



Make it Matter!

March 5-7
Crystal Gateway Marriott
Arlington, Virginia

National Policy
Seminar
2018



Administrative Hours

Located in the Grand Foyer

NPS Registration Desk

Sunday, March 4 3:00 p.m. – 7:00 p.m.
Monday, March 5 7:00 a.m. – 3:00 p.m.

ACTE Membership & CTE Support Fund Table

Monday, March 5 7:30 a.m. – 5:30 p.m.
Wednesday, March 7 8:00 a.m. – 12:00 p.m.

ShopACTE

Monday, March 5 8:00 a.m. – 3:00 p.m.
Wednesday, March 7 7:00 a.m. – 10:00 a.m.

Sunday, March 4

8:00 a.m. – 5:00 p.m.	State Leadership Training Program <i>(Additional fee required)</i>	Salon A
8:00 a.m. – 5:00 p.m.	ACTE LEAD	Alexandria
12:00 p.m. – 4:00 p.m.	NCLA Board Meeting	Madison
1:30 p.m. – 4:30 p.m.	Using a Powerful Narrative to Revolutionize the CTE Paradigm <i>(Additional fee required)</i> In this dynamic workshop, you'll learn how to approach stakeholders, legislators, and your community with the transformative message that CTE throws open a vast new array of expanded college and career opportunities and turn the tide in the local, state, and national conversation. <i>Mark C. Perna, Author, Founder and CEO of TFS®</i>	Salon B
3:00 p.m. – 4:00 p.m.	Region II Policy Committee Meeting	Jackson
4:00 p.m. – 6:00 p.m.	NEDA Meeting	Salon 1

5:00 p.m. – 6:00 p.m. **First Timer’s Orientation** **Salon H**
If it is your first time at NPS, or first time in several years, this session will provide you with all the information you need to navigate the conference and Capitol Hill, and make the most of your interactions with policymakers.
Mitch Coppes, Legislative and Regulatory Affairs Manager, ACTE
Jarrod Nagurka, Advocacy and Public Affairs Manager, ACTE

5:00 p.m. – 6:00 p.m. **National Education Association CTE Listening Session** **Jackson**
The National Education Association will be conducting a listening session on CTE issues at this year’s National Policy Seminar. We are opening this opportunity to the first 25 participants who are not NPS “first time” attendees. Please send an email to Dominique Frascoia at dfrascoia@acteonline.org to confirm your participation.

Monday, March 5

8:00 a.m. – 9:00 a.m. **Continental Breakfast and Networking**

9:00 a.m. – 10:00 a.m. **Opening General Session** **Salons ABCHJK**



Keynote Speaker: Robert Atkinson

Robert Atkinson, founder and president of the Information Technology and Innovation Foundation, will share his expertise on innovation policy and economics as our featured keynote speaker. With an extensive background in public policy, he has conducted ground-breaking research projects on technology and innovation, and serves as a valued adviser to state and national policymakers.

10:15 a.m. – 11:15 a.m. **General Session: Hot Topics in Washington—
What’s in Store for 2018?** **Salons ABCHJK**

What are the top priorities of the Administration for the next year? What does the congressional agenda look like leading into the midterm elections? Which issues are likely to drive discussions? Hear from policy insiders about what we can expect in 2018 and how what’s in store has the potential to impact education and workforce development policy.

Introductory Remarks:

Michael Wooten, Acting Assistant Secretary, Office of Career, Technical, and Adult Education

Panel Discussion:

Lindsay Fryer, Vice President, Penn Hill Group
Christina Hamilton, Senior Vice President, Gephardt Government Affairs
Ronald Painter, CEO, National Association of Workforce Boards
Steve DeWitt, Deputy Executive Director, ACTE (Moderator)

11:30 a.m. – 12:30 p.m.

Breakout Sessions: Back to Basics

These breakout sessions will focus on key pieces of legislation that provide opportunities for CTE outside of Perkins and have formed the centerpiece of federal education funding since the 1960s.

Higher Education Act

Salons 1-2

The Higher Education Act (HEA) was last reauthorized by Congress in 2008 and is currently under intense discussions. This hallmark federal education legislation is most known for its investment in federal student aid, but also includes provisions related to teacher preparation and institutional aid. This session will explore the intersections between HEA and CTE and include an overview of the issues under debate during the reauthorization process.

*Katie Brown, Senior Federal Policy Analyst, National Skills Coalition
Brendan Desetti, Senior Government Relations and Public Affairs Manager, D2L
Mitch Coppes, Legislative and Regulatory Affairs Manager, ACTE*

Every Student Succeeds Act

Salon 3

Signed into law in 2015, implementation of the Every Student Succeeds Act (ESSA) is well underway. As the latest reiteration of the Elementary and Secondary Education Act, this legislation invests billions of dollars into the country's K-12 education system, and provides a myriad of opportunities for connections with CTE. This session will review those connections and highlight key issues under discussion as state plans are approved and begin to be implemented.

*Austin Estes, Policy Associate, Advance CTE
Phillip Lovell, Vice President of Policy Development and Government Relations, Alliance for Excellent Education
Alisha Hyslop, Director of Public Policy, ACTE*

11:30 a.m. – 1:45 p.m.

NAAE Breakout & Lunch

Salons D & E

**By Invitation Only*

12:30 p.m. – 1:45 p.m.

Lunch on Your Own

1:45 p.m. – 2:30 p.m.

General Session: Federal Funding Outlook

Salons ABCHJK

Hear the latest on the confusing and chaotic federal funding process! We will discuss the prognosis for education funding and the overall budget, and suggest ways to help make the case for additional CTE funding.

Mitch Coppes, Legislative and Regulatory Affairs Manager, ACTE

2:45 p.m. – 4:00 p.m.	<p>General Session: Perkins Reauthorization and the Secretarial Authority Debate</p> <p>What does “secretarial authority” really mean, and why is it impacting Perkins reauthorization discussions? Progress on reauthorization has been largely stalled in the Senate due to longstanding policy disagreements over the appropriate role of the federal government in education policy. This session will provide an overview of the latest Perkins discussions and a deep dive into the debate over secretarial authority that has become a centerpiece of the reauthorization.</p> <p><i>Mimi Lufkin, Executive Director, National Alliance for Partnerships in Equity</i> <i>Stephen Parker, Legislative Director, Education & Workforce Committee, National Governors Association</i> <i>Alisha Hyslop, Director of Public Policy, ACTE</i></p> <p>Sponsor Spotlight: <i>Fred Wheeler, Assistant Vice President, Forrest T. Jones & Company</i></p>	Salons ABCHJK
4:00 p.m. – 4:15 p.m.	<p>Drink Break</p> <p><i>Generously Sponsored by Forrest T. Jones</i></p>	
4:15 p.m. – 5:00 p.m.	<p>Hill Visit Preparation</p> <p>ACTE policy staff will provide an overview of goals for Hill visits, review key messages and materials for you to deliver to your policymakers, and relay last minute tips for getting the CTE message across on Capitol Hill.</p> <p><i>ACTE Public Policy Staff</i> <i>Linda Romano, ACTE Teacher of the Year</i></p>	Salons ABCHJK
5:00 p.m. – 5:30 p.m.	<p>State Planning Roundtables Planning Time</p> <p>Work with others from your state to finalize Hill visit logistics and details. Leave-behind folders will be distributed during this time, and ACTE Public Policy staff will be available to answer any remaining questions. Larger states will be meeting in separate rooms as noted below.</p> <p>Arizona State Planning Oklahoma State Planning Ohio State Planning</p> <p>Madison Alexandria Lee</p>	Salons ABCHJK
5:30 p.m. – 6:30 p.m.	<p>Administration Division Reception</p> <p><i>Generously Sponsored by the Administration Division and NCLA</i> <i>*Administration Division Members Only</i></p>	Salons DEFG

Tuesday, March 6 – Day on the Hill

8:00 a.m. – 5:00 p.m.

Hill Visits

9:30 a.m. – 10:30 a.m.

Congressional Staff Panel

Senate Dirksen 106

Lead staff working on CTE issues and Perkins reauthorization for the Senate Health, Education, Labor and Pensions Committee and the House Education and the Workforce Committee will share the latest news from Capitol Hill and their outlook for the rest of this congressional session.

Jake Baker, Education Professional Staff, Senate Health, Education, Labor and Pensions Committee Majority Staff
Katherine McClelland, Workforce and Education Policy Advisor, Senate Health, Education, Labor and Pensions Committee Minority Staff
James Redstone, Education and the Workforce Committee Majority Staff
Eunice Ikene, Labor Policy Advisor, Education and the Workforce Committee Minority Staff



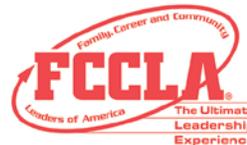
**Please refrain from posting info from this session on social media, as it will be designated as “off the record” to allow for a more robust conversation.

5:00 p.m. – 7:00 p.m.

Capitol Hill Reception

Senate Dirksen 106

This evening reception will feature Career and Technical Student Organization students as they share the leadership and skill-building opportunities they gain through high-quality CTE and participation in their respective CTSOs. Sponsoring organizations include DECA, FBLA, FCCLA, FFA, HOSA, SkillsUSA and TSA. Honorary hosts for the reception include CTE Caucus Co-chairs Senator Tim Kaine, Senator Rob Portman, Senator Tammy Baldwin, and Senator Todd Young, all who have been invited to speak.



Wednesday, March 7

7:30 a.m. – 8:30 a.m.

Continental Breakfast and Networking

Salons ABCHJK

8:30 a.m. – 12:00 p.m.

Special Focus Symposium: CTE Public Awareness

Salons ABCHJK

This symposium will focus on the CTE image issue and increasing public awareness.



8:30-9:00 **Opening & Keynote Presentation: Influencing CTE Public Opinion**

Joshua Starr, CEO of PDK, will discuss the organization's 2017 poll of public perceptions of education and its implications for CTE, and more broadly how educators can shape public opinion to support CTE programs and students.

Joshua Starr, CEO, Phi Delta Kappa International

9:00-10:00 **Diverse Perspectives on Messaging CTE**

How do you reach the wide range of stakeholders that should be engaged in CTE at the local level? Which messages resonate with key audiences? How can you build support with local decision makers? Hear from a panel of diverse stakeholders about what specific messages, communication strategies and approaches work to build positive awareness of CTE at the local level.

Barbara Kanninen, Chair, Arlington County School Board

Kate Kramer, Deputy Executive Director, Advance CTE

Michael Shea, Co-chair of the Career, Technical, and Adult Education Advisory Committee, Arlington Public Schools

Joshua Starr, CEO, Phi Delta Kappa International—Moderator

10:00-10:15 **Break**

10:15-11:15 **Sharing the CTE Message: Best Practices for Communicating the Value of CTE**

This session will provide real-world examples of successful communication strategies and campaigns that have worked to build CTE public awareness and improve public opinion.

Kayleen McCabe, Host, DIY Network's Rescue Renovation

Jackie Kuffel, Career Technical Director, Tolles

Scott Springer, Educational Consultant, Harbor Freight Tools for Schools

11:15-12:00 **Audience Activity, Feedback and Closing**

12:00 p.m.

Hill Visits (if needed)

1:00 p.m. – 4:00 p.m.

Pentagon VIP and Arlington National Cemetery Tour

(Closed—Pre-registration Required)

Busses will leave at 1:00 p.m. from the front of the Crystal Gateway Marriott. Please be outside by 12:45 p.m. to assure busses can leave on time!

