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ACTIVE news



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August 1983

THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION IN TEXAS

Will Reece New Executive Director



Will Reece

Will Reece succeeds Alton D. Ice September 1 as Executive Director of the Advisory Council for Technical-Vocational Education in Texas.

Reece was named to the position August 11 by

the ACTIVE's Steering Committee. He was among 19 applicants for the job.

Ice retires August 31, bringing to an end an illustrious 35-year career in vocational-technical education, the past 14 of which were as the ACTIVE's Executive Director (See invitation to his retirement banquet this page).

Reece is no stranger to the ACTIVE. He served as a Program Officer 1972-77 before moving on to serve in the dual role of Executive Director of the Texas Vocational Technical Association and Texas Vocational Consortium. He returned to the ACTIVE in 1980 as senior program officer.

Prior to coming to the ACTIVE in 1972, Reece had a background in advertising, broadcasting, and newspaper management. He is a graduate of the University of Houston.

In accepting the position, Reece said he will strive to uphold the high standards of duty and service to vocational-technical education established by Alton Ice.

Friends of Alton D. Ice

Are Cordially Invited to the

Alton D. Ice Retirement Banquet

September 21

7 p.m.

Wyndham Southpark Hotel

Austin

Government Publications

SEP 19 1983 ✓

Dallas Public Library

Tickets are \$25.00 each. Make checks payable to the "Alton D. Ice Retirement Banquet" and mail to Mr. W. H. Melschen, Banquet Treasurer, 614 E. 12th Street, Austin, 78701. The Wyndham South Park Hotel, Austin's newest, has quoted a flat rate of \$50 for a single or double for those wanting overnite accommodations. Contact the hotel direct at (512) 448-2222 or write 4140 Governor's Row, Austin 78744.

AVA Plans Conference in Austin

The American Vocational Association (AVA) will hold a regional conference on "Vocational Education in the Comprehensive High School" October 20-21 at the new Wyndham Hotel in Austin. This is the first of several regional conferences and follows a national conference held on the subject in June and a hearing by the AVA Board in December 1982. The subject was also addressed in the September 1982 issue of AVA's Journal VocEd.

The purpose of the conference is an examination of the first element of the delivery system of vocational education in the nation. Some of the issues to be addressed during the conference will be: the extent to which secondary student and employer needs are met through these programs; the needs of special students; integration of the vocational and academic curriculum; articulation between secondary and post-secondary programs; keeping programs current in curriculum and instructional resources; effective evaluation and improvement of programs; improving governance and supervision to more effectively support programs; level of resource support necessary for quality programs; improving the image of vocational education; and recruitment of students into appropriate vocational programs. The above is just a sample of issues and concerns to be covered.

The conference will bring together a rich mix of participants including educators involved in vocational education at the secondary level, public officials, administrators, school board members, employers and labor representatives.

The hard-hitting conference on improving vocational education in the American Comprehensive High School will get underway with registration at 10 a.m., and the conference beginning at 1 p.m. on Oct. 20. It will conclude at 1 p.m. Oct. 21. The conference is being supported by the ACTVE, state agencies, professional education organizations and other groups. Participants will be from Texas, Louisiana, Arkansas, Oklahoma and New Mexico.

Registration will cover conference materials, coffee breaks, a Texas bar'b'que and other support items. Registration fees are: Single AVA member -- \$75; groups of 10 or more -- \$50 per participant; non-AVA members -- \$120. Single room rates at the Wyndham are \$45 plus tax. Conference and hotel reservations should be made with Dr. Roni Posner, American Vocational Association, 2020 North 14th Street, Arlington, VA 22201, (703)522-6121.

Vacancy at ACTVE

The promotion of Will Reece, program officer III, to the executive director of the ACTVE has left a vacancy on the staff. The position that Jeanine Hicks currently holds,

program officer II, will be filled by the open application process. Applicants should have an extensive background in vocational, occupational, adult, and manpower education and training. They should have knowledge of school fiscal, administrative and program procedures and should also have experience in research, analysis or evaluation and be familiar with trends in education. Minimum education required is a master's degree. Starting salary is \$29,952. Interested persons should write or call the Council office for an application form -- P.O. Box 1886, Austin, Texas 78767, (512)475-2046. Deadline for application is 5 p.m. August 26.

*Footnotes

by Jeanine Hicks

As I begin this, my final column, for the second time, I realize I must make my adieus short and sweet, or they will get out of hand.

So, here is the short and sweet:

"Thank you, vocational educators of Texas, for five exciting, frustrating, interesting and inspiring years. My life has been made richer by knowing and working with you, for you accepted me into your vocational education family and made me feel loved, needed, and appreciated. I thank you for this."

Now, for a few parting shots from the old worn-out soap box:

GET THE SECRET OUT ABOUT VOCATIONAL EDUCATION! Toot your own horns and get the word out about the benefits and opportunities of vocational education. Play it smart -- involve business and industry in your programs and public information plans. Involve your elected officials in your activities and with your students (i.e., Have them judge the public speaking contests at the student leadership meetings).

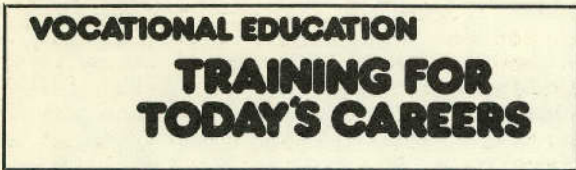
Utilize the materials the ACTVE and Foundation have made available! We still have some posters with the slogan, "Vocational Education Today for a More Productive Tomorrow," blue "image" brochures, Foundation brochures and a few of the Speakers Bureau Survival Kits. Call or write the ACTVE office for copies. Each school should have at least one copy of the slide/tape presentation, "Taking Chances," which was developed for use with prospective students. It may be purchased for \$44.00 from the Center for Occupational Curriculum Development, University of Texas at Austin, P.O. Box 7218, Austin, TX 78712-7218, (512)471-7716. There is also an accompanying brochure entitled, "It Takes More Than Luck to Get Up There," which costs \$8.00 per 100 copies. It may be ordered from the same place as the slide/tape.

Two new bumper stickers are available from El Paso ISD. Prices for 500 stickers or

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less -- 15¢ each; more than 500 -- 12¢ each.



Order them from Mike Michel, Assistant Superintendent for Vocational Education, El Paso ISD, P.O. Box 20100, El Paso, TX 79998; (915)799-4093.

Learn to be a P.R. Expert by utilizing the Public Information Cookbook that will be sent to each school district this fall. Form a P.R. committee in your school and formulate a P.R. action plan for the year. Have the student leadership organization presidents form a Presidents Club and plan cooperative P.R. activities. Ask local advisory committee members and other business people to assist in your public relations efforts. AVA members should read the article on good P.R. ideas in the Insider section of the August VocEd magazine. You will recognize the artwork Florida borrowed from our bumper sticker -- "Vocational Education Puts Green in Your Jeans."

Sponsor a Vocational Trade Fair in your school. Each school district will be receiving a Vocational Trade Fair Handbook with all the "how-to" details for putting on a Trade Fair. It's a good P.R. tool with the rest of the school, your advisory committee and the total community. Birdville ISD has had two fairs and claims it's the most exciting activity they have all year long. They've also donated \$1,500 to the Foundation from their proceeds. Look for the Handbook this fall.

Emphasize private enterprise and entrepreneurship in your programs. Vocational education is tops in turning out entrepreneurs, but are we really preparing our students for the pitfalls of starting their own businesses? Need help with entrepreneurial education? Dr. Calvin Kent and his staff at the Center for Private Enterprise and Entrepreneurship at Baylor University is willing to send you information on curriculum materials and/or make a presentation. He may be contacted at the Hankamer School of Business, Suite 215, Baylor University, Waco, Texas 76798, (817)755-3766.

Earn some money with your private enterprise activities by entering the Texas Association

of Business Awards for Excellence in the Teaching of Private Enterprise. This "contest" is co-sponsored by the Center at Baylor. I have had the privilege of serving as a judge for the last two years and it was embarrassing and lamentable how few vocational educators entered. This awards program is designed to reward those teachers at all grade levels and in all subject areas who have developed creative, innovative, and effective means of implementing the intent and spirit of the Texas private enterprise education laws. Award categories are: elementary (K-4), intermediate (5-8) and secondary (9-12). Awards will be granted in each category as follows: first place -- \$1,000, second -- \$750, third -- \$500. The contest is usually announced during January or February of each year. Deadline for entries is July 1. Watch for a notice at your school and in this newsletter. Or, write Calvin Kent at the aforementioned address and ask that the rules and application form be sent to you when available. Let's have a winner from the voc. ed. ranks this year!

Know what is going on in vocational education and keep up-to-date on new materials by writing the National Center for Research in Vocational Education and asking for a list of their products. Almost everyday, I get notice of a new product or publication from the Center and wish I could include it in the newsletter. Alas, most of the time, space always runs short. So, find out what I wasn't able to tell you -- get your own list. It will be worth the effort. Write them at 1960 Kenny Road, Columbus, Ohio 43210, (800)848-4815. The same goes for the American Vocational Association -- they have lots of good materials you might be interested in. And remember to order their materials EARLY for Vocational Education Week. Write for their product list at 2020 North 14th Street, Arlington, VA 22201.

The Vocational-Technical Education Development Foundation will continue...we hope. As I stated at the inservice meetings, I will "take the Foundation with me" to separate it from the ACTIVE. Meanwhile, Foundation directors are working very hard to make it "fly." We need a "champion." If you know a barn-burner and windmill-tilter in your community -- send him or her our way. We're going to try everything before giving up on this organization. Vocational education needs a group of strong business people working for it at the statewide level...it needs this Foundation.

How can you help the Foundation? Urge your advisory committee (LAC) members to become Charter Members of the Foundation. As became apparent from our recent survey of LAC's, local business people feel there should be public relations activities for improving the image of voc. ed.

A videotape presentation on vocational education is needed for use in the communities

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Garlin Scroggins Retires

and with policy-makers. Pat Koen, Foundation board member from Houston, is very interested in putting together such a presentation. He has already obtained a pledge of \$1,000 from his employer, J. R. Thompson, owner of Warren Electric. We need \$5,000 more to complete the final product. Is there a company in your town that would be willing to donate \$500 or \$1,000 toward the development of a first-class presentation on what vocational education is and does? Why not ask around -- this is a tool you need at the local level. We have a very talented audio visual expert in Houston who will produce the presentation. Contact me at P.O. Box 33014, Austin, TX 78714 if you have an interested donor.

After more than 36 years in vocational agriculture education, Garlin Scroggins is heading back home to Montague County. His retirement as director of vocational agriculture in Texas will be effective August 31.

After growing up around Bowie in Montague County, Scroggins served in the armed forces and then went to earn B.S. and master's degrees in agricultural education at A&M University. He began his teaching career at Paradise, then went to Northwest and Bridgeport for a total of 17 years. In 1964, Scroggins was hired as the area specialist for ag. in the Denton office. Then in 1968 he moved to Austin as executive secretary of the Future Farmers of America organization. He was promoted to assistant director of vocational agriculture in 1970 and then to director in 1979. Best wishes to Garlin Scroggins, a leader who has served the students and vocational education well during his distinguished career.

Learn from other strong groups (doctors, lawyers, universities, etc.): (1) Unite and speak with one voice for vocational education; (2) support your professional organizations. If you don't -- you will continue to be viewed by some as a "group of children -- always fighting among yourselves." Power comes from strength and strength from unity and numbers. It's time vocational education ceased being the weakest element in education. Join with each other -- and business and industry -- to make people sit up and take notice!

Jeanine Hicks, Editor
Lynda Permenter, Assoc. Editor

ACTIVE—(512) 475-2046
Cletus G. Michel, Chairperson
Alton D. Ice, Executive Director

May God bless and keep each of you who work so hard and give so much to the students of Texas.

The Advisory Council for Technical-
Vocational Education in Texas
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