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# ACTIVE news



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December 1980

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

## SOICC Publications Available

The State Occupational Information Coordinating Committee (SOICC), established by the Education Amendments of 1976 for the general purpose of improving coordination, cooperation, and communication between occupational information data users and producers, and with the broader mandate of establishing a statewide Occupational Information System, advises of the availability of a new publication, a Directory of Licensed Occupations and Apprenticeship Programs in Texas. The Directory, produced and published under a SOICC grant to the Texas State Library, provides in-depth information concerning occupations which require licensing, examination, registration, or permit as a prerequisite for employment; the various boards, agencies, and commissions by which they are issued; and information concerning apprenticeship programs within the State.

SOICC's involvement in, and supportive funding of, the development and dissemination of occupational information extends to many other activities as well, including:

- A project for the expansion and improvement of a comprehensive supply/demand system, conducted by the 1202 Commission, Coordinating Board, Texas College and University System, with cooperative input from the Texas Education Agency and ACTIVE. Undertaken has been the expansion of the system to include secondary vocational programs; development of a projection model for graduates of secondary and post-secondary institutions, as well as for completers of other vocational training programs; and standardization of collection instruments.
- A User Needs Assessment Survey, conducted by Texas A & M Engineering Experiment Station and designed to determine the use, adequacy, availability, and delivery status of occupational information in Texas. Currently underway as an adjunct to the survey is a comparative analysis of survey findings to existing

sources of occupational information, identifying data gaps and overlaps in the provision of occupational information, agency responsibilities in regard to information gathering and production, and the sources and scope of available occupational information.

- A project being conducted by Navarro College whereby follow-up information on graduates and leavers from the State's Junior and Community Colleges obtained for the Tex-SIS program will yield occupational entry rates, entry wage rates, occupational mobility patterns, and other types of information vitally important to the development of an Occupational Information System.
- A Community College Performance Review being conducted by the Division of Community Colleges and Continuing Education, Coordinating Board, Texas College and University System, designed to improve the mix of vocational to academic programs, and enhance the retention, transfer, and occupational preparation of students.
- A study conducted by the Texas Employment Commission exploring the feasibility of using statewide Occupational Employment Statistics (OES) data as a base for area occupational demand projections -- potentially of tremendous benefit in terms of cost savings and the provision of timely, locally relevant data.

The SOICC also has available two in-house publications which are updated annually: a brochure which explains its establishment and purpose and gives additional background information, and A Guide to Career and Occupational Information. The Guide provides a current inventory of occupational information being published, and the sources, availability, and cost, when applicable, for each publication. For more information about SOICC, or to obtain a copy of the brochure, Guide, or Directory,

Government Documents  
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Dallas Public Library

write or call the State Occupational Information Coordinating Committee, Room 526-T,

TEC Building, 12th and Trinity, Austin, Texas, 78778, 512/397-4970.

--- Mike Fernandez, Asst. Director, SOICC

## Brochures Highlight Job Market Needs for '80's

"Job Outlook for the 1980's" is the theme of 13 brochures that have been developed from input received from participants in the Statewide Conference on Technical, Vocational and Adult Education in Austin last February. The conference was entitled, "Business and Industry Speak...Education Listens...Decision Makers Respond."

There are 12 occupational-oriented brochures and one general brochure which identifies seven of the most frequently mentioned qualities employees need to be employable. A sample of vocational students were identified in the state and asked to respond to the importance of these qualities from their own experiences and in language they would use in expressing their responses to their peers. The students surveyed are those who have been employed through coop-

erative training programs in vocational education.

The 12 "Job Outlook for the 1980's" brochures were developed from information received during the Statewide Conference from employers who participated. There is a brochure for each of the 12 seminars that addressed the 12 industry and business groupings. They are: Agriculture/Natural Resources; Business and Office; Communications/Media; Construction; Consumer and Homemaking; Environment and Energy; Health; Manufacturing; Marketing and Distribution; Hospitality, Recreation and Personal Services; Public Service; and Transportation.

To order free copies of the brochures, write Jeanine Hicks, ACTIVE, Box 1886, Austin, Texas, 78767.

## Get Set for Voc Ed Week

Vocational Education Week is fast approaching and now is the time to start planning activities and ordering materials. National Voc Ed Week, February 8-14, is one of the best opportunities school districts and postsecondary institutions have for informing the community about vocational education and its benefits.

The AVA has almost any kind of material and aid that a school district would need for public information purposes. They offer a Public Relations Guide which contains hundreds of ideas for promoting vocational education, suggested copy for radio/TV spot announcements and newspaper articles, clip art, etc.

Another effective means of communication is the poster. AVA has available a series

of six beautiful posters, portraying the far-reaching contributions of vocational education. Each poster is 17" by 22".

Other promotional items that can be ordered are TV slides for TV spot announcements, balloons, buttons, bumper stickers, notebook folders, service certificates, name tags, and T-shirts. AVA also offers a Sample Package which includes one of each of the posters, buttons, bumper stickers, folders, name tags, and the P.R. Guide. The Combination Kit includes 20 buttons, 10 bumper stickers and 12 posters (2 each) at substantial savings.

To receive an order form and more information, write Vocational Education Week Materials, American Vocational Association, 2020 N. 14th Street, Arlington, VA, 22201.

## Vo-Tech Foundation Formed

The Vocational-Technical Education Development Foundation has become a reality and Denton ISD was the first to make a donation to the public information project, "The Secret Is Out." W. R. Thompson, Vocational Administrator at Denton High, sent a check which represented \$5.00 per vocational teacher, \$5.00 per youth leadership organization, and other depart-

mental contributions.

This is a good start for the project to improve the image of vocational-technical education and skilled work in Texas. Denton's example of jumping right in and helping launch the Foundation will hopefully serve as an inspiration to other school districts, postsecondary institutions, associations and supporters of vocational education in all

sectors of society. It is going to take a major effort to tell the true story of vocational education and its benefits to the people of Texas, who still look at it as second class education.

The time is now to contact business and industry people who support vocational education and serve on local advisory committees, youth organization leaders, and teachers. Specific details about ongoing activities were outlined in the

November newsletter.

The groundwork has been laid at the State level, but it is up to those of you in the field who believe in this project to help spread the word about the Foundation and the donations that are needed to provide materials to the local districts for information purposes.

For more information, contact Jeanine Hicks, Program Officer, ACTVE, P.O. Box 1886, Austin, Texas, 78767.

## HERE AND THERE

**ACTIVE MEETS** -- The Advisory Council will hold its first meeting of 1981 on January 6 in Austin at the Texas Education Agency State Board Room. Council member Lupe Anguiano will report on the work of the organization for which she is president and founder -- National Women's Employment and Education, Inc. There will also be a presentation by the Center for Education and Research in Free Enterprise at Texas A&M. The meeting will begin with Council business at 10 a.m. and the general program at 1:15, with adjournment set for 3:30 p.m.

**RESEARCH DISSEMINATION** -- The Texas Education Agency Research Coordinating Unit will hold its Dissemination Conference on January 27-29 in Austin at The University of Texas Thompson Center. The main business will be project reports on exemplary and innovative occupational research, curriculum development and personnel training. There will also be a curriculum display and a forum for feedback to the researchers from those in the field or laboratory who have implemented

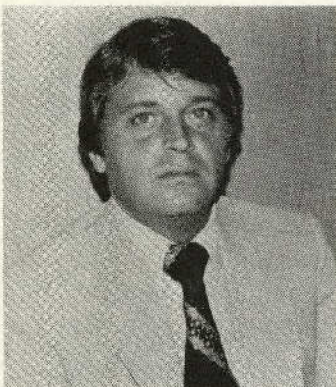
ideas gained from previous RCU-funded research. For more information, contact Mary Cox, Project Coordinator, 713/845-3016.

**TEXAS SCORES AGAIN** -- Texas has a representative in the national leadership of the Future Farmers of America. David Alders, President of the Texas Association during the 1979-80 school year, was elected National FFA Western Region Vice President. He also received the American Farmer Degree at the convention in Kansas City. David is from Nacogdoches.

Another Texan won the national FFA speaking contest. Dave Steakley of Grandview spoke on "The Challenge of Our Age." David Alders won this contest in 1978. Congratulations to you both!

**MILLICAN RETIRES** -- Oscar Millican, director of the Research Coordinating Unit at TEA, retired December 1. He had worked for the Department of Occupational Education and Technology since its formation 16 years ago and had served as director of the RCU since April.

## Reece Returns



Will Reece

The Advisory Council is delighted to welcome Will Reece back to the staff as a Program Officer III. He had previously served with the Council as Program Officer I from 1972 to 1977, when he resigned to assume the dual position of Executive Director of the Texas Vocational Technical Association and Texas Vocational Consortium.

## SHORT TAKES

**WOMEN SHUN MATH** -- Women still avoid advanced mathematics classes needed for science and technology careers because of lack of confidence and parental and peer encouragement, according to the Education Commission of the States (ECS).

Although attitudes of eighth-grade girls and boys toward mathematics courses vary little, ECS said, fewer high school girls study math. Many girls take basic math courses such as first-year algebra and geometry, but more boys take advanced math classes, ECS said.

For copies of the free report, *Achievement and Participation of Women in Mathematics: An Overview*, write Wayne Martin, Education Commission of the States, Suite 300, 1860 Lincoln St., Denver, CO, 80295.

**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) recently 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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