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ACTIVE news



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THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION IN TEXAS

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INDUSTRY/EDUCATION TALK

To promote dialogue between industry, labor and education was the main objective of the Statewide Conference held recently in Austin...and it worked. Over 600 representatives from industry, labor and education put their heads together in seminar sessions and came up with a set of recommendations for improving the delivery system of vocational education in Texas. These recommendations will be passed on to the appropriate decision and policy makers, as well as implementors in the field. Perhaps the overall theme coming from the Conference and recommendations was the need for a better communication/working relationship between business/industry and education. This recommendation came out of each of the 12 seminar clusters, along with suggestions on how to achieve this linkage.

Another important project was unveiled at the Conference -- that of a public relations/information campaign to improve the image of vocational education/skilled work in Texas. This campaign would be implemented through a

partnership between education, business and labor. It would involve a two-level approach: 1) A statewide public relations campaign to change the attitudes of the general public, utilizing the basic means of communication -- television, radio, billboards, bumper stickers, etc., and 2) A community oriented, grassroots effort, aimed at changing the attitudes of specified audiences -- parents, students, counselors, legislators, etc. This would be a much more far-reaching, long-lasting element.

This idea has already been endorsed by labor and many of the State's largest companies such as Brown & Root; Sears & Roebuck; Dow Chemical; Texas Electric Cooperatives; Treanor Equipment; Celanese; Bath Electrical Systems; Texas Instruments; North Texas Chapter of the National Tool, Die and Precision Machining Association; and Jesse Harris Construction Company.

We will include more details on the Conference and this campaign in the next issue of the Newsletter.

NEW COUNCIL MEMBER NAMED



Gay Sweet

Gay Sweet, Vocational Office Education teacher from San Antonio, has been appointed to the Advisory Council for Technical-Vocational Education. She represents the membership category of "one member who is a vocational education teacher presently teaching in a local educational agency."

She has been teacher-coordinator of VOE Cooperative Training at Jefferson High School since 1971. In addition to VOE, she has taught business education and English. She is very active in school, community and church activities and is a member of numerous professional organizations. She is presently running for president of the Business and Office Education Division of the American Vocational Association.

FREE ENTERPRISE SEMINAR

The second annual Free Enterprise Seminar, sponsored by Austin Area Distributive Education and Local Area Kiwanis Clubs, was held in Austin recently.

Speakers included Mr. John McCarty, vice president of Corporate Public Affairs, Adolph Coors Company, who spoke on "What Free Enterprise Means to Our Nation and the Economy;" Mr. Norman Brinker, chairman of the board of Steak & Ale, "What Free Enterprise Means to the Individual;" and George W. Strake, Jr., Texas Secretary of State.

Mr. Strake's topic was, "The Government's Role in Free Enterprise." Some of his closing comments:

"We need more economy in government, but we don't need any more government in the economy.

"In a world of growing economic expectation, our ability to remain free as a nation depends upon our continued economic growth. And the economic growth that is so basic to freedom and opportunity themselves can be guaranteed only by the exercise of our political freedom. We can and we must ensure that government in America serves us all rather than hindering our ability to live as we freely choose.

"Therefore, I can't help being optimistic about our future in this country. The very uniqueness of American personal and economic freedom throughout our history and today compels us all to continue and preserve this two hundred year old experiment in liberty. Consider for a moment the alternative.

"If the communists would buy our free market system, they wouldn't have to buy our wheat or invade their neighbors."

ESSAY CONTEST HELD

An essay contest was held in conjunction with the Free Enterprise Seminar and was won by Chris Bennett with the essay entitled, "What the Free Enterprise System Means to My Future." Chris is a Distributive Education student at Anderson High School in Austin. We have included the full text of Chris' essay to illustrate the thinking of many of our young people today.

"Our free enterprise system depends on effective competition. It is modified only by laws and regulations designed to control the economy for the good of all. Buyers seek the best buys in the open market and sellers seek to sell at the most profitable prices. Prices are determined by conditions of supply and demand when competition is at work. The emphasis is on freedom.

"Within the free enterprise system the freedom to choose jobs has become the backbone and mainstay of the system. I have the right to contribute my skills to society in the manner I feel is best for myself and the public. By having the ability to choose my profession, I will be able to mold my life into a career which will surround myself with prosperity and security as I endeavor to put forth my very best efforts. By exemplifying the enthusiasm associated with free enterprise system, I will strive harder to produce more than the person who is placed in a position within a communist society. Since I am able

to hold a job and earn a successful living, the freedom to own goods falls right in place alongside the freedom to choose a job in the free enterprise system.

"Within the free enterprise system, I have the ability to choose which products I will purchase with my hard earned income. I am able to compare quality among different manufacturers and buy the items I feel will best satisfy my needs as an individual in a working society. The freedom to buy as well as the freedom to own goods are only a few of the many freedoms guaranteed to myself under the free enterprise system. Several others are: freedom to compete, freedom to bargain collectively, freedom to own business, freedom to try to influence government, freedom to make a profit, and the freedom to pursue my lifestyle.

"Our free enterprise system has served us well in the past and will continue to meet the challenges of today. It has enabled us to reduce unemployment, eliminate poverty, expand opportunities, conserve resources, and encourage progress through profit.

"Freedom is my liberty to pursue my purposes (as long as I don't hurt others) insured by laws that are the same for all (and as few laws as the public interest permits).

"The Free Enterprise System is far from perfect but it is the best thing going these days!"

TENTH REPORTS AVAILABLE

The Tenth Annual Reports to the Governor and State Board of Education have been printed and are available for dissemination.

The Governor's report entitled, "Vocational Education...The Teachers Speak," is a summary of what was said in the "Teachers Speak" Hearings held during inservice meetings last summer.

"Vocational Education -- A Decade of Progress" is the title for the report to the State Board. This is a very informational report and contains much to substantiate its title. Part I headings are: "The 1970's: Decade of Progress," "Challenges for the 1980's," and "Recommendations for the Improve-

ment of Vocational Education." Headings under Part II include: "Advisory Council Evaluations and Responsibilities," "Comparison of Funds Distribution for Vocational Education by Purpose," and "Summary of State Plan Goals and Objectives for Fiscal Years 1978-1980."

Part III includes the "Summary of a Survey of Public Institutions Offering Vocational Programs," "Summary of Concerns Expressed During 'Teachers Speak' Hearings," and "Analysis of the Development of the Vocational Education Delivery System during 1968-69 and 1977-78."

If interested in receiving a copy, write Jeanine Hicks, ACTIVE, Box 1886, Austin, TX, 78767.

COMMUNITY EDUCATION FUNDING AVAILABLE

Developmental funds are available from the Texas Education Agency to assist local education agencies in implementing community education projects in their schools. State funding for approved projects makes it possible for school districts to hire staff members to coordinate community education.

"Community education projects have proved that schools can truly become community centers which meet the educational, social, recreational, and human service needs of people of all ages," said Bill Pounds, the Agency's community education consultant.

Community education projects are currently operating in 75 Texas communities. These projects provide opportunities for citizens of all ages to participate in academic, voca-

tional and enrichment classes, social events, sports and recreation activities, and community development and service programs.

Application guidelines and allocation amounts for proposed community education projects are available from the Division of Adult and Community Education Programs at the Texas Education Agency. The project period is from July 1, 1980 to June 30, 1981. Applications must be received at the Agency on or before May 2, with final notification of approval to local education agencies by June 16, 1980.

For more information, contact Bill Pounds, Consultant, Division of Adult and Community Education Programs, Texas Education Agency, 201 East 11th Street, Austin, TX, 78701; telephone (512) 475-3891.

LITERATURE REVIEWS

The vast volume of literature in the areas of adult, career, and vocational education can be overwhelming to the educator who wants to stay up to date. The National Center for Research in Vocational Education has provided some help in pinpointing material relevant to specific needs. A series of eight recently published papers review current literature in areas ranging from career education for handicapped learners to preparing women to teach nontraditional vocational education.

The eight papers, collectively titled *The ERIC Information Analysis Series 1978*, are available individually or as a complete set

at a cost of \$30.

Papers in the series, with publication numbers and prices, include: "Women and the Skilled Trades," IN 132, \$2.80; "Counseling Programs and Services for Women in Non-traditional Occupations," IN 133, \$4.50; "Career in Vocational Development of Handicapped Learners: An Annotated Bibliography," IN 134, \$5.10; "The Career and Vocational Development of Handicapped Learners," IN 135, \$5.10; "Preparing Women to Teach Nontraditional Vocational Education," IN 137, \$3.80; "Affective Work Competencies for Vocational Education," IN 136, \$6.25; "Agricultural Education: Review and Synthesis of the

Research," IN 139, \$5.50; and "Community Resources and Community Involvement in Career Education: An Annotated Bibliography," IN 140, \$5.10.

When ordering, use publication numbers and titles. Send orders and make remittance payable to the National Center for Research in Vocational Education, Publications Office, 1960 Kenny Road, Columbus, OH, 43210. Orders of \$10 or less should be prepaid. All prices include postage and handling.

HERE AND THERE

YOUR FIRST JOB; KEEP IT--DON'T BLOW IT--
A new 15-minute 16mm film entitled WHERE DO I FIT IN? is now available. The film deals with such interesting subjects as getting along with the boss; handling discrimination; punctuality; meeting deadlines; and dress requirements. The purchase price of the film is \$175, but it can be previewed free if you so desire. For more information contact Manpower Education Institute, 127 East 35th Street, New York, NY, 10016.

COMPANION FILMS--A new film showing post-

secondary vocational education programs for handicapped people will be available soon from the Bureau of Occupational and Adult Education (BOAE).

Produced by WGBH, Boston's public television station, the BOAE-funded film was shot in southern California during December.

Designed to accompany a film on secondary vocational education programs for handicapped people produced earlier this year, this new film will be available for distribution in early Spring.

The two films are accompanied by reports containing first person narratives by teachers in these programs.

For further information, contact Reference Section, National Audio Visual Center, General Services Administration, Washington, D.C., 20409.

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