



NASDCTEc and NCTEF
Board of Directors' Update
March 2014

ADMINISTRATIVE/ORGANIZATIONAL:

Next Board Meeting:

Tuesday, June 24, 2014: at the following times.
3 p.m. - 4 p.m. – NASDCTEc Conference call
4 p.m. – 5 p.m. – NCTEF Conference call
Topic: Budget Approval

Staff Updates: Andrea Zimmermann joined NASDCTEc as the new State Policy Associate on Tuesday, April 1. She most recently served as Confidential Assistant to the Assistant Secretary for Career, Technical and Adult Education, U.S. Department of Education. In this position, she will be for supporting and tracking state policies that impact access to high-quality CTE across the states.

CAREER CLUSTERS®

CCTC UPDATE: The Career Clusters Knowledge & Skills Statements historically have included "performance elements" and "sample indicators." These sub-components of the Knowledge & Skills Statements provided additional detail to those expectations and offered insight into how educators might measure and/or assess students' mastery of such standards.

To date, NASDCTEc has not released the validated performance elements and sample indicators alongside the CCTC, but has decided to do so now as a supplementary resource. We plan to release the CCTC in PDF and Excel formats with the performance elements and sample indicators included in the coming weeks. This resource will facilitate future alignments between the CCTC, the Common Core State Standards and the Next Generation Science Standards.

EXCELLENCE IN ACTION AWARDS: In January, NASDCTEc launched its first-ever Excellence in Action award to recognize model programs of study from across the nation. We received over 100 applications, about 60 of which were reviewed by the selection committee, comprised of State CTE Directors (or their proxies) and NASDCTEc staff. Each application was reviewed by two different members of the selection committee and on March 10, we held a calibration call

to discuss all of the applicants. After about 2.5 hours of discussion, the committee decided to recognize the following seven programs:

1. Architecture & Construction Career Cluster: Hugh Roberts, Carpentry, Tolsia High School (WV)
2. Arts, A/V Technology & Communications Career Cluster: Scott Rubin (or more appropriate instructor), Union County Academy for Performing Arts (NJ)
3. Health Science Career Cluster: Mary Flurkey, Medical Sciences, Bollman Technical Education Center (CO)
4. Information Technology Career Cluster: Steve Mallard, Computer Information Technology, Tennessee College of Applied Technology-Shelbyville (Contingent on him responding to follow up questions on articulation and non-trad recruitment)
5. Law, Public Safety, Corrections & Security Career Cluster: Shawn Blessing, Jack E. Singley, School of Law and Public Service (TX)
6. STEM Career Cluster: Sandra Clement, Innovation T-STEM Academy for Engineering, Environmental & Marine Science, Foy H. Moody High School (TX)
7. ***Manufacturing Career Cluster: Rosemary Petrilli, Machining, Atlantic Technical Center and Technical High School (FL) (Contingent on her response to follow up questions on course sequences, other partnerships, industry cert/credentials)*

While we did receive applications in 15 of the 16 Career Clusters, we ultimately did not believe there were strong enough applications that were fully aligned with the program of study model in eight of the Career Cluster areas. There were other strong candidates within these seven Career Cluster areas and NASDCTEc is planning to feature those programs in future communication materials as well.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster Logo user agreements there have been 805 user agreements signed from 48 states, the District of Columbia, and Ireland.

COMMUNICATIONS/MARKETING:

March 2014

	February	March
Visits to www.careertech.org	55,797	50,065
Top 5 states visiting www.careertech.org	Texas – 5,981 North Carolina – 3,330 California – 2,775 Louisiana – 2,212 Arkansas – 1,709	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	

Most visited pages	<p>The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/careerclusters.html</p> <p>Main Page: www.careertech.org</p> <p>Career Clusters® and Pathways: http://www.careertech.org/career-clusters/glance/clusters-occupations.html</p>
Most Popular Download – March 2014	2923 Student Interest Surveys
CCTC Standards Downloads	316 in March
CCTC Access to Searchable Database - Unique Registered Visitors	1316 to date

Social Media Indicators:

- 15 unique blog posts in March
- 455 followers on Twitter (+72 this month)
- 355 Total likes on Facebook (+40 this month); 16 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 900

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 620 third-party logo usage agreements are in place, up from 607 since last month.

Website Project Update: The website reached near-full functionality during the month of March, with the product store, main page, media page, state CTE map and member roles reaching full functionality. Currently remaining are finalization of future event registration page framework, the migration of event data and migration of member profiles. Staff have set a detailed timeline for the month of April, have begun beta testing and will be able to launch by late April or early May.

Communications and Outreach: Further meetings were held between NASDCTEc and ACTE staff to bring the two organizations’ messages in line and to develop further resources for collaboration, leading to a shared press release at the end of the month regarding the shared 2013 State Policy Paper. The two press departments also shared contacts to build a mutual national communications list, and discussed first steps for collaborating to increase the reach of marketing materials for the Achieving Excellence Institute. Communications staff also contributed to Case-making and Advocacy Session plans for the Spring Meeting.

Upcoming Communications and Outreach Projects: March saw the development of new website materials, as well as the finalization of case-making and newsletter project plans. Unfortunately, both project timelines had to be revised due to unforeseen demands on key staff time. Building off of the website launch (anticipated in late April or early May) the case-

making and newsletter projects should both be underway by the end of April. The Achieving Excellence Institute (AEI) communications plan and timeline were developed during this period, and the AEI marketing kickoff meeting was held, with media strategy finalized, tentative distribution dates set and outreach begun to leverage communications partners in Arizona and surrounding states. Next steps will include development of communications materials and distribution per the plan begun last month.

MEETINGS:

Achieving Excellence in Career Technical Education: The National Career Clusters Institute Update:

- Details: Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ, June 16-18.
- Registration is now live. As of Noon April 10, 2014, there are 140 general registrations completed. April 8 was the Early Bird registration cutoff date.
- There are six pre-session workshops available to attendees: 3 full day and 3 half day, based on the *Career Pathways Effect: Linking Education and Economic Prosperity*. As of April 8, there are 26 total pre-session sign-ups.

Spring Meeting Update:

- Registration was much higher than projected. A total of 183 registrations, which includes sponsors and day registrations.
- Online [resource page](#) is now available.
- General [evaluation](#) form open through April 18, 2014. So far we have received 40 responses to the evaluation.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** March CTE Monthly released, Career Cluster® focus: Health Science. Program in El Dorado, KA highlighted.

Webinar Update:

- On-Demand webinar on Federal Funding and Appropriations was released in March 2014.
- Also broadcast in March: Supporting 21st Century Educators: How States Are Promoting Career and Technical Educator Effectiveness. This webinar was

cosponsored by the Great Teachers and Leaders (GTL) Center, the National Association of State Directors of Career Technical Education Consortium, the Central Comprehensive Center, the Mid-Atlantic Comprehensive Center, and the South Central Comprehensive Center.

- Coming in April or May: On-Demand webinar on Career Readiness Definition/CRPC.

State Director Update: Patricia Felder has assumed the State CTE Director role in Louisiana.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

- The Department of Education released a final version of their long anticipated “Gainful Employment” regulations earlier this month. The new rules introduce stricter standards for the amount of debt students can take on while attending institutions offering career-training or occupationally-focused programs. A program must meet three main criteria in order to maintain their eligibility to receive federal financial aid. The first two are related to loan payments. Programs which have student loan payments higher than 30 percent of discretionary income or 12 percent of total income would fail under the new rules if those ratios persisted for any two out of three consecutive years. The third criterion is tied to a program’s cohort default rate (pCDR) for both program completers and non-completers. If a program’s pCDR exceeds 30 percent for three consecutive years, the program is deemed failing. The Department has posted these new rules on the Federal Register and they will be open to public comment over the next 60 days. Barring any major revisions or legal obstacles, the new rules are set to go into effect in 2016.
- The Department of Education also convened a second negotiated rulemaking committee this month on program integrity regulations on a range of issues impacting postsecondary education. Topics have been varied and of particular interest to NASDCTEc are proposed changes to clock-to-credit hour conversions for the purposes of federal financial aid eligibility. A tentative consensus was formed regarding this conversion which is intended to provide institutions clearer guidance for how to convert these units of measurement for academic progress. A third round of negotiations is expected in April and NASDCTEc will continue to monitor these and similar negotiations for potential areas where CTE programs could be impacted.
- Representative Maffei (D-NY) introduced Job and Opportunity Bonus (JOB) Tax Credit Act which would create a temporary tax credit for employers to help pay for the cost of training their employees. The JOBS Tax Credit Act would pay for 50 percent of the cost to train employees in an approved program which would include apprenticeship programs, training offered by vocation or technical schools or community colleges, and a variety of industry or labor union-sponsored training programs. Only employers with 500 employees or less and would be eligible however and the tax credit would last between 2015 to 2017.

- President Obama released his Administration's FY 2015 budget request on March 4th. The Administration requested \$1.117 billion for the Carl D. Perkins Career and Technical Education Act (Perkins) — the same amount the program received in FY 2014. The request also proposed a \$100 million innovation fund to be paid for through funding from the Perkins Act's basic state grant program (Title I). It is important to note that it is highly unlikely this budget request will be adopted by this Congress. Overall spending caps for FY 2015 have already been set by Congress earlier this year through the Bipartisan Budget Act of 2014 and lawmakers have largely chosen to stay within those limits. As the Congressional appropriations process gets underway during the next several months, NASDCTEc will continue to engage with Congress and participate constructively to ensure adequate support for the Perkins Act.

Advocacy Plan:

- NASDCTEc supported efforts in both the House and Senate to circulate Dear Colleague letters requesting a restoration of funding for the Perkins Act basic state grant program. 93 Representatives and 25 Senators, from both parties, signed these letters requesting pre-sequester funding levels for the forthcoming FY 2015 Labor-HHS-ED appropriations bill.
- NASDCTEc staff continue to meet with Congressional staff to advocate for Perkins and CTE. This month staff focused on the Senate, specifically on the two HELP Committee members who have been tasked with leading the Committee's efforts on Perkins reauthorization—Senator Casey (D-PA) and Senator Enzi (R-WY). NASDCTEc has also been engaged with the Perkins Roundtable group, a loose collection of large national employers interested in the reauthorization of Perkins. A sign-on letter, encapsulating the group's overarching principles, is currently being circulated by members of the roundtable to be used to demonstrate private sector interest in Perkins and CTE. NASDCTEc helped craft this letter and has supported these efforts as a signatory. The group has been active in promoting the three principles contained in this letter and have incorporated them into their advocacy efforts.
- In conjunction with ACTE, NASDCTEc drafted and released a joint budget request for FY 2015 as part of the Congressional appropriations process. The request level—\$1.264 billion— reflects a restoration of the remaining sequestration cuts to the Perkins Act and also incorporates Tech Prep (Title II) funding which was lost in 2010. The request proposes that Title II funds be consolidated into the basic state grant program of Perkins.
- 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). The letter has been sent to USDE and NASDCTEc is currently awaiting a timely response.
- 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. In the coming weeks, NASDCTEc intends to use this language to support its advocacy efforts during the Perkins reauthorization process.
- NASDCTEc staff spent much of March preparing for its upcoming Spring Meeting beginning on April 1st. The meeting hosted a number of Congressional staff and Department officials with a particular focus on national CTE policy.
- 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 held on June 2nd, at 4:00 pm EST.

Events/Calls/Webinars attended in March 2014:

- Meeting: Committee for Education Funding
- Meeting: NASDCTEc-ACTE Communications & Outreach monthly planning meeting
- Webinar: Hunt Institute, Common Core State Standards Partners Call
- Webinar: Changing Student Pathways from *Inside Higher Education*
- Meeting: Committee for Education Funding
- Event: ACTE National Policy Seminar
- Present: ACTE National Policy Seminar
- Meeting: STEM Education Coalition
- Event: STEM Council Meeting, hosted by STEMConnector
- Present: Supporting 21st Century Educators: How States Are Promoting Career and Technical Educator Effectiveness (webinar, co-hosted with the Center for Great Teachers and Leaders)
- Call (x3): Matt Gandal to provide background for CCSSO Career Ready Task Force
- Call: Lisa Brady Gill, Texas Instruments

- Call: GSX on CCTC-industry standards alignment project
- Call: Steve Bowen, Chris Minnich, CCSSO
- Webinar: Achieve-hosted webinar on competency-based pathways towards college and career readiness
- Call (x2): ACTE re: joint workplan
- Call (x2): Achieve re: career-ready indicators research paper
- Call: Chauncey Lennon, JP Morgan Chase re: New Skills to Work initiative
- Call: CCSS-CTE Literacy Institute, with College Board, ACTE and Student Achievement Partners
- Event: Department of Education Budget Briefing
- Meeting: Committee for Education Funding (CEF) Budget Briefing
- Meeting: Boeing Corporation
- Call: Honda Motor Company
- Meeting: STEM ED Coalition
- Meeting: Opportunity America Coalition
- Meeting: Workforce Data Quality Campaign (WDQC)
- Call: National Association of Workforce Boards (NAWB)
- Call: ACTE
- Meeting: Perkins Roundtable Group
- Call: National Skills Coalition & ACTE
- Call: National Career Development Association (NCDA)
- Event: Gallup
- Call: Workforce Data Quality Campaign
- Webinar: Great Teachers and Leaders Center
- Call: National Career Academy Coalition Executive Committee
- Call: Robin Willner, P-Tech Network
- Meeting: Jobs for the Future
- Meeting: OCTAE leadership team
- Call: Center for Work Ethic
- Meeting: AQCP Advisory Group with CLASP
- Call: National Science Foundation re: STEM Summit
- Presentation: Wisconsin – Education/Business Summit
- Meetings & Calls with Congressional staff:
 - Chairman Kline (R-MN)
 - Sen. Warner (D-VA)
 - Sen. Alexander (R-TN)
 - Rep. Miller (D-CA)
 - Sen. Casey (D-PA)
 - Sen. Enzi (R-WY)