



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

ADMINISTRATIVE/ORGANIZATIONAL:

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

Thursday, August 6, 2015

4 p.m. – 4:30 p.m. EDT

Purpose: Provide quick feedback and approval to advance a “short list” of potential names to our membership for feedback.

Wednesday, August 26, 2015

3 p.m. – 4 p.m. EDT

Purpose: Review member feedback and review proposed new organizational name and “creative brief” (to guide the design phase of work).

PLEASE NOTE: the next State CTE Directors advocacy call has now changed and will be held on **Thursday, September 3rd, 2015 at 4:00 p.m. ET.**

Overview: We are on target and in the process of closing and finalizing the financials for July 31, 2015. Preparations have begun for the audit; the onsite visit is scheduled for the week of September 21, 2015.

State Dues:

- 31 states have paid their dues – up from 20 states in June.
- 15 states have an intent form on file.
- 9 states have not submitted an intent form but we anticipate payment by August 31st if an intent form was not received.

Associate Dues:

- To date we have received 89% of the budgeted dues.
- Reminders and invoices were sent via email on July 16 for those who have not paid their dues. Associate dues are due by July 31st.
- Dues continue to come in strong, additional reminders will be sent out the first week of August.
- We have several new organizational members including Certiport, Precision Exams, National Consortium for Health Science Education, and the National Restaurant Foundation.

- We have received several positive responses from the state team concept. Those members receiving a complimentary membership have stated that it is very generous and they are grateful to have this opportunity to stay involved with NASDCTEc.

Partnership/Fundraising Updates: As we shared earlier, we are involved in two potential federal proposals, including an Investing in innovation (i3) grant and an Indefinite-delivery Indefinite-quantity (IDIQ) proposal around improving CTE, both through the U.S. Department of Education.

The i3 grant, submitted in early August, is to develop and support 20 *Technology Enabled College and Career Academies* across the country, which will offer competency-based, college-prep curriculum rooted in a career academy setting. Our role would be providing expertise around CTE expectations, including but not limited to the Common Career Technical Core, and supporting the implementation of the career academy National Standards of Practice.

The partners in this effort include: The Successful Practices Network, The Center for Secondary School Redesign, Southern New Hampshire University, Motivis Learning, College & Career Academy Support Network at UC Berkeley, and the UCLA Center X.

The IDIQ will likely be due for submission in late August or early September. We cannot share many details at this point as the RFP was not released as expected in July. Broadly, the IDIQ is to provide a range of support – from research to technical assistance – on key priorities for the Department around CTE, such as career pathways, certificate and registered apprenticeships.

The partners in this effort include: RTI International, Jobs for the Future, National Center for College and Career Transitions, Vivayic, Avar Consulting Inc., and Quality Information Partners.

State CTE Director Update

- **Colorado:** Ms. Sarah Heath has been appointed State CTE Director effective July 2015
- **Kansas:** Ms. Rita Johnson has been appointed State CTE Director replacing Mr. Blake Flanders effective July 2015.
- **New Hampshire:** Mr. Timothy Carney has been appointed State CTE Director replacing Ms. Lisa Danley effective July 2015.

CAREER CLUSTERS:

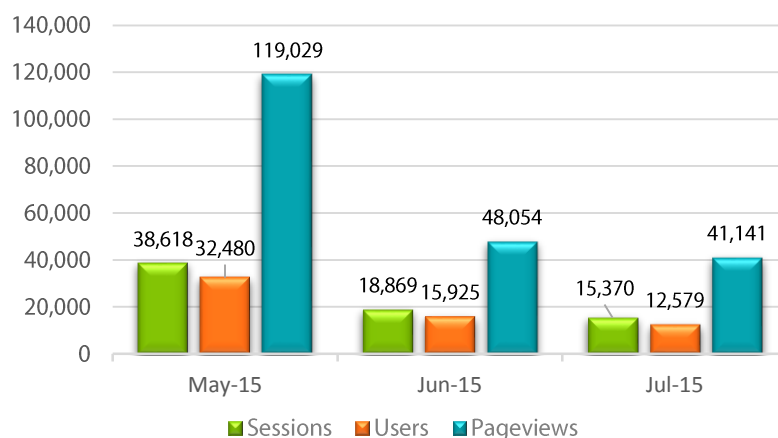
Career Clusters® Leadership Pilot: As the yearlong pilot begins to wind down, three subcommittees from the Manufacturing Career Cluster Pilot are busily working to finish the following deliverables:

- **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 in late summer or early fall.

- **Work-based Learning:** Work is continuing on this group's primary deliverable – a framework for work-based learning with a focus on secondary education. Once the framework is solidified, further discussions will determine what additional deliverables can and should be created. Some of this work may be completed by NASDCTEc staff after the pilot ends. Already this framework, in its draft form, has been used to position the State Directors favorably with other major national partners such as the U.S. Chamber of Commerce and the National Governors Association.
- **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 by early fall.

COMMUNICATIONS:

Website Metrics



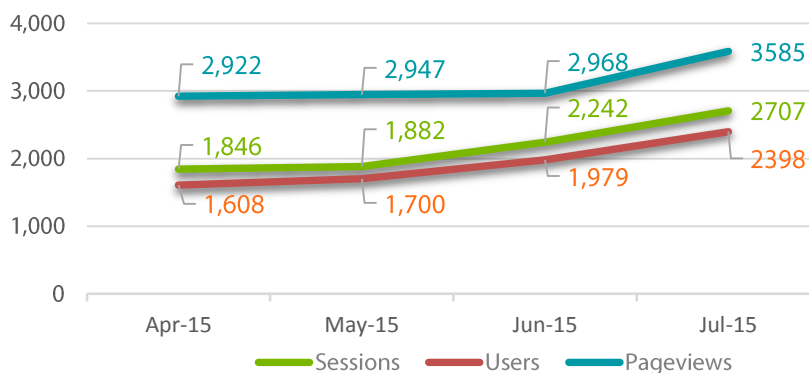
Most Visited Pages

- careertech.org/career-clusters
- careertech.org/CTE
- careertech.org/student-interest-survey

Acquisition of site users

- Organic search (42%)
- Direct (34%)
- Referral (24%)

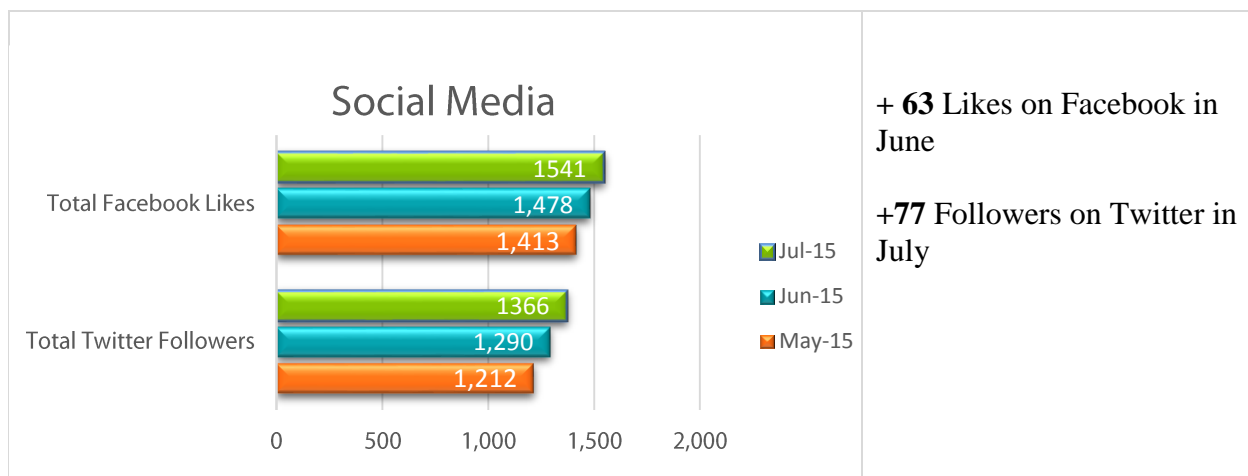
Learning that Works Blog Metrics



16 Blog Posts Published

Most visited blogs:

- [Henderson County High School Honored at the White House](#)
- [Legislative Update: Congress Wrestles with ESEA](#)



Communications Committee: The Communications Committee held their first meeting on July 9, 2015 with 12 participants, representing a total of seven states and three national organization. The meeting had two primary topics: a discussion and strategy session around the NASDCTEc rebrand effort and the refresh of the Career Clusters® products. The committee members provided useful information on both fronts, and a number of participants have agreed to serve on a “sub-committee” to provide more hands-on support as we update the Career Cluster pocket guide, brochures and posters.

The schedule and topics of upcoming Communications Committee calls is (tentatively):

- *August 2015*
Discuss NASDCTEc rebrand/name
Overview of Learning that works for America campaign
Career Clusters product update
- *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: Looking ahead, we have a number of publications and webinars planned for the next few months, including:

- On August 3, we co-released a [brief on competency-based pathways and CTE](#), drawn from the roundtable we hosted with Achieve in early May. This brief will explore the challenges and opportunities of fully integrating CTE into a competency-based system at the K-12 level.

- To repaper on **global competencies** across the Career Clusters. The paper is being finalized and is expected to be released over the summer.
- Summer/Fall 2015: We will be hosting a webinar featuring our **Excellence in Action** award winners. The dates will be released soon.
- September 24 : Don't forget to register for the pre-Summit webinar taking place September 24 from 2:30 – 3:30 p.m. ET. To register, go to: <http://tinyurl.com/p2efx8y>.
- October 2015: A **webinar** with Asia Society, featuring Kentucky and a New Jersey school district on **global competencies** across the Career Clusters

MEETINGS:

Future of CTE Summit: As of July 31, we have 95 state CTE leaders registered from 48 states and Guam and Washington D.C.; 38 co-convenor staff and members; and 33 invited thought leaders for *The Future of CTE Summit*, for a total of 166 registered participants. Registration is effectively closed as of July 31, although we will allow for a remaining registrations over the next few weeks on a case-by-case basis, per the request of a few State Directors and co-conveners.

The Design Team has begun meeting monthly to plan the agenda, activities and other critical pre-Summit efforts, such as the pre-Summit survey and webinar.

PUBLIC POLICY/LEGISLATIVE:

Legislative Updates:

- The reauthorization of the Elementary and Secondary Education Act (ESEA) continued to dominate the month of July. Read more about the Senate's work on their proposal to renew the law here via our legislative updates:
 - ["Congress Wrestles With ESEA"](#)
 - ["Senate Passes ESEA Rewrite"](#)
- Following ESEA's consideration in the Senate, NASDCTEc's attention has once again turned towards the funding outlook for the Perkins Act in FY 2016 along with increasing Congressional attention on the upcoming reauthorization of the Higher Education Act (HEA). Read about these issues and more here:
 - ["Federal Funding Deadline Looms as Congress Looks to Higher Ed after ESEA Push"](#)

Advocacy Plan:

Budget/Appropriations

- 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 to be released in August.

Higher Ed

- Higher Education Act legislative work has also started ahead of possible fall consideration of the law. 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.

Perkins-related:

- Several sources have indicated that the Senate would like to begin consideration of Perkins later this year which would likely mean Senate CTE hearings this fall, but probably not a full legislative proposal. However, with a number of “must pass” bills all set to expire beginning in September, along with the need to pass funding legislation for FY 2016 and the impending need to raise the debt ceiling, lawmakers may find themselves otherwise occupied.
- NASDCTEc has been approached by House staff to support the crafting of a Perkins marker bill—a loose legislative outline for the law’s renewal— that would be aimed at spurring formal committee action later on in 2015. Work on this bill is ongoing and will be based on the Association’s existing legislative recommendations and language staff have written to date.
- NASDCTEc staff are in the process of finalizing a proposal for board consideration that would incorporate a position on Perkins’ “Maintenance of Effort” provisions within the Association’s formal Perkins recommendations. Currently no formal position has been taken by the Association. Following a survey of the State Director membership in May and June of this year, staff have crafted a proposal that would be reflective of the membership’s collective position on the provision which would maintain Perkins’ 100% MOE requirement, allow states to reset their MOE ‘baseline’ at the start of a new Perkins law, and strengthen the waiver application process for states.
- NASDCTEc has continued its advocacy efforts in relation to the U.S. Department of Education’s (USDE) so-called “methods of administration” regulations. Staff have continued to meet with Congressional offices in an effort to require USDE to prescribe such methods through the formal regulatory process. Efforts on this issue are still ongoing.

- 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.
- 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. In particular, revisions are being made to the proposal to more effectively align with WIOA in an effort to proactively address this issue ahead of Perkins reauthorization discussions in Congress. Efforts are also underway to draft language on the National Activities section of Perkins. Conversations are still ongoing with the National Alliance for Partnerships in Equity (NAPE) on a broad-based legislative agreement that could, if agreed to, garner the support of a key equity stakeholder for the removal of Perkins' non-traditional accountability metrics in exchange for strengthened language for state and local interventions for underachieving student subgroups. This work is ongoing.

WIOA

- The USDE and USDOL have requested public comment on proposed templates and data definitions for the law's performance accountability system. NASDCTEc plans to formally respond to this request in conjunction with the Workforce Data Quality Campaign and will keep the membership abreast of its activities on this front. If your state has any concerns related to this proposal, please contact Steve Voytek at svoytek@careertech.org to share these perspectives. The due date for comments is September 21, 2015 and can be submitted at www.regulations.gov

Events/Calls/Webinars attended in July 2015:

- Congressional Meetings and Contact:
 - Rep. Langevin (D-RI)
 - Rep. Thompson (R-PA)
 - Sen. Kaine (D-VA)
 - Sen. Alexander (R-TN)
 - Rep. Kline (R-MN)
 - Sen. Baldwin (D-WI)
 - Sen. Portman (R-OH)
 - Sen. Warner (D-VA)
 - Sen. Moran (R-KS)
 - Sen. Sanders (I-VT)
- **Call(s):** Association for Career and Technical Education (ACTE)
- **Event:** House CTE Caucus Briefing: Apprenticeships
- **Meeting:** Committee for Education Funding (CEF)
- **Event:** American Enterprise Institute: HEA Reauthorization Briefing w/ Chairman Alexander
- **Meeting:** Perkins Coalition
- **Event:** HELP Committee Hearing: Exploring Innovations in Higher Education

- **Event:** Educational Testing Service (ETS): Innovations in Student Learning Assessments for Higher Education
- **Event:** Minority Whip Hearing: Make it in America Campaign: Skills Training Agenda
- **Meeting:** 180 Skills
- **Call:** Lauren Huseman, research assistant of Lou Uchitelle of the New York Times
- **Call:** National Working Group: National Council of Agriculture Education on National Quality Program Standards
- **Meeting:** National Coordinating Council of Career Technical Student Organizations
- **Presentation:** Moderated panel on CTE, STEM and career academies at GE Foundation Summer STEM Conference
- **Meeting:** Stephen Bowen of CCSSO
- **Call:** Cheryl Carrier and Rick Delano, Ford Next Generation Learning, on employer roundtables proposal
- **Call:** Marie O'Hara of Achieve on career-ready indicators
- **Call:** Center for Secondary School Reform and other partners on potential i3 proposal
- **Call:** RTI International and other partners on potential U.S. Department of Education technical assistance proposal
- **Call:** Monthly ACTE cross-organization communications call
- **Meeting:** ACTE Board meeting
- **Meeting:** ACTE Executive Director/Recording of video
- **Call:** Carolyn Warner, DNC/Clinton Campaign
- **Meeting:** National Technical Honor Society Board of Directors
- **Presentation:** National Council of State Directors of Community Colleges
- **Presentation:** Pennsylvania Association of Career Technical Administrators