

Joint Session of NASDCTEc and NCTEF Board of Directors' Meeting

**AGENDA**

October 21, 2013

10 a.m. – 4 p.m.

Meeting Room: Salon ABC

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1. Welcome and Overview of Agenda  
*10 a.m. – 10:05 a.m. (5 minutes)*  
.....  
Mr. John Fischer  
President  
*Pages 1-8*
  
2. Approval of Minutes  
*10:05 a.m. – 10:07 a.m. (2 minutes)*  
.....  
Mr. Rod Duckworth  
Secretary/Treasurer  
*Pages 9-13*
  
3. Approval of Consent Agenda  
*10:07 a.m. – 10:17 a.m. (10 minutes)*  
.....  
Mr. John Fischer  
President  
*Pages 14-59*
  
- Staff Updates:
  - 2014 Career Clusters<sup>®</sup> Institute
  - Career Clusters Logo Usage
  - Career Cluster Products
  - Career Pathways Workshops
  - Career Readiness Partner Council
  - Communications Update
  - Legislative Update
  - Liaison Reports:
    - ACTE
    - DECA
    - FFA
    - HOSA
    - SkillsUSA
  - Meetings and Events
  - Member Services
  - Resources and Publications
  - Strategic Communications Plan
  
4. Year-round sponsorship proposal  
*10:17 a.m. – 10:37 a.m. (20 minutes)*  
.....  
Mrs. Ramona Schescke  
Member Services Manager  
*Pages 60-64*

5. Revamped NSDI Proposal  
 10:37 a.m. – 10:57 a.m. (20 minutes)  
 ..... Mrs. Ramona Schescke  
 Member Services Manager  
 Pages 65-66

6. Career Clusters® Awards Proposal  
 10:57 a.m. – 11:17 a.m. (20 minutes)  
 ..... Mrs. Ramona Schescke  
 Member Services Manager  
 Pages 67-68

**BREAK 11:17 a.m. – 11:30 a.m.**

7. Advocacy Plan and Perkins Recommendations  
 11:30 a.m. – 12:15 p.m. (45 minutes)  
 ..... Mr. Steve Voytek  
 Government Relations  
 Associate  
 Page 69-75

8. Financial Reports & State Accounts  
 12:15 p.m. – 12:45 p.m. (30 minutes)  
 ..... Mr. Rod Duckworth  
 Secretary/Treasurer  
 Pages 76-120  
 Pages 76-81.....NASDCTEc FY 13  
 Pages 82-86 .....NCTEF FY 13  
 Pages 87-92 .....NASDCTEc FY 14  
 Pages 93-97 .....NCTEF FY 14  
 Page 98 .....State Account Update  
 Page 99 .....CORD Book Financials  
 Pages 100-120..Merrill Lynch Finance Reports

**LUNCH BREAK 12:45 p.m. – 1:30 p.m.**

10. CCTC  
 1:30 p.m. – 2:45 p.m. (75 minutes)  
 ..... Mrs. Kimberly Green  
 Executive Director  
 Pages 121-126

11. Career Clusters’ Governance Discussion  
 2:45 p.m. – 3:30 p.m. (45 minutes)  
 ..... Mrs. Kate Blosveren  
 Associate Executive Director  
 Pages 127-129

12. Update on ACTE Collaboration  
 3:30 p.m. – 3:45 p.m. (15 minutes)  
 ..... Mr. John Fischer  
 President

13. Update on Board Policy Manual & Board Policy Forms  
 3:45 p.m. – 3:55 p.m. (10 minutes)  
 ..... Mrs. Karen Hornberger  
 Finance & Office Manager

Note: NASCTEc/NCTEF Board Book can be found on the Board Portal

14. Other items to be added/meeting wrap up  
 3:55 p.m. – 4 p.m. (5 minutes)  
 ..... Mr. John Fischer  
 President

## **Upcoming NASDCTEc and NCTEF Board Meetings:**

January 28, 2014: conference calls

NASDCTEc: 3 p.m. – 4 p.m.

NCTEF: 4 p.m. – 5 p.m.

March 31, 2014: Spring Conference

June 24, 2014: conference calls

NASDCTEc: 3 p.m. – 4 p.m.

NCTEF: 4:00 p.m. – 5 p.m.

**NASDCTEc BOARD OF DIRECTORS**  
**FY 13-14**

**NASDCTEc President**

Mr. John Fischer  
CTE Coordinator  
Vermont Department of Education  
120 State Street  
Montpelier, VT 05620  
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**NASDCTEc Vice President**

Mr. Scott Stump  
Dean of Career Technical Education  
Colorado Community College System  
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**Secretary / Treasurer**

Mr. Rod Duckworth  
Chancellor  
Division of Career and Adult Education  
Florida Department of Education  
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**NASDCTEc Past President**

Mrs. Marie Barry  
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New Jersey Department of Education  
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Ms. June Sanford  
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**Region I** - Connecticut; Maine;  
Massachusetts; New Hampshire; Rhode  
Island; Vermont  
Term: July 1, 2011 – June 30, 2014

Mr. Eric Suhr  
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**Region II** - New York; New Jersey; Puerto  
Rico; Virgin Islands  
Term: July 1, 2012 – June 30, 2015

Dr. Lee Burket  
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**Region III** - Delaware; District of  
Columbia; Maryland; Pennsylvania;  
Virginia; West Virginia  
Term: July 1, 2011 – June 30, 2014

Ms. Jean Massey  
Associate Superintendent  
Mississippi Department of Education  
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**Region IV** - Alabama; Florida; Georgia;  
Kentucky; Mississippi; North Carolina;  
South Carolina; Tennessee  
Term: July 1, 2013– June 30, 2016

Ms. Kathleen Cullen  
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**Region V** - Illinois; Indiana; Minnesota;  
Michigan; Ohio; Wisconsin  
Term: July 1, 2013 – June 30, 2016

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**Region VI** - Texas; Arkansas; Louisiana;  
Oklahoma; New Mexico  
Term: July 1, 2011 – June 30, 2014

Mr. Richard Katt  
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Nebraska  
Term: July 1, 2012– June 30, 2015

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**Region VIII** - Colorado; Utah; North  
Dakota; Montana; South Dakota; Wyoming  
Term: July 1, 2013– June 30, 2016

Mr. Mike Raponi  
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**Region IX** - Arizona; California; Nevada  
Term: July 1, 2012 – June 30, 2015

Ms. Eleni Papadakis  
Executive Director  
Workforce Training & Education  
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**Region X** – Alaska; Idaho; Oregon;  
Washington  
**Term:** July 1, 2012 – June 30, 2015

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**Region XI** - Hawaii; Commonwealth of  
Northern Marianas; Federated States of  
Micronesia; Republic of the Marshall  
Islands; Republic of Palau; Guam;  
American Samoa  
**Term:** July 1, 2011 – June 30, 2014

Dr. Fran Beauman  
Project Director, Beauman Consulting  
2500 Muirfield Road  
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E-mail: fran@beaumanconsulting.com  
**Associate Member Representative**  
**Term:** July 1, 2011 – June 30, 2014

9/30/13

**NCTEF BOARD OF DIRECTORS  
FY 13-14**

**NASDCTEc President**

Mr. John Fischer  
CTE Coordinator  
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**Term:** July 1, 2011– June 30, 2014

Ms. Cheryl Carrier, Director  
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Ford Motor Company Fund  
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**Term:** July 1, 2013 – June 30, 2016

Mr. William C. (Bill) Symonds  
Former Director, Pathways to Prosperity  
Project (2008-June, 2013)  
Harvard Graduate School of Education  
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**Term:** July 1, 2012 – June 30, 2015

**NCTEF Board Liaisons**

**Associate Member Liaison:**

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Missouri Department of Education  
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Jefferson City, MO 65102  
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**OVAE Liaison:**

Ms. Robin Utz  
U.S. Department of Education  
Office of Vocational and Adult Education  
College and Career Transitions Branch  
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E-mail: robin.utz@ed.gov

**Cluster Leader Liaison:**

Vacant

**DOL/ETA Liaison:**

Ms. Jennifer Troke  
USDOL - Employment & Training  
Administration (ETA)  
Business Relations Group  
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NASDCTEc Board of Directors' Meeting

**MINUTES**

June 18, 2013

Conference Call

3 p.m. – 4 p.m.

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**Attendees:** Patrick Ainsworth, Marie Barry, John Fischer, Scott Stump, June Sanford, Eric Suhr, Lee Burket, Jean Massey, Kathy Shibley, Eric Spencer, Richard Katt, Teri Wigert, Eleni Papadakis, Bernadette Howard, Fran Beauman, Rod Duckworth, Kathleen Cullen, Wayne Kutzer

**Staff:** Kimberly Green, Kate Blosveren, Karen Hornberger

**Welcome:** Barry welcomed the NASDCTEc Board and staff to the meeting. She thanked Ainsworth, Shibley and Wigert for their service and leadership provided over their tenure on the NASDCTEc Board. Barry also welcomed our new members joining us Kathy Cullen, Wisconsin; Wayne Kutzer, North Dakota and Rod Duckworth, Florida, NASDCTEc/NCTEF's Secretary/Treasurer. Terms begin July 1, 2013.

Barry also shared what a positive experience the National Career Clusters Institute was and how much positive feedback she received from attendees. She thanked the staff for putting on a successful event.

**Review and Approve NASDCTEc and NCTEF Board Minutes:** Stump presented the minutes from the April 14, 2013 NASDCTEc/NCTEF Spring Board Meeting. No corrections were to be made.

**MOTION: Approve the April 14, 2013 Spring Board minutes. Stump; Sanford.**  
**MOTION ADOPTED.**

**State Account Update:** Hornberger reported on the status of the remaining state accounts: District of Columbia, Kentucky and Arkansas. The State Directors from the three states are requesting an extension of deadline by which they need to use the balance of funds in a state account. Staff is recommending approval of the extension for the states as long as the state presents an acceptable plan to expend the funds within the allotted time and that the expenditures are within the guidelines approved by the NASDCTEc Board

**MOTION: Approve moving forward with state account extension with language as presented by Finance/Audit Committee. Ainsworth; Wigert.**  
**MOTION ADOPTED.**

**Appointment of Finance/Audit Committee Member:** Hornberger reported that the NCTEF Board member Tim Hodges was appointed by the NCTEF Board to complete Donna Yurdin's term, who is leaving the NCTEF Board and is ineligible to serve her full term that expires 6/30/14. Hornberger presented four nominees to the Board for the associate member position on the Finance Audit Committee, two which were ineligible to serve. The two eligible nominees were: Mike Mulvihill, Mississippi State

Department of Education and Jeanne-Marie Holly, Maryland State Department of Education (currently a member of the Finance/Audit Committee).

Barry suggested that it would be good to expand to other members that would be willing to serve. Massey added that Mulvihill would be an excellent choice to serve. The general consensus of the Board was to appoint Mulvihill the committee; Barry appointed Mulvihill to serve as the associate member representative to the Finance/Audit Committee for the 2-year term commencing on July 1, 2013 and ending on June 30, 2015.

**NASDCTEc Financial Report:** Green provided an overview of the NASDCTEc financial reports, as well as the proposed FY14 budget.

**Balance Sheet FY 13:** The FY13 report reflects activity through June 3, 2013 but reconciled statements through April 30, 2013.

**Income:** While 93% of the fiscal year had passed, NASDCTEc received 92% of its budgeted income. Dues came in strong, meeting expectations for both states and organizational/associate membership targets. FY14 dues based on 95% of invoiced dues, less Puerto Rico and Virgin Islands, as we don't project payment from them. Conference registrations came in strong for the Spring Meeting, but the FY14 budget is conservative with lower registrations expected based on attendance at the FY13 Fall meeting. Reimbursement from NCTEF for staff salaries and benefits is not reflected for income on the FY 14 budget. This is to correct the duplication/complication from the past; therefore, the FY14 budget shows just the NASDCTEc portion of salaries and benefits.

**Expenses/Liabilities:** Expenses are in line with income at 69% of the budgeted total. The two categories projected to be over-budget is accounting and awards. The FY13 budgeted estimates for accounting were inaccurate as NASDCTEc will be under-budget and NCTEF will be over -budget. Awards for FY13 includes gift for the NASDCTEc/NCTEF Past President, which exceeded the original budgeted amount. This over-budget amount was approved prior to expenditure.

**MOTION: Accept NASDCTEc financial report and FY 14 Budget as presented. Shibley; Beaman.**  
**MOTION ADOPTED.**

**Feedback on draft workshop materials:** Green shared that Erika Volker was contracted to work on the CORD/NASDCTEc career pathways' workshops. Volker is ensuring that the workshops align to the NASDCTEc vision, state expectations and needs, and to do a quality control check. Green asked that any member of the Board who is interested in reviewing the materials send her an e-mail.

**Staff Recommendation in response to Design Team Update:** To both support the Career Clusters<sup>®</sup> as an organizing framework – as well as address our need to better engage business - we are proposing going back to an earlier model where the states take ownership of the 16 Career Clusters. States would select

Career Clusters to manage and help engage local/regional businesses around them. Another goal of the model is to help provide coordination across the field of work, curriculum, messages, etc. We need to know if we are on the right track and are you interested in participating. Green added that looking back historically; this seems like the perfect time to reintroduce the states and business partnerships coming together.

**Concerns and questions from the Board:**

- Likes the idea but worries that the Career Clusters will take on a regional look.
- It needs to be clearer for business engagement and how much time will be involved.
- Is this a feasible concept and if it is would like it taken to the next step?
- Would states need to be limited by 1-2 Career Clusters (Answer: No, states could be involved in as many clusters as want, but would only own, or take leadership, for 1-2)
- Funding? (Answer: The Career Clusters would stay a foundation as it is a 501(c) 3 and that funding would need to go through the foundation.)
- What would this mean for National Career Clusters Institute? Could that become an annual convening of stakeholders around the 16 Career Clusters rather than the current model? Could it be a way of engaging/bring business?

Blosveren asked the Board to review the paper and e-mail or call her with your thoughts and feedback at kblosveren@careertech.org.

**Closing remarks:** Barry thanked Ainsworth for continuing to be Past President after he retired and for his dedication and service. She also thanked Shibley and Wigert again for their great skills and expertise that brought with them to the Board.

Fischer thanked Barry for her role as President and all her hard work and dedication that she brought to the organization.

**Meeting adjourned 4:00 p.m.**

NCTEF Board of Directors' Meeting

**MINUTES**

June 18, 2013

Conference Call

4 p.m. – 5 p.m.

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**Attendees:** Patrick Ainsworth, Marie Barry, John Fischer, Scott Stump, Scott Stump, Bill Symonds, Tim Hodges, Cheryl Carrier

**Staff:** Kimberly Green, Kate Blosveren, Karen Hornberger

**Welcome:** Barry welcomed the NCTEF Board and staff to the meeting. Barry welcomed our new Board member, Cheryl Carrier from the Ford Motor Company Fund, who joined the call. Carrier's term officially begins July 1, 2013.

**Review and Approve NASDCTEc and NCTEF Board Minutes:** Stump presented the minutes from the April 14, 2013 NASDCTEc and NCTEF Spring Board Meeting.

**MOTION:** To approve the April 14, 2013 Spring Board minutes as presented.  
**Stump; Symonds.**  
**MOTION ADOPTED.**

**2013 Institute reactions:** Barry reported that she heard positive reactions to the 11<sup>th</sup> National Career Clusters<sup>®</sup> Institute. People felt like they were walking away with lots of information. Even though our registration numbers were not what we would have wanted them to be, it was still a success in that we received very positive feedback. Fischer agreed with Barry, saying that he also heard a lot of positive feedback. Hodges also stated that as an attendee, and not recognized as part of the Board, he also heard positive feedback and that the people from Texas were appreciative that it was held in Texas.

**NCTEF Hotel Sleeping Room Attrition Penalty:** Green reported that registrations for the National Career Cluster<sup>®</sup> Institute are very low compared to prior years, around 350 attendees. This created a situation where NCTEF may have to pay a significant an attrition penalty for sleeping rooms committed to in the hotel block that were unused. This situation is one we have never faced before and could result in a significant expense. We have been working with the hotel and meeting planner to determine options to reduce or eliminate these penalties, but the hotel is not being easy to work with. The penalty is looking to be around \$40,000 plus, but we won't know until after the meeting is completed.

**2014 Institute:** We are in the process of negotiating the contract for the 2014 National Career Cluster<sup>®</sup> Institute in Phoenix, Arizona. Given the 2013 Institute, we have discussed a variety of options for the Institute going forward – including the possibility is of not continuing the Institute, dramatically changing its structure, etc. and the implications of shift for both income and staff.

**NCTEF Financial Report:** Green provided an overview of the NCTEF financial reports, as well as the proposed FY14 budget.

**Balance Sheet FY 13:** The FY13 report reflects activity through June 3, 2013 but reconciled statements through April 30, 2013.

**Income:** While 93% of the fiscal year has passed, NCTEF has received 66% of its budgeted income. Institute revenue is low due to the low registrations, but we have a strong showing in sponsorships (exceeding our budgeted estimate). The FY14 budget is very conservative estimating Institute registrations at 350 and keeping sponsorships. Product sales are on target due to a one large order of \$25,000. The FY14 budget for product sales is conservative, reflecting less the one large order, plus the book sales. Workshop revenue is below target as workshops are still under development. Also, the presented budget is very conservative in estimating projected workshop revenue, since this is the first year.

**Expenses/Liabilities:** Expenses are in line with income, being at 66% of the budgeted total. The majority of the Institute expenses have not been incurred, so the expense portion of the financials will change significantly in the year-end reporting. The accounting expense is over-budget previously explained and reported to the committee and Board. Board expenses were increased to reflect travel as approved by Board policy.

**MOTION: Approve the NCTEF FY 14 budget as proposed. Stump; Hodges.**  
**MOTION ADOPTED.**

**CCTC Alignment Study:** Blosveren reported that NASDCTEc and GSX hard at work developing final drafts of the state alignment reports. NASDCTEc will be holding three calls with the State CTE Directors to walk through the review process and answer any questions. States will be given two weeks to review their draft alignment reports and raise any concerns, offer feedback, etc. We are on target to release the study and national report at the Fall Meeting in October.

**Design Team Proposal by Bill Symonds:** Symonds is proposing that we explore the possibility of carrying out some of the design team's proposal by seeking partnerships and industry support. Symonds offered to do some exploratory work this summer. This proposal was forwarded to the Executive Committee, which responded with a list of questions and to have Symonds submit a formal proposal responding to each of the questions. This step was necessary to get more clarity on the intent and purpose of the work but also because Symonds is a NCTEF Board member, it is necessary to proceed judiciously given that there would be a conflict of interest. Symonds suggested putting something together and submitting to Green for feedback. Green indicated that given the CCTC alignment study, there was limited staff time to dedicate to this work now and that August would be the earliest that staff could respond to this proposal/effort.

**Closing:** Barry thanked Carrier for joining us and looked forward to working with her. Green thanked Barry for her service and dedication to the organization.

Meeting adjourned. 5:11 p.m.

**2014 Career Clusters® Institute Update**  
*Report submitted by Ramona Schescke, Member Services Manager*

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**2014 National Career Clusters® Institute**

For 2014, the Executive committee gave the approval to move forward, trusting NASDCTEc staff to secure the best location for our next Institute. The Pointe Hilton contract negotiation and subsequent signing was the result of long and hard work. In this contract we were very conservative in what we committed to the hotel, and as a result, we secured a strong contract.

The Pointe Hilton Tapatio Cliffs Resort in Phoenix, Arizona is the location for the 2014 National Career Clusters Institute. The theme is “Excellence in Action” and will introduce a new, strong format this year. We plan to keep an opening general session with afternoon breakouts the first day (June 16); continue with sessions and general session the next day, and cap with business/industry and school tours the ½ day June 18. Additional elements include:

- The focus will be on Pathways to College and Career Readiness, with Career Clusters playing a more supporting role
- Providing Career Pathways workshop pre sessions
- We want to 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
- We will keep the Advisory Committee, to assist with judging presentations, providing feedback throughout the process and assist with the on-site logistics

**Career Cluster<sup>®</sup> Logo User Agreements**  
*Report submitted by Karen Hornberger, Office and Finance Manager*

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Since the launch of the Career Cluster Logo user agreements there have been 696 user agreements signed from 48 states, the District of Columbia, and Ireland. This is an increase of 152 users since April, 2013. The top five usage states are Texas, 220, Wisconsin 52, Virginia, 40, Illinois, 28 and North Carolina, 26. There are a total of 6 CTE State Directors that have completed the user agreement.

Some of the identified uses for the logos include:

- College and Career Fairs
- Classroom decorations
- Promote CTE programs within their district
- Awareness and impact on students
- Professional Development
- Course selection guides

There is a wide range of people who download the Career Cluster Logo User Agreements including teachers, administrators, counselors, and directors.

**Career Cluster<sup>®</sup> Products and Warehouse Update**  
*Report submitted by Karen Hornberger, Finance and Office Manager*

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**Products:**

The Career Clusters 101 guide is finalized with the addition of the ® to the Career Clusters<sup>®</sup> Brand. This change had delayed the release of the guide by a couple of months and went on sale June 30, 2013. To date we have not had any sales of the new guide.

We have begun receiving our revenue share from the book co-authored with CORD entitled, *The Career Pathway Effect: Linking Education and Economic Prosperity*. To date we have received \$3257.25 in book sales. CORD was excited to share with us the increase in book sales for July and August. Our revenue share for this quarter not including September sales is at \$3128.17 for NASDCTEc, which is almost the exact of what we received in the first two quarters alone.

The Career Clusters Pocket Guide is one of our hottest selling items and has been purchased by schools and states. In October of 2012 we updated the pocket guides and re-ordered 1000 packages of 15. We also raised the price from \$8.00 to \$8.50 due to the price increase in printing. During FY 12-13 we sold 870 packs and used 30 packages for giveaways and promotional material. In September 2013, we ordered 600 more packages of pocket guides with the updated logo and have sold a total of 281 packages this fiscal year. I can foresee another reprint of these guides soon, now that they are being used more as a resource for parents and teachers.

Over the 2012-2013 year an evaluation of the opportunities for new products and resources occurred. One option was the creation of a product store through Café Press, to offer a variety of logo branded products including shirts, coffee mugs, and other product. This project has been delayed due to staff turnover. Our goal is to launch this when the new website launches, around December 2013.

**Warehouse:**

In January 2012, the warehouse and distribution function for Career Cluster products was transitioned to NASDCTEc/NCTEF headquarters in Silver Spring, MD. As we reported in the past, the transition went smoothly as all but two pallets of the Plans of Study were moved to our Silver Spring office. In January 2013 we had one pallet of individual Sample Plans of Study sent to our office.

As we shared in April, Relevant Classroom/Vivayic was in the process of locating a missing pallet that is supposed to contain the full sets of Sample Plans of Study. As of today that pallet of Plans of Study has not been located. Relevant Classroom/Vivayic has been working with the warehouse for over a year to try and locate the pallet of Sample Plans of Study. We understand that the warehouse was in a transition with a re-organization of product and claimed they needed more time to locate the pallet. They just recently located an additional pallet with resources which we have been told included Journey Folders and Old Career Clusters brochures both of which have been written off our books as missing/damaged and donated. We are working with

Relevant Classroom/Vivavic to have the Career Cluster Journey Folders sent to our office in Silver Spring, MD to have them put back into our inventory.

The missing Sample Plans of Study are a significant part of our inventory and have a value of \$16,266.90 on our balance sheet. We have requested that Relevant Classroom/Vivavic start the insurance claim process for the replacement value of the missing product. The contract we held with Relevant Classroom to warehouse the product specifically states that that are to provide replacement insurance on all products. Below is the contract language relevant to required insurance:

#### **A. Warehousing**

- **House all NCTEF career cluster related products and materials.**
- **Maintain products in an agreed upon insured warehouse with security and fire prevention systems.**
- **Provide replacement insurance on all products.**

The replacement value of the 480 missing Sample Plans of Study has been estimated at approximately \$27,189.12. Relevant Classroom/Vivavic is 99% certain that the pallet contained 443 full sets of Sample Plans of Study and the rest were used in trade shows and workshops. If the replacement value of the Sample Plans of Study is paid on 443 sets, the insurance payment should be approximately \$25,091.52.

At this time Relevant Classroom has started the claim process with their insurance company, State Farm, and have they have provided us with the attached letter and claim number for our records.



***The Breed Team***

Auto – Life – Health – Home & Business

8421 Amber Hill Ct Ste 1

Lincoln, NE 68526

(402) 483-2802

[www.breedteam.com](http://www.breedteam.com)

September 27, 2013

NASDCTEc  
Attn: Ms. Kim Green

Dear Kim,

This is a notice that Vivayic, Inc has initiated the claim process regarding a lost pallet of goods located at Distribution, Inc in Lincoln, Nebraska.

Respectfully,

A handwritten signature in black ink, appearing to read "Gerit J Schell".

Gerit J Schell  
Team Leader

**Career Pathways Workshops Update**  
*Report prepared by Kimberly Green, Executive Director*

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The workshops aligned to *The Career Pathways Effect* book are well underway. Due to the additional workload taken on by the staff related to the Common Career Technical Core, staff turnover, and a family medical issue, additional work on the workshops has been delayed until after the fall meeting. Our consultant, Erika Volker, in partnership with Deb Mills of CORD, has drafted materials for all of the workshops. Two workshops are ready for Board input, but the balance of the materials requires a careful review by staff. We hope to have materials to the Board for review in November.

The Partnerships and Career Pathways Overview workshops were piloted at the 2013 Career Clusters<sup>®</sup> Institute. These workshops, in addition to the Counseling for Success workshops will be featured the 2013 National Career Pathways Network conference.

All of the pre-sessions offered at the 2014 Career Clusters Institute will be shortened versions of these workshops; no other pre-sessions will be offered.

Finally, the memorandum of understanding between NASDCTEc/NCTEF and CORD related to workshop revenue sharing has been drafted and negotiations have begun. When an acceptable agreement is reached, a recommendation will be presented to the Executive Committee and/or Board for a vote.

<b>Workshop</b>	<b>Status</b>
1. Administrators Role in a CP System	Ready for NASDCTEc/NCTEF staff review
2. Career Pathways Overview	Ready for Board review
3. Partnerships Opportunities	Ready for Board review
4. Teaching for Success	Ready for NASDCTEc/NCTEF staff review
5. Counseling for Success	Ready for NASDCTEc/NCTEF staff review
6. Building Programs of Study	Ready for NASDCTEc/NCTEF staff review
7. Data in Career Pathways Systems	Ready for NASDCTEc/NCTEF staff review

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On May 29, 2013 the Council convened for a daylong meeting around three broad agenda items: (1) dissemination of the statement; (2) integrating the statement into current and future activities for each individual organization; and (3) determining if there are next steps for the Council.

Participants discussed next steps and membership/governance issues related to the Council, concluding that:

- After accomplishing the original charge, there is support for continuing to convene around areas of common interest to share updates and discuss strategies for making the statement actionable.
- No products, statements or policy recommendations will be issued on behalf of the Council without consent of participating organizations ([Building Blocks](#) is the only product currently endorsed by members of the Council).
- The Council should consider targeted outreach to other national organizations to participate in future Council meetings, with the understanding that each prospective organization will need to confirm support for the statement in order to participate

Participants spent the bulk of the day brainstorming ideas for making the statement actionable, honing in on three specific areas of interest:

1. Assessment
  - Purpose statement: Assess opportunities and recommend priorities for advancing assessments of college and career readiness.
  - Tasks: Map existing assessments to specific outcomes/skills; assess opportunities for strengthening connections between national academic assessments and other readiness measures; and, identify priorities for advancing performance-based assessments.
2. Policy
  - Purpose statement: Identify promising federal and state policy levers to support career readiness.
  - Tasks: Translate key elements of the definition into federal and state policy guidelines; identify barriers and leverage points in current legislation; identify sample policies; draft model language (organization-based rather than Council-based); and, identify research/data and evidence-based best practices to support policies.
3. Building support for career readiness and the statement
  - Purpose statement: Enhance the recognition and value of career readiness.
  - Tasks: Highlight promising practices/models; tailor messages for different audiences; and, develop tools to target key stakeholders.

The meeting concluded with a discussion of next steps:

- Share summary meeting notes with the full Council and gather input from those not in attendance (e.g., is there interest in continuing to convene, are these three issues of interest, etc.).
- Develop a sign on letter for other organizations to support [Building Blocks](#).
- Create working groups around the three issue areas (assessments, policy, and building support) and identify lead organizations for each issue area.

Following the May 29 meeting, a one-page statement of support was developed and shared with members of the Council. To-date no signed forms have been submitted to the “CareerReadyNow@careertech.org” email address from non-member organizations.

To-date, the following six Council member organizations have indicated interest in a working group:

1. Assessment
  - Co-chairs: Both slots remain open
  - Members: NASDCTEc, James B. Hunt, Jr. Institute for Educational Leadership and Policy
2. Policy
  - Co-chairs: NASDCTEc, other slot remains open
  - Members: National Education Association
3. Building support for career readiness and the statement
  - Co-chairs: Both slots remain open
  - Members: American Federation of Teachers, Asia Society, American School Counselor Association

The Manufacturing Institute and the Business Higher Education Forum have indicated they will not be participating in a working group. Corporate Voices for Working Families also won't be participating, as it closed its doors this summer.

**Communications Update  
(May 2013 – September 2013)**

*Report Submitted by Kate Blossveren, Associate Executive Director, and Karen Hornberger,  
Finance & Office Manager*

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**SOCIAL MEDIA**

In the past six months, NASDCTEc/NCTEF has revised its communications and expanded more significantly into the social media space. As of April 2013, NASDCTEc had a blog and a Facebook account, the latter of which was only used to push out new blog posts. Since then, NASDCTEc has expanded its Facebook presence, become active on Twitter, and worked to serialize the blog posts. The three social media tools play overlapping but different purposes, as described in the table below:

<b>PURPOSE</b>	<b>Blog</b>	<b>Twitter</b>	<b>Facebook</b>
Promoting NASDCTEc’s Mission, Reports, Events, etc.	x	x	x
Disseminating NASDCTEc’s Resources, Reports, etc.	x	x	x
Engaging Education Community around CTE	x	x	x
Sharing NASDCTEc’s POV/opinion	x	x	
Giving NASDCTEc a face/name	x	x	

***Facebook***

Since May 2013:

- We have posted 93 times
- We have added 47 “Likes” (up to 230)
- NASDCTEc’s Facebook page has reached 5,373 unique users (“Reach” defined as “the number of people who have seen any content associated with your Page.”)

***Twitter***

Since launching our Twitter handle in May 2013, we have gained 168 followers and tweeted 286 times. According to Tweet Reach, @CTEWorks reached an estimated 7,995 Twitter users in just the last week of September. NASDCTEc has coordinated with ACTE and other partners on using common hashtags to promote major events and reports.

***CTE Learning that Works Blog***

Since May 2013, NASDCTEc staff and guest contributors have posted 99 blog posts, nearly all of which now fit into one of our “series” (e.g., legislative update, state CTE policy update, Common Core and CTE, research roundup, friends of CTE, etc.). We also send weekly Blog Roundups via Constant Contact, which have each been viewed, on average, by 223 users.

## WEBSITE

	<i>Previous Report</i>	<i>Current Report</i>
Spring to Fall Meeting	October 2012- April 2013	April 2013 – October 213
Total Website Visits	237,632	231,158
Year to date	April 2012 – April 2013	October 2012 – October 2013
Total Website Visits	432,664	463,040
<b>Top 5 states visiting</b>		
<a href="http://www.careertech.org">www.careertech.org</a>		Texas, Louisiana, California, Mississippi, Illinois
Most popular searches		Career Clusters, 16 Career Clusters, CTE
Most visited pages		<b>Main Page:</b> <a href="http://www.careertech.org">www.careertech.org</a>  <b>The 16 Career Clusters:</b> <a href="http://www.careertech.org/career-clusters/glance/clusters.html">http://www.careertech.org/career-clusters/glance/clusters.html</a>  <b>Career Clusters and Pathways:</b> <a href="http://www.careertech.org/career-clusters/glance/clusters-occupations.html">http://www.careertech.org/career-clusters/glance/clusters-occupations.html</a>
Most Popular Download		<b>Student Interest Surveys: 9,684</b>
CCTC Standards Downloads		2,947

## COMMUNICATION RESOURCES SOLD\*

	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>To Date</b>
Vision Papers	1640	15	63,207
CTE: Learning that Works for America <sup>®</sup> Brochures	2170	251	28,082
CTE: Learning that Works for America <sup>®</sup> Posters	450	21	2001

*\*Totals represent materials ordered; they do not include materials distributed at presentations via NASDCTEc staff or as samples to Career Cluster customers.*

## WEBSITE REVISION

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

- Take registration for our three annual meetings (including payment),
- Directly sell products via the store to consumers,
- 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)

- Better integrate social media.

The website refresh will also 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.

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 December or January.

## **Legislative Update: May 2013 through September 2013**

### **Carl D. Perkins Career and Technical Education Act**

Beginning in early 2013, NASDCTEc staff has been meeting with members of the Senate Health, Education, Labor and Pensions (HELP) Committee and the House Education and the Workforce Committee to collaborate on the reauthorization process for the Carl D. Perkins Career and Technical Education Act (Perkins). In late April, Representatives Thompson (R-PA) and Langevin (D-RI) sent a Dear Colleague letter to the Chairman and Ranking Member of the U.S. House Appropriations Subcommittee on Labor, Health and Human Services, and Education, requesting level funding for Perkins in FY2014. The letter was co-signed by 61 members of the House.

In September, the House Education and the Workforce Subcommittee on Early Education, Elementary, and Secondary Education took a major step forward by holding the first hearing in the Perkins reauthorization process. The hearing, titled “Preparing Today’s Students for Tomorrow’s Jobs: A Discussion on Career and Technical Education and Training Programs,” purported to present broad issues related to CTE and the role Perkins has as a catalyst for improving and innovating CTE programs. View the archived hearing [here](#).

NASDCTEc President John Fischer was selected to be a witness at the hearing. His testimony was organized around NASDCTEc’s 2010 vision statement ([Reflect, Transform, Lead: A New Vision for Career Technical Education](#)) which was included in the supplemental materials submission along with NASDCTEc’s Perkins reauthorization [recommendations](#).

Fischer spoke about the need for common data collection standards, definitions, and incentives; clear expectations for high quality CTE programs; and a more active role for states. He also emphasized strengthening collaboration between secondary CTE, postsecondary CTE, and businesses through consortia and private-sector engagement. He also highlighted his state of Vermont’s use of its reserve fund as an innovation fund and explained how that model could be applied nationally.

The other witnesses at the hearing were Alvin Bargas, President of Associated Builders and Contractors (ABC) Pelican Chapter of Baton Rouge, Dr. Sheila Harrity, Principal of Worcester Technical High School in Worcester, Massachusetts, and 2014 MetLife/NASSP National High School Principal of the Year, and Frank Britt, CEO of Penn Foster.

Britt focused on the advantages of online, hybrid, and blended learning programs. Through these programs, students have the opportunity to take additional classes, earning credits for courses that are not offered at their home school, and to provide instruction at a pace tailored to the individual needs of a student. Harrity and Bargas emphasized the important role of business and

industry in the CTE system and the need to better link CTE programs to current and future labor market needs. Harrity especially emphasized how over 350 partnerships with industry helped her school to implement CTE programs and infrastructure needed to launch the school's transformation.

At the end of the hearing, Chairman Rokita remarked that the committee had plans in the coming weeks to begin discussions on a wide range of proposals to help improve the Perkins Act. Congressional staffers have indicated that another Perkins-related hearing will occur in mid to late October, although this timeline may be adversely affected by the Continuing Resolution and debt limit issues in Congress.

### **Elementary and Secondary Education Act**

In May, Senate Democrats and Republicans on the Health, Education, Labor, and Pensions Committee (HELP) worked to negotiate over proposals for reauthorization of the Elementary and Secondary Education Act (ESEA). This process broke down over establishing performance targets for schools which resemble current ESEA waivers. Republicans opposed this measure while Democrats were strongly in favor of it. When agreement over this issue could not be found, Chairman Harkin introduced a partisan Democratic version called [Strengthening America's Schools Act](#) or S. 1094. Harkin's bill passed committee by a 12-10 vote.

The most relevant aspects of the bill for NASDCTEc and the wider CTE community are the bill's provision requiring states to align their college- and career-ready academic content standards with relevant state career and technical education standards and state performance measures identified in the Perkins Act. However, S. 1094 still heavily emphasizes college preparedness over career readiness, something we plan to address with members of Congress moving forward. The HELP committee reported Harkin's bill S. 1094 to the wider Senate where it has remained since mid-June.

The House Education and Workforce Committee also passed its own version of ESEA known as the [Student Success Act](#) or H.R. 5. On June 19, this reauthorization bill passed the entire House, again largely along party lines, 221-207. The bill itself would remove the Adequate Yearly Progress and the 100 percent proficiency requirements under current law and also eliminate the Obama Administration's Race to the Top program.

On top of that, the bill would lock in sequester cuts to title I of ESEA. Yet, the bill does allow for CTE teachers to be included on state Title I implementation committees, allowing for professional development across subjects, and also eliminates the Highly Qualified Teachers (HQT) provision under current ESEA legislation. Since H.R. 5's passage, the bill has been sent over to the Senate for consideration but no major actions have taken place on it there.

### **Workforce Investment Act**

The Workforce Investment Act (WIA), which was last reauthorized in 1998, has been due for a full reauthorization since 2003. On March 6, the House Education and Workforce Committee

produced a bill known as the [Supporting Knowledge & Investing in Lifelong Skills \(SKILLS\) Act](#), or H.R. 803, sponsored by Rep. Virginia Foxx (R-NC). The committee markup of the SKILLS Act was so contentious that Democratic members on the committee boycotted the final committee vote.

Among the main provisions of the SKILLS Act was the consolidation of 35 existing workforce training programs into a single block grant controlled by state governors. Significantly, NASDCTEc and its partners were successful in exempting Perkins funds from this consolidation with the help and support of Rep. Glenn Thompson (R-PA). The bill also eliminates all existing required representation on workforce boards except for business entities. The bill was approved by the House on March 15<sup>th</sup> and referred to the Senate on March 18<sup>th</sup> where it is not likely to be taken up for consideration.

Instead of moving forward with the House bill, the Senate Health, Education, Labor and Pensions (HELP) committee drafted its own WIA reauthorization bill called the [Workforce Investment Act of 2013](#), or S. 1356, which garnered bipartisan committee support and was approved for consideration by the full Senate.

There are many encouraging aspects of this bill including the elimination of the “sequence of services”. Currently, this provision requires trainees to go through a series of sometimes unnecessary or redundant training courses in order to receive services from one-stop centers.

The bill also ties job training programs to local labor market needs more efficiently and prioritizes programs that result in a postsecondary credential. However, there are concerns surrounding the proposed funding mechanism for one-stop centers. Under S. 1356, the bill requires one-stop center partners, including CTE programs and centers funded by Perkins, to give up 1.5 percent of their funds to WIA infrastructure. This mechanism would result in a \$17 million overall loss of Perkins funding. Currently, the Senate is waiting to take up this bill for further debate and amendments where some of these provisions could change or be eliminated entirely.

### **Higher Education Act (HEA)**

The Higher Education Act, or HEA, is also set to expire in 2013. Congress began its initial reauthorization process in May by collecting input and recommendations from various groups including NASDCTEc. In July, NASDCTEc sent a letter to House Education & Workforce Chairman Kline and Ranking Member Miller outlining our organization’s positions and recommendations for the reauthorization process of HEA.

Among other priorities, NASDCTEc urged both members to:

- Improve data alignment and reporting between the key pieces of legislation
- Expand financial aid access for both traditional and nontraditional students
- Ensure equal opportunities for nontraditional and traditional CTE students

- Provide access to Title II funds for CTE preparation and professional development

### **College Affordability**

In addition to this early Congressional activity on HEA, President Obama has also made college affordability a major educational priority of his administration. In early August, Congress and the President passed a legislative amendment to HEA that temporarily reduced federal loan interest rates from 6.8 percent to 3.86 percent for undergraduate students and 5.4 percent for graduate students. Parents will borrow at a rate of 6.4 percent. These rates are now linked with financial markets, which will result in lower rates for the upcoming school year.

However, the economy is expected to recover over the next few years which means those interest rates will likely increase again and could soon be higher than these current rates. Ninety-five percent of HEA funding goes towards this type of student assistance under title IV and Congress will likely need to act again to prevent another increase in student loan interest rates.

### **Gainful Employment Regulations**

Another development relating to HEA began in June when the Department of Education called for a negotiated rule-making committee to debate new "gainful employment" regulations. The rule making committee will negotiate stricter standards for career-focused higher education programs.

Last year, a federal court struck down similar rules which would have restricted the flow of financial aid to underperforming programs. The committee is composed of 15 members from for-profit institutions and critics of the industry along with a federal negotiator, John Kolotos, from the Education Department.

The committee is required to reach a unanimous consensus on rules that measure employment outcomes of these vocational programs at for-profits and community colleges, to ensure they are helping their students to find "gainful employment." If negotiators cannot reach a consensus on the rules, the U.S. Department of Education can still propose a final version on its own. The committee is expected to base most of its work on a draft set of rules released by the Department in early September which was open for comment to the public. A second round of negotiations is expected in October.

The ACTE Board of Directors last met in July. Liaisons from OVAE and the U.S. Army joined us for the Board meetings.

Actions taken by the Board included:

- Approval of the formation the Preferred Future Task Force, which will update the ACTE Preferred Future strategic plan. The ACTE Board spent time reviewing the current Preferred Future and has requested that the Task Force incorporate more of a member focus into ACTE's strategic direction.
- Approval of the FY14 Budget.
- Approval of the 2014 Nominated Award winners.
- Approval of the Affiliation Annual Report generated by the Affiliation Task Force.
- Approval of the new awards policies and proposals recommended by the Awards Task Force.
- The ACTE Board of Directors received the final Member Value Task Force report; this Task Force focused on determining member value for ACTE. The results of this report are being reviewed and implemented by ACTE Staff.
- The ACTE Board of Directors reviewed the Public Comments Disclaimer and approved it. The Public Comments Disclaimer will be used as a reminder to ACTE representatives to refrain from personal comments and to use care when representing the Association. The primary intent of this Disclaimer pertained to the use of social media.

The next meeting of the ACTE Board of Directors will be December 2-3, just prior to the start of ACTE's CareerTech VISION 2013 in Las Vegas, NV. VISION attendance as of 10 weeks out shows attendance exceeding last year's event by over 150 paying attendees thus far. We welcome state directors' participation and promotion of the event. ACTE co-hosted the annual Best Practices Conference with the National Council of Local Administrators (NCLA) in September. Attendance was budgeted for 150 attendees while final results reflect 240 attended.

Our Board Officers and the ACTE Senior Staff team attended many of the state association conferences over the summer months. Staff attended the first House Subcommittee hearing on the reauthorization of the Perkins Act and have been actively meeting with staff on the Hill re: the reauthorization, ESEA and other issues. Staff attended the National Coordinating Council for Career Technical Student Organizations. Staff participated on an Industry Workforce Needs Council (IWNC) conference call regarding upcoming initiatives and activities and attended the National Leadership Forum co-sponsored by ACTE and NASDCTEc.

Staff met with NASDCTEc to continue discussions regarding collaborative efforts of our two organizations. Staff joined Kim Green and Kate Blosveren in a meeting with the Center for Secondary School Redesign to discuss competency-based education. Staff have also met with a significant number of organizations since July. ACTE finalized the CTE Month 2014 theme which is “Celebrate CTE Superheroes.”

Financially DECA is strong which allows them to make strategic investments in a number of areas including College and Career Ready online course development, PR videos to promote the organization and their national conferences, assistance to local chapters on chapter development, a new communication strategy “DECA Direct” which will focus on social media, and membership development.

This past national conference was the largest ever. DECA's membership is slightly more than 190,000 at the secondary level and a little more than 15,000 at the postsecondary level. There is membership in 8 countries as well as the US. Seventeen states showed a 5%+ membership increase at the secondary level with twelve of them showing over a 10% increase. At the postsecondary level eleven states posted a 10% + membership growth.

DECA is working with Georgia on a pilot to accept middle school students, as some other CTSOs are presently doing.

DECA is in the search process for a new Executive Director with a target of the fall of 2014. They have had only three Executive Directors since it was established in 1946 so leadership has been very stable.

DECA continues to have strong business connections with their National Advisory Board which represent over 60 corporate partners. NAB not only helps financially but strategically to validate what DECA is and how it prepares students for careers.



## SUPPORTING EDUCATIONAL INITIATIVES

DECA's Comprehensive Learning Program directly supports the Career Clusters® initiative, National Curriculum Standards, 21st century skills and Common Core State Standards.

### ACTION ITEM

Visit <http://www.decadirect.org/September-2013/DECA-Supports-Educational-Initiatives/> to learn how DECA supports these initiatives.



## PROFESSIONAL LEARNING SERIES FOR EDUCATORS

As part of its Professional Learning Series, DECA offers excellent resources for teachers of marketing, finance, hospitality, business and entrepreneurship.



### ACTION ITEM

Visit <http://www.deca.org/page/advisorwebinars/> to view an expansive listing of e-learning opportunities for teachers.

## BUILDING A BRAND AND ADVOCACY EFFORTS FOR CTSOS

DECA has provided leadership in building a brand for Career and Technical Student Organizations that aligns with Career and Technical Education. DECA has also developed one-page fact sheets for each Congressional district.



### ACTION ITEM

Like us on Facebook at <http://www.facebook.com/ctsos>.

## EXPANDING OUR IMPACT

DECA set an all-time membership record with more than 210,000 high school and college members during the 2012-2013 school year. Congratulations to these associations for excellent growth.

### HIGH SCHOOL

5-9%:	California
Arizona	Florida
Delaware	Illinois
Massachusetts	Iowa
Minnesota	Kentucky
Montana	Nevada
Pennsylvania	North Carolina
Washington	Oregon
	Texas
10% or Higher	Utah
Alaska	Wyoming
Arkansas	

### COLLEGIATE

10% or Higher
Arizona
Arkansas
British Columbia
California
Georgia
Nevada
New Mexico
Pennsylvania
South Carolina
Virginia
Wisconsin



**ACTION ITEM:** Congratulate your DECA state (association) advisor for a job well done!

## PINNACLE OF THE YEAR: ICDC

DECA and Collegiate DECA both hosted the largest-ever conferences in April in Anaheim, California. This year's conferences netted more than 9 million impressions on social media using #DECAICDC.

### ACTION ITEM:

Attend DECA's 2014 ICDC in Atlanta: May 3-6! Visit <http://www.deca.org/events/icdc> for more details.



## WANT THE LATEST DECA NEWS?

Visit DECA Direct Online, our new digital platform that brings all of DECA's content into one place—24/7.

**WWW.DECADIRECT.ORG**

## **National FFA Organization Report To the NASDCTEc Board of Directors**

### **New FFA Membership Record**

FFA achieved a new record-high national membership for the membership year ending 9/31/2013. Total membership reached 579,678, an increase of 22,360 over last year. The total number of chapters grew from 7,498 to 7,570, a net increase of 72 chapters.

### **National FFA Convention**

The 86<sup>th</sup> National FFA Convention and Expo will be held in Louisville, Kentucky Oct. 30-Nov. 2, 2013. This is the first year of a three-year rotation between Louisville and Indianapolis for the convention. This year's theme is "Ignite." Last year's attendance topped 56,000, and all indications point to another great convention. **U.S. Department of Education Secretary Arne Duncan** will address the convention Friday, Nov. 1. Other keynote speakers include Rick Pitino, Joe Torrillo and Josh Sundquist. The Expo will feature over 450 exhibits focusing on personal growth, career success and service learning opportunities.

### **Washington Leadership Conference**

This past summer FFA's Washington Leadership Conference (WLC) engaged nearly 2,000 students and advisors over a six-week period. FFA members from all over the United States travel to Washington, D.C., annually to attend the Washington Leadership Conference. During the five-day event, attendees learn how to become effective leaders by learning to know their purpose, value people, take action and serve others. Students leave WLC with the knowledge and confidence that empower them to act in ways that help their schools, communities and nation. The 2014 Washington Leadership Conferences will be held at the Omni Shoreham Hotel in downtown Washington, D.C.

### **National FFA State Presidents' Conference**

The National FFA State Presidents' Conference (SPC) was held in Washington, D.C. July 22-26. The conference brings together two elected student officers from each of the 52 state FFA associations for leadership development and planning sessions for the national FFA convention. This year's attendees had an opportunity to visit the White House and discuss issues with USDA Secretary Tom Vilsack; U.S. Department of Education Secretary Arne Duncan; and Sam Kass, White House Executive Director of Let's Move! and Senior Policy Advisor for Nutrition Policy.

### **RURAL RADIO and FFA**

FFA has an important broadcast opportunity to promote agricultural education and FFA to a national audience. Stories about FFA will air on RURAL RADIO, a 24/7 satellite channel on Sirius XM Channel 80 devoted to programming about agribusiness interests, rural American life and the western lifestyle. RURAL RADIO, LLC was founded by Patrick Gottsch of the Rural Media Group, Inc., which owns RFD-TV. Starting next month, "FFA Today" – a program which will air for 30 minutes every Sunday at 6 p.m. EST on RURAL RADIO – will feature current and former FFA members and advisors sharing compelling stories about their achievements, service projects, awards and successes on behalf of student development and agriculture.

## **The Agricultural Career Network**

The Agricultural Career Network (AgCN) is a new, nationwide information system designed to help FFA members and others in agricultural education document their educational and FFA experiences and achievements in a robust portfolio; explore relevant careers and complete career assessments; build professional networks; and pursue scholarships, internships and employment opportunities. It allows students to organize their FFA and agricultural education experiences and success in one data network and then use the information as a springboard for future success regardless of the career path they choose. Industry sponsors had asked for a system that will track talented FFA members and provide opportunities for companies to recruit students with experiences that match their requirements for internships and career positions. AgCN is that system and it represents FFA's commitment to lifelong career success for current and former members.

AgCN will provide important career services to students while also benefitting teachers, FFA state staff, parents, alumni, community members and FFA sponsors. Highlights of the network include the Inspire Ag Careers section that includes four key areas:

**Explore:** Through FFA's partnership with Career Cruising, students will be able to complete career assessments and exploration, research educational institutions that align with their interests and access financial aid and scholarship opportunities. Sponsors have the capability to share with students through crafted multimedia messaging focused on career exploration. For example, a video can be posted that captures what a day in the life of a grain trader looks like in order to better connect with students as they look to the future.

**Build:** This area is dedicated to creating cover letters and resumes based on information and experiences during a student's time in FFA. Once students and alumni complete the process of developing their career portfolios, they have an opportunity to house their resume in the AgCareers.com resume database as they begin their professional career search. AgCN sponsors who have listed their job openings in AgCN will have access to search through a pool of FFA members (age 18 and over) and alumni resumes in the AgCareers.com resume database.

**Apply:** Powered by AgCareers.com, this area is dedicated to current internship and job postings of AgCN sponsors. Students preparing to enter the workforce as an intern or new graduate will have an opportunity to apply for positions directly.

**Mentor/Coaching:** Sponsors can create an AgCN account and serve as mentors for groups of students who have expressed interest within specific career pathways.

AgCN has been formally launched and has nearly 300,000 registered accounts with one-third of those actively engaging on the network. The sign up process continues to accelerate. More than 4,200 FFA chapters representing almost 60 percent of all active chapters are on AgCN. The potential audience for AgCN is up to one million students enrolled in agricultural education, including nearly 580,000 FFA members in over 7,500 chapters.



## **CONTACT**

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Marketing and Communications  
National FFA Organization  
DBrodt@FFA.org  
888-332-2589

## **National FFA Organization membership explodes to 579,678 students**

INDIANAPOLIS (*Monday, Oct. 30, 2013/National FFA Organization*) – Analysts forecast that the world's population will grow to 9 billion people by 2050. With global needs today to fight hunger and prepare for the expected population explosion, the agriculture industry needs educated, skilled and passionate people dedicated to sustainability.

Students are answering that call, evidenced by an explosion in FFA membership throughout the U.S., Puerto Rico and the Virgin Islands in the past year.

Membership in FFA today stands at 579,678 students in grades seven through 12. More than 22,300 new students joined FFA during the 2012-13 school year. The number of new, local FFA chapters throughout the country also grew to 7,570.

“FFA is preparing our youth to ensure the security of our country's food, fiber and natural resources for years to come,” said National FFA Organization CEO Dr. Dwight Armstrong. “Through real-world experiences, the nation's agriculture teachers are helping students develop the technical knowledge, skills and problem-solving capabilities to be the industry's leaders of tomorrow. FFA members will be tomorrow's advocates for agriculture.”

The Texas FFA Association added more students and new chapters than any other state. With 8,533 new members, total FFA membership in the Lone Star state stands at 95,015 in 1,010 chapters. California, with 74,039 members, is the country's second-largest FFA association, followed by Georgia with 35,398 members, Missouri with 25,073 members and Oklahoma with 24,896 members.

Founded in 1928, the National FFA Organization's mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

FFA operates at the local, state and national level. Students belong to FFA chapters organized at the local high or middle school level. Agriculture teachers serve as chapter advisors. Chapters are organized under state FFA associations headed by a state advisor or executive secretary, often an employee of the state's department of education. For more, visit [FFA.org](http://FFA.org).

###

### **About National FFA Organization**

The National FFA Organization is a national youth organization of 579,678 student members as part of 7,570 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at [www.FFA.org](http://www.FFA.org), on Facebook, Twitter and the official National FFA Organization blog.

## Organizational Report

### NASDCTEc Board Meeting

Presented by: Bernadette Howard, HOSA Liaison

It was a personal pleasure for me to participate in the 35<sup>th</sup> Annual National Leadership Conference at the Gaylord Opryland Hotel in Nashville, Tennessee, in June 2013. More than 7,500 delegates, judges, exhibitors, Friends of HOSA, conference staff, and I had the opportunity to attend all general sessions, special events, meal functions, and briefings as my schedule permitted. I especially enjoyed serving as a judge in two competitive events—HOSA Bowl and Career Health Display. Overall, I was duly impressed with the level of professionalism demonstrated in the management and delivery of the four-day student-led conference. The National Executive Council, led by National President David Kelly, was flawless in the national officers' conduct of the five general sessions and their accessibility to delegates throughout what is without question HOSA members' mountain-top experience of the year. If you have not attended a HOSA National Leadership Conference, I urge you to do so at least once to become better acquainted with the opportunities provided these "future health professionals!"

#### ❶ **35<sup>th</sup> Annual National Leadership Conference, Nashville, TN, June 26-29, 2013.**

- From the moment he walked on the stage, you could hear a pin drop as Dr. Ben Carson mesmerized the 7,500 delegates with his personal story and his "Think Big" message to future health professionals. For those unfamiliar with his story, his message is available on the HOSA website.
- Fifty-six (56) competitive events were conducted for 5,257 competitors.
- HOSA was particularly pleased that sixty-two (62) health-related workshops were conducted exceeding the number of competitive events. HOSA's goal is to continue the expansion of the Educational Symposium to offer an increasing number of interactive and professionally delivered workshops for members and advisors. The 2014 goal is to offer at least 75 professional workshops.

- #### ❷ **National Library of Medicine (National Institutes of Health).** In June, HOSA was contacted by a representative of the National Library of Medicine to conduct an assessment of a special project funded by NIH-National Library of Medicine called "iVIVA-Peer Tutoring Project" for the past decade in conjunction with the South Texas High School for Health Professions (Med High), a magnet school in the South Texas ISD in the Lower Rio Grande Valley of Texas. HOSA was asked if interested in internalizing the essence of the project to improve the health literacy and provide unique recognition of HOSA members and chapters who exceed a national standard. An implementation plan was submitted to demonstrate a new recognition program at the 2014 NLC and launch the new program in 2014-2015 sponsored by the National Library of Medicine/National Institutes of Health.

- ③ **7<sup>th</sup> Annual Washington Leadership Academy (WLA), Washington, DC, September 21-24, 2013.** The 4-day unique leadership development experience was delivered by a well-trained national officer team, led by National President Antonio Hernandez, and supported by two professional facilitators. HOSA-Future Health Professionals is committed to a student-led organization to the extent practical.



Admiral Matthew Nathan, Surgeon General of the Navy, was an inspiring keynoter and role model.



The Carpet Maze is one of several executive leadership devices used to develop, practice and refine individual and team leadership skills.



The 182 state officers and local advisors participate in the Laying of the Wreath Ceremony annually at the Tomb of the Unknowns.



The WLA leadership program includes health-related experiences as well as executive level leadership development opportunities. HOSA's long-term partnership with the Uniformed Services University of the Health Sciences has allowed state officers and advisors opportunities to experience the Simulation Labs at USUHS and the Walter Reed Military Medical Center.

- ④ **State Advisors Management Conference, Washington, DC, September 23-26, 2013.** Fifty-seven (57) state and co-advisors represented forty-six (46) states at the annual State Advisors Management Conference (SAM), hosted by HOSA, Inc. Board Chair Denise Abbott (UT). Prior to SAM, a two-day orientation was conducted for twelve (12) new state advisors. The purpose of SAM is to provide state advisors with: critical information about the 2013-2014 plan of work, program initiatives, national events especially the National Leadership Conference, state and local chapter resources, technology tools, and partnership information. HOSA believes in “no surprises”!

The 2013-2014 State Advisor Flash Drive is a valued free resource that saves considerable state advisor development time: Scenarios and Fact Sheets from NLC 2013; Skill Event Scenario Toolkit; State Secret Topics A and B; State Tests for SLC 2014; Room Set Diagrams; Event Site Planning Document; CE Forms; 2013 Competitive Events Report; 2013 CE Management Guide; Bylaws; HOSA Directory; HOSA Resources; Policy and Procedures; PowerPoints; HOSA Story2013; NIH-MedlineSAM; SampleProposalCVS; HOSA Handbook—Sections A, B, and C; etc.

**Interns selected for the 2013 internships:  
July 15-19, 2013**

Member, Jaclyn Celaya, Arizona  
Member, Justin Joseph, Nevada  
Member, Taylor Readnowar, Kentucky  
Advisor, Wilma Lynne Clarke, Georgia  
Advisor, Crystal Freeman, Alabama

**August 5-9, 2013**

Member, Sophia Lugo, Texas  
Member, Davindra Persad, Florida  
Member, Jenna Wild, Arizona  
Advisor, Lisa Cranford, Texas  
Advisor, Helen Mills, Florida  
National Officer, Nae Won, North Carolina

- ⑤ **2013 Internships: Office of the U.S. Surgeon General and the U.S. Public Health Service Commissioned Corps.** For a short period of time, interns are able to experience first-hand the mission of the OSG and responsibilities carried out by USPHS officers. HOSA Interns shadow OSG staff and take on a project that directly benefits the U.S. Department of Health and Human Services (HHS), OSG and/or HOSA. Following the 2013 internship, participants will have the opportunity to present their experience during an educational symposium at the 2014 HOSA National Leadership Conference in Orlando, FL or other identified venues where HOSA students, advisors, and alumni may convene. The HOSA Internship is designed to afford HOSA members the opportunity to enhance their knowledge, refine professional capabilities and increase their awareness of the infrastructure, operations and responsibilities of the OSG and USPHS.
- ⑥ **2013 Partnership: University of Phoenix—Scholarships for Three HOSA Chapter Advisors.** HOSA developed a partnership with the University of Phoenix and was pleased to announce in September 2013 that the following HOSA chapter advisors were selected from forty-six (46) applicants to receive a full-tuition paid scholarship for a master's degree program:
- **Annamarie Johnson**, Marianna, Florida; pursuing a Master of Science in Nursing Education
  - **Sherri McCoy**, Acworth, Georgia; pursuing a Master of Science in Nursing/Health Care Education
  - **Susan Mateo**, Killeen, Texas; pursuing a Master of Science in Nursing/Informatics
- ⑦ **2013 Partnership: Project Lead The Way.** A Memorandum of Understanding was entered into by HOSA and PLTW to enhance the education of and opportunities for PLTW students in the areas of knowledge, skill, and leadership development, and to increase the number of students electing to pursue careers in the health care field. Of the 676 PLTW Biomedical Sciences programs, there were 150 PLTW high schools integrating HOSA chapters and activities into their biomedical sciences programs upon signing the MOU. We are hopeful that HOSA membership growth will be significant over the next few years. Past National HOSA President David Kelly graduated from a PLTW biomedical sciences program and is attending New York University majoring in pre-med. Aamr Hasanjee, Region 2 Vice President, is also a graduate of a PLTW biomedical sciences program as is attending the University of Central Oklahoma.

- 8 **Partnership: National Academy Foundation.** A Memorandum of Understanding was recently signed by HOSA and NAF to support a collaborative model and increase the supply of highly trained personnel in the field of healthcare. At the signing of the MOU, a percentage of NAF schools do offer their students the opportunity to belong and participate in HOSA chapter activities. It is believed that HOSA membership will continue to grow as NAF schools integrate HOSA chapters into their health science academies.
- 9 **Federal Interagency Health Futures Roundtable #2.** HOSA secured an invitation to the second roundtable held at the U.S. Defense Department Health Headquarters in Falls Church, VA under the leadership of Dr. Jonathan Woodson, Assistant Secretary of Defense, Health Affairs, on August 13-14, 2013. Over fifty (50) representatives of government agencies, armed forces, business leaders and scholars met to move forward the objective to transform the conversation from focusing on healthcare to health as a whole. The first section of the agenda was a discussion that the issue of health is an economic issue, therefore, it is an issue of national security. The second section displayed current examples of success in incentivizing health and providing data solutions for the industry. The final section envisioned programs that could have a positive impact on community and individual health through incentives.

HOSA was represented by the past National President David Kelly, a pre-med major at New York University. David's purpose was to provide exposure to high level public and private sector health leadership of HOSA—Future Health Professionals, with more than 150,000 qualified students in pursuit of a career in the health industry who are committed to developing, practicing and refining their personal, professional and leadership skills to complement the technical skills they gain in their secondary, postsecondary and collegiate programs. Over the two days of meetings, David and HOSA partners familiarized participants with HOSA-Future Health Professionals and explored new partnership opportunities. Dr. Woodson, in his opening remarks, mentioned HOSA as a new and valuable part of the interagency team. Government agencies were particularly interested in providing internships for HOSA students due to our successful program with the Office of the U.S. Surgeon General and the Medical Reserve Corps. Delegates were extremely vocal on their support of greater HOSA involvement in subsequent roundtables. HOSA has identified potential alumni who served as national officers who are interested in serving on the roundtable if invited to do so.

The report from the Health Futures Roundtable (August 13-14, 2013) titled, "Transforming a Nation from Costly Healthcare to Thriving Health" was shared with HOSA State Advisors at the State Advisors Management Conference if State Directors are interested in receiving a copy of the report for their review. A copy may also be secured by contacting Executive Director Jim Koeninger at [jim.koeninger@hosa.org](mailto:jim.koeninger@hosa.org).

- 10 **Crosswalk: HOSA Competitive Events and the Common Core State Standards.** HOSA prefers that the student organization is fully integrated into the Health Science classroom with transparency, therefore, the classroom instructor uses HOSA methodology to strengthen the overall delivery of the Health Science curriculum including both technical and soft skills. As a result, HOSA plays an important role in helping Health Science students meet the Common Core State Standards. The HOSA website provides a Crosswalk of the Common Core State Standards and the HOSA Competitive Events.

**2013-2014 National Executive Council.** It is my pleasure to introduce you to a very talented, ambitious, and committed group of future health professionals who were elected in June of 2013 as national officers. HOSA-Future Health Professionals is a very diverse student-led organization with nearly 50 percent of the membership representing a wide range of ethnicities. There are four young women and four young men who are well prepared to lead a growing national organization.

(L-R): Antonio Hernandez; Joylynn Sears; Devindra Persad; Sunakshi Puri; Bethany Mackey; Aamr Hasanjee; Jessica Fults; and Hugo Quezada

Antonio Hernandez National President Pre-Med Stanford University	Aamr Hasanjee Region 1 Vice President Pre-Med/Biomedical Engineering University of Central OK	Sunakshi Puri Region III Vice President Public Health Mercer High School	Bethany Mackey Secondary Board Representative Public Health East Tennessee State Univ.
Hugo Quezada President-Elect Cellular and Molecular Biochemistry University of Texas-El Paso	Jessica Fults Region II Vice President Pre-Med/Biology University of Alabama	Devindra Persad Postsecondary/Collegiate VP Public Health Policy Florida International University and Broward College	Joylynn Sears Postsecondary/Collegiate Board Representative Athletic Trainer Yavapai College

## Invitation to Attend the 36<sup>th</sup> Annual National Leadership Conference Orlando, Florida • June 25-28, 2014

The HOSA, Inc. Board of Directors and Dr. Jim Koeninger, HOSA Executive Director, asked that I extend a warm invitation to all State Directors to attend the 36<sup>th</sup> Annual NLC and see first-hand the educational and recognition opportunities for members of HOSA—Future Health Professionals. You will be particularly amazed at the realism and locations of selected competitive events in cooperation with Walt Disney World! To arrange your participation, please contact Dr. Jim Koeninger at 800.321.HOSA or [jim.koeninger@hosa.org](mailto:jim.koeninger@hosa.org).

# SkillsUSA Liaison Report

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9/30/13

## Washington Leadership Training Institute

The SkillsUSA Washington Leadership Training Institute definitely hit a new registration high with 371 attending representing 29 states and Puerto Rico. It took seven buses just to get the group around. We had some great presenters, including Johan Uvin, the deputy assistant secretary of the Office of Vocational and Adult Education (OVAE) at the U.S. Department of Education and Robin Utz and Sharon Miller also from OVAE. We also had representatives from ACTE, NASDCTEc, NASSP, The College Board and Jobs for the Future talking about advocacy, opportunities and challenges for career and technical education. It was a great five days.

## Work Force Ready System/Skill Connect Assessments

SkillsUSA is pleased to announce a partnership with K2Share as our new platform provider for the Work Force Ready System Skill Connect Assessments. K2Share is the same company that administers the CareerSafe program and the assessment for the 10-hour OSHA safety credential. We are excited about our new platform and the new features that will be offered to our customers as a result of this change. Pricing remains the same at \$20 per assessment or \$10 per assessment for the number of SkillsUSA members in the previous school year. [For details visit our website at this link.](#)

We have a new phone number, email address and extended hours of operation for customer support!

Direct: 1-866-444-7779

Email: [support@skillconnect.org](mailto:support@skillconnect.org)

Help Desk Support Hours: Mon- Fri 8 a.m. – 6 p.m. Eastern

For additional information, please visit our website at: [www.workforcereadysystem.org](http://www.workforcereadysystem.org).

## Lowe's Grants Reminder

Lowe's continues a fifth year of generosity with another round of SkillsUSA grants in 2014. Two grant opportunities are available.

The Schools In Need Grant program is to identify schools, classrooms or instructors who have a very basic need to improve the quality of students' educational experience. Grants will be awarded ranging from \$2,500 to \$25,000. The deadline for applications is November 1, 2013.

Grant applications should detail the need for classroom improvements, upgrading or providing tangible tools for learning technical skills, leadership development opportunities, or providing competition clothing that will enable students to compete at SkillsUSA events. In addition, those applicants who can outline their plan to "pay it forward" by planning and implementing a project or event that will allow them to use the tools or skills obtained due to receiving the grant dollars will stand a greater chance of receiving funding. The best projects will detail how the outcome will provide a life-changing experience for the beneficiaries of the grant dollars. Grant recipients will be announced and funds awarded in January 2014.

CareerSafe Grants will be awarded to schools in the form of vouchers that allow students to take an online assessment and earn their OSHA 10-hour Construction or General Industry safety credential. Vouchers

will be awarded based on SkillsUSA membership and use of vouchers in previous years. New applications will receive priority over schools applying for consecutive years; however, all are encouraged to apply. The deadline for applications is December 1, 2013. Vouchers will be awarded in January 2014.

[Grant information and applications are available here.](#) For questions, call Carol Lowery, Lowe's Grant Manager at 641-456-4515 or 641-512-0504.

## **SkillsUSA WorldTeam Returns from Leipzig**

July 15th, 2013



We returned this past Monday from a great trip to the WorldSkills Competition (WSC), and we traveled with one of the best, most articulate and composed teams we've ever taken to international competition. I'm not going to try writing a full report right now; after all, information is still coming in but I can report that the U.S. did well with the silver medal in Welding (and best in nation award) going to Alex Pazkowski, and medallions of excellence (scoring over 500 points where all contests are based on 600) won by Marcus Cain in IT Networking and Kieron Kohlmann in Automotive Technology. Pat Klaricki, the US

technical expert in Print Media Technology won the WorldSkills Sustainability Award for having the greenest competition of the week. Everything printed by the contestants was used.

Here are a few bullet points. I know there will be more to come.

- Our delegation comprised about 60 people including contestants and experts. If we add in the industry partners and others, the whole group was about 100. It was great to see that many more U.S. flags waving in the audience.
- I was the information tour guide on the competition floor for the U.S. delegation attending the WSC under the German Skills Initiative. Included in the delegation were top government officials from New Jersey, Maryland and North Carolina, some college presidents and representatives of Labor. I've already heard back from New Jersey and Maryland wanting more information about SkillsUSA.
- While there, I met with executives from Samsung, Autodesk, Pearson, Dermalogica, Fluke and the CEO of Lincoln Electric. All are interested in supporting SkillsUSA or increasing their support.
- It wasn't WorldSkills all the time either. I attended two important satellite meetings as well. One was "Tackling the Global Talent Gap" sponsored by the International Skills Standards Organization. Don Whyte, president, National Center for Construction Education and Research and a great friend of SkillsUSA was one of the speakers. (NCCER also sponsored a dinner for our team and guests on Monday during the WSC.) I also attended "Skilling the Future: VET (vocational education) and Workplace Learning for Economic Success" organized by OECD (Organisation for Economic Co-operation and Development) and the German Federal Ministry of Education and Research. The keynote speech was given by Brenda Dann-Messier, assistant secretary of the Office of Vocational and Adult Education, U.S. Department of Education. Brenda and Sharon Miller, director of Academic and Technical Education, OVAE, are the first U.S. officials to attend a WorldSkills Competition. Brenda told me she'd be covering the event in the OVAE newsletter seen in departments of education everywhere.

**Webinar participation from March 2013 – present:**

- March 25, 2013: Federal Legislative Update (Members Only) (Attendee count: 25 ) Attendees commented on this presentation:
  - Good up to date info I can share with grant/unit managers at my college
  - Valuable information; makes me better informed
- April 3, 2013: Workforce Readiness – Learn how your Students can Earn an Industry Certification in Sustainability 101 and all about GEF’s Green Building Curriculum! (Attendee count: 9 ) Attendance was small; those who attended were interested in certification requirements for their programs
- April 25, 2013: Area CTE Centers: Conquering the Skills Gap through Business-Industry Collaboration (Attendee count: 25 ) Attendees wanted to know details about collaboration and how they can apply these tools to their own programs
- May 9, 2013: Career Academies: An Investment in Students, the Workforce and the Economy (Attendee count: 18) Attendees said:
  - They liked the information from those ‘in the trenches’ which added great value to the presentation
  - Right on target – excellent resource
- July 25, 2013: Advanced Placement® Across the Career Clusters (Attendee count: 67) Attendee comments on how they will use this information:
  - Will use in policy discussions on AP and CTE in my work
  - Consider pilot within our state
  - Re-examine our programs of study for AP advisement opportunities
- August 1, 2013: Getting Students College and Career Ready – Microsoft IT Academy and Microsoft Certifications (Members Only) (Attendee count: 17) Attendees will use the information to evaluate their current IT programs, to research certification requirements, and to discuss at the state level
- September 26, 2013: Legislative Update – Back to School Edition: Policy and Funding (Attendee count: 26 ) Responses to the post-event survey on how attendees will use the information shared included:
  - Discussions with senior leadership in the (state) Department
  - Will be presenting updates at local CTE administrators meeting next week.
  - General understanding; notify advisory council and LEA personnel

**Publication/Associated Webinar Schedule through June 30, 2014**

We are pleased to continue our relationship with Cisco, our WebEx host for monthly webinars. Many of our webinars highlight Issue Briefs and other publications as a means to dive into a deeper conversation about the topic. Some webinars are open to the public; others are members-only, depending on the subject matter. The webinars associated with publications usually broadcast the same week of publication release. We also use the Adobe platform for webinars.

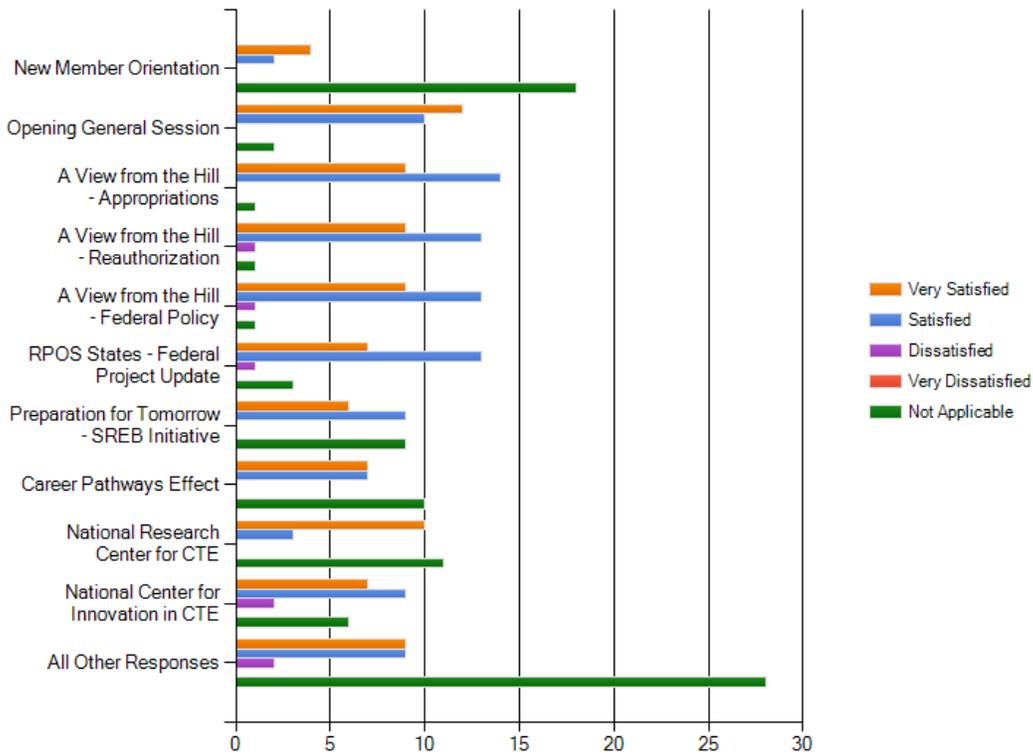
Among the topics underway through June 2014 include:

- State Policy webinar
- STEM Paper
- CCTC National Report
- Dual Enrollment publication and associated webinar (deliverables suggested timeframe would be January 2014)
- State Profile Analysis and Papers (survey would be done in January; time would need to be allowed to synthesize the analysis and create deliverable)
- How States Fund CTE (CTE Finance Survey); publication may not be completed until after June 2014
- Common Career Technical Core (CCTC) and Industry Standards – this publication is under consideration; staff needs to confirm capacity to provide publication deliverable
- CCTC and the Common Core State Standards – this publication is under consideration; staff needs to confirm capacity to provide publication deliverable

### **2013 Spring Meeting Evaluations – Summary**

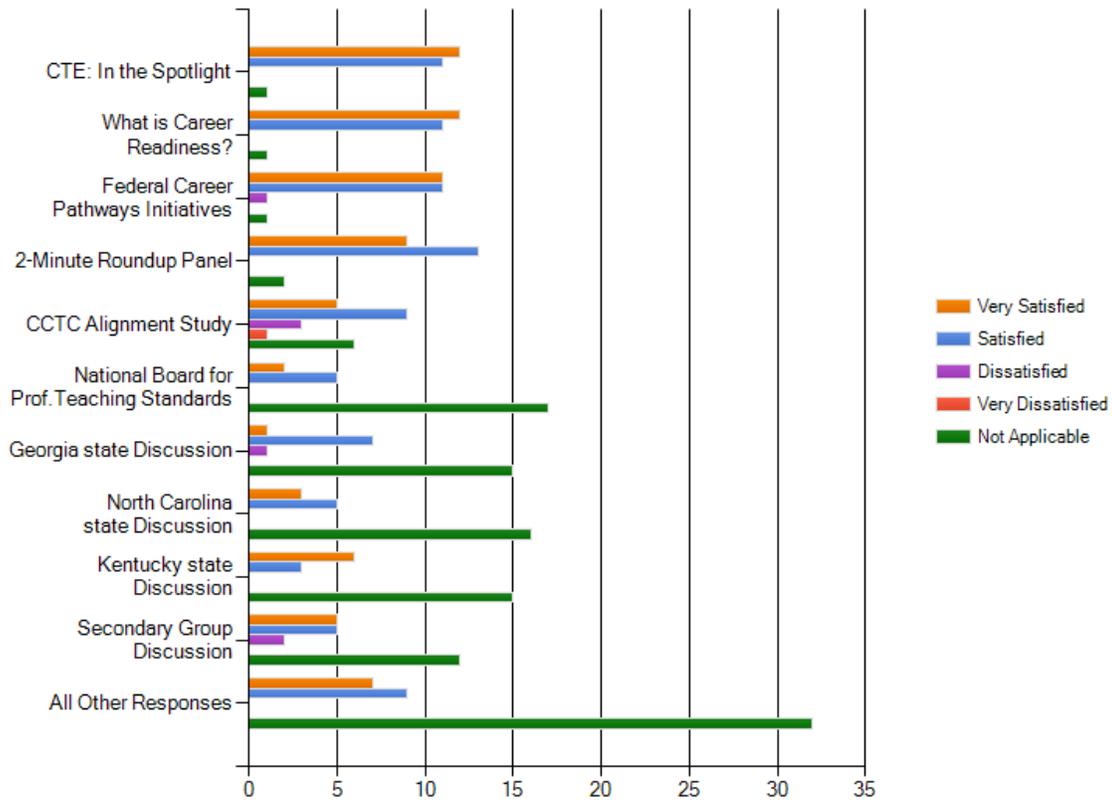
A total of 32 attendees (out of 122 registered attendees) completed the online evaluation of the 2013 spring meeting held in Washington, DC last April. The location, in the DC area, was well received. In general, the feedback received was ‘satisfied’ to ‘very satisfied’ with the meeting. The April 15 presentations received almost all ‘satisfied’ to ‘very satisfied’ marks as indicated in Chart 1.

**Monday, April 15: Presentations**



The same applied to the April 16 presentations for the most part; however, a couple of the sessions that day leaned more toward ‘satisfied.’ The ‘View from the Hill’ sessions were most popular – where the topics of appropriations, reauthorization, and federal policy were discussed. See Chart 2.

## Tuesday, April 16: Presentations



One attendee said “As usual, this was a very well-planned event with very relevant information.” This was echoed in several places throughout the survey.

Among the comments we received included unhappiness with having to trek across the hotel to attend meals; some attendees did not like having OVAE sessions at another location. We are taking this information account because we are at the same location for the 2014 Spring Meeting. We are working with the hotel to remedy this situation, and we have conducted several pre-Spring 2014 meetings with OVAE to plan a more convenient experience for our members.

## 2013 National Career Clusters® Institute Summary

The 2013 Institute in Fort Worth, TX was June 10-12 at the Omni-Fort Worth; Theme of *Career Clusters®: Achieving Excellence*. We received 81 survey responses.

- The 2013 Institute had 365 registrants.
- Overall, the Institute attendees were ‘satisfied’ and ‘very satisfied’ with the meeting. The location was met with a mostly positive reaction; a few people weren’t so convinced.
- We hosted breakout sessions that provided a wide range of topics geared toward more interactivity, more take-aways, and more engagement, in response to our attendees who wanted more hands-on activities and less ‘being talked at.’ We had two session lengths;

60-minute and 90-minute. We received feedback later from some attendees, that the longer sessions that touted increased engagements were more like extended talk sessions.

- This year, we secured the assistance of an advisory committee, who helped judge presentation submissions; some served as volunteers. In interviews with some of the advisory committee members, they expressed how they viewed this as important work and felt their contribution was valued. These folks gave great suggestions for 2014 and urged us to keep an advisory committee as part of our meeting scope.
- The hotel was difficult to work with for months prior to the meeting; once onsite the coordination went well. We had to continually go back to the contract and claim concessions we shouldn't have had to fight for.
- This year we used a new platform called RegOnline, which captured registrations, processed credit card payments, and allowed more registrant flexibility, giving staff the ability to generate reports and manage data more effectively. It performed well.
- General Session Speakers were
  - a. Dr. Randal Pinkett for opening general session: Pinkett's session received very high marks – comments included 'VERY VERY good'
  - b. Employer-based panel for middle session: this session got mixed reviews; one of the panelists was a bit opinionated and his comments did not sit well with some of the attendees. The other panelists were well received however
  - c. Rick Delano for closing session: Rick's session received high marks – one person said he was 'outstanding'; unfortunately several attendees were already leaving by the time of his presentation
- We asked how important it was that meals are included in the registration fee and we were urged strongly to keep this the way it is. One person said 'NO, NO keep as is'; another said it was 'Easier to pay it up front than to try and get reimbursement in my world.'
- Attendees continue to expect a wide range of topics, leaning toward more of college and career readiness, academic programs that incorporate CTE (and vice versa), secondary/postsecondary alignment, programs of study and an even mix of secondary and postsecondary exemplars.
- On the 2013 Institute survey, we asked attendees to indicate if they plan to attend the 2014 conference. In their responses, 22 said yes; 10 said no; and 49 said they were not sure as travel depended upon funding.

### **CTE Campaign State Adoption Update**

- We have in place 49 state adoptions plus the District of Columbia of the usage of the CTE: Learning that works for America® logos. Currently we have 570 third-party logo usage agreements in place, with 2 in the process of getting approval. All states but New York have signed on to use the logo.

### **Member Services Update: New State CTE Directors**

- California: Mr. Russell Weikle, formerly the Interim State Director, Administrator, Program and Administrative Support Office, California Department of Education, has been made ‘official’ and is the State CTE Director for California
- South Dakota: Tiffany Sanderson, Director, Career and Technical Education, Division of Curriculum, Career & Technical Education (DCCTE), South Dakota Department of Education (DOE) replaces Colleen O’Neil

### **New State Director Institute Update**

At the Fall Meeting, the new State Director Boot Camp will be held October 21, 2013 from 12:30 p.m. – 4 p.m. The meeting will begin with a get-acquainted mixer, followed by presentations:

- Perkins Reauthorization is Starting: What Can I Do Now to Get Ready? (presenter Kimberly Green)
- Why Perkins Reauthorization Matters to You (presenter Katharine Oliver)
- Updates from OVAE and Q/A Segment (presenters Edward Smith, Andrew Johnson, and Annie Blackledge)
- Wrap Up (Ramona Schescke)

At the wrap up, Ramona will poll attendees to determine what topics they are most interested in, what methods of communication work best for them, and share how NASDCTEc staff are strong supporters and advocates for them and describe the helpful tools available online.

**Recent Advocacy Resources and Publications:**

**CTE Monthly Newsletter**

Each month, NASDCTEc co-publishes an advocacy newsletter about CTE and shares it with Congress and other 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.

**CTE Success Map: Stories of Programs that Work**

Staff have been researching CTE schools and programs that exemplify high-quality CTE, and interviewing school leaders to learn more about these programs. This project has resulted in more in-depth, qualitative evidence of how CTE is working across the nation. Each example also highlights the members of Congress who represent the district and state. Staff will release one CTE school or program example per month in a series called, “Stories of Programs that Work,” to be featured on the NASDCTEc blog, website, and listservs.

**On-Demand Webinars: Sequestration and Advocacy 101**

New on-demand webinars related to advocacy have been released on the topics of [Sequestration](#) and [Advocacy 101](#). These webinars are short but very informative presentations on these timely topics. They are designed to be used as a professional development tool and may be shared with your networks.

**Legislative Update Webinar: Back-to-School Policy Update (September 2013)**

Staff recently delivered a live, public webinar that covered CTE news and policy developments since the last legislative update webinar in February 2013. The [webinar](#) is available on [www.careertech.org](http://www.careertech.org) and may be shared with your networks.

**Upcoming Advocacy Resources and Publications:**

**Updated Data Sheets**

Staff is beginning to rework and update existing data and information sheets. New sheets will be available for member use by 2014. These sheets can be used to supplement presentations, events, and visits with policy makers.

**Dual Enrollment Issue Brief**

NASDCTEc, in collaboration with the National Alliance of Concurrent Enrollment Partnerships, will release next year an issue brief on dual enrollment and CTE with particular emphasis on how states are funding dual and concurrent enrollment.

**State Profile Survey and Analysis Briefs**

In 2014, NASDCTEc will deliver its biennial state profile survey to gauge the state of CTE across the nation. The survey is critical to the organization's advocacy efforts because it provides trend data and information that illustrate the efficacy of CTE.

**Strategic Communications Plan: Learning that Works for America (2013-2014)**

With Career Technical Education (CTE) enjoying more interest from education stakeholders around the nation – driven by the rise of the college- and career-ready agenda, the impact of the Great Recession, and growing awareness of and concern about the skills gap – there is a lack of a consistent, national voice to help define and promote what high-quality CTE really is and looks like. This is particularly critical given the range of quality programs that exist across the nation and a general misunderstanding on the part of many policymakers and reformers on what CTE is (and isn't) in regards to the full range of benefits it can provide to students, employers, and the U.S. economy.

NASDCTEc is extremely well poised to be this national voice on high-quality CTE given our engaged and influential membership; our lead role in developing the CTE Vision paper; our role as the manager of the Career Clusters/Common Core Technical Core as well as the only major national campaign to support CTE (CTE: Learning that Works for America); and the wide array of partnerships we already have with education organizations.

Below is a draft communications plan for the next 12 months to help strengthen NASDCTEc's messaging and communications with our membership and the broader education community; arm state and local leaders with the tools and strategies they need to more effectively communicate about CTE; and build critical partnerships to amplify our messages, goals and projects in Washington DC and states. Many of the strategies are in the idea phase and will need to be further discussed and fleshed out.

**Objectives:**

1. Raise visibility of NASDCTEc/NCTEF as leading voice on high quality CTE
2. Raise visibility of CTE as most effective strategy for graduating students ready for their next steps and supporting America's global competitiveness (as articulated through Vision Paper) (directly and indirectly through our members)
3. Make *CTE: Learning that Works for America* a nationally-recognized campaign and brand – and align all of NASDCTEc's communications and case-making resources under this brand
4. Engage a broader array of stakeholders around the notion and goals of high quality CTE (directly and indirectly through our members), including an emphasis on business/industry
5. Support the adoption and implementation of Career Clusters® and/or Common Core Technical Core by XX states

**Major Strategies:**

1. Refresh the website and blog and launch social media presence to lead and join more public discussions around CTE and better promote NASDCTEc/NCTEF's publications and projects

2. Support the utilization of the *CTE: Learning that Works for America* [*CTE Works*] campaign in all states, and the deep and meaningful utilization of the campaign in a subset of (~10?) states to develop “proof points”
3. Engage in and maintain strong partnerships with critical national education reform organizations, with a particular focus on those that can help amplify our federal policy agenda, our interactions with state policymakers and/or our direct impact on CTE in practice
4. Focus on developing the research, tools and resources *most* needed by our members and the broader CTE community
5. Build and maintain strong relationships with key members of the media
6. Explore rebranding organizational name

**Key Audiences:**

- State directors
- Federal policymakers
- State policymakers
- CTE administrators and educators
- Business and industry representatives
- National education reform community

**1. Refresh the Web site and blog and launch social media presence to lead and join more public discussions around CTE and better promote NASDCTEc/NCTEF’s publications and projects**

*Refresh Web site*

A refresh is currently underway, but a better organized and leaner website will enable users (both old and new) to better navigate the site, learn about CTE, NASDCTEc’s initiatives, and leverage the materials posted. Plan an announcement (to members, maybe to press?) when the site has been fully refreshed in Winter 2013-14.

*NASDCTEc Blog*

This blog is in the process of being rebranded under the *CTE: Learning that Works for America* campaign and is one of NASDCTEc’s most effective ways of pushing out/promoting both our materials and success stories from around the country in support of CTE.

The blog is updated almost daily with both a number of series (legislative updates, Friends of CTE and Career Cluster Institute) and ad hoc posts. To streamline our efforts, NASDCTEc has moved towards increasing the number of series, largely at the expense of the ad hoc posts. Specifically, we now have the following series:

- Legislative updates
- In Case You Missed It (weekly highlights of best news coverage on CTE)
- Research Round Up (weekly or bi-weekly highlights of relevant research)
- Common Core & CTE

- CTE Works
- Friends of CTE
- State Policy News
- Staff updates

We still continue to blog on demand about NASDCTEc’s events, relevant research and reports, as well as state policy, major events around DC and the nation that staff has attended, and other newsworthy events. As appropriate, these blog posts will be more personalized, written in the first person and more analytical than summarizing. The series can also be more personalized in that each will be assigned to an individual – providing each staff member with their own “beat.”

We plan to create a page for “About the Bloggers” that gives a short bio and the topics each of the staff members are covering for the blog.

### Twitter Strategy

As of Spring 2013, NASDCTEc didn’t have a social media strategy, but rather just put the blog posts on Facebook. Since then, NASDCTEc has better utilized Facebook and Twitter (along with its blog) to raise the visibility of the organization, its members and high quality CTE.

For one, NASDCTEc established the Twitter handle of @CTEWorks. Through this Twitter account, NASDCTEc promotes positive news stories, new materials created by NASDCTEc and partners, and our partner organizations (which include our members’ organizations and agencies).

To engage new followers and become part of the **Twitter** conversation:

- NASDCTEc will tweet at least twice daily (which can include re-tweets)
  - This can include original content (e.g., a statistic, quotation or announcement) or the posting of a relevant article (e.g., any time a member is mentioned in a news article, a pro-CTE article or report).
- NASDCTEc will directly mention another organization or popular hashtag at least once a day (#careertech; #careerteched)
- When representatives of NASDCTEc are speaking in states or at national meetings we will include our handle on all PPT presentations to encourage audience members to follow up and engage us via Twitter.
- At NASDCTEc’s three major events will now have a hashtag associated with them (e.g., #CareerClusters2013; #FallCTE2013; #SpringCTE2014, etc.) and “Tweet Sheets” will be created and shared with participants.
  - These Tweet Sheets will also include the handles of any prominent speakers (e.g., keynote speakers, plenary session panelists)
  - At least one NASDCTEc staff member should be live tweeting the major speakers/sessions
  - After each meeting, NASDCTEc will write a blog on the best tweets from the meeting

- In the future, we may want to have a screen with real-time Tweets at meeting, as well as a “wonder wall” or space where participants can post questions/insights, which we could retweet. There are many ways to expand on the use of Twitter at meetings moving forward.
- We have conducted research into the wide array of organizations/individuals we should be following on Twitter.

### Facebook Strategy

Previously, NASDCTEc only posted our blogs to our Facebook page and had under 200 “likes” to show for it. Facebook can be a great promotional tool for NASDCTEc, our materials and CTE more broadly.

The goal is to post something at least five times a week. We will continue to post our blogs to the NASDCTEc Facebook page as well as relevant:

- ✓ News articles (featuring our members and/or high-quality CTE)
- ✓ Resources developed for/by CTE educators
- ✓ Infographics/data points (created by us and otherwise)
- ✓ Updates from the Hill
- ✓ Pictures/follow up from meetings
- ✓ New emerging details about meetings (e.g., speakers secured)

### NASDCTEc/NCTEF Newsletter

The organization should consider developing and disseminating a monthly or bi-monthly newsletter that serves to inform the broader education community about the Association, our members, high-quality CTE, and relevant resources.

## **2. Support the utilization of the *CTE: Learning that Works for America* campaign in all states, and the deep and meaningful utilization of the campaign in a subset of (~10?) states to develop “proof points”**

To date, 48 states and DC have signed the user agreement for the *CTE: Learning that works for America* [*CTE Works*] campaign and the majority of these states are using the logo and materials in some capacity. However, based on an analysis conducted last Fall and ongoing discussions with state leaders on the campaign, there is much more NASDCTEc can be doing to support a more widespread and meaningful implementation of the campaign. Below are a range of strategies and actions NASDCTEc could take to support states’ implementation of the *CTE Works* campaign as well as to better integrate the campaign into NASDCTEc’s communications and case-making activities. A number of these resources and efforts are already underway; others are new.

### Strategies to support ALL states using campaign materials

- Comprehensive tool/resource on how to implement campaign: the Infographic
- Develop a set of short case studies on the various approaches states have and can take to implement the campaign brand and resources (a number of which have been done or started as part of the web redesign/"infographic" content), including but not limited to:
  - What it looks like to fully adopt/implement the campaign as is
  - Integration with current communication efforts (including co-branding)
  - How to use of materials without adopting campaign (e.g., messaging, talking points, case-making, success stories, etc.)
  - How to integrate with broader communications strategies (including and beyond CTE focused activities) (e.g., other campaigns by the Department of Education or Governors Office)
  - State-to-local implementation and coordination of the campaign
  - A jointly released brief with ACTE on how to integrate *CTE: Learning that Works for America* with CTE Month
- Create a database of state- and locally-developed used communications materials (e.g., branded websites, fact sheets, posters, brochures etc.) along with the NASDCTEc provided templates. [Everything we create probably needs to be available in Word and/or INDD; we have a good number of resources to start populating the database with from those found by Melinda and included within the "infographic" document]
- Host standing quarterly cross-state call where users can share lessons learned and challenges, each one featuring a state or local district that has embraced the campaign in a meaningful way. These calls should be inclusive of anyone in the state responsible for communications who may benefit from the campaign
- Host standing, quarterly "trainings" on the campaign where new users can get the basics and have questions answered. Make sure the membership knows about these and helps recruit new users to join.
- Offer a workshop at the Fall and/or Spring meeting where participants bring in current materials and we discuss strategies for modifying/aligning them with the campaign
- Rethink organization of campaign materials on website – consider eventually spinning off *CTE Works* as a stand-alone campaign site
- Engagement of state department of education communications directors/public information officers
  - This can happen either through a convening or meeting NASDCTEc holds or in partnership with a group that already convenes these leaders (e.g., CCSSO, the National School Public Relations Association)
- Review campaign materials – particularly the talking points, "10 Things You Can Do to Support CTE," the PPT, and the CTE Brand User's Guide – to ensure they are up to date and reflect the most effective messages, data points and organization

Going deeper with a subset of committed states to create “proof points”

In addition to providing a more cohesive set of tools and strategies to all states to have signed on to the campaign, NASDCTEc – and other states – may benefit from more targeted support going to a subset of states who are particularly committed to embracing *CTE Works*.

These states – which would need to have different approaches for implementing the campaign – would provide proof points for the campaign itself and provide model strategies for other states. The goal of the in-depth support would be to ensure at least a few states have both broad (across the state) and deep (down into districts/schools) penetration of the campaign and its messages. Clear metrics would need to be developed to measure the success of these states.

This support could take a number of forms:

- Personalized advice/guidance on implementation of campaign materials and messages
- Direct engagement with state communications point people (in Dept of Education, Dept of Higher Education and/or Governors’ Office) – this campaign needs to go beyond state CTE directors. In fact, a requirement of being selected would be the creation of a campaign “team” that includes at least one communications expert and at least one leader outside of the CTE space.
- Potential in-state support and strategy development
- Feedback/review of created materials and resources to ensure alignment with brand and best practices
- Support for in-state qualitative data collection on how people perceive CTE, how attitudes and opinions are changing, what specifically causes the change in attitudes/opinions, how people gain access to information about CTE, how the model states overcome barriers to campaign success, etc.

**3. Engage in and maintain strong partnerships with critical national education reform organizations, with a particular focus on those that can help amplify our federal policy agenda, our interactions with state policymakers and/or our direct impact on CTE in practice**

NASDCTEc is committed to identifying and developing national partnerships to promote CTE with related education organizations, policy organizations, federal agencies and business and industry/labor councils. There are a current of efforts already underway to continually improve upon our partnership and our reach through the education reform community.

- Update/reevaluate NASDCTEc’s partnership matrix on a quarterly basis for new opportunities to engage a broad set of partners representing K-12, postsecondary, workforce, business/industry, specific CTE fields of study, etc.
- See NASDCTEc’s *Advocacy Plan* for more details on partnerships that will influence federal policies

- Friends of CTE Blog will be expanded to be a broader blog series featuring any partners who wish to promote CTE, with the Business Friends of CTE being a sub-series.
- Staff serve on a variety of boards and panels representing CTE, including but not limited to: National Career Academy Coalition, NCES technical review panel, NSWG, DQC, etc.

#### **4. Focus on developing the research, tools and resources *most* needed by our members and the broader CTE community**

NASDCTEc’s research and publications are critical to the field as they capture and address many of the diverse challenges facing state and LEAs as they deliver high-quality CTE. However, they often have a limited reach given their narrow focus and limited distribution/dissemination.

There are a few ways to raise the profile and distribution of these briefs (as appropriate):

- Develop some in partnership with relevant organizations
- Send out accompanying press releases
- Host in-person releases
- Make them easier to find on the website
- Consider 1-2 major focuses of the year (e.g., alignment; state policy; integration) and have all policy briefs tie back to those overarching topics

In addition to the issue-specific briefs, NASDCTEc might consider 1-2 publications each year aimed at a broader audience base, including state policymakers not familiar with CTE or its complexities. These publications may include a “state of CTE” report on major trends in the CTE field across states or reports tied to broader education reform efforts (e.g., CCSS, NGSS, competency-based education, blended learning) or an annual survey of public opinion on career readiness/CTE. Again, this is not different from the type of research NASDCTEc currently undertakes, but is rather a change in the report framing, layout, and release.

The release of the alignment studies on the Common Career Technical Core will also open up new areas of research and reports in 2014 and beyond.

#### Review the success map/stories strategy

Currently, the success map provides school-level data but no context about what makes those schools so successful. The process we have been using is limiting our ability to gather compelling information at scale. Rather, NASDCTEc should implement the CTE Success Map: Stories of Programs that Work strategy by:

- Directly soliciting success stories from district/school-level educators, rather than through State Directors. Engage with ACTE, AASA and our partners to do a direct, annual solicitation of high-performing CTE programs or schools, using a standard template, as well as an internal vetting process. We will augment/supplement this solicitation with examples we pull from our research along the way.
  - State Directors can and should be part of vetting process and help fill in any gaps that may exist in data collection

- The solicitation/template must include a mix of quantitative AND qualitative information to highlight not only the school’s current success but HOW they achieved such success.

Revise advocacy/case-making fact sheets

NASDCTEc needs to establish an annual cycle for updating/revising all of the case-making fact sheets (or ‘advocacy fact sheets’) to update the data, as well as embed strong messages – aligned to the Vision Statement and CTE: Learning that Works for America campaign messages – so the fact sheets can not only inform, but be used as leave behinds more effectively.

Student voices contest

There is tremendous power in the student voice and they are the best advocates for high-quality CTE education. To harness the power of their voice, NASDCTEc, in partnerships with ACTE, will launch a video contest where students can directly upload videos (30-60 seconds) to a new YouTube channel answering a standard question (e.g., “What do you want Congress to know about your CTE program/experience?” “How has CTE changed your life for the better?” Etc.)

Individuals will then be able to vote for their favorite videos and the top three winners will be selected during CTE Month. ACTE’s Vision conference may be an ideal time to announce the contest and even give attendees a flyer with the relevant information.

Prizes may include:

- Winners receive a trip to Washington DC for CTE Month
- Scholarships
- iPads/technology
- A video camera (e.g., flip camera)

NASDCTEc can then also create a short video or PSA from the submitted videos to be shown on the Hill and for other advocacy/case-making purposes.

**5. Build and maintain strong relationships with the media**

NASDCTEc will focus on public relations efforts to increase presence of NASDCTEc as a credible and preferred source about news for CTE. We must also position members and staff to serve as experts in media outreach in their own states as well as nationally.

- Build a comprehensive media list of national reporters with an education or workforce beat
- Host a (regular – maybe annual?) workshop on media engagement/outreach for our members, bringing in media consultants to help shape the messages and strategies ways to directly engage members of the media
- Provide support to states/members (through webinars, workshops and/or print materials) on social media strategies

## **6. Explore rebranding organizational name**

The name National Association of State Directors of Career Technical Education Consortium and the acronym NASDCTEc are both barriers to the organization raising its visibility. Even the members have difficulty saying the organization's acronym, which is a problem given they are our biggest cheerleaders.

If members are resistant to change, one option is to leave the 501c4 part of the organization as is but change the 501c3 (currently the National Career Technical Education Foundation) to something snazzier and more memorable, and operate increasingly, from a communications perspective, from that side of the house.

**Year-Round Sponsorship Proposal**  
*Report submitted by Ramona Schescke, Member Services Manager*

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Based on the recruitment efforts and feedback from two sponsors, I'd like to propose a shift in the NASDCTEc and NCTEF sponsorship programs. What I am proposing is the establishment of a year-round sponsorship plan, and to discontinue the All-Star Sponsorship program.

At this time, I am seeking Board input on the year-round sponsorship proposal, with the goal of bringing a full proposal to the Board at the 2014 Spring Meeting for a vote.

**All-Star program**

The goal of the All-Star sponsor program was to recognize longevity in support of the organization, rather than value of sponsorship. Sponsors have indicated that they would prefer more partnership and visibility opportunities throughout the year, rather than recognition at a luncheon ceremony and a certificate. Further, attendance by sponsors at the All-Star recognition functions has dwindled, and a new approach is needed to recognize sponsors. It is based on this history and feedback, that staff proposes to eliminate the All-Star Sponsorship program effective immediately following the 2013 Fall Meeting. In lieu of the All-Star recognition, more meaningful opportunities would be proposed as part of the year-round sponsorship proposal.

**Year-Round Proposal**

The year-round proposal arose because we have two (of our existing sixteen) sponsors who are interested in 1) setting up annual commitments that enable them to purposefully plan their budgets, and 2) provide them the opportunity for more sustained visibility throughout the year.

The National Association of State Directors of Career Technical Education and the National Career Technical Education Foundation are fortunate to have a group of dedicated, long-term sponsors who believe in our mission, vision and understand that we are the most progressive national advocate for policies and legislation that enhance and sustain high-quality CTE programs throughout the nation. In 2013, sponsors provided nearly \$79,000 of revenue and in-kind support that make many of the programs and events we host possible.

Here is a breakdown of the sources for 2013 revenue stream:

2013 Spring Meeting	2013 CCI	2013 Fall Meeting	2013 In-Kind	Total 2013
\$13,400	\$30,500	\$21,000	\$13,675	\$78,575

It is in their interest and ours to support our meetings, conferences and partner with us on projects and initiatives. To support our meetings, we currently secure event sponsorships, asking sponsors three times a year to support the spring, fall meetings and the Institute.

We foresee the need to grow and support things that fall beyond the scope of the three meetings, and move beyond an event-fundraising mentality. We will do this by moving from a culture of event sponsorship to a year-round sponsorship plan. The plan would recognize sponsors beyond the scope of the specific events – they become more engaged than event funders. Benefits to this approach:

- Avoids donor fatigue
- The sponsor relationship moves beyond transactional basis
- A year round plan would enhance the relationship we have with our sponsors over time and they feel more valued, engaged and better prepared regarding their budget allocation systems
- This also helps when the contact person changes at an organization – which ensures ongoing continuity in the sponsorship
- Allows sponsors the opportunity to more strategically plan their engagement and support of our organization
- Provides a framework for growing overall support for the organization

***Current Sponsorship Snapshot***

I have provided a snapshot of our current sponsor annual giving for 2013, as a basis for shifting to the year-round partnership proposal. The sponsors below would be ideal candidates for the year-round plan.

Organization	2013 Spring Meeting	2013 CCI	2013 Fall Meeting	Total 2013 by sponsor
Today's Class	\$2,500	\$3,500	\$2,500	\$8,500
Certiport		\$2,500	\$5,000	\$7,500
Cisco	\$0	\$5,000	\$2,500	\$7,500
NOCTI	\$2,500	\$2,500	\$2,500	\$7,500
Gradcast			\$5,000	\$5,000
Ascend Learning		\$5,000		\$5,000
Kuder	Hospitality \$5718.14	In Kind Diamond level; value \$7,356.87 – postcards and program booklet		
Microsoft	\$5,000			\$5,000
Oracle	\$0	\$5,000		\$5,000
Pearson Learning Solutions		\$5,000		\$5,000

CareerSafe	\$3,000			\$3,000
CTECS	\$1,000	\$1,000	\$1,000	\$3,000
CORD	\$1,000 and Directory printing; in-kind value \$600	\$1,000	\$500	\$2,500
Realityworks	\$1,000		\$1,000	\$2,000
MBAResearch	\$500	\$0	\$1,000	\$1,500

***Year Round Proposal***

In an annual sponsorship plan, we would offer sponsors a set of levels, similar to the existing sponsorship plan for the NASDCTEc meetings and Institute, but they could be customized and would include value added benefits.

Here are suggestions for value added benefits that would move sponsors up to the next category in the annual levels. These would become a ‘menu of choices’ we would propose to the sponsors. The level at which these choices would apply would be up for discussion with the Board. The choices are broken down into the columns listed; as many of our sponsors only want to contribute to the audience they feel would most benefit from the sponsorship.

Value Added Benefit	For Sponsors who only want to contribute to NASDCTEc Meetings	For sponsors who only want to contribute to CCI	For sponsors who contribute to both
Logo and mention in quarterly NASDCTEc/NCTEF online newsletter	x	x	x
Logo on welcome page, meeting agenda	x	x	x
Special notation on sponsor signage	x	x	x
Individual sponsor sign at meetings 20 x 30	x	x	x
Friends of CTE Blog (1x posting)	x	x	x
Hospitality suite at Spring Meeting (studio)	x		
Hospitality sponsorships at meetings (meals and breaks)	x	x	x
Full Page in Institute Program		x	
Buy dinner tables at meetings	x	x	
Extend sponsor table hours	x	x	x
Option of a pre session before Fall Meeting dinner	x		
Special and thanks with mention on Facebook, Twitter and	x	x	x

LinkedIn			
Opportunity to do a webinar (one per year)	x	x	x
Opportunity to sponsor a project or underwrite an Issue Brief	x	x	x
Sponsor an award winner at 2014 CCI (\$1000 value)		x	
Other (add Board suggestions)			

Moving forward, NASDCTEc/NCTEF staff would need to iron out details.

- What the new levels would look like?
- How the value added benefits would be incorporated into the new levels?
- What the direct costs would be for us at each new level?
- Expectations of sponsor and us.

**CONSIDERATIONS:**

**Still Keep the Existing Plan?**

We still need to keep the existing event sponsorships – we may have sponsors who only want to sponsor one meeting. We may also have sponsors who only want to sponsor the Institute; in either case, sponsors may prefer not to extend into a more formal agreement. We need to keep the existing plans in place to accommodate these organizations. Does having a year-round option and the existing platform create too much confusion?

***Impact on Staff/Expenses***

A staff member would need to devote additional time to meet individually with each sponsor, and to cultivate ‘budding’ sponsors who start out as event sponsors, encouraging them to move to an annual engagement level. Also, staff time would need to be allocated toward coordinating the additional, customized sponsor benefits. If a sponsor opts to have an individual sponsor sign, there would be additional cost to print and ship the sign to the meeting.

***Budgetary Issues***

The Spring and Fall meetings fall under the NASDCTEc budget; the Institute falls under the NCTEF budget. If a sponsor only wants to contribute toward NASDCTEc meetings, their check would all go toward NASDCTEc. If a sponsor only wants to contribute toward NCTEF events, their check would be written out to NCTEF. If a sponsor contributes toward both events, the annual check would need to be shared among the two organizations. Our staff would need to determine the most efficient way to allocate funding resources that involve both entities.

We would also need to decide when the best time would be to phase this program in. Our fiscal year doesn't always match with the fiscal year of the sponsors, which creates a layer of complication.

### **Risks with this proposal**

A consideration would be if a sponsor decided to drop funding (i.e., they are facing financial hard times, the person who initiated the sponsorship agreement leaves and the new person wants to change the agreement); if we already were building future sponsorships into our budgets, this would be impactful.

Essentially the year-round proposal introduces the flexibility of negotiation of sponsor packages. This flexibility creates some risk, as sponsors may push for things they want; sponsors may view inequity in this approach or the squeaky wheel getting more than the long-standing quiet sponsor.

### **Conclusion**

The goal would be to move an event sponsor to an annual sponsor who contributes beyond the events by incorporating value-added benefits that would provide a more continuous, sustained visibility. This type of engagement will increase final support, increase sponsor loyalty and commitment to the mission, vision and values of the organization.

### **Questions or Board Discussion:**

- What does the Board think about adding this new program to our existing sponsorship program?
- What recommendations does the Board have for additions/deletions to the list of value added benefits?
- Given our fiscal year calendar, when would be the best time to implement this program?

### **Board action required:**

- Approve elimination of the All-Star sponsor program
- Provide feedback on the concept of the year-round sponsor and decide if staff should continue to develop the proposal

**Year-Round New State Director Program**  
*Report submitted by Ramona Schescke, Member Services Manager*

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## **Year-Round New State Director Program**

At the 2013 NASDCTEc Spring meeting, I reported that per the direction of the Board, a survey was conducted of new State Directors to determine if there is interest in a more formal and expansive new State Director training. The Board felt that it is something that we want to do for our membership. A Board member stated that it would be a good in-service model to hold the training throughout the year rather than just at the conferences. With suggestions from the Board members, I have created a proposal that combines a series of staff-created on-demand webinars (to use as a resource and knowledge transfer), focused content discussions on topics our new State Directors asked for in the survey, and our offerings at the Spring and Fall meeting boot camps - to bring together a member service oriented project that will be brought directly to our membership.

Below is a listing of proposed activities for a year round experience for new State Directors. Each month will bring new information and discussion to build greater context, support and strength as the new State Director grows in his/her role, and position NASDCTEc as the go-to resource and partner new State Directors will rely upon to get the support they need.

The year – round program would be punctuated with sessions taken from the *Career Pathways Effect: Linking Education and Economic Prosperity*, a professional development resource used nationwide. We welcome any Board suggestions for additional topics for consideration.

- **Dec 2013 – Leadership**
  - Focused discussion (conference call or webinar) follow up of book reading
  - Pre reading assignment: Leadership Roles and Responsibilities, Chapter 6, *The Career Pathways Effect Linking Education and Economic Prosperity*
  - Guest speaker – State CTE Director
- **Jan 2014 –CTE: Learning that works for America**
  - Viewing and follow up discussion on the resources available to promote CTE in your state via the Campaign and Vision
  - Pre-assignment: view prerecorded webinar Campaign and Vision 101
  - Pre-assignment: view 3 minute video CTE: Making the Difference
  - Guest speaker – NASDCTEc staff member
- **Feb 2014 – Advocacy**
  - Focused discussion on advocacy (invite partner organization to join in conversation – maybe ACTE)
  - Pre-assignment: view prerecorded webinar Advocacy 101: Making the Case for CTE
  - Pre-assignment: document from partnering organization
  - Guest speakers NASDCTEc staff member and invited organizational representative
- **March 2014 –Public/Private Strategic Partnerships**
  - Focused discussion (conference call or webinar) follow up of book, webinar and issue brief readings

- Pre-reading assignment: Partnerships, Chapter 7 of *The Career Pathways Effect Linking Education and Economic Prosperity*
- Suggested pre-reading: Issue Brief [Career Technical Education and Business Partners: Bridging Education and the Economy](#)
- Suggested pre-viewing: Bridging Education and the Economy – October 12, 2010 [webinar](#)
- April 2014 - meet at Spring Meeting for **Boot Camp**
- May 2014 – **College and Career Readiness**
  - Focused discussion (webinar) follow up of webinar and readings
  - Pre-assignment: prerecorded webinar *CCTC and Career Ready Practices*
  - Pre-reading: Issue Brief [Principle 3: CTE and College and Career Ready Standards: Preparing Students for Further Education and Careers](#)
  - Pre-reading: Issue Brief [What is College and Career Ready?](#)
  - Pre-reading: Issue Brief [What it Means to be Career Ready](#)
  - Guest speakers: NASDCTEc staff member (author of prerecorded webinar) and representative of the Career Readiness Partner Council
- June 2014 – **Communicating the Power of CTE**
  - Learn how to promote CTE to specific audiences: business and industry, the media, even within your own state community. Learn how to share with others that Career Clusters® are an integral part of a program of study framework.
  - Pre-reading: Ten Things You Can Do to Help Support CTE; CTE Talking Points; CTE Talking Points: Business and Industry (all found on [careertech.org website](#))
  - Pre-assignment: prerecorded webinar *Career Clusters® 101*
  - Guest speakers: State Director who has used these tools effectively and has experience with media presentations; NASDCTEc staff member who can talk about using social media to make outreach
- July 2014 – **Meeting Perkins’ Accountability Requirements**
  - Discussion of reporting expectations that states must provide to show how they are complying with Perkins accountability requirements
  - Guest speaker: State Director and/or OVAE representative
- August 2014 - **Programs of Study: Secondary/Postsecondary Alignment**
  - Pre-reading: Course Sequence and Delivery Systems, Chapter 10 of *The Career Pathways Effect Linking Education and Economic Prosperity*
  - Guest speaker: State Director who can discuss partnerships, articulation agreements, sec/postsecondary alignments they incorporate – sharing positive ROI outcomes
- Sept 2014 – **Certifications**
  - Focused discussion (webinar) on the role of certificates and certifications and their incorporation into program delivery, as well as their use in support of the postsecondary completion agenda.
  - Pre-reading assignment: Certificates and Certifications, Chapter 13 of *The Career Pathways Effect Linking Education and Economic Prosperity*
  - Guest speaker: partner organization member TBD by NASDCTEc staff

## **National Career Clusters® Institute Awards Program**

There are many exemplary CTE programs nationwide that deserve recognition. Several are highlighted on our online CTE Success Map. We would like to honor and showcase rigorous CTE programs at the 2014 Institute with an awards program. This is important because:

- Many of these programs have initiatives and innovative ideas that can be modeled
- This program aligns with our new 2014 Institute program as a means to increase attendance
- It is a feature that will make the 2014 Institute unique and differentiate it from other CTE-based meetings
- This is an excellent way to feature and highlight high quality CTE programs nationwide
- This program would be administered jointly by NASDCTEc and NCTEF, adding NASDCTEc recognition value to the 2014 Institute
- This program gives us the opportunity to further break down the silos between CTE and Career Clusters
- We plan to use these programs as model examples in our reauthorization, advocacy and communications work

To start, over the winter months we will accept, review and select among submitted superior CTE programs nationwide; these winning programs will be invited to the Institute, and at the Institute we will be recognizing these high-quality CTE programs, asking them to share their success stories. With this program, we plan to build in specific awards to encourage them to apply (pending Board approval) and to reward them for their achievements.

### **Expectations of Winning Program**

We would expect them to attend the Institute to receive the award, and to present a breakout session sharing their success story.

### **Selection criteria**

Each program will be judged on a point system, based on the ten program of study components as outlined by the Office of Vocational and Adult Education (OVAE), in collaboration with major national associations, organizations, and states. The ten components of a rigorous program of study are referenced in *Reflect, Transform, and Lead: A New Vision for Career Technical Education*. The criteria will be distributed and explained at the Board meeting.

### **Selection committee**

Ramona consulted with Marie Barry on the specifics regarding the selection committee:

- The entries will be vetted by State CTE Directors or their designee

- The committee would have 3 judges: one Board member and 2 State Directors. A ‘call for judges’ would be sent out to all State Directors-one from secondary and one from postsecondary would be chosen
- Depending on the numbers of applications received, we would have Judging Team 1 and/or 2. Judging Team 1 would include 3 State Directors that would evaluate up to 15 applications; for over 15 applications we would initiate Judging Team 2
- Training to the judges on the selection criteria must be provided

**Budget requested:** \$17,200 for 16 awards

- Each winning program will receive a banner to take back to their home school (15 oz. vinyl with grommets, imprinted with designated Career Cluster logo and the name of their program. The cost for each banner is budgeted at \$75 plus shipping
- A monetary award in the form of a \$1000 check will be given to each team during a recognition ceremony during the Institute
- If one program/state /Career Cluster is recognized, the budget total would be \$17,200. If a program team is unable to attend the Institute, we would need to mail the banner and check to them, and would incur additional shipping costs.

**Questions for the Board:**

- Is the expectation that the \$1000 would go toward covering all expenses (travel) to get to the Institute in case a group requests a travel stipend or financial assistance to attend the Institute?

**Board action required:**

- Approve the \$17,200 budget for the awards program

## **Advocacy Plan:**

As NASDCTEc staff continues to advocate for CTE on and off Capitol Hill, many components of the organization's advocacy plan are being implemented to support these efforts.

### **NASDCTEc Perkins Congressional Visits**

For the last several months, NASDCTEc staff has been holding both informational and strategic meetings with majority and minority staff from the House Education and Workforce committee. Hill staff have expressed specific interest in the following areas:

- Level of state adoption and implementation of Programs of Study
- Current reporting requirements for non-traditional students and conversations about equity
- Potential for innovation funding
- Effects of maintenance of effort and hold harmless provisions
- Improved accountability through better defined performance measures, and possible enforcement mechanisms to ensure this accountability

Through these meetings, the Minority staff noted that members on the Committee and their respective staffs were not very familiar with Perkins or CTE. Staff has recently met with the following offices for educational meetings:

- Rep. Jared Polis (D-CO)
- Rep. Bobby Scott (D-VA)
- Rep. John Tierney (D-MA)
- Rep. Gregorio Sablan (D-Northern Mariana Islands)
- Rep. Marcia Fudge (D-OH)

### **Advocacy Research & Best Practices**

Staff have been researching CTE schools and programs that exemplify high-quality CTE, and interviewing school leaders to learn more about these programs. This project has resulted in more in-depth, qualitative evidence of how CTE is working across the nation. Each example also highlights the members of Congress who represent the district and state. Staff will release one CTE school or program example per month in a series called, "Stories of Programs that Work," to be featured on the NASDCTEc blog, website, and listservs.

### **Congressional CTE Site Visits**

With Perkins reauthorization moving ahead in the House, NASDCTEc staff is working with Congressional staff to schedule visits for Congress members to high-quality CTE programs in the Washington, DC, metropolitan area. These site visits will allow Congress members to see

CTE in action, and presents a great opportunity to garner visibility for CTE. NASDCTEc staff is working now to schedule visits in October.

### **Perkins Coalition**

In October, staff will hold the first call of the Perkins Coalition, co-hosted by ACTE. As leaders of the Perkins Coalition, NASDCTEc staff will focus on bringing together groups and organization that have an interest in Perkins and identifying areas of potential collaboration. The calls will help CTE stakeholders to form a unified voice as Perkins reauthorization picks up.

### **Perkins Briefing, Hearings and Events**

As written earlier, NASDCTEc President John Fischer spoke at the first Congressional hearing on Perkins reauthorization. Recently, NASDCTEc Executive Director Kimberly Green was asked to speak at a briefing for Congressional staffers in October. NASDCTEc staff also continues to work with Congressional staff to support events promoting CTE through the Congressional CTE Caucus.

## **Areas of Updates for Recommendations on Carl D. Perkins Career and Technical Education Act**

*Report submitted by Steve Voytek, Government Relations Associate*

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### **Areas of Consideration for Updating Recommendations for the Carl D. Perkins Career and Technical Education Act:**

Both political parties have expressed significant bipartisan interest in passing legislation to reauthorize the Carl D. Perkins Career and Technical Education Act (Perkins). House Education and the Workforce Committee staff and Congressional staff have asked NASDCTEc for input and recommendations during the Perkins reauthorization process. Modified recommendations in the following areas will be needed as the reauthorization process moves forward:

#### **Hold Harmless**

Sequestration provisions from the Budget Control Act of 2011 have affected the hold harmless provision under current Perkins law and adversely affected states through ratable reductions. This has prompted new Congressional scrutiny of the hold harmless provisions. Representatives Joseph Heck (R-NV) and Raul Grijalva (D-AZ) proposed an amendment to Perkins which would prevent states from receiving less than 90 percent of their previous year's allotment. While Congress has yet to take up this legislation, it nonetheless illustrates Congress' continued interest in resolving issues surrounding the hold harmless provision going forward.

NASDCTEc has yet to take an official position on this amendment along with how to resolve many of the concerns surrounding hold harmless, and we request the input of the NASDCTEc Board.

#### **Non-Traditional Student Participation and Equity**

Discussions have also been taking place in Congress with regards to performance measures and accountability reporting requirements for states. On both the secondary and postsecondary levels, states are required to report on indicators for student participation and completion of CTE programs that lead to nontraditional fields or nontraditional employment. Some members of Congress have expressed interest in expanding these reporting requirements into a broader equity requirement rather than focusing solely on nontraditional measures. Members of Congress and Committee staff have expressed interest in including historically underserved population subsets – such as minorities, rural and urban communities – in addition to gender equity within programs.

NASDCTEc has engaged Committee and member staff on these issues, but have not taken a position on this. Staff request the input of the NASDCTEc Board on this issue.

## **Defining High Quality CTE**

NASDCTEc, partnering organizations, and Congress have held discussions around a new definition for high-quality CTE programs. Congress has expressed interest in directing funds towards these programs. In collaboration with ACTE, NASDCTEc is in the process of developing a working definition for high-quality CTE. The elements of the U.S. Department of Education's Rigorous Programs of Study Framework are being used as a starting point for developing this definition. NASDCTEc is working with ACTE on a proposed set of criteria, which will be drawn from the 10 component framework for programs of study, as well as research.

## **State Role in Administration**

NASDCTEc has been supportive of a 15 percent minimum for state administration allocation in Perkins. Additional guidance for a specific recommendation on this will be needed from the Board – should we ask for a greater percentage of the funds for the state?

## **U.S. Department of Education Blueprint, Innovation Fund, and New Title II**

In April of last year, the Obama Administration and the U.S. Department of Education released *A Blueprint for Transforming Career and Technical Education*. One of the proposals within the blueprint recommended that 10 percent of total Perkins funds be designated for an “innovation fund” to be distributed on a competitive basis.

NASDCTEc has not been supportive of ED's proposal, as it would put smaller or less wealthy states and districts at a disadvantage when competing for funds. Instead of eliminating the “islands of excellence” problem identified in the Blueprint, this innovation fund would only reinforce this trend by creating a system of winners and losers. Yet, spurring innovation and encouraging improvement in CTE programs is still a high priority for many members of Congress. Policymakers and stakeholders have shown interest in learning about the role that Tech Prep played for innovating CTE programs.

NASDCTEc staff have been engaged with Congress on this issue and have expressed support for additional competitive funding, outside of Title I and similar to existing programs like ED's Race to the Top or Investing in Innovation. However, NASDCTEc has not been supportive of changing any of the funding mechanisms from formula to competitive for any portion of existing Perkins funding. A more specific recommendation will be needed as these discussions progress.



## Recommendations for the Reauthorization of the Carl D. Perkins Career and Technical Education Act

The Carl D. Perkins Career and Technical Education Act (Perkins) supports Career Technical Education (CTE) programs by strengthening connections between secondary and postsecondary education, aligning to the needs of the economy, and improving the academic and technical achievement of students who choose to enroll in these programs.

The National Association of State Directors of Career Technical Education Consortium (NASDCTEc) believes that the federal investment in CTE legislation, Perkins, should be strengthened by re-examining and re-framing the law to ensure equitable access to high-quality CTE programs of study and to better position CTE to help build the solutions needed to close the skills gap and improve student achievement. Therefore, NASDCTEc believes that federal CTE legislation needs a clearer focus and that its purpose should be ***“to develop the academic and CTE skills of students to ensure America's global competitiveness through programs of study, partnerships with employers, and further education and careers.”*** These recommendations seek to accomplish this purpose and promote innovation, accountability, and equitable access to high-quality CTE that meet the needs of our nation’s students and employers.

### Global Competitiveness

- ***Link CTE to labor market*** – States are in the best position to determine how CTE can meet the demands of their state and regional economies. Federal CTE funds should only support high-quality CTE programs of study that meet two or more of the following criteria: high wage, high skill, high demand, or high growth. Definitions of these terms should account for varying state and regional economic conditions and labor market needs.
- ***Rigorous standards*** – Consistent, quality benchmarks for students in CTE programs of study, regardless of where students live or which delivery system they use, are essential. Federal CTE legislation should require all CTE programs of study to align to rigorous content standards that are national in scope, are informed by the needs of the workplace, and ensure excellence. NASDCTEc believes that federal CTE legislation should encourage state adoption of rigorous college- and career-ready standards, such as those found in the Common Core State Standards and the [Common Career Technical Core](#).<sup>1</sup> Increased consistency and rigor in CTE programs of study will better equip students with the knowledge and skills necessary to thrive in a global economy.
- ***Innovation funding*** – The next federal CTE legislation should focus on improving student outcomes through innovative approaches and programmatic improvement. The next federal CTE legislation should allocate new formula funding, above and beyond the basic state grant, to states to incentivize innovative practices and solutions at the state and local levels. Successful innovations should be scaled up using the basic state grant funds.

## Partnerships

- ***Partnerships with business and industry*** – Strong partnerships between the CTE community and business and industry are essential to high-quality CTE programs of study. Federal CTE legislation should require local advisory committees comprised of employers and education stakeholders who will actively partner to design and deliver CTE programs of study and provide assistance in the form of curricula, standards, certifications, work-based learning opportunities, teacher/faculty externships, equipment, etc. States should have the flexibility to structure local advisory committees in a way that best meets the needs of their state (in terms of governance, funding, geographic and other influencing factors).
- ***Consortia*** – Coordination and collaboration between secondary and postsecondary partners is essential and must be improved. The federal CTE legislation should incentivize consortia of secondary and postsecondary eligible entities to better facilitate coordination and transitions between learner levels. States should have the flexibility to structure consortia in a way that best meets the needs of their state in terms of governance, funding, and geographic factors.

## Preparation for Education and Careers

- ***School counseling and career planning*** - Comprehensive counseling, including career and academic counseling, should be expanded and offered no later than middle school. Federal CTE legislation should provide greater support for career counseling, including all students having an individual learning plan that includes the student’s academic and careers goals, documents progress towards completion of the credits required to graduate from their secondary program, and indicates the requisite knowledge, skills and work-based learning experiences necessary for career success. These plans should be actively managed by students, parents, and school-level personnel and should extend into postsecondary education to ensure successful transitions to the workplace.

## Programs of Study

- ***High-quality CTE programs*** – Federal CTE legislation should focus on promoting excellence in CTE. To that end, NASDCTEc believes that more specificity is needed to define elements that are necessary to ensuring high-quality programs. Research by the National Research Center for Career and Technical Education<sup>ii</sup> underscores our recommendation that federal funding should be delivered through rigorous programs of study, as defined by the Office of Vocational and Adult Education’s 10 component framework.<sup>iii</sup> The law should emphasize strategies that improve alignment between secondary and postsecondary systems, such as statewide articulation agreements, transcribed postsecondary credits, and stackable credentials. High-quality CTE programs should also expose students to employment and leadership opportunities, for instance, through work-based learning and participation in Career Technical Student Organizations (CTSOs). Federal funds should be distributed only to state-approved, rigorous CTE programs of study.

## Research and Accountability

- **Accountability measures** – Strong accountability measures are critical to demonstrating CTE’s positive return on investment. The current CTE performance indicators should be re-evaluated to ensure that they provide the feedback necessary for program evaluation and improvement, as well as document CTE’s impact on students’ academic and technical achievement. Federal CTE legislation should require common definitions and measures across the states, as well as allow for alignment of performance measures across related education and workforce programs.
- **Research and professional development** – Research and evaluation are important guideposts for directing practitioners toward effective practices and guiding state decisions on CTE. Federal CTE legislation should support the continuation of a National Research Center for Career and Technical Education to support CTE educators and leaders through leadership development, quality research, professional development, dissemination, and technical assistance.

## State Leadership and Governance

- **State flexibility** – States should have the flexibility to determine the allocation of funds between secondary and postsecondary education. Funding should be awarded to a single eligible agency as defined in current law. Additionally, states should be given the flexibility to use the reserve fund to implement a performance-based funding system.
- **State administration and leadership** – Strong state leadership is critical to ensuring that states have the data systems, standards, and partnerships to oversee the development and implementation of high-quality CTE programs of study. Adequate resources for state leadership and state administration, including maintaining the state administrative match, are necessary to ensure effective program administration and equitable access to high-quality CTE programs of study.

*The National Association of State Directors of Career Technical Education Consortium (NASDCTEc) represents state and territory leaders of CTE through leadership and advocacy that supports an innovative and rigorous CTE system that prepares students for both college and careers. CTE State Directors lead the planning and implementation of CTE in their respective states and these recommendations reflect their priorities.*

*For more information, please contact the  
National Association of State Directors of Career Technical Education Consortium  
8484 Georgia Avenue Suite 320, Silver Spring, MD 20910 | 301-588-9630  
[www.careertech.org](http://www.careertech.org)*

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<sup>i</sup> National Association of State Directors of Career Technical Education Consortium, Common Career Technical Core, <http://www.careertech.org/career-technical-education/cctc/>

<sup>ii</sup> Shumer, R., Stringfield, S., Stipanovic, N., & Murphy, N. (2011, November). *Programs of study: A cross-study examination of programs in three states*. Louisville, KY: National Research Center for Career and Technical Education, University of Louisville. [http://www.nrccte.org/sites/default/files/publication-files/nrccte\\_pos\\_crossstudy.pdf](http://www.nrccte.org/sites/default/files/publication-files/nrccte_pos_crossstudy.pdf)

<sup>iii</sup> U.S. Department of Education, Office of Vocational and Adult Education, “Career and Technical Programs of Study: A Design Framework.” The 10 components are: (1) legislation and policies, (2) partnerships, (3) professional development, (4) accountability and evaluation systems, (5) college and career readiness standards, (6) course sequences, (7) credit transfer agreements, (8) guidance counseling and academic advisement, (9) teaching and learning strategies, and (10) technical skills assessments.

**NASDCTEc FY13 Financial Report**  
*Report prepared by Kimberly Green, Executive Director*

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This report provides summary financial information for the period of July 1, 2012 through June 30, 2013 or 100% of the fiscal year.

**INCOME:**

At fiscal year end, NASDCTEc received 103% of its budgeted income, taking in more \$20,824.90 than projected.

- 111% of state memberships
- 112% of associate memberships
- 116% of meeting registrations
- 120% of meeting sponsorships
- 88% of budgeted interest/dividends

**EXPENSES/LIABILITIES:**

Overall, NASDCTEc expended 62% of projected expenses. The reduction in expenses was achieved due to reduced staff costs and continued vigilance to be very fiscally conservative. Below are detailed explanations for over-budget expenses:

**Awards:** The Board was aware of this over-budget expenditure to acknowledge the Past President's efforts in FY12. *Over-budget amount: \$510.23*

**Contractors:** Contractors were used to supplement the staff when staff turnover occurred. Even with the additional contractor expenses, staff salary/benefits was still significantly under budget. *Over-budget amount: \$458.61*

**Equipment & Furniture:** At the spring Board meeting, staff shared that it was transitioning to a voice over IP phone system to accommodate remote staff. Staff reduced other equipment purchases to offset the expense of the phone system, however the final total for the phone system brought the equipment line item over budget. *Over-budget amount: \$1,784.13*

**Merrill Lynch:** These fees are 1% of the portfolio value. Due to reduced expenses, more funds stayed in the account to accrue interest at times throughout the year resulting in additional unplanned fees. *Over-budget amount: \$749.74.*

**Legal:** Over-budget legal fees were associated with the H1-B visa application, which the Board was made aware of during the spring Board meeting. *Over-budget amount: \$9,211.28.*

**ASSETS:**

At the end of the fiscal year, NASDCTEc's fiscal position was strong with total equity at \$2,144,275.33 and total assets at \$2,458,399.94. At the end of FY12, the NASDCTEc total equity was \$1,954,431.63 and total assets at \$2,289,800.78.

NASDCTEc FY 13 YEAR END BUDGET				
	Approved	Actual Expenses	% Actuals to	NOTES
INCOME	FY13	as of June 30, 2013	Budget	
		100% of fiscal year complete		
State Memberships	\$459,682.20	\$511,541.00	111%	On target. Also received a past FY year dues payment from Puerto Rico, will accounts for the "over budget" amount on state dues.
Associate & Org. Memberships	\$38,000.00	\$42,425.00	112%	Based on actual dues, which reflected an increase in membership this FY.
Conference Registrations	\$85,000.00	\$98,589.75	116%	Better than projected participate in Spring meeting.
Conference Sponsorships	\$25,000.00	\$29,900.00	120%	Better than project sponsorships at both meetings.
Interest/Dividend	\$58,000.00	\$50,838.96	88%	Realized gain on investments was \$60,163.97
Reimbursement from Fdt - Salaries/benefits	See note	See note	See note	Note - at the half year mark and end of the fiscal year NCTEF reduced NASDCTEc's costs for salary and benefits through a reimbursement based on staff timesheets for actual time dedicated to NCTEF-related activities. While NASDCTEc budgeted \$213,879.07 to be reimbursed, NCTEF actually reimbursed \$199,981.90. The difference in projections versus expenses is related to staff turnover. This reduced NASDCTEc's expenses on the lower portion of the budget. Including the reimbursement amount on the income side would duplicate the contribution, which is why it is not noted here.
Reimbursement from Fdt - meeting	\$64,872.00	\$70,310.28	108%	This was based on actual registrations and sponsorships, which were both better than projected.
Contract approved increases/bon	\$16,015.00	\$16,015.00	100%	Approved by the Executive Committee as part of the Executive Director's evaluation.
Other income	\$10,000.00	\$14,102.81	141%	This includes honorarium and speaking fees staff received, which were unexpected and therefore not included in budget projections.
Approved funds for Alignment study	\$54,250.00	\$12,500.00	n/a	While \$54,250 was approved, the contractor did not complete all aligned tasks in this fiscal year. Therefore, the expenses (and necessary reserve withdrawal) will carry forward to the next fiscal year.
Reserve withdrawal - CPI	\$14,578.70	\$0.00	0%	Actual expenses did not require these funds to be withdrawn from reserves.
<b>TOTAL REVENUES</b>	<b>\$825,397.90</b>	<b>\$846,222.80</b>	<b>103%</b>	
<b>EXPENSES</b>				
<b>Allocated Expenses to Specific Projects</b>				
Speakers	\$5,000.00	\$250.42	5%	Were successful in securing speakers that did not require a stipend or travel costs to be reimbursed.
Meals (Hotels/Catering)	\$50,000.00	\$28,107.01	56%	Based on actual participation in meeting. Costs were also reduced due to fewer staff requiring travel to conferences.
Travel/Lodging	\$13,655.00	\$10,112.85	74%	Reduced due to staff turnover.
Awards/Gifts	\$750.00	\$1,260.23	412%	This expense was approved for gift for outgoing President who contributed significant effort during his year of service.
Audio Visual	\$5,000.00	\$3,089.72	47%	Due to spring meeting structure, we were able to reduce AV costs.
Printing/Copying	\$3,850.00	\$2,373.26	62%	Based on usage. We projected additional costs with Perkins reauthorization starting. However, given that reauthorization did not begin on time those costs were not incurred to date.
Communications	\$6,000.00	\$5,013.82	84%	Costs were lower than projected, as two staff members who are no longer on the team had cell phones that were reimbursed. These expenses were no incurred for the latter part of the fiscal year, accounting for the lower than projected expenses.
Postage/Overnight	\$1,300.00	\$712.35	55%	Reduced shipping costs due to increased electronic communication.
Supplies	\$1,500.00	\$1,448.37	97%	On target
Education/Training	\$3,500.00	\$718.00	21%	This was lower than projected due to staff turnover and the inability of the balance of the staff to attend PD events due to increased workload.
Subscriptions/Dues	\$10,900.00	\$8,701.14	80%	Reduced costs by shifting to a free legislative tracking service rather than a paid one.

Bank Charges -CC FEES	\$4,100.00	\$2,792.33	68%	Based on actual usage, which was lower than projected.
Contractors	\$8,325.00	\$8,783.61	106%	Includes \$2497.50 for government relations intern to assist when we were short staffed; these costs were offset by reductions in projected staff salaries.
Alignment Study	\$54,250.00	\$12,500.00	23%	While \$54,250 was approved, the contractor did not complete all aligned tasks in this fiscal year. Therefore, the expenses (and necessary reserve withdrawal) will carry forward to the next fiscal year.
<b>Subtotal - Specific Projects</b>	\$168,130.00	\$85,863.11	51%	lower than projected largely due to the alignment study delay in deliverables but also the staff being very fiscally conservative with expenses for meetings.
<b>General &amp; Administrative Expenses</b>				
Salaries	\$522,590.49	\$301,134.40	58%	Budget reflects total salaries - both NASDCTEc and NCTEF. Expenses are actual expenditures, representing NASDCTEc's proportional share of the benefits based on staff time allocations (timesheets). Amounts lower than projected due to staff turnover. Total salaries (for both NASDCTEc and NCTEF) in FY13 was \$416,002.65 (\$106,587.84 below budget).
Bonuses	\$20,265.00	\$19,014.42	94%	On target based eligible staff and related achievement of goals.
FICA & Medicare	\$35,000.00	\$21,636.68	62%	Actual represents NASDCTEc's proportional share of the benefits based on staff time allocations (timesheets). Amounts lower than projected due to staff turnover. Total budget for benefits (both NASDCTEc and NCTEF) was \$117,894.74. Actual expenses across both organizations was \$117,572.30. Below budget by \$322.44. Benefits amount was higher than projected due to increase in medical costs, as well as board vote to increase staff travel benefit.
Employee Benefits	\$117,894.74	\$50,114.57	43%	Actual represents NASDCTEc's proportional share of the benefits based on staff time allocations (timesheets). Amounts lower than projected due to staff turnover. Total budget for benefits (both NASDCTEc and NCTEF) was \$117,894.74. Actual expenses across both organizations was \$117,572.30. Below budget by \$322.44. Benefits amount was higher than projected due to increase in medical costs, as well as board vote to increase staff travel benefit.
Staff Travel	\$7,560.00	\$4,201.27	56%	Actual represents NASDCTEc's proportional share of the benefits based on staff time allocations (timesheets). Amounts lower than projected due to staff turnover. Total budget for benefits (both NASDCTEc and NCTEF) was \$117,894.74. Actual expenses across both organizations was \$117,572.30. Below budget by \$322.44. Benefits amount was higher than projected due to increase in medical costs, as well as board vote to increase staff travel benefit.
Rent	\$84,835.08	\$82,699.88	97%	Costs aligned with actual billing.
Licenses/Fees	\$2,875.00	\$2,462.29	86%	Costs aligned with actual billing.
Office Supplies	\$750.00	\$541.05	72%	Based on actual use, which was lower than projected. Majority of costs were direct project expenses.
Communications	\$350.00	\$205.74	59%	Based on actual use, which was lower than projected. Majority of costs were direct project expenses.
Postage/Overnight	\$375.00	\$195.13	52%	Based on actual use, which was lower than projected. Majority of costs were direct project expenses.
Printing/Copying	\$100.00	\$8.61	9%	Based on actual use, which was lower than projected. Majority of costs were direct project expenses.
Equipment & Furniture	\$5,533.00	\$7,317.13	132%	Includes 3 laptops, NASDCTEc portion of new phone system. Over-budget amount is related to phone system, which the Board was approved the expense.
Bank Charges	\$375.00	\$239.40	64%	Based on actual use, which was lower than projected.
Merrill Lynch Charges	\$25,000.00	\$25,749.74	103%	Charges are based on actual funds on account. Because the portfolio increased, the charges were slightly more than the budgeted projections.
Accounting	\$40,721.00	\$28,318.58	70%	Projected budgeted estimate was inaccurate for FY13. The estimates have been corrected for FY14.
Legal	\$1,500.00	\$10,711.28	714%	The over budget amount reflect legal fees associated with H1-B via application for employee (who later voluntarily left the organization).

Insurance - Directors	\$4,800.00	\$4,397.93	92%	Budgeted amount reduced by NCTEF reimbursement for proportional share of worker's compensation insurance.
Liaison & Meetings	\$600.00	\$546.78	91%	
<b>Total G &amp; A Expenses</b>	\$871,124.31	\$559,494.88	64%	This is largely reduced by the reimbursement of NCTEF for staff salaries and benefits.
<b>Total Project Expenses</b>	\$168,130.00	\$85,863.11	51%	See above for explanation.
<b>TOTAL EXPENSES</b>	\$1,039,254.31	\$645,357.99	62%	
<b>INCOME LESS EXPENSES</b>	-\$213,856.41	\$200,864.81		

**NASDCTEc**  
**Balance Sheet**  
As of June 30, 2013

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 Cash- Bank of America	87,452.18
1017 Merrill Lynch Cash - 749	152,410.77
1018 Merrill Lynch Cash - 7WD	106,453.70
<b>Total Bank Accounts</b>	<b>\$ 346,316.65</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	10,944.10
<b>Total Accounts Receivable</b>	<b>\$ 10,944.10</b>
<b>Other current assets</b>	
<b>1100 Investments</b>	
1131 Government Bonds	805,881.04
1159 Equities	1,131,011.71
<b>Corporate Bonds</b>	
1126 Entergy Mississippi	33,289.20
<b>Total Corporate Bonds</b>	<b>\$ 33,289.20</b>
<b>Total 1100 Investments</b>	<b>\$1,970,181.95</b>
1275 Security Deposit	9,000.00
1280 Due from Foundation	88,483.59
1299 Accrued Interest Receivable	3,910.20
1300 Prepaid Expense	15,900.84
<b>Total Other current assets</b>	<b>\$2,087,476.58</b>
<b>Total Current Assets</b>	<b>\$2,444,737.33</b>
<b>Other Assets</b>	
1400 Furniture and Fixtures	25,879.23
1410 Equipment	21,705.59
1450 Accumulated Depreciation	-33,922.21
<b>Total Other Assets</b>	<b>\$ 13,662.61</b>
<b>TOTAL ASSETS</b>	<b>\$2,458,399.94</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 Accounts Payable {105}	11,166.48
<b>Total Accounts Payable</b>	<b>\$ 11,166.48</b>
<b>Other Current Liabilities</b>	
2070 Accrued Vacation	61,199.70
2099 Deferred Revenue	
2134 Deferred State Dues FY 13-14	206,916.24
2135 Deferred Associate Dues FY 13-14	18,750.00
<b>Total 2099 Deferred Revenue</b>	<b>\$ 225,666.24</b>

<b>3099 State Holding Accounts</b>	
3107 State Acct - Arkansas	5,016.26
3114 State Acct - Kentucky	1,570.92
3132 State Acct - District of Columbia	9,505.01
<b>Total 3099 State Holding Accounts</b>	<b><u>\$ 16,092.19</u></b>
<b>Total Other Current Liabilities</b>	<b><u>\$ 302,958.13</u></b>
<b>Total Current Liabilities</b>	<b><u>\$ 314,124.61</u></b>
<b>Total Liabilities</b>	<b><u>\$ 314,124.61</u></b>
<b>Equity</b>	
3000 Net Assets	1,954,431.63
3900 Earnings	0.00
Net Income	189,843.70
<b>Total Equity</b>	<b><u>\$2,144,275.33</u></b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>\$2,458,399.94</u></b>

**NCTEF FY13 Financial Report**  
*Report prepared by Kimberly Green, Executive Director*

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This report provides summary financial information for the period of July 1, 2012 through June 30, 2013 or 100% of the fiscal year.

**INCOME:**

At fiscal year end, NCTEF received 91.45% of its budgeted income.

- 142% NOCTI workplace readiness
- 117% Product sales
- 73% Institute registrations
- 132% Institute sponsorships
- 51% Interest/dividends

**EXPENSES/LIABILITIES:**

Given the anticipated reduction in revenue, staff worked judiciously to lower expenses. Regrettably, fixed expenses resulted in NCTEF spending more than it brought in through revenue. NCTEF withdrew \$156,855.16 from reserves. \$122,200 of this amount was authorized in the budget for withdrawal; the balance of \$34,655.16 was unbudgeted but necessary to cover expenses.

NCTEF fell short of budgeted Institute registration income by \$80,455.51. Additionally, NCTEF was under-budget by \$11,753.08 for expected interest, largely due to a lower balance in the account earning interest. Even with the over-target revenue in Institute sponsorships and product sales, expenses exceeded income.

Below are detailed explanations of all over-budget expenses:

**Revenue Share with NASDCTEc:** This was based on actual registrations for the 2012 Institute, which exceeded expectations. Therefore, this is a “positive” over-budget expense item. *Over-budget amount: \$5,438.28*

**2012 Pre-Session Revenue Share:** This was based on actual registrations for pre-sessions at the 2012 Institute, which exceeded expectations. Therefore, this is a “positive” over-budget expense item. *Over-budget amount: \$2516*

**Royalties:** Budgeted revenue share was based on prior year sales, which were low. We were surprised to see a large purchase of the Interest Inventory CD in FY13. The revenue share for this product exceeded expectations but also contributed to our exceeding the income projections for product sales. *Over-budget amount: \$2,499*

**Credit card fees – product sales:** These are the fees linked to product sales, which exceed the budgeted target. Because this is a related fee, it exceeded projections. *Over-budget amount: \$127.92*

**Green K & S Project:** These expenses were incurred in this fiscal year, but the reimbursement from the grant occurred in the prior fiscal year. The overall project netted the organization a positive return. *Over-budget amount: \$5,007.43*

**Equipment:** At the spring Board meeting, staff shared that it was transitioning to a voice over IP phone system to accommodate remote staff. Staff reduced other equipment purchases to offset the expense of the phone system, however the final total for the phone system brought the equipment line item over budget. *Over-budget amount: \$833.43*

**Accounting:** As staff reported throughout the fiscal year, budget estimates for NCTEF accounting were underestimated. An adjustment was made for FY14's budget. *Over-budget amount: \$1624.05*

**Note:**

**Consultants:** Due to staff turnover, additional consulting was used to fulfill obligations. This is reflected on the budget as a separate line item for \$8,842.50, as well as the \$2,674 over-budget for the CCTC project. The aggregate of the staff salaries/benefits and these consulting fees is still below the budgeted totals.

**ASSETS:**

The organization has drawn down some of its assets to invest in priority projects, like the Common Career Technical Core. However, the lower than projected Career Clusters Institute definitely affected the organization's overall financial status. At the end of the fiscal year, NCTEF's fiscal position was total equity at \$534,389.79 and total assets at \$688,956.95. At the end of FY12, the NCTEF total equity was \$785,976.20 and total assets at \$731,575.56.

NCTEF FY 13 YEAR END BUDGET					
		Approved FY13	Actuals as of 6/30/2013	% of actuals to budget	Notes to support the proposed budget
Income		Budget	100% of fiscal year complete		
NOCTI		\$1,500.00	\$2,126.55	141.77%	Better than projected (budget projections were based on last fiscal year).
Product Sales		\$50,000.00	\$58,510.39	117.02%	Better than projected due to a single large order placed by one state (this order was for \$25,000). However, overall product sales have been slowly increasing as staff have been integrating products into presentations.
Reserve withdrawal - book		\$15,000.00	\$15,000.00	100.00%	
Institute		\$290,000.00	\$209,544.49	72.26%	Despite significant effort, registrations were much lower than projected. This was in part due to sequestration and funding cuts.
Revenue from FY12 for Pre-session payout		\$14,080.00	\$2,459.12	17.47%	Based on actual pre-session participation, which was lower than projected.
Institute sponsorships		\$23,180.00	\$30,500.00	131.58%	Better than projected sponsorships, which was very helpful due to lower than projected registration.
Interest/Dividend		\$24,000.00	\$12,246.72	51.03%	Lower than projected due to reduced reserves. Received \$39,136.59 in realized gains.
Workshop Revenue		\$5,000.00	\$250.00	5.00%	CORD/NCTEF workshop development was slowed due to ensure quality.
Green K & S Project		\$6,892.68	\$6,892.68	100.00%	Project complete.
CCTC- from reserves		\$88,750.00	\$91,423.99	103.01%	Additional funds used for contractor expenses to cover project management duties upon resignation of the Deputy Executive Director.
*** Reserve withdrawal to balance budget		\$122,200.00	\$156,855.16	128.36%	Due to lower than projected revenue from the Institute, greater than expected funds needed to be withdrawn from reserves to cover NCTEF expenses.
<b>Total</b>		<b>\$640,602.68</b>	<b>\$585,809.10</b>	<b>91.45%</b>	
<b>Expenses - Specific Projects</b>					
<b>Institute</b>					
2012 Institute Expenses		\$500.00	\$(484.29)	-96.86%	Because of reimbursement for pre-session AV and food and beverage costs, our direct costs incurred in this FY were fully offset by these reimbursements.
Revenue share with NASDCTec for Institute 2012		\$64,872.00	\$70,310.28	108.38%	Based on actual registrations and sponsorships, which exceeded projections.
2012 pre-session revenue share		\$8,080.00	\$10,596.00	131.14%	Based on actual registrations and MOUs with pre-session providers.
2013 Institute expenses		\$125,000.00	\$77,123.34	61.70%	Below budget due to lower than projected registrations. The ratio of Institute income compared to expenses is still favorable. This may change if attrition expenses are incurred, which is likely.
Royalties		\$315.00	\$2,814.00	893.33%	Agreement on product royalties is complete; product being removed from inventory. Amount reflects greater than projected sales, this greater royalty payment.
Shipping fees - product sales		\$2,400.00	\$2,148.31	89.51%	Based on actual sales, which exceeded budgeted targets - however shipping was able to efficiently managed and came in under budget.
Credit card fees - product sales		\$903.00	\$1,030.92	114.17%	Based on actual sales, which exceeded budget projections.
Art, printing and copying		\$35,000.00	\$26,763.90	76.47%	FY13 includes book stipends, development of book, reprinting of existing products. Temp time for product fulfillment.
Direct staff and benefits		\$213,879.07	\$199,581.29	93.32%	Based on timesheets - staff time and effort dedicated to NCTEF activities. Lower than projected due to the resignation of the Deputy Executive Director in February, which accounted for the largest portion of this reduction in expenses. However, other staff spent more time on NCTEF work than originally budgeted. Worker's comp costs charged to insurance (\$369.30) Expenses are actual expenditures, representing NCTEF's proportional share of the benefits based on staff time allocations (timesheets). Total salaries (for both NASDCTec and NCTEF) in FY13 was \$416,002.65 (\$106,587.84 below budget).
Consultants			\$8,842.50	SEE NOTE	Additional consulting support to work on professional development workshops and Career Readiness Partner Council upon resignation of Deputy Executive Director. Consulting costs plus staff salary and benefits still under budgeted targets for NCTEF.
Board expenses		\$2,950.00	\$2,530.16	85.77%	Based on actual expenses. We have to budget for full NCTEF public member board travel, which was not fully expended this year.

Green K & S Project		\$2,400.00	\$7,407.43	308.64%	Project complete. Project director incurred expenses this FY that were reimbursed in prior fiscal year. Overall project income/expenses balanced out across the fiscal years.
CCTC		\$88,750.00	\$91,423.99	103.01%	Used full amount of funds. Additionally, expended additional for consultant to fill in when Deputy Executive Director resigned. This brought this category over budget by \$2726.39. Aggregate consultant and staff salary/benefits are still below budget.
<b>Subtotal for Specific Projects</b>		\$545,049.07	\$500,087.83	91.75%	
<b>General CC/Administrative Expenses</b>					
Rent		\$41,784.44	\$41,345.40	98.95%	
Travel		\$15,000.00	\$11,318.17	75.45%	Travel below budget due to remote employee resigning in February.
Phone		\$3,300.00	\$1,939.45	58.77%	Phone below budget due to remote employee resigning in February.
Website contract		\$2,500.00	\$960.00	n/a	FY13 includes hosting only. The balance of the work was able to be conducted internally.
Postage		\$175.00	\$71.64	40.94%	
Supplies		\$750.00	\$737.75	98.37%	Includes copier lease for FY13. For FY14 this was shifted to a new budget category.
Equipment		\$1,013.16	\$1,846.59	182.26%	Includes NCTEF portion of new phone system. NCTEF Board was informed that this expense would result in being over budget in this expense category.
Printing and Copying		\$500.00	\$200.28	40.06%	Due to effort to be "green" internal printing and copying has been substantially reduced.
Legal		\$1,300.00	\$110.32	8.49%	Based on actual need. Projected additional legal expenses with copyright, which were not incurred.
Licenses/Fees		\$500.00	\$424.58	84.92%	Annual license fees for non profit status.
Insurance		\$2,400.00	\$2,258.97	94.12%	
Accounting and banking		\$14,827.00	\$16,451.05	110.95%	FY13 budget projections were off target, assuming NASDCTEc would cover more of the accounting costs. Adjustments have been made for FY14 to more accurately target NCTEF accounting expenses.
Banking fees		\$11,500.00	\$8,057.07	70.06%	Fees lowered than projected because we had less invested in the Merrill Lynch accounts.
	<b>Total G &amp; A expenses</b>	\$95,549.60	\$85,721.27	89.71%	
	<b>Total project expenses</b>	\$545,049.07	\$500,087.83	91.75%	
	<b>TOTAL EXPENSES</b>	\$640,598.67	\$585,809.10	91.45%	
	<b>INCOME LESS EXPENSES</b>	\$4.01	\$0.00		

**National Career Technical Education Foundation**  
**Balance Sheet**  
As of June 30, 2013

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 Cash - Bank of America	164,143.75
1017 Cash - Merrill Lynch	12,041.07
<b>Total Bank Accounts</b>	<b>\$ 176,184.82</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	37,816.61
<b>Total Accounts Receivable</b>	<b>\$ 37,816.61</b>
<b>Other current assets</b>	
1050 Mutual Funds	416,993.04
1350 Prepaid expense	5,937.33
<b>Total Other current assets</b>	<b>\$ 422,930.37</b>
<b>Total Current Assets</b>	<b>\$ 636,931.80</b>
<b>Fixed Assets</b>	
1100 Furniture	9,053.99
1101 Accumulated Depreciation-Furniture	-8,371.75
1120 Equipment	44,460.40
1121 Accumulated Depreciation-Equipment	-40,786.64
1130 Software	364.14
1131 Accumulated Depreciation-Software	-364.14
<b>Total Fixed Assets</b>	<b>\$ 4,356.00</b>
<b>Other Assets</b>	
1400 Inventory	47,669.15
<b>Total Other Assets</b>	<b>\$ 47,669.15</b>
<b>TOTAL ASSETS</b>	<b>\$ 688,956.95</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 *Accounts Payable	66,083.57
<b>Total Accounts Payable</b>	<b>\$ 66,083.57</b>
<b>Other Current Liabilities</b>	
2006 Due to Association	88,483.59
<b>Total Other Current Liabilities</b>	<b>\$ 88,483.59</b>
<b>Total Current Liabilities</b>	<b>\$ 154,567.16</b>
<b>Total Liabilities</b>	<b>\$ 154,567.16</b>
<b>Equity</b>	
3900 Net Assets	675,976.20
3902 Temporarily Restricted Net Assets	110,000.00
Net Income	-251,586.41
<b>Total Equity</b>	<b>\$ 534,389.79</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 688,956.95</b>

**NASDCTEc FY14 Financial Report**  
*Report prepared by Kimberly Green, Executive Director*

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The FY14 report reflects activity through September 30, 2013 but reconciled statements through August 31, 2013.

**INCOME:**

While 25% of the fiscal year has passed, NASDCTEc has received 76% of its budgeted income. Dues are coming in strongly. The budget report indicates which states are unpaid. Fall meeting registrations are slightly higher than projected and sponsorships are well above target. This is a strong cash position.

**EXPENSES/LIABILITIES:**

Expenses are at 19% of the budgeted total, with is appropriate for this point in the fiscal year.

**ASSETS:**

At the start of the fiscal year, the Association's fiscal position was strong with total assets at \$2,707,014.37 and equity at \$2,207,607.17.

**COMMUNICATIONS BUDGET:**

When the communications plan was authorized in Spring 2010, the Board approved up to \$750,000 in reserves to be spent on campaign related activities. To date, expenditures have totaled \$257,766.76. While not being charged against the approved budget, there are two categories where we are documenting expenses against this project based on the proportion of staff time – staff salaries/benefits - approximately \$205,000 and rent – approximately \$37,000. The accountant recommended that these expenses are reflected this way on our financial statements given the substantial amount of time the organization is dedicating to this effort.

**INVESTMENT REPORT SUBMITTED BY MARK FRIESE OF MERRILL LYNCH:**

The FY13 time weighted return for the portfolio is 4.48%. This fiscal year the portfolio is doing slightly better at 4.95%. The equity portion of the account is doing well compared to the index. The cumulative rate of return for last fiscal year was 20.60% compared to the S&P index of 17.92%. To date, the FY14 rate of return is 23.37% compared to the S&P index of 19.88%.

The NASDCTEc investment accounts are recommended for adjustment to bring the funds into alignment with the investment policy statement and projected cash flow needs.

**Recommended action:** Reduce bond balance by \$193,932 and add to the equity position. No direct costs are associated with making these changes.

**FY12-13 AUDIT UPDATE:**

The audit was conducted at the end of September 2013. A draft audit report is expected in November 2013. A detailed review of the draft audit will be presented to the Finance/Audit Committee in November/December 2013. Upon approval of the report by the Finance/Audit Committee, the final audit report will be presented to the full Board in January 2014 for approval.

**NASDCTEc FY14 BUDGET**

	<b>Approved</b>	<b>Actual as of</b>	<b>Actual to</b>	<b>Notes</b>
<b>INCOME</b>	<b>FY14</b>	<b>9/30/2013</b>	<b>Budget</b>	
			<b>25% of fiscal year</b>	
State Memberships	\$484,631.10	\$471,877.00	97%	Actual income. All dues paid except for CA, MD, KY, PR and VI.
Associate & Org. Memberships	\$38,272.25	\$39,600.00	103%	Actual income. Outstanding dues equal \$4100.
Conference Registrations	\$99,000.00	\$49,150.00	50%	Better than projected attendance at fall meeting. Target was 95, currently at 127 registered.
Conference Sponsorships	\$25,000.00	\$21,000.00	84%	Much better than projected sponsorships for fall meeting. Several new sponsors signed up.
Interest/Dividend	\$60,000.00	\$9,155.13	15%	Books have been reconciled through 8/30/13, therefore this amount only reflects interest earned through that date.
Contract approved increases/bonus	\$32,800.00	\$0.00	0%	
Other income	\$10,000.00	\$4,776.86	48%	Includes honorarium and income from small contract (RTI and Army)
Approved funds for Alignment study	\$41,750.00	\$15,000.00	36%	Reflects payment made to date.
Reserve fund withdraw	\$16,056.61	\$0.00	0%	None needed at this point in the fiscal year.
<b>TOTAL REVENUES</b>	<b>\$807,509.96</b>	<b>\$610,558.99</b>	<b>76%</b>	
<b>EXPENSES</b>				
<b>Allocated Expenses to Specific Projects</b>				
Speakers	\$3,500.00	\$0.00	0%	No expenses to date, as fees are associated with fall/spring meetings.
Meals (Hotels/Catering)	\$40,000.00	\$0.00	0%	No expenses to date, as fees are associated with fall/spring meetings.
Travel/Lodging	\$18,950.00	\$1,440.02	8%	On target. Larger portion of travel set aside for legislative/reauthorization and fall/spring meetings.
Awards/Gifts	\$2,125.00	\$6.83	0%	Awards program in spring. Charges for fall meeting not yet incurred.
Audio Visual	\$5,000.00	\$0.00	0%	No expenses to date, as fees are associated with fall/spring meetings.
Printing/Copying	\$2,000.00	\$145.39	7%	On target. Does not include expenses for fall meeting.
Communications	\$6,372.00	\$634.51	10%	On target.
Postage/Overnight	\$550.00	\$20.00	4%	On target - includes monthly stamps.com lease.
Supplies	\$2,100.00	\$259.89	12%	On target.
Education/Training	\$2,500.00	\$0.00	0%	No expense to date. Staff evaluations are in October, which is when the professional development plans are devised.
Subscriptions/Dues	\$8,769.79	\$704.91	8%	On target. Most subscriptions are annual expenses.
Bank Charges -CC FEES	\$3,500.00	\$567.21	16%	On target, based on registrations and membership paid by credit card.
Contractors	\$11,800.00	\$50.00	0%	Lower than projected costs due to delay in development of some resources (largely due to staff turnover).
Alignment Study	\$41,750.00	\$15,000.00	36%	Final payment still pending.
<b>Subtotal - Specific Projects</b>	<b>\$148,916.79</b>	<b>\$18,828.76</b>	<b>13%</b>	
<b>General &amp; Administrative Expenses</b>				
Salaries	\$392,255.35	\$77,406.54	20%	This reflects full staff salaries through August 31, 2013. The accountant enters all salaries when bank reconciliations are done. NCTEF will re-pay NASDCTEc for its share of these expenses at the 1/2 fiscal year point, which will reduce these expenses.
Bonuses	\$15,200.00	\$0.00	0%	Evaluation period is not until spring 2014

Full employee benefits	\$90,825.82	\$20,309.42	22%	This reflects full staff benefits through August 31, 2013. The accountant enters all payroll taxes, metro and retirement contributions. Direct payments for transportation reimbursement, life insurance and health care are reflected here through 9/30/13. NCTEF will re-pay NASDCTec for its share of these expenses at the 1/2 fiscal year point, which will reduce these expenses.
Rent	\$87,000.00	\$21,033.51	24%	On target. Includes rent through end of September 2013.
Licenses/Fees	\$2,675.00	\$2,250.00	84%	Annual fee for 401(k) plan.
Office Supplies	\$750.00	\$32.50	4%	Conservative expenditures.
Communications	\$250.00	\$62.64	25%	On target.
Postage/Overnight	\$300.00	\$31.98	11%	On target.
Printing/Copying	\$25.00	\$0.00	0%	On target.
Equipment & Furniture	\$5,150.00	\$119.47	2%	Includes copier lease only. Balance of equipment on hold pending filling of staff positions.
Bank Charges	\$300.00	\$39.90	13%	On target. Includes fees through 8/31/13. Will be updated when accountant does bank reconciliations.
Merrill Lynch Charges	\$26,000.00	\$6,848.61	26%	On target. Fees incurred quarterly. Includes 1st quarter fees.
Accounting	\$32,000.00	\$840.06	3%	On target. Includes fees through 8/31/13. Will be updated when accountant does bank reconciliations.
Legal	\$1,350.00	\$0.00	0%	No expenses incurred to date.
Insurance - Directors	\$3,912.00	\$3,426.88	88%	The insurance fees are annual charges. Workers comp insurance will likely be adjusted based on actual salary totals but the balance of the insurance is paid through 6/30/14.
Liaison & Meetings	\$600.00	\$46.91	8%	On target.
<b>Total G &amp; A Expenses</b>	\$658,593.17	\$132,448.42	20%	
<b>Total Project Expenses</b>	\$148,916.79	\$18,828.76	13%	
<b>TOTAL EXPENSES</b>	\$807,509.96	\$151,277.18	19%	
<b>INCOME LESS EXPENSES</b>	\$0.00	\$459,281.81		

**NASDCTEc**  
**Balance Sheet**  
As of September 30, 2013

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 Cash- Bank of America	338,199.40
1017 Merrill Lynch Cash - 749	153,158.50
1018 Merrill Lynch Cash - 7WD	110,320.47
<b>Total Bank Accounts</b>	<b>\$ 601,678.37</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	97,116.98
<b>Total Accounts Receivable</b>	<b>\$ 97,116.98</b>
<b>Other current assets</b>	
<b>1100 Investments</b>	
1131 Government Bonds	794,681.64
1159 Equities	1,148,054.58
<b>Corporate Bonds</b>	
1126 Entergy Mississippi	33,302.28
<b>Total Corporate Bonds</b>	<b>\$ 33,302.28</b>
<b>Total 1100 Investments</b>	<b>\$1,976,038.50</b>
1275 Security Deposit	9,000.00
1299 Accrued Interest Receivable	3,644.80
1300 Prepaid Expense	278.31
1499 Undeposited Funds	6,825.00
<b>Total Other current assets</b>	<b>\$1,995,786.61</b>
<b>Total Current Assets</b>	<b>\$2,694,581.96</b>
<b>Other Assets</b>	
1400 Furniture and Fixtures	25,879.23
1410 Equipment	21,825.06
1450 Accumulated Depreciation	-35,271.88
<b>Total Other Assets</b>	<b>\$ 12,432.41</b>
<b>TOTAL ASSETS</b>	<b>\$2,707,014.37</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 Accounts Payable {105}	-11,479.69
<b>Total Accounts Payable</b>	<b>-\$ 11,479.69</b>
<b>Other Current Liabilities</b>	
2070 Accrued Vacation	61,199.70
2099 Deferred Revenue	
2134 Deferred State Dues FY 13-14	401,262.00
2135 Deferred Associate Dues FY 13-14	35,033.00
<b>Total 2099 Deferred Revenue</b>	<b>\$ 436,295.00</b>

<b>3099 State Holding Accounts</b>	
<b>3107 State Acct - Arkansas</b>	5,016.26
<b>3114 State Acct - Kentucky</b>	1,145.92
<b>3132 State Acct - District of Columbia</b>	7,230.01
<b>Total 3099 State Holding Accounts</b>	<u>\$ 13,392.19</u>
<b>Total Other Current Liabilities</b>	<u>\$ 510,886.89</u>
<b>Total Current Liabilities</b>	<u>\$ 499,407.20</u>
<b>Total Liabilities</b>	<u>\$ 499,407.20</u>
<b>Equity</b>	
<b>3000 Net Assets</b>	1,954,431.63
<b>3900 Earnings</b>	189,843.70
<b>Net Income</b>	<u>63,331.84</u>
<b>Total Equity</b>	<u>\$2,207,607.17</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,707,014.37</b>

**NCTEF FY14 Financial Report**  
*Report prepared by Kimberly Green, Executive Director*

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The FY14 report reflects activity through September 30, 2013 but reconciled statements through August 31, 2013.

**INCOME:**

While 25% of the fiscal year has passed, NCTEF has received 5% of its budgeted income. This is because the majority of the revenue for NCTEF is related to the Institute and shows in our accounts during last quarter of the fiscal year. First quarter revenue share for the workshops and books, as well as the royalty payment from NOCTI are forthcoming.

**EXPENSES/LIABILITIES:**

Expenses are on target. To date we have expended 10% of budgeted expenses. Several of these expenses are annual fees (e.g. insurance, licenses/fees), as well as regular monthly fees (e.g. rent, telephones, etc.). The schedule for large expenses is:

- In October/November 2013, a large expense will be incurred for CCTC-related work.
- In January 2013, the reimbursement to NASDCTEc for NCTEF-related staff time and benefits will be processed.
- Late spring/early summer of 2014 is when the bulk of the 2014 Career Clusters Institute will be incurred.

**ASSETS:**

At the start of the fiscal year, the NCTEF's assets total \$424,389.72 and equity at \$492,640.95. This includes \$110,000 in restricted net assets from a Microsoft grant.

**BUDGET MODIFICATION NEEDED:**

Staff has worked hard to seek alleviation from the Omni Ft. Worth hotel attrition penalty. After significant effort, including review of the contract by the attorney, requesting additional documentation from the hotel, a plea to the hotel owners and hotel staff, staff was successful in reducing the penalty by \$3,026.58. In addition, staff requested that to be able to re-pay the penalty over a six-month period, with no interest penalties. The hotel agreed and repayments will begin in October 2013. A budget modification is required to authorize the payment of this attrition penalty, which totals \$46,485.48.

**INVESTMENT REPORT SUBMITTED BY MARK FRIESE OF MERRILL LYNCH:**

The FY13 time weighted return for the portfolio is 4.77%. This fiscal year, the time weighted return is slightly better at 5.07%. The equity portion of the account is doing

well compared to the index. The cumulative rate of return for last fiscal year was 19.09% compared to the S&P index of 17.92%. To date, the FY14 the rate of return is 21.10% compared to the S&P index of 19.88%.

The NCTEF investment accounts are recommended for adjustment to bring the funds into alignment with the investment policy statement and projected cash flow needs.

**Recommended action:** Increase cash reserves by \$25,000 by reducing equity and fixed income. No direct costs are associated with making these changes.

**FY12-13 AUDIT UPDATE:**

The audit was conducted at the end of September 2013. A draft audit report is expected in November 2013. A detailed review of the draft audit will be presented to the Finance/Audit Committee in November/December 2013. Upon approval of the report by the Finance/Audit Committee, the final audit report will be presented to the full Board in January 2014 for approval.

NCTEF FY14 Budget					
Income	Approved Budget	Actual expenses through 9/30/2013	Actual to budget 25% of fiscal year	Notes	
NOCTI	\$1,500.00	\$0.00	0%	First quarter ends 9/30/13. Royalty will be paid sometime in 2nd quarter.	
Product Sales	\$40,000.00	\$8,562.67	21%		
Institute	\$210,750.00	\$0.00	0%	Event registration will go live in January 2014.	
Institute sponsorships	\$25,000.00	\$0.00	0%	Event registration will go live in January 2014.	
Interest/Dividend	\$13,000.00	\$1,480.91	11%	Reflects interest received through 8/31/13. Accountant enters all investments as part of monthly reconciliation.	
Workshop Revenue	\$25,000.00	\$0.00	0%	First quarter ends 9/30/13. Royalty will be paid sometime in 2nd quarter.	
CCTC- from reserves	\$86,000.00	\$15,000.00	17%	Final payment yet to be made.	
*** Reserve withdrawal to balance budget	\$97,374.89	\$0.00	0%	Not needed at this point in the fiscal year.	
<b>Total</b>	<b>\$498,624.89</b>	<b>\$25,043.58</b>	<b>5%</b>		
<b>Expenses - Specific Projects</b>					
<b>Institute</b>					
2013 Institute expenses	\$750.00	\$442.10	59%	Expenses include legal fee to review contract regarding attrition, credit card fees as we process registration payments.	
2013 pre-session revenue share	\$2,500.00	\$0.00	0%	Revenue share due at the end of October 2013.	
2014 Institute expenses	\$121,675.00	\$335.53	0%	Limited expenses to date.	
Shipping fees - product sales	\$1,500.00	\$265.17	18%		
Credit card fees - product sales	\$750.00	\$101.80	14%	On target, based on sales.	
Art, printing and copying	\$25,000.00	\$4,497.53	18%	Includes fees for product re-printing, consultant fees for workshop development and temporary assistance for product order fulfillment.	
Direct staff and benefits	\$210,231.33	\$0.00	0%	Balance of salaries/benefits will be made at 1/2 year mark based on staff timesheets.	
Board expenses	\$5,500.00	\$0.00	0%	No expenses to date.	
CCTC	\$86,000.00	\$27,388.39	32%	Includes payment to GSX (final payment still pending), as well as project management consultant. A substantial portion of these fees will be expended at the fall meeting.	
<b>Subtotal for Specific Projects</b>	<b>\$453,906.33</b>	<b>\$33,030.52</b>	<b>7%</b>		
<b>General CC/Administrative Expenses</b>					
Rent	\$43,106.18	\$10,456.74	24%	On target. Includes rent through 9/30/13.	
Travel	\$7,500.00	\$14.40	0%	On target.	
Communications ** new category	\$4,700.00	\$862.54	18%	On target.	
Postage	\$135.00	\$2.00	1%	FY 14 based on FY13 actuals.	
Supplies	\$300.00	\$0.00	0%	On target.	
Equipment	\$705.96	\$117.66	17%	Copier lease.	
Printing and Copying	\$500.00	\$9.57	2%	On target.	
Legal	\$275.00	\$0.00	0%	No expenses to date.	
Licenses/Fees	\$500.00	\$441.62	88%	Annual license fees for non profit status.	
Insurance	\$1,665.00	\$1,578.00	95%	Annual expenses.	
Accounting and banking	\$20,337.60	\$1,462.50	7%	On target. Includes expenses through 8/31/13.	
Banking fees	\$8,100.00	\$1,465.06	18%	On target. Includes 1st quarter investment fee.	
<b>Total G &amp; A expenses</b>	<b>\$44,718.56</b>	<b>\$16,410.09</b>	<b>37%</b>		
<b>Total project expenses</b>	<b>\$453,906.33</b>	<b>\$33,030.52</b>	<b>7%</b>		
<b>TOTAL EXPENSES</b>	<b>\$498,624.89</b>	<b>\$49,440.61</b>	<b>10%</b>		
<b>INCOME LESS EXPENSES</b>	<b>\$0.00</b>	<b>-\$24,397.03</b>			



**National Career Technical Education Foundation**  
**Balance Sheet**  
As of September 30, 2013

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 Cash - Bank of America	-3,553.32
1017 Cash - Merrill Lynch	12,054.34
<b>Total Bank Accounts</b>	<b>\$ 8,501.02</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	13,433.96
<b>Total Accounts Receivable</b>	<b>\$ 13,433.96</b>
<b>Other current assets</b>	
1050 Mutual Funds	418,208.57
1350 Prepaid expense	322.60
1499 Undeposited Funds	149.65
<b>Total Other current assets</b>	<b>\$ 418,680.82</b>
<b>Total Current Assets</b>	<b>\$ 440,615.80</b>
<b>Fixed Assets</b>	
1100 Furniture	9,053.99
1101 Accumulated Depreciation-Furniture	-8,371.75
1120 Equipment	44,460.40
1121 Accumulated Depreciation-Equipment	-40,786.64
1130 Software	364.14
1131 Accumulated Depreciation-Software	-364.14
<b>Total Fixed Assets</b>	<b>\$ 4,356.00</b>
<b>Other Assets</b>	
1400 Inventory	47,669.15
<b>Total Other Assets</b>	<b>\$ 47,669.15</b>
<b>TOTAL ASSETS</b>	<b>\$ 492,640.95</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 *Accounts Payable	-3,552.34
<b>Total Accounts Payable</b>	<b>-\$ 3,552.34</b>
<b>Other Current Liabilities</b>	
2006 Due to Association	-15.00
<b>Total Other Current Liabilities</b>	<b>-\$ 15.00</b>
<b>Total Current Liabilities</b>	<b>-\$ 3,567.34</b>
<b>Total Liabilities</b>	<b>-\$ 3,567.34</b>
<b>Equity</b>	
3900 Net Assets	424,389.79
3902 Temporarily Restricted Net Assets	110,000.00
Net Income	-38,181.50
<b>Total Equity</b>	<b>\$ 496,208.29</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 492,640.95</b>

## State Account Update

*Submitted by Karen Hornberger, Finance and Office Manager*

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In October 2012 the Board unanimously voted to end the practice of state accounts and enact the following:

- *NASDCTEc end the practice of hosting state accounts.*
- *No new state accounts can be opened.*
- *States/district with funds on account cannot add additional funds to the accounts.*
- *The states/district that currently have funds on account be given the option of:*
  - *Immediate dissolution and the funds be sent back to the state/district*
  - *The funds on account continue to be held by NASDCTEc and drawn down and applied for NASDCTEc-related activities only – dues, conference registration fees, products or professional development.*
  - *If the second option is chosen, a modified version of the state account contract would be signed by the state and association to ensure continued protection of the organization's interests.*

Additional clarification was added in October, that all funds in the state account must be dispersed by end of current fiscal year and that funds can be used for NCTEF related activities, in addition to NASDCTEc activities. Full disbursement by the end of the fiscal year could mean “pre-paying” dues for future years.

During the June 18, 2013 Board meeting the staff presented a request from the State Directors from the three states that are requesting an extension of deadline by which they need to use the balance of funds in their state account. Staff recommended approval of the extension for the states as long as the state presents an acceptable plan to expend the funds within the allotted time and that the expenditures are within the guidelines approved by the NASDCTEc Board.

Approved Guidelines:

*States requesting an extension of their state account must submit to NASDCTEc, by June 30, 2013, a written request explaining why the state was unable to expend the funds prior to the end of this fiscal year. In addition, the state must submit a detailed disbursement plan that will result in the account being closed by December 31, 2013. With this request and disbursement plan in place, an extension agreement will be approved and allow the state to extend its state account until December 31, 2013. If the state account funds are not fully expended by December 31, 2013, the state will be asked to make a decision on January 2, 2014 – to have a check returned to the state for the balance of the funds on account or have those funds applied toward the state's FY 15 dues.*

### **Update:**

As of September 30, 2013, all three states still have submitted an acceptable plan to expend the funds in their account. A majority of the states have used some of the funds for registrations to the Fall Meeting. Any money that is not used before the December 31, 2013 will be credited towards their FY 2014-15 dues or be returned to their state on January 2, 2014.

**CAREER PATHWAYS EFFECT  
CORD AND NASDCTEC PARTNERSHIP  
STATEMENT OF INCOME AND EXPENSES**

	<b>8/31/2013</b>	<b>7/31/2013</b>	<b>2nd QTR 2013</b>	<b>1st QTR 2013</b>	<b>12/31/2012</b>	<b>TOTALS</b>
Sales and credits	5,490.52	3,270.90	9,260.46	4,252.65	18,924.55	\$ 41,199.08
Cost of goods sold	1,544.48	952.56	2,529.80	1,242.64	6,511.12	12,780.60
E Book cost	-	8.05	3,226.16	-	-	3,234.21
<b>Gross Profit</b>	<b>3,946.04</b>	<b>2,310.29</b>	<b>3,504.50</b>	<b>3,010.01</b>	<b>12,413.43</b>	<b>25,184.27</b>
<b>Development Expenses</b>						
Salaries and benefits	-	-	-	-	11,772.73	11,772.73
Book preview costs	-	-	-	-	6,051.18	6,051.18
Freight	-	-	-	-	250.10	250.10
	-	-	-	-	18,074.01	18,074.01
<b>Marketing Costs</b>						
Freight to NCPN	-	-	-	-	1,212.89	1,212.89
Brochures/flyers	-	-	-	-	675.23	675.23
Website maintenance	-	-	-	-	162.50	162.50
Giveaways	-	-	-	-	1,023.12	1,023.12
	-	-	-	-	3,073.74	3,073.74
<b>Selling expense</b>						
Freight/shipping	-	-	-	-	694.85	694.85
Credit Card processing	-	-	-	-	13.61	13.61
	-	-	-	-	708.46	708.46
<b>Total CORD Expense</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>21,856.21</b>	<b>21,856.21</b>
<b>Total NASDCTEC Expense</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>23,208.00</b>	<b>23,208.00</b>
<b>Total Expense</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>45,064.21</b>	<b>45,064.21</b>
<b>Net Revenue(Expense)</b>	<b>3,946.04</b>	<b>2,310.29</b>	<b>3,504.50</b>	<b>3,010.01</b>	<b>(32,650.78)</b>	<b>(19,879.94)</b>
<b>Revenue to CORD</b>	<b>\$ 1,973.02</b>	<b>\$ 1,155.14</b>	<b>\$ 1,752.25</b>	<b>\$ 1,505.01</b>	<b>\$ 12,413.43</b>	<b>\$ 18,798.85</b>
<b>CORD Expenses</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>21,856.21</b>	<b>\$ 21,856.21</b>
<b>Total due CORD</b>	<b>1,973.02</b>	<b>1,155.14</b>	<b>1,752.25</b>	<b>1,505.01</b>	<b>9,442.78</b>	<b>3,057.36</b>
<b>Revenue to NASDCTEC</b>	<b>\$ 1,973.02</b>	<b>\$ 1,155.15</b>	<b>\$ 1,752.25</b>	<b>\$ 1,505.00</b>	<b>\$ -</b>	<b>\$ 6,385.42</b>
<b>NASDCTEC Expenses</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>23,208.00</b>	<b>23,208.00</b>
<b>Total due NASDCTEC</b>	<b>1,973.02</b>	<b>1,155.15</b>	<b>1,752.25</b>	<b>1,505.00</b>	<b>23,208.00</b>	<b>16,822.58</b>

## NASD Executive Investment Recommendation Summary

This has been an interesting year. Money market rates are still near all time lows. Recent comments from the Federal Reserve have started to cause a rise up in interest rates which cause bond prices to decline. We have been predicting and talking about this for the last two years. A balanced approach is still prudent. The follow adjustments are recommended:

An **adjustment** to the NASD *Association* account is **recommended**. This adjustment would be **reducing** the bond balance by \$ 193,932 and **adding** to the equity position. The addition to the equity position would be in indexes that are focused on dividend producing stocks currently yielding about 2.5- 3%. After this adjustment the NASD *Association* account would be in line with our recommended allocations per the investment policy statement.

The NASD *Foundation* could require an adjustment to the cash reserves position depending on future cash flow needs. A reduction of \$ 25,000 from both the equity portion and the fixed income portion would replenish the cash reserves. After these adjustments both the Association and Foundations accounts will be at the in line with the investment policy statement range for equity (stock) holdings and fix income holdings. We are still concerned about the historically low rates of return on money market accounts and other fix income instruments.

Summary of recommended changes:

The above changes are intended to improve long-term performance and increase income from fixed income investments. Certain sectors of the market are recommended to be over-weighted also to improve long-term performance. These are sectors that tend to perform well during a difficult economic environment and tend to lead the market when things improve.

No direct costs are associated with making these changes.

Account Review Summary 07/01/2012 through 06/28/2013

Account 749-04H01

Security Name	Quantity	Cost Basis	Date Purchased	Date Sold/Mat	Sales Price	Market Value	Gain or (loss)	Realized Gain/Loss	Yield
<b>Association-E.T.F.'s (749-04h01)</b>									
Ishares Barclays Tips (TIP)	465	\$ 56,102	07/10/12			\$ 52,085	\$ (4,017)		n/a
Ishares Barclays Tips (TIP)	26	\$ 3,147	07/18/12			\$ 2,912	\$ (235)		n/a
Ishares Barclays Tips (TIP)	100	\$ 12,247	10/31/12			\$ 11,201	\$ (1,046)		n/a
Ishares DJ US Consumer Goods (IYK)	353	\$ 25,496	07/10/12			\$ 30,623	\$ 5,127		n/a
Ishares DJ US Consumer Goods (IYK)	72	\$ 5,337	10/31/12			\$ 6,246	\$ 909		n/a
Ishares Dow Jones US Energy (IYE)	289	\$ 10,944	07/10/12			\$ 12,869	\$ 1,925		n/a
Ishares Dow Jones US Energy (IYE)	59	\$ 2,416	10/31/12			\$ 2,627	\$ 211		n/a
Ishares Russell Midcap (IWR)	1000	\$ 96,760	10/20/06			\$ 129,890	\$ 33,130		n/a
Ishares Russell Midcap (IWR)	466	\$ 26,967	04/03/09			\$ 60,529	\$ 33,562		n/a
Ishares Russell Midcap (IWR)	298	\$ 32,577	10/31/12			\$ 38,707	\$ 6,131		
Ishares Tr Dow Jones US Tech (IYW)	588	\$ 41,353	07/10/12			\$ 43,294	\$ 1,941		n/a
Ishares Tr Dow Jones US Tech (IYW)	119	\$ 8,376	10/31/12			\$ 8,762	\$ 386		n/a
Ishares Tr Dow Jones US Tech (IYW)	28	\$ 2,118	05/10/13			\$ 2,062	\$ (57)		n/a
Ishares S&P Smallcap 600 (IJR)	540	\$ 35,089	10/20/06	07/10/12	\$ 39,744	\$ -	\$ -	\$ 4,655	n/a
Ishares TR S&P Global Consumer (KXI)	1206	\$ 51,938	04/03/09	07/10/12	\$ 85,252	\$ -	\$ -	\$ 33,314	n/a
Ishares TR S&P Global Consumer (KXI)	438	\$ 20,023	05/13/09	07/10/12	\$ 30,962	\$ -	\$ -	\$ 10,939	n/a
Ishares TR S&P Global Consumer (KXI)	353	\$ 20,004	07/15/10	07/10/12	\$ 24,954	\$ -	\$ -	\$ 4,950	n/a
Ishares TR S&P Global Consumer (KXI)	350	\$ 19,582	08/30/10	07/10/12	\$ 24,741	\$ -	\$ -	\$ 5,159	n/a
Ishares TR Dow Jones (DVY)	104	\$ 5,000	08/12/11			\$ 6,657	\$ 1,657		n/a
Ishares TR Dow Jones (DVY)	826	\$ 45,742	06/07/12			\$ 52,872	\$ 7,130		n/a
Ishares TR Dow Jones (DVY)	1733	\$ 97,546	07/10/12			\$ 110,929	\$ 13,383		n/a
Ishares TR Dow Jones (DVY)	541	\$ 31,251	10/31/12			\$ 34,629	\$ 3,378		
Ishares TR Dow Jones (DVY)	32	\$ 2,100	05/10/15			\$ 2,048	\$ (52)		
S&P US PFD STK Index Fund (PFF)	644	\$ 24,385	02/23/10			\$ 25,296	\$ 912		n/a
S&P US PFD STK Index Fund (PFF)	471	\$ 17,977	07/15/10			\$ 18,501	\$ 524		n/a
S&P US PFD STK Index Fund (PFF)	322	\$ 12,593	07/10/12			\$ 12,648	\$ 55		n/a
S&P US PFD STK Index Fund (PFF)	292	\$ 11,689	10/31/12			\$ 11,470	\$ (219)		n/a
S&P US PFD STK Index Fund (PFF)	254	\$ 10,400	05/10/13			\$ 9,977	\$ (423)		n/a
Spdr Gold Trust (GLD)	133	\$ 20,455	06/07/12			\$ 15,842	\$ (4,613)		n/a
Spdr Gold Trust (GLD)	27	\$ 4,498	10/31/12			\$ 3,216	\$ (1,282)		n/a
Powershares Fin PFD (PGF)	3914	\$ 70,021	08/30/10	07/10/12	\$ 71,169	\$ -	\$ -	\$ 1,148	n/a
Vanguard Consumer (VCR)	308	\$ 19,973	04/26/11			\$ 28,071	\$ 8,098		n/a
Vanguard Consumer (VCR)	62	\$ 4,589	10/31/12			\$ 5,651	\$ 1,061		n/a
Vanguard Dividend (VIG)	486	\$ 25,602	08/03/11			\$ 32,173	\$ 6,571		n/a
Vanguard Dividend (VIG)	429	\$ 24,144	06/07/12			\$ 28,400	\$ 4,256		n/a
Vanguard Dividend (VIG)	1734	\$ 98,102	07/10/12			\$ 114,791	\$ 16,689		n/a
Vanguard Dividend (VIG)	538	\$ 31,647	10/31/12			\$ 35,616	\$ 3,969		
Vanguard Industrial ETF (VIS)	286	\$ 10,466	04/03/09			\$ 23,338	\$ 12,872		n/a
Vanguard Industrial ETF (VIS)	373	\$ 14,997	05/13/09			\$ 30,437	\$ 15,440		n/a
Vanguard Industrial ETF (VIS)	374	\$ 19,968	07/15/10			\$ 30,518	\$ 10,551		n/a
Vanguard Industrial ETF (VIS)	210	\$ 14,507	10/31/12			\$ 17,136	\$ 2,629		n/a
Vanguard REIT ETF (VNQ)	363	\$ 27,605	05/10/13			\$ 24,945	\$ (2,660)		n/a
Ishares Dow Jones Intrnl (IDV)	655	\$ 23,482	05/10/13			\$ 20,849	\$ (2,633)		n/a
Ishares S&P Developed (WPS)	194	\$ 7,837	05/10/13			\$ 6,831	\$ (1,007)		n/a
CBRE Clarion Global (IGR)	779	\$ 7,833	05/10/13			\$ 7,027	\$ (806)		n/a
Blackrock Global (MALOX)	933	\$ 19,985	05/10/13			\$ 19,322	\$ (662)		n/a
<b>Total</b>		\$ 958,213				\$ 1,130,997	\$ 172,784		
<b>Association-Preferred Stock (749-04h01)</b>									
Entergy Mississippi Inc	1000	\$ 27,190	06/23/03			\$ 25,200	\$ (1,990)		6.00%
Entergy Mississippi Inc	100	\$ 2,714	06/23/03			\$ 2,520	\$ (194)		6.00%
Entergy Mississippi Inc	221	\$ 5,829	10/31/12			\$ 5,569	\$ (259)		6.00%
<b>Total</b>						\$ 33,289	\$ (2,443)		

<b>Association-Money Market (749-04h01)</b>						<b>\$ 152,411</b>			
<b>749-04h01 Account Total</b>						<b>\$ 1,316,697</b>	<b>\$ 170,341</b>		

*Fees for period:* **\$16,053.37**

*Fees based on assets:* **\$16,053.37**

The information set forth herein was obtained from sources we believe reliable, but we do not guarantee its accuracy. Past returns are not a guarantee of future results.

**National Association of State Directors of Vocational  
Account Review Summary 07/01/2012 through 06/28/2013**

**Account 7wd-04h50 (Association)**

Cost Basis	Buy/Sell	6/28/2013		Gain/Loss
\$993,946	Various	\$1,164,286		\$170,341

**Managed Fixed Income Portfolio**

**Estimated Accrued Interest**

\$0

**Money Market**

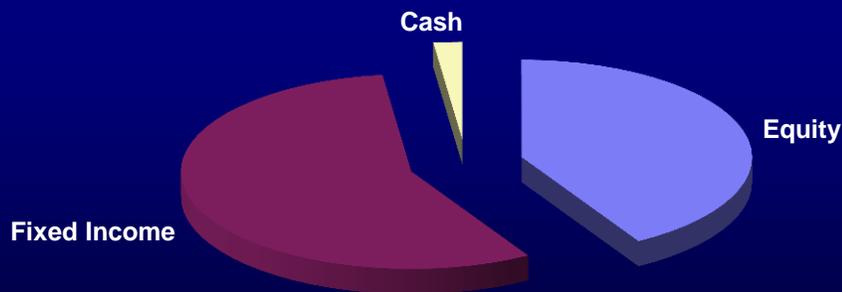
\$152,411

**Account Total**

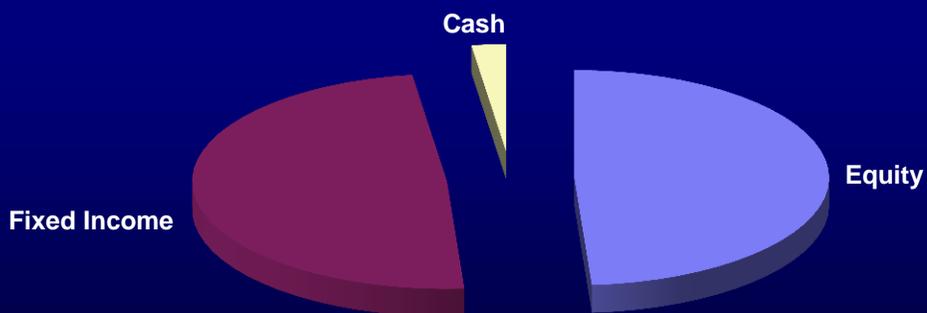
**\$1,316,697**

National Association of State Directors  
 Current Asset Allocation  
 Association Accounts 749-04H01 & 7WD-04H50  
 Period: July 1, 2012 - June 30, 2013

<i>Current Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	41%	\$
Fixed Income	56%	\$	1,341,665
Cash	2%	\$	52,000
Sub-Total	100%	\$	2,380,983
Cash Reserves		\$	100,000
Total Portfolio Value		\$	2,480,983



<i>Proposed Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	49%	\$
Fixed Income	49%	\$	\$1,164,491
Cash	2%	\$	\$52,000
Sub-total			\$2,380,982
Cash Reserves			\$100,000
Portfolio Value	100%		\$2,480,982



# Relative Performance - Equity: Monthly

Performance period: 07/01/2012 to 06/30/2013

Period	ROR(%)		SPX(%)	
	Month	Cum	Month	Cum
<b>Jun 2013</b>	<b>(1.54)</b>	<b>20.60</b>	<b>(1.50)</b>	<b>17.92</b>
US Equity	(1.45)	20.88		
International Equity	(5.27)	(11.21)		
<b>May 2013</b>	<b>1.00</b>	<b>22.48</b>	<b>2.08</b>	<b>19.72</b>
US Equity	1.14	22.65		
International Equity	(6.28)	(6.28)		
<b>Apr 2013</b>	<b>1.94</b>	<b>21.27</b>	<b>1.81</b>	<b>17.28</b>
US Equity	1.94	21.27		
<b>Mar 2013</b>	<b>3.55</b>	<b>18.96</b>	<b>3.60</b>	<b>15.20</b>
US Equity	3.55	18.96		
<b>Feb 2013</b>	<b>1.42</b>	<b>14.89</b>	<b>1.11</b>	<b>11.20</b>
US Equity	1.42	14.89		
<b>Jan 2013</b>	<b>5.75</b>	<b>13.28</b>	<b>5.04</b>	<b>9.98</b>
US Equity	5.75	13.28		
<b>Dec 2012</b>	<b>1.10</b>	<b>7.12</b>	<b>0.71</b>	<b>4.70</b>
US Equity	1.10	7.12		
<b>Nov 2012</b>	<b>1.19</b>	<b>5.95</b>	<b>0.28</b>	<b>3.97</b>
US Equity	1.19	5.95		
<b>Oct 2012</b>	<b>(0.89)</b>	<b>4.71</b>	<b>(1.98)</b>	<b>3.67</b>
US Equity	(0.89)	4.71		
<b>Sep 2012</b>	<b>1.60</b>	<b>5.64</b>	<b>2.42</b>	<b>5.76</b>
US Equity	1.60	5.64		
<b>Aug 2012</b>	<b>2.00</b>	<b>3.98</b>	<b>1.98</b>	<b>3.26</b>
US Equity	2.00	3.98		
<b>Jul 2012</b>	<b>1.94</b>	<b>1.94</b>	<b>1.26</b>	<b>1.26</b>
US Equity	1.94	1.94		

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SPX = S&P 500 Price Return

# Time Weighted Rate of Return by Period: Monthly

Performance period: 07/01/2012 to 06/30/2013

Period	Opening Balance(\$)	Contributions/ (Withdrawals)(\$)	Interest/ Dividends(\$)	Appreciation/ (Depreciation)(\$)	Closing Balance(\$)	ROR Period(%)	ROR Cum(%)
Jun 2013	2,265,707	0	3,332	(37,353)	2,231,686	(1.50)	4.48
May 2013	2,279,917	0	2,783	(16,993)	2,265,707	(0.62)	6.07
Apr 2013	2,262,609	0	5,198	12,111	2,279,917	0.76	6.74
Mar 2013	2,231,576	0	3,303	27,730	2,262,609	1.39	5.93
Feb 2013	2,215,697	0	4,347	11,533	2,231,576	0.72	4.47
Jan 2013	2,184,846	0	2,238	28,613	2,215,697	1.41	3.73
Dec 2012	2,180,574	0	9,866	(5,595)	2,184,846	0.20	2.28
Nov 2012	2,168,644	0	3,098	8,832	2,180,574	0.55	2.08
Oct 2012	2,182,443	0	4,244	(18,042)	2,168,644	(0.63)	1.53
Sep 2012	2,168,263	0	3,820	10,360	2,182,443	0.65	2.17
Aug 2012	2,005,119	150,000	5,675	7,468	2,168,263	0.68	1.51
Jul 2012	1,988,775	0	2,830	13,514	2,005,119	0.82	0.82
<b>Total</b>	<b>1,988,775</b>	<b>150,000</b>	<b>50,734</b>	<b>42,177</b>	<b>2,231,686</b>		<b>4.48</b>

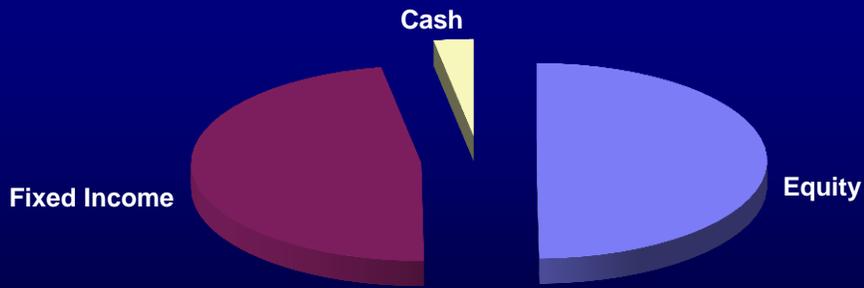
Note that various factors, including unpriced securities, and certain adjustments, holdings or activity may cause report results to differ from actual performance. Report results may also differ from results reported by other Merrill Lynch services. Past performance does not guarantee future results.



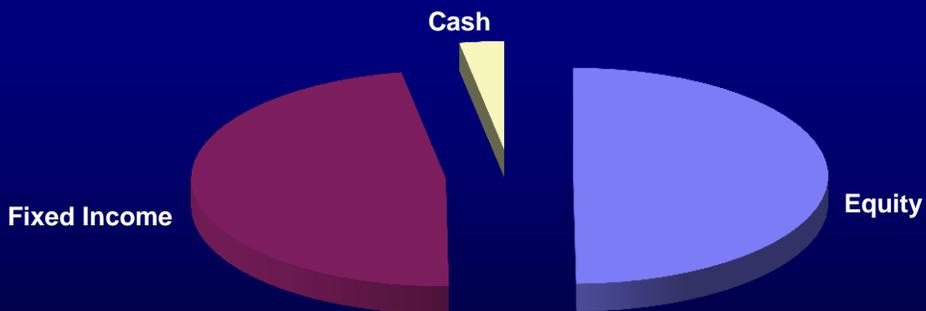

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National Association of State Directors  
 Current Asset Allocation  
 Foundation Account 749-04G96  
 Period: July 1, 2012 - June 30, 2013

<i>Current Portfolio</i>	Asset Allocation Type: Per Investment Policy Statement	
	Equity	50%
Fixed Income	47%	\$ 203,297
Cash	3%	\$ 12,041
Sub-Total	100%	\$ 429,033
Cash Reserves		\$ -
Total Portfolio Value		\$ 426,979



<i>Proposed Portfolio</i>	Asset Allocation Type: Per Investment Policy Statement	
	Equity	50%
Fixed Income	47%	\$203,297
Cash	3%	\$12,041
Sub-total		\$429,033
Cash Reserves		\$0
Portfolio Value	100%	\$426,979



# Relative Performance - Equity: Monthly

Performance period: 07/01/2012 to 06/30/2013

Period	ROR(%)		SPX(%)	
	Month	Cum	Month	Cum
<b>Jun 2013</b>	<b>(1.41)</b>	<b>19.09</b>	<b>(1.50)</b>	<b>17.92</b>
US Equity	(1.41)	19.09		
<b>May 2013</b>	<b>0.56</b>	<b>20.80</b>	<b>2.08</b>	<b>19.72</b>
US Equity	0.56	20.80		
<b>Apr 2013</b>	<b>2.65</b>	<b>20.12</b>	<b>1.81</b>	<b>17.28</b>
US Equity	2.65	20.12		
<b>Mar 2013</b>	<b>3.46</b>	<b>17.02</b>	<b>3.60</b>	<b>15.20</b>
US Equity	3.46	17.02		
<b>Feb 2013</b>	<b>1.40</b>	<b>13.11</b>	<b>1.11</b>	<b>11.20</b>
US Equity	1.40	13.11		
<b>Jan 2013</b>	<b>5.29</b>	<b>11.55</b>	<b>5.04</b>	<b>9.98</b>
US Equity	5.29	11.55		
<b>Dec 2012</b>	<b>0.86</b>	<b>5.94</b>	<b>0.71</b>	<b>4.70</b>
US Equity	0.86	5.94		
<b>Nov 2012</b>	<b>0.94</b>	<b>5.03</b>	<b>0.28</b>	<b>3.97</b>
US Equity	0.94	5.03		
<b>Oct 2012</b>	<b>(0.95)</b>	<b>4.06</b>	<b>(1.98)</b>	<b>3.67</b>
US Equity	(0.95)	4.06		
<b>Sep 2012</b>	<b>1.24</b>	<b>5.05</b>	<b>2.42</b>	<b>5.76</b>
US Equity	1.24	5.05		
<b>Aug 2012</b>	<b>1.55</b>	<b>3.76</b>	<b>1.98</b>	<b>3.26</b>
US Equity	1.55	3.76		
<b>Jul 2012</b>	<b>2.18</b>	<b>2.18</b>	<b>1.26</b>	<b>1.26</b>
US Equity	2.18	2.18		

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SPX = S&P 500 Price Return

# Time Weighted Rate of Return by Period: Monthly

Performance period: 07/01/2012 to 06/30/2013

Period	Opening Balance(\$)	Contributions/ (Withdrawals)(\$)	Interest/ Dividends(\$)	Appreciation/ (Depreciation)(\$)	Closing Balance(\$)	ROR Period(%)	ROR Cum(%)
Jun 2013	436,698	0	898	(8,562)	429,034	(1.76)	4.77
May 2013	439,235	0	449	(2,986)	436,698	(0.58)	6.64
Apr 2013	434,573	0	1,205	3,457	439,235	1.07	7.26
Mar 2013	426,980	0	741	6,851	434,573	1.78	6.12
Feb 2013	548,886	(125,000)	508	2,587	426,980	0.65	4.26
Jan 2013	541,423	0	427	7,036	548,886	1.38	3.59
Dec 2012	541,317	0	3,725	(3,619)	541,423	0.02	2.18
Nov 2012	638,655	(100,000)	718	1,943	541,317	0.46	2.16
Oct 2012	642,149	0	1,123	(4,617)	638,655	(0.54)	1.70
Sep 2012	638,235	0	981	2,932	642,149	0.61	2.25
Aug 2012	633,869	0	583	3,783	638,235	0.69	1.63
Jul 2012	627,991	0	878	5,000	633,869	0.94	0.94
<b>Total</b>	<b>627,991</b>	<b>(225,000)</b>	<b>12,238</b>	<b>13,805</b>	<b>429,034</b>		<b>4.77</b>

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Account Review Summary 07/01/2012 through 08/30/2013

Account 749-04H01

Security Name	Quantity	Cost Basis	Date Purchased	Date Sold/Mat	Sales Price	Market Value	Gain or (loss)	Realized Gain/Loss	Yield
<b>Association-E.T.F.'s (749-04h01)</b>									
Ishares Barclays Tips (TIP)	465	\$ 56,102	07/10/12			\$ 51,494	\$ (4,608)		n/a
Ishares Barclays Tips (TIP)	26	\$ 3,147	07/18/12			\$ 2,879	\$ (268)		n/a
Ishares Barclays Tips (TIP)	100	\$ 12,247	10/31/12			\$ 11,074	\$ (1,173)		n/a
Ishares DJ US Consumer Goods (IYK)	353	\$ 25,496	07/10/12			\$ 30,859	\$ 5,363		n/a
Ishares DJ US Consumer Goods (IYK)	72	\$ 5,337	10/31/12			\$ 6,294	\$ 957		n/a
Ishares Dow Jones US Energy (IYE)	289	\$ 10,944	07/10/12			\$ 13,346	\$ 2,402		n/a
Ishares Dow Jones US Energy (IYE)	59	\$ 2,416	10/31/12			\$ 2,725	\$ 309		n/a
Ishares Russell Midcap (IWR)	1000	\$ 96,760	10/20/06			\$ 133,320	\$ 36,560		n/a
Ishares Russell Midcap (IWR)	466	\$ 26,967	04/03/09			\$ 62,127	\$ 35,160		n/a
Ishares Russell Midcap (IWR)	298	\$ 32,577	10/31/12			\$ 39,729	\$ 7,153		
Ishares Tr Dow Jones US Tech (IYW)	588	\$ 41,353	07/10/12			\$ 45,141	\$ 3,788		n/a
Ishares Tr Dow Jones US Tech (IYW)	119	\$ 8,376	10/31/12			\$ 9,136	\$ 760		n/a
Ishares Tr Dow Jones US Tech (IYW)	28	\$ 2,118	05/10/13			\$ 2,150	\$ 31		n/a
Ishares S&P Smallcap 600 (IJR)	540	\$ 35,089	10/20/06	07/10/12	\$ 39,744	\$ -	\$ -	\$ 4,655	n/a
Ishares TR S&P Global Consumer (KXI)	1206	\$ 51,938	04/03/09	07/10/12	\$ 85,252	\$ -	\$ -	\$ 33,314	n/a
Ishares TR S&P Global Consumer (KXI)	438	\$ 20,023	05/13/09	07/10/12	\$ 30,962	\$ -	\$ -	\$ 10,939	n/a
Ishares TR S&P Global Consumer (KXI)	353	\$ 20,004	07/15/10	07/10/12	\$ 24,954	\$ -	\$ -	\$ 4,950	n/a
Ishares TR S&P Global Consumer (KXI)	350	\$ 19,582	08/30/10	07/10/12	\$ 24,741	\$ -	\$ -	\$ 5,159	n/a
Ishares TR Dow Jones (DVY)	104	\$ 5,000	08/12/11			\$ 6,730	\$ 1,730		n/a
Ishares TR Dow Jones (DVY)	826	\$ 45,742	06/07/12			\$ 53,450	\$ 7,708		n/a
Ishares TR Dow Jones (DVY)	1733	\$ 97,546	07/10/12			\$ 112,142	\$ 14,596		n/a
Ishares TR Dow Jones (DVY)	541	\$ 31,251	10/31/12			\$ 35,008	\$ 3,757		
Ishares TR Dow Jones (DVY)	32	\$ 2,100	05/10/15			\$ 2,071	\$ (29)		
S&P US PFD STK Index Fund (PFF)	644	\$ 24,385	02/23/10			\$ 24,408	\$ 23		n/a
S&P US PFD STK Index Fund (PFF)	471	\$ 17,977	07/15/10			\$ 17,851	\$ (126)		n/a
S&P US PFD STK Index Fund (PFF)	322	\$ 12,593	07/10/12			\$ 12,204	\$ (389)		n/a
S&P US PFD STK Index Fund (PFF)	292	\$ 11,689	10/31/12			\$ 11,067	\$ (622)		n/a
S&P US PFD STK Index Fund (PFF)	254	\$ 10,400	05/10/13			\$ 9,627	\$ (774)		n/a
Spdr Gold Trust (GLD)	133	\$ 20,455	06/07/12			\$ 17,904	\$ (2,551)		n/a
Spdr Gold Trust (GLD)	27	\$ 4,498	10/31/12			\$ 3,635	\$ (863)		n/a
Powershares Fin PFD (PGF)	3914	\$ 70,021	08/30/10	07/10/12	\$ 71,169	\$ -	\$ -	\$ 1,148	n/a
Vanguard Consumer (VCR)	308	\$ 19,973	04/26/11			\$ 28,786	\$ 8,812		n/a
Vanguard Consumer (VCR)	62	\$ 4,589	10/31/12			\$ 5,795	\$ 1,205		n/a
Vanguard Dividend (VIG)	486	\$ 25,602	08/03/11			\$ 32,703	\$ 7,101		n/a
Vanguard Dividend (VIG)	429	\$ 24,144	06/07/12			\$ 28,867	\$ 4,723		n/a
Vanguard Dividend (VIG)	1734	\$ 98,102	07/10/12			\$ 116,681	\$ 18,579		n/a
Vanguard Dividend (VIG)	538	\$ 31,647	10/31/12			\$ 36,202	\$ 4,555		
Vanguard Industrial ETF (VIS)	286	\$ 10,466	04/03/09			\$ 24,067	\$ 13,601		n/a
Vanguard Industrial ETF (VIS)	373	\$ 14,997	05/13/09			\$ 31,388	\$ 16,391		n/a
Vanguard Industrial ETF (VIS)	374	\$ 19,968	07/15/10			\$ 31,472	\$ 11,504		n/a
Vanguard Industrial ETF (VIS)	210	\$ 14,507	10/31/12			\$ 17,672	\$ 3,165		n/a
Vanguard REIT ETF (VNQ)	363	\$ 27,605	05/10/13			\$ 23,414	\$ (4,191)		n/a
Ishares Dow Jones Intrnl (IDV)	655	\$ 23,482	05/10/13			\$ 22,303	\$ (1,179)		n/a
Ishares S&P Developed (WPS)	194	\$ 7,837	05/10/13			\$ 6,753	\$ (1,084)		n/a
CBRE Clarion Global (IGR)	779	\$ 7,833	05/10/13			\$ 6,115	\$ (1,718)		n/a
Blackrock Global (MALOX)	933	\$ 19,985	05/10/13			\$ 19,453	\$ (532)		n/a
<b>Total</b>		\$ 958,213				\$ 1,148,040	\$ 189,827		
<b>Association-Preferred Stock (749-04h01)</b>									
Entergy Mississippi Inc	1000	\$ 27,190	06/23/03			\$ 25,210	\$ (1,980)		6.00%
Entergy Mississippi Inc	100	\$ 2,714	06/23/03			\$ 2,521	\$ (193)		6.00%
Entergy Mississippi Inc	221	\$ 5,829	10/31/12			\$ 5,571	\$ (257)		6.00%
<b>Total</b>						\$ 33,302	\$ (2,430)		

<b>Association-Money Market (749-04h01)</b>						<b>\$ 153,159</b>			
<b>749-04h01 Account Total</b>						<b>\$ 1,334,501</b>	<b>\$ 187,397</b>		

*Fees for period:* **\$20,533.46**

*Fees based on assets:* **\$20,533.46**

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**National Association of State Directors of Vocational  
Account Review Summary 07/01/2012 through 08/30/2013**

**Account 7wd-04h50 (Association)**

Cost Basis	Buy/Sell	8/30/2013		Gain/Loss
\$993,946	Various	\$1,181,342		\$187,397

**Managed Fixed Income Portfolio**

**Estimated Accrued Interest**

\$0

**Money Market**

\$152,411

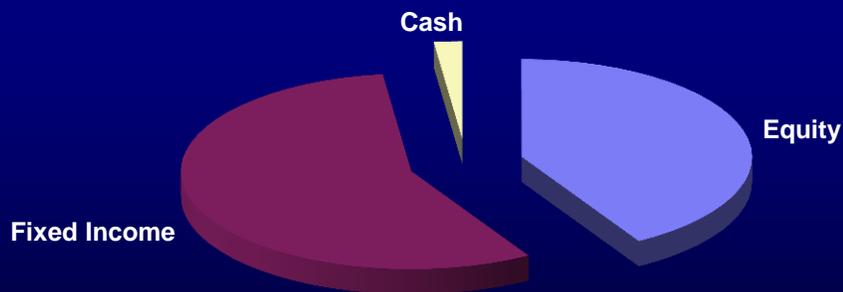
**Account Total**

**\$1,333,753**

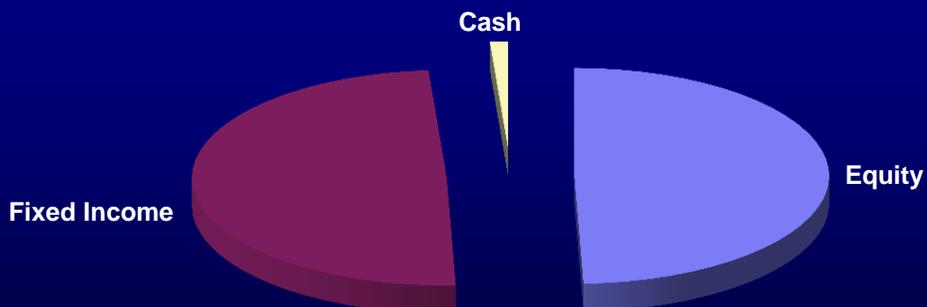
Association Accounts 749-04H01 & 7WD-04H50

Period: July 1, 2012 - August 31, 2013

<i>Current Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	42%	\$
Fixed Income	57%	\$	1,463,290
Cash	2%	\$	29,537
Sub-Total	101%	\$	2,568,254
Cash Reserves		\$	100,000
Total Portfolio Value		\$	2,480,983



<i>Proposed Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	49%	\$
Fixed Income	49%	\$	1,269,358
Cash	1%	\$	29,537
Sub-total		\$	2,568,253
Cash Reserves		\$	100,000
Portfolio Value	100%	\$	2,480,982



# Relative Performance - Equity: Monthly

Performance period: 07/01/2012 to 08/31/2013

Period	ROR(%)		SPX(%)	
	Month	Cum	Month	Cum
<b>Aug 2013</b>	<b>(3.20)</b>	<b>23.37</b>	<b>(3.13)</b>	<b>19.88</b>
US Equity	(3.28)	23.45		
International Equity	0.41	(2.50)		
<b>Jul 2013</b>	<b>5.67</b>	<b>27.44</b>	<b>4.95</b>	<b>23.75</b>
US Equity	5.59	27.64		
International Equity	9.36	(2.90)		
<b>Jun 2013</b>	<b>(1.54)</b>	<b>20.60</b>	<b>(1.50)</b>	<b>17.92</b>
US Equity	(1.45)	20.88		
International Equity	(5.27)	(11.21)		
<b>May 2013</b>	<b>1.00</b>	<b>22.48</b>	<b>2.08</b>	<b>19.72</b>
US Equity	1.14	22.65		
International Equity	(6.28)	(6.28)		
<b>Apr 2013</b>	<b>1.94</b>	<b>21.27</b>	<b>1.81</b>	<b>17.28</b>
US Equity	1.94	21.27		
<b>Mar 2013</b>	<b>3.55</b>	<b>18.96</b>	<b>3.60</b>	<b>15.20</b>
US Equity	3.55	18.96		
<b>Feb 2013</b>	<b>1.42</b>	<b>14.89</b>	<b>1.11</b>	<b>11.20</b>
US Equity	1.42	14.89		
<b>Jan 2013</b>	<b>5.75</b>	<b>13.28</b>	<b>5.04</b>	<b>9.98</b>
US Equity	5.75	13.28		
<b>Dec 2012</b>	<b>1.10</b>	<b>7.12</b>	<b>0.71</b>	<b>4.70</b>
US Equity	1.10	7.12		
<b>Nov 2012</b>	<b>1.19</b>	<b>5.95</b>	<b>0.28</b>	<b>3.97</b>
US Equity	1.19	5.95		
<b>Oct 2012</b>	<b>(0.89)</b>	<b>4.71</b>	<b>(1.98)</b>	<b>3.67</b>
US Equity	(0.89)	4.71		
<b>Sep 2012</b>	<b>1.60</b>	<b>5.64</b>	<b>2.42</b>	<b>5.76</b>
US Equity	1.60	5.64		
<b>Aug 2012</b>	<b>2.00</b>	<b>3.98</b>	<b>1.98</b>	<b>3.26</b>
US Equity	2.00	3.98		
<b>Jul 2012</b>	<b>1.94</b>	<b>1.94</b>	<b>1.26</b>	<b>1.26</b>
US Equity	1.94	1.94		

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SPX = S&P 500 Price Return

# Time Weighted Rate of Return by Period: Monthly

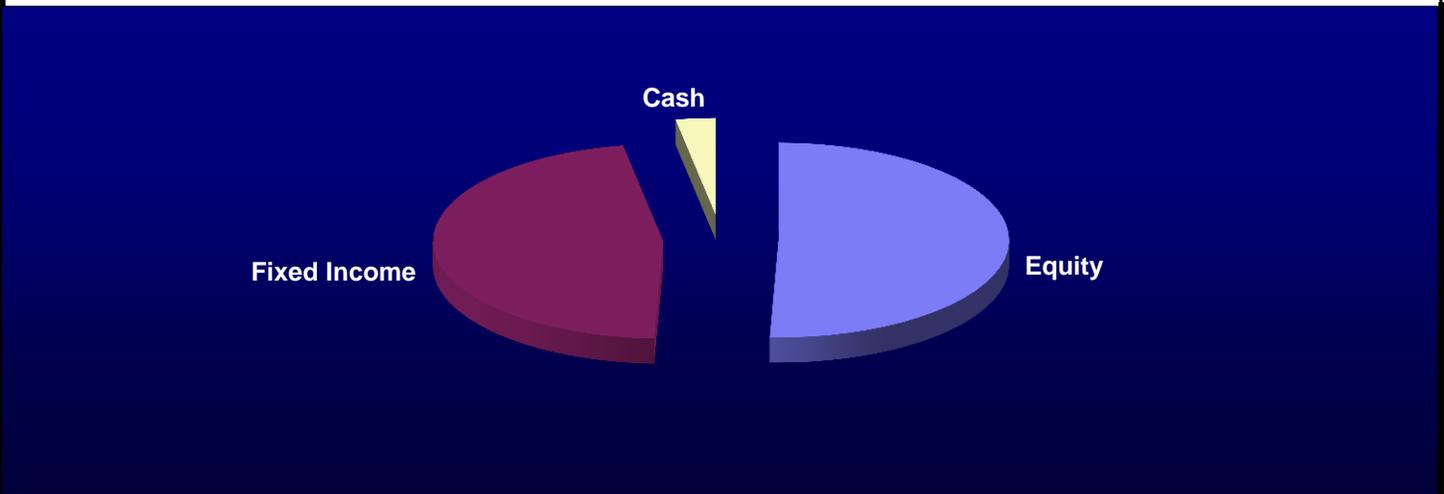
Performance period: 07/01/2012 to 08/31/2013

Period	Opening Balance(\$)	Contributions/ (Withdrawals)(\$)	Interest/ Dividends(\$)	Appreciation/ (Depreciation)(\$)	Closing Balance(\$)	ROR Period(%)	ROR Cum(%)
Aug 2013	2,278,994	0	3,391	(40,609)	2,241,776	(1.63)	4.95
Jul 2013	2,231,686	0	6,027	41,281	2,278,994	2.12	6.69
Jun 2013	2,265,707	0	3,332	(37,353)	2,231,686	(1.50)	4.48
May 2013	2,279,917	0	2,783	(16,993)	2,265,707	(0.62)	6.07
Apr 2013	2,262,609	0	5,198	12,111	2,279,917	0.76	6.74
Mar 2013	2,231,576	0	3,303	27,730	2,262,609	1.39	5.93
Feb 2013	2,215,697	0	4,347	11,533	2,231,576	0.72	4.47
Jan 2013	2,184,846	0	2,238	28,613	2,215,697	1.41	3.73
Dec 2012	2,180,574	0	9,866	(5,595)	2,184,846	0.20	2.28
Nov 2012	2,168,644	0	3,098	8,832	2,180,574	0.55	2.08
Oct 2012	2,182,443	0	4,244	(18,042)	2,168,644	(0.63)	1.53
Sep 2012	2,168,263	0	3,820	10,360	2,182,443	0.65	2.17
Aug 2012	2,005,119	150,000	5,675	7,468	2,168,263	0.68	1.51
Jul 2012	1,988,775	0	2,830	13,514	2,005,119	0.82	0.82
<b>Total</b>	<b>1,988,775</b>	<b>150,000</b>	<b>60,152</b>	<b>42,849</b>	<b>2,241,776</b>		<b>4.95</b>

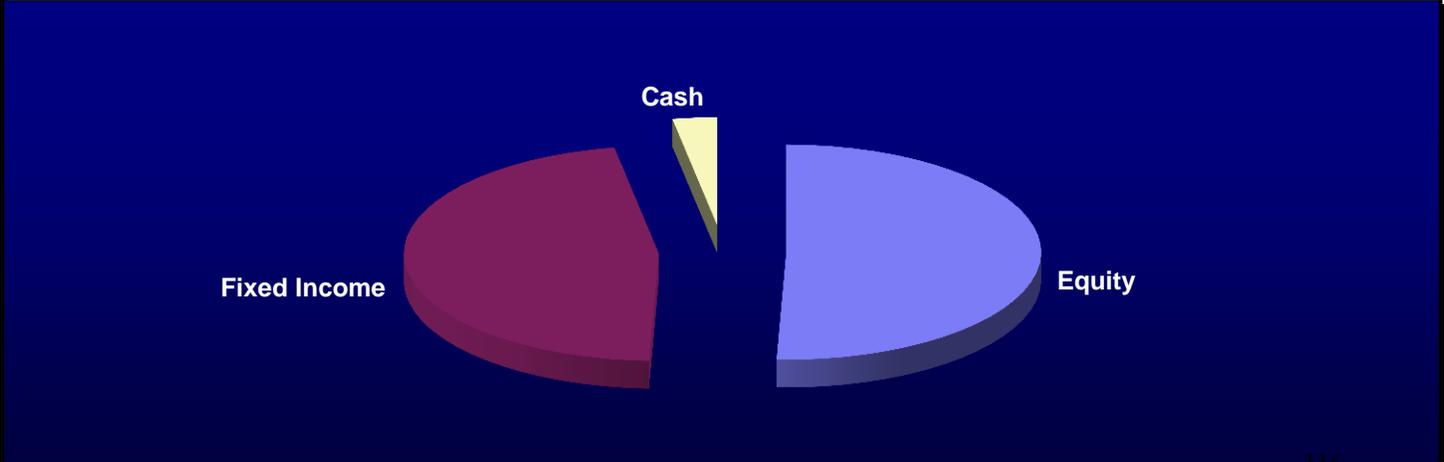
Note that various factors, including unpriced securities, and certain adjustments, holdings or activity may cause report results to differ from actual performance. Report results may also differ from results reported by other Merrill Lynch services. Past performance does not guarantee future results.

National Association of State Directors  
 Current Asset Allocation  
 Foundation Account 749-04G96  
 Period: July 1, 2012 - August 31, 2013

<i>Current Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	51%	\$
Fixed Income	47%	\$	200,430
Cash	3%	\$	12,054
Sub-Total	100%	\$	430,261
Cash Reserves		\$	-
Total Portfolio Value		\$	430,261



<i>Proposed Portfolio</i>	Asset Allocation Type:		Per Investment Policy Statement
	Equity	51%	\$
Fixed Income	47%	\$	\$200,430
Cash	3%	\$	\$12,054
Sub-total			\$430,261
Cash Reserves			\$0
Portfolio Value	100%		\$430,261



Account Review Summary 07/01/2012 - 08/30/2013

Account 749-04G96

Security Name	Quantity	Cost Basis	Date Purchased	Date Sold/Mat	Sale Price	Market Value	Gain or (loss)	Realized Gain/Loss	Yield
<b>Foundation-E.T.F's (749-04g96)</b>									
Ishares Barclays Intermediate (CIU)	154	\$ 16,871	07/10/12			\$ 16,509	\$ (362)		n/a
Ishares Barclays Tips (TIP)	493	\$ 49,939	04/03/09	02/01/13	59,433	-	-	\$ 9,494	n/a
Ishares Barclays Tips (TIP)	40	\$ 4,826	07/10/12	02/01/13	4,822	-	-	\$ (4)	n/a
Ishares Barclays Tips (TIP)	46	\$ 5,567	07/18/12	02/01/13	5,545	-	-	\$ (22)	n/a
Ishares Barclays 1-3 Year (CSJ)	203	\$ 21,207	03/30/10	02/01/13	21,435	-	-	\$ 228	n/a
Ishares Barclays 3-7 Year (IEI)	80	9994	07/10/12	02/04/13	9950	-	-	-44	
Ishares Barclays 3-7 Year (IEI)	440	54286	07/10/12			\$ 52,782	\$ (1,504)		n/a
Ishares DJ US Consumer (IYK)	140	\$ 5,978	04/03/09			\$ 12,239	\$ 6,261		n/a
Ishares Dow Jones US Energy (IYE)	100	\$ 3,784	07/10/12			\$ 4,618	\$ 834		n/a
Ishares Tr Dow Jones US Tech (IYW)	204	\$ 14,341	07/10/12			\$ 15,661	\$ 1,320		n/a
Ishares TR Dow Jones Select Divid (DVY)	67	\$ 3,359	08/03/11			\$ 4,336	\$ 976		n/a
Ishares TR Dow Jones Select Divid (DVY)	386	\$ 19,963	06/08/11			\$ 24,978	\$ 5,015		n/a
Ishares TR Dow Jones Select Divid (DVY)	108	\$ 5,981	06/07/12			\$ 6,989	\$ 1,008		n/a
Ishares TR Dow Jones Select Divid (DVY)	315	\$ 17,728	07/10/12			\$ 20,384	\$ 2,656		n/a
Prudential Jennison Health Sciences (PHSZX)	130.033	\$ 4,231	07/10/12			\$ 5,223	\$ 992		n/a
S&P US Pfd Stk Index (PFF)	648	\$ 24,864	06/07/12			\$ 24,559	\$ (305)		n/a
S&P US Pfd Stk Index (PFF)	564	\$ 22,058	07/10/12			\$ 21,376	\$ (682)		n/a
Spdr Gold Trust (GLD)	80	\$ 12,304	06/07/12			\$ 10,770	\$ (1,534)		n/a
Vanguard Consumer Discretionary (VCR)	154	\$ 9,988	04/26/11			\$ 14,393	\$ 4,404		n/a
Vanguard Dividend Appreciation (VIG)	165	\$ 8,692	08/03/11			\$ 11,103	\$ 2,411		n/a
Vanguard Dividend Appreciation (VIG)	387	\$ 21,780	06/07/12			\$ 26,041	\$ 4,261		n/a
Vanguard Dividend Appreciation (VIG)	320	\$ 18,098	07/10/12			\$ 21,533	\$ 3,435		n/a
Vanguard Industrial ETF (VIS)	274	\$ 9,994	04/03/09			\$ 23,057	\$ 13,063		n/a



# Relative Performance - Equity: Monthly

Performance period: 07/01/2012 to 08/31/2013

Period	ROR(%)		SPX(%)	
	Month	Cum	Month	Cum
<b>Aug 2013</b>	<b>(3.55)</b>	<b>21.10</b>	<b>(3.13)</b>	<b>19.88</b>
US Equity	(3.55)	21.10		
<b>Jul 2013</b>	<b>5.42</b>	<b>25.55</b>	<b>4.95</b>	<b>23.75</b>
US Equity	5.42	25.55		
<b>Jun 2013</b>	<b>(1.41)</b>	<b>19.09</b>	<b>(1.50)</b>	<b>17.92</b>
US Equity	(1.41)	19.09		
<b>May 2013</b>	<b>0.56</b>	<b>20.80</b>	<b>2.08</b>	<b>19.72</b>
US Equity	0.56	20.80		
<b>Apr 2013</b>	<b>2.65</b>	<b>20.12</b>	<b>1.81</b>	<b>17.28</b>
US Equity	2.65	20.12		
<b>Mar 2013</b>	<b>3.46</b>	<b>17.02</b>	<b>3.60</b>	<b>15.20</b>
US Equity	3.46	17.02		
<b>Feb 2013</b>	<b>1.40</b>	<b>13.11</b>	<b>1.11</b>	<b>11.20</b>
US Equity	1.40	13.11		
<b>Jan 2013</b>	<b>5.29</b>	<b>11.55</b>	<b>5.04</b>	<b>9.98</b>
US Equity	5.29	11.55		
<b>Dec 2012</b>	<b>0.86</b>	<b>5.94</b>	<b>0.71</b>	<b>4.70</b>
US Equity	0.86	5.94		
<b>Nov 2012</b>	<b>0.94</b>	<b>5.03</b>	<b>0.28</b>	<b>3.97</b>
US Equity	0.94	5.03		
<b>Oct 2012</b>	<b>(0.95)</b>	<b>4.06</b>	<b>(1.98)</b>	<b>3.67</b>
US Equity	(0.95)	4.06		
<b>Sep 2012</b>	<b>1.24</b>	<b>5.05</b>	<b>2.42</b>	<b>5.76</b>
US Equity	1.24	5.05		
<b>Aug 2012</b>	<b>1.55</b>	<b>3.76</b>	<b>1.98</b>	<b>3.26</b>
US Equity	1.55	3.76		
<b>Jul 2012</b>	<b>2.18</b>	<b>2.18</b>	<b>1.26</b>	<b>1.26</b>
US Equity	2.18	2.18		

With respect to performance shown, various factors, including unpriced securities, and certain adjustments, holdings or activity may cause report results to differ from actual performance. Report results may also differ from results reported by other Merrill Lynch services. Past performance does not guarantee future results.

Reference Indices are included in this report as a general source of information regarding the performance of various types of investments. Allocation models and Indices should not be used to benchmark the performance of a specific account or portfolio. Your Financial Advisor can provide further information regarding the particular allocation models and Indices shown, including how the composition of an index compares to the composition of your account or portfolio.

SPX = S&P 500 Price Return

# Time Weighted Rate of Return by Period: Monthly

Performance period: 07/01/2012 to 08/31/2013

Period	Opening Balance(\$)	Contributions/ (Withdrawals)(\$)	Interest/ Dividends(\$)	Appreciation/ (Depreciation)(\$)	Closing Balance(\$)	ROR Period(%)	ROR Cum(%)
Aug 2013	439,651	0	447	(9,835)	430,263	(2.14)	5.07
Jul 2013	429,034	0	1,031	9,585	439,651	2.47	7.36
Jun 2013	436,698	0	898	(8,562)	429,034	(1.76)	4.77
May 2013	439,235	0	449	(2,986)	436,698	(0.58)	6.64
Apr 2013	434,573	0	1,205	3,457	439,235	1.07	7.26
Mar 2013	426,980	0	741	6,851	434,573	1.78	6.12
Feb 2013	548,886	(125,000)	508	2,587	426,980	0.65	4.26
Jan 2013	541,423	0	427	7,036	548,886	1.38	3.59
Dec 2012	541,317	0	3,725	(3,619)	541,423	0.02	2.18
Nov 2012	638,655	(100,000)	718	1,943	541,317	0.46	2.16
Oct 2012	642,149	0	1,123	(4,617)	638,655	(0.54)	1.70
Sep 2012	638,235	0	981	2,932	642,149	0.61	2.25
Aug 2012	633,869	0	583	3,783	638,235	0.69	1.63
Jul 2012	627,991	0	878	5,000	633,869	0.94	0.94
<b>Total</b>	<b>627,991</b>	<b>(225,000)</b>	<b>13,716</b>	<b>13,555</b>	<b>430,263</b>		<b>5.07</b>

Note that various factors, including unpriced securities, and certain adjustments, holdings or activity may cause report results to differ from actual performance. Report results may also differ from results reported by other Merrill Lynch services. Past performance does not guarantee future results.

**Common Career Technical Core Alignment Study Summary**  
*Report submitted by Kate Blosveren, Associate Executive Director*

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**SUMMARY OF PROJECT**

NASDCTEc commissioned a state-led, nationwide study designed to provide state CTE leaders and policymakers the information they need to address critical adoption and implementation considerations for the Common Career Technical Core (CCTC). Specifically, a third-party research firm conducted alignment reviews between states’ secondary and postsecondary standards the CCTC to identify where there was alignment and to what degree across the 12 CRP and 16 Career Clusters®.

In total, the secondary standards of 45 states and territories and the postsecondary standards of 11 states and territories were included in the study. Importantly, there are a number of states that have CTE standards that were not included in the review for a variety of reasons (e.g., the standards were under revision at the time and not submitted by state, the standards were in very different formats across Career Clusters areas making a consistent review impossible, etc.) While these states’ standards were not part of the formal CCTC alignment study, their policy information was factored in the national report and Access database.

<b>SECONDARY STANDARDS INCLUDED (45)</b>	<b>POSTSECONDARY STANDARDS INCLUDED (11)</b>
Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Indiana, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Vermont, Virginia, West Virginia, Wisconsin, Wyoming, Guam, Palau	Alabama, Delaware, Florida, Georgia, Indiana, Iowa, Kansas, Mississippi, Wisconsin, Guam, Palau
<i>NOTE: Connecticut has two sets of secondary CTE standards that were both used in the alignment study</i>	<i>NOTE: Florida has two sets of postsecondary CTE standards that were both used in the alignment study</i>

After a six-month process, the Alignment Study has been completed, with the final deliverables including 55 state-specific alignment study reports; a national report exploring the policy landscape across all states in the U.S. related to CTE standards; and a Microsoft Access database where State CTE Directors can find information on

Below is a summary of the major findings from the CCTC Alignment Study and next steps.

## KEY DEFINITIONS

It is important to preface the findings by explaining how the study defines “standards” and “alignment.” For the purposes of this study, standards are defined as clear expectations of what students should know and be able to do at the end of a CTE program or course (i.e., verb + object + modifier statements related to a Career Cluster, Career Pathway, or Career Ready Practice).

Alignment, as defined in the present study, requires both the content (objects and modifiers) and verbs (level of proficiency), whereas crosswalks typically just focus on content.

### Definitions of Different Levels of Alignment

The degree to which the statements in the CCTC standards and Career Ready Practices are represented in the state standards provided.

- *Aligned* indicates that the state standard(s) address the CCTC standard utilizing a verb + object + modifier the same or synonymously.
- *Partially Aligned* indicates that the state standard(s) address the CCTC standard in part due to granularity differences and/or terminology differences (i.e., the object/topic area is similar, but the context or level of proficiency (verb) is below the CCTC expectation).
- *Not Aligned* indicates that the state standard(s) are not addressing the CCTC standard based on the data provided.

## MAJOR CROSS-STATE FINDINGS

Overall, the aggregate findings from the alignment study suggest that state CTE standards are only partially aligned to the CCTC benchmark standards in all 16 Career Clusters. On average, states’ standards are the most representative of the CCTC in Education & Training and Marketing Career Clusters (at the secondary level); Information Technology and Health Science Career Clusters (at the postsecondary level); and least representative of the CCTC in Transportation, Distribution & Logistics and Law, Public Safety, Corrections & Security Career Clusters at the secondary and postsecondary levels. However, the differences between the alignment results across Career Clusters should not be taken too seriously, as it is the overarching, nationwide lack of alignment that is of greater import.

In part, the mismatch can be explained by the different organization and intents of the CCTC and state standards. As many states organize their standards at the course- and occupational-levels, the intent of those standards is to provide expectations for students as they advance through a course and/or prepare for a specific job. When states organize their standards at the end-of-program of study-level, the intent is to provide expectations for students as they advance through multiple courses – at the secondary and postsecondary level – and prepare for a broader range of careers. The course-level standards are then at a narrower level than the CCTC.

The findings do suggest that while states have embraced The National Career Clusters Framework and programs of study, neither are directly impacting (or being impacted by) statewide CTE standards. In other words, nearly every state has programs across the 16 Career Clusters, even without statewide standards in those Career Clusters at the secondary and/or postsecondary level. As a result, most of these POS rely on locally-developed standards,

particularly at the postsecondary level. Additionally, there are many programs of study being implemented at just one learner level – secondary or postsecondary – and in these cases, the federal definition of/requirements for a POS are not being met.

As far as the 12 Career Ready Practices go, states are most likely to require standards at the secondary level aligned to these three CRP:

- *Plan education and career paths aligned to personal goals;*
- *Communicate clearly, effectively and with reason; and*
- *Utilize critical thinking to make sense of problems and persevere in solving them.*

Among the 11 sets of postsecondary standards included in this alignment study, only six had standards comparable to the CRP, making it difficult to identify any major trends.

## **RELEASE**

At NASDCTEc’s 2013 Fall meeting, we will be releasing a national report entitled “The State of Career Technical Education: An Analysis of State CTE Standards.” This national report, which will be public, provides an overview of the current policy landscape with regard to statewide CTE standards, laying out the what, who and how of states’ CTE standards; the major (aggregate) findings from the CCTC Alignment Study; and an introduction to and case for the CCTC.

At the national level, the data and information collected by this report is vast, with many implications for work in and support to the states and local CTE programs. The report provides an analysis of the trends in state CTE standards, raises questions for further consideration and puts a stake in the ground where priority attention must be made. NASDCTEc intends for the report to support the CTE field, but also engage the broader education reform community around Career Technical Education and the Common Career Technical Core.

In addition, in a closed door session, each State CTE Director will receive a copy of his/her state report and Excel files with the full alignment results, including the alignments from the CCTC-to-state standards and the state standards-to-CCTC perspectives on a flash drive. This flash drive will also contain a copy of the database described below. Alongside the state results, states will receive an FAQ for the study and a set of talking points to support communications.

The CCTC, the state standards, alignment determinations, and policy information are housed in a Microsoft Access database developed by Ohio State University’s Center for Education & Training for Employment (CETE). The database includes pre-set queries that were developed and defined during the course of the study based on the needs of NASDCTEc and its membership. Defining queries in advance will allow the user simply to click on the report they wish to see.

The database also allows for flexibility to generate reports and other queries based on user needs. Users are able to access this file and download it to their personal computers, allowing the user to customize the data to suit his/her preferences or run pre-set queries. Written guidance in the form of a user’s guide from CETE staff will be provided on the functions of the database so even inexperienced database users can create their own queries and reports.

## **NEXT STEPS**

States will receive and analyze the results of their alignment reports and determine if they wish to adopt the CCTC. For a state to adopt the CCTC, it must adopt all Career Ready Practices and all of the Career Cluster- and Career Pathway-level content standards. No individual CCTC standards can be left out EXCEPT for those Career Clusters and related Career Pathways not used in the state. For example, if a state has CTE programs in 10 of the Career Clusters, then full CCTC adoption for that state would mean adoption of the CRP and the CCTC standards for the 10 Career Clusters and the related Career Pathways.

NASDCTEc is working to develop a range of resources to support the adoption and implementation of the CCTC including guiding questions around key issues for consideration such as programs of study, assessments, stakeholder engagement, etc. Generally, NASDCTEc will be re-focusing efforts to support the broader and more consistent design and implementation of programs of study to bring about the CTE Vision.

NASDCTEc also has a number of post-alignment study projects under consideration including:

- Alignment study/crosswalks between the CCTC and commonly-used national industry standards
- Alignment study/crosswalks between the CCTC and the Common Core State Standards and Next Generation Science Standards
- A guide for implementing the Career Ready Practices, informed by experiences on the ground in classrooms.

The next phase of research and tools will be informed by strategic planning and the Board.

## **SUMMARY OF PROJECT MANAGEMENT**

It is important to note that the scope and the nature of the project changed significantly from the initial scope of work submitted by GSX (and accepted by NASDCTEc). For one, the methodology used was not the methodology we first understood would be used. However, based on extensive discussions with GSX, we are satisfied with the final methodology employed and the way we are now able to communicate about it to our members.

Additionally, it was the original plan for GSX/OSU to generate the final state reports as well as for GSX to write and publish the national report. Instead, NASDCTEc brought the full quality control process for the 55 state reports in house, as well as the development of and migration to a consistent template, in part due to dissatisfaction with OSU's template design and their unwillingness to be flexible. In the end, this was a good outcome as many data and policy issues were identified and resolved during the quality control and migration process. NASDCTEc also wrote the national report, including managing the design, layout and printing of that project. The final amount paid to GSX was reduced to reflect all of this work that ultimately was conducted by NASDCTEc staff and consultants.

Finally, despite clear discussions had at the outset of the project, the Microsoft Access database is not online. From NASDCTEc's perspective, the Access database was to be hosted online for

web-based access; however, the contract language is a bit vague and ended up being interpreted differently by the contractors, leading to an Access database that has the *potential* to be hosted online, but is not at this point in time. NASDCTEc is exploring the associated costs, including time, with this action now.

**What does it mean to adopt the CCTC?**  
*Report prepared by Kimberly Green, Executive Director*

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As we complete work on the initial Common Career Technical Core (CCTC) Alignment Study, our attention will turn to supporting state adoption of the CCTC. Below is the current Board-approved definition of adoption of the CCTC:

A state is considered to have adopted the CCTC when:

- Through the appropriate process (e.g. regulatory, legislative or decision-making authority), the state has adopted all of the Career Ready Practices and all of the Career Cluster<sup>®</sup> - and Career Pathway-level content standards for Career Clusters currently authorized in the state.
- No individual CCTC standards are left out **except** for those Career Clusters (and related Career Pathways) not used in the state.
  - For example, if a state only has state standards related to the Finance and Health Science Career Clusters and planned to adopt the CCTC, the state would need to adopt 12 Career Ready Practices and the CCTC standards (both Career Cluster and the related Career Pathways) for the Finance and Health Science Career Clusters. The state would not be required to adopt the CCTC standards for the other 14 Career Clusters and its related Career Pathways.
- The state has addressed related policies to ensure implementation of the new standards.

It is important to note that a state may continue to implement additional CTE standards (e.g. locally-, state- or industry-developed standards).

**Questions for discussion:**

- Based on what we learned from the CCTC Alignment Study, does this definition of adoption still make sense?
- Can a state adopt if only the secondary agency or postsecondary agency adopts the standards?
- Is the adoption of Career Ready Practices sufficient if they only apply to CTE students?
- How do we determine which Career Clusters the state is implementing? Based on the state's program of study listing? Based on courses that fit within the Career Cluster? Based on the alignment results?
- How do we capture when a state has adopted? (e.g. do we have the state sign a declaration, word of mouth)
- What supports should NASDCTEc provide for state adoption?
- What sort of evaluation should we begin to put in place to track impact of adoption of the CCTC?

NASDCTEc/NCTEF has been considering the future of the Career Clusters® for the past year, as the existing model in place has suffered from weakening buy-in among the states as well as national support among business/industry and policymakers. While it is true that nearly every state uses some version of the National Career Clusters Framework, very few states use it beyond a conceptual way of organizing – or communicating about – their CTE program areas, resulting in minimal ownership at the local level.

As the organization grapples with this challenge, NASDCTEc presented one possible strategy to the Board this past summer for restructuring the governance and purpose of the Career Clusters, updated and described below. While no progress has been made on this idea since the summer, with the strategic planning process beginning in Fall 2013 and ongoing discussions about the future of the related Career Clusters Institute, the time is right to put this strategy on the table for further consideration.

### **The Concept**

Building on the successful model used to establish the States' Career Clusters Initiative, we propose to re-establish a modified version of lead states and national advisory committees for each of the 16 Career Clusters. The lead states would facilitate a national committee tasked with coordinating efforts among key stakeholders to deliver high-quality CTE; ensuring the Career Clusters are well-aligned with industry needs; and providing a space for ongoing discussions to help keep the Career Clusters and related resources relevant and meaningful for students and industry.

### **Objectives**

- Provide ongoing coordination of key stakeholders around the Career Clusters/Common Career Technical Core (e.g., existing consortia, industry representatives, CTSOs, professional associations, etc.);
- Allow states to take ownership of those Career Clusters that most align with their economic development needs and priorities;
- Provide regular opportunities for business/ industry to engage around the Career Clusters (and CCTC) including ongoing validation, awareness building, and financial support as needed; and
- Raise the profile of the CTE Vision, CCTC and *CTE: Learning that Works for America* campaign with a broader array of CTE leaders across the country.

### **Background**

The Career Clusters, in one form or another, have been embraced by a majority of states and aim to provide a framework for the delivery of high-quality CTE across secondary and postsecondary education. Career Clusters have enjoyed a long history of support by the states and by business and industry. However, the most recent revision of the Career Clusters – and launch of the Common Career Technical Core – had a noticeable lack of business and industry support and

validation. In addition, the field of CTE is getting more diverse and making it challenging for practitioners and policymakers to understand the difference between true high-quality CTE and all other programs. To address these challenges, we propose re-instating the model of states leading the Career Clusters through the development of state-led Career Cluster national committees.

### **Structure**

Each Career Cluster committee would be “chaired” by two states and 1-2 business/industry representatives (which could be leaders from a company, association, or business-led coalition). The state co-chairs would be largely responsible for recruiting the business/industry co-chairs, as well as identifying and engaging other participants in the Career Cluster committees. Any state may join as many committees as they choose based on those industries most critical to their states’ economic development needs. Other states would be allowed to sign up for as many of the national committees as they would like to participate but in order to do so, would have to bring a major employer to the table with them.

Each committee would be tasked with convening the wide array of Career Cluster-specific stakeholders (in person and virtually) to coordinate efforts, messages and delivery systems, with the ultimate goal of improving the quality of CTE through the furthering the CTE Vision, the implementation of CCTC and the utilization of the *CTE: Learning that Works for America* campaign.

Stakeholders include, but are not limited to, companies, industry associations, CTSOs, CTE consortia, professional/teacher associations, postsecondary associations, labor unions, etc.

Discussion topics include, but are not limited to, ensuring quality instruction at all levels, validation of currently-used CTE standards/expectations and assessments, improving secondary-postsecondary-workforce transitions, messaging and communications, integrating Career Clusters into the college- and career-ready policy agenda, etc.

Each committee would need to adopt some common goals – set by NASDCTEc – as well as develop some Career Cluster-specific goals to drive the work of the working group.

### **Career Cluster Institute**

As the future of the Career Cluster Institute is also on the table, given recruitment challenges in recent years, it may make sense to reform the Institute in alignment with the Career Cluster governance. For example, the Career Cluster Institute could become a national convening, where participants from across all 16 Career Cluster committees come together to share best practices, discuss strategy, and identify opportunities for collaboration. This type of convening would be more likely to engage business/industry leaders at a range of levels, with a true focus on the integration of education and workforce development and tackling industry-specific challenges. A meeting like this could also be very helpful in the recruitment effort and help vault business leaders that participate in the initial event to become more engaged in the long run. The Institute may actually make sense as a place to launch such an effort, with clear next steps laid out for participants.

## **Investment**

To accomplish this work, a significant investment would be required. Specifically, resources would be needed to support:

- The convening of the committees (meals, materials, staff travel);
- The lead states (potentially a stipend); and
- Additional staff to support the national committees and ensure consistency in the work across Career Clusters. The structure used under the States' Career Clusters Initiative included a project director, as well as four Career Cluster coordinators.

Likely, the most sustainable funding model would be to secure some funding to support core and operational activities (e.g., staffing, meetings, start-up funds for each working group, etc.) as well as funds collected from participating businesses and associations at the state and local level.

## **Next Steps**

We presented this idea in Summer 2013 to the NASDCTEc/NCTEF Board and there was some interest, as well as questions about how businesses would be engaged, what it would take to get it off the ground financially and structurally, and a timeline.

One possible next step is to test the feasibility of such an effort by surveying the states to see if there would be solid, non-regional, coverage of the 16 Career Clusters (i.e., at least two states would be potentially interested in leading each Career Cluster area and believe they have business/industry leaders who would be on board). Another, related, step is to reach out to many of the CTE stakeholder groups to gauge their interest, as well as put together a draft budget.