



ADMINISTRATIVE/ORGANIZATIONAL:

Overview: Preparations are continuing for the audit; the onsite visit is scheduled for the week of November 3, 2014.

Membership Dues: To date, 46 states, the District of Columbia, Palau and Guam have paid their dues and an additional four states have submitted their intent form. Puerto Rico and the Virgin Islands have been actively working to process FY 15 dues; payments are looking promising. As of the end of September, 94 percent of budgeted state dues had been received and 108% 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.

Staffing Update: When Evan Williamson gave his notice in late August, we quickly began our search for a new communications associate. Within a week of posting the position, we had a number of strong candidates, whom we had phone interviews with, and then brought our top candidate, Katie Fitzgerald, in for an interview. Based on her qualifications, interview and references, we offered Katie the position and she immediately accepted. She will be starting on October 20 at the Fall meeting.

Upcoming FY 14-15 NASDCTEc/NCTEF Board Meetings:

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

CAREER CLUSTERS®

Career Clusters Leadership Pilot: The Career Clusters Leadership Pilot (CCLP) is fully under way as states prepare for the October 20 kickoff meeting in Baltimore, Maryland. We are looking forward to a productive kickoff meeting. Currently, 34 members have registered – 12 from Agriculture, Food & Natural Resources and 22 from Manufacturing.

In September, two states officially withdrew from the Pilots (Kansas and Wyoming), citing constraints on time and resources. Nine states remain committed to the CCLP – three in Agriculture, Food & Natural Resources and six in Manufacturing.

In the lead up to the kickoff meeting on October 20, NASDCTEc staff hosted an introductory webinar for each pilot that laid out expectations for the state team members and provided history about the Career Clusters and the States’ Career Clusters Initiative. Participants are completing a self-assessment tool that NASDCTEc staff will analyze to create a baseline of common and divergent interests among the states and stakeholder groups. The results will be used during the October meeting to set priorities for the yearlong pilot.

COMMUNICATIONS/MARKETING:

September 2014 Website Indicators	August	September
Total Page views www.careertech.org	116,906	195,341
Careertech.org total sessions:	27,341	44,341
Top 5 states visiting www.careertech.org	Texas Mississippi Louisiana Indiana California	
Most popular searches	Career Clusters, CTE	
Traffic Sources	42.4% direct reference (http://careertech.org) and 35.8% Google Search (all terms)	

Social Media Indicators:

- 18 unique blog posts in July
- 779 followers on Twitter (+114 this month)
- 774 Total likes on Facebook (+94 this month); 15 Facebook posts
- # of people who have seen content associated with Facebook Page (total reach): 1,638

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 700 contacts with access to logo usage, up from 694 third-party agreements last month.

Website Project Update: Event registration functionality is nearly complete, with finishing touches on data export function the most important remaining component. Developers have also been made aware of occasional issues with CTE product store on active website in which shoppers are occasionally redirected at checkout.

Communications and Outreach: September saw an uptick in overall education-centered media activity with the advent of the new school year. NASDCTEc released a high volume of original content, including multiple pieces of correspondence to membership and partners about the Fall Meeting, and three more entries in our series catching up with 2014 Excellence in Action award winners for the beginning of the year. This series is a prelude to the 2015 Excellence in Action awards, the application period for which is set to open soon.

The second bimonthly Learning that Works for You Newsletter release was delayed by two days, but was sent in the projected week to generally positive responses. Highlights this month included further information on the Fall Meeting and introductions to the new State Directors of Delaware and Idaho.

Through hands on communication and active recruitment, sponsor tables were completely filled for the Fall Meeting, with a significant surplus recorded over projected sponsorship revenues. Sponsors also contributed to the unusually high number of blog posts this month – 21, up from an average of around 17.

Upcoming Communications and Outreach Projects: A few remaining pieces of communications material are being finalized for the Fall Meeting. Sponsor materials are being received, and sponsor commitments RE: blog and social media promotion have been fulfilled.

Work also continues on the effort to market *Career Pathways Effect* sessions to potential interested partners. CORD and NASDCTEc have laid out a plan to record webinars that provide a five minute snapshot of CPE sessions, to be posted online throughout the upcoming year. The slide content is in the final stages of development, with recording set to begin in the upcoming months.

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, 144 individuals have registered which puts us over our budgeted goal of 135 paid registrations.

We have also confirmed and had briefing/confirmation calls every panelist and Collaboration Roundtable facilitator, as well as a new keynote speaker for Tuesday morning, Brandon Busteded, Executive Director of Gallup Education.

Finally, we have already exceeded our minimum goal for sponsorships. In total, we have \$33,750 committed from 13 different sponsors, about \$11,000 – almost 50 percent – above our budgeted goal.

2015 Spring Meeting Save the Date

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

MEMBER SERVICES:

Publications and Webinars: We only held one webinar in September, a State Director-only webinar on the Workforce Innovation & Opportunity Act (WIOA).

Looking ahead

- 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 released updated case-making fact sheets in for NASDCTEc and our members to use in their advocacy and outreach efforts, as well as other advocates for high-quality CTE, notably fact sheets on the basics of CTE, dual enrollment, 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 Policy Update: The state pages on careertech.org are in the process of being updated in advance of the Fall Meeting. New data is now available for CTE, public school and community college enrollments from the National Center for Education Statistics and the Office of Career, Technical and Adult Education's 2014 Report to Congress.

CTE Monthly: September CTE Monthly released; Career Cluster® focus: Hospitality and Tourism. Program in La Verne, California featured.

State CTE Director Update

- **Arizona:** Ms. Jeanne Roberts, State Director for CTE, Career and Technical Education, has been appointed Arizona State Director effective September 29, 2014, and replaces Dan Brown.
- **Alaska:** Ms. Helen Mehrkens retired from the State Office of CTE on June 30, 2014. Mr. Curtis Clough has been appointed CTE State Director effective September 29, 2014.

PUBLIC POLICY/LEGISLATIVE:

Legislation/Policy

Funding:

- Following Congress' month long August recess, both the House and the Senate failed to pass the necessary 12 appropriations bills needed to fund the federal government in Fiscal Year (FY) 2015. Both Chambers reconvened in early September to pass a Continuing Appropriations Resolution (CR), which extends current FY 2014 funding levels into FY 2015 which began on October 1st. This legislation was signed into law by President Obama and will expire on December 11, 2014.
- Unfortunately, because of imbalances between revenue levels in FY 2014 and those projected for FY 2015, this extension has resulted in an across-the-board cut of 0.0554 percent for all discretionary programs, including the Perkins Act basic state grant program. NASDCTEc originally expected this reduction to affect only FY 2015 estimates for states, rather than the remaining FY 2014 allocation which was distributed on October 1st. However, the Department of Education's (ED) Budget Services Office ultimately determined that a portion of this across-the-board reduction must be applied to the remaining FY 2014 Perkins allocations that has affected 32 states in total.

- NASDCTEc is working with ED to determine if future revisions will be necessary once Congress acts to extend or replace the most current CR with new appropriations legislation. In conjunction with the Campaign to Invest in America's Workforce (CIAW) and the Committee for Education Funding (CEF), NASDCTEc has continued to advocate for a long-term appropriations bill to replace Congress' recent stop-gap funding measure.

Congressional Recess:

- Following the passage of the CR, Congress adjourned for another seven and half week long recess to prepare for the upcoming midterm elections set to take place on November 4th. Both Chambers are expected to reconvene following these elections in a "lame duck" session of Congress, where NASDCTEc expects legislative activity primarily on the passage on new appropriations legislation.

Advocacy Plan:

- NASDCTEc has met Senate principal staff on the Perkins Act, along with other Senate Health, Education, Labor and Pensions (HELP) Committee members, to promote the organization's recommendations and priorities for Perkins reauthorization this month. Senate, principal staff continue to meet sporadically to develop principles related to the Perkins reauthorization, but formal legislative progress appears to be minimal at this time. Recent meetings with Senate staff indicate that formal legislative activity on Perkins in that Chamber will not likely begin until the start of the 114th Congress, set to begin in January 2015.
- In conjunction with ACTE, NASDCTEc continues to draft legislative language aligned to our Board-approved Perkins priorities. Draft accountability language was finalized recently and has been undergoing a series of revisions to better reflect feedback received from Hill staff and other key stakeholder groups. Revisions are also being made to an earlier legislative proposal, finished this past Spring, on the State and Local plan sections of current law, to reflect the passage of the Workforce Innovation and Opportunity Act. Efforts are also underway to draft language on the National Activities section of Perkins, although language is remains in the early stages of development.
- 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 have participated in meetings to draft language around these principles in conjunction with a smaller working group. These efforts are still ongoing.
- 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. These discussions are

ongoing and we expect additional clarification on this issue in January when new regulatory guidance is expected to be released.

- NASDCTEc's Executive Director has been invited to testify at a field hearing on Perkins Reauthorization. The event will take place the morning of October 24 in Harrisburg, PA.
- The next State Directors advocacy call will be on **November 7th, 2014 at 4:00 p.m. ET**

Events/Calls/Webinars attended in September 2014:

- Meeting: With grantees at the Federal Highways Administration
- Conference: EdVenture, hosted by America Succeeds
- Event: OCTAE's Rigorous Program of Study briefing
- Event: AYPF's Deeper Learning Book Club
- Call: ACTE to discuss joint work plan
- Meeting: Quarterly NCC-CTSO meeting
- Call: Katherine Barrett, Pew
- Call: Alex Johnson, Impact for Education
- Meeting: Marc Hill, Nashville Chamber of Commerce
- Meeting: Achieve's Kitchen Cabinet on Accountability
- Call: Aspen Institute on upcoming event
- Call: Scott Jenkins, NGA
- Call: Achieve re: NGSS partnership
- Webinar: Hunt Institute's CCSS Partner Call
- Presentation: SkillsUSA Washington Leadership Training Institute
- Presentation: Illinois Community College System's Forum for Excellence
- Presentation: Pennsylvania Association of CTE Administrators (PACTA)
- Meeting: U.S. Chamber Foundation Roundtable Discussion on Talent Pipeline Management
- Call: Monthly advocacy and communications call with ACTE
- Call: U.S. Department of Education, Budget Services Office
- Event: Senate CTE Caucus Briefing on Literacy and CTE
- Event: Senate CTE Caucus Briefing on the Skills Gap and CTE
- Call: IBM
- Meeting: Perkins Employer Coalition
- Event: Shanker Institute Panel Discussion on Educational Accountability
- Meeting: Committee for Education Funding (CEF)
- Call: National Skills Coalition
- Call: U.S. Department of Education's Office of Career, Technical, and Adult Education (OCTAE)
- Meeting: Opportunity America Coalition
- Meeting: Project Lead the Way
- Meeting: College Board
- Call: PwC
- Meeting: OCTAE Leadership, Interim Assistant Secretary Uvin
- Webinar: CLASP Quality Indicators Framework

- Meeting: National Alliance for Partnership in Equity
- Meeting: CCSSO Career Readiness Taskforce
- Event: OCTAE CTE and STEM Symposium
- Presentation: Montana
- Presentation: Virginia CTE Administrators and ACTE Region 2 Conference
- Meeting: Call with HP Life re: event sponsorship
- Meeting: Communications coordination call with ACTE
- Meeting: Call with CORD re: marketing *Career Pathways Effect* sessions
- Meetings & Calls with Congressional staff:
 - Rep. Miller (D-CA)
 - Rep. Langevin (D-RI)
 - Sen. Burr (R-NC)
 - Sen. Mikulski (D-MD)
 - Sen. Kirk (R-IL)
 - Sen. Enzi (R-WY)
 - Sen. Alexander (R-TN)
 - Sen. Casey (D-PA)
 - Sen. Kaine (D-VA)
 - Sen. Portman (R-OH)