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Governor-Elect Ann Richards
"Preparing Students for the
Workplace"

Governor-Elect Ann Richards Stresses Preparing All Students to be Productive

"The Texas public schools must prepare all students to be productive citizens, whether they plan to attend college or to enter the work force immediately after high school graduation," said Governor-Elect Ann Richards in a letter to the Texas Council on Vocational Education.

T/COVE sought meetings with both gubernatorial candidates during the fall campaigns. T/COVE Executive Director Will Reece met with the Richards camp in October.

Richards said "it is important for our youth to understand their career options and to have accurate information about the knowl-

edge and skills they need for various types of employment. We must coordinate academic and vocational programs in our public schools, and it is very important that we link high school, college, and employer-based resources to prepare students for the workplace of today and tomorrow."

She expressed appreciation for "the important contributions of the Texas Council on Vocational Education. Obviously you are proposing valuable reforms and programs to improve the education and training of our young people." She concluded by saying that she looks forward to working closely with T/COVE.

Coordinating Board Chair Jenkins Says Education Key Weapon to Deal with Global Economic Threat

"Foreign competition is capturing American business, and the key weapon to deal with the economic threat is education," Texas Higher Education Coordinating Board Chairman Larry Jenkins told post-secondary occupational education deans and directors at an October 3 conference in Austin.

We must educate the work force to become more productive, said Jenkins. We must educate workers, managers, business leaders, parents, and legislators to pull in the same direction.

Quoting Alice in Wonderland — you have to run fast just to stay even — Jenkins said we need continued improvement in education. To educate successfully, we must:

- provide students good broad based academics (basics);
- focus on *all* students (not just the best);
- foster strong school/business partnerships (regional planning); and
- create parent and community partnerships in the education process.

Jenkins said America does not have clear goals toward achieving an internation-

ally competitive economy. "America did not plan to cope with WWII", he said. "We planned to win it."

We need to plan to seize the lead in education. We are going to change the level of education and the level of achievement in education."

He ended with Winston Churchill's three keys for success: "Never give up! Never, never, give up! Never, never, ever give up!"



Larry Jenkins

Texas Vocational Education Awards Nominations Deadline Set for Jan. 18

The nominations deadline for the fourth annual Texas Vocational Education Awards Program is January 18. Nomination packets were mailed to school districts, community colleges, and technical institutes on October 1. Additional forms are available from the T/COVE.

Sponsored by the T/COVE and Voca-

tional-Technical Education Development Foundation of Texas, the awards program recognizes student excellence and exemplary partnerships between the public and private sectors. Six awards are presented annually in four categories:

- Outstanding Student (secondary level)
(See DEADLINE, page 2)

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"We Must Move from Patchwork to Teamwork"

Characterizing Texas education and training initiatives as a "patchwork" of programs held hostage to "process," State Job Training Coordinating Council Chairman Glen Parkey discussed plans to create an integrated State Human Investment System at an October 26 meeting of the Texas Council on Vocational Education.

The Legislature passed a resolution this past June instructing the SJTCC and Texas Health and Human Services Coordinating Council "to initiate a human resource investment system that would link employment, education, training and human service resources into a coherent system with a common focus and strategy for building a quality work force." Currently, there are 16 state agencies and roughly 32 boards and commissions involved in provid-



Glen Parkey

ing a multitude of education, training, and services to the citizens and businesses of Texas.

Parkey, a businessman and former mayor of Amarillo, said "we must move from patchwork to teamwork, integrating these programs into one system, from the local to state level. The objectives of the Texas Human Investment System are to increase the accessibility and accountability of programs, ensure programs are demand driven, policy responsive, resource efficient, and based on outcomes rather than process."

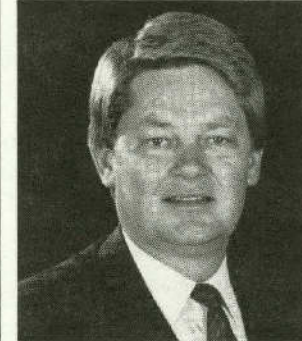
Governor William Clements has been asked by Parkey to establish a "steering committee" to delineate actions that need to be taken to create the integrated human investment system, including steps the Legislature can take when it convenes in 1991. The Governor is expected to announce the formation of a steering committee through executive order at a press conference in early December.

Parkey said the system will be multi-tiered—local, regional, and state. The middle tier, based on 24 planning regions, has been in the pilot stage for several years and is now ready for full implementation. He said a "design model" for local use will be ready within a few weeks. "Locals know best," he said. Parkey said the system will need "incentives" to make things happen. He also said "we may have to ask the federal government to 'call time out' for 2-3 years on regulations."

T/COVE Vice Chairman Marcus Hill, a

Fort Worth businessman, addressed the SJTCC on October 25, expressing support for a "call to action."

Hill said that "any success to be realized hinges on each player visualizing the need for and benefits to be derived through the es-



Marcus Hill

establishment of such a system. There is no doubt that we need much improved communications, cooperation, and coordination. We can benefit from common goals, action plans, defini-

tions, guidelines, data systems, and, to a large extent, higher expectations."

"There are many icebergs — turfs and ideological differences—that must be melted through both sales and diplomacy if any measure of success is to be realized," added Hill. "This call for action can truly make a difference in closing the gaps between the haves and have nots, literate and illiterate, abled and disabled, trained and untrained."

Awards Deadline (Continued from page 1)

and postsecondary level);

- Outstanding Special Achievement Student (secondary level and postsecondary level);
- Exemplary Business/Labor Involvement; and
- Exemplary Vocational Education Advisory Committee.

All nominees will receive recognition for their achievements. One winner and three finalists for each award will be honored at a banquet on March 9 at the Radisson Hotel in Austin. Also to be honored at the awards banquet will be outstanding students preparing for "non-traditional occupations" through vocational education (e.g., females preparing for traditionally male dominated occupations and vice versa).

The third annual awards program drew 115 nominations, with the six winners and 18 finalists receiving "gold seal" recognition at an awards banquet in Austin that was attended by 181 individuals.

Additional nominations forms are available from the T/COVE office.

State Council Heads for the Border, Plans El Paso Meeting

The upcoming meeting of the Texas Council on Vocational Education will be held on Thursday and Friday, December 6 and 7 in El Paso. It includes a Thursday afternoon tour of twin plants across the border in Juarez.

On Friday morning, the Council will meet from 8:00 to 10:00 a.m. at the Westin Paso del Norte Hotel, followed by a tour of the El Paso Independent School District Technical High School. After lunch at the school, the Council will tour the Rio Grande Campus of the El Paso Community College District, visiting the Advanced Technology Center, Allied Health Programs, and the Center for Business Services.

Texas Coordinating Board Approves Four Degrees

The Texas Higher Education Coordinating Board, at its October 25-26 meeting in Austin, approved four associate of applied science degree programs in technical-vocational education.

The degree programs are *Marketing* at Collin County Community College in McKinney, *Addictive Disease Disorders* at Eastfield College in Dallas, *International Business and Trade* at Richland College in Dallas, and *Industrial Management Technology* at Texas State Technical Institute in Sweetwater.

Also adopted at the October meeting was a *Memorandum of Understanding* between the Coordinating Board and the Texas Education Agency to delineate the responsibilities of each agency for associate degree-granting proprietary schools.

The Board deferred action allowing technical-vocational programs in Allied Health to be retained in four-year institutions until after the THECB staff completes its review of these programs.

5-Year Strategic Plan Developed to Combat Illiteracy in Texas

The Texas Literacy Council, meeting November 12 in Austin, agreed on a five-year strategic plan to combat illiteracy, which currently costs Texas an estimated \$17.12 billion annually in lost income, missed tax revenue, unemployment insurance, welfare dependency, adult training and education costs, and the price of crime and incarceration.

The plan, to be submitted to the Legislature, stresses that "Texas' overall goal must be to reduce the percentage of its population without basic skills in reading and mathematics to no more than the percent of jobs available to these underprepared workers," said Gen. Herb Emanuel, San Antonio, chairman of the Literacy Council. The U.S. Department of Labor projects only 14 percent of future jobs will require less than a high school education.

The plan focuses on prevention and remediation of illiteracy by serving as a guide to Texas in laying the foundation for life-long

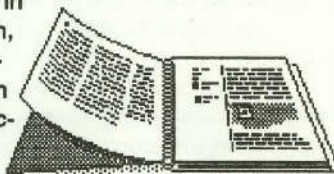
learning, by promoting school readiness in pre-schoolers and increasing literacy services for adults in need.

"Literacy is like the horizon: the closer you get to it, the farther away it appears," said Emanuel.

"In the long run, basic education reform and a reduction in the dropout rate are crucial to

developing an internationally competitive labor force. In the short run, it is imperative that the Texas Literacy Council continue its work to make literacy services available to all Texans, particularly in establishing and enhancing local literacy councils and services."

The Council has identified three major goals — outlined in the strategic plan — that



"It's a jungle out there if you can't read."

are essential to raising the literacy level of Texas:

- establish and support a comprehensive network of family literacy programs throughout the state;
- support and enhance workplace literacy initiatives; and
- coordinate with the criminal justice system to attack the link between illiteracy and crime.

The Texas Literacy Council was established in 1987 by the Legislature to be an advocate for literacy work in the state, to coordinate and strengthen literacy services, and to help make literacy instruction available to adults and out-of-school youth in every Texas community. Janey Lack, Victoria, chaired the Literacy Council's committee which developed the strategic plan.

"Texas needs a crystalizing vision to move forward," said Lack. "The Council's goal to ensure life-long educational opportunities for all Texans is the answer."

Conference Highlights/Southeast Region

Challenges Ahead

Attendees at the October 17-20 National Association of State Councils on Vocational Education Southeast Region Conference in Annapolis, heard Robert Martin, U.S. Chamber of Commerce, say that SCOVEs are in the "cockpit of opportunity" in



shaping state/local economic development policies, and that SCOVEs should get involved with state C of C business/education coalitions....Charles Radcliffe, a government relations counsel, note that SCOVEs are change agents and constructive critics, not cheerleaders....Betsy Brand, U.S. Department of Education, stress

an integrated academic and vocational curriculum for all students...Katharine Oliver, Maryland Dept. of Educ., stress that we must do

things right the first time in implementing the new federal vocational law....Joyce Winterton, National Council on Vocational Education, say the U.S. has everything the German education system has except high esteem for the crafts and strong labor/management ties....James McKenney, American Assoc. of Community and Junior Colleges, emphasize tech-prep initiatives (linking grades 11-12 and 13-14) in strengthening secondary/postsecondary ties....Lacy Bullard, consultant, discuss the Guilds of London system of preservation and renovation construction techniques being taught in Florida....Gene Bottoms, Southern Region Education Board., say that challenging programs of vocational and academic studies raise math, language arts, science scores....Susan Bodilly, Rand Corporation, note that SCOVEs must deal with "conflicting goals" in integrating academics into voc ed....Bonnie Copeland, Maryland Dept. of Educ., relate Maryland's "vision" for public education which includes success for all students....Aris Melissaratos, Westinghouse, note that jobs are requiring higher levels of technical skills and if workers are not trained in school then they must be trained on the job....John Sprague, Maryland State Board of Education, say voc ed is vital to the 80% of workers who don't need a bachelor's degree....SCOVEs from Virginia, Alabama, Florida, Oklahoma, and Texas "showcase" Council projects.

—State Board Happenings—

Board Appoints Practitioners Panel

The State Board of Education, at its October 20 meeting in Austin, appointed a 15-member Committee of Practitioners to help determine criteria to be used in assessing the quality of Texas vocational programs.

The Committee is a requirement of the federal Carl D. Perkins Vocational and Applied Technology Education Act of 1990, which was signed into law by President George Bush on September 26. The new act — which will impact the 1991-92 school year, required the committee to be appointed within 30-days of the President's signature.

The results of the statewide assessment are to be used in developing a State Plan for Vocational Education, which the State Board must submit to the U.S. Department of Education by next May 1. The assessment must address such factors as student and workplace needs, linkages between programs and delivery systems, and the relevance and quality of programs.

It was announced at the State Board's November 9-10 meeting that the Committee (See PRACTITIONERS, page 4)

Committee of Practitioners (Continued from page 3)

of Practitioners' first meeting would be November 26-27 in Austin. A public forum — soliciting advice from both public and private sector organizations on assessment criteria — was planned for November 27 in conjunction with the committee's meeting.

Appointed to the Committee are:

- Raul Ramirez, Dean, Health & Public Service Occupations, El Paso Community College;
- Dr. Richard Shepperd, Professor, Corpus Christi State University;
- Petra Soliz, Parent, Southside ISD, San Antonio;
- Carolyn Slater-Moss, Cosmetology Teacher, Yates High School, Houston;
- Bill Sturgis, Industrial Technology Teacher, Roosevelt High School, San Antonio
- Donald O. Thornton, Superintendent, Cypress-Fairbanks Independent School District, Houston;
- Nicole Alexander, Student, Computer Engineering Technology, Lincoln High School, Port Arthur;

- Martha Watson, School Board Member, Livingston ISD, Livingston;
- Vicky Oglesby, Dean of Vocational/ Technical Education, Paris Junior College;
- Dr. Carol Nasworthy, Member, Board of Trustees, Austin Community College;
- Jerry Mills, Teacher, R. L. Turner High School, Carrollton.
- Randy Breedlove, President, Garland FFA Chapter, Garland High School;
- James Huckaby, Parent, Mesquite;
- Arthur C. Casey, Jr., Superintendent, Coleman ISD, Coleman;
- Charles R. Nester, Board of Trustees, Canyon Independent School District, Canyon.

The new federal law also requires the State Board of Education to utilize a Committee of Practitioners to help develop performance standards and measures for vocational education as well as any rules that might be developed.

Also at its November meeting, the State Board began the annual update process for developing a list of priority occupations for

use by state and local administrators in planning vocational programs. The Board reviewed a preliminary list of occupations. Final action is slated for January after a panel of labor market experts has made its recommendations for additions to or deletions from the list.

In other action at its November meeting, the Board approved — on the second of three readings — rule changes to improve the quality of commercial driving programs operated by proprietary schools.



**The Council & Staff Wish You
a Joyous Holiday Season and
Best Wishes in the New Year!**

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