



NASDCTEc and NCTEF
Board of Directors' Update
January 2015

ADMINISTRATIVE/ORGANIZATIONAL:

ACTE Collaboration: In December, NASDCTEc and ACTE signed a memorandum of understanding (MOU) to integrate the Career Clusters Institute content into ACTE's VISION CareerTech Conference. We are now in the process of finalizing the content of our 10 sessions and will begin inviting speakers to present at the conference in early February. The focus of the sessions will be on Career Clusters as a delivery system for high-quality programs of study, and will feature the intersection of policy and practice in advancing CTE. We have begun promoting the event through an e-blast, our website and social media and will continue to work with ACTE on marketing.

We are also working to finalize an MOU with ACTE and CORD for two Career Pathways Effect workshops that will be offered as pre-sessions at the VISION conference. We have a verbal commitment for the two sessions, with revenues to be split three ways between the organizations, but a formal MOU is not yet in place. Our goal is to have it finalized in February.

Finally, ACTE and NASDCTEc held the second annual joint meeting of our executive committees on January 18-19. Topics discussed were the integration of the VISION and Career Clusters Institute, ongoing and new work to identify and define "high-quality" CTE, and ways in which the Associations can better collaborate at the national level and our members at the state and local level. This summer, we will plan to coordinate on surveys to the State CTE Directors and state ACTE executives to better understand their relationship, how they view one another, how each or both deliver professional development, their priorities, etc. We will use this collected information to identify best practices, and target support where there are opportunities for strengthening collaboration.

One immediate outcome of this joint meeting was the decision to provide all Board members with membership to the partner organization. All NASDCTEc Board members will receive ACTE member benefits, and all ACTE Board members will become associate members of NASDCTEc. This will be a new "benefit" of service and be a signal of our organizations' strong partnership.

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

NCTEF Board call: February 25, 2015

2 p.m. – 3 p.m. ET

2015 Spring Meeting

In-person Board Meeting: Tuesday, April 7, 2015

NCTEF: 8 a.m. – 11 a.m.

Lunch: 11 a.m. – Noon (RSVP required)

NASDCTEc: Noon – 5 p.m.

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: Throughout the month of January, the Agriculture, Food and Natural Resources and Manufacturing pilots held their first subcommittee meetings. In December, the pilots decided to form the following subcommittees:

- 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

The pilots will meet jointly from 7-9 a.m. on April 10 at the Omni Shoreham Hotel in Washington, DC, to provide updates on the deliverables and plan their work for the remainder of the pilot year.

An update by subcommittee

(Joint) Work-based Learning: Since both pilots expressed interest in this group, they decided to join efforts, particularly during the initial work. The members settled on two deliverables: (1) a best practices framework for work-based learning in secondary education; and (2) a resource of guidance, rules, and best practices for postsecondary institutions.

(Manufacturing) Course Sequences: This subcommittee is working to identify and describe the first-year, Career Cluster-level course in Manufacturing. The final product will include recommendations for activities such as career exploration and ways in which the Career Ready Practices can be embedded. A related project will be a usable resource such as a narrated PowerPoint presentation or short brief that can be a tool for educators and CTE administrators. A third deliverable will be a case study on Wisconsin's Rigorous Programs of Study grant in Manufacturing.

(Manufacturing) Industry-recognized Credentials: This subcommittee’s work is focusing on the third-party credentials in the manufacturing sector. Specifically, the group is looking to review and update NASDCTEc’s Credentials List using a variety of sources as well as attempt to articulate the process for approving credentials by looking to recent practices in the field.

(Manufacturing) Employer Engagement: This group is different in both purpose and structure from its counterparts, because it will be a cross-cutting subcommittee. The main purpose will be to document the employer engagement of each subcommittee in order to draw out lessons and best practices. Each participating state will take a similar approach to its state-level engagement with the manufacturing industry.

(Agriculture) Labor Market Information/Career Ladders: The Ag pilot has chosen to focus on labor market information to help identify the full range of jobs within the agriculture industry – in particular those such as sales or engineering that may not typically be included within the Career Cluster. Related, the group is hoping to create a usable resource to illustrate the variety of Ag career ladders to further encourage students to pursue a career in this sector.

COMMUNICATIONS/MARKETING:

January 2015 website Indicators	December	January
Total Page views www.careertech.org	93,740	127,259
Careertech.org total sessions:	31,514	34,458
Top 5 states visiting www.careertech.org	Texas Louisiana Mississippi Indiana Alabama	
Most popular searches	Career Clusters, CTE	
Traffic Sources	41.11% direct (http://careertech.org), 31.51% organic search (all terms) and referral (link tos) 18%	

Excellence in Action Award: The review committee met to discuss the applications for the 2015 Excellence in Action Award. Next steps include notifying winners and non-winners, and developing marketing materials around each award recipient.

Blog Indicators:

- Total page views: 2,268 (from 2,322)
- Total sessions: 1,483 (from 1,439)

- Most visited blog post: Legislative Update: Obama Administration Announces Two New Training and Education Initiatives as the 114th Congress Begins (106 page views)
- Arrivals: 59.9% organic search, 19.6% direct, 13.3% email, 4.7% referral

Social Media Indicators:

- 13 unique blog posts in January
- 934 followers on Twitter (+58 this month)
- 1,021 Total likes on Facebook (+99 this month)
- Average reach of each post 61 people (last month, 29 people)

Media Engagement: Staff engaged in multiple calls with reporters from publications including EdWeek, The Hechinger Report and Wall Street Journal. NASDCTEc also released a statement of support of President Obama’s initiatives, America’s College Promise and American Technical Training Fund, which you can find here: <http://careertech.org/president-obama-announces-two-new-initiatives>.

MEETINGS:

2015 Spring Meeting Update:

- The meeting is in Washington, DC at the Omni Shoreham – Wednesday, April 8 – 10, 2015
- Online registration is now open. As of February 2, we have 72 registered and we have secured over \$15,000 in sponsorships!
- Update on program content: the draft [agenda](#) is strong. Each day of the conference has a focus theme. Day 1 is dedicated to employer engagement and cross-sector collaboration. Day 2 is focused on excellence in action. We feature our award winners, as well as provide lots of opportunity for sharing and learning among colleagues. Based on feedback from the fall meeting, day 2 features collaboration roundtables. The last day is focused on federal policy – Perkins, Higher Ed, and ESEA.

Future of CTE Summit: We have made great progress in securing Summit co-conveners. To date, the Council of Chief State School Officers, National Governors Association, National State Boards of Education, Council of State Governments, ACTE, and the U.S. Chamber of Commerce have committed to being co-conveners. We have pending invitations to the National Skills Coalition and AACC/The National Council of State Directors of Community Colleges. We have been working with Michael Kauffmann of PwC on the event location and dates, as well as negotiating the terms of his team’s facilitation of the Summit. Our goal is to have the site selected in February, with event registration opening in late February/early March. Additionally, staff has begun to work on the briefing papers – one for each of the vision principles – that will be rolled out beginning in May. These papers, coupled with webinars, will be part of the pre-Summit briefings to ensure all participants have a common foundation of knowledge to draw upon at the event.

MEMBER SERVICES:

Publications and Webinars: On January 12th, 2015, NASDCTEc co-hosted 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 explored the recent study released by RTI/NCICTE on behalf of the U.S. Department of Education (based on a survey conducted by NASDCTEc). In total, there were 63 participants, including 12 State CTE Directors. 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 or March, 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.

This month, NASDCTEc already released its newest fact sheet, “CTE Delivery Systems,” to provide clear and consistent descriptions of the various types of CTE institutions. We plan to release 1-2 more fact sheets in February.

2014 State of CTE Policy Review: The second annual “State CTE Policy Review” was released to select media outlets and partners on January 29. This publication, jointly published with the Association for Career Technical Education (ACTE), will be released publicly on February 5 in conjunction with a webinar that will unpack the findings of this comprehensive review of major state-level CTE activity from 2014. The webinar will be held on February 5, 2015, at 3 p.m. ET.

Governors’ State of the State Addresses: As part of NASDCTEc’s regular legislative tracking activity of state policies, CTE found its way into about 40 percent of the 31 governors’ State of the State addresses given in January. Proposals ranged from passing mentions of expanding opportunities for CTE to major financial investments. We will continue tracking this speeches, as well as relevant legislation, and will post relevant updates on our blog at blog.careertech.org.

CTE Monthly: January CTE Monthly Career Cluster® Spotlight: [Education & Training; Program in Indianapolis, Indiana highlighted.](#)

State CTE Director Update

- **Arkansas:** Dr. Charisse Childres was appointed State Director in January 2015
- **Colorado:** Ms. Cindy Lecoq was appointed as Interim State Director in January 2015
- **Oklahoma:** Ms. Marcie Mack, Interim State Director, has officially been appointed State Director of Oklahoma.
- **Texas:** Ms. Diane Salazar was appointed State Director of Texas in January 2015
- **Virgin Island:** Ms. Nancy E. Callwood was appointed State Director in January 2015

Legislation/Policy:

Admin Announcements

- At the beginning of the month, the Obama Administration announced two separate initiatives aimed at supporting postsecondary Career Technical Education (CTE) programs and community colleges. The first was *America's College Promise*, a proposal where the federal government would cover 75 percent of a qualifying student's tuition expenses with the state covering the remaining quarter. To be eligible students would have to maintain a minimum GPA, continue to make progress towards a degree, and be enrolled at least on a half-time basis. Qualifying programs would primarily be offered at community colleges that articulate to local public universities and colleges or are training programs with an occupational focus leading to a credential that is in-demand by employers.
- The second announcement was *the American Technical Training Fund (ATTF)*. This proposed initiative would dedicate \$200 million to a competitive grant program to support postsecondary programs that meet certain criteria. With the expiration of the Trade Adjustment Assistance Community College and Career Training (TAACCCT) grant program coming later year, the ATTF would be a continuation of these efforts.
- Significantly, both of these programs would require Congressional action to become fully operational. Given the current political dynamic between the Obama Administration and a Republican controlled Congress, it is unlikely that either initiative will be implemented in near term.

ESEA

- The 114th Congress convened for the first time earlier this month, ushering in Republican majorities in both Chambers of Congress. Both Chairman of the key education committees in the House and the Senate have prioritized the reauthorization of the Elementary and Secondary Education Act (ESEA) as the first item on the education and workforce development legislative queue.
- In the Senate, the new Chairman of the Health, Education, Labor and Pensions (HELP) Committee Senator Lamar Alexander (R-TN) has already held three hearings on reauthorizing this law and has also introduced a discussion draft that will be the foundation for the Committee's final bill. Alexander has sought public input into this discussion draft by February 2nd, but the extremely short timeline he has set for the Committee's mark-up of the final bill will significantly diminish the probability of this legislation changing in any meaningful way before it is taken to the floor of the Senate for full consideration. The Chairman's ambitious timeline would have a final ESEA reauthorization bill finalized and passed by the Senate by the end of March.
- In the House, newly re-appointed Chairman John Kline (R-MN) of the Education and the Workforce (HEW) Committee has also prioritized ESEA. Committee staff have indicated that the last Congress' Student Success Act (H.R. 5) will likely be

reintroduced in the coming weeks with minor changes. The Chairman expects a final ESEA reauthorization bill to clear the full Chamber by the end of March as well.

- Given how quickly both Chairmen have set the reauthorization process, it is highly likely that both ESEA proposals will be highly partisan and reflect a growing push to diminish the federal government's role in education while shifting additional authorities and powers back to state and local communities. The key question as these proposals are considered is what President Obama will be willing to sign into law.

WIOA

- At the beginning of the month, the U.S. Department of Labor quietly announced that they had delayed the release of regulatory guidance for state and local implementation of the recently passed Workforce Innovation and Opportunity Act (WIOA). NASDCTEc expects the U.S. Departments of Labor, Education, and Health & Human Services to release this guidance later in the Spring which should provide additional insight into a number of outstanding issues remaining with the law's implementation.

Funding:

- After failing to come to an agreement on comprehensive funding last September, Congress passed a short-term, stop-gap funding measure known as a Continuing Appropriations Resolution (CR). This legislation resulted in a small across-the-board cut of 0.054 percent that was applied to some states' most recent Fiscal Year (FY) 2014 allocations that were disbursed on October 1, 2014. Since that time, Congress passed more comprehensive funding legislation that replaced this CR, but the U.S. Department of Education did not immediately make a decision for how to reimburse those states that experienced reductions to their FY 2014 allocations.
- NASDCTEc has received unofficial word from the U.S. Department of Education's Budget Services Office that states that received small reductions last year would be reimbursed for that amount sometime this year. OCTAE should make an official communication to states in the coming weeks explaining these procedures in more detail.
- The President's annual budget request was released on February 2nd, 2015. More details in the legislative update. The release will mark the official start of the FY 2016 budget and appropriation cycle, one that is widely expected to be contentious given the expiration of the Ryan-Murray Bipartisan Budget Agreement of 2014 that set overall budget caps for the past two years. Without such an agreement, Congress and the Administration must agree to overall spending levels well before making decisions on funding levels for individual programs such as the Carl D. Perkins Act. Given that the President's proposed budget will likely be \$74 billion above the allowable caps according to sequestration, such an agreement will be extremely difficult this year.

Advocacy Plan:

- NASDCTEc and ACTE have jointly completed comments on the Obama Administration's proposed teacher preparation program regulations calling for policies conducive to CTE teacher preparation.

- NASDCTEc is submitting formal comments, based primarily off of its recently revised and board-approved ESEA recommendations, on the recent ESEA discussion draft released by Chairman Alexander.
- 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. However, given Congressional focus on ESEA, interest from staff has been minimal up to this point.
- 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 for the FY 2016 budget and appropriations process and beyond. 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 issued. We expect additional guidance on this issue at a to-be-determined date this Spring.
- The next State Directors advocacy call will be on **February 12th, 2015 at 4:00 p.m. ET**

Events/Calls/Webinars attended in January 2015:

- Event: National Governors Association, “State of the States”
- Meeting: Northeast Regional Transportation Workforce Center forum
- Meeting: National Coordination Council-Career Technical Student Organizations (NCC-CTSOs)
- Meeting: Achieving the Dream
- Call: Deb Mills at CORD re: Career Pathways Effect workshop marketing
- Call: America’s Promise Alliance
- Meeting: Core Community Advisory Committee
- Call: Bureau Labor Statistics
- Call/Interview: Carolyn Porter, Wall Street Journal
- Call/Interview: Gail Fitzgerald, Hechinger Report
- Call: ACTE, NCC-CTSOs, OCTAE on CTE Month (x2)
- Call: Asia Society re: proposal
- Call: ACTE re: VISION planning
- Call: Achieve re: competency-based education roundtable

- Call: Helmsley Charitable Trust
- Call: NGA re: Future of CTE Summit
- Congressional Meetings and Contact:
 - Sen. Kaine (D-VA)
 - Sen. Warner (D-VA)
 - Rep. Kline (R-MN)
 - Sen. Alexander (R-TN)
- Event: Senate CTE Caucus Briefing: Rural Issues
- Event: Chairman Kline Remarks at American Enterprise Institute
- Presentation: FCCLA
- Event: NDD United Town Hall
- Call: IBM
- Call: Department of Labor
- Call: Stem Education Coalition
- Hearings: ESEA Reauthorization Topics (HELP Committee)
- Meeting: Achieving the Dream
- Meeting: Opportunity America Coalition
- Meeting: Campaign to Invest in America's Workforce (CIAW)
- Meeting: Committee for Education Funding (CEF)
- Call: General Electric Foundation
- Call: ACTE
- Meeting: Perkins Coalition
- Event: National Governors Association, "State of the States"
- Meeting: Northeast Regional Transportation Workforce Center forum
- Meeting: International Baccalaureate
- Call: National Center for Education Statistics
- Call/Interview: Caralee Adams, Education Week
- Call/Interview: Mary Visher, MDRC
- Call: National Academies
- Meeting: Workforce Data Quality Campaign
- Call: National Grid
- Call: Bethesda Capital, LLC
- Event: White House Convening on Girls/Equity in STEM and CTE
- Call: CCSSO re: Future of CTE Summit
- Presentation: NASBE Study Committee on Career Readiness
- Call: Global Pathways Institute
- Call: RTI re: proposal
- Event: White House Counselor of the Year Presentation and Reception