



NASDCTEc and NCTEF
Board of Directors' Update
January 2016

ADMINISTRATIVE/ORGANIZATIONAL

Upcoming NASDCTEc and NCTEF Board Meetings:

February Board Conference Calls: Dial in 1-877-731-2877

NASDCTEc: February 5, 2016, 1– 2 p.m. ET

NCTEF: February 5, 2016, 1:30 – 2:30 p.m. ET

Topics: 990 and audit approval

NASDCTEc/NCTEF Board Retreat: More information will be sent out shortly before the meeting with any updates or logistics that you need to know before traveling. Please feel free to contact Karen at khornberger@careertech.org if you need further information or have any questions.

Tentative Schedule:

Sunday, February 21, 2016: 6 p.m. Dinner at hotel and briefing, organizational business

Monday, February 22, 2016: All day strategic planning; breakfast, lunch and dinner

Tuesday, February 23, 2016: Finalizing strategic planning; breakfast and lunch

NASDCTEc/NCTEF Spring Board Meeting:

Sunday, May 22, 2016

NASDCTEc: 8 a.m. – 2 p.m.

NCTEF: Noon – 5 p.m.

Annual Meetings:

Registration opened on January 29 for the Spring meeting, information on which can be found [here](#). To date, we have already secured \$18,000 in sponsorships after less of a week of recruitment.

State Membership Dues:

- NASDCTEc has received 99% of budgeted state dues.
- 51 states/territories/DC have paid their dues, two states and two territories remain unpaid.
 - California: per contract re-invoiced for ½ dues. Final invoice will be in July 2016, once services have been completed for the year.
 - Ohio: received PO for payment; currently working together to get the dues paid through their new system.

- Virgin Islands and Puerto Rico: memberships have been discontinued

Associate Membership Dues: We have received 108% of the budgeted associate dues.

Finance Update: The Finance/Audit Committee reviewed and unanimously approved the 990's to be sent to the Board for final approval during the February 5, 2016 Board call. Staff met with Mark Friese, Merrill Lynch to review the investments, which are lagging budget expectations. They will be working to lay out cash flow needs through the balance of the fiscal year, with the goal of maximizing investment potential.

As of October 31, 2015, 35% of the fiscal year had passed. Below is a quick snapshot of the financial position of both organizations.

NASDCTEc Budget Snapshot
Received 59% of budgeted income
Expended 32% of budgeted expenses

NCTEF Budget Snapshot
Received 5% of budgeted income
Expended 9% of budgeted expenses

State CTE Director Update:

- **New Hampshire:** Mr. Eric Feldborg has been appointed State CTE Director for effective January 11, 2016.
- **South Carolina:** Mr. Ron Roveri has been appointed State CTE Director for South Carolina effective January 19, 2016. Ms. Susan Flanagan has moved into the Office of Special Education Services.

Onboarding Update:

In January, we paired new State CTE Directors with mentors as part of our ongoing professional development. The newest pairings are:

- Sarah Heath of Colorado paired with Eleni Papadakis of Washington
- Jay Ramsey of Vermont paired with Rich Katt and Cory Epler* of Nebraska (*This double pairing was chosen as a way to best address the state director's needs)

Since October 2015, the pairings are as follows:

State	New State Director	Mentor Match
CT	Lori Matyjas	Marie Barry (NJ)
CO	Sarah Heath	Eleni Papadakis (WA)
KS	Rita Johnson	Rich Katt (NE)
MD	Karen Salmon	Kathy Oliver (former MD State Director, at Karen's request)
MN	Jeralyn Jargo	Kathy Cullen (WI)
NH	Eric Feldborg	TBD
SC	Ron Roveri	TBD
VT	Jay Ramsey	Rich Katt/Cory Epler (NE)

Thank you for those Board members who have volunteered to mentor to our new State Directors. If you are interested in becoming a mentor or would like more information, please contact Andrea at azimmermann@careertech.org.

STRATEGIC PLAN UPDATES

Advance CTE Rebrand: As noted in the member newsletter, we are moving forward with our rebrand as *Advance CTE: State Leaders Connecting Learning to Work*, with the goal of the launch in mid-February. We are working on a number of member-specific resources to support the rebrand including FAQs and voiceover PPT, along with resources for the public, partners and Hill staffers. Our current target date is Tuesday, February 16, assuming there is no activity around Perkins too close to that date. If Perkins reauthorization looks like it will move forward in February, we will hold on the transition so as not to complicate or confuse the process.

Earlier this month, the NCTEF Board of Directors unanimously approved the new name “The Center to Advance CTE” under a DBA.

New Skills for Youth: On January 19, JPMorgan Chase launched its \$75 million investment in career-focused education, called New Skills for Youth. A major component of this initiative is a [\\$35 million state competition](#) to be co-led by CCSO and NASDCTEc. Applications are due on March 2, and we have and will continue to communicate proactively with our members about this unique opportunity.

This grant will become a significant part of NASDCTEc’s work over the next four years. NASDCTEc will serve as a project co-lead and strategic partner; develop, maintain and disseminate critical resources for leaders in both participating and non-participating states to support the implementation of high-quality CTE and career readiness policies and programs; and provide states with technical assistance and expertise. While only a total of 20-25 states will participate in Phase 1 and 10-15 in Phase 2, a key goal of this initiative is to identify and disseminate lessons learned and best practices to inform and support all states.

Our immediate next steps are recruiting and hiring two new staff members, including a State Policy Manager, who will serve as the overall project manager for this grant, and a Policy Associate to support the new Resource Center, a web-based, curated repository of best practices, resources and policies, which will be housed on [careertech.org](#). The job descriptions can be found [here](#).

State Policy¹: In January, we released our third annual “[Year in Review: State Policies Impacting CTE](#)” report, co-authored with the Association of Career and Technical Education. Additionally, we released a companion tool only for members that allows them to do their own analysis of the 2015 trends through our policy tracker. We now have policy trackers available for 2014 and 2015, and are working to retroactively create one for our 2013 report. We also conducted a webinar on January 21 to unpack the report’s trends and feature a deep dive on Colorado’s recent policy work to transform CTE. The [webinar](#) was well attended with more than 80 attendees.

¹ 2.1.5 - Develop a state policy work plan, that may include the creation of sample state legislation and policies in support of increasing access to high-quality CTE and adoption/implementation of CCTC and Career Clusters. (NASDCTEc/NCTEF)

FUNDRAISING & DEVELOPMENT

NASDCTEc/NCTEF is currently pursuing a variety of federal, corporate and foundation contacts to discuss potential grants and contracts. Below is a chart explaining this month's engagement with various development opportunities.

<i>Grant/Proposal/ Contract</i>	<i>Organization/ Partner</i>	<i>Engagement in Past Month</i>	<i>Status</i>
New Skills for Youth State Competition	JPMorgan Chase Council of Chief State School Officers	Launch of New Skills for Youth Regular weekly check-in calls and	In place, sub-contract with CCSSO being finalized in next week
Employer Roundtables	Ford Next Generation Learning	Second roundtable in Pinellas County, Florida has been scheduled for February	In place
IDIQ (CTE and Apprenticeships)	OCTAE RTI International	Submission of key deliverables, including final site recommendations and site visit protocol	In place
STEM Learning & Research Center	EDC/NSF	Proposal submitted and waiting on notification	Submitted
Global Competency	Asia Society and PMI Foundation	Webinar hosted (related but not part of the actual grant); contract finalized last week of January	In place

IMPACT & REACH

Federal Advocacy Plan: NASDCTEc has focused most of its advocacy efforts this month on Perkins reauthorization issues and preparation for upcoming Fiscal Year 2017 budget and appropriations activity. A new [WIOA state planning resource](#) was shared via the State Director listserv this month and can be accessed in the members section of the website. Another resource for ESEA implementation is underway and should be complete in February 2016.

WIOA: NASDCTEc attended and participated in the U.S. Department of Labor's national convening on WIOA implementation this month. At this meeting, a signal was sent by the Administration and key Congressional staff that Consolidated State Plans were preferential and would be embedded in any Senate Perkins bill introduced. NASDCTEc and ACTE are

preparing a strategy to address this issue, and will engage CCSSO as the potential Perkins language would supersede state superintendents' authority on the decision to pursue a CSP.

NASDCTEc has been cultivating advocacy partnerships with a group of national organizations representing core and partner WIOA programs in an effort to coordinate implementation strategies for the new law. NASDCTEc has also continued to dialogue with the federal agencies ahead of the finalization of final regulations governing WIOA. Unfortunately these rules have been postponed until "June 2016" while the deadline for state WIOA plan submissions has moved to April 1, 2016.

ESSA: NASDCTEc is working to ensure a smooth implementation of this new K-12 education law. NASDCTEc provided early recommendations to the U.S. Department of Education related to what aspects of the new law need additional clarification. NASDCTEc is cautiously expecting proposed regulations for ESSA sometime this spring, while there is also the strong possibility of negotiated rulemaking on the more controversial topics (e.g. testing/assessments).

HEA: Interest in HEA reauthorization remains high on both the Senate and House education committees but given the limited amount of legislative days this year in Congress, along with the upcoming Presidential election, a full reauthorization is not likely. Smaller pieces of a larger HEA bill could be introduced this year ahead of consideration of the law sometime in the next few years. NASDCTEc is currently working with offices to ensure that these smaller bills reflect the association's HEA priorities.

Perkins: NASDCTEc has been engrossed in Perkins reauthorization discussions for most of the month. There is a strong possibility that the Senate education committee will introduce a draft in the coming months seeking to reauthorize Perkins. Specific details on this proposal are still scarce at this point in time. The House Education and Workforce Committee is still in the early stages of consideration of the law, but NASDCTEc has learned that Chairman Kline (R-MN) would like to reauthorize Perkins before leaving office at the end of the 114th Congress.

Budget: NASDCTEc has been working with several offices ahead of the FY 2017 budget and appropriations process. The association, along with ACTE, will be advocating for a \$1.3b billion allocation for Perkins—a figure that will be used both for FY 2017 funding and for possible Congressional efforts to reauthorize Perkins.

Congressional Offices Engaged in January 2016:

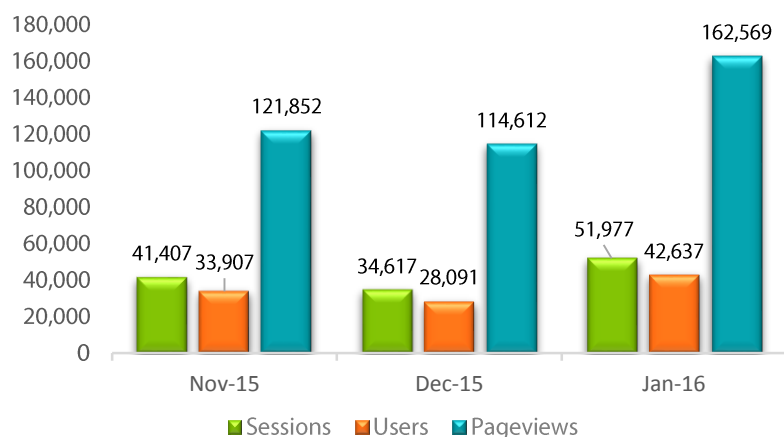
- Rep. Heck (R-NV)
- Rep. Wilson (R-SC)
- Rep. Kline (R-MN)
- Rep. Stefanik (R-NY)
- Rep. Roe (R-TN)
- Rep. Brat (R-VA)
- Rep. Scott (D-VA)
- Sen. Franken (D-MN)
- Sen. Kaine (D-VA)
- Sen. Franken (D-MN)
- Sen. Murray (D-WA)
- Sen. Enzi (R-WY)
- Sen. Alexander (R-TN)
- Sen. Sanders (D-VT)

Communications Update: The Communications Committee met in January to discuss the Advance CTE brand roll out including debuting the new logo, and discussing deliverables. The committee also discussed plans for upcoming CTE Month in February.

CTE Month: CTE Month, spearheaded by the Association for Career and Technical Education (ACTE), is designed to raise awareness and celebrate CTE throughout the month of February. NASDCTEc will take part of a variety of online and onsite events including events on the Hill, a site visit at a Washington, D.C. school, and Twitter chats utilizing the #CTEMonth hashtag. We will also release a weekly blog post featuring what State CTE Directors, Members and Learning that works for America campaign users are doing to celebrate the month.

Media Engagement: Due to the successful launch of *New Skills for Youth*, NASDCTEc was mentioned in multiple national articles announcing the new program including in the [Chicago Tribune](#) and [Education Week](#). The initiative was also picked up in [CBS](#) and [Inside Philanthropy](#), though NASDCTEc was not mentioned specifically.

Website Metrics



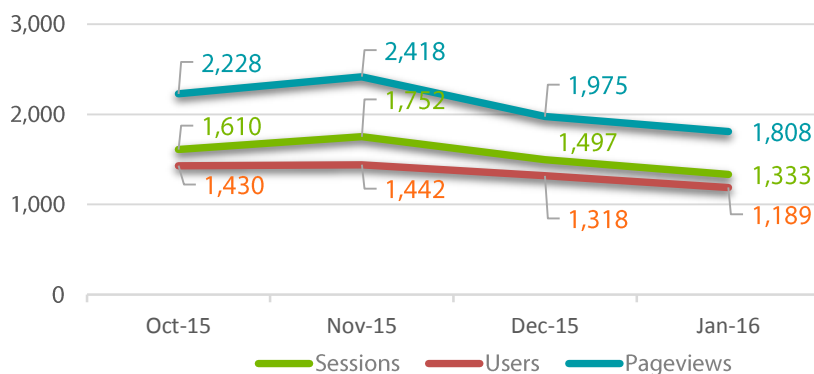
Most Visited Pages

- [careertech.org/career-clusters](#)
- [careertech.org/arts](#)
- [careertech.org/human-services](#)

Acquisition of site users

- Organic search (32%)
- Direct (55%)
- Referral (13%)

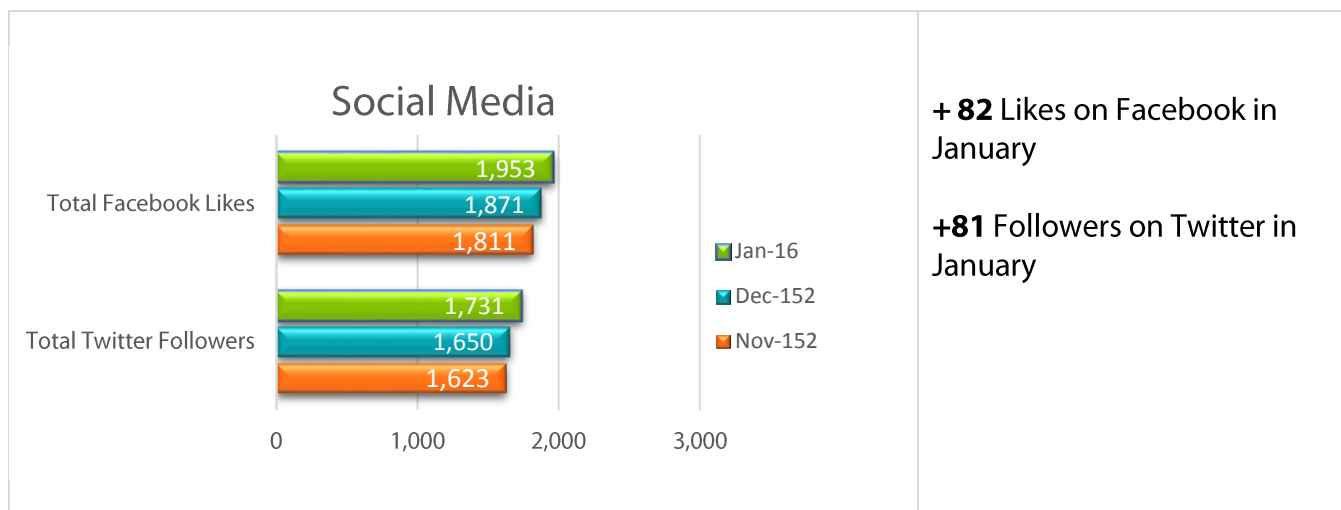
Learning that Works Blog Metrics



9 Blog Posts Published

Most visited blogs:

- [Preparing Students for Careers in the Global Economy](#)
- [Congress Renews ESEA and Passes an FY 2016 Funding Bill](#)
- [This Week in CTE](#)



Meetings/Events:

Event Name	Date	Total Participants	Total Participating State Directors	% of Participation Goal (if applicable)
Joint webinar with Asia Society, Longview Foundation and ACTE on CTE and global competencies	1/13/16	108	19	N/A
Joint webinar with ACTE to release State Policy in Review	1/21/16	82	9	N/A

PARTNERSHIPS

ACTE: This past month, we held our third annual joint Executive Committee meeting with ACTE's and NASDCTEc's officers, focusing our discussion around our joint work plan, reflections and next steps for our partnership around CareerTech VISION, and planning for ESSA and a possible Perkins reauthorization. We also discussed ways in which to strengthen state-level collaboration between State CTE Directors and state ACTE leaders, drawing on the joint survey the organizations conducted last Fall. The survey found that there is generally solid collaboration within states, but that perceptions vary pretty significantly in terms of how formal the collaboration is and whether there is a shared vision of CTE or not. Unfortunately, the meeting had to be held virtually due to weather.

NASDCTEc and ACTE staff are now updating the joint work plan to include actionable strategies for supporting regional ACTE meetings, embedding information on State Directors and state ACTE leaders in each organization's onboarding materials, and supporting multi-state discussions on cross-cutting challenges, like teacher recruitment.

Earlier in the month, Kim and Kate met with LeAnn, Steve, Michael and Jaime from ACTE to debrief on **CareerTech VISION** and articulate next steps for 2016 and beyond. NASDCTEc volunteered to take on a more significant role in the process for selecting sessions to ensure more diversity and quality (and less redundancy) across the divisions and strands, including the Career Cluster strand. Discussions are still underway whether there will be a fully stand-alone Career Cluster strand or whether sessions that reflect the National Career Clusters® Framework proposed in other divisions and strands should just be cross-listed. In any case, NASDCTEc will likely be inviting individuals and organizations to submit sessions to ensure our strand is comprehensive and engaging. Of note, NCTEF is projected to receive its full reimbursement of \$25,000 less lodging costs.

Asia Society: In January, we had a number of engagement activities with the Asia Society, including the release of a white paper – [Preparing a Globally Competent Workforce Through High-Quality Career and Technical Education](#) – and an accompanying webinar with ACTE and Longview Foundation. To support the release of this paper, we also co-authored a [blog post](#) on Education Week and held a Twitter Chat. We also released our first Inside International CTE blog post with Asia Society of 2016 on [Education Week](#).

Below is a list of NASDCTEc’s staff most impactful or otherwise notable engagement activities from January 2016

PRESENTATIONS	<ul style="list-style-type: none"> • National Council on Agriculture Education/National FFA • JPMorgan Chase Foundation • U.S. Department of Labor’s National WIOA Convening • National Association of Workforce Board’s Education Podcast
EVENTS ATTENDED	<ul style="list-style-type: none"> • NCC-CTSO Quarterly Meeting • Quarterly Meeting with OCTAE, ACTE and NASDCTEc leadership • National Academies Advisory Group on Career Pathways in AFNR
OTHER PARTNERS ENGAGED	<ul style="list-style-type: none"> • U.S. Department of Labor, Office of Apprenticeship • Council of Chief State School Officers • CORD • Perkins coalition • DNC/Clinton Campaign • National Governors Association • National Skills Coalition • Pearson • Partnerships for NYC • ACTE – Postsecondary Planning Committee • WorkCred