



NASDCTEc and NCTEF
Board of Directors' Update
August 2014

ADMINISTRATIVE/ORGANIZATIONAL:

Overview: The accountant has completed the initial year-end accounting and final review of the financial statements is scheduled to begin the first week in September. Preparations are continuing for the audit; the onsite visit is scheduled for the week of November 3, 2014.

Membership Dues: To date, 43 states have paid their dues and an additional six state have submitted their intent form. Puerto Rico and the Virgin Islands have been actively working to process FY 15 dues; payments are looks promising. Associate and Organizational are coming in strong, and the trend should continue through August. As of the end of September, 82 percent of budgeted dues had been received.

Staffing Update: Towards the end of August, Evan Williamson submitted his two-week notice. He will be returning to Illinois due to an illness in his family. His last official day will be September 8. While we are sad to see him go, we fully support his decision.

While we search for a new Communications Associate, Evan has agreed to stay on as an independent contractor up until the end of October, carrying out many of his day-to-day responsibilities, supporting the marketing and planning of the fall meeting and finishing up a few open projects.

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

2014 FALL MEETING

In person Board Meeting: Monday, October 20, 2014, 8:30 a.m. – 12:30 p.m.

Note: We have scheduled an additional call with the NCTEF and the NASDCTEc Boards in the month of November because the October Board meeting is being shortened to accommodate the kick off meeting of the Career Cluster Leadership Pilots.

Board Conference call: November 4, 2014

3 p.m. – 4 p.m. ET NCTEF

4 p.m. – 5 p.m. ET NASDCTEc

Topic: Continuation of Fall Board meeting agenda

Board Conference call: January 27, 2015

3 p.m. - 4 p.m. ET NASDCTEc

4 p.m. - 5 p.m. ET NCTEF

Topic: FY16 Dues

2015 SPRING MEETING

In person Board Meeting: Tuesday, April 7, 2015

Board Conference call: June 23, 2015

3 p.m. - 4 p.m. ET NASDCTEc

4 p.m. - 5 p.m. ET NCTEF

Topic: Budget Proposal for FY 16

Fundraising: Staff conducted several informational interviews with employer representatives on the NCTEF Board and are working to refine the proposed strategy and supporting resources. An initial list of target Foundations has been developed. The goal is to have some items to share, for feedback and input, with the Board at the fall meeting. We have been approached to be part of another i3 grant, which if approved includes a substantial amount of resources. Thus far, we have partnered with other groups on grant submissions for i3 grant, and an OCTAE 'information dissemination' contract.

CCSSO Career Readiness Taskforce: NASDCTEc President Scott Stump, Past President John Fischer, Board member Eric Spencer and Executive Director Kimberly Green serve on a taskforce designed to help CCSSO develop a set of state policy-focused career readiness recommendations, which will guide the organization's Perkins recommendations. The taskforce is heading to Switzerland in October to conduct a study tour.

CAREER CLUSTERS®

Career Clusters Leadership Pilot: In August, ten states formalized their participation in the Career Clusters Leadership Pilot through a signed memorandum of understanding. For the Manufacturing Career Cluster, the participating states are: Iowa, Kansas, Minnesota, New Jersey, Tennessee, Utah and Wisconsin, who has also agreed to be the Lead State. For the Agriculture, Food & Natural Resources Career Cluster, the participating states are: Colorado, and Nebraska, with Mississippi serving as the lead state.

In the lead up to the kickoff meeting on October 20, states continue to recruit their teams, which will include business and industry representatives. All participants have been asked to complete a self-assessment tool prior to the October meeting that will be used to create a baseline of common and divergent interests among the states and stakeholder groups that will be used to set priorities for the yearlong pilot.

We also have created a dedicated [page](#) for the Pilot in the Members section on the careertech.org site to organize and disseminate all materials and resources that will be used over the coming year.

COMMUNICATIONS/MARKETING:

August 2014 Website Indicators	July	August
Total Page views www.careertech.org	31,042	116,906
Careertech.org total sessions:	9,447	27,341
Top 5 states visiting www.careertech.org	Texas Mississippi Louisiana Indiana Georgia	
Most popular searches	Career Clusters, CTE	
Traffic Sources	42.2% direct reference (http://careertech.org) and 31.2% Google Search (all terms)	

Social Media Indicators:

- 18 unique blog posts in June
- 665 followers on Twitter (+71 this month)
- 680 Total likes on Facebook (+118 this month); 6 Facebook posts
- Number of people who have seen content associated with Facebook Page (total reach): 676

CTE: Learning that works for America® User Agreement Update: We have in place 49 state adoptions plus Washington, DC of the usage of the CTE: Learning that works for America logos. Currently 694 contacts with access to logo usage, up from 687 third-party agreements last month.

Website Project Update: The last functionality of the website, event registration, is in the latter stages of development. Originally projected for launch in late July, a setback in development led to delay. A prototype page is in development and we are currently waiting on response to our most recent feedback. In spite of a few minutes of downtime, last month saw a dramatic rise in traffic on the website, much of it at the end of the month, likely driven by Fall Meeting registrations.

Communications and Outreach: One of the most notable shifts of strategy has been to lean more heavily on Twitter for link sharing, especially when linking to internal stories, with a resulting reduction in overall Facebook posts. This move, prompted by a shift in thinking around social media in general, has seemingly prompted a slight overall decline in Facebook reach, in spite of significant rises in both Twitter and Facebook followings.

Member-focused Fall Meeting communications have dominated the August communications effort, and will continue to do so through the month of September. Work began on the second bimonthly Learning that Works for You Newsletter, while updates to NASDCTEc's case-making materials proceeded steadily throughout August. We have also spent some time working with our Excellence in Action award winners on back-to-school follow up features, to continue highlighting standout programs and raise the profile of the awards. Two of these posts were completed over the last week in August.

Communication with new and existing sponsors began in earnest at the beginning of August, with a majority of incoming funds coming from repeat partners after personal outreach. These efforts continue to this day, although due to faster-than-anticipated sponsor commitments, we have already reached our sponsored fundraising target and have room for only two more booths at the Fall Meeting.

After being connected independently, staff began communicating with the Foundation for America founder and spokesperson John Ratzenberger (of *Cheers!* and Pixar fame) and foundation executive director Adam Jones. They expressed interest in partnering to raise the profile of CTE nationwide through advocacy and communications coordination. Conversations about how best to pursue those goals are ongoing, with early targets to partner with the Foundation for America communicating with lawmakers as well as bringing Mr. Ratzenberger to events in the D.C. area.

Upcoming Communications and Outreach Projects: Work on case-making updates are anticipated to continue through the month of September, wrapping in time for the Fall Meeting, including a new entry in the Friends of CTE series.

Work also continues on the effort to market *Career Pathways Effect* sessions to potential interested partners. Together with CORD, NASDCTEc has laid out a plan to record webinars that provide a five to ten minute snapshot of the sessions, to be posted online throughout the next year. Recording is set to commence on the webinars during September, with initial release of the first webinar tentatively scheduled for October.

Most important this month will be to maintain communication with our web developers at Synaxis to ensure that the event registration function is completed well in advance of the planning period for the 2015 Spring Meeting. With plans set out for case-making, Fall Meeting work, and additional sponsor follow-up, most communication work this month will involve executing planned communications and marketing initiatives in advance of staff

MEETINGS:

2014 Fall Meeting Update: Registration for NASDCTEc's 2014 Fall Meeting opened at the end of July, with communications going out to all NASDCTEc members, past attendees and other potential participants. The meeting – to be held from October 20-22 at the BWI Marriott – is being organized around the theme "Preparing for Future," and in particular preparing for

the implementation of major federal and state policies, including Perkins, WIOA, and cross-state initiatives such as the CCSSO Career Readiness Task Force recommendations.

Since registration went live, 103 individuals have registered, which is about 76 percent of our budgeted goal of 135 paid registrations. We are confident we will exceed that minimum expectation with five remaining weeks of open registration.

We have also confirmed nearly every panelist and Collaboration Roundtable facilitator, with final invitations for our employer engagement panel to go out in early September as informed by the survey we currently have open on this topic. In addition to state leaders and experts from the National Governors Association, Southern Regional Education Board, Jobs for the Future, National Skills Coalition and Achieve, we also have secured Acting Assistant Secretary for OCTAE, Johan Uvin and Lucy Johnson, the new Deputy Secretary for Rural Outreach at the U.S. Department of Education.

Finally, we have already exceeded our minimum goal for sponsorships, which will definitely exceed based on anticipated commitments from former and new sponsors. In total, we already have \$27,750 committed from ten different sponsors, almost \$5,000 above our budgeted goal.

2015 Spring Meeting Save the Date

- Spring Meeting Location: Omni Shoreham
- Date: April 8 - 10, 2015
- Board Meeting: Tuesday, April 7, 2015

MEMBER SERVICES:

Publications and Webinars: As August is typically a quiet month, we did not hold any webinars or release any publications. We do have a number of webinars and publications slated for the fall.

- On September 5, we are holding a State Director-only webinar on the Workforce Innovation & Opportunity Act (WIOA).
- On October 7, we are co-hosting a webinar with NOCTI on badges, with representatives from Mozilla and California participating as speakers.
- We also will be having member-only conference calls in early November (on the 4th, 5th and 12th) to do a deeper dive into the results from the Perkins implementation survey conducted in early 2014.
- Finally, we are in the process of scheduling a webinar with CLASP on the Alliance for Quality Career Pathways framework and what it means for the CTE community in late November or early December.

We also will release updated case-making fact sheets in September for NASDCTEc and our members to use in their advocacy and outreach efforts, as well as other advocates for high-quality CTE, notably updated talking points to use with business and industry, fact sheets on dual enrollment and student achievement, and a new fact sheet on programs of study. We will plan to release the next set up case-making materials later in the fall.

State of CTE: Employer Engagement in CTE: NASDCTEc sent a survey to the State Directors regarding employer engagement in CTE. The data will be a part of forthcoming research on this increasingly important issue. We will release this research during the final day of the 2014 Fall Meeting, and are planning a reaction panel and small roundtables to stimulate and encourage cross-state sharing and collective problem solving on this crucial topic.

State Policy Review in 2014: NASDCTEc initiated conversations with ACTE in August to begin plans for the joint publication, 2014 State Policy in Review. We will be circulating a draft of the paper to the State Directors in December for feedback and review with plans to publish in late January. This will also be timed with the release of the updated state fact sheets.

State Director Update

- **Arizona:** Mr. Dan Brown, State Director, Career Technical Education, has resigned his position. The position has been advertised and they hope to have a replacement by the end of the month.
- **Ohio:** Mr. William Bussey has been appointed to serve as the State CTE Director at the Ohio Department of Education. He will use the coming year to transition into the position; Dr. Steve Gratz will maintain the State Director responsibilities for the coming year.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

Congressional Recess:

- Both Chambers of Congress began their annual August recess period at the beginning of the month. While the Senate left the Capitol on schedule, the House was a bit delayed due to difficulties in passing a supplemental appropriations bill for the ongoing border crisis. Both Chambers are set to reconvene on September 8th, which leaves only eleven legislative days until the November midterm elections.

Funding:

- Both the House and the Senate have failed to pass the necessary 12 appropriations bills needed to fund the federal government in Fiscal Year (FY) 2015, a feat that is also known as “regular order”. The prospects of passing this appropriations legislation are now highly unlikely, with both parties unwilling to compromise as they approach the

midterm elections this November. Nevertheless, Congress must act by October 1st of this year when current FY 2014 funding is set to expire.

- NASDCTEc expects at least two separate Continuing Resolutions (CR) for FY 2015—one that is likely to begin on October 1st and fund government operations into the lame duck Congressional session in December following the elections and another lasting through to early next year when a new Congress will begin work. As a reminder, a CR is a stopgap funding measure that extends current appropriations levels for a specified period of time.
- A CR under these circumstances will lock-in FY 2014 funding levels for Federal discretionary programs, including the Perkins Act, for these periods of time. For a variety of reasons, FY 2014 spending levels do not match the anticipated revenue levels for the approaching new fiscal year (FY 2015). This mismatch will likely result in a small across-the-board cut to all non-mandatory spending programs, including the Perkins Act's basic state grant program. However, NASDCTEc expects this reduction to be less than one percent overall.

WIOA:

- The U.S. Department of Education's Office of Career, Technical and Adult Education (OCTAE) and the U.S. Department of Labor's Office of Special Education and Rehabilitative Services (OSERS) recently called for preliminary public comment on the development of two of WIOA's common performance metrics—one aimed to assess participant's "measurable skills gains" during a program and the other evaluating "indicators of effectively serving employers"
- NASDCTEc and the Association of Career Technical Education (ACTE) submitted comments in response to this solicitation and plan to engage with both Departments as they more fully development regulatory guidance for the law.

Advocacy Plan:

- NASDCTEc has recently met with both House and Senate principal staff on the Perkins Act to promote the organization's draft accountability language for a newly reauthorized law. House staff began the early processes of drafting legislative language during the August recess, but so far it is not clear how far this process has progressed in the Chamber. In the Senate, principal staff has been meeting sporadically to develop principles related to the Perkins reauthorization, but formal legislative progress appears to be minimal at this time. For the Senate specifically, the upcoming midterm elections seem to be keeping both parties away from the negotiating table until it is more clear which party will control the Chamber going into next year.
- Taken together, this early legislative progress is encouraging, but will most likely not result in the introduction of formal reauthorization legislation this year. However, being a part of these ongoing conversations and processes will ensure that NASDCTEc's recommendations and priorities with regards to Perkins are taken into consideration as the foundation for the legislation is being built moving forward.

- NASDCTEc, working in partnership with ACTE, continues to draft legislative language aligned to our Board-approved priorities. Draft accountability language was finalized this month. This first draft is an evolving document and will likely be open to revisions on an ongoing basis. Efforts are now underway to draft language on the national activities section of Perkins.
- NASDCTEc and ACTE's language on the State and Local Plan, State Leadership, Purpose and Definitions sections of Perkins is currently being revised to reflect the passage of WIOA and to more effectively align to the legislation.
- NASDCTEc and ACTE also met with the National Alliance for Partnerships in Equity (NAPE) in an attempt to secure support for the elimination of the non-traditional measures. While NAPE will not support efforts to eliminate these measures, several recommendations were made to strength the equity provisions to the state and local plan/uses of funds language.
- NASDCTEc has continued to engage with a coalition of employers, trade associations, and other education & workforce groups. This coalition released a letter of support for the reauthorization of Perkins earlier this summer and has been active on Capitol Hill urging the reauthorization of the legislation. More recently, efforts have begun to more explicitly detail the group's three broad principles. NASDCTEc staff participated in meetings to draft language around these principles in conjunction with a smaller working group. These efforts are still ongoing.
- NASDCTEc, in conjunction with ACTE, provided public comment on the U.S. Department of Education's blog request soliciting public comment on the development of two performance indicators introduced in WIOA (please see attachment).
- The next State Directors advocacy call will be on September 29th, 2014 at 4:00 p.m. ET

Events/Calls/Webinars attended in August 2014:

- Member: Council State Government's National Task Force on Workforce Development & Education
- Member: PIAAC Expert Panel on Youth in Transition
- Call: CORD re: marketing Career Pathways Effect workshops (x2)
- Call: America's Promise
- Call: Center for Promise on possible student voices research
- Meeting: Business Roundtable re: federal and state policy
- Call: New America Foundation re: Making Career Readiness Count
- Call: Dan Brown with FEA re: NCC-CTSO
- Call (x2) Preparation for CCSSO Task Force meeting
- Meeting: PARCC
- Interview: Stateline Midwest
- Call: Cheryl Carrier, Ford
- Call: Tim Hodges, Gallup
- Meeting: Lincoln Electric
- Meeting: Hunt Institute CCSS partners
- Call: Battelle's STEMX initiative re: event sponsorship

- Call: CareerSafe Online re: event sponsorship
- Call: Career Cruising re: event sponsorship
- Call: USA Today Education re: event sponsorship
- Call: Adobe re: event sponsorship
- Call: Oracle Academy re: event sponsorship
- Call: Manufacturing Skills Standards Council re: event sponsorship
- Meeting: Communications coordination call with ACTE
- Meeting: Call with CORD re: marketing *Career Pathways Effect* sessions
- Presentation: Pennsylvania Association of Career and Technical Administrators (PACTA)
- Call: Monthly advocacy and communications call with ACTE
- Meeting: New America Foundation
- Call: National Research Center for Career and Technical Education
- Call: RTI International
- Call: IBM
- Meeting: Perkins Employer Coalition
- Meeting: National Association of Workforce Boards (NAWB)
- Call: Georgia ACTE Chapter
- Meeting: National Skills Coalition
- Call: New Jersey Employer Coalition for Technical Education
- Call: Office of Career, Technical, and Adult Education (OCTAE)
- Meeting: Sharon Miller and Robin Utz, OCTAE
- Webinar: WIOA-series U.S. Departments of Labor & Education
 - Meetings & Calls with Congressional staff:
 - Sen. Harkin
 - Sen. Portman
 - Sen. Kaine
 - Sen. Casey
 - Rep. Kline
 - Rep. Thompson
 - Rep. Langevin
 - Rep. Miller