ODDS AND ENDS IN OCCUPATIONAL EDUCATION
AT SANTA BARBARA CITY COLLEGE

Again, this newsletter is coming to you to share some facts and information with the staff at Santa Barbara City College, and, hopefully, to better enlighten everyone as to what is happening in occupational education at our college. Occupational education, whether purely technical, vocational, retraining, or other, is that which prepares for specific occupational entry at less than the baccalaureate degree.

In this manner we hope that we will assist those who are engaged in curriculum development, student counseling, or some aspect of program planning, in some meaningful way.

Melvin J. Elkins
Assistant Dean,
Occupational and Career Education

*********

THE CHALLENGE TO VOCATIONAL EDUCATION IN THE ECONOMIC CRISIS

The National Advisory Council on Vocational Education is calling on vocational educators to marshal their talents and resources to help re-employ America's unemployed.

Rising unemployment is heaviest among unskilled and underskilled workers.

It is important to realize that many skilled workers now being laid off will never return to their present occupations. Conditions will not "normalize" or return to the status quo. We, as a nation, must recognize that the present economic upheaval will seriously change work patterns and basic industries.

During this severe economic crisis we cannot continue business as usual. The disruptions in industry, labor and government are not temporary phenomena. They are likely to cause basic changes in our way of thinking. These effects are already being felt in every household in the country, and in our various institutions.

Future shock is here. It will not be uncommon now for workers to change job skills several times in a working lifetime. Our educational system, and in particular, vocational education bears a special responsibility to help us absorb some of the impact. There is a growing shortage of skilled manpower in newly emerging industries.

The National Advisory Council on Vocational Education urges vocational education institutions throughout the nation to face this challenge as the first order of priority.

From NACVE meeting of January 17, 1975
DOLORES VIGNA, Counselor, reports that Business students at the Skills Center, 302 E. Montecito Street recently toured the Santa Barbara County Data Processing Center at 105 E. Anapamu Street as part of their bookkeeping course.

Also, to increase their awareness of job opportunities in the area and how to apply for them a workshop was held and Mr. Jensen of the UCSB Personnel Office and Ms. Patricia Montemayor of the Santa Barbara County Personnel Office made presentations and answered their questions.

Several students have obtained employment at UCSB through the Operation Outreach interviewing conducted at the Skills Center by the UCSB Personnel Office.

BELL ON EDUCATION

"To send young men and women into today's world armed only with Aristotle, Freud, and Hemmingway is like sending a lamb into the lion's den. It is to delude them as well as ourselves. But if we give young men and women a useful skill, we give them not only the means to earn a living, but also the opportunity to do something constructive and useful for society.

"The small private college that does not roll with the times will not survive. Small colleges can survive the hard times ahead, however, by teaching salable skills with the liberal arts, by teaching students to write and speak clearly, and by teaching the simple fundamentals of economics.

"We need to liberalize vocational education - and vocationalize liberal education. In the process we will attain the full purpose of education."


VEA PROJECT

Gil Robledo, Pablo Buckelew and Mel Elkins have just completed a Part A Project Application, "Retention of Disadvantaged Students at SBCC." More specifically, funds for this project will be to support activities in the Career Ed. facility, EOPS, and the Tutorial Center.

Some fifty students (who have occupational goals) would be served by this project.
JIM NORTON indicates that as of April 30, 1975, SBCC has completed seven Law Enforcement Academies, covering 468 hours each, which have as their objective the practical training and education of newly employed peace officers in Santa Barbara County. In addition, ten separate 40 hour Advanced Officer classes have been completed. Here, the objective is the updating of training and education for those peace officers in the rank of sergeant and below. More recently, we have added a Peace Officers' Orientation course of 40 hours, for the purpose of training all other than regularly employed law enforcement personnel who, by State law, have the authority of peace officers, such as firemen, private security guards, forestry service employees, etc. Upwards of 250 students have participated in these latter courses.

Seldom seen around campus except for scheduled Law and Evidence classes, Jim Norton finds himself holding courses at the U.S. Army Reserve Center, the Cater Water Treatment Plant, and Santa Barbara County Schools Administration Center. Jim is responsible for the planning, coordinating and supervision of each of these 40 hour per week endeavors, working in close cooperation with the State of California Peace Officers' Standards and Training Office, as well as Santa Barbara County and City public service agencies.

NOTE: Michael H. Matlock, 19, the youngest deputy sheriff ever hired in Santa Barbara County, was honored with a trophy as the outstanding cadet of 15 graduating from Santa Barbara City College's Administration of Justice Department Peace Officers Basic Training Academy.

CHILDREN'S CENTER BUILDING PROGRAM

The plans on the wall at the Children's Center tell us that the real thing is coming soon! Ground breaking will be by June 30th. The Center staff have been working with the architects Hall and Visioni to develop the best possible plan for the most workable, usable and homey Children's Center possible.

The corner at Weldon and Loma Alta is the site the Board of Trustees approved. This is an acre of ground with lots of decorative and fruit trees— also, ample space for 50 children to play and stretch their muscles.

Exciting times are just ahead and we are all looking forward to the completed project.
FEWER HIGH SCHOOL SENIORS COLLEGE-BOUND

The U.S. Census Bureau reports that the proportion of high school seniors intending to go to college was down in October of 1973 from a year before, from 45 percent in 1972 to 42 percent in 1973.

At the same time, the bureau reports the proportion of students who planned to or might enter vocational or trade schools did not change measurably from the one year to the next.

The survey showed that about 7 percent of all high school seniors had definite plans to go to two-year colleges and 25 percent had plans to enter four-year colleges, while another 10 percent had plans for college but would go to a two-year school after making later decisions.

In 1972 the proportion of seniors planning not to enter college was 14.4 percent, and this increased to 17.5 percent by 1973. The greatest proportion of seniors planning college careers was in the West (49.6 percent), followed by the Northwest (43.9 percent), South (42.7 percent), and North Central states (35.7 percent). More students in metropolitan areas (45.4 percent) planned on college than in nonmetropolitan areas (34.9 percent).

Reported in CCJCA, January 1975

Cooperative Education -- a Community Effort

According to Mrs. Harriet Leckie, a new dimension has been added to our on-going Cooperative Work Experience Program with the implementation last fall of the Interior Design Experience class. Cooperation between the instructor/coordinator and 19 businesses and organizations in the community resulted in mandatory placement of 24 students accepted in the Interior Design Program. Students were able to get an overview of entry-level jobs available in Santa Barbara, and, of equal importance, learned the value of apprenticing themselves to professional interior designers as a means of furthering their education. This semester, nine students will be participating in an Interior Design Experience Contest, May 18-24. Each student will design and decorate a window display under the supervision of the business professional. All of the Interior Design students will participate in the contest through their Freehand Drawing class, under the direction of Mr. Sam Peterson, and will have their design renderings on display in the Santa Barbara Savings and Loan downtown and northside branches during the month of May as part of the advertising for the contest.
Testimony at General Subcommittee on Education and Labor

It appears to us that certain new priorities need to be established; while other priorities need reemphasis. Let me illustrate our concern.

1) The need for vocational education and guidance for older citizens has frequently gone unrecognized. The mid-career unemployed and underemployed and early retirees are two prominent examples.

2) Many newer, high-demand occupational groups, for example, health-related, service-related and newer technologies, have received inadequate funding emphasis.

3) The funding of programs for the disadvantaged and handicapped has been too low in many states.

4) Staff of many state vocational education agencies remains heavily oriented toward the Smith-Hughes and George-Barden emphases.

We need to insure that future funding allocations reflect employment demands of the future, rather than the past.

By Dr. Peter Masiko, President
Miami Dade Community College.

COMPUTER SCIENCE PROGRAM MOVES TO NEW BUILDING

Ralph Schiferl informs us that the Computer Science instructional program moved to the Humanities Building, during the Spring vacation break. The facility has been housed in R1 which is shared with the Administrative Data Processing staff.

The new area will provide about three to four times the usable space as the old facility and will have an improved traffic pattern. Students will enter the student work room on one side and administrative business will be conducted from the opposite entry, eliminating the present hodge-podge of activity. The student workroom has table space for 36 students and will have seven keypunches instead of the present four. In addition, there will be a number of teletypes or VDT's (Video Display Terminals) so that students may use the computer on an interactive basis. This will allow students in the introductory courses to experience computer programming on a first-hand basis.

Presently, there are nine different credit courses offered in the discipline plus a keypunch course offered by Continuing Education. The additional capacity will provide for expansion within the field and also interdisciplinary activities.
This bill is probably the most significant occupation training management bill to be introduced in Sacramento in several years. This bill will be heard in committee on 5/1/75. Also, hearsay is that the bill already has enough support to get through the legislature.

AB 1821 is a spinoff of Regional Planning Bill 1820; however, it goes a step further in that it is designed to give parity (by local effort) to the total vocational delivery system; i.e., occupational education, ROP/ROC and continuing adult education. Also, this bill is designed to stop unnecessary duplication of non-transfer programs.

LANDSCAPE HORTICULTURE PROGRAMS

Mel Elkins announces that plans are progressing for implementation of a new program in Landscape Horticulture. With any luck, instruction for this multi-disciplined program will begin in the 1975 semester.

Lay Advisory Committee members, Life Science and Cooperative Work Experience staff have been working together in designing strong support classes in Botany, Drafting, Business, Work Experience and specialty classes in Plant Identification and Soils and Fertilizers.

Students are encouraged to make application for this program prior to August 1st. Application forms are available in the Assistant Dean, Occupational and Career Education’s Office (A 205).

A Dos Pueblos and Santa Barbara City College graduate, BRENDA BRADFORD, is the first woman repair technician hired by an international corporation to work on its lithopresses.

SBCC instructor, JACK BRASHEARS, suggested Miss Bradford apply for the repair technician opening as she was creative, liked to travel and liked people - all definite pluses for the job.

Brenda is an obviously excited and happy woman embarking on the career of her choice.
Santa Barbara City College Instructor TOM SMITH and the June 1975 Hotel and Restaurant Management graduating class consisting of BETTY BORRILLA, ELLEN DEADMAN, GIGI GREUNER, SALLY McCLOSKEY, BOB FIELDS, DANNY MENCARELLI, RAY PEBRENO and NORMAN LOUIE will be leaving Sunday, June 1st, for a tour of outstanding Northern California food and lodging facilities, returning Saturday, June 7th.

Facilities to be visited include Clift Hotel, The Highland's Inn, CCSF, Del Monte Lodge, The Nut Tree, Host International, SFO Airport, Stanford Court, The Four Seas, SFO Hilton, Mannings, Charlie Brown's, Madonna Inn and Towne House Hotel.

The purpose of this trip is not only to visit a variety of businesses in the hospitality industry, but to recognize outstanding students in the Hotel and Restaurant Management Program.

The SANTA BARBARA ACADEMY OF HAIR DESIGN, Goleta Branch, held its annual Spring hair competition show on April 27, 1975. Competing from the Santa Barbara City College Cosmetology program were:

LAURIE CONTRERAS --1st place -- Senior Division
SHIRLEY SANCHEZ ---1st place -- Junior Division
SUSAN VIESBERGS ---2nd place -- Senior Division
EVELYN VEGA -------2nd place --- Junior Division
BRANDI FRITH ------Honorable Mention.

The Hostesses, also of the Santa Barbara City College Cosmetology program, were: CORALINE HOGAN, DALIA ZAUNUS. Instructors are: Glynn Davison, Norma Roberts, Carter Flowers and Ann McCormic. The judges consisted of the California Cosmetology Styling Panel.

Top winners will compete in Santa Maria later in the year with five Community Colleges.

********

Master of Arts in Vocational Education

Are you interested in graduate study in the areas of vocational, career and/or occupational education? Do you need a master's degree to move to the next class on the salary schedule? If "you" or even a "maybe", see Dr. MAURY RYAN for information about the MAVE degree being offered through California State University, Long Beach. Also, Dr. Ryan has information on the Bachelor of Vocational Education degree.
SHIRLEY CONKLIN states that the new self-paced modular program for registered nursing students at Santa Barbara City College is now ending its first year of implementation. Prior to its beginning, the R.N. program was taught in a traditional four semester sequence, but during several years of planning, the faculty staff revised the curriculum into 34 teaching modules. Each module contains behavioral objectives (theoretical and clinical), a pre and post test, reading requirements, and required clinical skills. The student determines when he is ready to be tested on a given module. Other major concepts which accompany the program are provision for self-directed study; broad use of audio-visual materials; one to one instructor-student sessions; and small group seminars. This new program allows students to pace themselves according to their needs as well as their previous experiences. Provision has also been made for students who have had previous nursing education to omit and/or challenge those modules that they have already mastered in some other manner.

GERRY BARROCA (SBCC V.I.C.A. Staff Advisor) tells us that STEVE JEFFERS (Graphic Communications Student at our college) has qualified to compete in the State finals at Fresno on May 10th, 11th and 12th in his own subject area. If he wins in Fresno, and we are confident that he will, then he will represent the State of California (for Graphics) in Washington, D.C. on June 22nd through June 26th.

STEVE, we are all proud of you!
Special Program (VEYSEY) for High School Students at SBCC

RAY ROSALES (Occupational Ed. Counselor) reports that Santa Barbara City College continues to offer high school students in the SBCC District college level courses for students wishing to accelerate their studies. A student will receive college credit applicable to his graduation from SBCC in the academic curricula or technical-vocational courses and business programs.

Two special programs recently developed, Cosmetology and Ornamental Horticulture will also be available to high school students with administrative and departmental approval. Most SBCC classes are open to high school students if they satisfy pre-requisites and have the permission of their high school counselor or principal.

From thirty to fifty local area high school students participate in our college courses each semester. The selections made by students range from Auto Services, Biology, Chemistry, Computer Science, Calculus, English, History, Political Science, Philosophy, Secretarial, Zoology, etc., on through special programs in Nursery School, Electronics, Welding, and so on.

Any student interested in any of our programs or classes should contact a high school counselor or Mr. Rosales in the Counseling Office at SBCC. Please call 965-0581, Ext. 203, for more information and details.