



ADMINISTRATIVE/ORGANIZATIONAL:

Audit: The audit is complete and staff anticipates receiving a draft audit report within the next week or so. We also anticipate the 990's being completed for the Finance/Audit Committee to review on January 15, 2015 before being sent to the Board on January 27, 2015 for final approval.

Membership Dues: To date, 49 states, the District of Columbia, Palau, Guam and Puerto Rico have paid their dues. The only outstanding state dues for fiscal year 14-15 is the Virgin Islands. California has submitted their contract for payment of dues and payment will be made in January 2015. As of the end of November, 101 percent of budgeted state dues have been received and 114 percent of the budgeted Associate and Organizational dues have been collected. We have reached our budgeted organizational and associate revenue goals due to an additional three organizational members joining, as well as several new associate members.

ACTE/NASDCTEc Collaboration on VISION Conference: We are continuing to collaborate with ACTE on a number of fronts. Our monthly cross-organizational policy calls have been very effective and we will be starting our monthly cross-organizational communications calls in December 2014.

We have come to near final agreement on the MOU describing the merger of the CareerTech VISION conference and the Career Clusters Institute, with just a few, minor adjustments being made. ACTE has received board approval for the merger and LeAnn Wilson announced it during the opening session of the 2014 VISION conference.

ACTE recently received a grant from the Bill & Melinda Gates Foundation to develop professional development modules to support the implementation of the Common Core State Standards in CTE classrooms – or "Core Communities." ACTE has written us into this grant as a partner organization to help disseminate, market and recruit participants and an MOU is in the process of being finalized for this initiative.

On October 30, we co-submitted feedback and suggestions with ACTE on the future work of the Institute of Education Sciences' National Center for Education Research and National Center for Special Education Research. The request for feedback called for comments addressing "critical problem or issues on which new research is needed" and "recommendations on how to target research funding to do most good for the field." Our

recommendations focused primarily on additional research on the relationship between programs of study and academic and technical outcomes; measures of career readiness; effective models of K-12, postsecondary and employer collaboration; and the relationship between noncredit workforce programs and for-credit CTE programs. We also stressed that any research should utilize definitions set under Perkins (i.e., concentrator, completer) and other common schemas (i.e., Career Clusters).

On December 1, we will be co-submitting feedback with ACTE to the U.S. Department of Education's Office of Planning, Evaluation and Policy Development to help "identify what the most pressing education policy and/or practice questions are and how answering them could provide needed information to educators, parents and local, state, and federal governments to enable significant improvements in education," with a specific focus on ESEA programs. Our response focused on research questions exploring the what, how and why of integrating CTE and academic content, through blended courses, teacher certification and professional development, competency-based education and other strategies. Just as we did in the previous submission, we stressed that any research should utilize definitions set under Perkins (i.e., concentrator, completer) and other common schemas (i.e., Career Clusters).

Finally, the Executive Committees of NASDCTEc/NCTEF and ACTE will meet together in mid-January 2015. The goal is to continue to cultivate shared priorities and a vision for CTE, as well as find efficiencies in accomplishment of these priorities across the organizations.

Strategic Planning: Following the fall Board meetings, staff met to reevaluate the work streams and priorities for the balance of the fiscal year. As a result, a planning day was held in November and another scheduled for December to develop the "editorial" calendar for the coming year and to ensure project plans are in place to support the accomplishment of the desired strategic goals. In addition, staff have been meeting to more fully develop the NCTEF theory of action and fundraising plan with the goal of having an initial piece to share with the Executive Committee in January 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

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 Career Clusters Leadership Pilots (CCLP) will hold its first working session on December 2 and 4 to begin developing work plans to guide their work for the coming year. The work will be divided up by deliverables with the expectation to finalize some – if not all – of them by the Spring Meeting.

Common Career Technical Core: In November, the Board formally approved an updated policy around the adoption of the Common Career Technical Core. The new policy explicitly identifies how states can adopt, implement and/or endorse the CCTC, makes clear that states can only adopt the Career Ready Practices, and clarifies a few other details about adopting all or some of Career Pathways within a Career Cluster. The new Board-approved policy has been posted to the website, along with a document that allows states to track their own progress on adopting, implementing and/or endorsing the CCTC, and can be found here: <http://careertech.org/member-only-cctc-resources> (member log-in required).

Beginning in early 2015, we are planning to commission an analysis of the CCTC and Common Core State Standards to be completed by June 2015. More details will be shared next month as the RFP for the project is drafted.

Excellence in Action Award: Excellence in Action awards for 2015 were launched early November. The application period and call for selection committee members will end the first week in December, with an anticipated increase in applications and final awardees. The timetable has been accelerated on this year’s awards to ensure that awardees are selected and given ample time to prepare for the awards ceremony, to take place during Spring Meeting 2015.

COMMUNICATIONS/MARKETING:

November 2014 Website Indicators	October	November
Total Page views www.careertech.org	180,854	110,691
Careertech.org total sessions:	50,110	32,755
Top 5 states visiting www.careertech.org	Texas Louisiana Mississippi Indiana Alabama	
Most popular searches	Career Clusters, CTE	
Traffic Sources	43% direct (http://careertech.org), 34% organic search (all terms) and referral (link to) 22.6%.	

Social Media Indicators:

- 14 unique blog posts in November
- 891 followers on Twitter (+51 this month)
- 951 Total likes on Facebook (+79 this month)
- Average reach of each post 34 people (last month, 43 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.

Website Project Update: The registration page has been migrated to the main site and is being finalized. Project completion is mid-December.

Communications and Outreach: November featured a variety of new communication efforts put in place including: new Friday blog posts, This Week in CTE and a schedule for updating website information including homepage slides, publications, etc. Website updates will include new information and reports, as well as repurposing older but still relevant resources.

Communication plans surrounding the launch of the Employer Engagement in CTE report have been finalized, along with the launch and communication efforts for the 2015 Excellence in Action Awards.

MEETINGS:

2015 Spring Meeting Save the Date

- Spring Meeting Location: Omni Shoreham – Washington, DC
- Date: April 8 - 10, 2015

MEMBER SERVICES:

Publications and Webinars: On December 3, we have a webinar on our upcoming publication “The State of Career Technical Education: Employer Engagement in CTE” on December 3 at 3 pm ET, in coordination with the public release of this report.

On January 12, 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).

We are planning to release our second annual “State Policies Impacting CTE” in collaboration with ACTE the last week of January and plan to hold a webinar that week as part of the release strategy.

State of CTE: Employer Engagement in CTE: This publication will be publicly released on December 3, along with a compendium of state examples and a webinar discussing the findings. The paper, compendium and recorded webinar will be available on careertech.org as a resource to you and your state.

CTE Monthly: November CTE Monthly released; Career Cluster® focus: Information Technology—program in Shelbyville, TN highlighted.

State CTE Director Update

- **Utah:** Ms. Thalea Longhurst, State Director, Career, Technical & Adult Education, has been appointed Utah State Director effective November 25, 2014.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

Elections:

- The long anticipated midterm elections took place on November 4, 2014 and resulted in large Congressional gains for the Republican Party. Republicans successfully wrested control of the Senate from the Democrats, giving the GOP full control of both Chambers in the 114th Congress (set to begin January 6th, 2015). In the House, Republicans swelled their majority in the Chamber to a level not seen since 1928.
- The massive Republican electoral victory will change the composition of the authorizing committees for the Perkins Act— the House Education and the Workforce Committee (HEW) and the Senate’s Health, Education, Labor and Pensions Committee (HELP) — dramatically in the next Congress. It is important to note that while many Perkins and CTE issues are and continue to be bipartisan and bicameral in nature, full Republican control of Congress will likely lock-in many fiscal austerity measures, such as sequestration and other federal spending reduction efforts, in the short and medium term. As a consequence, additional funding above current levels for the Perkins Act will be extremely difficult to achieve during this same period.

Funding:

- In September, Congress passed a Continuing Appropriations Resolution (CR) which extended Fiscal Year (FY) 2014 funding levels for all non-defense discretionary (NDD)

programs and agencies, including the Department of Education (ED) and Perkins Act into FY 2015 which began on October 1st. Due to imbalances between projected revenue levels in FY 2015 compared to those in FY 2014, a small across-the-board cut was applied to all of these programs. Perkins FY 2014 state grant allocations were retroactively impacted by this cut, despite the forward-funded nature of the program, which amounted to .0554 percent reduction split partially between the program's remaining FY 2014 allocation and the upcoming FY 2015 allocation.

- Since this CR's passage, Congress has struggled to come to agreement for how to fund the federal government past the legislation's December 11, 2014 deadline. Chairwoman Barbara Mikulski (D-MD) and Chairman Hal Rogers (R-KY), heads of the Senate and House Committees respectively tasked with crafting this appropriations legislation, have publicly stated that they are close to a comprehensive agreement known as an "Omnibus"—a package of 12 individual appropriations bills into one to speed along passage. Until recently, it was widely hoped that such legislation, similar to what was passed in early 2014 for the same reason, would replace the current CR and possibly provide modest increases for discretionary programs including the Perkins Act.
- However, President Obama's recent Executive Action on immigration reform and Republican momentum from the midterm elections, has caused uncertainty regarding the likelihood of such an agreement. Certain elements in the Republican Party have voiced opposition to a comprehensive appropriations agreement, arguing that federal agencies tasked with carrying out the President's Executive Action should not be funded and also contending that a better "deal" on funding could be had once the Republican Party takes full control of both Chambers next year.
- More recently, a new strategy has emerged—a hybrid approach somewhere between a CR and an Omnibus bill. Known as a "cromnibus", this legislation would fund most of the federal government for the remainder of FY 2015, but only temporarily fund the Department of Homeland Security (the lead agency tasked with enforcing U.S. immigration policy).
- While such legislation would fund the vast majority of the federal government—including ED and the Perkins Act—it remains unclear at this time if Democrats and the Obama Administration will accept such a proposal.

Advocacy Plan:

- NASDCTEc staff remain in close contact with principal authorization and appropriations staff in both the House and the Senate. The combination of impending retirements and electoral defeats has dramatically changed the staff composition in many key offices over the past several weeks and expected shifts in Committee assignments will likely change the landscape even further. To address the changes and begin the 114th Congress, NASDCTEc and ACTE are jointly formulating a strategy to introduce and familiarize new members of Congress and their staff to the Perkins Act and CTE more generally. These "on-boarding" efforts will begin in the new year.

- In the interim, NASDCTEc will continue to meet with key both HEW and HELP committee members to lay the groundwork for reauthorization in the coming year. Formal legislative activity on the reauthorization of the Perkins Act has been minimal to date and will likely not pick-up until the new Congress convenes in January. At that time, the Perkins Act will be competing for priority between the Higher Education Act (HEA) and the Elementary and Secondary Education Act (ESEA). Nevertheless, NASDCTEc has also continued its efforts to advocate for funding for the Perkins Act, particularly at a critical time in the appropriations process
- 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.
- The next State Directors advocacy call will be on **February 6th, 2015 at 4:00 p.m. ET**

Events/Calls/Webinars attended in November 2014:

- Meeting: U.S. Chamber of Commerce Foundation
- Call: National Conference of State Legislators re: state policy
- Call: National Association of State Boards of Education re: future collaboration
- Interview: Caralee Adams (Ed Week), resulting in this article: <http://www.edweek.org/ew/articles/2014/11/12/12certificate.h34.html>
- Call: Deb Mills on Career Pathway's Effect workshop marketing
- Meeting: Council of State Governments' National Task Force on Workforce Development and Education
- Meeting: Quarterly National Coordinating Council-Career Technical Student Organizations (NCC-CTSO)
- Call: Stephen Andrew, Intel
- Roundtable: New America Foundation on Higher Education and Workforce Development
- Call: Leo Reddy, Manufacturing Skills Standards Council
- Panel: Swiss CTE Applications in the U.S.
- Presentations: ACTE CareerTech VISION (on state policy, CCTC and industry standards, Career Clusters 101, and panel of State CTE Directors)
- Meeting: Asia Society, Longview Foundation, College Board and ACTE
- Call: CCSSO on roll out of Career Readiness Task Force report
- Meeting: K12
- Center on Great Teachers and Leaders meeting, After The Storm: What the Election Results Mean for K-12 Policy
- Call: IBM
- Call: National Alliance for Partnerships in Equity

- Call: Association of Federal, State, and County Municipal Employees
- Meeting: Committee for Education Funding
- Call: Association for Career and Technical Education
- Call: STEM Education Coalition
- Event: AFL-CIO & AFT CTE Summit
- Meeting: National FFA
- Event: Manufacturing Institute Global Symposium
- Meeting: National Association of Workforce Boards (NAWB)
- Meeting: U.S. Department of Labor
- Meeting: Opportunity America Coalition
- Call: National Skills Coalition
- Call: Workforce Data Quality Campaign
- Call: National Career Academy Coalition
- Livestream: Center for American Progress Event on Gainful Employment
- Call: Office of Career, Technical and Adult Education, U.S. Department of Education
- Call: Cross-organizational policy call with ACTE
- Presentation/Reaction Panel: United Kingdom's Skills Show. Its About Work Conference
- Call/Webinar: FHI 360 – Judging of Green Corrections Applications
- Meeting: OECD/U.S. Department of Labor “Workforce Development and Local Job Creation”
- Meeting: Industry Workforce Needs Council