

Occupational Demand for Fashion Design and Merchandising, and Interior Design-Related Fields in Harris, Fort Bend, and Waller Counties

- Fashion Design (CIP: 50.0407)
- Fashion Merchandising (CIP: 52.1902)
- Interior Design (CIP: 50.0408)



Career and Technology Education
September, 2009

Introduction and Purposes

Houston Community College System (HCCS) is in the process of making long-range curricula and capital budgeting decisions. To facilitate these decisions, the Office of Career and Technology Education is producing a series of occupational forecasts for the jobs for which our career and technology programs educate and train our students – the workforce for Houston.

This is an ongoing process that involves projections into the future of **jobs by industry** in the HCCS economic region, the kinds of **occupations** that these jobs entail, and most importantly, what these projections mean in terms of the **demand for specific college programs and courses**. Occupations depend on industrial activity, and program demand depends on occupations. Projections in all of these three areas are needed for sound strategic planning.

We have created occupational forecasts for all of our HCCS workforce program areas. The forecasts have been created to allow us to examine such important questions as: Are we offering the best workforce programs? Are we offering them in the best locations? Are we educating and training students for the best jobs? Should particular programs be targeted for expansion or downsizing? The “best” programs are those that provide the latest knowledge and skills for students to obtain jobs that have not only a current and future demand, but also good pay, and good opportunities for advancement.

Sources of Information

To prepare these reports, we have used the most recent data from local, state, and federal sources, including the Bureau of Labor Statistics (BLS), the Houston-Galveston Area Council, the Regional Economic Information System (REIS) and the Economic Modeling Specialists Inc. (EMSI).

The EMSI has greatly facilitated this project. It allows us to make projections for jobs on a five-year and ten-year basis for the service area of HCCS (Harris, Fort Bend, and Waller Counties), the state of Texas, and the United States. We have augmented this information with wage and salary data and information on Houston area employers. The latter information is pulled from ReferenceUSA, a web-based reference service from the Library Division of infoUSA. The ReferenceUSA database contains detailed information on more than 12 million business and health-care providers in the United States.

Workforce Solutions and the High-Skill, High-Growth Jobs Targeted by The Gulf Coast Workforce Board

The reports also incorporate the latest information from Workforce Solutions. Workforce Solutions (WS) is a regional partnership of business, education, labor, and community organizations committed to providing the education, training, and labor market services that will make employers and residents more competitive in the global economy. This system, which covers a 13-county region in Southeast Texas and includes Houston, the nation's fourth largest city, is available to the more than 125,000 businesses and 4.5 million residents in the area. Through its region-wide network of local offices, Workforce Solutions served more than 378,000 individuals, helping more than 281,000 people go to work or get a better job, including almost 24,000 welfare recipients; 35,000 veterans; and 11,000 ex-offenders. Since 2005, Workforce Solutions has provided employment services to over 30,000 individuals from Hurricanes Katrina and Rita who registered.

The Workforce Solutions - Gulf Coast Workforce Board is the local board of directors for The Workforce Solutions. The board itself is business-led, with a majority of its 63 members coming from and representing the private sector. Other board members represent labor and community-based organizations, education, economic development organizations, and state agencies. The board sets policy and annually directs expenditure of over \$150 million in funds, money that underwrites services for the region.

To provide quality occupational skills training, the board estimates industry growth by analyzing regional labor market and economic data and identifies a list of “targeted occupations” that have the greatest likelihood of providing employment opportunities. This list also serves the Board as a guide for spending limited training dollars. The targeted occupations are defined as those critical to the regional economy which offer residents the best job opportunities — now and in the immediate future. They are large, well-paying, and fast-growing occupations that meet the following four specific criteria:

- 1) Projected employment for 2016 equal to or greater than the average for all occupations in the region ($\geq 4,596$)
- 2) Projected growth rate equal to or greater than the average of all occupations in the region. ($\geq 24.1\%$)
- 3) Minimum educational requirements include a post-secondary degree or certificate and long-term on-the-job training or work experience in a related occupation.
- 4) Median hourly wages equal to or greater than the median for all occupations in the region (\$14.76 per hour).

(Additional Notes: This list is derived from the best statistical information available. It may include entries that do not meet all criteria, but were added because local labor market intelligence indicates they have good prospects. This list also identifies occupations for which The Workforce Solutions might finance education and training through vouchers issued by The WS local career offices.)

Bureau of Labor Statistics – Occupational Outlook Handbook

The reports will also include selected information from the Bureau of Labor Statistics Occupational Outlook Handbook, perhaps the best national resource that allows us to place occupational forecasts in a wider context (<http://www.bls.gov/OCO/>). It determines whether demand rates for jobs are growing faster than average or not. It also supplies valuable information that job seekers and trainers may utilize in terms of a particular occupation's nature of work, working conditions, training and educational qualifications, earnings, and resources for further information.

Methodology

The first step in developing the data for the analyses of HCCS workforce programs entailed a search of the Department of Labor's Standard Occupational Classifications to determine the job categories applicable to the programs. The second step was to interview Department Chairs to secure their input on the choice of the appropriate labor groupings and to ensure inclusion of those occupations in high demand.

Next, the EMSI Database was used to develop five and ten year employment projections and to measure rates of growth in new jobs and replacement jobs. A rapid rate of growth in new jobs is not always an indicator of job opportunities. In some labor categories, even a high growth rate may still produce a small number of openings because the employment field is so small. For major industry fields, the number of new jobs generated might be small, but when replacement jobs are considered, strong employment potential may exist. The ideal circumstance is where a high new to replacement job ratio is present in combination with a significant number of openings. For each of the selected occupations, we have generated four sets of charts as follows:

Chart 1 shows tables with five-year and ten-year projections for selected occupations. The table also quantifies the relative importance of new jobs and replacement jobs for particular occupations.

Chart 2 shows a bar graph of the information from Figure 1, on the aggregate change in jobs over the time period.

Chart 3 shows a line graph of the rate of aggregate growth in jobs from 2008 to 2018.

Chart 4 shows a line graph of the rate of growth in total openings for new and replacement jobs combined.

In addition to these graphs and tables, we assembled information on Houston area employers for the jobs addressed in a particular report by taking the following steps:

Step 1: In order to identify the total number of employers of a particular occupation (SOCs identified through interviews with Department Chairs) in Ft. Bend, Harris and Waller Counties, a custom search form of Reference USA was created for use with the Business Database. Criteria selected for the search include both Primary SIC code(s) and County/State. The resulting search identifies the total number of employers of a specific occupation across the three Texas counties.

Step 2: In order to create a manageable list of employers (Top 100 or so), the search criteria was revised to include Business Size (i.e., 1-4, 5-9, 10-19 employees, etc.). Progressive searches were conducted until search results yielded from 100 – 175 employers. The data was downloaded into Excel in lots of 25 employers and a master spreadsheet was produced of all employers of a particular size across the three counties. Through sorting by ZIP code, employers were identified by College Service Area.

Contents of Each Report

For each report, we provide the following information:

- Description of the HCCS Program Areas related to the specified occupations.
- Description of the HCCS awards – certificates and degrees – preparing students for the specified occupations.
- Graphs and tables detailing the numbers and rates of new and replacement job growth for specified occupations, forecast for five-year and ten-year periods.
- Selected information from the Occupational Outlook Handbook, with appropriate supplemental information from Workforce Solutions' High-Growth, High-Skill Occupational Profiles.
- Workforce Solutions Targeted Occupation List.

HCCS PROGRAMS IN COMMUNICATION & MEDIA ARTS-RELATED FIELDS

FASHION DESIGN

The Fashion Design program prepares students for careers in fashion related fields. Creative studies in design fundamentals, fashion analysis, fashion history, textiles, color, and sketching, along with technical training in draping, pattern making, pattern grading, and clothing construction Provide the training required for entry-level employment by the mass production ready-to-wear industry or for custom design business operations. For more information, consult the current college catalog or call 713-718-6152.

FASHION MERCHANDISING

The AAS in Fashion Merchandising offers an opportunity for students to prepare for careers in fashion retailing or wholesale operations through basic training in merchandising techniques along with creative development. The Fashion Image Consultant Certificate Program develops the students' awareness of personal style while preparing them to advise clients on color, line, design, silhouette, and total wardrobe planning. The Visual Merchandising Certificate Program develops the students' technical window and interior display skills and understanding of aesthetic principles and applications, preparing them for entry-level positions as visual merchandisers in retail stores. Studies are concentrated on window and interior display, including computer applications. For more information, consult the current college catalog or call 713-718-6152.

INTERIOR DESIGN

The Interior Design curriculum, culminating in an AAS degree, provides a balance of technical, creative, and business training necessary for a career in the interior design profession. The program consists of four semesters and two summers of study in interior design with 15 semester hours of academic core courses which qualify graduates to enter the profession on interior design and decoration. For more information, consult the current college catalog or call 713-718-8535 or e-mail dennis.mcnabb@hccs.edu

Chart 1

Occupational Forecasts in Fashion Design and Merchandising, and Interior Design - in Harris, Fort Bend and Waller Counties

| Name of Occupation | Total Jobs 2008 | Projected Jobs 2013 | 2008-2013 New Jobs | 2008-2013 Replacement Jobs | Percent New and Replacement | Projected Jobs 2018 | 2008-2018 New Jobs | 2008-2018 Replacement Jobs | Percent New and Replacement | Avg Median Hourly |
|--|-----------------|---------------------|--------------------|----------------------------|-----------------------------|---------------------|--------------------|----------------------------|-----------------------------|-------------------|
| Fashion designers | 775 | 862 | 87 | 98 | 24% | 931 | 156 | 196 | 45% | \$24.24 |
| Interior designers | 1,670 | 1,895 | 225 | 212 | 26% | 2,088 | 418 | 424 | 50% | \$20.11 |
| Merchandise displayers and window trimmers | 3,018 | 3,340 | 322 | 390 | 24% | 3,646 | 628 | 781 | 47% | \$13.38 |
| First-line supervisors/managers of retail sales workers | 34,704 | 37,467 | 2,763 | 3,606 | 18% | 39,258 | 4,554 | 7,213 | 34% | \$16.52 |
| Retail salespersons | 74,903 | 83,232 | 8,329 | 11,441 | 26% | 90,325 | 15,422 | 22,882 | 51% | \$9.77 |
| Sales representatives, wholesale & manufacturing, except technical & scientific products | 32,703 | 35,569 | 2,866 | 3,553 | 20% | 38,039 | 5,336 | 7,106 | 38% | \$27.51 |
| Total Jobs in Occupational Field | 147,772 | 162,365 | 14,593 | 19,301 | 23% | 174,286 | 26,514 | 38,602 | 44% | \$15.53 |

Occupational Forecasts in Fashion Design and Merchandising, and Interior Design - in the State of Texas

| Name of Occupation | Total Jobs 2008 | Projected Jobs 2013 | 2008-2013 New Jobs | 2008-2013 Replacement Jobs | Percent New and Replacement | Projected Jobs 2018 | 2008-2018 New Jobs | 2008-2018 Replacement Jobs | Percent New and Replacement | Avg Median Hourly |
|--|-----------------|---------------------|--------------------|----------------------------|-----------------------------|---------------------|--------------------|----------------------------|-----------------------------|-------------------|
| Fashion designers | 3,757 | 4,248 | 491 | 477 | 26% | 4,626 | 869 | 954 | 49% | \$18.25 |
| Interior designers | 8,313 | 9,519 | 1,206 | 1,052 | 27% | 10,520 | 2,207 | 2,103 | 52% | \$17.6 |
| Merchandise displayers and window trimmers | 14,937 | 16,661 | 1,724 | 1,924 | 24% | 18,061 | 3,124 | 3,849 | 47% | \$12.44 |
| First-line supervisors/managers of retail sales workers | 197,741 | 216,267 | 18,526 | 20,482 | 20% | 227,592 | 29,851 | 40,963 | 36% | \$14.34 |
| Retail salespersons | 395,907 | 445,984 | 50,077 | 60,139 | 28% | 484,604 | 88,697 | 120,277 | 53% | \$9.26 |
| Sales representatives, wholesale & manufacturing, except technical & scientific products | 135,865 | 148,299 | 12,434 | 14,728 | 20% | 158,350 | 22,485 | 29,457 | 38% | \$23.72 |
| Total Jobs in Occupational Field | 756,520 | 840,977 | 84,457 | 98,802 | 24% | 903,753 | 147,233 | 197,603 | 46% | \$13.37 |

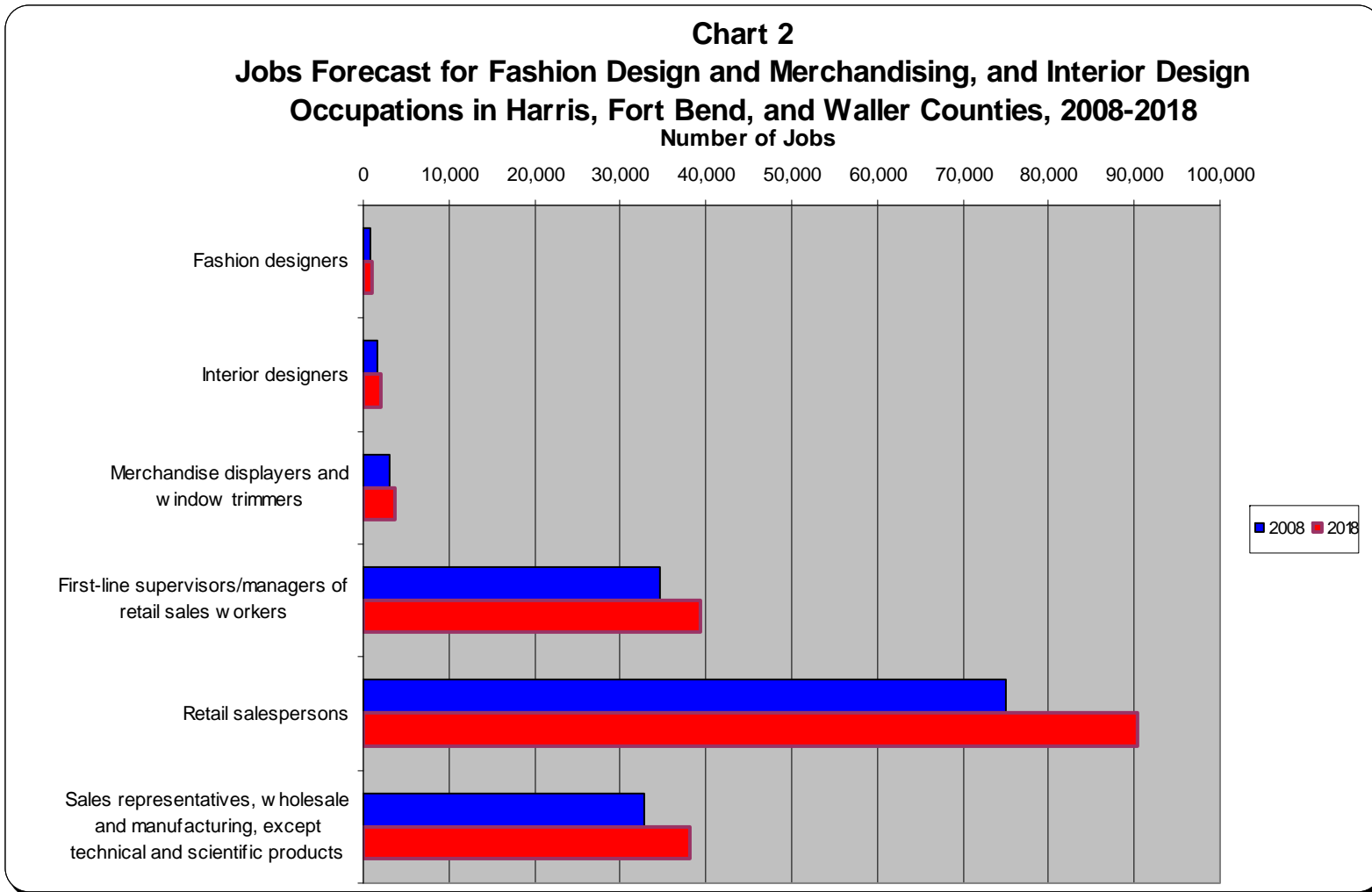
Source: Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Occupation Forecaster) Fall 2008

Chart 1 (continued)

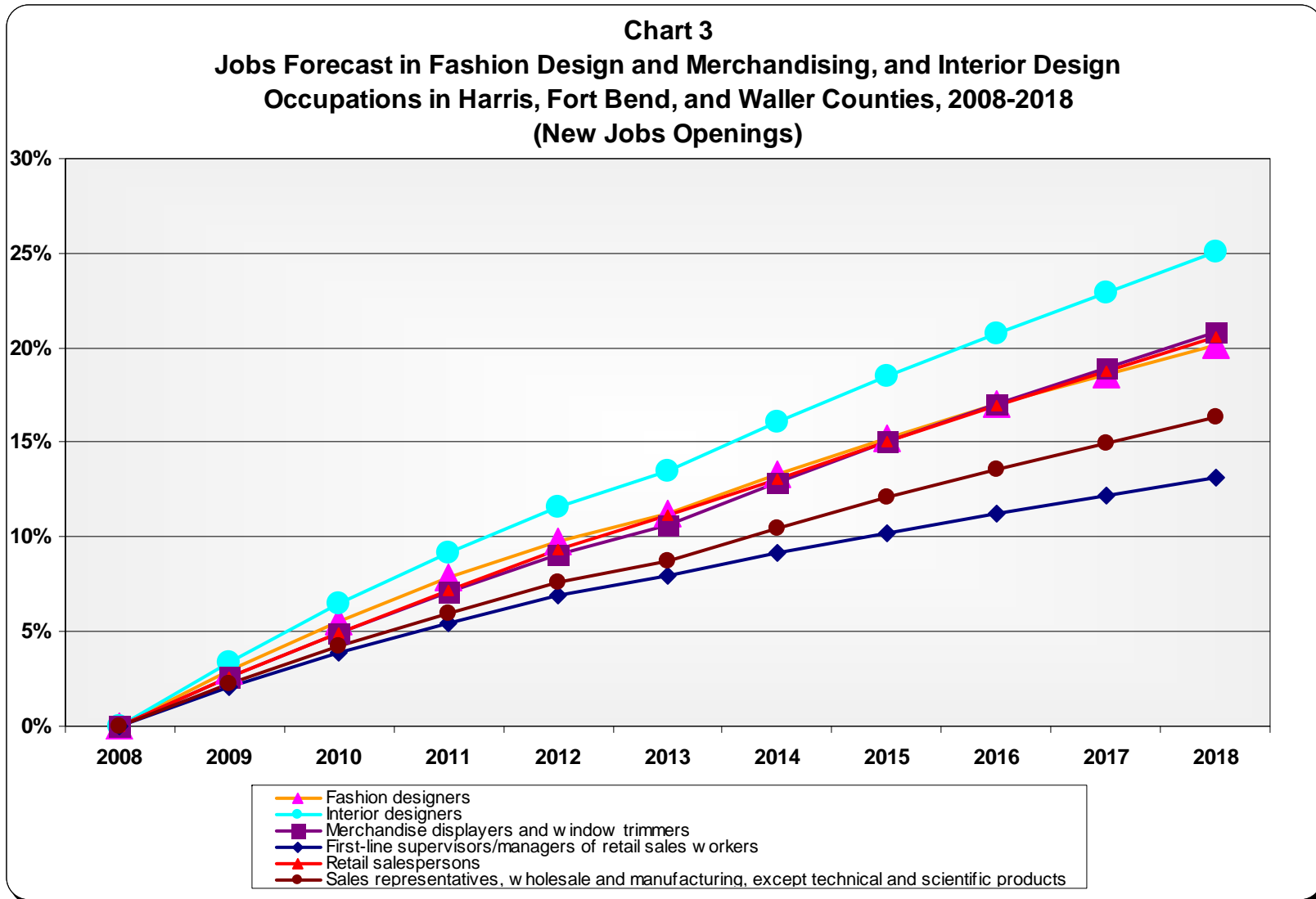
Occupational Forecasts in Fashion Design and Merchandising, and Interior Design - in the United States

| Name of Occupation | Total Jobs 2008 | Projected Jobs 2013 | 2008-2013 New Jobs | 2008-2013 Replacement Jobs | Percent New and Replacement | Projected Jobs 2018 | 2008-2018 New Jobs | 2008-2018 Replacement Jobs | Percent New and Replacement | Avg Median Hourly |
|--|------------------|---------------------|--------------------|----------------------------|-----------------------------|---------------------|--------------------|----------------------------|-----------------------------|-------------------|
| Fashion designers | 61,489 | 67,674 | 6,185 | 2,383 | 14% | 73,169 | 11,680 | 4,766 | 27% | \$19.96 |
| Interior designers | 97,868 | 110,450 | 12,582 | 6,998 | 20% | 119,037 | 21,169 | 13,996 | 36% | \$18.67 |
| Merchandise displayers and window trimmers | 112,942 | 125,616 | 12,674 | 8,858 | 19% | 134,482 | 21,540 | 17,715 | 35% | \$13.73 |
| First-line supervisors/managers of retail sales workers | 2,288,614 | 2,471,101 | 182,487 | 122,448 | 13% | 2,564,243 | 275,629 | 244,897 | 23% | \$14.42 |
| Retail salespersons | 5,035,489 | 5,523,593 | 488,104 | 687,409 | 23% | 5,867,169 | 831,680 | 1,374,819 | 44% | \$9.63 |
| Sales representatives, wholesale & manufacturing, except technical & scientific products | 1,655,032 | 1,755,645 | 100,613 | 166,561 | 16% | 1,840,285 | 185,253 | 333,123 | 31% | \$24.4 |
| Total Jobs in Occupational Field | 9,251,434 | 10,054,079 | 802,645 | 994,658 | 19% | 10,598,385 | 1,346,951 | 1,989,316 | 36% | \$13.66 |

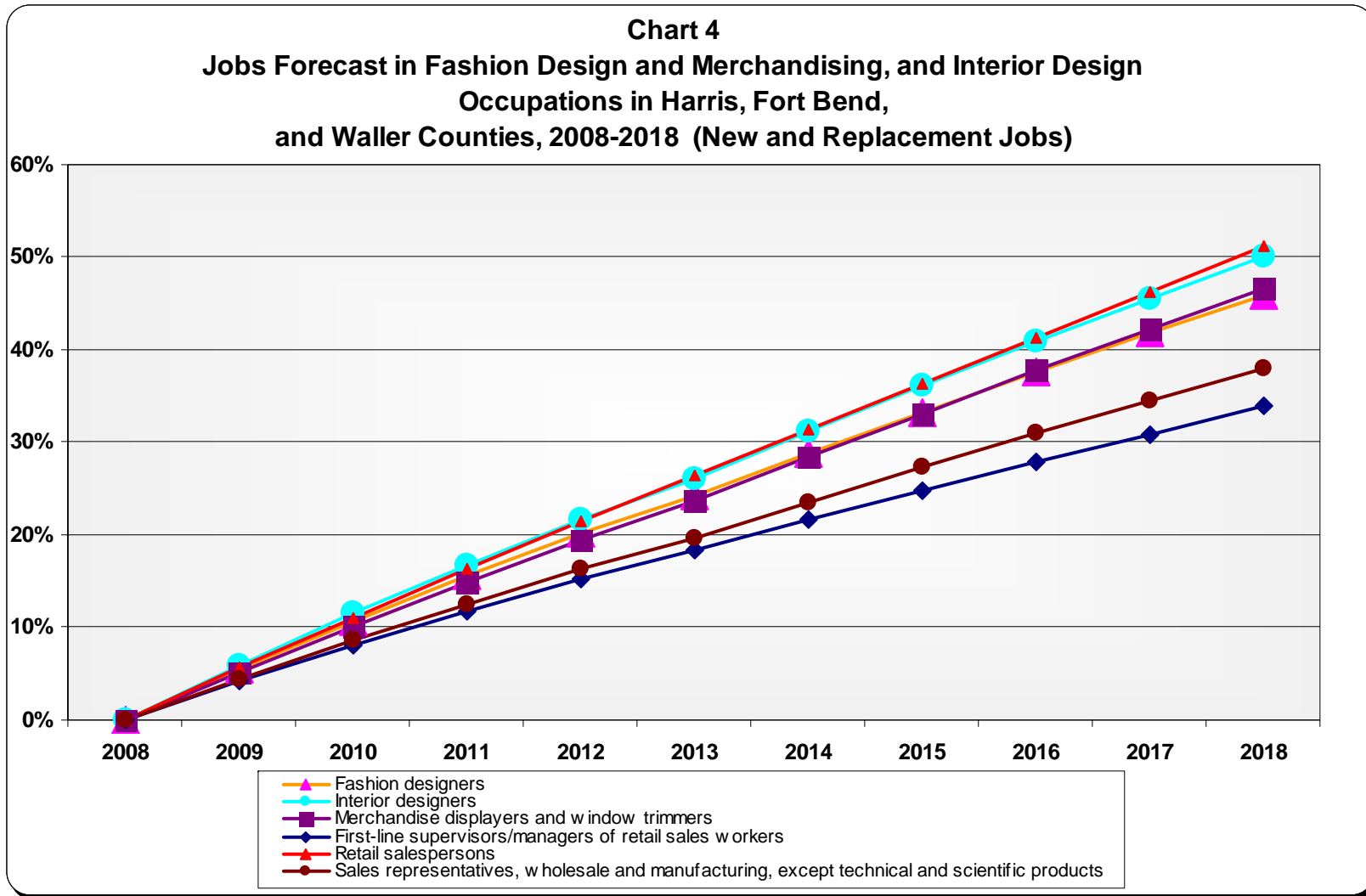
Source: Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Occupation Forecaster) Fall 2008



Source: Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Occupation Forecaster) Fall 2008



Source: Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Occupation Forecaster) Fall 2008



Source: Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Occupation Forecaster) Fall 2008

Selected Information from the *Occupational Outlook Handbook*

Job Outlook: Fashion Design and Merchandising, and Interior Design

Employment projections for the following occupations are compared to the average for all occupations through 2016.

Fashion designers held about 20,000 jobs in 2006. Slower-than average employment growth is projected. Competition is keen as many designers are attracted to the creativity and glamour associated with the occupation. About 28 percent of fashion designers worked for apparel, piece goods, and notions merchant wholesalers; and the remainder worked for corporate offices involved in the management of companies and enterprises, clothing stores, performing arts companies, and specialized design services firms. Another 24 percent were self-employed.

Interior designers held about 72,000 jobs in 2006. Employment of interior designers is expected to be faster than average; however, keen competition for jobs is expected. Individuals with little or no formal training in interior design, as well as those lacking creativity and perseverance, will find it very difficult to establish and maintain a career in this occupation. Approximately 26 percent of interior designers were self-employed. About 26 percent of interior designers worked in specialized design services. The rest of the interior designers provided design services in architectural and landscape architectural services, furniture and home-furnishing stores, building material and supplies dealers, and residential building construction companies. Many interior designers also performed freelance work in addition to holding a salaried job in interior design or another occupation.

Merchandise displayers and window trimmers held about 87,000 jobs in 2006. Projected employment for the 2006-2016 period is expected to be about as fast as the average for all occupations. Merchandise displayers and window trimmers design and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.

In 2006, **retail sales worker supervisors** held about 1.7 million jobs. Employment of sales worker supervisors is expected to grow more slowly than average, but retail sales worker supervisors with previous experience in sales are expected to have good job prospects because of the large size of the occupation and the need to replace workers who leave their positions.

Retail salespersons held about 4.5 million jobs in 2006. They worked in stores ranging from small specialty shops employing a few workers to giant department stores with hundreds of salespersons. Employment of salespersons is expected to grow about as fast as the average for all occupations. Due to the high level of turnover in this occupation, opportunities are expected to be good.

Sales representatives for wholesalers and manufacturers (except scientific and technical products) held about 1.6 million jobs in 2006. For the 2006-2016 period, employment of these sales representatives is expected to grow about as fast as average, but keen competition is expected for these highly paid jobs. Typical products this occupation works with includes everyday consumer items, such as food, office supplies, and apparel.

Significant Points

- The highest concentrations of fashion designers were employed in New York and California. Employers usually seek designers with a 2- or 4-year degree who are knowledgeable about textile fabrics, ornamentation, and fashion trends. Slower-than-average job growth is projected, and competition for jobs is expected to be keen.
- Interior design attracts many talented individuals to this occupation, making competition for jobs keen. About 26 percent of interior designers are self-employed.
- For merchandise displayers and window trimmers, moderate-term on-the-job training is the most significant source of postsecondary education or training.
- Supervisors of retail sales workers commonly work long, irregular hours, including evenings and weekends. Job candidates with retail experience should have the best job opportunities.
- Retail sales worker employment should have good opportunities because of the need to replace the large number of workers who leave the occupation each year. Most salespersons work evenings and weekends, particularly during sales and other peak retail periods.
- Sales representatives for manufacturers or wholesalers (except scientific and technical products) have good job prospects, especially for those working with essential goods, since the demand for these products does not fluctuate with the economy. Competition for jobs is expected, but opportunities will be best for those with a college degree, the appropriate technical expertise, and the personal traits necessary for successful selling.

Earnings

| <i>Occupation</i> | <i>Average Hourly Wage 2007</i> | <i>10th Percentile Hourly Wage 2007</i> | <i>50th percentile (Median) Wage 2007</i> | <i>90th Percentile Hourly Wage 2007</i> |
|---|---|---|---|---|
| Fashion designers | \$29.01 | \$10.00 | \$24.24 | \$56.90 |
| Interior designers | \$24.29 | \$10.36 | \$20.11 | \$43.21 |
| Merchandise displayers and window trimmers | \$15.56 | \$7.92 | \$13.38 | \$26.06 |
| First-line supervisors/managers of retail sales workers | \$20.24 | \$9.26 | \$16.52 | \$33.76 |
| Retail salespersons | \$12.33 | \$6.61 | \$9.77 | \$20.02 |
| Sales representatives, wholesale and manufacturing, except technical and scientific products | \$32.85 | \$13.6 | \$27.51 | \$58.30 |

Source: *Economic Modeling Specialists, Inc., Economic Forecaster (Jobs by Industry Forecaster) Fall 2008 < www.economicmodeling.com >*

Workforce Solutions

The reports also incorporate the latest information from Workforce Solutions. Workforce Solutions is a regional partnership of business, education, labor, and community organizations committed to providing the education, training, and labor market services that will make employers and residents more competitive in the global economy. This system, which covers a 13-county region in Southeast Texas and includes Houston, the nation's fourth largest city, is available to the more than 125,000 businesses and 4.5 million residents in the area.

Workforce Solutions - Gulf Coast Workforce Board is the local board of directors for Workforce Solutions. The board itself is business-led, with a majority of its 63 members coming from and representing the private sector. Other board members represent labor and community-based organizations, education, economic development organizations, and state agencies. The board sets policy and directs expenditures that underwrite services, serving more than 24% of the 125,000 businesses in the region. Through its region-wide network of local offices, Workforce Solutions served more than 378,000 individuals during the past fiscal year through its employer service.

High-Skill, High Growth Occupations

The high-skill, high-growth occupations list (see below) identifies those occupations critical to the regional economy which offer residents the best job opportunities — now and in the immediate future. They are large, well-paying, and fast-growing occupations that meet the following four specific criteria:

- 1) Projected employment for 2016 is equal to or greater than the average for all occupations in the region (4,596).
- 2) Projected growth rate is equal to or greater than the average of all occupations in the region (24.1%)
- 3) Minimum education requirements include a post-secondary degree or certificate, and long-term on-the-job training or work experience in a related occupation.
- 4) Median hourly wages equal or exceed the median for all occupations in the region (\$14.76).

(Additional Notes: Occupations from the prior year list meeting three of the four qualifying criteria and projected to have at least 50 percent of their 2016 employment in those industries targeted by the Gulf Coast Workforce Board have been retained. The occupation category of “Engineers” includes: Chemical, Civil, Computer Hardware, Electrical, Electronic, Industrial, Mechanical, Petroleum, and others. Other occupations meeting some but not all of the above criteria have also been included based on the best regional labor market intelligence available. Employers can petition to have other occupations added or deleted as labor market conditions change. High-skill, high-growth occupations authorized for use by Workforce Board 2/3/09. <http://www.wrksolutions.com/jobs/occupationindemand.html>)

| OCCUPATION | SOC CODE | OCCUPATION | SOC CODE |
|---|----------|--|----------|
| Accountants & Auditors | 13-2011 | Industrial Machinery Mechanics | 49-9041 |
| Automotive Service Technicians & Mechanics | 49-2031 | Legal Secretaries | 43-6012 |
| Carpenters | 47-1041 | Licensed Practical & Licensed Vocational Nurses | 29-2061 |
| Chemical Plant & System Operators | 51-8091 | Machinists | 51-4041 |
| Computer Programmers | 15-1021 | Management Analysts | 13-1111 |
| Computer Software Engineers, Applications | 15-1031 | Market Research Analysts | 19-3021 |
| Computer Software Engineers, Systems Software | 15-1032 | Mechanical Drafters | 17-3013 |
| Computer Support Specialists | 15-2111 | Medical & Clinical Laboratory Technologists | 29-2011 |
| Computer Systems Analysts | 15-1051 | Medical & Health Services Managers | 11-9111 |
| Computer-Controlled Machine Tool Operators, Metal & Plastic | 51-4011 | Medical Records & Health Information Technicians | 29-2071 |
| Cost Estimators | 13-1051 | Mobile Heavy Equipment Mechanics, Except Engines | 49-3042 |
| Doctors and Dentists | 29-10xx | Network & Computer Systems Administrators | 15-1071 |
| Education Administrators, Elementary & Secondary School | 11-9032 | Network Systems & Data Communications Analysts | 15-1081 |
| Educational, Vocational, & School Counselors | 21-1012 | Paralegals & Legal Assistants | 23-2011 |
| Electrical & Electronics Drafters | 17-3012 | Petroleum Pump System Operators, Refinery Operators, & Gaugers | 51-8093 |
| Electricians | 47-2111 | Plumbers, Pipefitters & Steamfitters | 47-2152 |
| Employment, Recruitment, & Placement Specialists | 13-1071 | Police & Sheriff's Patrol Officers | 33-3051 |
| Engineers | 17-2000 | Postsecondary Teachers | 25-1000 |
| Executive Secretaries & Administrative Assistants | 43-6011 | Primary, Secondary & Special Education School Teachers | 25-2000 |
| Financial Analysts | 13-2051 | Radiologic Technologists & Technicians | 29-2031 |
| Fire Fighters | 33-2011 | Registered Nurses | 29-1111 |
| Geological & Petroleum Technicians | 19-4041 | Respiratory Therapists | 29-1126 |
| Geoscientists, Except Hydrologists & Geographers | 19-2042 | Service Unit Operators, Oil, Gas & Mining | 47-5013 |
| Heating, Air Conditioning, & Refrigeration Mechanics & Installers | 49-9021 | Welders, Cutters, Solderers & Brazers | 51-4121 |

Authorized for use by the Gulf Coast Workforce Board, 02/03/09

Equal Educational/Employment Opportunity

Houston Community College seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age, or disability. This policy extends to employment, admissions, and all programs and activities supported by the College. The information in this publication will be made available in large print, taped or computer-based format upon request. All basic classes offered on a college campus are accessible to students with disabilities. Accessibility for students with disabilities in advanced classes will be provided upon request.

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