
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 2684 Session of
2002

INTRODUCED BY STAIRS, M. BAKER, BASTIAN, BELFANTI, BENNINGHOFF,
CAPPELLI, CORRIGAN, CREIGHTON, DALEY, DeLUCA, DeWEESE,
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TANGRETTI, E. Z. TAYLOR, TIGUE, TRICH, WALKO, WANSACZ,
WOJNAROSKI, YOUNGBLOOD, YUDICHAK, TRAVAGLIO AND THOMAS,
JUNE 6, 2002

REFERRED TO COMMITTEE ON EDUCATION, JUNE 6, 2002

AN ACT

1 Providing for the establishment and implementation of a
2 Vocational and Technical Education Marketing Strategy and an
3 advisory committee and its powers and duties.

4 The General Assembly of the Commonwealth of Pennsylvania
5 hereby enacts as follows:

6 Section 1. Short title.

7 This act shall be known and may be cited as the Vocational
8 and Technical Education Marketing Act.

9 Section 2. Definitions.

10 The following words and phrases when used in this act shall
11 have the meanings given to them in this section unless the
12 context clearly indicates otherwise:

13 "Committee." The Vocational and Technical Education
14 Marketing Advisory Committee within the Department of Education.

1 "DCED." The Department of Community and Economic Development
2 of the Commonwealth.

3 "Department." The Department of Education of the
4 Commonwealth.

5 "Keystone Commission." The Keystone Commission on Education
6 for Employment in the 21st Century, pursuant to House Resolution
7 16, Session of 2001.

8 Section 3. Vocational and Technical Education Marketing
9 Strategy.

10 (a) Establishment.--The Vocational and Technical Education
11 Marketing Strategy, which is to be formulated and implemented by
12 the department in conjunction with the DCED, is hereby
13 established. In addition, the Vocational and Technical Education
14 Marketing Advisory Committee is hereby established within the
15 department.

16 (b) Purpose.--This act is part of an ongoing effort to
17 follow the recommendations of the Keystone Commission. The
18 Keystone Commission recommended that the Commonwealth engage in
19 an aggressive marketing strategy geared towards parents and
20 students to promote the importance of vocational-technical
21 education to the economic development of this Commonwealth.
22 According to the Keystone Commission, two myths have developed
23 about vocational-technical education that are part of the cause
24 of low enrollment in vocational-technical schools. These myths
25 include a belief that vocational students will be unable to
26 obtain good paying jobs upon their graduation and that
27 vocational training involves occupations that are dirty,
28 unskilled in nature and unlikely to provide opportunities for
29 professional growth. This marketing strategy would be used to
30 dispel those myths and, ultimately, to increase enrollment in

1 vocational-technical education programs.

2 (c) Powers and duties.--The department, in conjunction with
3 the DCED, shall have the following powers and duties.

4 (1) Engage in the creation and implementation of an
5 aggressive marketing strategy geared toward parents and
6 students, in order to promote the importance of vocational-
7 technical education to the economic development of this
8 Commonwealth. This strategy may include, but is not limited
9 to, the use of Statewide and regionally focused media
10 advertisement, promotional literature and in-school
11 presentations on the advantages of vocational education.

12 (2) Incorporate into promotions the use of vocational-
13 technical school graduates who have established successful
14 careers in this Commonwealth as a direct result of their
15 vocational training.

16 (3) Promote choice of vocational education based on the
17 tremendous job potential for vocational-technical education
18 graduates.

19 (4) Fully engage in strategies designed to promote
20 vocational education and to debunk the vocational education
21 myths that have denied talented students the opportunity to
22 pursue successful careers and denied employers access to
23 qualified workers.

24 Section 4. Effective date.

25 This act shall take effect in 60 days.