



ADMINISTRATIVE/ORGANIZATIONAL:

Audit: The audit is complete and staff and the accountants have received a draft audit report for review. We also anticipate the 990's being completed for the Finance/Audit Committee to review on January 23, 2014 before being sent to the Board on January 28, 2014 for final approval.

FY14 Dues: State dues have come in strong, with almost all states having paid or submitting an intent form. The only outstanding 'state' is Puerto Rico. Associate and Organizational final notices went out at the end of August and as a result, those dues have come in strong with only a few remaining memberships to be paid. Any member not responding has been removed from QuickBooks and membership has been cancelled.

Lost Career Cluster Inventory: Vivayic/Relevant Classroom filed an insurance claim for the lost inventory. We have been recently informed that State Farm has denied the claim based on the policy language:

1. We will not pay for loss to:
 - a. Property that is missing, where the only evidence of the loss is a shortage disclosed on taking inventory, or other instances where there is no physical evidence to show what happened to the property.

Vivayic/Relevant Classroom is following up with the warehouse before taking next steps to start possible litigation.

CAREER CLUSTERS®

Common Career Technical Core (CCTC): October was a very significant month for the Common Career Technical Core as NASDCTEc released state-specific and national results from the 6-month long alignment study. Despite challenges to the timeline, NASDCTEc was able to provide each state with their alignment study report, a full set of collateral materials about the CCTC and the alignment study, and a database with CTE standards from over 45 states and a wide array of policy documents. NASDCTEc released these materials in a closed session at the Fall meeting and is in the process of providing State CTE Directors not in attendance with their materials as well.

NASDCTEc also released *The State of Career Technical Education: An Analysis of State CTE Standards*, the first-of-its-kind national report comparing all state CTE standards to a common

benchmark (the CCTC). The report also includes cross-state information on the policies and practices that support the implementation of CTE standards. This report was also released at the Fall meeting during a panel featuring representatives from the CTE and business community.

Looking ahead, the next stage of this work will include providing targeted technical assistance to states interested in adopting and implementing the CCTC, creating new materials to support the implementation of the CCTC and engaging a broader group of stakeholders around the CCTC and the national report.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 741 user agreements signed from 48 states, the District of Columbia, and Ireland. This is an increase of 182 users since April, 2013. The top five usage states are Texas, 224, Wisconsin 54, Virginia, 44, Illinois, 30 and North Carolina, 29. There are a total of 6 State CTE Directors that have completed the user agreement.

COMMUNICATIONS/MARKETING:

October 2013

	September	October
Visits to www.careertech.org	71,237	67,643
Top 5 states visiting www.careertech.org	Texas – 9,896 Louisiana – 5,180 Mississippi – 3,767 North Carolina – 3,582 California – 2,562	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/careerclusters.html Main Page: www.careertech.org Career Clusters® and Pathways: http://www.careertech.org/career-clusters/glance/clusters-occupations.html	
Most Popular Download – October 2013	2,271 Student Interest Surveys	
CCTC Standards Downloads	767 in October	
CCTC Access to Searchable Database	1035 unique downloads	

Social Media Indicators:

- 17 unique blog posts in October
- 239 Total Likes on Facebook (+11 this month); 7 Facebook posts
- The number of people who have seen content associated with Facebook Page (total reach): 775
- 218 Followers on Twitter (+50 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 570 third-party logo usage agreements are in place, up from 560 since last month.

Website Project: Beginning in late summer 2013, NASDCTEc began the process of updating its website to improve the behind-the-scenes functionality as well as the overall user experience. NASDCTEc hired Synaxis to build a customized website on a more flexible platform than the NASDCTEc/NCTEF website is on now. The current content management system is slow and limited in functionality. The website refresh will streamline existing content to make navigation easier for the user. The design of the website will also get a refresh as part of the contract with Synaxis.

The new website will add and improve critical functionalities such as the ability to:

- Take registration for our three annual meetings (including payment at lower cost than the system we are paying for now),
- Have members login and access customized content that is more integrated throughout the site based on their profile (rather than only maintain a separate section for members), and
- Better integrate social media.

NASDCTEc was on track to launch in November 2013, but the absence of a Communications Manager has made this timeline untenable. It is more realistic that the new website will be ready to be launched in late December or early January. The new design has been approved and is being developed now on a beta site.

MEETINGS:

2014 Spring Meeting Update:

- The 2014 Spring Meeting will be held in Washington, DC at the Omni Shoreham.
- Dates are: Monday, March 31, 2014: NASDCTEc/NCTEF Board Meeting; Tuesday, April 1, 2014: full day of sessions; and Wednesday, April 2, 2014: Sessions until Noon.

- Room rate will be the Federal Government Per Diem Lodging Rate for the Washington, DC area (currently \$224 plus applicable taxes).

2014 National Career Clusters® Institute:

We are looking forward to a new look for the Institute. We will:

- Be in Phoenix, AZ June 16-18.
- We have secured the contract – after long and hard work; we were very conservative in what was committed to the hotel
- Be focused on Pathways to College and Career Readiness, with Career Clusters playing a more supporting role
- Provide Career Pathways workshop pre-sessions
- Draw upon the greater public familiarity with NASDCTEc and include it in our marketing and promotional efforts, showcasing that the Institute as a product of both NASDCTEc and NCTEF
- Continue having an Advisory Committee, to assist with judging presentations, providing feedback throughout the process and assist with the on-site logistics
- Feature Dr. Mark Milliron as the June 17, 2014 general session speaker
- Have exciting school and business tours on June 18, 2014
- Strive to be unique in our approach – incorporating new events and programs that differentiate this conference from previous years and from other conferences

We have been working with state staff from Arizona, who are assisting with volunteers, the loan of projectors, tour outreach and contact names. Milt Ericksen has been very helpful in working with us on getting connected on tours.

MEMBER SERVICES:

Webinar Update:

- Upcoming webinars in November:
 - November 14: *Overview of State Common Career Technical Core Alignment Study Results* (State Directors, invite only)
This webinar is for State CTE Directors, particularly those who could not attend the Fall Meeting, to learn more about the CCTC Alignment Study, including an in-depth discussion on the methodology and variety of ways the results may be used. We encourage State CTE Directors to invite colleagues, staff and their secondary/postsecondary counterparts to participate.
Time: 2 p.m. – 3 p.m. Eastern
Link to access webinar broadcast:
<http://nasdcte.adobeconnect.com/r212ch934tq/>
 - November 19: *The State of Career Technical Education: An Analysis of State CTE Standards*

Join the National Association of State Directors for Career Technical Education Consortium (NASDCTEc) as they share the major findings from their recently released national report comparing each state's CTE standards and the major policy levers and structures that support the adoption and implementation of CTE standards at both the secondary and postsecondary levels. The State of Career Technical Education: An Analysis of State CTE Standards is the first-ever report to analyze all state CTE standards using a common benchmark, the Common Career Technical Core, setting a new baseline for understanding CTE across the country.

Time: 3 p.m. – 4 p.m. Eastern

Link to register:

<https://cisco.webex.com/cisco/onstage/g.php?d=200739377&t=a>

State Director Updates: State Director position for Massachusetts is vacant. Lisa Sandler has resigned as State Director.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy:

Continuing Resolution, Debt Ceiling, and Budget Conference Committee:

- After September budget negotiations broke down in Congress, the federal government shut down on October 1, 2013 which. During this time, the nation was also expected to reach its statutory debt limit or “debt ceiling” on October 17, 2013.
- *On October 16, 2013 Congress passed H.R. 2775 and President Obama signed into law, a bill which reopened the federal government, ending a 16 day shutdown. The main provisions of H.R. 2775 were:*
 - *A Continuing Resolution (CR) which funds the federal government, at current levels, until January 15, 2014*
 - *An increase to the debt ceiling to February 7, 2014*
 - *Requires additional income verification measures for those receiving subsidies under the Affordable Care Act (ACA)*
 - *Sets up a bicameral, bipartisan budget conference committee led respectively by Senator Patty Murray (D-WA) and Representative Paul Ryan (R-WI) to negotiate a broader compromise on spending and deficit reduction*
- The budget conference committee met for the first time on October 30, 2013 where members began the negotiation process. Talks have been progressing cautiously and even if agreement is reached by the December 13, 2013 deadline the spending agreement would still need to be submitted to both the Senate and House Appropriations Committees— *giving Congress less than a month, with Christmas and New Years in between, to craft budget for FY2014.*
- *In a joint-letter Chairwoman Barbara Mikulski (D-MD) of the Senate Appropriations Committee and Chairman Hal Rogers (R-KY) of the House Appropriations Committee have*

asked the budget conference committee to come to a consensus no later than November 28, 2013 to give both chambers adequate time to construct the necessary legislation.

Advocacy Plan:

- NASDCTEc staff continues to meet with Congressional staff to advocate for Perkins and CTE. Hill staff have expressed specific interest in: Programs of study; Reporting requirements for non-traditional students and conversations around equity; Potential for innovation funding; Effects of maintenance of effort and hold harmless provisions; and Improving accountability through better-defined performance measures.
- In conjunction with ACTE, NASDCTEc has scheduled the first of several Congressional staff visits to high-quality CTE programs in the D.C. metropolitan area. On November 22, 2013, Congressional staff will visit Arlington Career Center in Arlington, VA. NASDCTEc has worked with Virginia's Office of Career & Technical Education to secure a speaking engagement for state staff during the visit to highlight Virginia's broader CTE efforts.
- 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 Steve Voytek at svoytek@careertech.org.
- NASDCTEc, in collaboration with ACTE, brought together Perkins stakeholder groups and organizations through a "Perkins Coalition" group. The overarching goal of the coalition is to help CTE stakeholders form a unified voice and identify areas of potential collaboration. The group met for the first time in October, with future meetings planned as the reauthorization process intensifies.
- The next State Directors advocacy call will be held in December.
- NASDCTEc and ACTE sent the October "CTE Monthly" newsletter to all members of Congress and relevant education groups.
- NASDCTEc and ACTE staff convened to discuss legislative strategy, future projects, and coordination of advocacy and communications efforts. The potential for drafting legislative language ahead of the reauthorization process for Perkins has been discussed and is in the preliminary stages.
- NASDCTEc staff met with representatives from IBM regarding potential collaboration and pooling of advocacy efforts for Perkins and CTE more generally.

Events/Calls/Webinars Attended in October 2013:

- Presentation: Change the Equation STEM Salon
- Call: CCSSO re: CCTC
- Call/webinar: Communication Coordination and Collaboration Council Meeting, Center for Great Teachers and Leaders
- Call: Hunt Institute CCSS Partners Call (x1)
- Call: Helmsley Trust
- Call/webinar: Smarter Balanced Assessment Consortium Career Readiness Task Force
- Call/Meeting: RTI re: Army and STEM programs of study project
- Event: CEF Legislative Conference and Gala
- Meeting: NCDA and Georgetown University

- Meeting: NASDCTEc Annual Fall Meeting
- Meetings with Congressional staff:
 - Rep. John Tierney (D-MA)
 - Rep. Todd Rokita (R-IN)
 - Rep. Tom Price (R-GA)
- Call: Great City Schools
- Call: White House; Shut Down Contingencies
- Webinar: German Skills Initiative: Applications for the US
- Webinar: Early College Success Stories
- Event: Budget Conference Committee
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: Committee for Education Funding (CEF)
- Meeting: Workforce Data Quality Campaign National Partner
- Meeting: Launch of ACT Foundation
- Presentation: Virginia CTE Administrator's Conference
- Meeting: America's Promise Trustee's Meeting
- Meeting: NCAC Executive Committee
- Meeting and Presentation: UFT Summit on CTE
- Meetings and Presentation: NCPN
- Meeting: On postsecondary issues re: NASDCTEc Governance with NC and OH
- Call: IBM lobbyist
- Meetings and Presentations: National Career Academy Coalition
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