach this month, and will figure more and more prominently in social media outreach efforts going forward.

Upcoming Communications and Outreach Projects: June saw the germination of several case-making materials, in line with the case-making project plan to devise new and updated factsheets and persuasive pieces under the auspices of CTE: Learning that Works for America®. In an effort to step up branding in line with the new website launch, users who have signed the NASDCTEc Learning that Works for America user agreement were sent a message not only directing them to the new URL of Learning that Works for America logos, but also reminding them of the brand promise and soliciting feedback for good examples of Learning that Works for America (and/or for their state) to feature.

Additionally, NASDCTEc communications received considerable attention at the Achieving Excellence Institute, with multiple participants requesting further information concerning the Excellence in Action awards. Staff have conducted follow up with relevant parties and have offered support as individual states and other partner organizations explore distributing their

own awards for excellence in CTE.

Incorporating multimedia is increasingly important to the expansion of Association networks; to that end, NASDCTEc coordinated with local high school Sunrise Mountain to have two student photographers document the Excellence in Action Awards and Dr. Milliron's keynote address. Images were finalized at the end of last week and will be posted to social media during the first week of July, alongside another new multimedia feature: the #CareerClusters Storify. Storify is an interactive tool that pulls social media posts with the same # and amalgamates them into a story of an event. The #CareerClusters Storify is primarily Twitter driven and, while about half the tweets are our own, we received vastly higher participation from attendees than at the Spring Meeting or at prior Institutes. The result was a modernized, digitized Institute with more extensive documentation than ever before.

Staff have also begun work on a new CTE Dictionary, to begin life as a private resource, eventually to be made public as a helpful tool to open up the CTE conversation to non-specialists. While staff have already begun assembling a word list for the project, a message will circulate to members this month seeking terms that membership would like to see included in the CTE Dictionary. Along with the members-only newsletter, the dictionary looks to launch at the end of this month.

MEETINGS:

2014 Fall Meeting Update

- Fall Meeting Location: BWI Airport Marriott Hotel
- Date: October 20-22, 2014
- Board Meeting: Monday, October 20, 2014 (Times to be announced in late July)

2015 Spring Meeting Update

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

State Leadership & Policy Workshop at Career Cluster Institute: Based on discussions during strategic planning and feedback from the Board, NASDCTEc offered a State Leadership & Policy Workshop at the 2014 *Achieving Excellence in Career Technical Education: The National Career Clusters Institute*, focused on supporting states' implementation of high-quality CTE, and programs of study in particular.

Invitations for this workshop were distributed through State CTE Directors. In total, there were about 60 participants over the course of the two-day workshop, with about 15 states

represented. The agenda featured a mix of cross-state sharing, state team time, panel discussions and access to resource experts.

Early feedback was generally positive. Among the 22 participants who completed the post-Institute evaluation, 19 said the overall agenda and materials shared were “excellent” or “good” and 20 said the availability and usefulness of resource experts was “excellent” or “good.” The lowest marks were for pre-workshop communications, which may speak to our direct communications with the state directors on building the right team to attend.

As a test case for future team-based events, we found it to be quite instructive and are now considering how we might expand on the model to inform the fall meeting plan.

MEMBER SERVICES:

Participation in Manhattan Strategy Group’s OCTAE Dissemination: This Spring, OCTAE put out an RFP for an initiative around “CTE Information Dissemination.” Briefly, the initiative aims to include an information scan and analysis of CTE programs and outcomes and a creative marketing, outreach and dissemination strategy to communicate this information in a way that impacts a better understanding of CTE among diverse stakeholders.

We were approached by a number of potential bidders about being a partner (formal or informal) on their proposals. Ultimately, we decided to partner with Manhattan Strategy Group, with Kim Green written into the proposal as a “senior subject matter expert.” Our decision was based on their willingness to align their final deliverables with the CTE: Learning that works for America® brand promise and compensate NASDCTEc for staff time, as well as their extensive experience managing OCTAE projects.

Publication and Resources Summary:

- **CTE Monthly:** June CTE Monthly released; Career Cluster® focus: Transportation, Distribution and Logistics. Program in Omaha, Nebraska featured.

Webinar Update:

- On Demand: "The Common Career Technical Core: The Basics" (available <http://careertech.org/demand-webinars>)
- Broadcast June 5, 2014: Legislative Update: Summer Edition, let by Steve Voytek
- Upcoming broadcast July 29, 2014: The Common Career Technical Core, Programs of Study and Industry-Based Standards. Registration link will be available in early July

State Director Update:

- Alaska: Helen Mehrkens is retiring from the State Office of CTE and is looking forward to having some unscheduled time. She plans to stay involved in CTE and as a member of NASDCTEc.

PUBLIC POLICY/LEGISLATIVE:

State Policy Update: We have launched a mid-year [blog series](#) that highlights major state legislative activity thus far. This series will feed into the annual state policy review that NASDCTEc publishes jointly with ACTE. We are also working to make this information into a comprehensive resource for members that will cover activity from legislatures as well as relevant state boards.

Legislation/Policy

- The Senate Appropriations Committee indefinitely suspended a previously planned mark-up on the Labor, Health & Human Services, and Education (Labor-H) appropriations bill for Fiscal Year (FY) 2015. Hill staff have indicated Senate Republicans planned a series of non-germane amendments related to the Health and Human Services Department which would have stalled the mark-up process if it had continued on as previously planned. No attempts to reschedule the bill's consideration have been made.
- To recap, both Congressional Labor-HHS-ED appropriations subcommittees have set their respective 302(b) allocations for their forthcoming FY 2015 spending bills. The Department of Education, and subsequently the Carl D. Perkins Act (Perkins) it administers, falls under the jurisdiction of both subcommittees in the House and the Senate. The House subcommittee set their topline allocation amount at \$155.7 billion or approximately \$1 billion below the allowable spending cap FY 2015. The Senate subcommittee set theirs at \$156.8 billion—the same amount as FY 2014, but at the level allowed for by the Murray-Ryan budget deal earlier this year.
- With these 302(b) allocation set, the subcommittees must then divide up these figures among the programs and departments falling under their jurisdiction. The Senate Labor-H subcommittee completed this task and NASDCTEc received the preliminary results of this process. Encouragingly the Senate Labor-H subcommittee proposed to restore the remaining sequester cuts to the Perkins basic state grant program, which would have amounted to a roughly \$5 million increase over FY 2014 levels for the program. Unfortunately, because the full Senate appropriations committee halted the process, these proposals have not been made publicly available and the appropriations process in the Senate remains uncertain for the remainder of the year.
- Nevertheless, the House must still begin the same process in that Chamber. No date has been set for this, but NASDCTEc expects activity in mid to late July.
- A negotiated agreement between the House and the Senate to Reauthorize the Workforce Investment Act of 1998 (WIA) was announced last month. Titled the Workforce Innovation and Opportunity Act (WIOA), this agreement amounts to a

comprehensive overhaul of WIA and introduces a number of positive provisions that will benefit the workforce and education systems.

- The Senate recently approved WIOA by an overwhelming margin of 95-3. This strong vote of support will make WIOA's passage in the House much easier, but the bill still has a long path to becoming law. NASDCTEc expects the House to take WIOA up for consideration and ultimately a vote during the second week of July.
- Senator Mark Warner (D-VA) introduced S. 2524 or the "Pathways to Prosperity Act of 2014 (Pathways)". 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 Career Technical Education (CTE) programs of study to the needs of the local, regional and state economy. Pathways introduces new statutory definitions for CTE programs of study, credit transfer agreements, labor market information and industry-recognized credentials and then seeks to promote these elements through various portions of current Perkins law.
- The bill also directs the National Research Center for CTE (NRCCTE) to provide technical assistance to states to help develop their capacity to collect information on industry-recognized credentials earned by students in an effort to promote their use and help students, parents and policymakers understand their value relative to the labor market. Pathways would also make a small amendment to the Elementary and Secondary Education Act (ESEA) to ensure that rigorous, state-identified CTE standards are included alongside academic standards, a shift that is aimed at more closely aligning Perkins and CTE to ESEA and the activities supported under that legislation.
- 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:

- In conjunction with a the newly formed Senate CTE Caucus, NASDCTEc Executive Director Kimberly Green participated in the caucus' first public event. Along with ACTE, Toyota, and the U.S. Department of Education, NASDCTEc provided background information on Career Technical Education (CTE) and Perkins more specifically.
- NASDCTEc staff continue to meet with Congressional staff to advocate for Perkins and CTE. This month staff focused on the Senate. Staff changes on the House Education and Workforce Committee have necessitated additional outreach to the minority side this month as well.
- NASDCTEc has been engaged with the Perkins Roundtable group through joint Congressional meetings. In addition to the principles contained in the group's letter released last month, the group has also been calling for a strong show of support of the Perkins Act in FY 2015 appropriations.
- The National Governor's Association (NGA) released a set of guiding principles for the reauthorization of the Perkins Act. NGA has invited NASDCTEc to work collaboratively on Perkins reauthorization and has requested a statement in support of this document. Late this month NASDCTEc released a small statement applauding NGA's release and welcoming further collaboration on Perkins.

- NASDCTEc provided public comment on the U.S. Department of Education's request for information (RFI) on Career Pathways. Recommendations centered on how best to incorporate CTE into Career Pathways systems.
- NASDCTEc members have voiced concern regarding the Department of Education's (ED) organizational procedures regarding preliminary estimations for Title I Perkins basic state grant allocations. Currently, ED has been publishing these preliminary estimations based on the Administration's Blueprint and the President's annual budget proposal rather than current law. The Department continued on with this practice recently following the release of the Administration's FY 2015 budget request. NASDCTEc drafted a letter to Secretary Duncan urging a change to this practice and highlighted the negative consequences to such an approach. Signed by the Executive Committee Members of the NASDCTEc board, the letter was sent to Secretary Duncan this month. NASDCTEc staff have received requests for further information from Congressional staff on this issue and a formal response is still forthcoming.
- Similarly, NASDCTEc drafted a letter to the Department on a separate issue regarding its members' concerns in reference to the Department's Office of Civil Rights Methods of Administration (MOA). NASDCTEc was disappointed by the response received from the Department. During this time, NASDCTEc and the U.S. Department of Education received a rebuttal letter from the National Women's Law Center (NWLC) and Wider Opportunities for Women (WOW). A strategy for how to constructively respond to these dual responses is still being formulated.
- NASDCTEc, working in partnership with ACTE, has drafted legislative language to translate its priorities and recommendations for the reauthorization of the Perkins Act. This language has been shared NASDCTEc board. This language, based on NASDCTEc board-approved Perkins priorities and recommendations, will be shared upon request to interested members. NASDCTEc intends to use this language to support its advocacy efforts during the Perkins reauthorization process. These efforts have now turned towards the accountability section of current law. If you have input you would like to provide as the process begins, please contact Steve Voytek at svoytek@careertech.org
- 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 Evan Williamson at ewilliamson@careertech.org
- The next State Directors advocacy call will be September 2014. Specific date still to be determined.

Events/Calls/Webinars attended in June 2014:

- Call (x3) Center on Secondary School Redesign re i3 proposal
- Call: Center on Manhattan Strategy Group on OCTAE proposal
- Presentation: Council of State Governments
- Presentation: Skills USA University
- Meeting: First Book
- Webinar: National Skills Coalition – State Workforce Policy Round Up
- Meeting: Jobs for the Future – Improving Postsecondary and Workforce Outcomes

- Meeting: National League of Cities – Mayors and Education: Improving Local Educational Outcomes
- Webinar: American Youth Policy Forum – Predictors of Postsecondary Success: Understanding the Value of Workforce Data
- Meeting: Call with Jeff Green of Bloomberg News RE: CTE feature story contacts
- Meeting: USA Today Education staff - new initiatives/outreach collaboration
- Webinar: Unpacking WIOA - National Skills Coalition
- Conference: Education Commission of the States’ Annual Conference (in Washington, DC)
- Call: Hunt Institute, Common Core State Standards Partners
- Event: ACT College & Career Readiness Gala
- Call: Industry Workforce Needs Council (
- 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: National Governors Association
- Event: NASDCTEc Achieving Excellence Institute
- Event: Oracle Higher Education Reception
- Meeting: National Association of Workforce Boards
- Meeting: STEMEd Coalition
- Meeting: National Skills Coalition
- Meeting: ACTE Executive Director
- Call: Manufacturing Skills Standards Council
- Call: NCAC Board of Directors’ meeting
- Meetings & Calls with Congressional staff:
 - Rep. Miller
 - Rep. Hoyer
 - Sen. Whitehouse
 - Sen. Baldwin
 - Sen. Paul
 - Sen. Kirk
 - Sen. Murphy
 - Sen. Kaine
 - Sen. Portman
 - Sen. King
 - Sen. Warner