

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 294 Session of  
2003

INTRODUCED BY STAIRS, ROEBUCK, BROWNE, HERMAN, McILHATTAN,  
R. MILLER, O'NEILL, T. STEVENSON, BISHOP, CURRY, GRUCELA,  
KIRKLAND, SHANER, SURRA, YUDICHAK, ALLEN, BAKER, BARD,  
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CAPPELLI, CAWLEY, COY, CRAHALLA, DAILEY, DALEY, DeLUCA,  
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PISTELLA, PRESTON, READSHAW, ROBERTS, SAINATO, SATHER,  
SAYLOR, SEMMEL, B. SMITH, SOLOBAY, STERN, E. Z. TAYLOR,  
THOMAS, TIGUE, TRAVAGLIO, TRUE, WALKO, WANSACZ, WASHINGTON,  
WILT, YEWCIC AND YOUNGBLOOD, FEBRUARY 12, 2003

REFERRED TO COMMITTEE ON EDUCATION, FEBRUARY 12, 2003

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

1 Marketing Advisory Committee within the Department of Education.

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

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

6 Section 3. Vocational and Technical Education Marketing  
7 Strategy.

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

14 (b) Purpose.--This act is part of an ongoing effort to  
15 follow the recommendations of the Keystone Commission on  
16 Education for Employment in the 21st Century, pursuant to House  
17 Resolution No.16, Session of 2001. The Keystone Commission  
18 recommended that the Commonwealth engage in an aggressive  
19 marketing strategy geared toward parents and students to promote  
20 the importance of vocational-technical education to the economic  
21 development of this Commonwealth. According to the Keystone  
22 Commission, two myths have developed about vocational-technical  
23 education that are part of the cause of low enrollment in  
24 vocational-technical schools. These myths include a belief that  
25 vocational students will be unable to obtain good paying jobs  
26 upon their graduation and that vocational training involves  
27 occupations that are dirty, unskilled in nature and unlikely to  
28 provide opportunities for professional growth. This marketing  
29 strategy would be used to dispel those myths and, ultimately, to  
30 increase enrollment in vocational-technical education programs.

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

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

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

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

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

23 Section 4. Effective date.

24 This act shall take effect in 60 days.