



## ADMINISTRATIVE/ORGANIZATIONAL:

**Audit/990's:** The audit is complete and staff has received the draft audit report. We also anticipate the 990's being completed by the end of the year for the Finance/Audit Committee to review on January 15, 2015 before being sent to the Board on January 27, 2015 for final approval.

**New Staff:** NASDCTEc is pleased to introduce you to Monique Lyons, who joined the NASDCTEc team officially on December 16, 2014 as our Administrative and Planning Associate. Monique will be coordinating Board and taskforce calls and meetings, as well as assisting with office administration, product fulfillment, meeting preparation and accounts receivable.

**ACTE/NASDCTEc Collaboration on VISION Conference:** NASDCTEc and ACTE signed a memorandum of understanding (MOU) to integrate the Career Clusters Institute content into ACTE's VISION CareerTech Conference. The MOU covers three years – 2015-17 – with increasing intensity in the way in which Career Clusters are integrated into the event over time. For the 2015 conference, to be held in New Orleans November 19-22, there will be 10 Career Cluster-focused sessions, for which NASDCTEc is solely responsible. In addition, we are part of the overall planning process and are contributing to decisions on other speakers and sessions. The big marketing push will begin in January 2015.

This month, NASDCTEc and ACTE hosted their first monthly joint communications call, sharing calendar of events and publications, discussing ways to better align social media and strategizing how NASDCTEc can support CTE month in February. In particular, we plan to develop a short document to give *CTE: Learning that works for America* campaign users guidance on how to integrate the campaign with the CTE month brand and activities.

ACTE recently received a grant from the Bill & Melinda Gates Foundation to develop a set of modules to support the implementation of the Common Core State Standards among CTE educators. They built us into that grant to help recruit users and promote the effort. We are in the process of finalizing the MOU for this particular initiative, which will run through the end of 2015.

Finally, ACTE and NASDCTEc leadership have been planning the second annual joint meeting of our executive committees, which will be held on January 18-19, 2015.

**Council of Chief State School Officer’s Career Ready Task Force:** On December 1st, CCSSO released “*Opportunities and Options: Making Career Preparation Work for Students*,” the final recommendations of its Career Ready Task Force, in which Kim Green and number of State CTE Directors (John Fischer, Scott Stump and Eric Spencer) participated. We wrote a [blog](#) post as well as a [press release](#) on the report.

To support State CTE Directors’ use of this report and its recommendations to advance their work, we held a call on December 16th, which was joined by CCSSO’s Executive Director, Chris Minnich, and President, June Atkinson of North Carolina. As over 40 chief state school officers have signed on in support of the recommendations, CCSSO is committed to leading a set of activities to support the implementation of them, in which NASDCTEc will be involved starting in early 2015.

**Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:**

**Board Conference call: January 27, 2015**

3 p.m. - 4 p.m. ET NASDCTEc - **Topic:** FY16 Dues

4 p.m. - 5 p.m. ET NCTEF – **Topic:** Fundraising Plans

**NCTEF Board Conference call: February 25, 2015**

2 p.m. – 3 p.m. ET

**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 for both calls:** Budget Proposal for FY 16

**CAREER CLUSTERS®**

**Career Clusters® Leadership Pilot:** The Agriculture and Manufacturing pilots held their first working sessions in December, and decided to tackle the following issues:

- Agriculture: Work-based Learning (joint effort with Manufacturing); Agriculture-related Labor Market Information; Career Ladders in Agriculture
- Manufacturing: Work-based Learning (joint effort with Agriculture); Course Sequences; Industry-recognized Credentials; Employer Engagement

Because both pilots chose to focus on the issue of work-based learning, and they elected to work together initially to identify universal issues. The subcommittees will work separately to refine the deliverables as specific to their Career Cluster.

Each subcommittee will hold a working call in January to begin refining potential deliverables.

**Excellence in Action Award:** We received 92 applications, spanning 14 career clusters and 34 states. 12 reviewers including Lee Burket, Denise Felder, Bernadette Howard, Luke Rhine, Marie Barry, Patricia Felder, Wayne Kutzer and NASDCTEc staff, will review a little over 50 applications that made it through the initial screening process.

The selection committee will determine the award recipients in late January, and we will announce the winners in February. There will be an awards reception at the 2015 Spring Meeting.

## COMMUNICATIONS/MARKETING:

December 2014 Website Indicators	November	December
Total Page views <a href="http://www.careertech.org">www.careertech.org</a>	110,691	93,740
Careertech.org total sessions:	32,755	31,514
Top 5 states visiting <a href="http://www.careertech.org">www.careertech.org</a>	Texas New York Illinois Maryland Oklahoma	
Most popular searches	Career Clusters, CTE	
Traffic Sources	41.11% direct ( <a href="http://careertech.org">http://careertech.org</a> ), 31.51% organic search (all terms) and referral (link to) 18%	

### **Blog Indicators:**

- Total page views: 2,322
- Total sessions: 1,439
- Bounce rate: 76.51%
- Arrivals: 56% organic search, 19.46% direct, 14.59% email, 7.37% referral

### **Social Media Indicators:**

- 12 unique blog posts in December

- 934 followers on Twitter (+43 this month)
- 1,021 Total likes on Facebook (+70 this month)
- Average reach of each post 29 people (last month, 34 people)

**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 703 contacts with access to logo usage, up from 700 third-party agreements last month.

### **Communications and Outreach:**

- Marketing plans for the Employer paper resulted in a blog post on EdWeek.com and mention in numerous Facebook, Twitter and newsletter links.
- Staff is finalizing the strategic communication plan for 2015.

**Upcoming Communications and Outreach Projects:** Staff is finalizing the 2015 Spring meeting registration on the careertech.org website.

## MEETINGS:

### **2015 Spring Meeting Save the Date**

- Spring Meeting Location: Omni Shoreham – Washington, DC
- Date: April 8 - 10, 2015
- Registration opens: January 12, 2015
- Early Bird registration ends: February 2, 2015

## MEMBER SERVICES:

**Publications and Webinars:** On December 3rd, NASDCTEc held a webinar on our publication "[\*The State of Career Technical Education: Employer Engagement in CTE\*](#)," in coordination with the public release of this report. There were over 75 participants on that webinar.

On January 12th, 2015, NASDCTEc will be co-hosting a webinar with the National Council of State Legislators and RTI International/National Center for Innovation in Career Technical Education on "State Strategies for Financing CTE." This webinar will explore the recent study released by RTI/NCICTE on behalf of the U.S. Department of Education (based on a survey conducted by NASDCTEc).

On February 5th, we'll be co-hosting a webinar with ACTE to present findings from our second annual "State Policies Impacting CTE." The report is slated to be released the last week of January.

On February 10th, we're hosting a webinar to do a deeper dive into two states' (Alabama and Kansas) efforts to engage employers, as a follow up to our "The State of Career Technical Education: Employer Engagement in CTE" report.

In February, NASDCTEc also plans to release a policy brief on how states are building CTE endorsements and concentrations within their diplomas and graduation requirements. There will likely be an accompanying webinar, to be held in March.

**State of Career Technical Education: Employer Engagement in CTE:** The newest installment of the "State of Career Technical Education" series was successfully launched in December and received positive coverage from news outlets such as [Education Week](#) and [Ed Daily](#), and multiple blogs. Due to significant stakeholder interest in this topic, NASDCTEc staff already has drawn from this research to inform public presentations at conferences and meetings with advocacy groups such as the Perkins Employer Coalition, of which NASDCTEc is a participating organization.

On February 10 at 2 p.m. ET, NASDCTEc will host a second webinar covering employer engagement, specifically featuring states and their key employer partners.

**2014 State CTE Policy Review:** The second annual "State CTE Policy Review" will be published during the week on January 26. This publication, jointly published with the Association for Career Technical Education (ACTE), will be a comprehensive review of major state-level CTE activity. A webinar unpacking the findings will be held with ACTE on February 5, 2015 at 3 p.m. ET.

**CTE Monthly:** Congressional Holiday Recess—no newsletter in December.

**State CTE Director Update:** No updates in December.

## PUBLIC POLICY/LEGISLATIVE:

**Committee Assignments:** Following the Republican's electoral victory this past November, assignments for Chairman and Ranking Members—the top two positions for the Majority and Minority party on a Congressional Committee— have started to be filled this month. Here are a list of confirmed positions for the House and Senate Committees that oversee Perkins reauthorization and funding:

- Senate Health, Education, Labor, and Pensions (HELP) Committee
  - *Chairman Lamar Alexander (R-TN)*
  - *Ranking Member Patty Murray (D-WA)*

- Senate Committee on Appropriations (\*\* Denotes Labor, HHS, ED Subcommittee Position)
  - *Chairman Thad Cochran (R-MS)*
    - *\*\*Chairman Jerry Moran (R-KS)*
  - *Ranking Member Barbara Mikulski (D-MD)*
    - *\*\* Ranking Member Patty Murray (D-WA)*
- Senate Committee on the Budget
  - *Chairman Michael Enzi (R-WY)*
  - *Ranking Member Bernie Sander (I-VT)*
- House Education and the Workforce (HEW) Committee
  - *Chairman John Kline (R-MN)*
  - *Ranking Member Bobby Scott (D-VA)*
- House Committee on Appropriations (\*\* Denotes Labor, HHS, ED Subcommittee Position)
  - *Chairman Harold Rogers (R-KY)*
    - *\*\* Chairman Tom Cole (R-OK)*
  - *Ranking Member Nita Lowey (D-NY)*
    - *\*\* Ranking Member Rosa DeLauro (D-CT)*
- House Committee on the Budget
  - *Chairman Tom Price (R-GA)*
  - *Ranking Member Chris Van Hollen (D-MD)*

### **Funding:**

- Since this past September, federal agencies and programs have been operating on temporary, stop-gap funding legislation known as a Continuing Appropriations Resolution (CR). This legislation was set to expire on December 11<sup>th</sup> at which time Congress would have had to either pass another CR to avert a government shutdown or pass more comprehensive funding legislation for the remainder of Fiscal Year (FY) 2015.
- In response, Congress passed the 2015 Consolidated and Further Continuing Appropriations Act (H.R. 83) which will now fund all federal agencies and departments with the exception of the Department of Homeland Security. H.R. 83 will fund the Carl D. Perkins Act's basic state grant program at approximately \$1.118 billion for FY 2015— the same amount the program received in FY 2014.
- Significantly, the legislation will restore the across-the-board 0.054 percent cut that was applied to some states' FY 2014 allocations which were disbursed on October 1<sup>st</sup> of this year. NASDCTEc is currently working with the U.S. Department of Education's Budget Services Office to determine how this restoration will be applied. The Department will either disburse funds this year to states individually or apply the restoration to states' future FY 2015 allocations set to go out in the middle of next year. As soon as we have more information, we will share it back with the full NASDCTEc membership.

## **Advocacy Plan:**

- NASDCTEc staff continue to meet with key HEW and HELP committee members on the reauthorization of the Perkins Act. Staff have been clear that the reauthorizations of the Elementary and Secondary Education Act (ESEA) and the High Education Act (HEA) will take priority in the new Congress. Perkins reauthorization remains a possibility in the next Congress, but the timing of this process remains unclear at this time.
- To pave the way for reauthorization, NASDCTEc and ACTE are jointly working on an on-boarding strategy for new incoming members in both the House and the Senate to familiarize them with the Perkins Act and Career Technical Education more broadly. This plan will be put into place by late January once the new Congress has been sworn in.
- Looking ahead to FY 2016, NASDCTEc has reengaged with the several coalition groups focused on the Non-Defense Discretionary (NDD) side of the federal budget—the area where the Perkins Act receives its funding. With the Murray-Ryan budget agreement of 2014 expired, statutorily mandated funding caps known as “sequestration” will come back into effect beginning next year. These caps limit the overall size of federal funding until FY 2021 and will make the fiscal environment extremely tight beginning next year. In order to protect current funding levels and to work towards increases for the Perkins Act, NASDCTEc has continued to work with these coalition groups to advocate for an end to sequestration and for parity between defense and non-defense discretionary spending.
- In conjunction with ACTE, NASDCTEc continues to draft legislative language aligned to its Board-approved Perkins priorities. This draft language is currently undergoing revisions to reflect feedback received from Hill staff and other key stakeholder groups. Efforts are also underway to draft language on the National Activities section of Perkins, although this language is still in the early stages of development.
- NASDCTEc has been in discussions with Congressional leadership staff and U.S. Department of Labor and Education leadership regarding ongoing concerns for how WIOA’s infrastructure funding provisions will be implemented. Efforts are underway to solicit additional clarification and guidance from the Departments on these issues. We expect additional guidance on this issue by mid-January 2015.
- As part of NASDCTEc’s advocacy strategy for WIOA and Perkins, staff have engaged with a new employer coalition known as Opportunity America. NASDCTEc has agreed to become a policy advisor for the group and will be a de facto member of the coalition moving into 2015.
- The next State Directors’ advocacy call will be on **February 6<sup>th</sup>, 2015 at 4:00 p.m. ET**

## **Events/Calls/Webinars attended in December 2014:**

- Event: Roll out of CCSSO Career Ready Task Force report
- Event: Thomas B. Fordham Institute’s Mobility
- Meeting: Rich McKeon, Helmsley Charitable Trust
- Call: National Center on Education and the Economy
- Call: National College & Career Ready & Success Center, AIR
- Panel: Presented at Achieve’s annual state leadership and partner meeting
- Call: Asia Society about international blog series

- Meeting: PARCC National Postsecondary Partners briefing
- Call: National Board of Professional Teaching Standards about leading a session at Teaching & Learners conference (with ACTE)
- Meeting: Andy Rotherham, Bellwether
- Meeting: Achieve re: competency-based education
- Call: Deb Mills at CORD re: Career Pathways Effect workshop marketing
- Call: IBM
- Call: Stem Education Coalition
- Meeting: Opportunity America Coalition
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: Committee for Education Funding (CEF)
- Report Release: The State of Employer Engagement
- Call: ACTE
- Meeting: Center for Law and Social Policy (CLASP)
- Meeting: Perkins Coalition
- Webinar: OCTAE WIOA Implementation
- Webinar: U.S. Department of Labor WIOA Implementation
- Call: Council of Chief State School Officers (CCSSO)
- Call: Apple Inc.
- Meeting: Japanese Ministry of Labor and Education
- Event: Programme for the International Assessment of Adult Competencies
- Meeting: Suzanne Hultin, Education Specialist, National Conference of State Legislatures
- Event: Center for American Progress, "Reimagining the Path to the Workforce"
- Thomas B. Fordham Institute hosted a day-long conference on "Education for Upward Mobility"
- Meeting: College Board
- Meeting; Merrill Lynch
- Briefing call on Iowa CTE system
- Call: National Technical Honor Society
- Call: Project Lead the Way
- Presentation: National Conference of State Legislatures
- Call: Asia Society
- Meeting; Global Pathways Initiative
- Call: National Academies
- Meetings: ACTE
- Call: National Supply Chain NSF Grant Initiative
- Congressional Meetings and Contact:
  - Sen. Kaine (D-VA)
  - Sen. Portman (R-OH)
  - Chairman Kline (R-MN)
  - Sen. Casey (D-PA)
  - Sen. Alexander (R-TN)
  - Sen. Enzi (R-WY)