

Marketing Family and Consumer Sciences to Policymakers

Policymakers at local, state and national levels frequently ask for information about secondary Career and Technical Education programs, including Family and Consumer Sciences. Usually the request comes in the form of questions with limited time to respond. Although there are many reasons to request information, policymakers often need program data when faced with difficult decisions regarding continuation of programs. One of the techniques Family and Consumer teachers may use to have information readily available is to research answers to frequently asked questions. This process once completed will provide information to market programs, assess program effectiveness, and determine improvements to be made. Updating answers to questions is recommended annually and at other times when new information is available.

Some frequently asked questions include the following:

1. What types of career preparation are offered and how many students are enrolled? How many students have completed a sequence of courses in a specific career area?
2. How many students have earned college credit through articulation agreements?
3. How many students have been recognized for high academic achievement in such areas as math and science?
4. What core academics are taught?
5. What courses such as Nutritional Science are offered that provide required credit in an academic area?
6. How many students have been recognized for achievement in their career area or received certification based on assessment criteria endorsed by business and industry.
7. How is FCCLA an integral part of the program?
8. What competitive events at local, state, and national levels have involved the participation of FCCLA members? What awards were received?
9. What do graduates say about the program and how it contributed to their success?
10. What do parents say about the value of the program?
11. How have recommendations of the program advisory committee improved the curriculum?
12. What difference has the program made in the school and community? What would be lost if the program were reduced or closed?

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