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

EDITORS NOTE: Job market information for the 80's is being printed in magazines and newspapers across the country, with the same message emanating from all -- skilled and technical work is where the opportunities are. This is a message vocational educators and supporters must get to the students, parents and general public. This issue is devoted to articles from two major publications, Esquire and U.S. News & World Report, which contain many good statistics that can be used in publications and in presentations before civic groups and student assemblies. The message must be spread in the local communities about the validity and necessity of vocational-technical training.

## ESQUIRE COMMENTS ON JOB OUTLOOK FOR 80's

Who will make money in the eighties? That question, a concern of all of us is in the September, 1980, issue of Esquire Magazine.

While Esquire's authors looked at a wide-range of occupations, some of which require years of training and advanced degrees, they had some promising thoughts about vocational education and the vocationally trained student.

The authors don't see smooth economic sailing ahead for anyone, regardless of level or amount of training or experience. "By all predictions," they say, "we're in for a decade a lot rougher, economically speaking, than the one we've just been through."

For those individuals who aren't willing or able to take the increasing risks of aiming for a high-powered business or professional career, Esquire says, "Your best future may lie in your hands."

According to Felix Kaufman, a management consultant cited in the magazine, a desperate shortage of skilled craftsmen and technicians, such as mechanics and electricians, will intensify over the coming decade. For those who feel such jobs lack status, Esquire sees compensations.

"If you start out this year as a plumber's apprentice," Esquire says, "you'll make only \$10,500 your first year, compared with \$30,000 for a fast-track M.B.A. But

look at 1990. The plumber, now a journey person, will be picking up \$39,270 (in 1980 dollars). The fast-track M.B.A. will find himself (or herself) being rewarded for survival of probably exhausting and bitter promotional battles with only a few thousand dollars a year more in salary than the man (or woman) who comes to fix the sink."

Esquire's authors see some labor shortages by the mid-1980's. While the greatest need will be for service workers, demand will be nearly as great for highly skilled manual workers such as "mechanics, carpenters, plumbers, machinists, machinery repairers, and service technicians." Wages for many blue-collar jobs will be higher than those for many white-collar jobs and will rise faster, Esquire says.

The magazine charts the outlook for some specific occupations. Vocational students may be interested in knowing what Esquire says about tool and die makers: "If security is what you want in the eighties, here's a job for you. Your biggest threat is a possible layoff due to recession."

About long-haul truck drivers the authors say, "Steady work means steady progress in this high-paying blue-collar job. But watch out for tough competition." On plumbers: "It may not be glamorous, but it sure is dependable."

Reprinted with permission of Frances Aidman Conaway, Editor, Florida Vocational Journal.

# Plenty of Job Openings—for Right Skills

Printed with permission from U.S. NEWS & WORLD REPORT, Dec. 29, 1980/Jan. 5, 1981

**T**HE JOB OUTLOOK is bright for young people who arm themselves with the skills needed in the decade ahead.

Fields that will offer some of the best opportunities, say experts, are engineering, computer sciences, medical technology and service occupations.

Skilled blue-collar workers also will draw plenty of job offers, if the country is to meet its goals of boosting energy supplies, developing synthetic fuels and rebuilding old factories.

In contrast, government forecasters see slimmer opportunities for farm workers, high-school teachers, child-care workers and unskilled laborers.

The latest Labor Department study predicts 66.4 million job openings between 1978 and 1990. Some 20 million of these will consist of newly created jobs; the rest will result from retirement, resignation and death.

During the same period, the work force is expected to expand by only 19 million, reflecting the lower birth rates of the early 1970s and less-rapid growth in the number of women seeking employment.

**Favored few.** The result will be fewer people vying for more jobs. "This is a favored generation," says economist Eli Ginzberg, chairman of the National Commission for Employment Policy. "The employment possibilities for young people are improving."

Yet experts warn that, although job openings may increase faster than the labor force, unemployment won't necessarily fall because many workers won't be trained for the right jobs, and many positions will remain unfilled.

Of particular concern are hundreds of thousands of high-school dropouts who will not be literate enough to qualify for entry-level white-collar jobs.

Many college graduates trained in nontechnical fields also will have trouble. The Labor Department estimates that while 13.5 million college graduates will enter the labor market by 1990, only 10.2 million jobs will open up in fields traditionally served by them.

As a result, say analysts, 1 in 4 graduates will have to take jobs in clerical, sales and blue-collar trades. "It will be a difficult time for liberal-arts graduates, who have neither high-skill nor low-skill training," says sociologist Amitai Etzioni of George Washington University.

On the bright side, graduates who enter sales or other fields that normally don't draw college graduates may stand a better chance of landing jobs initially and are more likely to advance to managerial positions.

Still, some young people may find job advancement difficult because of the baby-boom group a rung ahead of them on the employment ladder.

Of all the jobs available during the next decade, more than half will be in white-collar occupations—the professional, technical, managerial, sales and clerical fields. Following is a breakdown of job opportunities in specific fields over the 1980s:

**Professional and technical.** This category includes such highly trained workers as scientists, engineers, medical practitioners, teachers, entertainers, pilots and accountants. The government expects employment in this group to grow from 14.2 million to 16.9 million—a jump of 19 percent.

Within that group, medical and dental technicians, therapists and nurses will fare the best. Engineers specializing in electronics and computer science also will be in heavy demand.

Betty Vetter, director of the Scientific Manpower Commission, says demand for qualified workers in the computer field "will outstrip the supply of students for years to come."

Faring the poorest will be secondary-school teachers and college instructors in liberal arts and social sciences. Says Joseph Froomkin, director of the Education Policy Research Center in Washington, D.C., "This has been a disaster area for a long time, and nothing much is going to happen to change it."

Fewer opportunities are seen for lawyers, physicians, artists, entertainers, airline pilots and oceanographers.

**Managers and administrators.** Analysts expect this category, which includes bank officers and managers, buyers, credit managers and business operators, to grow by 21 percent. Most of the increase will be for salaried managers in large firms and for trained management specialists in highly technical fields. Best opportunities for self-employed managers will be in such businesses as quick-serve groceries and fast-food restaurants.

**Clerical workers.** Jobs are expected to expand by 28 percent from 16.9 million to 21.7 million. Included are bank tellers, bookkeepers, cashiers, secretaries and typists. Although new strides in computers and office equipment will reduce the need for some workers, such as file clerks and stenographers, demand for computer and equipment operators will increase.

**Service workers.** This wide-ranging group, which comprises such jobs as firefighter, janitor, beautician, bartend-

er and cook, will grow by 35 percent—the fastest of any field. Workers in leisure fields, such as hotel and restaurant employes, will be in particular demand.

**Sales.** Best prospects are in stores, manufacturing and wholesale firms, insurance companies and real estate. Employment is expected to rise from 6 million to 7.6 million, or 27 percent.

Most of the growth will come in retailing, which already employs nearly half of all sales workers. Despite such labor-saving devices as computerized checkout counters, employment will rise as a growing population demands more stores and longer operating hours.

**Crafts.** Young people who want to be carpenters, tool-and-die makers, machinists, electricians or auto mechanics can look for a 20 percent growth in openings.

Although the job market is tight right now, employment in construction trades will pick up. The biggest need will be for heavy-equipment operators, electricians, plumbers and pipe fitters.

Workers who repair autos, computers, office machines, appliances and industrial machinery can look for better times. Thousands of skilled blue-collar workers also will be needed in the energy field. Many will build, maintain and operate the pipelines and plants that will process synthetic fuels from oil shale and coal.

**Production workers.** The slow growth of some industries, along with automation, will hold down demand for production-line painters and welders. Assemblers will be needed in surging industries, such as electronics. However, jobs in some older industries, such as textiles, are expected to decline. Over all, production jobs will increase by about 15 percent.

**Transportation.** Employment in this group, which includes drivers of buses, trucks, trains, forklifts and taxis, will climb slowly, from 3.5 million jobs to 4.1 million.

**Unskilled labor.** Little employment growth is expected for such workers as garbage collectors, construction laborers and stock handlers. Even though the demand for their services is rising, employment of housekeepers, child-care workers, caretakers and the like actually will decline by 26 percent, because the wages are low and the work is strenuous.

The outlook for farm laborers also is bleak, with jobs expected to decline by 14 percent as more labor-saving technology is introduced. □

(See Chart - pg. 3)

### 24 Occupations With Lots of Openings During the 1980s

Job Title	Annual Average Openings	% Growth in Total Jobs, 1978-1990
Industrial assemblers	77,000	43.0
Blue-collar-worker supervisors	69,000	16.0
Bookkeeping workers	96,000	11.8
Cashiers	119,000	49.6
Receptionists	41,000	27.9
Secretaries and stenographers	305,000	45.4
Typists	59,000	19.4
Bank clerks	45,000	50.5
Accountants	61,000	29.4
Building custodians	176,000	20.1
Cooks and chefs	86,000	31.9
Waiters and waitresses	70,000	18.2
Private guards	70,000	50.0
Kindergarten and elementary-school teachers	86,000	24.9
Retail-trade sales workers	226,000	32.8
Wholesale-trade sales workers	40,000	14.0
Carpenters	58,000	10.9
Construction laborers	49,000	12.8
Local truck drivers	64,000	18.4
Soil conservationists	46,500	26.8
Industrial-machinery repairers	58,000	66.0
Licensed practical nurses	60,000	67.2
Registered nurses	85,000	49.6
Nursing aides, orderlies, attendants	94,000	52.0

USMHR chart—Basic data: U.S. Department of Labor

## Council News/Views

**COUNCIL MEMBER NAMED TOP TEACHER --** Council member Gay Sweet, a vocational office education teacher at Jefferson High School in San Antonio, was recognized as the outstanding national business educator of the year at the recent American Vocational Association convention in New Orleans.

This award of merit was presented by AVA's Business and Office Education (BOE) Division.

Sweet is currently serving as president of the BOE Division of AVA and as a vice-president on the AVA Board of Directors.

She has been a member of the ACTVE since 1980. (P.S. Gay has an article in the January/February issue of VocEd magazine.)

This is the second Texas teacher that has been recognized as the best in the nation -- Tommy Jones of Brazosport was named top Trade and Industrial teacher. Congratulations to both of these worthy recipients.

**NATIONAL POST --** Another busy Council member is Dr. Robert Hunter, vice president of Abilene Christian University. He was recently elected secretary-treasurer of the State Association Executives Council of the National Association of Independent Colleges and Universities. Congratulations!

**ON TO HOLLYWOOD --** Council member Jessie Lee Sharpley, owner of Jessie Lee's Hair Design Institute in Lubbock, has been asked to go to Hollywood, Calif. and tape nine hours of cosmetology instruction for cable television. It will be shown all over the U.S. and put on discs in many different languages for distribution internationally. A star in the making!

**FACT SHEET AVAILABLE --** Will Reece, ACTVE program officer, developed a Fact Sheet on Vocational Education in Texas which was distributed at the Voc Ed Week breakfast. It contains enrollment figures, placement figures, average pupil cost, etc. For a copy, write Will Reece, ACTVE, P.O. Box 1886, Austin, TX 78767.

**11TH REPORT OUT --** The 11th Annual Report of the Council to the State Board for Vocational Education has been printed and copies are available from ACTVE. It includes a section on the "Status of Vocational Education in Texas," "Reactions to Federal Funding Flow," "Climate of Vocational Education," and "1981 Advisory Council Recommendations."

**VE WEEK BREAKFAST SUCCESS --** Over 275 students, educators, business people and legislators gathered to observe Vocational Education Week on February 10. American Vocational Association executive director Gene Bottoms was the main speaker. Over 50 students from across the state were recognized at the breakfast and again at both the House and Senate chambers. They were present as the Governor signed the Vocational Education Week proclamation. For a copy of Gene Bottoms' timely, informative remarks at the breakfast, write Jeanine Hicks, ACTVE, Box 1886, Austin, TX 78767.

## TIDBITS



The Foundation is rapidly moving toward its immediate goal of \$3,000. Vocational educators from across the state have responded to the call and donated \$1,600 to the Foundation. It is anticipated that the Directors will agree to use this initial

money to get products to the school districts before May. A poster is being designed and two slide/tape presentations are being prepared -- one that could be used with prospective students and the other for use in the community.

Industrial education teachers have been at the forefront in this project. Area I T&I teachers donated \$110.00, Area X gave \$45.00, Area VII contributed \$60.00 and Area V demonstrated their competitive spirit by actually passing the "hat" and coming up with a whopping \$340.00! Hats off to all the industrial educators for their assistance and support.

The Texas Vocational Administrators and Supervisors Association demonstrated their support of the project by donating \$500.00 to the Foundation.

And, another school district has come through with a check for \$330.00 from the San Angelo ISD.

Thanks to all the foregoing for their willingness to pitch in to make this big undertaking work.

## AVA Regional Meeting

American Vocational Association Region IV will hold a conference on March 13, 14, and 15 at La Mansion del Rio Hotel in San Antonio. Vocational Educators are welcome to attend. For more information, contact AVA Region IV Vice President Byron Russell at 713/464-1511, Ext. 290.

**Jeanine Hicks, Editor**  
**Lynda Permenter, Assoc. Editor**

**ACTIVE—512/475-2046**  
**S. Don Rogers, Chair**  
**Alton D. Ice, Executive Director**

**The Advisory Council for Technical-  
Vocational Education in Texas**  
**P.O. Box 1886**  
**Austin, Texas 78767**