



Keys to Unlocking Perkins Funding \$\$s for Your Program

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iConnect Training



What We Will Learn:

- Perkins Funding History
- How the Billions are Allocated
- How State's Specifics Do Vary
- 7 Tips to Maximize Your Program's Success for Perkins \$\$
- Drawing for 5 Lucky \$100 Cash Winners (Real, non-Perkins Dollars!)





What is Perkins?



1. An Act of Congress: The Perkins Career and Technical Education Act of 2006, as amended (Now on Perkins V)
2. The principal source of federal funding to states for the improvement of secondary and post-secondary career & technical education programs

What is the Purpose of Perkins?

To develop the academic, career, & technical skills of secondary* and post-secondary* students who elect to enroll in career and technical education programs.

* Secondary = High School

* Post Secondary = 2-year College, 4-year College or University,

Private Career Schools, the Military, or Apprenticeships (on-the-job-training).

What is the Purpose of Perkins?



Perkins Grant History

Did you Know?

- 1917 was the first authorization for federal funding of vocational education
- \$7 million was allotted to Agriculture, Industrial & Home Economics
- States had to establish a State Board of Vocational Education to partake

Perkins Grants History

What Year is This Quote From?

Many philanthropists and moral reformers regarded vocational training as an opportunity to instill the moral value of work, which they feared was being eroded by modern society.

Perkins Grants History

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Many philanthropists and moral reformers regarded vocational training as an opportunity to instill the moral value of work, which they feared was being eroded by modern society. **(in 1917!)**

Perkins Grants Trivia



- **Who is the Perkins Grant program namesake?**
- **What state was he from?**

Perkins Grants Trivia



- **Carl D. Perkins**, an attorney
- Served 35 years as U.S. Representative from **Kentucky**
- His work was also responsible for the **Head Start** program, serving 37 million children since its inception in 1990!

Carl Dewey Perkins



Member of the
U.S. House of Representatives
from Kentucky's 7th district

In office
January 3, 1949 – August 3, 1984

Perkins Grant \$\$s Available

- That initial federal spend of \$7 million in 1917 would be worth about **\$161 Million** in today's dollars....



Perkins Grant \$\$s Available

- That initial federal spend of \$7 million in 1917 would be worth about **\$161 Million** in today's dollars....
- But the Perkins Grants for 2022 – 2023 school year are at **\$1.38 Billion**
- Has been increasing modestly at about **1.4%** annually in the past few years.



“

The Perkins Act was enacted to increase access to high-quality Career and Technical Education (CTE) programs of study, especially to those students who had been underserved in the past or who had substantial education needs.

The Perkins Act provides federal funds to states so they can facilitate connections between secondary and postsecondary education and employers—aligning learning programs to best serve the needs of the local economy.

Quote from Marcus Penny's article

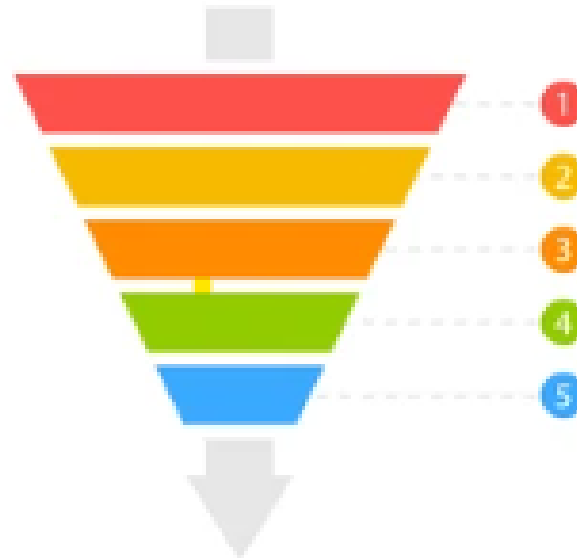
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How Perkins Funds are Distributed from the Federal Level to the States

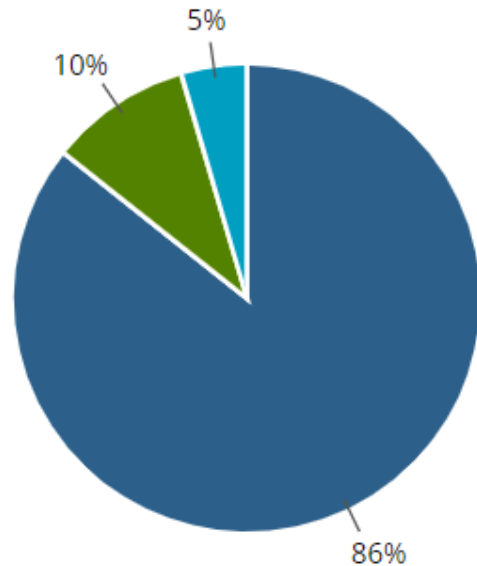
Announced in early April by the US Dept. of Education to the State CTE Directors

First 40% Available for Obligation July 1st

60% Available for Obligation Oct. 1st



Funding Distribution



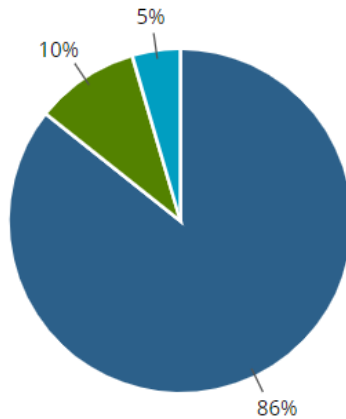
**Total Perkins V Grant Award:
Fiscal Year 2022
\$1,356,056,776**

- Local Formula Funds (86%)
\$1,161,516,394
- State Leadership (10%)
\$132,612,824
- State Administration (5%)
\$61,261,548

**Of course,
Perkins
Administration
takes 15% off
the Top**

Who Noticed the
Math Error on
the Prior Graph?

Funding Distribution



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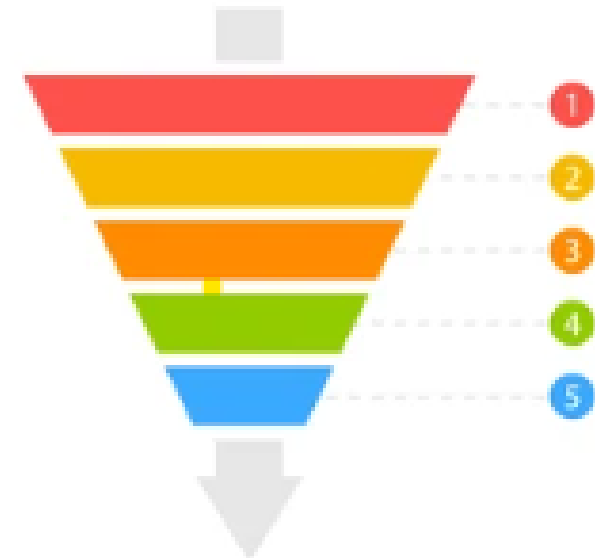
Ah, it's just a rounding error...worth \$1,21,613 million

How Perkins Funds are Distributed from the State Level to the Schools

A school must submit their 5-Year Plan every 5th Year.

Allocation to States follows complicated formulas weighting the proportion of 15 – 24 yr. old population, and per-capita income.

More Youth,
Less Income =
More Perkins \$\$



On Average,
this % of
each State's
Allocation
Goes to

**Secondary
Schools**

62%



**Post - Secondary
Schools**

38%



Largest Outlier States from the 62% - 38% Average:

STATE	SECONDARY SCHOOLS' %	POST-SECONDARY SCHOOLS' %
	90%	10%
	40%	60%



Largest Outlier States from the 62% - 38% Average:

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RHODE ISLAND	90%	10%
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Largest Outlier States from the 62% - 38% Average:

STATE	SECONDARY SCHOOLS' %	POST-SECONDARY SCHOOLS' %
RHODE ISLAND	90%	10%
COLORADO	40%	60%



State	Total Estimated Allocation	Available July 1,2022	Available October 1,2022
ALABAMA	\$23,291,195	\$10,073,399	\$13,217,796
ALASKA	\$5,614,066	\$2,428,073	\$3,185,993
ARIZONA	\$33,327,643	\$14,414,145	\$18,913,498
ARKANSAS	\$14,260,647	\$6,167,704	\$8,092,943
CALIFORNIA	\$137,373,362	\$59,413,728	\$77,959,634
COLORADO	\$20,677,590	\$8,943,020	\$11,734,570
CONNECTICUT	\$11,797,221	\$5,102,277	\$6,694,944
DELAWARE	\$6,035,653	\$2,610,409	\$3,425,244
FLORIDA	\$79,734,127	\$34,484,864	\$45,249,263
GEORGIA	\$49,545,096	\$21,428,163	\$28,116,933
HAWAII	\$6,725,491	\$2,908,763	\$3,816,728
IDAHO	\$8,371,565	\$3,620,687	\$4,750,878
ILLINOIS	\$48,668,688	\$21,049,119	\$27,619,569
INDIANA	\$31,159,246	\$13,476,317	\$17,682,929
IOWA	\$13,853,092	\$5,991,437	\$7,861,655
KANSAS	\$12,458,848	\$5,388,429	\$7,070,419
KENTUCKY	\$21,143,647	\$9,144,589	\$11,999,058
LOUISIANA	\$23,864,858	\$10,321,507	\$13,543,351
MAINE	\$6,725,491	\$2,908,763	\$3,816,728
MARYLAND	\$19,645,329	\$8,496,569	\$11,148,760
MASSACHUSETTS	\$22,451,559	\$9,710,258	\$12,741,301
MICHIGAN	\$44,937,488	\$19,435,381	\$25,502,107
MINNESOTA	\$20,524,984	\$8,877,018	\$11,647,966
MISSISSIPPI	\$15,313,919	\$6,623,242	\$8,690,677

State	Total Estimated Allocation	Available July 1,2022	Available October 1,2022
NEW MEXICO	\$10,061,714	\$4,351,673	\$5,710,041
NEWYORK	\$61,643,407	\$26,660,661	\$34,982,746
NORTH CAROLINA	\$46,919,752	\$20,292,707	\$26,627,045
NORTH DAKOTA	\$5,614,066	\$2,428,073	\$3,185,993
OHIO	\$50,576,097	\$21,874,070	\$28,702,027
OKLAHOMA	\$17,639,867	\$7,629,210	\$10,010,657
OREGON	\$16,730,850	\$7,236,062	\$9,494,788
PENNSYLVANIA	\$48,355,451	\$20,913,644	\$27,441,807
RHODE ISLAND	\$6,725,491	\$2,908,763	\$3,816,728
SOUTH CAROLINA	\$23,503,762	\$10,165,334	\$13,338,428
SOUTH DAKOTA	\$5,725,811	\$2,476,403	\$3,249,408
TENNESSEE	\$29,506,984	\$12,761,717	\$16,745,267
TEXAS	\$123,144,902	\$53,259,945	\$69,884,957
UTAH	\$16,574,719	\$7,168,536	\$9,406,183
VERMONT	\$5,614,066	\$2,428,073	\$3,185,993
VIRGINIA	\$31,070,269	\$13,437,835	\$17,632,434
WASHINGTON	\$24,994,750	\$10,810,184	\$14,184,566
WEST VIRGINIA	\$9,494,868	\$4,106,513	\$5,388,355
WISCONSIN	\$24,446,105	\$10,572,896	\$13,873,209
WYOMING	\$5,614,066	\$2,428,073	\$3,185,993
DISTRICT OF COLUMBIA	\$5,614,066	\$2,428,073	\$3,185,993
PUERTO RICO	\$20,431,158	\$8,836,438	\$11,594,720
VIRGIN ISLANDS	\$1,488,523	\$643,783	\$844,740
U.S. TOTAL	\$1,357,356,478	\$587,054,198	\$770,302,280

Everything you have seen so far is
all **background**.
Chances are, you cannot affect any
of that!

So now, let's look at what
YOU CAN AFFECT!

Winning Perkins Grant Funds is a Team Sport!



Local Employer of HVAC Students



Superintendent or President of your School or College



Principal or Dean of your School



Board Members of your School



Perkins Administrator Assigned at Your School



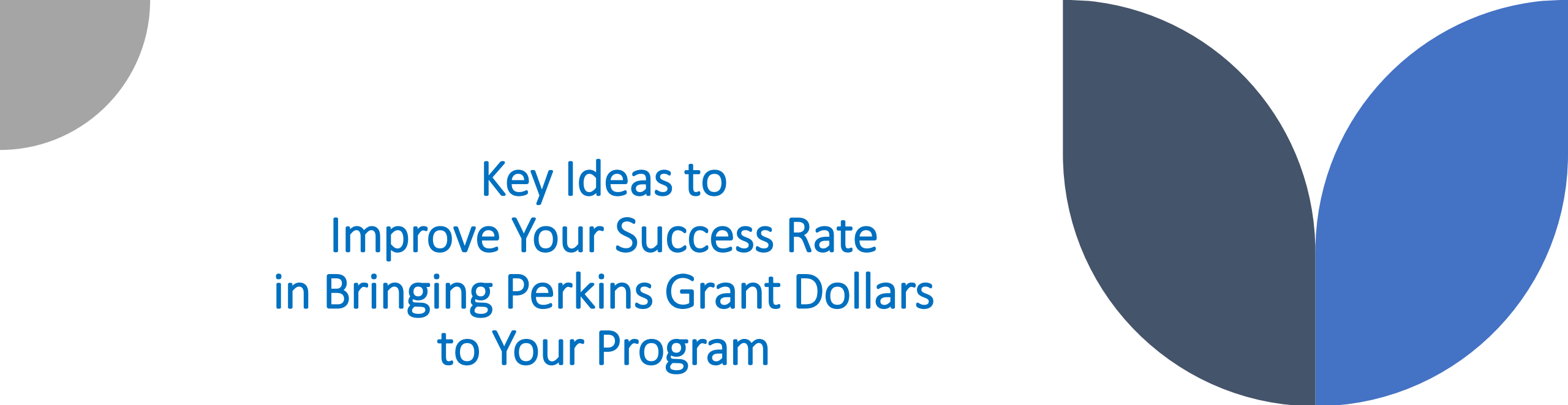
Program Manager for Your HVAC Program



Your Fellow Teachers & Instructors in HVAC Program



YOU! A Motivated HVAC Instructor!



Key Ideas to Improve Your Success Rate in Bringing Perkins Grant Dollars to Your Program

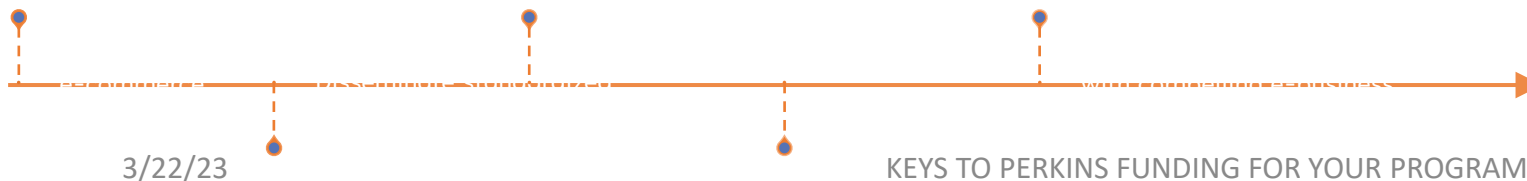
1. Contact Your State's CTE Director

- Their entire job is to help any school who wants help to get Perkins' funds. Free! Expert!
- First, talk with your school's Perkins' Administrator, and offer to contact your State CTE Director and discuss ideas for your program's possible uses of funds.
- Then have several conversations with your state's CTE Director



2. Inform Yourself About Your School's Perkins' Deadlines & Timeline

- Each state may have different deadlines, starting March 15 and May 19 for 2023. These drive your school's timeline.
- Talk with your school's "Perkins Administrator" to see how you can help them meet their internal timeline.
- Be the first program in your school to submit your materials -- not the last! Your Perkins Administrator will appreciate your support.



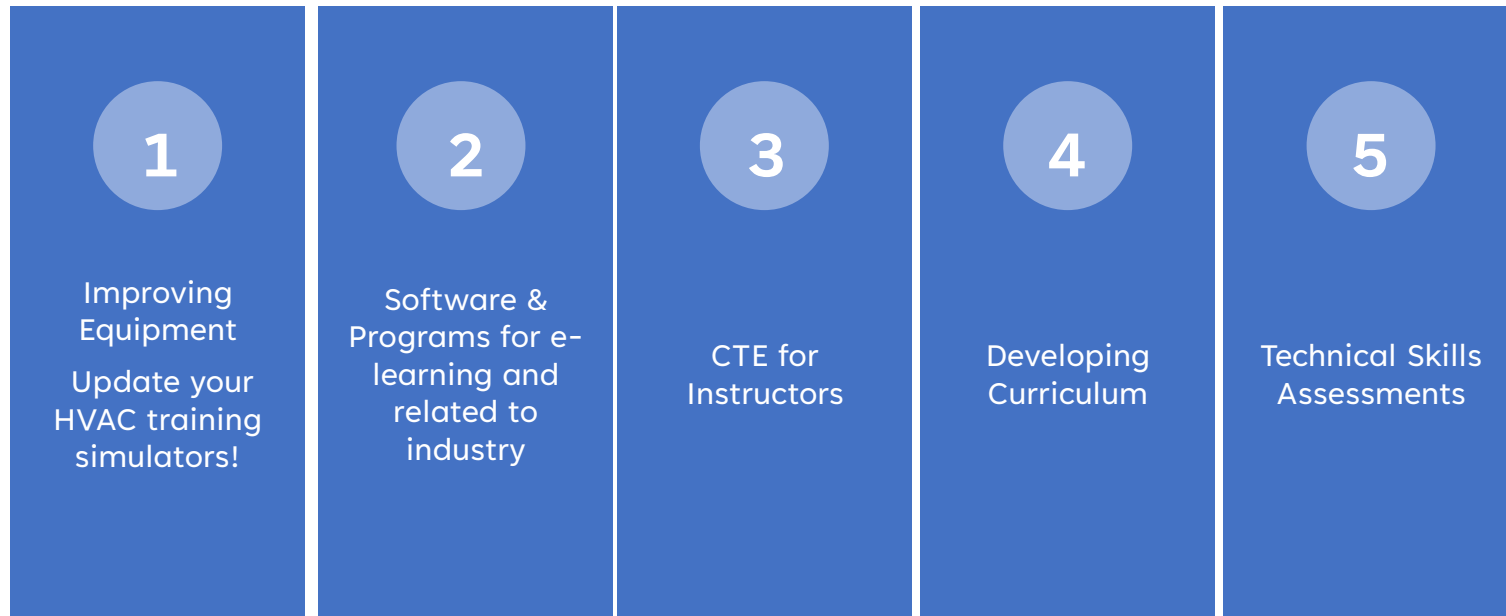
Permitted Perkins spend varies state by state.

Examples allowed in S.C.:

- Classroom sets of books
- Staff related to supporting CTE students/programs – tutors, coaches, apprenticeship/WBL
- Instructional Supplies
- Equipment
- Software/programs related to industry
- Financial assistance for CTE special population students
- Tours at employers
- DACUM
- Career Development Resources

3. Learn what your state and your school allow, and then get creative within those restrictions

Typically, Perkins Funds can be used for:



4. Aggressively fill out every single request paperwork as fast as you can

- No matter how little
- No matter how short the deadline
- No matter if you are busy
- No matter if you aren't sure it applies



5. Support Your School's Advisory Committee

- Most Schools are Required to have a Perkins' Advisory Committee
- You should suggest qualified and willing candidates from your community's employer base to be on this committee.
- This helps two-fold:
 - Makes it easier for your school to represent your program
 - Develops relationships with industry employers who appreciate your program



6. Become Your Program's CMO:



6. Become Your Program's CMO: Market Your Program!

- Take the initiative to meet with your supervisor/principal/dean (follow your chain of command), suggest a presentation & student demo for a board meeting.
- Advocate for your program. Communicate!! Interview employers for a testimonial. Describe internships. Highlight recent graduates who are working. Publish students who pass a certification. Show competency among your students.
- Brag when your program helps a traditionally under-represented population: Minorities & Women

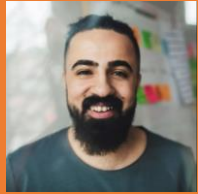
6. Become the “CMO”: Market Your Program!

pg. 2

- Every instructor should have your own advisory committee with 1-3 local employers.
- Have a dinner meeting at your facility with your advisory group 2x each year
- Make the bridge: match-make on internships & summer work experience with your advisors
- Check with the ESCO staff on their presentation several years ago: “How to get the best usage of an advisory committee.”



Remember These Folks?



**Local Employer of
HVAC Students**



**Superintendent or
President of your
School or College**



**Principal or Dean of
your School**



**Board Members of
your School**



**Perkins Administrator
Assigned at Your
School**



**Program Manager for
Your HVAC Program**

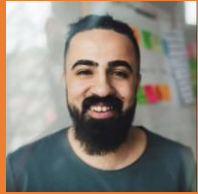


**Your Fellow Teachers &
Instructors in HVAC
Program**



**YOU! A Motivated
HVAC Instructor!**

7. Every time you get Perkins funding, say THANK YOU! all the way back up the chain



Local Employer of HVAC Students



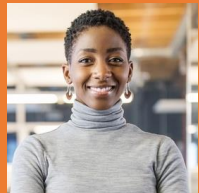
Superintendent or President of your School or College



Principal or Dean of your School



Board Members of your School



Perkins Administrator Assigned at Your School



Program Manager for Your HVAC Program



Your Fellow Teachers & Instructors in HVAC Program

- Email
- Thank you notes
- Article in local papers
- Meet for a coffee
- Show photos
- In Person, get creative!

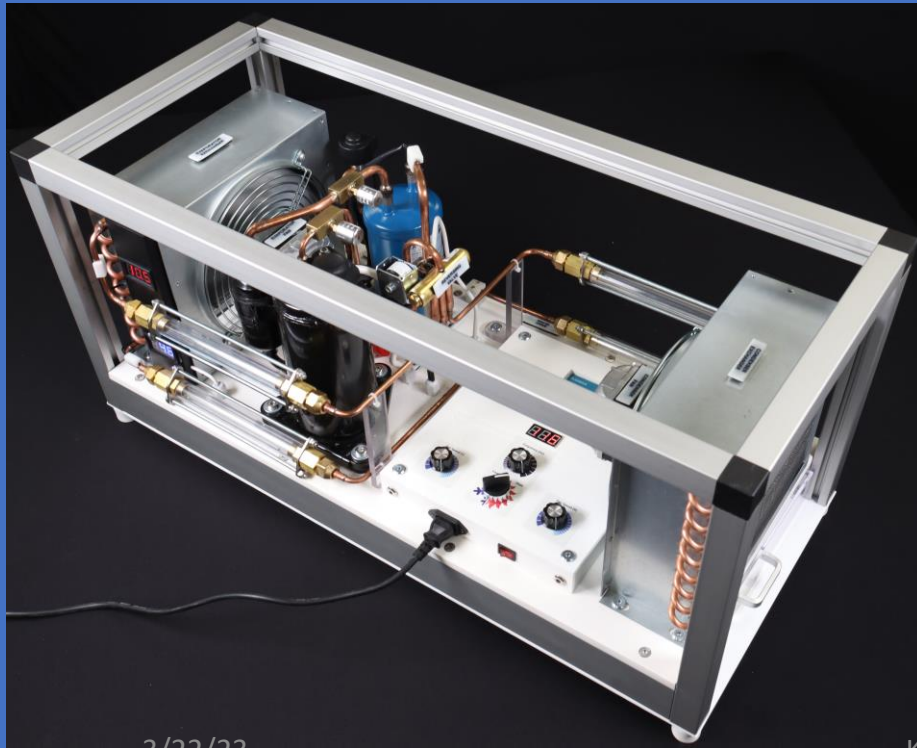
In Summary:

Keys To Maximizing Your Funding

1. Contact your State's CTE Director
2. Work Ahead of Your School's Perkins Deadlines
3. Learn your State's & School's Allowed Expenses, & then Get Creative
4. Fill Out Every Request, Instantly!
5. Support Your School's Advisory Board
6. Become Your Program's Chief Marketing Officer
7. Personally Thank Everyone Who Helped, Each Time You Win Funds
8. Spend All Your Funds with iConnect Training!

Come See Us at Booth #2000!

New R-290 Propane Mini Heat Pump Unit



3/22/23

Possibilities for Your Perkins Funds



KEYS TO PERKINS FUNDING FOR YOUR PROGRAM

41

Come See Us at Booth #2000



Apply as a Candidate to Instruct for us in The Bahamas!

Advanced HVAC/R & Electrical Learning while enjoying a Reward Trip of a Lifetime



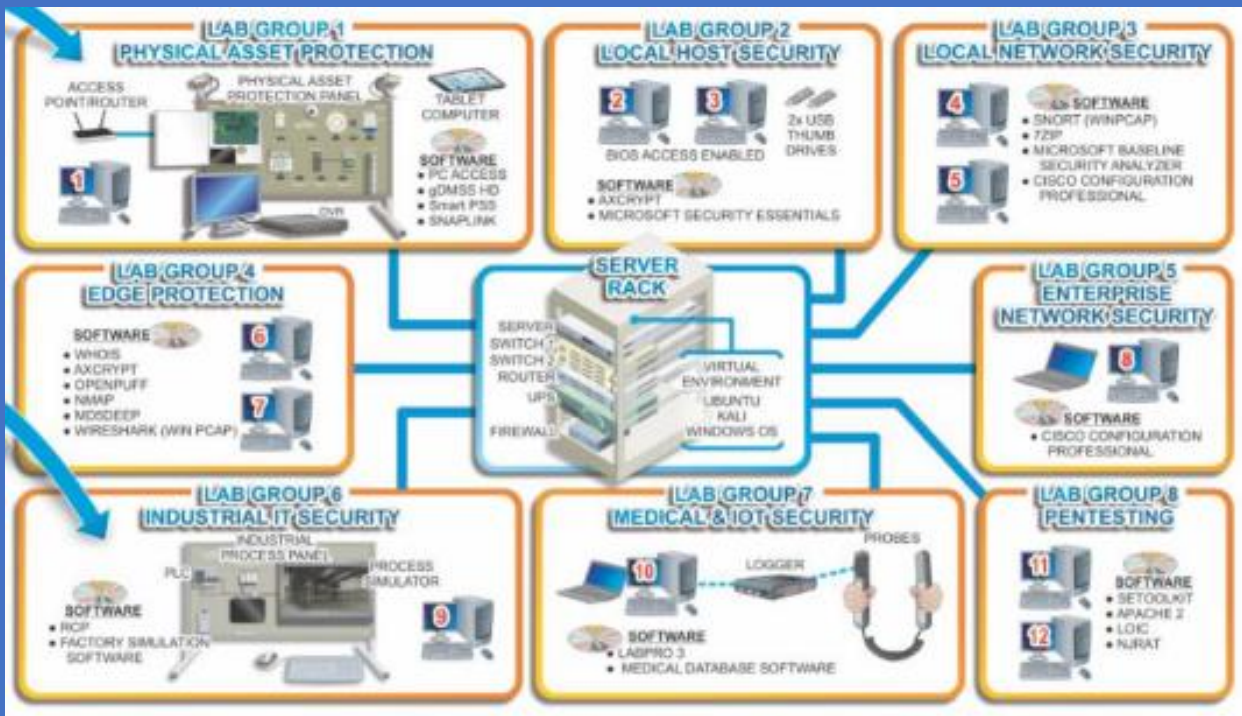
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KEYS TO PERKINS FUNDING FOR YOUR PROGRAM

42

Come See Us at Booth #2000

See Our New Marcraft Product Lines Featuring
Cybersecurity & Green Technology



RENEWABLE ENERGY

GT-1500 CLEAN ELECTRON GENERATION PANEL



The GT-1500 Clean Electron Generation Panel provides students an introductory hands-on interactive experience with the three leading sources of alternative energy generation technologies.

- Wind Power**
 - Installing and testing a wind turbine
 - Configuring and testing off-grid installations
 - Design/create a wind turbine power system
- Solar Power**
 - Installing, combining, and testing solar panels
 - Configuring and testing off-grid installations
 - Design/create a solar charging system for portable hand-held devices



If You Already Instruct on iConnect Training Units ... Come See Us at Booth #2000

Testimonials from HVAC Excellence

Testimonials from HVAC Excellence 2022 “Students learn by: See one, Do one, Show one.” and “A whole new way to look inside the system.” were sentiments heard at the show this year.

[Watch Video](#)



**Earn a \$500 Credit toward Your Next iConnect Training or
Marcraft Unit**

by Doing a Short Video Testimonial For us Today!

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Drawing for (5) \$100 Cash Winners! *Thank you!*

Lori Northrup

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www.iConnectTraining.com

www.Marcraft.com

