



**NASDCTEc and NCTEF
Board of Directors' Update
September 2015**

ADMINISTRATIVE/ORGANIZATIONAL:

MARK YOUR CALENDARS -- Upcoming NASDCTEc and NCTEF Board calls:

NASDCTEc/NCTEF Board Conference Call

Thursday, October 22, 2015

3 p.m. – 4 p.m. EDT

Purpose: Post-summit discussion and Next Steps on New Name

NASDCTEc Board Conference Call

Thursday, January 28, 2016

2:30 – 3:30 p.m. EDT

Purpose: Approve 990's and Audit

NCTEF Board Conference Call

Thursday, January 28, 2016

3 – 4 p.m. EDT

Purpose: Approve 990's and Audit

Audit: The audit is complete and staff anticipates receiving a draft audit report by the end of October. We also anticipate the 990's being completed for the Finance/Audit Committee to review on December 10, 2015 before being sent to the Board on January 28, 2016 for final approval. Staff is working with on the RFP to send out for audit firm benchmarking.

State Membership Dues:

- To date we have received 84% of the budgeted state dues.
- 45 states have paid dues – up from 37 states in August.
- 9 states remain unpaid but have an intent form on file or have communicated with the office their intention to pay.
- Only Puerto Rico has not submitted an intent form.

Associate Membership Dues:

- To date we have received 101% of the budgeted associate dues. The increased number of organizational memberships has helped us achieve budget.

State Director Update

- **Kentucky:** Dr. Dale Winkler has resigned from the Kentucky Department of Education to accept a position with the Southern Regional Education Board (SREB) as Assistant to the Senior Vice President. Ms. Laura Arnold has been appointed interim Associate Commissioner.
- **Missouri:** Dr. Sharon Helwig has retired due to health reasons. Mr. Dennis Harden is the interim contact and Dr. Stacey Preis, Deputy Commissioner is managing the Office of College and Career Readiness during this transition.

Development Update: As we reported last month, in early August OCTAE released the solicitation for a five-year Implementing Career and Technical Education (CTE) Indefinite-Delivery Indefinite-Quantity (ID/IQ) On September 29, we learned that RTI received the contract to serve as the overall project manager and technical lead on the ID/IQ, and that we had won Task Order 3, for which NCTEF is the lead.

Task Order 3 is a 14-month project focusing on *Potential Role of Secondary Career and Technical Education (CTE) Programs in Preparing Students for Apprenticeship Programs*. Specifically, NCTEF would be responsible for overseeing the management of this project and its two major components: the development of a report on model secondary CTE programs aligned to apprenticeship programs (based on an environmental scan and a series of site visits to model programs), and the development of a resource guide and related tools for state and local leaders looking to build or scale secondary CTE programs aligned to apprenticeship programs. NCTEF is also taking the lead on drafting the model report and related research, while Vivayic is taking point on the resource guide and related technical assistance tools, with NCTEF playing a supportive role. In total, this will amount to approximately \$140,000, primarily covered staff time and some travel to conduct site visits. The work will need to begin immediately and we are already in early discussions with RTI to schedule the initial kickoff meeting with OCTAE.

CAREER CLUSTERS:

Career Cluster Leadership Pilot: As the yearlong pilot begins to wrap up its work, here is an update on the deliverables being created as a result of the pilot:

- **Course Sequences:** Having finished two of three deliverables, this group is now working on its final product – a case study of Wisconsin’s Rigorous Programs of Study grant in manufacturing. This case study is due to be published this fall.
- **Work-based Learning:** The subcommittee is currently working on a series of case studies that focus on the state’s role in the following topics:
 - Vision for work-based learning
 - The role of intermediaries
 - Legal barriers to work-based learning
 - Scaling work-based learning/quality implementation
 - Measuring work-based learning

The first of the case studies will be published in October, and then will roll out once a month after that.

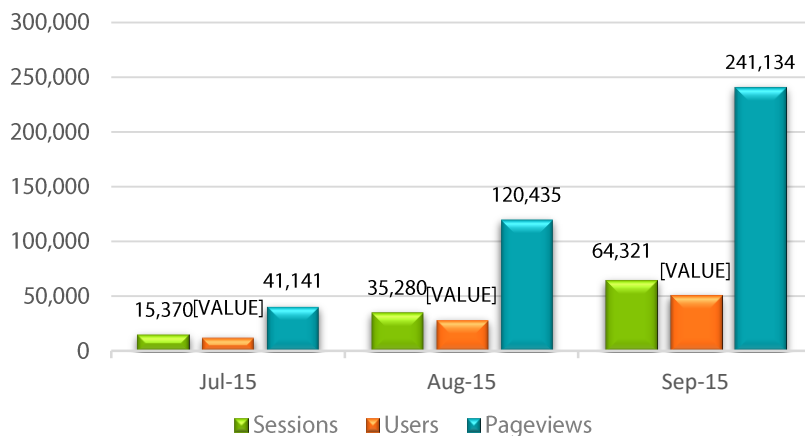
- **Industry-recognized Credentials:** This subcommittee is working to update NASDCTEc's credentials list by crosswalking existing state lists, which have been validated by business and industry, with the NASDCTEc list to determine if any credentials are missing and/or out of date. Once this work is completed, the group will determine if additional work can and should be completed. The updated credentials list will be completed this fall.

To help publicize this work to the membership, we will be doing a series of blog posts and promotion through the NASDCTEc newsletter. Given the interest we've seen from other national organizations related to work-based learning, the case studies will be promoted more widely.

Career Cluster Products Refresh: The sixteen Career Cluster brochures and pocket guide are being updated for content, a fresh look and layout. Recent sales have been to help draw down existing inventory prior to the new stock being printed. The refreshed products will be unveiled at the ACTE VISION conference and featured at the ACTE Book Store. After the ACTE VISION conference is over, the new products will be put into the online Career Cluster store at www.careertech.org.

COMMUNICATIONS:

Website Metrics

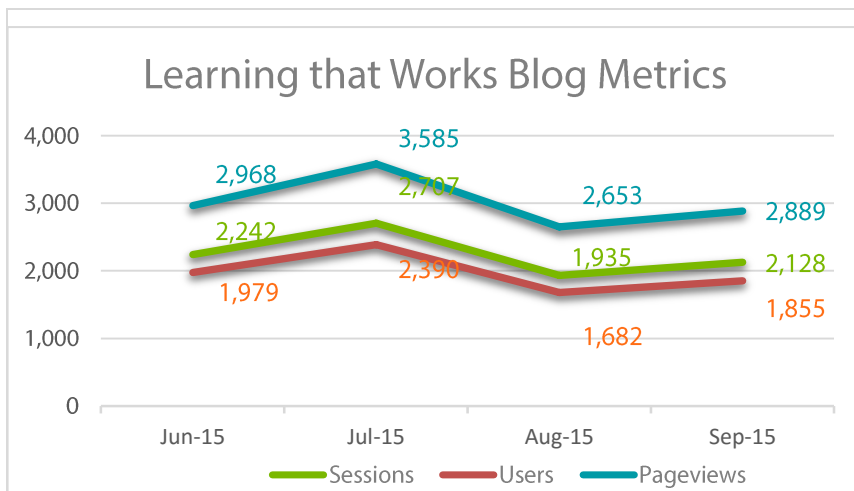


Most Visited Pages

- careertech.org/career-clusters
- careertech.org/CTE
- careertech.org/arts

Acquisition of site users

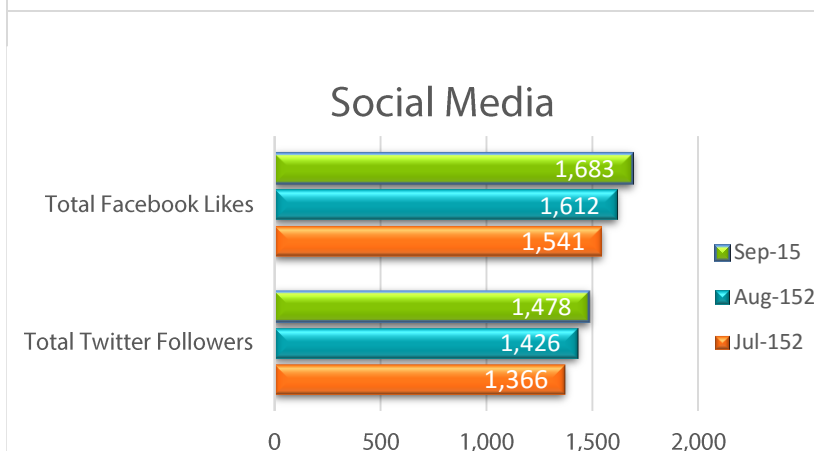
- Organic search (40%)
- Direct (46%)
- Referral (12%)



12 Blog Posts Published

Most visited blogs:

- [National Council for Agricultural Education Releases Revised Content Standards](#)
- [EMS Program Models Secondary and Postsecondary Partnerships](#)
- [This Week in CTE: President Obama Announces Apprenticeship Program](#)



+ 71 Likes on Facebook in September

+52 Followers on Twitter in September

Excellence in Action Award: Staff will open applications to the third annual Excellence in Action award on October 26 and has developed an updated application and rubric reflecting feedback from the past two years. On November 10 NASDCTEc will host a one-hour webinar with past award winners and selection committee members to speak about what an award winning program looks like, and provide tips for listeners when completing their application.

Communications Committee: The Communications Committee will hold its next meeting on October 23 from 12 – 1 p.m. ET. The schedule and topics of upcoming Communications Committee calls is (tentatively):

- *October 2015*
New brand roll out
Introduce Excellence in Action award
Career Clusters product update
- *January 2016*
CTE Month
- *March 2016*
New Vision roll out

Webinars & Publications: We did not release any publications or hold any webinars in September 2015, with the exception of the pre-Summit webinar and release of the brief on [“Opinions and Perspectives of the Future of CTE Summit Participants.”](#)

We have a number of upcoming resources planned including:

- October 15 webinar on work-based learning in Tennessee, to be released with an accompanying implementation guide on setting a statewide vision for WBL
- November 5 webinar with Achieve on CTE and competency-based pathways
- November 10 webinar on the Excellence in Action award program

State Policy Update: NASDCTEc is continuing to bolster its state policy resources. In late September, we released new [State Snapshots](#) that make the case for CTE in each state. The new Snapshots look at how CTE helps students, the state’s economy and the nation. Additionally, staff have provided key updates to the state web profiles, including updating CTE data points on enrollment, Perkins performance indicators, and how CTE is delivered in that state.

CTE Monthly: [September CTE monthly published with a Career Spotlight on the Health Sciences cluster.](#) A 2014 Excellence in Action award winning program was highlighted.

PUBLIC POLICY/LEGISLATIVE:

Legislative Updates:

- Despite inaction in Congress, the Obama Administration has had a productive past few weeks. The U.S. Department of Education recently unveiled a new “College Scorecard”, announced \$175 million in apprenticeship grants, and has continued to promote it’s “America’s College Promise” initiative that seeks to make the first two years of a postsecondary education tuition-free. Read more on these developments here:
 - [NASDCTEc Legislative Update: Obama Administration Announces College Scorecard and Apprenticeship Grants as Congress Edges Closer to Funding Deadline](#)
- Congress recently passed a continuing appropriations resolution or CR which extends current FY 2015 funding levels into FY 2016 until December 11, 2016. Please refer to your email for additional information.

Advocacy Plan:

- With Speaker Boehner’s surprise resignation, the possibility of Perkins-related activity in the House has increased. Staff from the House Education and Workforce (HEW) Committee have shared a desire to hold a Perkins-related hearing sometime in the fall of this year. However, the timing and focus of this hearing remains unclear.
- In conjunction with ACTE, NASDCTEc wrote a letter to key lawmakers involved in the ESEA conference which requested that the positive CTE-related elements contained in the Senate’s proposal—a key advocacy achievement of NASDCTEc this year— be

retained in a final ESEA bill later this year. However, with Speaker Boehner's resignation the prospects for a successful negotiation process between the House and the Senate have diminished substantially.

- HEA legislative work has also started ahead of possible Congressional consideration of the law this autumn. NASDCTEc has supported and endorsed a number of proposals in the lead up to HEA reauthorization that would expand Title IV financial aid eligibility to shorter-term CTE programs, ensure access to Pell Grants for dual and concurrently enrolled secondary students, and strengthen the Pell grant program by reinstating "year-round" provisions. Smaller bills containing these proposals and more have been introduced in both Chambers of Congress with the intent of embedding them into a larger HEA reauthorization proposal later this year.
- In conjunction with the Senate CTE Caucus and ACTE, NASDCTEc organized a Congressional briefing in mid-September which focused on CTE's role in the upcoming HEA reauthorization process. NASDCTEc member and Montana State CTE Director John Cech participated in this event.
- NASDCTEc has been engaged 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. In order to protect current funding levels and to work towards funding 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 sequester relief. NASDCTEc has supported and attended several national events in conjunction with this group and has endorsed and supported a nationwide sign-on letter calling for an end to sequestration released in September. Additional materials such as a talking point toolkit and wider communications effort are available on the NASDCTEc website.
- NASDCTEc continues to engage with a loose coalition of employers and education groups around the reauthorization of the Perkins Act. NASDCTEc has proposed a new, narrower scope for this work, in an effort to garner broader consensus among the group. A revised process for this work, along with a new timeline, is currently being drafted in conjunction with ACTE in an effort to move these efforts forward.
- **PLEASE NOTE:** the next State Directors' advocacy call will be held on **Wednesday, December 16th, 2015 at 3:00 p.m. ET**

Events/Calls/Webinars attended in September 2015:

- Presentation: Webinar held by AYPF and AIR on employability skills
- Presentation: National Academies of Science Study Committee on Middle Skills Pathways
- Presentation/Meeting: CCSSO Career Readiness Initiative kick-off meeting
- Interview: Edutalk Radio
- Call: Heather Singmaster, Asia Society & Steve DeWitt and Michael Connet, ACTE on global pathways toolkit
- Meeting: NGA Roundtable on Work-based Learning
- Meeting: Kathryn Young, Ed Council
- Meeting: Lyndsay Pinkus, Achieve
- Meeting: Alissa Peltzman, Achieve
- Call: ACTE re: 2015 CareerTech VISION

- Call: Matt Gandal and Kathleen Mathers, Education Strategy Group on CCSSO Career Readiness Initiative
- Call: Laura Owen, National Consortium on School Counseling and Postsecondary Success
- Call: NASBE
- Briefing: Senate CTE Caucus briefing, “Postsecondary Pathways to Success: Strengthening Career and Technical Education in the Higher Education Act”
- Meeting: Workforce Data Quality Campaign Fly-in Meeting
- Meeting: The 1099 Economy: Exploring a New Social Contract for Employers, Employees, and Society; Aspen Institute
- Call: National Conference of State Legislatures
- Call: Appalachian Regional Comprehensive Center
- Congressional Meetings and Contact:
 - Rep. Langevin (D-RI)
 - Sen. Kaine (D-VA)
 - Rep. Kline (R-MN)
 - Sen. Portman (R-OH)
 - Rep. Thompson (R-OH)
 - Rep. Adams (D-NC)
 - Rep. Russell (R-OK)
 - Sen. Alexander (R-TN)
- Call: Association for Career and Technical Education (ACTE)
- Meeting: Committee for Education Funding
- Meeting: Perkins Coalition meeting on Perkins & WIOA
- Meeting: Campaign to Invest in America’s Workforce
- Presentation: Illinois Community College Board Forum for Excellence
- Presentation: NCWorks Career Pathway Certification Conference
- Presentation: Ohio Board of Regents
- Meeting: Lumina Foundation Credentials Framework
- Meeting: Opportunity America Coalition
- Meeting: CEO of JP Morgan Chase
- Meetings: National Career Academy Coalition, Finance and Conference Committees
- Meeting: National Academy Foundation:
- Call: NSA Cyber Day Planning
- Call: New America
- Call: Vivayic on CCTC project
- Webinar: Pearson Advisory Employability Committee
- Presentation: American Association of Publishers
- Meeting: Perkins Coalition briefing on WIOA
- Meeting: Don Marshall, Auditor
- Webinar: OSHA Advisory Panel
- Call: Prep for Lumina Foundation – facilitator training