



## ADMINISTRATIVE/ORGANIZATIONAL:

**OVERVIEW:** We received the draft audit report from the auditors and no adjustments were recommended. We anticipate the 990's being completed for the Finance/Audit Committee to review on December 10, 2015. The RFP to benchmark the audit pricing has been sent to the Finance/Audit Committee for review/input. We expect to distribute the RFP to potential auditing firms by next week.

### STATE MEMBERSHIP DUES:

- To date we have received 94% of the budgeted state dues.
- 49 states have paid their dues – up from 45 states in September.
- 5 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 107% of the budgeted associate dues. The increased number of organizational memberships helped us achieve the budget goal.
- A number of associate and two organizational memberships will be written off due to retirement and non-renewal - totaling \$5,325.00.

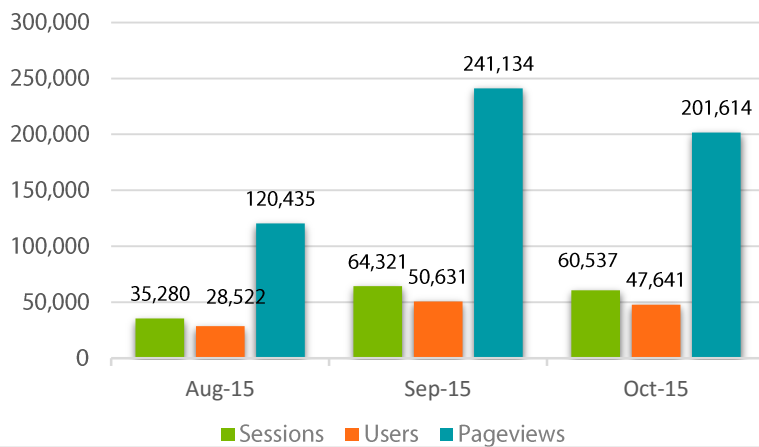
**FUNDRAISING/DEVELOPMENT UPDATE:** Over the past few months, we have been in discussions with JPMorgan Chase about a potential investment in CTE. Earlier this month, we had a meeting with Chauncy Lennon from JPMC and CCSSO to begin to map out a four-year, \$35 million investment in CTE, largely organized as a grant competition to states poised to transform their systems to increase access to and the quality of CTE programs for their students, with selected states receiving the majority of the funding. The grant will include two phases: phase 1 will include small grants going to a larger pool of states to develop a strategy and demonstrate they have the ability and capacity to move their strategy forward and phase 2 will go to a subset of those states who are able to demonstrate progress and a plan for sustainability.

JPMC charged us and CCSSO to collaborate to develop a joint proposal for leading this work, which will be submitted in November. While the development process is still underway, the

current plan is for the grant to go to CCSSO, with NASDCTEc listed as the lead partner organization, and receiving significant sub-grants to serve on the steering committee, responsible for developing the RFP, selecting the winning states, and providing oversight and guidance through the initiative; develop a wide array of policy papers and implementation tools through a common web-based resource center; and coordinate state-based technical assistance. The grant will support both planned work, as well as open opportunities to take on new initiatives in support of high-quality CTE. The first grant award from JPMC to CCSSO will be before the end of the calendar year, with the goal of the RFP for phase 1 going out in early 2016.

## COMMUNICATIONS/MARKETING:

Website Metrics



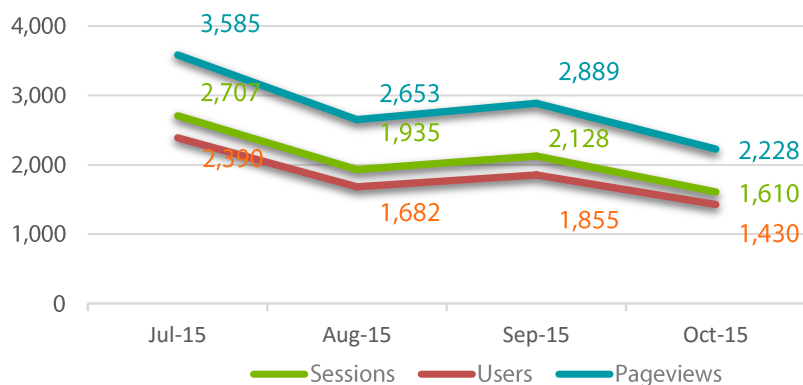
### Most Visited Pages

- [careertech.org/career-clusters](http://careertech.org/career-clusters)
- [careertech.org/CTE](http://careertech.org/CTE)
- [careertech.org/arts](http://careertech.org/arts)

### Acquisition of site users

- Organic search (39%)
- Direct (49%)
- Referral (12%)

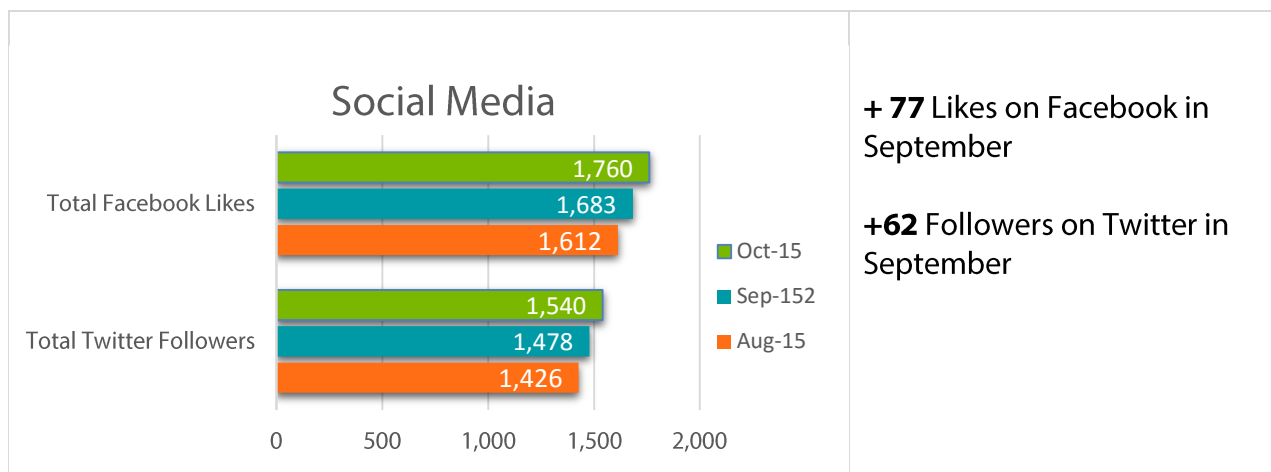
Learning that Works Blog Metrics



### 13 Blog Posts Published

Most visited blogs:

- [Welcome to Utah's New State CTE Director, Thalea Longhurst!](#)
- [Webinar: Building a Strong Relationship Between Competency-Based Pathways and CTE](#)



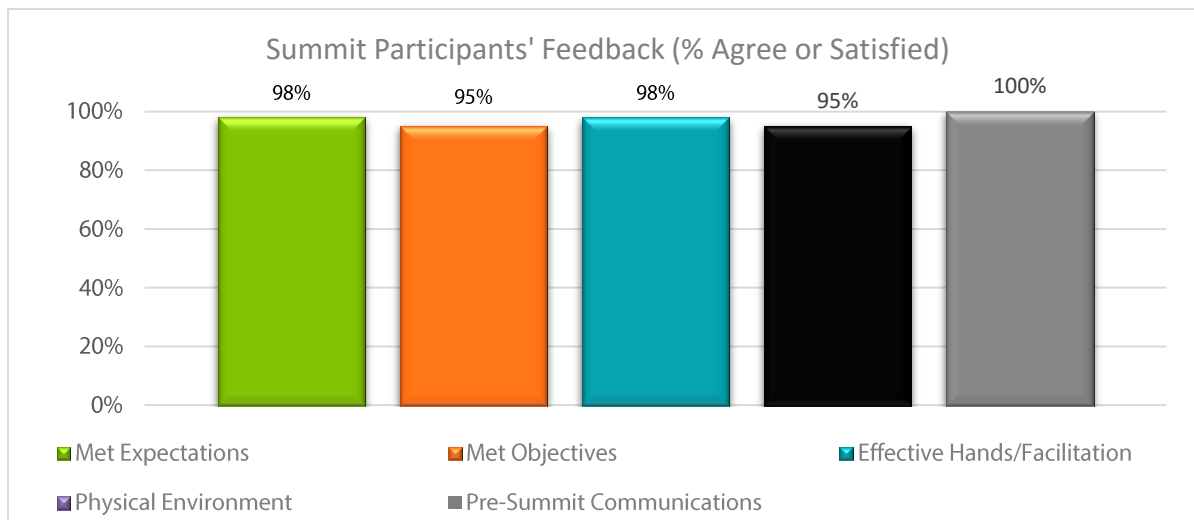
**EXCELLENCE IN ACTION AWARD:** Applications to the third annual Excellence in Action award opened on October 26. The application and rubric were updated to reflect feedback from the past two years. On November 10, NASDCTEc will host a one-hour webinar with past award winners and selection committee 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 held a meeting October 23. Attendees discussed the Career Clusters product update and provided feedback on the proposed rebrand roll out, as well as the Excellence in Action award roll out. Select committee members have expressed interest in further involvement in the rebrand roll out process including assisting in the development of rebrand materials such as fact sheets, a webinar, infographics and related materials.

## MEETINGS:

**FUTURE OF CTE SUMMIT:** The Future of CTE Summit was held on October 6-8, with approximately 175 participants, representing 49 states, Washington DC, and Guam. In total, about 46 State CTE Directors participated, along with another 45 counterparts and invited guests, 39 co-conveners and members, and 38 thought leaders.

The event was met with a lot of enthusiasm from our co-convening organizations and participants. Based on the post-Summit evaluation, completed by about 25% of participants, the Summit met the expectations of 98% of participants, and over 95% found the facilitation, physical environment and the pre-Summit communications to be effective.



As the Summit wound down, a decision was made by NASDCTEc staff and leadership to accelerate the timeline for developing and releasing the final vision document to maintain the great momentum. We are currently developing a strategy for releasing the new vision in the first quarter of 2016, with opportunities for the Board to provide input during the January Board meeting and strategic planning retreat in February.

Looking ahead, we have asked the eight co-convening organizations to each nominate one staff member to participate in the writing team to provide input at key points at the draft vision and accompanying resources. We also plan to convene the Executive Directors/presidents of our co-conveners to foster more buy-in and ownership of the final vision at all levels within those organizations. We have also begun regular communications with all participants to keep them engaged in the process and plan to send out a Summit summary to participants, as well as members and other partners who were not able to attend, in the next few weeks.

## MEMBER SERVICES:

**WEBINARS & PUBLICATIONS:** In October, we published the first in a series of state-focused resources, "[Connecting the Classroom to Careers: The State's Role in Expanding Work-based Learning](#)". The series is a deliverable from the Career Clusters Leadership Pilot, and will be published monthly through early 2016 as we take a closer look at the ways that states can expand and strengthen K-12 work-based learning. The forthcoming installments will include legal barriers, intermediaries, and scaling and quality implementation.

We also held a highly attended webinar as part of our ongoing series with the [Appalachia Regional Comprehensive Center](#). This month's webinar was a companion to our work-based learning series, and explored Tennessee's recent work to overhaul its work-based learning efforts at the secondary level.

In November, we have a number of upcoming resources planned including:

- November 5: webinar with Achieve on CTE and competency-based pathways;
- November 10: webinar on the Excellence in Action award program; and
- November 30: second publication in the Connecting the Classroom series.

## PUBLIC POLICY/LEGISLATIVE:

### LEGISLATIVE UPDATES:

- There was a flurry of retirement and resignation announcements this month, both on and off the Hill. Nevertheless, Congress was successful in temporarily avoiding a government shutdown through the use of a short-term stopgap funding measure known as a continuing resolution (CR). While the CR extends current FY 2015 funding levels through December 11<sup>th</sup>, a retroactive cut was applied to Perkins grant allocations disbursed to states on October 1. NASDCTEc is advocating for a replacement of this CR with comprehensive funding legislation—a move that would restore this small cut to Perkins state grants. More on this and Congressional activity can be found [here](#) and [here](#).
- Both Chambers of Congress has begun to formally consider the reauthorization of the Perkins Act. Coverage of the recent Perkins hearing in the house can be found [here](#) and additional Senate activity is covered [here](#).

### ADVOCACY PLAN:

- NASDCTEc staff continues to meet with key House and Senate committee members on the reauthorization of the Perkins Act. Hill staff has made clear that the reauthorizations of the Elementary and Secondary Education Act (ESEA) and the High Education Act (HEA) have taken priority in the 114<sup>th</sup> Congress, but recent developments seem to have shifted Perkins' position in the legislative queue.
- In response to a formal solicitation from the Senate HELP Committee, NASDCTEc and ACTE provided substantial legislative recommendations to the Committee based on the organization's board-approved Perkins priorities. This legislative language is available to State CTE Directors on an as-requested basis and additional coverage of this submission has been included in several legislative updates sent to all NASDCTEc members this month.
- 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. NASDCTEc is currently working with several Senate offices to ensure a separate letter calling for these provisions' inclusion in a final bill has adequate Congressional support.

- 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.
- **PLEASE NOTE:** the next State CTE Directors’ advocacy call will be held on **Wednesday, December 16th, 2015 at 3:00 p.m. ET**

### **OUTREACH & PARTNERSHIP ACTIVITY IN OCTOBER 2015:**

- **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)
  - Rep. Duckworth (D-IL)
  - Sen. Alexander (R-TN)
  - Sen. Enzi (R-WY)
  - Sen. Casey (D-PA)
  - Sen. Lankford (R-OK)
  - Rep. Scott (D-VA)
  - Sen. Scott (R-SC)
- **Call(s):** Association for Career and Technical Education (ACTE)
- **Meeting(s):** Committee for Education Funding
- **Meeting:** Perkins Coalition meeting & conference call
- **Meeting:** Campaign to Invest in America’s Workforce
- **Meeting:** National Alliance for Partnerships in Equity (NAPE)
- **Meeting:** Opportunity America: Jobs and Careers Coalition
- **Event:** Future of CTE Summit
- **Event:** CNA Research—Senate CTE Caucus
- **Meeting:** National Restaurant Association Education Foundation (NRAEF)
- **Event:** House Education and the Workforce Perkins Hearing
- **Presentation/Meeting:** National Conference of State Legislatures
- **Presentation/Meeting:** National Association of State Boards of Education
- **Meeting:** National Council of Agriculture Education
- **Meeting:** Getting CTE Right Research/Evaluation conference
- **Kickoff Meeting:** OCTAE for Potential Role of Secondary Career and Technical Education Programs in Preparing Students for Apprenticeship Programs
- **Call:** NGA on work-based learning
- **Webinar:** NC3T on apprenticeship models

- **Event:** Urban Institute on “How Did England Generate Two Million Apprenticeships?”
- **Event:** Aspen Institute “Siemens Technical Scholars Announcement and Panel Discussion”
- **Meeting:** CCSSO and JPMorgan Chase
- **Call:** Achieve
- **Interview:** AP
- **Presentation:** Policy Innovators in Education, Phoenix, Arizona
- **Call:** EDC re: iTEST NSF Grant
- **Call:** Successful Practices Network
- **Call:** WA State – policy auditing team
- **Meeting:** Manufacturing Skills Standards Council Board meeting
- **Presentation:** Virginia CTE Administrators, Williamsburg, Virginia
- **Interview:** Joint taskforce of Columbia School of Law and Wharton School of Business
- **Call:** OCTAE Briefing with Acting Assistant Secretary Johan Uvin re: Perkins reauthorization
- **Call:** Don Henderson of Apple re: Perkins reauthorization
- **Meeting:** Pearson Employability Skills Advisory Board
- **Meeting:** NCAC Finance Committee
- **Call:** Leo Reddy, MSSC