As a possible solution to the problem of inaccurate perceptions and negative attitudes toward vocational-technical occupations among teachers and pupils, the project investigated the feasibility of training secondary school teachers in a range of disciplines to serve as agents of manpower-economic information dissemination and attitudinal change. Methodology involved in-service seminars and summer institutes for a total of 107 teachers.

Regression analysis of the training program data indicated that pupils of the trained teachers experienced greater increases in knowledge and developed more positive attitudes toward nonprofessional work modes than did pupils of teachers not participating in the in-service training. However, analysis did not show that pupils of participant teachers experienced a significantly greater increase in realistic attitudes toward nonprofessional work modes. From these findings, it was concluded that the program objectives had been actualized. Development of a delivery system utilizing multimedia technology, with a software support system, was recommended. A summary of the teacher training units, lists of participants, evaluation variables, and the study instruments are appended. (Author/MF)
FINAL REPORT

TO THE

DIVISION OF OCCUPATIONAL RESEARCH AND DEVELOPMENT

OF THE

TEXAS EDUCATION AGENCY

UNDER CONTRACT 29538

ON

THE MANPOWER-ECONOMIC EDUCATION PROJECT TO IMPROVE TEACHERS'
AND PUPILS' OCCUPATIONAL EMPLOYMENT KNOWLEDGE AND ATTITUDES

by

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ACKNOWLEDGMENTS

Scientific investigations inquiring into aspects of human lives and their feelings are the most difficult to perform. Because the object of investigation is composed of highly sophisticated, independent, and widely diverse individuals, the successful completion of any such study is entirely dependent upon the willing cooperation and assistance of many persons. It is appropriate at this time to take a moment to express our appreciation to a few of these people, without whose help this investigation would have been impossible.

--the young people of the secondary public schools who provided the essential data by participating in pre- and posttesting.
--the teachers, school administrative staffs, and Education Service Center personnel who provided their time and efforts in administering tests and handling data.
--the research assistants and clerical staff who put in many hours sorting, sifting and assimilating data, and the myriad of administrative details involved in production of the report.

We express our sincerest appreciation to Mr. Ray Barber and Mr. Oscar Millican of the Division of Occupational Research and Development of the Texas Education Agency. Without their advice and funding by the T.E.A., this project would not have been possible.

It is our hope that this report will be of benefit to the multitude of teachers and educational administration in their efforts to guide the young people of Texas as they prepare to seek their future in our society.

L.M.A.

W.A.L.
REPORT ABSTRACT


This report is submitted as the culminating effort of the Manpower-Economic Education Project to Improve Teachers' and Pupils' Attitudes. It contains a review of the significance and background of the problem, related literature, a discussion of the operational and evaluative methodologies employed, significant findings and conclusions, and specific recommendations.

The project addresses the problem of inaccurate perceptions and negative attitudes toward vocational-technical occupations that are prevalent today among public school teachers and pupils. The project proposes that, as a possible solution, the feasibility of training secondary school teachers throughout a range of disciplines to serve as agents of manpower-economic information dissemination and attitudinal change be tested. The six objectives established for the project are as follows:

1. Make secondary school teachers, throughout a range of disciplines, effective agents of manpower-economic information dissemination and attitudinal change.

2. Increase the understanding of job markets and develop more positive attitudes toward nonprofessional work activities
3. Develop and validate tests for measuring secondary teachers' and students' attitudinal and cognitive change toward vocational-technical occupations.

4. Develop key representatives and disseminating agents of manpower information in the twenty regional education service centers in Texas.

5. Develop an effective manpower-economics program for in-service use with education service centers.

6. Foster the teaching of manpower-economic education at the secondary level.

Methodologically, the project consists of four phases. Phase I was an experimental pilot program at Lubbock, Texas, to evaluate the content of the instructional program and to validate the test instruments. Phase II consisted of a series of twenty-hour in-service programs conducted one day per week for five weeks at Houston, El Paso, Waco, and Lubbock. Phase III was a six-week, thirty-hours-per-week summer institute conducted at North Texas State University. The first three phases produced a total of 107 trained teachers. Phase IV was an implementation and evaluation effort.

The critical measure of the feasibility of this approach lies in the impact which these teachers had on increasing cognitive understanding and developing more positive attitudes toward nonprofessional work modes among their students. This impact was measured using a stratified selective sample with partial control,
pretest and posttest conditions and subjecting data gathered to multiple linear regression analysis.

Analysis of the data reveals that pupils of trained teachers experience significantly greater increases in knowledge and develop more positive attitudes toward nonprofessional work modes than do pupils of teachers not trained. Analysis indicates that there is no significant difference in performance between pupils of summer institute participants and pupils of in-service participants. Analysis does not show that pupils of participant teachers experience a significantly greater increase in realistic attitudes toward nonprofessional work modes than pupils of nonparticipant teachers. From these findings it is concluded that the objectives of the program have been actualized.

This report recommends that (1) an efficient delivery system utilizing the best available television and multi-media technology and (2) a support (software) system to make the delivery system viable be developed.
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THE MANPOWER-ECONOMIC EDUCATION PROJECT TO IMPROVE TEACHERS' AND PUPILS' OCCUPATIONAL EMPLOYMENT KNOWLEDGE AND ATTITUDES

Statement of the Problem

The purpose of this study is to determine if secondary school teachers, through a range of disciplines, can be made agents of manpower-economic information dissemination and attitudinal change.

Background and Significance of the Problem

The majority of pupils in secondary education are involved in essentially college preparatory programs when only 20 per cent will actually complete a four-year college-or university-degree program. Furthermore, the U. S. Department of Labor estimates that only 20 per cent of the jobs in 1980 will require a college education. Dr. Sidney P. Marland, U. S. Commissioner of Education, in his speech before the National Association of Secondary School Principals in Houston, Texas, on January 23, 1971, indicated his concern for the nation's young people and their opportunity to prepare realistically for today's world of work. He asked, "Shall we persevere in the traditional practices that are obviously not properly equipping fully half or more of our young people, or shall we immediately undertake the reformation of our entire secondary education in order to position it properly for maximum contribution to our individual and national life?"

Howard Rosen, Director of the Office of Manpower Research, Manpower Administration, in an article in the Minnesota Public Service Bulletin states, "We wring our hands about the high
unemployment rates of teenagers, knowing full well that regular high schools and vocational schools are not set up to prepare a large percentage of new entrants to the labor force for the world of work"(19). Further, more broad-based research, e.g., Herbert S. Parnes (18) and Jerald G. Bachman (2) in separate studies indicated that public school teachers and their pupils have inaccurate cognitive perceptions of income determinants and of present and future job markets and that they have negative attitudes toward vocational-technical job activities. These inaccurate cognitive perceptions and negative attitudes stand against these facts:

1) In a market system, income and productivity are inextricably related.
2) Changes in the job market "mix" are accelerating at exponential rates.
3) Unskilled jobs are disappearing rapidly.
4) The majority of pupils currently enrolled in public schools will find jobs which are classified as vocational-technical.

The problem is significantly exacerbated by the quantitative limitation of public school counseling programs. In its 1968 General Report, the Advisory Council on Vocational Education said that only about 50 per cent of American high schools provide any form of vocational guidance during a large part of the student's educational career. Research indicates that, in general, programs of public schools do not effectively disseminate accurate data
needed to make rational decisions concerning vocational choice. Paines indicated in his study that

"Low scores on the test (occupational information) indicate some significant range of occupations that is beyond the ken of the individual. From this viewpoint, the very low scores of the youngest age category (14-17) particularly are discouraging, since they suggest that larger irreversible educational decisions by high school students are being made on the basis of relative ignorance" (18). Research also indicates that there is a pervasive bias in materials, programs, and attitudes of teachers toward vocational-technical job activities. In order to correct this deficiency in cognition and alter destructive attitudes on the part of teachers and pupils, it would seem that all teachers—not just counselors—should be made disseminating agents of information, vis-a-vis manpower data, and catalytic agents of attitudinal change toward vocational-technical work activities. Thus, the major thrust of this study is to determine if secondary school teachers, throughout a range of disciplines, can be made agents of manpower-economic information dissemination and attitudinal change.

Related Research

T. Adamine and H. G. Heiner conducted a study to develop an experimental forced-choice occupational-preference inventory. The purpose of the inventory was (1) to help the pupils analyze their occupational interests and (2) to gain information for teachers, counselors, and curriculum planners concerning pupils' attitudes toward relatively specific elements of work (1).
Samuel M. Burt studied the relationship between vocational-training programs and economic development in Arkansas. He found that the manpower requirements of industry in Arkansas are being poorly met by the present vocational and technical education system. There are inadequate facilities, and there are not enough students enrolled in trades and industrial fields nor a broad-enough range of programs to meet the variety of requirements from industry, business, and the professions. An estimated 70 per cent of the entry-level job opportunities can be handled by high school graduates with an industrial arts or basic education background. However, of the 36,000 graduates and dropouts, less than 2,000 had received any training from trades and industrial jobs. There is a need for a state plan organized to reflect the manpower needs and the education and training requirements of secondary and post-secondary school levels for each socio-economic area of the state. High school programs providing industrial arts education, work orientation, and basic economic education and cooperative work-study programs should be expanded (3).

Robert E. Campbell consolidated the results of a conference held at Ohio State University in August, 1966, which considered the systems being developed for vocational guidance. The purposes of the conference were, first, to review experiences, problems, and insights developed by the individual participants through research and operational use of new technologies, second, to review the relation of these technologies to vocational
education, vocational counseling, and guidance, and, third, to arrange for continued communication among participants as to usefulness of systems analysis and technology in vocational guidance research and practice. Three areas were discussed--projects devoted to the study of careers, projects devoted to the development presentation of material for the enhancement of career decisions but not involving the computer, and projects devoted to the development of material and the presentation and assessment of presentation with the assistance of time-shared computers. Summaries are given for (1) project talent, (2) exploratory study of information-processing procedures and computer-eased technology in vocational counseling, (3) a Harvard-Needs-Newton information system for vocational decisions, (4) a study of intellectual growth and vocational development, (5) the development and evaluation of the pilot computer-assisted vocational-guidance program, (6) clear language printout of demographic and psychometric data regarding college students, (7) a multimedia approach for communicating occupational information to noncollege youth, (8) vocational orientation systems, and five other projects.

Virgil Christensen reported on the results of a conference of the Research Training Institute, held in Denver in 1966, which sought to establish priorities for research problems in vocational education for the nation's big cities. Ten studies were proposed to identify the specific problem for vocational education, its purposes, its objectives, the procedures needed to
achieve these objectives, and required resources. The proposed studies were as follows: (1) "Design for Career Choice," (2) "Early Identification and Selection Procedures to Assure a Greater Degree of Success in Secondary Vocational Programs," (3) "Using Occupational Tasks as a Vehicle for Facilitating Basic Education and Occupational Learning," (4) "The Problem of Finding Properly Supervised Work-Experience Situations for Students not Prepared for O.V.T. Programs," (5) "Motivation of Students in Developing Attitudes Toward Vocational Goals," (6) "The Relationship of Image to Choice of a Vocational Program, Performance in that Program, and Performance in the Field," (7) "A Survey to Determine the Attitudes of Select Groups in Regards to Vocational-Technical Education," (8) "Identification and Location of Low-Status Attitudes Affecting Decision Making in Vocational Education," (9) "Development of Realistic Understanding Within the Community Concerning Vocational Education," and (10) "Outline of Preservice Training"(6).

Joe R. Clary and Bert N. Westbrook reported on the initial phase of a project to construct and validate an instrument which could measure vocational maturity. Their initial report deals with the organization, rationale, methods, and expected end products of what will be a three-year project at the University of North Carolina. The total project assumes that the individual and society as a whole suffer from unwise educational and vocational choices, that these choices are related to vocational maturity, and that a need exists for better methods of measuring
vocational maturity. The project staff will administer, to representative samples of southern public school pupils in grades 8-12, three tests—the tryout form of the VMM, the preliminary form, and the final form. After all the data are analyzed, a final report will give an account of the project and will include the VMM. It is expected that the VMM will aid in (1) evaluating educational programs which include vocational exploration as a major component, (2) increasing understanding of the construction of vocational maturity, (3) identifying pupils who need special assistance in vocational development, and (4) evaluating programs designed to provide students with vocational-exploratory experiences.

Wayne E. Courtney's study for the Wisconsin State Board of Vocational, Technical, and Adult Education focused on the identification of a starting point for research efforts in the state's vocational-and technical-education system. The directors of the sixty-four schools offering vocational and technical programs in the state ranked the components, according to research importance, in fourteen categories relating to the broad areas of occupational opportunities, human resources, and educational resources. Although, in general, agreement was low, the following components received a plurality of first-place rankings of research importance—(1) occupations for which vocational-and technical-education programs should be available, (2) competencies needed for successful entry, persistence, and advancement, (3) factors affecting motivation of the socioeconomically handicapped to
pursue training for gainful employment and to seek employment, 
(4) improvement of community attitudes toward vocational edu-
cation as preparation for employment, (5) factors affecting 
decisions to move and seek employment in new situations, (6) 
assistance for students to enable them to cope effectively with 
career changes throughout life, (7) identification of persons 
who can benefit from vocational education and types of training 
that would be most beneficial, (8) basic skills which are 
transferable from one occupation to another or which function 
in clusters, (9) curriculum for new and emerging occupational 
fields, (10) optimum mix of theory and practice, (11) sources 
of personnel appropriate to specific staffing needs, (12) effective 
methods of organizing, administering, and supervising programs of 
vocational education, (13) effective vocational guidance and 
counseling procedures, and (14) facilities and equipment necessary 
to prepare persons to enter and advance in various occupations. 
The instrument used is included in the study (8).

Robert J. Heger focused his study of vocational programs in 
Idaho secondary schools on the decision-making process of super-
intendents, as related to the system theory of administrative 
change. Specific objectives were as follows: (1) to analyze 
superintendents' decisions related to modifying and initiating 
vocational-education programs in Idaho, (2) to test a theory of 
administrative change as related to vocational education, and 
(3) to determine conditions in which vocational education change 
is least and most likely to occur. Interviews were conducted
with fifty school superintendents randomly selected from school
districts located in the six junior college districts of Idaho
to test four propositions to predict conditions tending to inhibit
change and three tending to aid change. Relationships among
properties and propositions of the open system theory of admin-
istrative change indicated that (1) steady states of systems are
accompanied by increased hierarchy, (2) progressive departmen-
talization seems to accompany the interplay of subsystems in such
a way as to induce change, (3) districts encouraging dynamic
interplay are more likely to employ outside superintendents and
support his efforts for change, and (4) schools with internal
feedback systems are more likely to respond to than resist strong
outside pressures. A conclusion in direct opposition to the
theory predictions stated that the more hierarchial the structure
of an organization and the more functional the dynamic interplay
between subsystems, the greater the probability of vocational
program change. A bibliography and statistical data are included.

In an article, William Loomis provided considerable information
relating to many of the problems facing career education. He
cites grants that have been used to further training of vocational
educators as well as state funded projects. Within this educa-
tional overhaul is included an articulated program of career
development from elementary schools through postsecondary educa-
tion that will allow students to prepare for the occupational
fields of their choice. The article contains a description of
the "cluster" approach which has proven to be particularly
successful in the education of disadvantaged students.

Kenneth M. Loudermilk and Gerald Diminico presented a study wherein the development and use of instruments for vocational guidance, selection and placement within the state of Idaho is reviewed. Vocational guidance is defined as assisting the individual to understand himself, the world of work, and career choice. Selection and placement are described as activities characteristically used by educational institutions and business organizations in deciding who will be accepted and what roles and treatments would be expected of those who are accepted. Specific attention is given to research in which the general aptitude test battery (GATB) was used to predict success in vocational training or work performance. Separate chapters are devoted to research studies with appraisal instruments completed in Idaho as well as to thirty-one studies done elsewhere in the nation. Because more than three-fourths of the studies were completed as individual graduate research papers or theses, research results were generally not comparable or cumulative from one study to another. An extensive bibliography is included. An earlier study "A Survey of Literature Related to Selected Non-professional Occupations" is available (13).

In its final report in 1970, the Massachusetts Vocational Education Research Coordinating Unit reviewed its major activities, covering the period from April 1967 through October 1969. During the first year (April 1967-June 1968), the RCU concentrated on establishing an information system and announcing its existence.
One-third of the staff time was devoted to helping the Schaffer-Kaufman study. Research projects the second year (August 1968-October 1969) focused on (1) disadvantaged youth in urban vocational school settings, (2) development of a system for a state-wide evaluation of vocational-technical education, (3) Massachusetts Information Feedback System for Vocational Education, (4) evaluation of vocational-technical education, and (5) a program for girls in vocational-technical education, and (6) attitudes of junior high school staff members toward vocational education in the high school. Conclusions and recommendations are included(14).

William E. Mauberry's study focused on the effects of perceived teacher attitudes in relation to students' achievement. His study suggests that the attitude exhibited by the teacher toward the material he is teaching exerts more influence on student achievement, as it is typically measured, than his attitudes towards students as individuals(15).

Anne Mayhew found in a study of "Education, Occupation and Earnings" that the high degree of association between level of educational attainment and earnings is attributable in large part to differences in earnings with occupations. Despite the stress often put on the idea that more education opens the doors to better-paying jobs, for most men who do not go to college less than half (frequently much less than half) of the advantage in earnings associated with additional years of schooling derives from entry into higher-paying occupations. While entry into many
jobs in the professional and managerial categories require college education, for a large part of the population, occupational distribution must be taken as largely independent of variation in years of schooling. Even for those who complete high school, half or more of their earnings advantage is owing to higher earnings within occupations which apparently were open to those who did not complete high school. To the extent that staying in school pays off, it does so largely because high school graduates earn more in the occupations they enter than would have been possible had they not remained in school (16).

Herbert Parnes, working under a research contract for the U. S. Department of Labor, concluded a longitudinal study of the educational and labor market experience of male youth in 1970. The study involved a national sample of 5,000 males between the ages of fourteen and twenty-four. Sixty per cent wanted to obtain at least four years of college, while 70 per cent desired at least two years of college. Twenty-five per cent had not decided on a work career, but 50 per cent indicated that they wanted to be in professional or technical occupations by age thirty. Given the occupational distribution of job opportunities, it is virtually certain that many of these youth will not realize their aspirations. There was a direct relationship between youth pay increases and scores on the occupational information test. The study argues for a much greater effort to acquaint students with the dimensions of the world of work (18).
Program Objectives

A. To make secondary school teachers, throughout a range of disciplines, effective agents of manpower-economic information dissemination and attitudinal change.

B. To increase the understanding of job markets and develop more positive attitudes toward nonprofessional work activities on the part of secondary school students.

C. To develop and validate tests for measuring secondary teachers' and students' attitudinal and cognitive change toward vocational-technical occupations.

D. To develop key representatives and disseminating agents of manpower information within the twenty regional education service centers in Texas.

E. To develop an effective manpower-economics program for in-service use with educational service centers.

F. To foster the teaching of manpower-economic education at the secondary level.

Methodology

A. Procedures and Activities:

The project was conducted in four phases:

Phase I--November-December, 1971--was an experimental twenty-hour manpower-economic education in-service seminar in Lubbock, Texas. The purpose of this seminar,
conducted by L. M. Abernathy (see Appendix A for complete vitae), was to establish the suitability of program content and materials and to validate the assessment instruments. The basic cognitive and conative structure was provided by the Robert L. Darcy and Phillip E. Powell texts and teachers manual(9). The general topics covered were world of economics, nature of work, rational decision making and career planning, technology and change, manpower markets, occupational opportunities, and manpower skills. (A detailed discussion appears in Appendix C.)

A wide range of pedagogical devices were employed including lectures, group interactions, individual consultations, sociodramas, and microteaching. The participants were full-time secondary (7-12) teachers in the Lubbock Education Service Center Region. A stratified random sample of eighteen teachers was taken from a population frame which included all the secondary teachers in the region. Stratification was based upon school size, socioeconomic class of the pupils, and the rural-urban mix of the region. The program director of the Lubbock Education Service Center provided administrative coordination of this phase. The seminar was conducted on five consecutive Wednesdays from 3:00 p.m. to 5:00 p.m. and from 6:00 p.m. to 8:00 p.m.

Phase II--January-May, 1972--was, with major cognitive,
methodological, and assessment alterations, a replicate of Phase I. A series of four in-service programs, also conducted by L. M. Abernathy, was held in Lubbock, El Paso, Houston, and Waco, Texas. The purpose of these seminars was to transform teachers, from a range of diverse disciplinary backgrounds, into active agents of cognitive dissemination and attitudinal change in the area of world-of-work economic education. The basic cognitive and conative materials and methods were the same as those used in Phase I. The participants, none of whom was involved in Phase I, were full-time secondary teachers (7-12) in the Lubbock, El Paso, Houston, and Waco Education Service Center Regions representing regional, stratified random samples of nineteen, nine, twenty-nine, and twelve respectively. The stratification criteria were the same as those employed in Phase I. The seminars were conducted one day per week from 3:00 to 5:00 p.m. and from 6:00 to 8:00 p.m. for five consecutive weeks. (A complete roster of in-service participants is provided in Appendix D.)

Phase III--June-July, 1972--was a six-week summer institute for twenty teachers from eighteen of the twenty education service centers. The purpose of the summer institute was to test the relative cost effectiveness of the summer institute (expensive) versus
in-service programs (inexpensive) in terms of changed pupil behavior. The cognitive, conative, and methodological structure of the summer institute was identical to the in-service seminars conducted in Phase II. The programmatic involvement of the summer institute participants was obviously much higher. (180 contact hours in summer institute vs. 20 contact hours in the in-service program). The summer institute ran five days a week, six hours per day for six weeks, for a total of 180 hours of instruction. Each participant was selected for his/her leadership potential and capacity to function as a teacher-trainer. Each participant was provided basic manpower-economic education literacy, and during the course of the institute each developed complete lesson plans for use in an appropriate classroom situation. (A complete roster of summer institute participants is also included in Appendix D.)

Phase IV--September-May, 1972-1973--was a year-long implementation and evaluation phase the purpose of which was to assess the impact of the Phase II and Phase III programs against a success criterion of changed cognitive and conative pupil behavior. Phase IV, conducted by L. M. Abernathy and William A. Luker (see Appendix B for complete vitae), involved the implementation of the program in the classroom by selected participants from
the in-service (Phase II) and the summer institute (Phase III) programs. The primary purpose of this culminating phase was to measure the impact of the program on the pupils of participant teachers. The directors of the project conducted follow-up visitation seminars to motivate and encourage the participant teachers.

One hundred and seven trained teachers were available from eighteen education service-center regions. A random sample of twelve teachers was selected from the population of trained teachers from the following independent school districts: El Paso, Ysleta, Ector County, Houston, Spring Branch, La Marque, Waco, McAllen, Arlington and Daingerfield.

B. Evaluative Methodology

As indicated in Part A, "Procedures," the program consisted of four phases: Phase I, Lubbock Experimental seminar (content, methodological, and assessment instrument testing); Phase II, in-service seminars for teachers (Lubbock, El Paso, Waco, Houston Education Service Centers); Phase III, summer institute; and Phase IV, implementation and assessment.

The critical evaluation of the entire project was centered in Phase IV. The evaluation involved the testing of four hypotheses:

1. A training program (either a summer institute
or an in-service seminar in World of Work Economic Education WOWEE) will produce significant increases in the cognition of pupils of teachers enrolled in a WOWEE program. That is, pupils of teachers trained in WOWEE programs will have significantly better understanding of the world of work than pupils of teachers not trained in a WOWEE program.

2. A training program (either a summer institute or an in-service seminar) in WOWEE will produce significant attitudinal changes toward the world of work in pupils of teachers enrolled in the program. That is, pupils of teachers trained in WOWEE programs will have more positive attitudes toward nonprofessional work modes than pupils of teachers not trained in a WOWEE program.

3. A training program (either a summer institute or an in-service seminar) in WOWEE will produce a significant increase in the realism of pupil occupational goals.

4. There will be no significantly different measurable impact between students of teachers trained in the twenty-hour in-service seminars and students of teachers trained in the summer-institute program.
To test these hypotheses, the following methodology was employed:

**The Research Design.**—The research design, a nonequivalent control-group design, is schematically outlined as follows:

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The **Population.**—The population included all of the 107 teachers trained in the in-service and summer-institute programs. (See Appendix D.)

The **Sample.**—From the population of 107 teachers, a stratified sample of twelve was taken. The stratification criteria were a) summer-institute
participants, b) in-service participants, c) geographic area, d) grade level, and e) subject-matter area. (Appendix E is a complete roster of the experimental/control teachers.) For each of the experimental teachers, a control teacher who had not participated in any kind of career education program was selected judgmentally to match the characteristics of the experimental teachers. Since three experimental teachers could not be matched, this produced a control group of only nine teachers. The matching criteria were grade level, subject-matter area, pupil socioeconomic class, and geographic region. One class of pupils for each teacher was selected randomly for measurement. The total sample size was n = 636.

The Variables.--The variables used are described in detail in Appendix F.

The Instruments.--The instruments are outlined as follows:
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<th>Name</th>
<th>Variable Measure</th>
<th>The Source</th>
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<tr>
<td>Student-Data Questionnaire</td>
<td>X_{8-11}, X_{17-21a}</td>
<td>Researcher-Developed Instrument</td>
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<td>Hollingshead Two-Factor Index of Social Position</td>
<td>X_{12}, X_{13}, X_{14}, X_{15}, X_{16}</td>
<td>(11)</td>
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<tr>
<td>Test of Understanding in WOWEE</td>
<td>X_{2}, X_{3}, X_{4}</td>
<td>Researcher-Developed Instrument</td>
</tr>
<tr>
<td>&quot;Were I a Worker....&quot;</td>
<td>X_{5}, X_{6}, X_{7}</td>
<td>(20)</td>
</tr>
<tr>
<td>Teacher Questionnaire</td>
<td>X_{1}, X_{22-30}, X_{33}, X_{35}, X_{36}, X_{37}</td>
<td>(17)</td>
</tr>
<tr>
<td>Teacher Attitudinal Survey</td>
<td>X_{31}</td>
<td>(17)</td>
</tr>
</tbody>
</table>

These instruments (see Appendix G.) were selected as a result of careful analysis of the Phase I data (Teacher and Pupil Performance). The validation of the instruments was based upon the assumption that, if the cognitive and conative instruments were valid measures, the instruction in WOWEE should affect the test scores. This assumption was verified in Phase I.

Detailed Description of Data Collection--At the conclusion of each in-service seminar and summer institute, the participant teachers were cognitively and conatively posttested. Data concerning the conative insight of the control teachers were collected at the beginning of the
At the beginning of the fall semester, 1972, one class of each of the experimental and control teachers was cognitively and conatively pretested. Each of the experimental teachers was instructed to begin utilization of pedagogical skills and cognitive insight acquired as a result of participation in the WOWEE summer institute or in-service programs. The control teachers were given no instructions. At the end of the spring semester, 1973, many of the same pupils were cognitively and conatively posttested.

Analytical Methodology—A multiple regression was the basic analytical device employed. The model was \( Y_c = a + b_1x_1 + b_2x_2 + \ldots b_nx_n + E \). The critical statistic in the analysis was the partial absolute Beta coefficient of the experimental variable. The problem of missing data points in control variables was handled by substituting the mean of the series and creating a dummy variable which accounted for variation attributable to missing data.

ANALYSIS OF DATA

The first hypothesis to be tested was that a training program (either a summer institute or an in-service seminar in
world-of-work economic education) will produce significant increases in the cognition of pupils of teachers enrolled in a WOWEE program. That is, pupils of teachers trained in WOWEE programs will have significantly better understanding of the world of work than pupils of teachers not trained in a WOWEE program.

With posttest pupil understanding of WOWEE (cognition) as the dependent variable ($X_2$), the multiple-regression analysis generated the data shown in Table 1 below.

TABLE 1
Regression Coefficients on Pupil Cognition of WOWEE Information

Degrees of Freedom = 635     n = 636

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
<th>Partial Beta</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_1$</td>
<td>Experimental-Control</td>
<td>1.88420960</td>
<td>9.3461</td>
<td>0.0023</td>
</tr>
<tr>
<td>$X_3$</td>
<td>Cognitive Pretest</td>
<td>0.36153926</td>
<td>58.3035</td>
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<tr>
<td>$X_4$</td>
<td>Companion Variable</td>
<td>-0.90362975</td>
<td>0.2082</td>
<td>0.6484</td>
</tr>
<tr>
<td>$X_5$</td>
<td>Conative Posttest</td>
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<td>1.2371</td>
<td>0.2661</td>
</tr>
<tr>
<td>$X_6$</td>
<td>Conative Pretest</td>
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</tr>
<tr>
<td>$X_7$</td>
<td>Companion Variable</td>
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<td>0.9656</td>
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<tr>
<td>$X_8$</td>
<td>Grade Level</td>
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<td>0.5976</td>
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<tr>
<td>$X_9$</td>
<td>Pupil Age</td>
<td>-0.23607697</td>
<td>2.0246</td>
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<tr>
<td>$X_{10}$</td>
<td>Companion Variable</td>
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<td>1.1305</td>
<td>0.2876</td>
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<tr>
<td>$X_{11}$</td>
<td>Pupil Sex</td>
<td>-0.15371038</td>
<td>0.4680</td>
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</table>
### Table 1 (continued)

<table>
<thead>
<tr>
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<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>X12</td>
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<tr>
<td>X13</td>
<td>Companion Variable</td>
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<tr>
<td>X14</td>
<td>Parental Occupation</td>
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<tr>
<td>X15</td>
<td>Companion Variable</td>
<td>0.26467149</td>
<td>0.3094</td>
<td>0.5782</td>
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<tr>
<td>X16</td>
<td>Socioeconomic Index</td>
<td>-0.00223975</td>
<td>1.6079</td>
<td>0.2051</td>
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<tr>
<td>X17</td>
<td>Anglo</td>
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<td>12.1820</td>
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</tr>
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<td>X18</td>
<td>Black</td>
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<td>0.5299</td>
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</tr>
<tr>
<td>X19</td>
<td>Pupil Work Experience</td>
<td>0.31155127</td>
<td>1.3714</td>
<td>0.2417</td>
</tr>
<tr>
<td>X20</td>
<td>Pupil Scholastic Aptitude</td>
<td>0.07721629</td>
<td>14.3365</td>
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</tr>
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<tr>
<td>X23</td>
<td>Ysleta I.S.D.</td>
<td>-1.60877899</td>
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<td>0.2633</td>
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<tr>
<td>X24</td>
<td>Ector County I.S.D.</td>
<td>2.39786541</td>
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<tr>
<td>X25</td>
<td>Waco I.S.D.</td>
<td>-6.24748063</td>
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<tr>
<td>X26</td>
<td>Houston I.S.D.</td>
<td>-6.64242581</td>
<td>3.9128</td>
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<td>X27</td>
<td>Spring Branch I.S.D.</td>
<td>-1.48758741</td>
<td>0.0883</td>
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<tr>
<td>X28</td>
<td>La Marque I.S.D.</td>
<td>-0.28082610</td>
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<tr>
<td>X29</td>
<td>McAllen I.S.D.</td>
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<tr>
<td>X30</td>
<td>Arlington I.S.D.</td>
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<tr>
<td>X31</td>
<td>Teacher Attitude Toward Non-Professional Work Modes</td>
<td>0.03456125</td>
<td>2.1804</td>
<td>0.1403</td>
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</table>
Table 1 (continued)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
<th>Partial Beta</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_{32}$</td>
<td>Summer Institute--In-service Program</td>
<td>-0.14703564</td>
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<tr>
<td>$X_{33}$</td>
<td>Teacher Sex</td>
<td>-1.70961853</td>
<td>0.2077</td>
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<tr>
<td>$X_{34}$</td>
<td>Experimental with/without Control</td>
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<td>$X_{35}$</td>
<td>School Voc-Ed Program</td>
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<td>Teacher Age</td>
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<td>Teacher Educational Level</td>
<td>-1.54420717</td>
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</table>

The variable critical to the test of the Hypothesis I, $X_1$, Experimental Control, was significant at the .01 level ($P = .0023$). This means that, everything else being equal, pupils taught by teachers participating in the program's seminars and institutes increased their understanding of WOWEE more than pupils of teachers not participating. And this difference holds constant despite any variations between experimental and control group attitudes and socioeconomic class, scholastic aptitudes, teacher attitudes, pretest differences and so on.

The second hypothesis to be tested was that a training program in WOWEE will produce significant attitudinal changes toward the world of work in pupils of teachers enrolled in the program. That is, pupils of teachers trained in WOWEE programs will have more positive attitudes toward nonprofessional work.
modes than pupils of teachers not trained in a WOWEE program.

The data needed to test this hypothesis are in Table 2 below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
<th>Partial Beta</th>
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<tbody>
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<td>Grade Level</td>
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<td>Variable</td>
<td>Description</td>
<td>Partial Beta</td>
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<td>P</td>
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<td>-----</td>
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</tr>
<tr>
<td>X19</td>
<td>Pupil Work Experience</td>
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<tr>
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<tr>
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<td>0.1315</td>
</tr>
<tr>
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<td>1.9473</td>
<td>0.1634</td>
</tr>
<tr>
<td>X29</td>
<td>McAllen I.S.D.</td>
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<td>Teacher Age</td>
<td>0.20669566</td>
<td>0.2609</td>
<td>0.6097</td>
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</tbody>
</table>

27   35
The variable critical to the testing of Hypothesis II, $X_1$, Experimental Control, was significant at the .1 level ($P = .0906$). This means that pupils taught by teachers participating in the seminars and summer institutes have significantly "better" attitudes toward nonprofessional work modes than pupils of teachers not participating in the program.

The third hypothesis was that a WOWEE training program will produce significant increases in the realism of pupils' occupational goals. The data requisite to test this hypothesis are in Table 2.

The variable critical to the test of this hypothesis is $X_{21a}$, the scholastic-aptitude scores interacted with the experimental control variable. No relationship was found between scholastic-aptitude scores interacted with the experimental variable and pupil attitude toward nonprofessional work modes. This means that pupils taught by WOWEE program teachers were not significantly different in the realism of their attitudes toward nonprofessional work modes from pupils of teachers not participating in the program.
The fourth hypothesis was that there would be no significant difference between the measurable impact on students of teachers trained in the in-service seminars and students of teachers trained in the summer-institute program. The data needed to test this hypothesis are found in Tables 1 and 2.

The variable critical to this hypothesis is $X_{32}$, which measured teacher participation in either the summer institute or the in-service program. This variable was not significantly related to cognitive performance or attitudinal change (cognitive $P = .7563$ and conative $P = .2415$). This means that there was no relationship between cognitive and conative pupil performance and the training locus of the teachers.

Several significant, nonhypothesized relationships emerged: Mexican-Americans increased their cognitive understanding and had more positive attitudes toward nonprofessional work modes than Anglos and Blacks. (See Table 1, variables $X_{17}$ and $X_{18}$, $P = .0005$ and Table 2, variables $X_{17}$ and $X_{18}$, $P = .0704$ respectively.) Pupils with higher scholastic aptitudes had a greater increase in cognitive understanding. (See Table 1, variable $X_{20}$, $P = .0002$.) Pupils of experimental teachers who had no control teacher had a greater increase in cognition. (See Table 1, variable $X_{34}$, $P = .0759$.) Pupils of masters' degree teachers did less well on the test of WOWEE understanding than pupils of teachers with bachelors' degrees. (See Table 1, variable $X_{37}$, $P = .0013$.) Pupils from higher grade levels had more positive attitudes toward non-professional work modes than pupils from lower grade levels.
Females had more positive attitudes toward nonprofessional work modes than males. (See Table 2, variable X, P = .0704.) Pupils of male teachers had more positive attitudes toward nonprofessional work modes than pupils of female teachers. (See Table 2, variable X, P = .0005.) Pupils attending schools that have a vocational-technical work program had more positive attitudes toward nonprofessional work modes. (See Table 2, variable X, P = .0771.)

Findings

A. Pupils of teachers participating in WOWEE seminars or a summer institute experienced significantly greater increases in knowledge or understanding of the world of work than pupils of teachers who had not participated in the WOWEE program.

B. Pupils of teachers participating in WOWEE in-service programs or a summer institute experienced significantly greater increases in positive attitudes toward nonprofessional work modes than pupils of teachers not participating in WOWEE programs.

C. Pupils of teachers participating in WOWEE seminars or a summer institute did not experience significantly greater increases in realistic attitudes toward nonprofessional work modes than pupils of teachers not participating in the WOWEE program.

D. There were no significant differences between the
cognitive and conative performances of pupils taught by summer institute participants and pupils taught by in-service participants.

**Relationship of the Findings to the Objectives of the Project**

These findings suggest that the objectives of the program (see page 13) have been actualized in the following ways:

A. First, the data show that secondary teachers, through a range of disciplines, can be transformed into effective agents of WOWEE information dissemination and attitudinal change, and the task can be accomplished by utilizing relatively short (20 hour), inexpensive training programs;

B. Second, the data suggest that test instruments measuring attitudinal and cognitive changes can be developed and utilized in evaluating these programs and that these evaluations can be extended to the critical arena of measured changes in pupil behavior;

C. Third, the data show that a measurably effective program in world of work can be developed and implemented using, as its basic cognitive structure, the discipline of economics;

D. And fourth, the data clearly portray the fact that a multiplier cadre of disseminating agents, within the education service-center regions, can be developed.

**Recommendations**

During the last five years, career education has become the
focus of curricular reformers. The didactically obvious notion that formal educational processes should play a vital role in the development of an understanding of the economic process and the role that work plays in the lives of men and women has, at last, transcended the narrower visions of academic and vocational educational traditionalists. That is, this "new" vision of career education, embracing the twin goals of manpower understanding and manpower development, is committed to a pervasive, developmental, and integrative curricular reconstruction which includes such cognitive and conative concepts as the fundamental realities of exponential institutional change, the problems and opportunities presented by institutional dynamism, and the increasing importance of human resources within the framework of this change matrix. But any program designed to produce organic curricular reconstruction, manifested in measurable changes in pupil understanding and attitudes, must produce changes in what teachers and pupils do. And producing changes in what teachers and pupils do demands a program with two critical characteristics:

A. The program must have a delivery system which is effective and efficient.

1. To be effective the delivery system must be

   a. Cognitive--It must deliver the essential structural elements of the discipline(s).

   b. Conative--It must change the attitudes of teachers and pupils so that the discipline is relevant and translatable into languages comprehensible to appropriate constituencies.
c. Methodological--It must give teachers authentic capacities to translate the basic structure into curricular experiences which are comprehensible to all pupil constituencies.

d. Integrative--It must integrate the discipline with other disciplines. Career education cannot be achieved with one or two courses restricted to the level of the senior high school.

2. To be efficient the delivery system must be characterized by diminishing marginal cost per teacher and pupil.

B. To make any delivery system viable, a support (software) system must be brought to bear which can provide the environmental conditions which, in turn will allow the system to come "on-line." Any delivery system must be supported by the following kinds of activities:

1. Selling--The program must literally be "sold" to all relevant constituencies, including administrators, teachers, parents, pupils, school board members, and the general public.

2. Institutionalizing--Without institutionalizing, individual participation will be discouraged, crushed, ostracized, and/or eliminated. No program can be successful unless it is a part of the institutional goal/reward system and unless it creates conditions under which some person(s) are responsible and rewarded for achieving the program's goals.

3. Reinforcing--Successful programs must reinforce and follow-up with hot lines, trouble-shooting seminars, and so on. Teachers and administrators need to be positively reinforced and supported. Without reinforcement and follow-up, even when goals have been institutionalized, nothing happens.

4. Evaluation--Successful programs must be constantly monitored, tested, and evaluated in terms of the measurable impact they are having on teachers and pupils.

This project has shown clearly that an effective delivery
system can be developed. The two major tasks still remaining are the development of 1) an efficient delivery system(s) utilizing the best available television and multi-media technology and 2) a support/software system which will provide the "human" foundation discussed above. These two major tasks still lie ahead.
APPENDIX A

VITAE (Lewis M. Abernathy)
LEWIS X. ABERNATHY, Associate Professor of Economics,  
Director, Manpower & Industrial Relations Institute, North  
Texas State University

DEGREES:  
B.S.A., University of Mississippi, 1954  
M.S.A., University of Mississippi, 1959  
Ph.D., University of Oklahoma, 1967

RECENT RESEARCH:  
Economic Implications of Dallas-Fort Worth Regional Airport  
(1968-1969)  
Labor Force Commuting Patterns: Analysis of Economic and  
Social Characteristics (Southwestern Social Science  
Association, April, 1968)  
Commuting Time Patterns and Labor Market Delineation (Spring,  
1968)  
Federal Grant: Employment Analysis for Local Government  
Officials (1968-69)  
Texas Education Agency Grants:  
Manpower Education in the Public Schools (1969-71)  
In-Service Training Model for Manpower-Career Education  
(1971-73)  
Work Mode Bias in Public School Instructional Materials  
(1972- )  
Statewide Delivery System for Career Education (1973- )

PROFESSIONAL AND UNIVERSITY POSITIONS:  
Member, Editorial Board, North Texas Business Studies  
(1965-1970);  
Member, Board of Directors of Technical Information and  
Management Services Program (1965-1969);  
Secretary-Treasurer, North Texas Chapter, Texas Association  
of College Teachers (1965-1966);  
Vice-President, North Texas Chapter, Texas Association of  
College Teachers (1969-1970);  
Graduate Advisor in Economics (since 1967);  
Charter Member, Faculty Senate (NTSU) (1969-1972);  
Chairman, Faculty Salary Study Committee (1970-1971);  
Member, Executive Committee, Department of Economics (1969- )
CONSULTANT ACTIVITIES:

North Central Texas Council of Governments, Regional Airport Environ Study
Freese, Nichols, and Endress--Consulting Engineers, Economic Base Studies
Environmental Research Associates, Inc., Economic and Demographic Analysis of Cities
Decisions for Denton, Economic Growth Study
Texas Education Agency, Independent School Districts, and Educational Service Centers, Manpower, Economic, and Career Education in Public Schools.
National Instructional Television Center, National Career Education Project.

MEMBERSHIP IN PROFESSIONAL SOCIETIES:

American Economic Association
Regional Science Association
Southeastern Regional Science Association
Southwestern Social Science Association
Rocky Mountain Social Science Association
Industrial Relations Research Association
Texas Association of College Teachers
American Vocational Education Research Association
APPENDIX B

VITAE (WILLIAM A. LUKER)
APPENDIX 3

VITAE

Name: William Allen Luker

Date of Birth: October 17, 1930

Marital Status: Married, Geneva Jo Luker nee Wimberley; one child, William Allen, Jr.

Present Position: Professor of Economics and Director of the Center for Economic Education, North Texas State University, Denton, Texas

Education:
- Public Schools: Fort Worth, Texas
- B.B.A.: Economics, Texas A & M University, 1952
- M.Ed.: School Administration and History, North Texas State University, 1957
- Ed.D.: Economic Education, North Texas State University, 1963

Professional Associations:
- Phi Delta Kappa
- Delta Sigma Pi
- Omicron Delta Epsilon
- Southwest Social Science Association
- Southern Economics Association
- Rocky Mountain Social Science Association
- American Economics Association
- Texas State Teachers Association
- Association for Evolutionary Economics
- Texas Council for the Social Studies
- National Council for the Social Studies
- Western Regional Science Association
- American Academy of Political and Social Science
- American Vocational Education Research Association
- Community College Social Science Association

Professional Experience:
- 1952-1955: U.S. Army, 1st Lt., Armor
- 1955-1957: Lecturer (Quantitative Methods) School of Business Administration, North Texas State University, Denton, Texas
- 1957: Estimating, Forecasting, Cost Control Analyst, Chance-Vought Aircraft, Dallas, Texas
- 1957-1961: Instructor (Statistics and Quantitative Methods), School of Business Administration, North Texas State University, Denton, Texas
Professional Experience

(continued)

1961-1963
Associate Registrar, North Texas State University, Denton, Texas

1963-1965
Assistant Professor (Statistics and Research Methodology), Texas A & M University, College Station, Texas

1965-1968
Associate Professor and Head, Department of Business Analysis and Research, Texas A & M University, College Station, Texas

1968-1969
Associate Professor of Economics and Director of the Center for Economic Education, North Texas State University, Denton, Texas

1969 to present
Professor of Economics and Director of the Center for Economic Education, North Texas State University, Denton, Texas

Recent Papers
Presented at Professional Meetings


* "Values in Economics," Western Regional Science Association, Spring, 1972, San Diego, California.


* Regional Meetings
** National Meetings
Selected Publications


Consulting:
- Peso Education Service Center (Region XVI, Amarillo)
- Lubbock Education Service Center (Region XVII)
- Waco Education Service Center (Region XII)
- El Paso Education Service Center (Region XIX)
- Fort Worth Education Service Center (Region XI)
- San Angelo Education Service Center (Region XV)
- West Texas Education Service Center (Region XVIII, Midland-Odessa)
- McAllen Education Service Center
- Kilgore Education Service Center (Region VII)
- Alamo Heights I.S.D. (San Antonio, Texas)
- Spring Branch I.S.D. (Houston, Texas)
- Lubbock I.S.D. (Lubbock, Texas)
- Dallas I.S.D. (Dallas, Texas)
- Amarillo I.S.D. (Amarillo, Texas)

Texas Education Agency

Contributions to the University
Chairman, (1971-1973), Self-Study Committee on Special Activities; Ad Hoc Committee charged with the preparation of the "Special Activities" section of the 10-year report to the accreditation team of the Southern Association for Colleges and Universities. (Appointed)
Contributions to the University (continued)

Former Member (1969-1971), Confidential Advisory Committee to the University President and Academic Vice-President. (Appointed)

 Former Member (1968-1971), Faculty Senate. (Elected)

Member, University Departmental Governance Committee. (Appointed)

Member, Executive Committee, School of Community Service. (Appointed)

Member, Executive Committee, Department of Economics. (Elected)

Member, Curriculum Committee, Department of Economics. (Elected)

Member, Tenure Committee, Department of Economics. (Elected)

Contributions to Community


Member Executive Committee, Texas Council on Economic Education, (Elected by membership).

Miscellaneous

Faculty Research Fellowship, Department of Planning and Economics, Gulf Oil Company, Pittsburgh, Pennsylvania, Summer, 1964.

Co-Director (with K. P. Cochran), National Science Foundation Summer Institute, North Texas State University, Summer, 1965. (Amount of grant: $35,000)

Co-Director (with H. O. Harley), HEW Institute in Statistical Methodology for Educational Research, Texas A & M University, Summer, 1966. (Amount of grant: $40,000)

Co-Director (with K. P. Cochran), National Science Foundation Summer Institute in Economics, North Texas State University, 1967-1969. (Amount of grants: $110,000)

Director National Science Foundation Summer Institutes in Economics, North Texas State University, 1970-1972. (Amount of grants: $110,000)
Miscellaneous  
(continued)

Director, National Science Foundation In-Service Institutes in Economics, Waco, Dallas, El Paso, 1970-1973. (Amount of grant: $20,000)

Director, Sears Foundation Summer Institute in Economics, North Texas State University, Summer, 1972. (Amount of grant: $10,000)

Director, Sears Foundation Summer Institute in Economics, Dallas, Texas, Summer, 1973. (Amount of grant: $10,000)

Co-Director (with Tom Holland), HEW, Title III Economics Curricular Development Grant, Dallas I.S.D., 1972-1973. (Amount of grant: $25,000)

Co-Director (with Tom Holland), U.S. Chamber of Commerce, Pilot Television Program, 1973-1974, Dallas, Texas. (Amount of grant: $100,000)

Co-Director (with L. Abernathy), Texas Education Agency World of Work Economic Education, Curriculum Development-Teacher Training Grant, 1971-1973, North Texas State University. (Amount of grant: $58,000)

Co-Director (with L. Abernathy) Texas Education Agency Multi-Media Delivery System Grant in World of Work Economic Education, 1973-1974, North Texas State University. (Amount of grant: $50,000)

Other

Outstanding Professor, College of Business Administration, Texas A & M University, 1964-1965, 1965-1966. (Elected by students)


Co-Editor (with W. Black), Southwestern Journal of Social Education, Texas Council for the Social Studies.
APPENDIX C

IN-SERVICE SEMINAR

The twenty hour in-service seminar incorporated six basic units of manpower-economic educational material. Each unit varied in time length; however, the average time allotted was just over three hours per unit. This permitted some administrative time for cognitive and conative pre- and posttesting of participants. The major points of emphasis in each unit are summarized below.

Unit One--The Individual and Nature of Work: This unit stressed the changes that are occurring in the world of work in America and the manner in which these changes influence and direct the future dimensions of work for the young men and women entering the labor market. The ideas about the nature of work and its relation to man as a means of making a living or a means of expressing himself were presented with a view toward the individuals' attainment of satisfaction or disappointment on the job. Most jobs have both positive and negative aspects for the worker, and it is the individual who plans his career wisely who will have the best chance of getting greater satisfaction from work and from life. Various case histories and studies of the importance of certain factors to different groups of workers set the stage for discussion of how workers rank their needs in deriving individual satisfaction from their jobs. Mental health effects of certain jobs, the opportunity for interpersonal relations, and the concommitant responsibilities this places on the worker in their judgments of justice and value systems were discussed
in detail, using many case studies to illustrate significant points. That man cannot be viewed as just a means of production but as a human who has needs and that the individual who has the greatest awareness of the changing world of work will ultimately derive the greatest satisfaction were stressed.

Unit Two--The Economic World as Part of the Social Environment:
In this unit, participants were introduced to economics as the study of how society organizes to satisfy its human wants. It is viewed as a social science that focuses on resources, technology, and institutions. The three basic problems--how much to produce, what to produce, and how to distribute the product--facing every system and the way in which economic institutions influence the use of resources were discussed. Distinctive features of the capitalistic economy formed the core of discussions of the economic system of the United States. The circular-flow model of economic activity was used to illustrate how the productive resources of labor, capital, and natural resources are combined to produce the needed goods and services. Emphasis was placed on the tools of economic thinking such as the need for theoretical models, the measuring device of productivity or income (GNP), consumer price indices, unemployment rates, and so on. Additionally, the important concepts of scarcity, opportunity costs, and choice were employed in a discussion of the principal that costs are involved in producing goods and services and that eventually somebody pays these costs. Goals of the American economic system--full employment and full production, stable growth without
inflation, freedom of choice of consumers, workers and enterprise, economic security, and distributive justice were discussed at length. The role of local, state, and federal governments in providing economic growth without inflation or unemployment was examined in some detail.

Unit Three--The Labor Market: The need for saleable skills on the part of workers to meet the requirements of employers and the means currently used as indicators of the functioning of the manpower market were discussed at length. Factors affecting the size and composition of the current and projected labor force were presented in considerable detail. In addition, there were discussion sessions centered about the advantages and disadvantages of the collective bargaining process, sources of aid to the job seeker, and employer expectations from workers. The causes and costs of unemployment, the composition of the unemployed force with emphasis on the effect of education, and the governmental and private programs for the unemployed were examined.

Unit Four--Career Opportunities: This unit concentrated on the existence of the great variety of jobs and the contributions they offer to producing the economy's goods and services. The growing field of service, the so-called white-collar jobs, and the educational requirements for many of these remunerative and satisfying jobs were discussed. The composition of the blue-collar and the service-workers labor force was closely scrutinized. The major point emphasized was the diminishing requirements for
unskilled, untrained workers. The changing nature of industrial sources of employment from that of manufacturing to service-producers and projections of workers needed into the 1980's were analyzed.

Unit Five--Career Planning and Decision Making: The thrust of Unit Five was to present the necessity for young people to become aware that decisions must be based on fact and systematic analysis. The five steps in economic decision making (problem definition, goal identification, alternative solution analysis, probable outcome considerations, and solution selection) received special emphasis. The need for the individual to reexamine his aspirations and abilities periodically was discussed. A methodology for self-inventory of capabilities, interests, and experiences suitable for helping students in their decision making was presented.

Unit Six--Technology, Skills, and Education Investment: The impact which technology has had and will continue to have on career opportunities was discussed. The fact that technology is an important source of productivity growth and increased GNP was discussed in detail as well as the human problems this creates. Skills needed for today's jobs may not be adequate for the jobs of the future. The average worker can expect six major job changes during his work life. These factors as well as the need for education were stressed. The four skills which teachers can hopefully pass on to students with emphasis on their importance
(the communicative, computational, manual dexterity and group organizational skills) were discussed. The need for education and the benefits and contribution it can make to future economic growth and worker well-being were analyzed.
APPENDIX D

IN-SERVICE AND SUMMER INSTITUTE PARTICIPANTS
In-service Seminars

Lubbock, Texas--November, 1971

Thalia Burks
Tahoka Junior High
Social Studies

Charles Johnson
Matador I.S.D.
Guidance-Administrator

Mary Lyn Farley
Littlefield Junior High
Social Studies

Nancy Jones
Matthews Junior High (Lubbock)
Social Studies

Roy Farmer
Lubbock High School
Industrial Arts

Leota Matthews
Lubbock High School
Administrator

Nancy French
Littlefield Junior High
Spanish

Sam Parker
E. C. Struggs Jr. High (Lubbock)
Social Studies

Carolyn Goebel
W. H. Evans Junior High (Lubbock)
History

Ruby Reid
Littlefield Junior High
Social Studies

Mollie Hagood
Lubbock High School
Government

Gordon Russell
Estacado High School (Lubbock)
Drafting

Dorothy Hall
Evans Jr. High (Lubbock)
English

Tommy Thornhill
Lubbock High School
History

LaFaun Humphreys
W. H. Evans Jr. High (Lubbock)
History

Hal Tunnell
O'Donnel I.S.D.
Superintendent
Lubbock, Texas--May, 1972

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<td>Lucille Ayer</td>
<td>South Elementary (Tahoka)</td>
<td>All Subjects</td>
</tr>
<tr>
<td>Peggy Blanton</td>
<td>Wester Elementary (Lubbock)</td>
<td>All Subjects</td>
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<tr>
<td>John Dudley</td>
<td>Monterey High School (Lubbock)</td>
<td>American History</td>
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<tr>
<td>Manley Gregory</td>
<td>Atkins Junior High (Lubbock)</td>
<td>Counselor</td>
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<tr>
<td>Jimmie Harvey</td>
<td>Wester Elementary (Lubbock)</td>
<td>All Subjects</td>
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<tr>
<td>Juanelle Hansard</td>
<td>Rush Elementary (Lubbock)</td>
<td>Social Studies</td>
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<td>Mary Hill</td>
<td>Alderson Jr. High (Lubbock)</td>
<td>Texas History</td>
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<td>Ethlyn Lewis</td>
<td>Wheatley Elementary (Lubbock)</td>
<td>Special Education</td>
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<td>Jim S. Loud</td>
<td>Alderson Jr. High (Lubbock)</td>
<td>Mathematics</td>
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<td>Mary Williams</td>
<td>W. H. Evans Jr. High (Lubbock)</td>
<td>World History</td>
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<td>Jo Ann Zann</td>
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<td>Lula Bell Loud</td>
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<td>La Vonne McKillip</td>
<td>Muleshoe Junior High</td>
<td>Science</td>
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<td>Agnes McSpadden</td>
<td>Atkins Junior High (Lubbock)</td>
<td>Remedial Reading</td>
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<td>Bertha Merrell</td>
<td>Matthews Junior High (Lubbock)</td>
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<td>Evelyn W. Murphy</td>
<td>Overton Elementary (Lubbock)</td>
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<td>Wilma Rogers</td>
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<td>Barbara Taylor</td>
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<td>Betty Teague</td>
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<td>Larry York</td>
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<td>Houston, Texas--February, 1972</td>
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<td>Jimmy Alexander</td>
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<td>Lucy D. Arfsteer</td>
<td>Jacqueline Hemphill</td>
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<td>J. S. Deady Junior High</td>
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<td>Robert Miller</td>
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<td>Antonette Cangelosi</td>
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<td>Edith Maiser</td>
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<td>B. T. Washington Junior High</td>
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<td>Social Studies Coordinator</td>
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Houston, Texas—February, 1972 (continued)

Mary Lou Parkinson
Spring Forest Junior High
Social Studies

David Petty
Jane Long Junior High
Social Studies

Albert R. Reese
Thomas Junior High
History

Donna Robinson
Westchester Junior High
Social Studies

Denise Schneider
Attucks Junior High
American History

Jeanne M. Slaydon
Memorial Junior High
Social Studies

Charles Tuttle
Smiley High School (Humble)
Government

Marita Ullrich
Pershing Junior High
History

M. L. White
Black Junior High
History

S. O. Williams
Black Junior High
History

A. Young
Hogg Junior High
History

Waco, Texas—March, 1972

Marcus Anderson
Belton I.S.D.
Assistant Principal

Miller R. Brister
Waco High
Business

Sue Ann Ethridge
McGregor I.S.D.
Counselor

Jean E. Hughes
Lake Air Junior High
American History

Albert H. Leuschner
Jeff Moore High School
World History

Alexandria R. Logan
Lake Air Junior High
American History

Jean Lewis McReynolds
Waco High
Business

Clovis O. Neel
Waco I.S.D.
Voc-Tech Coordinator
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<td>Samuel W. Newman</td>
<td>Waco High Annex</td>
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<td>David Emmett Powley</td>
<td>Waco I.S.D.</td>
<td>Coordinator of Guidance</td>
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<td>John C. Ramsey</td>
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<td>Kenneth L. Abrams, Jr.</td>
<td>Education Service Center XIX</td>
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<td>Lucille P. Gore</td>
<td>Ross Junior High</td>
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<td>Kay F. Starr</td>
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<td>Joseph R. Lorio</td>
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<td>Robert Martinez</td>
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<td>Roy E. Goldman</td>
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<td>Distributive Education</td>
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<td>World History</td>
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<td>Karen E. Greer</td>
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<td>Albert E. Hudson</td>
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<td>Jerome Kasten</td>
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<td>Civics</td>
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<td>Julia B. Keller</td>
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<td>Communicative Skills</td>
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<td>Roxy Smarzik</td>
<td>Richfield High School (Waco)</td>
<td>Sociology</td>
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<td>Daingerfield High School</td>
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<td>Karen L. Warwick</td>
<td>Del Norte Heights Jr. High (Ysleta)</td>
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APPENDIX E

TEACHER ROSTER PHASE IV STUDY
## APPENDIX E

### TEACHER ROSTER-PHASE IV STUDY

<table>
<thead>
<tr>
<th>Experimental Teacher</th>
<th>Control Teacher</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>El Paso Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Pansy K. Matthews</td>
<td>None</td>
</tr>
<tr>
<td>9th Grade American History</td>
<td>9th Grade American History</td>
</tr>
<tr>
<td>Dorothy Stephenson</td>
<td>Mary M. Walker</td>
</tr>
<tr>
<td>9th Grade American History</td>
<td>9th Grade American History</td>
</tr>
<tr>
<td><strong>Ysleta Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>James Owen</td>
<td>Arthur S. Metcalfe</td>
</tr>
<tr>
<td>8th Grade History</td>
<td>8th Grade History</td>
</tr>
<tr>
<td><strong>Houston Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Bill Cooney</td>
<td>None</td>
</tr>
<tr>
<td>8th Grade History</td>
<td>8th Grade History</td>
</tr>
<tr>
<td><strong>Spring Branch Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Irma Henderson</td>
<td>Inez Heggie</td>
</tr>
<tr>
<td>7th Grade Social Studies</td>
<td>7th Grade Social Studies</td>
</tr>
<tr>
<td>Jeanne M. Slaydon</td>
<td>McCarley</td>
</tr>
<tr>
<td>7th Grade Social Studies</td>
<td>7th Grade Social Studies</td>
</tr>
<tr>
<td><strong>LaMarque Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>William W. Ford</td>
<td>Gladys E. Cadd</td>
</tr>
<tr>
<td>10th Grade World History</td>
<td>10th Grade History</td>
</tr>
<tr>
<td><strong>Waco Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Al H. Leuschner</td>
<td>None</td>
</tr>
<tr>
<td>10th Grade World History</td>
<td>10th Grade World History</td>
</tr>
<tr>
<td><strong>Arlington Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Sherion Clark</td>
<td>Edith Roberts</td>
</tr>
<tr>
<td>8th Grade History</td>
<td>8th Grade History</td>
</tr>
<tr>
<td><strong>Ector County Independent School District</strong></td>
<td></td>
</tr>
<tr>
<td>Ronald C. Berry</td>
<td>Lewis W. Keith</td>
</tr>
<tr>
<td>9th Grade World History</td>
<td>9th Grade World History</td>
</tr>
<tr>
<td>Experimental Teacher</td>
<td>Control Teacher</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>McAllen Independent School District</td>
<td></td>
</tr>
<tr>
<td>Albert E. Hudson</td>
<td>A. R. Mittelstadt</td>
</tr>
<tr>
<td>9th Grade World History</td>
<td>9th Grade World History</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Daingerfield Independent School District</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloria Stiggers</td>
<td>Stanley Williams</td>
</tr>
<tr>
<td>11th Grade History</td>
<td>9th Grade History</td>
</tr>
</tbody>
</table>
APPENDIX F

STUDY VARIABLE PHASE IV
<table>
<thead>
<tr>
<th>Variable Code</th>
<th>Date Collected</th>
<th>Variable Name</th>
<th>Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>X₁</td>
<td>Fall, 1972</td>
<td>Experimental-Control</td>
<td>A dichotomized variable where 1 = Experimental and 0 = Control Teacher</td>
<td>(17)</td>
</tr>
<tr>
<td>X₃</td>
<td>Fall, 1972</td>
<td>Cognitive Pretest</td>
<td>Raw score on the Cognitive Instrument. Scores range from a low of 0 to a high of 20.</td>
<td></td>
</tr>
<tr>
<td>X₄</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Missing data points on cognitive pre-test accounted for by substituting class mean. 1 = real data and 0 = mean substitution.</td>
<td>(4)</td>
</tr>
<tr>
<td>X₅</td>
<td>Spring, 1973</td>
<td>Conative Posttest</td>
<td>Raw Score on conative instrument. Range of 10 to 50 with 10 = strongly negative and 50 = strongly positive attitudes toward vocational occupations.</td>
<td>(20)</td>
</tr>
<tr>
<td>X₆</td>
<td>Fall, 1972</td>
<td>Conative Pretest</td>
<td>Same as X₅ but applicable to Conative Pretest.</td>
<td>(20)</td>
</tr>
<tr>
<td>Variable Code</td>
<td>Date Collected</td>
<td>Variable Name</td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>---------------</td>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td>X7</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Same as X4 but applicable to Conative Pretest.</td>
<td>(4)</td>
</tr>
<tr>
<td>X8</td>
<td>Fall, 1972</td>
<td>Grade Level</td>
<td>Scholastic grade level of pupils. Range from seven to eleven.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>X9</td>
<td>Fall, 1972</td>
<td>Pupil Age</td>
<td>Pupils' age taken as of date of pretest.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>X10</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Missing data on pupil age accounted for by substituting class mean. 1 = real data and 0 = class mean substitution.</td>
<td>(4)</td>
</tr>
<tr>
<td>X11</td>
<td>Fall, 1972</td>
<td>Pupil Sex</td>
<td>A dichotomized variable where 1 = male and 0 = female.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>X12</td>
<td>Fall, 1972</td>
<td>Parental Educational Level</td>
<td>A scaled value based on data submitted by pupils and scaled in accordance with Hollingshead instrument. Range from 4 to 28 with 4 = masters or higher degree and 28 = under 7 years of schooling.</td>
<td>Researcher-developed Instrument and (4)</td>
</tr>
<tr>
<td>X13</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Missing data in Variable X12 accounted for by substitution of class mean. 1 = real data and 0 = class mean substitution.</td>
<td>(4)</td>
</tr>
<tr>
<td>Variable Code</td>
<td>Date Collected</td>
<td>Variable Name</td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>X14</td>
<td>Fall, 1972</td>
<td>Parental Occupation</td>
<td>A scaled value based on data submitted by pupils and scaled in accordance with Hollingshead instrument. Range from 7 to 49 with 7 = high level executives and major professionals and 49 = unskilled employees.</td>
<td>Researcher-developed Instrument and (4)</td>
</tr>
<tr>
<td>X15</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Missing data in variable X14 accounted for by substitution of class mean. 1 = real data and 0 = class mean substitution.</td>
<td>(4)</td>
</tr>
<tr>
<td>X16</td>
<td>Fall, 1972</td>
<td>Socioeconomic Index</td>
<td>Product of variables X12 and X14.</td>
<td>(4)</td>
</tr>
<tr>
<td>X17</td>
<td>Fall, 1972</td>
<td>Anglo</td>
<td>Dummy variable where 1 = Anglo and 0 = Nonanglo.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>X18</td>
<td>Fall, 1972</td>
<td>Black</td>
<td>Dummy variable where 1 = Black and 0 = Non-black.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>X19</td>
<td>Fall, 1972</td>
<td>Pupil Work Experience</td>
<td>A dichotomized variable to indicate whether or not pupil worked either full or part time. 0 = Work experience and 1 = No work experience.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>Variable Code</td>
<td>Date Collected</td>
<td>Variable Name</td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>---------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>$X_{20}$</td>
<td>Fall, 1972</td>
<td>Pupil Scholastic Aptitude</td>
<td>&quot;T&quot; Score with higher values indicating better aptitudes.</td>
<td>Researcher-developed Instrument</td>
</tr>
<tr>
<td>$X_{21}$</td>
<td>Fall, 1972</td>
<td>Companion Variable</td>
<td>Missing data in variable $X_{20}$ accounted for by class mean substitution. $1 = real$ data and $0 = class mean substitution.</td>
<td>(4)</td>
</tr>
<tr>
<td>$X_{21a}$</td>
<td>Fall, 1972</td>
<td>Interaction</td>
<td>Product of $X_1$ and $X_{21}$.</td>
<td>(4)</td>
</tr>
<tr>
<td>$X_{22-30}$</td>
<td>Fall, 1972</td>
<td>Geographical Region</td>
<td>A series of variables to control for differences in regional location of school districts.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 000 001 - El Paso ISD</td>
<td>(17)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 000 010 - Ysleta ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 000 100 - Ector Co. ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 001 000 - Waco ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 010 000 - Houston ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 100 000 - Spring Branch</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>001 000 000 - La Marque ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>010 000 000 - McAllen ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>100 000 000 - Arlington ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>000 000 000 - Daingerfield ISD</td>
<td></td>
</tr>
<tr>
<td>$X_{31}$</td>
<td>Fall, 1972</td>
<td>Teacher Attitudes Toward Nonprofessional Work Modes</td>
<td>Raw score of teachers on attitudinal survey with a range of 30 (strongly negative) to 150 (strongly positive)</td>
<td>(17)</td>
</tr>
<tr>
<td>Variable Code</td>
<td>Date Collected</td>
<td>Variable Name</td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>----------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>X32</td>
<td>Fall, 1972</td>
<td>Summer Institute--In-service Seminar</td>
<td>Variable to control for differences attributable to the type training received by participating teachers with +1 = Summer Institute, -1 = In-service Seminar and 0 = No training (Control).</td>
<td>Manpower and Industrial Relations Institute records.</td>
</tr>
<tr>
<td>X33</td>
<td>Fall, 1972</td>
<td>Teacher Sex</td>
<td>A dichotomized variable where l = male and 0 = female.</td>
<td>(17)</td>
</tr>
<tr>
<td>X34</td>
<td>Fall, 1972</td>
<td>Experimental With/Without Control</td>
<td>Variable to control for differences attributable to presence or absence of a control teacher with +1 = Experimental with control, -1 = Experimental without control, 0 = control teacher</td>
<td>Study Records</td>
</tr>
<tr>
<td>X35</td>
<td>Fall, 1972</td>
<td>School Voc-Ed Program</td>
<td>A dichotomized variable able to control for differences attributable to presence or absence of an active vocational education program with 0 = Program in operation and 1 = No program.</td>
<td>(17)</td>
</tr>
<tr>
<td>X36</td>
<td>Fall, 1972</td>
<td>Teacher Age</td>
<td>A numerical number corresponding to the age of the teacher.</td>
<td>(17)</td>
</tr>
<tr>
<td>Variable Code</td>
<td>Date Collected</td>
<td>Variable Name</td>
<td>Description</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>X37</td>
<td>Fall, 1972</td>
<td>Teacher Educational Level</td>
<td>A dichotomized variable where 0 = B.S. or equivalent and 1 = Higher than B.S.</td>
<td>(17)</td>
</tr>
</tbody>
</table>
APPENDIX G

STUDY INSTRUMENTS
STUDENT-DATA QUESTIONNAIRE

NAME ____________________________

GRADE _______________ TODAY'S DATE _______________

AGE _______________ SEX _______________

TEACHER'S NAME _____________________ CLASS ____________

EDUCATIONAL LEVEL OF HEAD OF FAMILY:
   a. Less than grade school
   b. Grade school
   c. Junior High School
   d. High School
   e. One Year of College
   f. Two Years of College
   g. Three Years of College
   h. Four Years of College
   i. More than Four Years of College
   j. I Don't Know

WHAT JOB DOES HEAD OF THE FAMILY DO? ____________________________

DO YOU WORK EITHER PART OR FULL TIME AT A JOB FOR WHICH YOU RECEIVE PAY? ____________________________

OTHER (Teacher entered data on Scholastic Aptitude and race)
Two-Factor Index of Social Position

August B. Hollingshead
Yale University

Brief Instructions.

The Two-factor Index utilized occupation and education. These factors are scaled and weighted individually, and a single score is obtained.

The educational scale is based upon the years of school completed by the head of the household. The scale values are as follows:

<table>
<thead>
<tr>
<th>Years of School Completed</th>
<th>Scale Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional (MA, MS, ME, MD, PhD, LLB, etc)</td>
<td>1</td>
</tr>
<tr>
<td>Four-year college graduate (AB, BS, BM)</td>
<td>2</td>
</tr>
<tr>
<td>1-3 years college (also business schools)</td>
<td>3</td>
</tr>
<tr>
<td>High school graduate</td>
<td>4</td>
</tr>
<tr>
<td>10-11 years of school (part high school)</td>
<td>5</td>
</tr>
<tr>
<td>7-9 years of school</td>
<td>6</td>
</tr>
<tr>
<td>Under 7 years of school</td>
<td>7</td>
</tr>
</tbody>
</table>

The occupational scale is attached on a separate sheet. Its effective use is dependent on the precise knowledge of the head of the household's occupation. Occupational position has a factor weight of 7 and educational position a factor weight of 4. These weights are multiplied by the scale value for education and occupation of each individual or head of a household. The calculated weighted score gives the approximate position of the family on the overall scale. For example, John Smith is the manager of a Safeway Store; he completed high school and one year of business college. I would score him as follows:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Scale Score</th>
<th>Factor Weight</th>
<th>Score x Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
<td>3</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Education</td>
<td>3</td>
<td>4</td>
<td>12</td>
</tr>
</tbody>
</table>

Index of Social Position Score...33

When the Index of Social Position score is calculated, the individual may be stratified either on the continuum of scores or into a "class." In the case of John Smith, I would rate him a Class III on the basis of the position he occupies on the continuum of scores and the way the scores are grouped into classes.
The range of scores in each class on the Two-factor Index follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>ISP Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>11-17</td>
</tr>
<tr>
<td>II</td>
<td>18-31</td>
</tr>
<tr>
<td>III</td>
<td>32-47</td>
</tr>
<tr>
<td>IV</td>
<td>48-63</td>
</tr>
<tr>
<td>V</td>
<td>64-77</td>
</tr>
</tbody>
</table>

The various combinations of scale scores for occupation and education are reproducible in the Guttman sense, for there is no overlap between education-occupation combinations. If an individual's education and occupation are known, one can calculate his score. Conversely, if one knows an individual's score, he can calculate both occupational position and educational level.

We have made extensive studies of the reliability of scoring and the validity of the Index on over one hundred variables in our Social Stratification and Psychiatric Disorders Study. We have also made studies of loss of precision in using the Two-factor Index rather than the three-factor one of occupation, education, and ecological area of residence. We recommend the Two-factor one in areas where ecological maps do not exist.
LIST OF JOBS

1. Higher Executives of Large Concerns, Owners, and Major Professionals.

A. Higher Executives

Bank presidents
Vice-presidents
Assistant vice-presidents
Business: directors
presidents
vice-presidents
Assistant vice-presidents
Executive secretary
Research directors
Treasurer

B. Owners of very Large Businesses.

Brokers
Contractors
Dairy Owners

C. Major Professionals.

Accountants (CPA)
Actuaries
Agronomists
Architects
Artists, portrait
Astronomers
Auditors
Bacteriologists
Chemical Engineers
Chemists
Clergymen (professional trained)
Dentists
Doctors
Economists
Engineers (college graduates)
Foresters
Geologists
Judges (Superior courts)
Lawyers

Metallurgists
Military: Comm. officers, Major and above
Officials of the Executive Branch of Government, Federal, State, Local; e.g., Mayor, City Manager, City
Plan Director, Internal Revenue directors.
Physicists, Research
Psychologists, practicing
Symphony conductor
Teachers, university, college
Veterinarians (veterinary surgeons)

A. Business Managers in Large Concerns

- Advertising directors
- Branch managers
- Brokerage salesmen
- Directors of purchasing
- District managers
- Executive assistants
- Export managers, Int. concern
- Govt. officials, minor; e.g., Internal Revenue agents
- Farm managers

B. Owners of Medium Businesses

- Advertising
- Clothing store
- Contractors
- Express Company
- Fruits, wholesale
- Furniture business
- Jewelers

C. Lesser Professionals

- Accountants (not CPA)
- Chiropodists
- Correction officers
- Director of Community House
- Engineers (not college grad.)
- Finance writers
- Health educators
- Labor relations consultants
- Librarians
- Military: comm. officers, Lts., Captain
- Musicians (symphony orchestra)
- Nurses
- Opticians
- Optometrists, D. O.
- Pharmacists
- Public health officers (MPH)
- Research assistants, univ. (full-time)
- Social workers
- Teachers, elementary & high school

3. Administrative Personnel, Owners of Small Businesses, and Minor Professionals

A. Administrative Personnel

- Advertising agents
- Chief clerks
- Credit managers
- Insurance agents
- Section heads, Federal, State and Local governmental offices
- Section heads, large businesses and industries
(3. Administrative Personnel (continued)

Managers, departments
Passenger agents -- RR
Private secretaries
Purchasing agents
Sales representatives

Service managers
Store managers (chain)
Shop managers
Traffic managers

B. Small Business Owners

Art gallery
Auto accessories
Awnings
Bakery
Beauty shop
Boatyard
Brokerage, insurance
Car dealers
Cattle dealers
Cigarette machines
Cleaning shops
Clothing
Coal businesses
Convalescent homes
Contracting Businesses
Garage
Gas station
Glassware
Grocery - general
Hotel proprietors
Jewelry
Machinery brokers
Manufacturing
Monuments
Music
Package stores (liquor)
Paint Contracting
Poultry
Real estate

Decorating
Dog supplies
Dry Goods
Engraving business
Feed
Finance companies, local
Fire extinguishers
Five and Dime
Florist
Food equipment
Food products
Foundry
Funeral directors
Furniture
Records and radios
Restaurant
Roofing contractor
Shoe
Signs
Tavern
Taxi company
Tire shop
Trucking
Trucks and tractors
Upholstery
Wholesale outlets
Window shades

C. Semi-professionals

Actors and showmen
Army M/Sgt; Navy, CPO
Artists, commercial
Appraisers (estimators)
Clergymen (not prof. trained)
Concern managers
Deputy sheriffs
Interior decorators
Interpreters, courts

Physio-therapists
Piano teachers
Publicity and public relations
Radio, TV announcers
Reporters, court
Reporters, newspapers
Surveyors
Title searchers
Tool designers
(3. Semi-professionals (continued)

Laboratory assistants
Landscape planners
Morticians
Oral Hygienists

Travel agents
Yard masters, RR
Dispatchers, RR
Photographers

D. Farmers

Farm owners (Large Farm)

4. Clerical and Sales Workers, Technicians, and Owners of Little Businesses.

A. Clerical and Sales Workers

Bank clerks and tellers
Bill collectors
Bookkeepers
Business machine operators, offices
Claims examiners
Clerical or stenographic conductors, RR
Factory storekeepers
Factory supervisors

Post office clerks
Route managers
Sales clerks
Sergeants and petty officers, military services
Shipping clerks
Supervisors, utilities, factories
Supervisors, toll stations
Warehouse clerks

B. Technicians

Dental technicians
Draftsmen
Driving teachers
Expeditor, factory
Experimental tester
Instructors, telephone co., factory
Inspectors, weights, sanitary RR, factory
Investigators
Laboratory technicians

Locomotive engineers
Operators, P.B.X.
Proofreaders
Safety supervisors
Supervisors of maintenance
Technical assistants
Telephone co. supervisors
Timekeepers
Tower operators, RR
Truck dispatchers
Window trimmers (stores)

C. Owners of Little Businesses

Flower shop
Grocery

Newstand
Tailor shop

D. Farmers

Owners (small farm)
5. Skilled Manual Employees

Auto body repairers
Bakers
Barbers
Blacksmiths
Bookbinders
Boilermakers
Brakemen, RR
Brewers
Bulldozer Operators
Butchers
Cabinet makers
Cable splicers
Carpenters
Casters (founders)
Cement finishers
Cheese makers
Chefs
Compositors
Diemakers
Diesel shovel operators
Electricians
Engravers
Exterminators
Fitters, gas, steam
Firemen, RR
Foremen, construction, dairy
Gardners, landscape (trained)
Glass blowers
Glaziers
Gunsmiths
Guage makers
Repairmen, home appliances
Rope splicers
Sheetmetal workers (trained)
Shipsmiths
Shoe repairmen (trained)
Stationary engineers (licensed)
Stewards, club
Switchmen, RR
Tailors (trained)
Teletype operators
Tool makers
Track supervisors, RR
Tractor-trailer trans.

Small Farmers

Owners (Little Farms) Tenants who own farm equipment

75 83
6. Machine Operators and Semi-skilled Employees

- Aides, hospital
- Apprentices, electricians, printers, steam fitters, toolmakers
- Assembly line workers
- Bartenders
- Bingo tenders
- Bridge tenders
- Building superintendents (const.)
- Bus drivers
- Checkers
- Coin machine fillers
- Cooks, short order
- Deliverymen
- Dressmakers, machine
- Elevator operators
- Enlisted men, military services
- Filers, sanders, buffers
- Foundry workers
- Garage and gas station attendants
- Greenhouse workers
- Guards, doorkeepers, watchmen
- Hairdressers
- Housekeepers
- Meat cutters and packers
- Meter readers
- Operators, factory machines
- Oilers, RR
- Practical nurses
- Pressers, clothing
- Pump operators
- Receivers and checkers
- Roofers
- Set-up men, factories
- Shapers
- Signalmen, RR
- Solderers, factory
- Sprayers, paint
- Steelworkers (not skilled)
- Stranders, wire machines
- Strippers, rubber factory
- Taxi drivers
- Testers
- Timers
- Tire moulders
- Trainmen, RR
- Truck drivers, general
- Waiters-waitresses ("Better Places")
- Weighers
- Welders, spot
- Winders, machine
- Wiredrawers, machine
- Wine bottlers
- Wood workers, machine
- Wrappers, stores and factories
- Farmers

Smaller tenants who own little equipment

7. General Workers

- Amusement park workers
  (bowling alleys, pool rooms)
- Ash removers
- Attendants, parking lots
- Cafeteria workers
- Car cleaners, RR
- Carriers, coal
- Countermen
- Laborers, construction
- Laborers, unspecified
- Laundry workers
- Messengers
- Platform men, RR
- Peddlers
- Porters
- Roofer's helpers
- Shirt folders
(7. General Workers (continued)

Dairy workers
Deck hands
Domestics
Farm helpers
Fishermen (clam diggers)
Freight handlers
Garbage collectors
Grave diggers
Hod carrier
Hog killers
Hospital workers, unspecified
Hostlers, RR
Janitors (sweepers)
Relief, public, private

Farmers
Share croppers

Shoe shiners
Sorters, rag and salvage
Stage hands
Stevedores
Stock handlers
Street cleaners
Unskilled factory workers
Struckmen, RR
Waitresses ("Hash Houses")
Washers, cars
Window cleaners
Woodchoppers
Unemployed (no occupation)
TEST A
TEST OF UNDERSTANDING IN WOWEE
PART ONE

DO NOT MARK ON THIS BOOKLET!

DIRECTIONS

On the answer sheet please write in your name on the space provided. The sentences beginning on the next page contain ideas about jobs and working. Please read each statement very carefully. Then decide if the statement is correct or incorrect. If it is correct circle the YES on the answer sheet being sure the question number on this booklet matches the answer number on the answer sheet. If the statement is incorrect, circle the NO of the matching number on the answer sheet.

FOR EXAMPLE:

1. Any person should be able to do any type work. YES NO.

NO is the proper answer because different jobs may require different skills, education, and physical abilities. Not all people have the same skills, education, or abilities. So, the answer sheet would be marked like this:

TEST " A " ANSWER SHEET

<table>
<thead>
<tr>
<th>PART I</th>
<th>PART II</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. YES</td>
<td>21. YES</td>
</tr>
<tr>
<td>2. YES</td>
<td>22. YES</td>
</tr>
<tr>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

Now continue on to the next question. Do you have any questions?
PART ONE

1. The average person can expect to spend about one-third of his adult life working.

2. The U. S. Department of Labor claims that a person will make several major job changes during his "work life."

3. A person who carefully lists and studies all of his abilities will always be able to single out the one job for which he is best suited.

4. The preparations needed to start a career include both educational as well as other experience needed to obtain a job.

5. Records show that in recent years, three out of every ten persons who started the first grade dropped out before finishing high school.

6. To become an engineer, such as an electrical or mechanical engineer, usually requires only that you finish high school and complete a two-year technical school.

7. A person who thinks of himself as "shy" would probably be happy selling insurance.

8. Unskilled workers are more often out of a job than are skilled craftsmen.

9. When an employer is looking for someone to hire, a person's skills and ability to do the job are usually more important than his education, mental ability, or need for the money.

10. The first step, and frequently the hardest, in making a good decision is to know what the problem is.

11. Other than working on the job yourself, the next best way of learning what a job is like is to visit a place where the job is being done and talk to someone who does the job.

12. In choosing a career, whether or not you will be happy in that work is more important than the pay.

13. Awareness of the feelings and needs of other people is a necessary part of life; however, on the job, it is best to ignore the needs of others.

14. In the near future, the need for workers in the field of service to others is expected to grow faster than in the clerical, technical, or outdoor fields.
15. The term "employment outlook of a job" means the demand which exists for workers, where workers are located, and where they must be located in the future.

16. The result of workers becoming specialists is that the total amount of goods and services that a country can produce is increased.

17. The term "economic resources" means everything that can be used to produce a good or service.

18. Because we have so many resources, there is no limit to the amount of goods and services we can produce.

19. The greatest amount of goods and services which a nation can produce each year is set by how many resources it has, the numbers and skills of its workers, and its methods of production.

20. The "opportunity cost" of getting certain goods or services is what we give up for other goods or services.

YOU HAVE FINISHED PART ONE. BE SURE YOU HAVE ANSWERED ALL QUESTIONS.

TURN THIS BOOKLET IN TO THE TEACHER AND GET PART TWO.
This is Part Two. This test has twenty statements that you are to answer "YES" or "NO" just as you did for Part One. Read each statement carefully, decide, and circle "YES" or "NO" on the answer sheet. Be sure your answer sheet numbers match the statement numbers.

21. Working will occupy most of your adult life.

22. Figures used by the Department of Labor show that most people seldom, if ever, make a major job change during their work life.

23. A person who takes a careful look at all the things he can do may find several jobs or occupations for which he is well-suited.

24. In order to enter any career, getting an education is the only thing you will need to get a job.

25. Recently it has been shown that, of all persons who started the first grade, at least eight out of ten will finish high school.

26. If you decide that your goal in life is to be an engineer, you should expect that four or five years of college work will be required before you reach that goal.

27. A person whom others consider likeable and friendly may do well in a job that requires frequent and close contact with the public.

28. During times when jobs are hard to find, the unskilled worker is just as likely to find a job as any other worker is.
29. When jobs are hard to find and there are many people trying to get a certain job, most employers will give first consideration to the person who has the largest family to support.

30. By following a logical sequence of reasoning, one will always arrive at an answer that is clearly better than all other choices.

31. If you are trying to find out what a certain job is like, it is best not to talk to anyone who does that job, but instead you should read a book or watch a motion picture about the job.

32. Feeling important, an impressive title, and pay are more important than the enjoyment and satisfaction you will get out of working at a particular job.

33. On the job, we must remain sensitive to the needs of many people including ourselves, other workers, and our employer.

34. Because of computers, automation, and greater use of complicated machinery, the demand for workers in the technical career field will increase faster than any other field.

35. The "employment outlook" of a job refers only to the number of jobs expected to be available some time in the future.

36. A worker who specialized in a job will not be able to provide as well for his family as a person who can do everything for himself.

37. A nation's "economic resources" consist only of its natural raw materials such as water, trees, land, oil, gas, and other minerals.

38. All countries have one thing in common--none have all the resources needed to produce all the goods and services they want.

39. The United States Government controls the total amount of goods and services produced each year by telling each producer how much of his product he can make each year.

40. The difference in buying a shirt at one store for five dollars when the same shirt is on sale for three dollars at another store is called "opportunity cost."

YOU HAVE FINISHED THIS QUESTIONNAIRE. Now go back and be sure you have answered each statement.
"WERE I A WORKER..."

General Instructions

1. Give copies to the students.

I want to find out how you think you would feel if you were a worker. As you look at the pictures, pretend that the worker is you. If you think you would feel very excited about being this worker, place an "X" in the first blank

   Excited X _____ _____ _____ Bored

If you think you would feel a little excited, place an "X" in the second blank

   Excited _____ X _____ _____ Bored

If you think you would feel a little bored, place an "X" in the fourth blank

   Excited _____ _____ X _____ Bored

If you think you would feel very bored, place an "X" in the last blank

   Excited _____ _____ _____ X Bored

If you aren't sure how you would feel, place an "X" in the middle blank

   Excited _____ _____ X _____ Bored

Now go on to the second set of terms.

2. If you have any questions please ask. Now look at the form below.

This is how you would mark the form if you imagined yourself as a singer and felt a little bored, very kind, very clean, a little like a leader, very pleasant, very unselfish, a little upset, a little unimportant, very beautiful and very smart: Were I a singer, I would feel

   Excited _____ _____ X _____ Bored
   Mean _____ _____ _____ X Kind
   Clean X _____ _____ _____ Dirty
   A Leader _____ X _____ _____ A follower
   Pleasant X _____ _____ _____ Unpleasant
Selfish ___ ___ ___ ___ X Unselfish
Upset ___ X ___ ___ ___ Satisfied
Important ___ ___ ___ X ___ Unimportant
Beautiful ___ X ___ ___ ___ Ugly
Smart ___ X ___ ___ ___ Dumb

3. Any questions? If not, turn the page to the drawing illustrating a Barber. "This is a Barber; how do you think you would feel if you were a Barber?" Mark how you would feel and continue on through the booklet.
WERE I A BARBER

I WOULD FEEL...

Excited ___ ___ ___ ___ ___ Bored
Mean ___ ___ ___ ___ ___ Kind
Clean ___ ___ ___ ___ ___ Dirty
A Leader ___ ___ ___ ___ ___ A Follower
Pleasant ___ ___ ___ ___ ___ Unpleasant
Selfish ___ ___ ___ ___ ___ Unselfish
Upset ___ ___ ___ ___ ___ Satisfied
Important ___ ___ ___ ___ ___ Unimportant
Beautiful ___ ___ ___ ___ ___ Ugly
Smart ___ ___ ___ ___ ___ Dumb
WERE I A TELEPHONE OPERATOR

I WOULD FEEL . . .

Excited _______ _______ _______ Bored _______ _______
Mean _______ _______ _______ Kind _______ _______
Clean _______ _______ _______ Dirty _______ _______
A Leader _______ _______ _______ A Follower _______ _______
Pleasant _______ _______ _______ Unpleasant _______ _______
Selfish _______ _______ _______ Unselfish _______ _______
Upset _______ _______ _______ Satisfied _______ _______
Important _______ _______ _______ Unimportant _______ _______
Beautiful _______ _______ _______ Ugly _______ _______
Smart _______ _______ _______ Dumb _______ _______
I WOULD FEEL...

Excited _____ _____ _____ Bored
Mean _____ _____ _____ Kind
Clean _____ _____ _____ Dirty
A Leader _____ _____ _____ A Follower
Pleasant _____ _____ _____ Unpleasant
Selfish _____ _____ _____ Unselfish
Upset _____ _____ _____ Satisfied
Important _____ _____ _____ Unimportant
Beautiful _____ _____ _____ Ugly
Smart _____ _____ _____ Dumb
WHERE I A TV REPAIRMAN

I WOULD FEEL . . .

Excited ___ ___ ___ ___ ___ Bored
Mean ___ ___ ___ ___ ___ Kind
Clean ___ ___ ___ ___ ___ Dirty
A Leader ___ ___ ___ ___ ___ A Follower
Pleasant ___ ___ ___ ___ ___ Unpleasant
Selfish ___ ___ ___ ___ ___ Unselfish
Upset ___ ___ ___ ___ ___ Satisfied
Important ___ ___ ___ ___ ___ Unimportant
Beautiful ___ ___ ___ ___ ___ Ugly
Smart ___ ___ ___ ___ ___ Dumb