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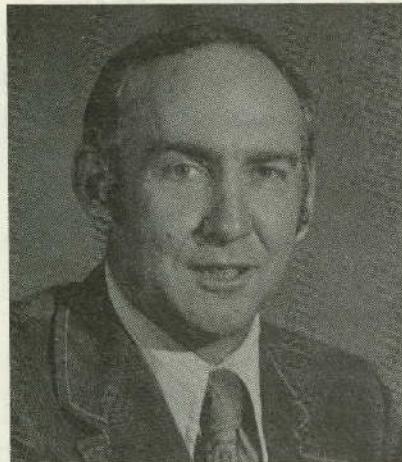
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THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION IN TEXAS

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## ROGERS, JUAREZ NEW OFFICERS

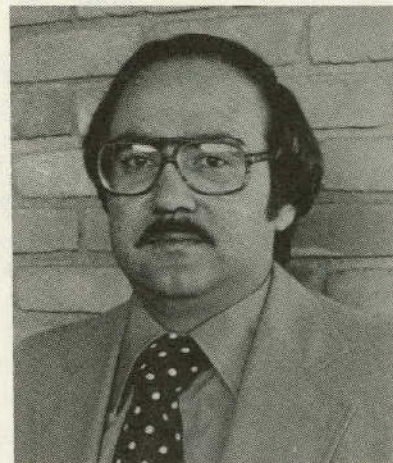


**S. Don Rogers**  
Chair

Don Rogers of Austin and Dr. Jacinto Juarez of Laredo were elected chair and vice chair of the Advisory Council for Technical/Vocational Education in Texas.

Both were elected unanimously at the June 23-24 meeting in Austin. Mr. Rogers succeeds Doyel Chandler of Kirbyville and Dr. Juarez follows Dr. Robert Hunter of Abilene.

Rogers has been superintendent at Eanes ISD in Austin since 1974. Prior to that he was principal and later assistant superintendent with the Killeen Public Schools. He has worked in the Deer Park and Clarkwood Schools as a teacher, program director and elementary principal.



**Jacinto Juarez**  
Vice Chair

Since joining the Council in 1975, he has been a member of the Planning and Evaluation Committee.

Dr. Juarez joined Laredo Junior College in 1975 and worked his way up through several job areas to his present position as Dean of Vocational and Technical Education. The new vice chair earned a B.A. from A&M, M.A. from Texas A&I and his Ph.D. in vocational technical education from East Texas State.

Dr. Juarez has served on the ACTIVE Planning and Evaluation Committee since his appointment in 1979.

## VOC. ED. MUST BE "GUTSY"

Sandra Marvel, vocational administrator for Wichita Falls ISD, told members of the Advisory Council that vocational educators are going to have to start taking risks and being "gutsy" in some of their approaches to the challenges facing vocational education.

One of the main challenges facing vocational education is the declining school population. "We do not have as many students as we used to in our public schools. And when school population diminishes and programs are not dropped, you suddenly have more and more competition for those stu-

dents -- not only between general ed. and voc. ed., but between vocational education programs."

Mrs. Marvel explained how their speech and drama programs have diminished and that she is a big proponent of speech for all high school students. "I am not against the idea that programs do die of natural causes. Sometimes that's good and the way it should be. But it begins to bother me when programs that are of vital interest and in demand in your local school and community die because of lack of students. I'd like to share with you some of the ways in which I feel the local school dis-



trict can do something about this. Often it will take a gutsy, visionary, risk-taking approach and sometimes it will just take plowing in and working."

"First of all I think today we are forced to evaluate what we are doing wrong, what we are doing right and what we can do better. I think there are no more choices in the matter. In the past there has always been the matter of expansion -- developing new programs. But I think we can no longer consider that as our main priority. We must evaluate what we're doing and start redirecting some programs."

She gave examples of how several of her programs had reached a status quo and were taking an average approach to curriculum and implementation. She and the teachers felt some redirection was in order, so in most cases, just a change in name and thrust was needed to double the enrollments. In others, structure was changed and different directions taken. So often competition can be eliminated, when a program is redirected to make it different from another. In each case Mrs. Marvel cited, the innovative redirection breathed new life back into the programs and all are flourishing.

The second means of meeting the challenges ahead is through collaboration, according to Mrs. Marvel. "Education is a lifelong activity and vocational education at the secondary level has a responsibility to aid in this activity. But, we're not the only one that's doing that job locally." She explained how the university in her city wanted to start drafting and electronics programs, but the cost was prohibitive. So, she asked the junior college if they could "co-mingle funds" to see if the cost could be reduced. It worked and in September they will have an adult education program that is funded by the community college, advertised and promoted by the academic college and the training done in the secondary school.

Mrs. Marvel went on to explain that working with community-based agencies is also important and can be a good source of assistance. Through cooperation with the North Texas Skills Center, Wichita Falls ISD worked up a plan whereby they could train more machine trade students for the machining trade industries in the area who are desperate for skilled workers. The Texas Education Agency allowed them to pilot a project which enabled adults to come in and train with regular students in electrical and machine trades. It was very successful last year and they are

expanding it into three more programs for the coming year.

"Another thing we must do is improve the status of vocational education," the vocational administrator said. "Parents are still the single most influential entity in a child's decision concerning a career. And I think parents have a lot to do with the students not taking vocational education. We feel that if we raise the status of vocational education, we will attract more and more students who will be successful in vocational education. So, we've been working with Texas State Technical Institute in an articulation agreement in four program areas. This benefits the students and it adds status to the program. We can say -- you will be taking vocational education and if you choose to attend TSTI, you will be getting credit for prior learning at the high school level, if you pass the competency-based test. We do it for our academic students, why should our voc. ed. students be treated any differently?"

Another innovative approach came under the heading of the need to change the image of vocational education in the minds of general educators -- principals, superintendents, academic counselors and teachers. "We can no longer allow the situation to exist whereby counselors and teachers overtly or covertly advise against vocational education. We can't sit around and wring our hands any longer. We have got to do something and we have got to do something now," Mrs. Marvel said.

Last year, she put in for a small grant that was aimed at this problem. It was approved and she initiated the VIP Inservice or "Getting to Know Us Better" program. They brought in 100 VIP's, or general educators, to learn firsthand what vocational education in the Wichita Falls ISD is all about.

Invitations were sent out and invitees were given the choice of programs, but were encouraged to choose non-traditional ones -- areas they knew little about. The forms were returned and respondents were scheduled for sessions throughout the school year. Participants met at 7:30 a.m. in the VIP room, which had carpet on the floor, flowers on the table, etc. "We fixed it up to make it special, because that is the image we wanted to portray...that we are special. We wanted our package to be brightly wrapped in the shiniest of paper and ribbon." They drank coffee and ate hot rolls prepared by the food production students and received smocks made by the clothing production students. They then went to their lab assignments. They were tutored for three hours by a student --



not the teacher. And they received hands-on training. "For three hours they welded, shaped machine tools, took dents out of a fender, got under the diesel hood and got grease under their fingernails, and shaped rolls. We sent our superintendent to the food production lab because he seems to enjoy being surrounded by food and it's a non-traditional area. He went willingly and when we got back after the three hours, we were served food prepared by our superintendent and other students. He thought the rolls were the best he'd ever eaten in his life -- come to find out, he'd made the rolls and helped with the beef stroganoff. So, in the many functions since then, he has never missed an opportunity to tell about his delight and his expertise in roll making," Mrs. Marvel said.

The art language teachers, who also teach some career education, became so excited about the experience, they asked if they could have all of their students do the same thing. So, in the month of May, Mrs. Marvel and her voc. ed. people had 1,300 eighth graders all over their laboratories. "But, I predict in two years that we will have an abundance of students that we would never have had before;

because suddenly they've had a hands-on experience -- they've seen, touched, felt, communicated. They know what cooperative and vocational education are and that is the point of VIP Inservice."

"There are so many things you can do to change attitude. We know we've changed attitudes this year," Mrs. Marvel said. "We hope we can change more in the years to come. We need your support and encouragement. We must have the nerve sometimes to be innovative and other times we must keep our feet firmly on the floor and look at what's happening locally...to bite the bullet and make those changes necessary to make voc. ed. work. We've talked about evaluation, collaboration, articulation, education, cooperation and innovation. If you can throw all those things together in one year, I'd say you've done what you can do and it will set the pace for the years to come."

EDITORS NOTE: We didn't have room to include all of Sandra Marvel's remarks and innovative ideas. If you would like a copy of the full text of her talk before the Council, write Jeanine Hicks, P. O. Box 1886, Austin, Texas, 78767.

## INSERVICE MEETINGS TO START

State inservice meetings for vocational teachers, guidance counselors and administrators and supervisors begin the end of July and run through August 8.

Schedules include: Vocational Homemaking Education, July 28-31, Dallas Convention Center and Hilton; Marketing and Distributive Education, July 28-August 1, North Park Inn, Dallas; Vocational Office Education, August 4-8, St. Anthony Hotel, San Antonio; Vocational Health Occupations Education, August 4-7, Quality Inn South, Austin; Vocational Guidance, August 4-8, North East ISD, MacArthur High School, San Antonio; Vocational

Industrial Education, August 4-8, Hemisfair Convention Center, San Antonio; Vocational Agriculture Education, August 5-8, Tarrant County Convention Center, Fort Worth; Vocational Administrators and Supervisors, August 5-6, Sheraton Inn, San Antonio.

Full programs are planned for each group, including a 20-minute presentation at each of the general sessions on the Statewide Public Information Campaign to Improve the Image of Vocational/Technical Education and Skilled Work in Texas. Sponsoring agencies are the Advisory Council, Texas Education Agency and Texas Vocational Technical Association.

## HERE AND THERE

SAC STUDENTS PLACE FIRST -- San Antonio College Advertising Art students prepared an advertising campaign that took first place over 14 other colleges in the nation in the 1980 American Advertising Federation Student Advertising competition held in Dallas recently.

The competition was sponsored by Nabisco, Inc. The students prepared a complete marketing, media and advertising campaign

for Nabisco's five snack foods.

Nabisco, Inc., Vice President, Lee Abbott, commented that professional advertising agencies would be hard-pressed to excel the quality of the student presentations shown in Saturday's finals.

This is the first time that San Antonio College has entered the competition. The 15 schools competing were all finalists from District Competitions around the country.



**CONGRATULATIONS TO OUR OWN GAY SWEET** -- She was elected vice president of the Business and Office Education Division of the American Vocational Association by an overwhelming majority. She assumed her duties on July 1. Mrs. Sweet is VOE teacher at Jefferson High School in San Antonio.

**11-MONTH CONTRACTS** -- Shop or pre-employment lab teachers may be offered 11-month contracts under a vocational teacher unit policy change approved for emergency adoption by the State Board of Education. This policy change, which went into effect July 1, will give the teacher the option of accepting a 10-month or 11-month contract. Under current rules, all other types of vocational units may be allocated up to 11 months, with the exception of units in vocational agriculture which may be allocated for up to 12 months.

**START PLANNING FOR AVA** -- Even though December is a long time away, it's time to start making plans for the American Vocational Association Annual Convention, which will be in New Orleans December 5-9. Housing fills up fast, so make your reservations as soon as possible. The AVA Journal has a listing of hotels and rates and housing forms.

**HISPANICS: FASTEST GROWING, POOREST SERVED** -- Elementary and secondary schools in the United States now enroll more than 3 million children of Hispanic origin, representing about 6% of the total school population. But as has been often reported, these children achieve less, drop out more frequently and are more often in segregated schools than their Anglo counterparts.

The National Center for Education Statistics (NCES) last week released a 268-page compilation of facts and figures on Hispanics, the nation's second largest and fastest growing minority group.

Copies of the report, *The Condition of Education for Hispanic Americans*, are available from the Statistical Information Office, NCES, 400 Maryland Ave., SW, Washington, D.C., 20202.

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