



NASDCTEc and NCTEF Board of Directors' Update November 2015

ADMINISTRATIVE/ORGANIZATIONAL:

Overview: The Finance/Audit Committee meeting date was moved to Tuesday, January 12, 2016 to allow for a quorum. The 990's will be completed for the Finance/Audit Committee to review before being sent to the Board on January 28, 2016 for final approval. We have received back the five RFP's to benchmark the auditing firms pricing and will be preparing a report to share with the Finance/Audit Committee in January.

State Membership Dues:

- To date we have received 94% of the budgeted State dues.
- 49 states have paid their dues, 5 states remain unpaid
- 4 states are currently processing their dues and have an intent form on file
- Only Puerto Rico has not submitted an intent form – Puerto Rico's membership has been discontinued and the State Director notified.

Associate Membership Dues:

To date we have received 108% of the budgeted associate dues. This is up from 107% from last month. We continue to receive new membership requests each month. We have received several positive responses from the state team concept. Those me

State CTE Director Update:

- **New Hampshire:** Mr. Timothy Carney has resigned his position effective December 10, 2015; Courtney Ritchings, Education Consultant, is the point of contact for New Hampshire during this transition.
- **Vermont:** Mr. Jay Ramsey has been appointed State CTE Director effective November 9, 2015; replacing Mr. Tom Alderman who will be retiring in December 2015.

Rebranding: Efforts are underway to roll out our next name and associated brand – Advance CTE: State Leaders Connecting Learning to Work. While we had originally planned to launch the new name in January, we have decided to wait until mid-February to avoid any confusion on the Hill as Perkins reauthorization discussions move forward and to align our announcement with CTE month. We will be sending out communications to members in late December/early January with updates and relevant information to plan for the transition.

NASDCTEc/NCTEF Board Retreat: We are currently working to get flights scheduled for the Board retreat and have been in touch with most of you. If you chose to make your own flights please forward your itinerary/ receipt so we can track expenses. Otherwise we will be in touch by the end of the week with your flight selection for approval.

Tentative Schedule:

Sunday, February 21, 2016: 6 p.m. Dinner at hotel

Monday, February 22, 2016: All day meeting; all meals included

Tuesday, February 23, 2016: Meeting till Noon; breakfast and break

REMINDER: Excellence in Action Award Nominations due December 9!

DEVELOPMENT:

Ford Motor Company Fund: This month, NCTEF received a \$9,000 grant from the Ford Motor Company Fund to conduct roundtable discussions with employer partners in up to three different Ford Next Generation Learning (NGL) communities to extract lessons learned and inform a brief paper for State CTE Directors and local CTE administrators and educators. Through this project, we aim to capture the voices and opinions of highly-invested employers and identify key messages and strategies other CTE leaders can leverage in their own states and communities. The specific focus will be on elevating how these co-invested employers define truly meaningful employer engagement, how they measure success for students and their companies, and what other communities can learn from their experiences as they seek to improve their own CTE programs and pathways.

Earlier this month, we completed our first roundtable discussion with a group of 10 employers and industry representatives in Nashville, TN. The next roundtable will be held in February and the final roundtable in spring 2016. The final paper will likely be released in summer 2016.

Asia Society – Global Competency Toolkit: Earlier this month, we co-hosted a meeting with Asia Society, Longview Foundation and ACTE to kick off our project to develop an educator-focused toolkit around integrating global competencies education into CTE programs. This meeting was held at CareerTech VISION and engaged a group of advisors (including State CTE Directors, educators and other national leaders) as well as a group of educators around the goals, content and delivery of the toolkit, which will be developed over the next 18 months. This project is funded by the Project Management Institute's Education Foundation.

Communications Committee: The Communications Committee's next full meeting will be in January 2016. During the October call, a small group of participants offered to take a deeper look into the Advance CTE brand roll out. In December, the group will meet to provide feedback on the proposed plan, activities and deliverables for the roll out.

The Committee meeting in January will focus on CTE Month, and in March the Vision roll out.

NOVEMBER 2015 COMMUNICATIONS REPORT

Website Metrics

Month	Sessions	Users	Pageviews
Sep-15	64,321	50,631	241,134
Oct-15	60,537	47,641	201,614
Nov-15	41,407	33,907	121,852

Most Visited Pages

- careertech.org/career-clusters
- careertech.org/health-science
- careertech.org/CTE

Acquisition of site users

- Organic search (37%)
- Direct (47%)
- Referral (14%)

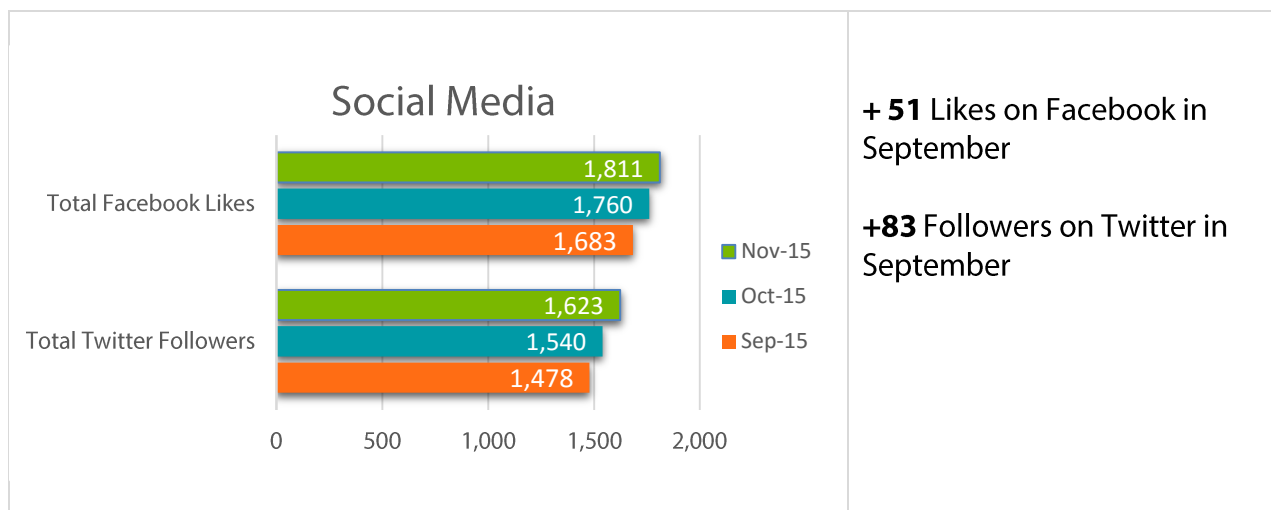
Learning that Works Blog Metrics

Month	Sessions	Users	Pageviews
Aug-15	1,935	1,682	2,653
Sep-15	2,128	1,855	2,889
Oct-15	1,610	1,430	2,228
Nov-15	1,752	1,442	2,481

9 Blog Posts Published

Most visited blogs:

- [NASDCTEc Legislative Update: Senate Begins Consideration of Perkins Reauthorization as House Elects a new Speaker and Congress Inches Closer to Budget Deal](#)
- [State Policy Update: Valuing Career Readiness and Strengthening Sector Partnerships](#)
- [This Week in CTE: It's All About Apprenticeships](#)



Webinars & Publications: In November, NASDCTEc/NCTEF held or co-hosted three webinars. You can watch the recordings [here](#).

Webinar	Attendees	Hosted by
Webinar with Achieve on CTE and competency-based pathways (11/5/15)	73	NASDCTEc and Achieve
Webinar on the Excellence in Action award program (11/10/15)	43	NASDCTEc/NCTEF
Webinar on innovative teaching and transportation industry partnerships (11/12/15)	65	Northeast Center of the National Transportation Network (NASDCTEc is a co-sponsor of this new webinar series)

Our next planned publication will be the “2015 Year in Review: State Policies Impacting CTE,” which we co-publish with the Association for Career and Technical Education. This will be the third installment of this series. You can view the 2013 and 2014 editions [here](#). The 2015 edition is scheduled to be published on January 21. Our next planned webinar will also take place on that day to unpack the results of this year’s state policy actions.

MEETINGS:

ACTE Partnership: Earlier this month, ACTE held its annual CareerTech VISION conference, for the first time in partnership with NASDCTEc. We offered 15 sessions as part of the new “Career Clusters” track. Registration was the highest ACTE has had in the last decade and at least 100 participants were past Career Cluster Institute attendees who had never attended a VISION conference.

We have a meeting scheduled with ACTE leadership in mid-December to debrief on what worked and didn't work in terms of logistics, content and communications, and this will be a topic of discussion during our annual joint Executive committee meeting to be held in January. Overall, while the content was quite solid, there were a number of logistics and communications challenges between ACTE and NASDCTEc that will need to be addressed before we start planning for 2016 in earnest.

Dr. Pradeep Kotamraju represented NASDCTEc/NCTEF at the ACTE Board of Directors meeting in New Orleans, LA.

Save the Date:

2016 Spring Meeting: May 23 – 25, 2016

Board meeting: Sunday, May 22, 2016

2016 Fall Meeting: October 17 – 19, 2016

Board meeting; Monday, October 17, 2016

LEGISLATIVE/ADVOCACY:

Legislative Updates: Much of the month of November has been dedicated to Congressional consideration of the Elementary and Secondary Education Act (ESEA). Recently, a bicameral and bipartisan group of lawmakers approved an agreement, now called the Every Student Succeeds Act (ESSA), which seeks to accomplish this goal. Additionally Congress approved a budget framework, but must still produce additional legislation to designate funding for programs such as the Perkins Act. Read more on these efforts and other developments [here](#).

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 November 2015:

- Congressional Meetings and Contact:
 - Rep. Langevin (D-RI)
 - Rep. Thompson (R-PA)
 - Sen. Kaine (D-VA)
 - Rep. Kline (R-MN)
 - Sen. Mikulski (D-MD)
 - Rep. Clarke (D-MA)
 - Rep. Bonamicci (D-OR)

- Rep. Russell (R-OK)
- Rep. Duckworth (D-IL)
- Sen. Murray (D-WA)
- Sen. Baldwin (D-WI)
- Sen. Ayotte (R-NH)
- Sen. Lankford (R-OK)
- Sen. Franken (D-MN)
- Joint D & R Senate HELP staff
- **Call(s):** Association for Career and Technical Education (ACTE)
- **Meeting(s):** Committee for Education Funding
- **Meeting:** Campaign to Invest in America's Workforce
- **Meeting:** National Alliance for Partnerships in Equity (NAPE)
- **Event:** Most Likely to Succeed Washington, D.C. Screening
- **Event:** National Skills Coalition / BLU Congressional Briefing
- **Event:** Urban Institute Apprenticeship Expansion
- **Call:** National Skills Coalition
- **Meeting:** National Governors Association WIOA National Partners Convening
- **Meeting:** American Institutes of Research's Great Teachers and Leaders Center
- **Call:** Appalachia Regional Comprehensive Center
- **Presentation:** Data Quality Institute
- **Presentation:** Webinar on CTE and Competency-Based Pathways (co-hosted with Achieve)
- **Call:** Standing monthly cross-organizational communications call with ACTE
- **Presentation:** Hawaii P-20 Math Summit
- **Site Visit:** Alignment Nashville Study Tour
- **Presentation:** ACTE CareerTech VISION
- **Meeting:** Asia Society/ACTE global competency toolkit kick off meeting
- **Call:** National Governors' Association
- **Meeting:** National Coordinating Council-Career Technical Student Organizations
- **Event:** Judging of National Governor Association Work-Based Learning Policy Academy Applications
- **Meeting:** National Career Academy Coalition, Board of Directors' Meeting
- **Presentation:** National Career Academy Coalition Annual Meeting
- **Calls:** Multiple calls on the JPMC Grant- planning, evaluation, budget, RFP development
- **Meeting:** Fratelli re: branding roll out
- **Call:** Pearson Employability Advisory Board
- **Call:** Kadeceus
- **Webinar:** CLASP Ability-to-Benefit
- **Call:** FCCLA
- **Call:** National Visiting Committee – National Center for Supply Chain Management
- **Call/Present:** U.S. Department of Education Office of Civil Rights, listening session
- **Call:** IDIQ monthly standing call with USDE
- **Meeting:** NOCTI Board of Directors meeting