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# ACTIVE news

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## THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION IN TEXAS

### LEGISLATIVE UPDATE

The Legislature, during regular session, failed to pass an appropriation bill. A complete breakout of the funding levels will appear in the next issue of ACTIVE News, following the special legislative session.

## SBOE Reviews ACTIVE Report

At its May meeting, the State Board of Education accepted for study the ACTIVE's report and recommendations entitled "New Directions in Texas Vocational Education." The Board was scheduled to discuss the Council's recommendations at its June meeting, with formal action scheduled for July. The Council's report contains 10 recommendations, considered by the Council to be the next steps in implementing the Master Plan for Vocational Education in Texas. The report contains recommendations relevant to comprehensive, cluster, and technical courses; application courses; 2+2 programs; the list of priority occupations; performance standards; differential funding weights; data collection systems; and comprehensive career guidance. Limited copies of the report are available from the ACTIVE office.

## Governor's Task Force Begins Voc Ed Work

Governor Bill Clements' Task Force on Vocational Education has begun examining the role and scope of vocational education offered in Texas school districts, community colleges, and technical institutes. The 20-member Task Force, which met April 23-24 and again on May 14-15, will be examining vocational education to determine areas for expansion and consolidation and areas in which state funds can be used with greater cost efficiency and cost effectiveness. Chaired by Larry Jenkins, a Lockheed executive based in Austin, the Task Force hopes to formulate recommendations to the Governor that will help guide the distribution of vocational education funding for the 1988-89 biennium. The Task Force is comprised of 10 business people and 10 educators. ACTIVE Vice Chairman George Matott, Austin, a manager with Texas Instruments, is a member of the Task Force. Much of the Task Force's first meeting was devoted to reviewing the new Master Plan for Vocational Education in Texas. Both the Texas Education Agency and ACTIVE discuss-

ed issues leading up to the development of the Master Plan as well as the Plan's contents. At its May meeting, the Task Force received presentations from the College and University Coordinating Board, State Occupational Information Coordinating Council, Select Committee on Higher Education, and from two school districts that are heavily involved in providing vocational education. The Task Force's next meeting is scheduled for June 18-19.

## SBOE Action on Curriculum Projects

The State Board of Education reviewed a revised list of curriculum center projects which more accurately reflects the new directions and priorities identified in the Master Plan for Vocational Education. In developing the list of projects, the agency staff conducted an indepth review of the curriculum center products developed over the past five years and also has reconsidered the existing list of approved vocational courses. Based on this review, it was determined that further modifications were necessary to address the true intent of the Master Plan. Staff will be recommending the deletion of a number of courses and the consolidation of other courses, according to Dr. William Kirby, Commissioner of Education. Curriculum development funding in the amount of \$1,300,000 will be distributed to the centers. Individual program areas will receive the following amounts for curriculum development: Vocational Home Economics - \$165,542 (12.7%), Agricultural Education - \$170,800 (13.2%), Trade and Industrial Education - \$313,250 (24.1%), Marketing Education - \$125,000 (9.6%), Health Occupations - \$107,080 (8.2%), Industrial Arts - \$168,828 (13.0%), Occupational Orientation - \$84,500 (6.5%), Vocational Office Education - \$165,000 (12.7%).



## Lubbock Honors Boren

ACTIVE Chairman Gary Boren was recently honored by Leadership Lubbock as the outstanding alumni for his leadership contributions at the community and state levels.

Leadership Lubbock, sponsored by the Lubbock Chamber of Commerce, each year selects 30 outstanding leaders to participate in a year-long course which centers on government, business, education, social and community programs.

Each year an outstanding alumni of the course chairs the activity. To commemorate ten successful years of the program, the Chamber of Commerce selected Gary Boren, one of the 10 past chairmen, to receive the Distinguished Alumnus Award at the 10th Annual Banquet of Leadership Lubbock.

## "2+2+2" Seminar in Dallas

The Dallas County Community College District (DCCCD) recently sponsored a "2+2+2" Articulation Conference which drew approximately 70 educators and business people from the Dallas area. Dr. Ted Martinez, Jr., DCCCD's Director of Career and Continuing Education and ACTIVE member, moderated the half-day conference.

The conference focused on "2+2+2" programs in the Office Education arena; however, the numerous speakers stressed applications in all areas of technical-vocational education.

Dale Parnell, President of the American Association of Community and Junior Colleges, provided a "National Perspective on Two Plus Two Articulation." He said, "Education should be like a seamless garment. We must have continuity of learning between high schools, community colleges, and universities."

Parnell, who authored "The Neglected Major-

## Pejovich Addresses Council

Dr. Svetozar Pejovich, Director of the Center for Free Enterprise at Texas A&M University, addressed the Advisory Council recently on "Entrepreneurship, Small Business, Economic Development, and Vocational Education."

According to Dr. Pejovich, "A very profound shift is taking place in the United States economy away from a corporate managerial manufacturing society to an entrepreneurial society. Vocational education and technical education have a very, very crucial role in this development."

Dr. Pejovich explained that we are missing a supply of skilled and semi-skilled workers. In dealing with this shortage, there are two issues. The two issues are social and economic.

In mapping out strategy for dealing with problems, Dr. Pejovich stated, "First you have to have objectives and you have to have tactic strategy to pursue establishing social recognition for graduates of your schools. This will give you the supply of good students who are essential. Second, you have to convince them that it is worth their while economically to go to technical school. To accomplish this, you have to establish economic cost benefit ratios analysis. It will work in your favor. Finally, you have to show to the community that vocational and technical schools have a very, very major role to play in economic development."

A copy of Dr. Pejovich's entire presentation can be obtained by contacting the Council office.

ity," noted that Secretary of Labor William Brock projects that 75% of the future jobs will require post-secondary training, with these jobs going to "qualified applicants" (academic and technical base). Therefore, we must improve the connections at all educational levels. "Two Plus Two Plus Two" programs are the ideal vehicle.

## "Friends of Education" Rally

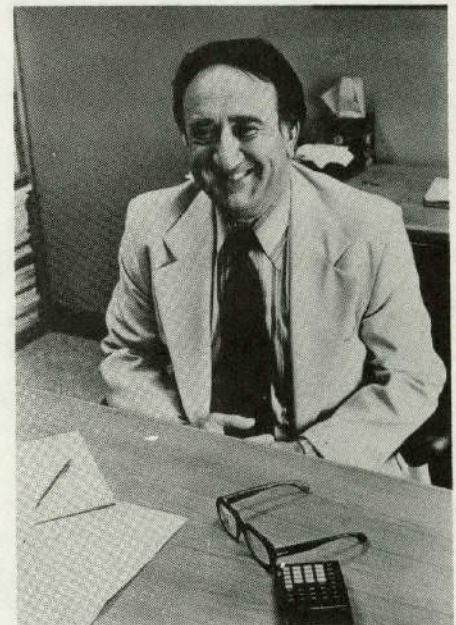
Over 2,000 "Friends of Education," rallying behind the theme "Texas' Future is Worth the Money," met May 5 in Austin to kick-off a concerted lobbying effort to preserve education reforms and maintain or increase state support for education, at all levels.

Organized by Jess Hay, Chairman of the University of Texas Board of Regents, the rally was bolstered by H. Ross Perot, who spearheaded the 1984 education reform movement that resulted in historic House Bill 72. Perot pledged his commitment to increasing taxes to make Texas' education the "world leader."

Also participating in the rally was the Symposium on School Finance, composed of leaders in education. At a meeting prior to the rally, Will Davis, Chairman of the symposium, outlined Perot's agenda: (1) Finance public education as recommended by the Senate in S.B. 123. (2) Support a tax increase to fund education as outlined in State Comptroller Bob Bullock's plan to expand the sales tax base. (3) Accept no changes to House Bill 72. (4) Continue the concept of an appointed State Board of Education rather than reverting back to an elected Board in 1989.

## Upcoming ACTIVE Meeting

The Advisory Council will meet June 29-30 at the Stagecoach Inn in Salado in the Longhorn Room beginning at 8:00 a.m.





## Zinsmeyer Accepts National Commendation



**William E. Zinsmeyer, President, Zinsmeyer & Associates, San Antonio, (center) receives commendation recognizing the North East ISD Vocational Advisory Committee as one of 48 "exemplary" Vocational Instructional Program Advisory Committees nationwide. Shown with Zinsmeyer at an awards ceremony May 6 in Washington, D.C., are representatives from the four sponsoring groups (left to right): Mike Farley, Vice Chair of the National Council on Vocational Education; Gordon Ropp, President, National Association of State Councils on Vocational Education; William Kolberg, President, National Alliance of Business; and Monty Multanen, President, National Association of State Directors of Vocational Education.**

## North East ISD Receives National Voc Ed Commendation

The North East ISD Vocational Education Advisory Committee in San Antonio received a commendation on May 6, recognizing it for "exemplary achievement in strengthening the Nation's vocational-technical education programs."

The local committee was one of 48 Vocational Instructional Program (VIP) Advisory Committees representing states and U.S. territories to receive a commendation.

The commendation was presented jointly by the National Alliance of Business, National Council on Vocational Education, National Association of State Councils on Vocational Education, and National Association of State Directors of Vocational Education.

San Antonio businessman William E. Zinsmeyer received the citation on behalf of North East ISD at an evening banquet in Washington, D.C., during the National Conference, "Competitiveness Through A Coordinated Human Resource Strategy," which was hosted by the four national organizations. Zinsmeyer is a current member and former chairman of the North East ISD Vocational Advisory Committee, and serves as a member of the Advisory Council.

During Zinsmeyer's tenure as chairman, the North East ISD Advisory Committee developed, financed, and/or distributed two 30-second public service announcement videotapes, 36 billboards, and 24,000 bumper stickers with vocational education themes. A 65-member task force was formed to evaluate the district's vocational programs on 14 campuses, culminating in numerous changes and new directions. The committee also supported bond issues and helped raise funds.

# Council on Competitiveness Releases Report

The national Council on Competitiveness, a group of education, business, and labor leaders, recently released a report which made recommendations regarding the Nation's work force. To counter the United States' troubles in the international marketplace, "There needs to be a greater appreciation of the need for training the current work force to enable them to improve productivity, performance, and profitability."

The group also recommended improvements in education. "The Nation must improve its education system to equip students to compete in a changing economy." It highlighted problems within education. These include: The Nation's high dropout rate, a 20% functional illiteracy rate among adults, and poorly developed math and science skills.

According to the report, the Nation must correct shortcomings through "a long-term commitment to educational excellence at all levels."

This group criticizes much of President Reagan's fiscal 1988 budget plan, which proposes significant reductions in higher and technical education funding.

"While state and local governments have a fundamental responsibility for education, there is a role for the federal government that may be undermined by these budget cuts,"

the report says. "The effect of such a policy on long-term competitiveness could be extremely damaging."

The private sector also has an important role to play, the report says, and it could help higher education by initiating cooperative ventures with colleges and universities.

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## Voc Ed Graduates Earn More

Ohio graduates of vocational education programs earn 21% more money four years after school than comparable students without vocational training, according to a recent report by Ismail Ghazalah, an economist at Ohio University.

The reports also showed that the specialized training of vocational graduates helped keep them employable. The unemployment rate for vocational graduates was 66% lower than the rate for high school graduates without vocational training.

The study traced the earnings, employment, and mobility of 15,055 workers who graduated in 1979 from 12 vocational programs in Ohio high schools. Of the graduates studied, 85% were working in Ohio four years later.

For more information on the study, contact the Ohio Department of Education, Vocational and Center Education Office, 65 S. Front Street, Columbus, Ohio 43215.

## IN THE NEWS

**Bonnie Guiton**....a member of the U.S. Postal Rate Commission, has been nominated as Assistant Secretary for Vocational and Adult Education with the Department of Education.

**Dean Griffin**....has left the American Vocational Association (AVA) to start a new advocacy group, Partners of American Voca-

tional Education, Inc. (PAVE), with the focus on promoting links between vocational and private industry.

## SJTCC Members Appointed

Governor Bill Clements appointed Gordon B. Bonfield of Houston to chair the 40-member State Job Training Coordinating Council, which plans, coordinates, and monitors the provision of the federal Job Training Partnership Act of 1982.

"This council has a good track record," Clements said. "Since its first meeting on April 12, 1983, the Coordinating Council has helped the state update its training programs, and offered recommendations on how best to spend federal dollars to enhance the employment prospects of economically disadvantaged people and dislocated workers."

The members of the Coordinating Council represent business, the Legislature, local government, labor, and other areas. Members' terms are determined through council action or serve at the pleasure of the Governor.

Sharon Willis, Editor  
Lynda Permenter, Assoc. Editor

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