



ADMINISTRATIVE/ORGANIZATIONAL:

Overview: We are on target with closing the books by August 15, 2013 and the final review of the financial statements in early September. Preparations have begun for the audit and the onsite visit is scheduled for the week of September 30, 2013.

FY14 Dues: State dues are coming in strongly, with 40 states having paid or submitted intent forms as of the end of July. Associate and Organizational dues reminders went out last month and are coming in strong and on target.

Omni Ft. Worth Attrition: Staff contacted the attorney to conduct a review of the Omni Ft. Worth hotel contract to ensure that all possible avenues were explored to reduce the hotel attrition. The hotel bill was paid with the exception of the attrition. NASDCTEc/NCTEF informed the hotel it was disputing the charges and requested additional information and supporting documentation regarding

Planning: The turn of the fiscal year gives us a chance to reflect and re-evaluate. We have worked with the new officer team to schedule upcoming meetings with the Executive Committee, Finance Committee and Boards. We also conducted on-boarding calls for new Board members and have scheduled similar calls with the new Finance Committee members. We are also revisiting existing internal resources, like our style guide, staff project planning tools, and implementing an updated state evaluation process/form.

New Staff: NASDCTEc is pleased to introduce you Kimaya Dixit, who joined the NASDCTEc team on August 1, 2013 as the Communication/Marketing Manager. Kimaya can be reached at kdixit@careertech.org. A copy of her resume is attached for your reference. We had to re-open the search for the Government Relations position, as the selected candidate's references were not favorable.

CAREER CLUSTERS®

Common Career Technical Core (CCTC): During the month of July, four "batches" of states received their draft alignment reports from GSX, approximately 40 state reports in total. The remaining 15 states and territories will receive their draft reports in early August. NASDCTEc

also held two conference calls for state directors to learn about the review process and ask questions. In total about 25 state leaders (State Directors or their designees) participated in these calls.

In addition, NASDCTEc has worked to GSX to revise significant portions of the reports, as evidenced by comparing Batch 1 reports to Batch 2 reports and so on. Major changes were made to the recommendations section, and the executive summaries were eliminated from Batch 3 on given the redundancies. However, based on feedback from the first two batches of states, and serious concerns raised about missing state Career Clusters and other judgments made in the draft report – along with growing concerns about the quality control and final layout process – NASDCTEc and GSX had a half-day meeting on July 31. At this meeting, we came to common agreement that:

- GSX would revise and provide additional details in the methodology section;
- GSX would re-analyze at least two states’ standards using a broader alignment methodology to address the oversight of state standards (with the possibility of running additional states through the revised methodology if it proved to make a substantive difference in results);
- NASDCTEc will provide a Word-based template for GSX to use when laying out reports and GSX will hire a contractor to provide the final copy edit using NASDCTEc’s style guide.

GSX and NASDCTEc also had two opportunities to discuss the policy and standards database. We came to tentative agreement on the fields/searches that need to be possible. There is some confusion about how the database will be “online.” At a minimum, NASDCTEc can allow State Directors to download an Access file from our website, but we are in the process of exploring the options and costs for having the database be hosted online on the NASDCTEc website.

NASDCTEc staff will write the national report, which will summarize the overall alignment study results, share commentary on the state of CTE standards and create a call to action regarding opportunities for learner-level alignment, standards and programs of study.

Career Cluster® Logo user agreements: Since the launch of the Career Cluster® Logo user agreements there have been 652 user agreements signed from 46 states, the District of Columbia, and Ireland. The top five usage states are Texas - 217, Wisconsin - 50, Virginia- 42, Illinois- 25 and North Carolina-19. Six State CTE Directors have completed the user agreement.

Workshops: The first collaborative workshop between NASDCTEc and CORD was launched at the National Career Clusters® Institute and in July, North Carolina hosted a state workshop. Work continues on the development of the workshop materials. To date, the overview, Partnerships and Administrator workshops materials have been developed. Under development are materials for the following workshops: Building Programs of Study, Data and Innovative Teaching.

COMMUNICATIONS/MARKETING:

July 2013

	June	July
Visits to www.careertech.org	18,666	18,126
Top 5 states visiting www.careertech.org	Texas, California, Illinois, Florida*, North Carolina* *note change in states	
Top 3 countries visiting www.careertech.org	Canada, China, India	
Most popular searches	Career Clusters, 16 Career Clusters, CTE	
Most visited pages	<p>Main Page: www.careertech.org</p> <p>The 16 Career Clusters®: http://www.careertech.org/career-clusters/glance/clusters.html</p> <p>Career Clusters® and Pathways: http://www.careertech.org/career-clusters/glance/clusters-occupations.html</p>	
Most Popular Download – July 2103	556 Student Interest Surveys	
CCTC Standards Downloads	407 in July	
CCTC Access to Searchable Database	746 to date	

Social Media Indicators:

- 15 unique blog posts in June
- 211 Total Likes on Facebook (+13 this month); 13 Facebook posts
- The number of people who have seen any content associated with Facebook Page (total reach): 983
- 95 Followers on Twitter (+38 this month)

CTE: Learning that works for America® User Agreement Update: We have in place 48 state adoptions plus Washington, DC of the usage of the CTE: Learning that works for America® logos. Currently 546 third-party logo usage agreements are in place, up from 526 since last month.

NASDCTEc is in the contracting phase for a revision/update of the website. The current platform is a proprietary platform that has become quite limiting. We plan to move to an open source platform that will allow for more functionality, search ability and are also revisiting our site map.

MEETINGS:

2013 Fall Meeting: We are confirmed for the Marriott BWI, for our meeting location on October 21-23, 2013. An online agenda overview will be posted shortly at <http://www.careertech.org/news-events/events/2013fallmtg/>. **The NASDCTEc and NCTEF Board meetings are scheduled for Monday, October 21 but there is a possibility of conducting some strategic planning with the Boards on Sunday, October 20. We are checking with the hotel on meeting space; the Executive Committee meets on August 13 and will make a final decision about extending the Board meeting at that time.** More details coming soon.

2014 National Career Clusters® Institute: The 2014 Institute will be in Phoenix, AZ June 16-18. We are in the final wrap up of the contract.

MEMBER SERVICES:

Publication and Resources Summary:

- **CTE Monthly:** Each month, we co-publish this advocacy newsletter that is shared with over 1,500 individuals, including members of Congress and education organizations. Over the summer, staff from ACTE and NASDCTEc reworked the marketing approach to this newsletter to increase our open rates. As a result of these efforts, open rates increased by 5 percent – a higher rate than any previous CTE Monthly newsletters.

Webinar Update:

- The On-Demand webinar series was launched this month; our first two webinars are on Sequestration and Career Clusters® 101. General information page for the On-Demand webinars can be found at <http://www.careertech.org/resources/ondemandwebinars.html>
- All general webinar information can be found at <http://www.careertech.org/resources/webinars.html>
- July Webinars:
 - July 25, 2013 on AP and Career Clusters® (67 attendees)

Upcoming webinars: August 1, 2013 Getting Students College and Career Ready – Microsoft IT Academy and Microsoft Certifications (for members only) with Heidi Johnson and Gene Longo of Microsoft (signed up so far: 29)

PUBLIC POLICY/LEGISLATIVE:

Legislation

Elementary and Secondary Education Act:

- As reported last month, the House Education and the Workforce Committee passed the Student Success Act, or H.R. 5, as amended by a substitute from Representative Todd Rokita (R-IN). Overall, the bill aims to eliminate more than 70 federal education programs and consolidate funding into a larger stream with more flexible uses. The bill would also eliminate the federal maintenance of effort requirement. This action sets a precedent that may impact future legislation that includes maintenance of effort provisions such as Perkins.
- The Senate Health, Education, Labor and Pensions (HELP) Committee also approved the Democrats' ESEA reauthorization bill, the *Strengthening America's Schools Act*, on a party-line vote of 12-10. HELP Committee Chairman Tom Harkin (D-IA) noted that he would like to move the bill to a floor vote this year but that this is unlikely to happen before September. Senator Lamar Alexander (R-TN), whose ESEA reauthorization proposal substitute was voted down by the committee, stated that he would like to amend Senator Harkin's bill significantly when it reaches the floor.
- Among the adopted amendments to the Senate bill was one by Senator Tammy Baldwin (D-WI), which proposed to include career readiness measures from the Carl D. Perkins Career and Technical Education Act on state and school report cards.

Workforce Investment Act:

- This month, the Senate HELP Committee approved their reauthorization measure of the Workforce Investment Act by a bipartisan vote of 18-3. The proposal includes more links to career pathways and requirements that connect programs to labor market data and in-demand jobs. Despite these positives, the bill also proposes to fund One Stop infrastructure and other activities directly from the state allocations of One Stop partner programs.
- While only postsecondary Perkins programs offer training services as partners in the One Stop system under WIA, Perkins funding supports both secondary and postsecondary CTE programs with individual states deciding how to split overall funding between secondary and postsecondary CTE. The WIA discussion draft proposed a 1.5 percent contribution, or \$17 million overall, that would come from Perkins administrative funds, and would result in a 30 percent cut to the administrative funds that are available to most states.
- NASDCTEc strongly disapproves of this proposal and has submitted comments to indicate the impact of the potential changes on CTE programs; however, the proposal has thus far remained intact. We will continue our efforts to counter this proposal.

Other CTE-Related Legislation:

- Senator Merkley (D-OR) recently introduced the Building Understanding, Investment, Learning and Direction in CTE Act (BUILD CTE Act) that would “establish a pilot grant program to support CTE education exploration programs in middle schools and high schools.” The grants could fund activities such as purchasing equipment, program infrastructure, and evaluating the impact of career exploration programs on graduation rates. NASDCTEc provided input on this bill.
- The authorization of the Higher Education Act, last reauthorized in 2008, expires at the end of 2013. Some areas of the bill are relevant for CTE, such as Pell grant changes including loss of ability to benefit. NASDCTEc has worked with members to establish priorities for this bill and will submit them to the House Education and the Workforce Committee in early August.

Budget and Appropriations

FY 14 Appropriations:

- This month, the Senate Appropriations Committee passed the FY 14 Labor, Health and Human Services and Education appropriations bill by a party line vote. The bill provides a \$3.52 billion, or 5.4 percent, increase for discretionary education spending compared to FY 13, and seeks to address the effects of sequestration, which included a \$58 million reduction to Perkins for the 2013-14 school year.
- The FY 14 Labor-HHS-Education bill is good news for CTE because it authorizes \$1.123 billion for Perkins state grants, restoring funding to pre-sequestration levels. The bill also authorizes the President’s proposed dual enrollment program.
- The House has not acted on its Labor-HHS-Education appropriations bill but the House Appropriations Committee has proposed an overall funding level for Labor-HHS-Education that is 26 percent below the proposed Senate levels. Therefore, the lower overall funding level will most likely mean significant cuts to many programs within the bill.
- Members of Congress have said that the very different funding levels proposed by the House and Senate make it very unlikely that the two chambers will be able to reconcile their bills. It is possible that an FY 14 continuing resolution, rather than standalone appropriations bills, will be put in place. This would extend current funding levels until a resolution has been reached.

Advocacy Plan:

- The next State Directors advocacy call has been scheduled for Wednesday, September 18th at 4 p.m. ET.
- NASDCTEc and ACTE sent the “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.

- NASDCTEc:
 - Conducted an informal survey to gather initial feedback to guide comments on the Higher Education Act.
 - Submitted comments to the Senate HELP Committee regarding the Higher Education Act and the Workforce Investment Act.
 - Is working with the Business Roundtable and Civic Enterprises on an invite-only policy event in September.
 - Briefed IBM on Perkins reauthorization priorities.
 - Met with OVAE staff regarding MOA.
- The advocacy plan is under revision, to update it and reflect current legislative activity. A revised plan will be shared with the Board in future Board materials.

Events/Calls/Webinars Attended in July 2013:

- Meetings: Committee for Education Funding
- Hearing: House Education & the Workforce Committee on “Keeping College Within Reach: Improving Higher Education through Innovation”
- Markup: Senate Labor-HHS-Education Full Committee
- Markup: House Education & the Workforce full committee on “H.R.5, Student Success Act”
- Event: OECD report release of “Skills Beyond School”
- Webinar: NCICTE’s Building a System of High-Quality Career Pathways
- Meeting: Pell Grants & Workforce Development Forum
- Event: Congressional CTE Caucus School Counseling Briefing
- Call: Hunt Institute CCSS Partners Call (x3)
- Meeting: Achieve re: Next Generation Science Standards
- Presentation: Ran workshop for New York CTE Technical Center
- Event: GE Business and Education Summit
- Meeting: National Coordinating Council for Career Technical Student Organizations (NCC-CTSOs)
- Call: Steve Klein from RTI on the (successfully bid) proposal to align STEM Career Cluster with military occupational specialties
- Call: CLASP on Higher Education Act
- Meeting: ACTE Executive Director
- Presentation: Virginia state conference
- Presentation: National Academy Foundation conference
- Meeting: National Board for Professional Teaching Standards
- Call : ASE
- Call: UC Berkley re: proposal related to construction standards
- Multiple calls: Helms-Briscoe re: CCI attrition
- Presentation: PACTA Conference
- Meeting: Board of the National Technical Honor Society
- Meeting: IWNC
- Presentation: Career Advisory Board of DeVry University
- Meeting: Microsoft IT Academy
- Presentation: Oklahoma state conference

- Call: OVAE re: spring conference and MOA
- Call: AED – NASDCTEc was invited to partner with AED on an upcoming RFP regarding Open Education Resources for Career Pathways
- Calls: multiple with GSX regarding alignment study
- Meeting: NCCER
- Meeting: NOCTI re: badges