Marketing Education Technology

Program Evaluation

MARKETING EDUCATION TECHNOLOGY
PROGRAM EVALUTION

School Year Date

School District

Name of School or Campus

Address

County/District No.

Name of Superintendent Email address FAX

Name of CTE Director Email address FAX

A career and technology education program shall provide competency-based, applied learning leading to both academic and occupational competencies through a coherent sequence of courses in which academic and career and technology education are integrated.

A career and technology education program shall be of such size, scope, and quality as to be effective in improving academic and occupational skill competencies of students, while providing strong experience and understanding of all aspects of the industry the students are preparing to enter.

An individual who is a member of a special population shall be provided equal access to recruitment, enrollment and placement activities. Special population individuals shall include those with a disability, who are educationally or economically disadvantaged, including foster children, those with limited English proficiency, or an individual who participates in programs designed to eliminate sex bias.

Each district shall annually evaluate the size, scope, quality and effectiveness of its career and technology education programs.

A school district may use federal career and technology education funds to provide opportunities for student participation in local chapters of approved student leadership organizations related to each career and technology education program being conducted. A student shall not be required to join student organizations, and shall not be released from classes for the purpose of attending a meeting of a career and technology education student organization.

The statements below relate to the quality of the business education courses. Following each statement is a letter representing the level of evaluation.

E = Exceeds Quality Standard

M = Meets Quality Standard

B = Below Quality Standard

Please circle only one letter in each group.

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Section I **Professionalism**

1.	The accuracy of the information in enrollment and follow-up reports may be substantiated by written records maintained in the business education department.	E	M	B

2.	The departmental staff meets periodically to review courses to determine methods of improvement and/or adding new courses.	E	M	B
3.	The teaching staff regularly attends meetings regarding in-service training	E	M	B
4.	The teaching staff is provided the opportunity to attend professional meetings.	E	M	B
5.	The teaching staff participates in professional improvement workshops sponsored by the Texas Education Agency to acquire new and improve existing skills.	E	M	B
6.	Business education facilities are kept clean, neat, and in an orderly fashion.	E	M	B

Recommendations and/or Comments:

Section II Course Goals and Objectives

1.	Clearly written course goals and objectives, considering the needs and interests of students, have been developed.	E	M	B
2.	Course goals and objectives are reviewed periodically by teaching staff, administrators, and advisory committee, and revisions are made as needed.	E	M	B
3.	Student performance objectives are considered in the development of course goals and objectives.	E	M	B
4.	Written instructional objectives have been developed, which contain a description of standards or level of performance required of students.	E	M	B
5.	Written goals for the teaching and reinforcement of basic skills are provided.	E	M	B
6.	Learning objectives are discussed and presented to students at the beginning of the school year.	E	M	B
7.	Adequate provisions are made for educating students who are members of special populations.	E	M	B
8.	Student selection is based on interest and aptitude for employment in an office occupation.	E	M	B
9.	Follow-up data are available and on file on students completing comprehensive/work-based course(s).	E	M	B

Recommendations and/or Comments:

Section III Curriculum and Instruction

1.	Current basic curriculum guides are followed in each of the courses offered by the department.	E	M	B
2.	Current guidelines were used in developing the local teaching plan.	E	M	B
3.	Lesson plans are prepared for all courses offered by the department in conformity with the school policy.	E	M	B
4.	Completion of comprehensive/work-based courses provides the student with the skills required for entry level employment.	E	M	B
5.	A variety of instructional materials are available and are utilized.	E	M	B
6.	Teachers use a variety of teaching methods.	E	M	B
7.	Standards for measuring level of performance have been identified and are consistent with instructional objectives and school policy.	E	M	B

Recommendations and/or Comments:

Section IV Local Advisory Committee

1.	Guidelines, policies, and procedures have been established for the operation and maintenance of a local advisory committee.	E	M	B
2.	The advisory committee is composed of people representing occupational areas related to the business education courses, and includes representatives of management, labor, education, and the general public.	E	M	B
3.	Advisory committee meetings are held on a regularly scheduled basis.	E	M	B
4.	Minutes of each advisory committee meeting are prepared and distributed to members and school administration.		E	M
	B			
5.	Suggestions for course(s) improvements are solicited from committee members.	E	M	B
6.	Advisory committee recommendations are reviewed by school administration and business education teachers and appropriate action is taken.	E	M	B

Recommendations and/or Comments:

Section V Vocational Student Organization

1.	Goals and objectives of the student organization local chapter have been prepared with the assistance of chapter members.	E	M	B
2.	The school administration and staff are made aware of student organization goals and objectives.	E	M	B
3.	The chapter program of work was prepared by a committee(s) of chapter members.	E	M	B
4.	Chapter officers are elected based upon interest and qualifications of the members seeking office.	E	M	B
5.	A description of each chapter officer's role and responsibilities has been discussed with the officer.	E	M	B
6.	Using established bookkeeping procedures, an accurate record of all chapter financial transactions are kept and maintained within chapter guidelines.	E	M	B
7.	The chapter reporter, members, and teacher(s) prepare publicity for the media and maintain a chapter scrapbook.	E	M	B
8.	The chapter sponsors activities to acquaint members with office careers and occupations.	E	M	B
9.	All members were given basic instruction in all leadership areas and the opportunity to participate in organized competitive events.	E	M	B
10.	Chapter members were given instructions necessary to compete for area, state, and national offices.	E	M	B
11.	Chapter representatives attended the last area conference.	E	M	B
12.	Chapter representatives attended the last state conference.	E	M	B
13.	Special activities were planned and conducted by the chapter during National Vocational Education Week.	E	M	B
14.	Monies from student activity funds or other sources are adequate to support chapter activities.	E	M	B
15.	Chapter held employer appreciation event.	E	M	B
16.	All students enrolled in business education courses are encouraged to become members of a student organization.	E	M	B

Recommendation and/or Comments:

Section VI Comprehensive/Work-based Delivery System

1. Written training plans which include a variety of activities at different levels of responsibilities are prepared for each student. E M B

2. Classroom instruction is related to on-the-job experiences and includes safety and labor laws. E M B

3. The most recently revised curriculum for the course in which the student is enrolled is available and being utilized. E M B

4. A continuous evaluation of student progress is made by the teacher and training station supervisor. E M B

5. Periodic conferences involving the student, training station supervisor, and teacher are conducted. E M B

Training Stations

1. Procedures have been established whereby students are placed in training stations in accordance with their abilities. E M B

2. All the items listed below are used as criteria in selecting training stations. E M B

   a. Type of occupation
   b. Opportunities for rotation
   c. On-the-job supervision
   d. Working conditions
   e. Reputation
   f. Business attitude
   g. Stability of employment
   h. Hours of employment
   i. Facilities and equipment
   j. Employer-employee relations
   k. Accessibility
   l. Wages

3. Cooperating businesses and training station supervisors are given recognition. E M B

Student Selection

1. Criteria have been developed and serve as a basis for student selection. E M B

2. In the selection process, students are interviewed to determine occupational interest and to explain job qualifications, training, and transportation requirements. E M B

Recommendations and/or Comments:

Section VII Facilities and Equipment

The following statements pertain to the adequacy of facilities and equipment. *Circle the appropriate response for each statement.*

1.	Facilities are adequate for type of instruction given.	Yes	No
2.	Facilities meet standards for handicapped students.	Yes	No
3.	Facilities meet standards for both male and female students	Yes	No
4.	Adequate money is budgeted for the classroom laboratory.	Yes	No
5.	Classroom equipment is in a good condition.	Yes	No
6.	There is an adequate number of computers available for the students in the largest class.	Yes	No
7.	Machines and equipment in the classroom are similar to those found in occupations for which students are being prepared.	Yes	No
8.	Materials and supplies are available in sufficient quantities for teaching the courses offered.	Yes	No
9.	Fire extinguishers are well-marked and accessible to students and teachers.	Yes	No
10.	An annual inventory is taken of all machines, equipment, and supplies; and copies are given to the appropriate administrators.	Yes	No
11.	Office machines and equipment are marked in order that ownership may readily be determined.	Yes	No
12.	Equipment purchased with state and federal funds may be easily identified.	Yes	No

Recommendations and/or Comments:

Section VIII Budget

The following statements concern the adequacy of the Business Education budget provided by local funds. *Please circle the appropriate response next to the statement.*

1. The teaching staff and administration cooperate in the budgeting of teaching materials, equipment, and supplies used by the department. Yes No

2. A written budget request for equipment, supplies, and other departmental expenses is prepared annually. Yes No

3. Accurate records of budgeted funds are kept in the department Yes No

4. The present budget received by the department is adequate. Yes No

Recommendations and/or Comments:

Section IX Summary

Major Strengths:

Major Weaknesses:

Major Recommendations:

Other Remarks:

Evaluator's Signature (s) Title