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ACTIVE news



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THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION IN TEXAS

Texas Has Top Teacher

"I have been very fortunate in having some very good students apply to get into my program," is the comment of the most outstanding Trade and Industrial teacher in the country. To vocational insiders, it will come as no surprise to find out that the recipient who stepped up to receive this honor at the American Vocational Association Convention in New Orleans was Tommy Jones of Brazosport High School.

This recognition was the crowning honor in a long list of accomplishments. Prior to winning the national award, he had been named the outstanding T&I teacher in Texas. The national and state awards came in 1980, but he has received this same designation for the past five years in District 10.

Tommy Jones has taught auto mechanics for the past 12 years at Brazosport High School. He is a charter member, past president and president-elect of the Texas Automotive Instructors Association, and is the high school representative to the 1202 Commission.

The accolades for his work with the Vocational Industrial Clubs of America (VICA) are even more numerous. He has been advisor to the state's outstanding VICA chapter for the past seven years and has won three second place outstanding VICA chapter awards at the national level. Also, Brazosport has won the state VICA display award for the past five years.

One of Jones' most prestigious accomplishments came in 1978, when one of his students placed third in the International Skills Olympics in Korea. This was the first and

only student from the U.S. to ever place in any category in international competition. He has had first, second and third place winners in different years in the National VICA Automobile Skills Olympics.

At the professional level, Jones is a member of both the state and national VICA advisory committees and is serving on the national VICA committee in writing leadership standards and format. He is a founder and former chair of the Texas VICA Teacher Advisory Committee and has been a course writer for the Instructional Materials Center at Texas A&M.

In describing the success of his program, he gives most of the credit to the caliber of his students. He said that the students from the two high schools in his district have to apply for admittance to his program. They are selected on attitude, motivation, grades, previous attendance records and recommendations of the counselors and other personnel. "We stress the point that they are there to learn how to make a living as an auto mechanic. They learn how to get a job and hold it and how to do that job."

Jones has been averaging 80 percent placement on his students for the last five years. These are students that take jobs in the trade or related fields. Some do go on to higher education, such as the Texas State Technical Institute.

When asked if he was active in any certain civic organizations, this outstanding teacher said, "No, I spend all my time on this...I love it." And it shows.

Voc Ed Week Tips

Vocational Education Week, set for February 8-14, 1981, presents a prime opportunity for area vocational-technical schools and vocational departments at high schools

and community colleges throughout Texas to make a spectacle of themselves. Public relations -- getting your face, name, and story in front of the public -- can play an impor-

tant part in spreading the word about vocational education and gaining community support for school programs.

One of the most effective tools in getting the public to vocational education's door is the open house. The community in general and local press in particular should be invited to tour voc-ed facilities and see students and instructors in action. An information packet on vocational education can be prepared for distribution at the open house and should include descriptions of programs and other services available.

Planners should seek permission from local merchants to display posters showing vocational program opportunities. In addition to publicizing programs, this method can alert business to the availability of trained workers in their area.

A vocational school or department can sponsor a vocational fair or exhibition at a community gathering place such as a shopping mall. The incidental attention from passersby can pay off in the long run. Legislators can be invited to appear at the open house or vocational fair.

Local media can help present the vocational education story through developing and using public service announcements during Vocational Education Week. Radio and television stations are usually more than willing to cooperate, but early plan-

ning is required to avoid any conflict with their scheduling.

A special supplement on vocational education can be published in your local newspaper during Vocational Education Week. Employers of cooperative education students should be encouraged to buy ads saluting their student employees. Local industries or businesses that have hired vocational students in specialized fields may also want to run ads.

News releases to media outlets throughout the year can keep vocational education in the public eye and help promote any special events.

Here are some facts to include in any public relations effort:

- * Vocational graduates get good jobs and often receive higher starting pay than many university graduates.
- * Vocational programs are open to all who are interested in preparing for a career and who can benefit from the programs offered.
- * Vocational courses are tailored to the needs of the student and industry.

These activities can help spark the interest of students and industry during Vocational Education Week, but advance preparation and active participation are the keys to success.

Research Projects Spotlighthed

The Texas Education Agency Research Coordinating Unit has scheduled its Dissemination Conference for January 27, 28, and 29 at the U.T. Thompson Center in Austin. There will be reports on 11 research, 12 exemplary, 5 curriculum development, and 6 personnel development projects.

Some research projects that will be reported include:

"Pilot Testing a Curriculum in Energy Conservation to Train Secondary and Postsecondary Vocational Students;"

"Identification and Utilization of Employer Requirements for Entry-Level Occupations Workers;"

"A Comprehensive Model for the Development of Training Coordinators;"

"Identification and Analysis of New Occupations in Vocational Office Education."

Representative exemplary projects are:

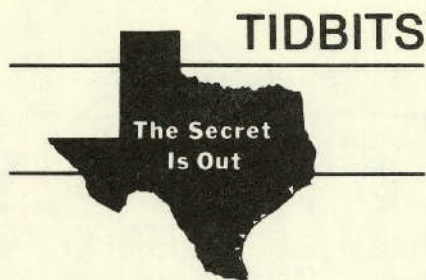
"Developing Disadvantaged Youth for Health Career Employment;"

"Implementation of Exemplary Programs and Training System for Linking Vocational Education with CETA Youth Programs in Texas;"

"Occupational Opportunity Enhancement Project for Special Populations;"

"Broadening the Occupational Aspirations for Disadvantaged Youth."

For more information and a complete list of project titles, contact Mary Cox, Project Coordinator, (713)845-3016.



The Foundation for vocational-technical education is a reality. Donations are being accepted for the project to improve the image of vocational-technical education in Texas. Contributions may be sent to the Vocational-Technical Education Development Foundation, P.O. Box 33014, Austin, Texas 78764.

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Several youth organizations students and sponsors in the District I area in West Texas showed their support for The Secret project by donating \$5 per chapter at a recent meeting in Odessa. VICA chapters contributing were #580 in Odessa, #601 in Andrews, and #540 and #908 in Ft. Stockton. Vocational Opportunity Clubs of Texas (VOCT) chapter 684 in San Angelo and Andress Coordinated Vocational Academ-

ic Education Co-op Chapter 10 in El Paso also participated, as did 19 Trade and Industrial instructors from District I. Hats off to TEA T&I consultant Don Cook who has enthusiastically supported this project from the very beginning.

* * *

Loren Spencer, Big Spring Industrial Cooperative Training coordinator donated something other than money at the inservice meeting in Odessa. His contribution took a more poetic form.

"The Image We Seek"

This image we seek
Is not reached in a week.
Only time will tell
If we're doomed to fail.

Tell our story we must
So we'll not go bust.
The "Secret Is Out" theme
Should help us gather steam.

With the momentum we'll surely gain
Then the better students we will train.
And the image we seek
Will suddenly reach its peak.

HERE AND THERE

EXECUTIVE DIRECTOR SOUGHT -- Applications are now being accepted for the vacant position of Executive Director of the Texas Industrial Vocational Association. Responsibilities include coordinating program of work; budget planning; office management and record keeping; contacts with policy-makers; membership processing and development; editing newsletters; knowledge of vocational education (T&I). Proven leadership; communication, and interpersonal relationship skills required. Periodic statewide travel and weekend work will be required. The office is located in Austin. Starting salary negotiable. Deadline for applications is January 31, 1981. Send resume to Ken Koop, TIVA President Elect, 316 West 12th, Austin, Texas 78701. (512) 478-0761.

ENTREPRENEURSHIP PROGRAM AVAILABLE -- A new challenge for many vocational educators today is Entrepreneurship -- or How To Go Into Business and Stay There.

The National Center for Research in

Vocational Education has published a new product called PACE (A Program for Acquiring Competence in Entrepreneurship) that includes eighteen modules and a teacher's guide with each module. Each module provides three levels of learning for a given topic. The levels, exposure, exploration, and preparation, provide a variety of learning opportunities for postsecondary classes, adult programs, or advanced high school students.

PACE is a total program for training individuals to operate their own small businesses and is self-contained for individualized use.

The set of PACE materials can be purchased for \$70.00 or each module can be purchased separately. PACE program brochures that include purchasing information are available from the National Center for Research in Vocational Education, 1960 Kenny Road, Columbus, Ohio 43210. For further information, contact: National Center Program Information Office, 800-848-4815, (614)486-3655.

CALLING ALL COMMUNICATIONS PEOPLE -- The National Association of Vocational-Technical

HERE AND THERE (Cont.)

Education Communicators (NAVTEC) is recruiting members throughout the United States. At the convention, special workshops ranging from "Graphics Designs" to "Recruiting Techniques" to "Developing Newsletters & Brochures" are offered to NAVTEC members. In addition, nationally-known public relations speakers are invited to make presentations. NAVTEC membership dues are \$15.00 annually.

For a NAVTEC membership application write to: Jeanine Hicks, Program Officer, ACTVE, P.O. Box 1886, Austin, Texas 78767.

CONSORTIUM HIRED DIRECTOR -- Georgie Cunningham started to work January 1 as the new executive director of the Texas Vocational Consortium. Ms. Cunningham was previously director of the Capitol Area Branch of the Arthritis Foundation, organizer and director of the Austin-Travis County Senior Luncheon Program and the Community/Workshop Market. In these positions and others, she worked closely with the general public, students, multi-levels of government and numerous other organizations.

Ms. Cunningham earned a B.S. in home economics and English and a M.S. in gerontology and public administration. She has a teaching certificate and has resided in Austin for 14 years.

In discussing her new position, Ms. Cunningham said, "I have been immediately impressed with the dedication and cooperation exhibited among those working towards the improvement of vocational education in Texas. I am delighted to become a member of this effort. I have very strong feelings about the importance of vocational education in our society and I think the 1980's are a very important decade for the growth of vocational programs."

Jeanine Hicks, Editor

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