Section 1. Goals and Accomplishments

Goal 1: Access and Diversity. Provide employment for at least one undergraduate and one graduate assistant each year.
- The Center employed a doctoral candidate in the full-time position of Research Associate. One undergraduate was employed as a Student Assistant.

Goal 2: Academic Excellence. Support academic programs and accreditation status within the College of Human Sciences through contributions of Center products, facilities, and personnel.
- The Center maintained a library of current resource and reference materials for College of Human Sciences faculty and student use. The Student Assistant served as librarian, and regular library hours were posted and maintained for spring and fall semesters.
- The Center library was utilized as the location for student advising during spring and fall student College of Human Sciences orientation sessions. The library also served as the site of several FCSE classes during the year.
- Center staff served as guest lecturers for four university classes during 2006 spring and fall sessions.

Goal 3: Partnerships. Build and maintain strategic partnerships and alliances with external entities.
- Funding was obtained from the Texas Education Agency to continue projects related to development of curriculum materials and provision of professional development in support of the Center’s mission. The two projects funded in 2006 were Educational Excellence for Family & Consumer Sciences (FCS) Education and Professional Development for FCS Education.
- Center staff participated in numerous professional organizations and presented more than twenty-one sessions, presentations, and educational exhibits.
- Under Educational Excellence project activities, Center staff performed a lead role in a statewide educational initiative, AchieveTexas, which is sponsored by the Texas Education Agency (TEA) and endorsed by the Governor’s office. Seventy stakeholders representing teachers, students, administrators, university personnel, professional associations, and business/industry leaders were recruited by Center staff to assist with initial development of career pathway models and with implementation of AchieveTexas. This list of partners is continually being expanded.
- The Center Director serves on the Board of Directors and Education Committee of the Texas Restaurant Association Education Foundation. This role facilitates valuable partnerships with the hospitality and tourism industries, which comprise an important career cluster under the national career clusters and AchieveTexas initiatives.

Goal 4: Partnerships/Technology. Provide ongoing leadership and support for Family & Consumer Sciences teacher recruitment, preparation, and certification; this includes facilitating operations of the Family and Consumer Sciences Distance Education Alliance (FCS Alliance).
- Marilyn Wragg, Center Director, planned and facilitated meetings of the Family and Consumer Sciences Teacher Distance Education Alliance (FCS Alliance) and the Teacher Education Task force. The meetings were held in Austin in October 2006.
- Center staff managed updates to the FCS Alliance Web site at www.fcsalliance.org. This site is the primary point of communicating distance education offerings and contacts for courses offered through the FCS Alliance.
- Center staff responded to numerous telephone and email inquiries regarding requirements and preparation for the Texas Teacher Certification Examinations for FCS.
- The Center developed and implemented a system for loaning FCS certification exam study materials to candidates preparing to take the FCS Texas Teacher Certification Examination. Several publications developed by the Center are recommended by the American Association of Family and Consumer Sciences as study resources for the exam; because purchase of all these publications would cost over $200, sets of the publications were made available on a loan basis, starting in July 2006. Between July and December, thirteen teacher certification candidates participated in the loan study program.

Goal 5: Technology. Maximize the use of technology in the delivery of products and services.
- The TEKS to TAKS Web site at www5.tltc.ttu.edu/tekstaks was maintained and updated to reflect competency alignments with testing objectives for new products developed by the Center. The site was promoted to teachers at various conferences and educational exhibits hosted by Center staff.
Several resources developed through the Center are posted on the Center Web site. Examples include Accommodating Students With Special Needs; Food Guide Pyramid PowerPoint© Presentation; Developing PowerPoints © for Classroom Use; FCS Teachers Use of Writing Strategies; Rubrics; and periodic TEA Updates. In addition, presentations from conferences hosted by the Center were also posted. Current online resources can be viewed at www.hs.ttu.edu/ccfcs (see Online Resources).

Counters were installed in August 2004 to monitor hits to key Center Web sites. As of December 2006, 38,830 hits had been recorded for Curriculum sites, 17,282 for the TEKS/TAKS site, and 13,679 for the Virtual Connections site.

Goal 6: Human Resources and Management. Recruit and maintain quality staff; motivate employees to achieve annual goals and achieve professional growth from year to year.

- As targeted in the Strategic Planning Update Implementation in 2005, an additional FCS professional staff member was added to Center staff in October 2006. This highly qualified individual has already made significant contributions to Center productivity during her first quarter of employment.
- Monthly staff development, goal setting, and planning events were held for Center employees throughout 2006.
- Staff members participated individually in various training sessions, online seminars, and professional development conferences.
- Annual Performance Management Reviews were completed for all staff members. During that process, each staff member performed a self-analysis of performance and set goals regarding professional growth and development for the upcoming year.

Goal 7: Tradition and Pride. Increase college and campus awareness of contributions of The Curriculum Center of Family & Consumer Sciences; increase state and national awareness of The Center within the professional arena of family and consumer sciences, as well as the broader arena of career and technology education.

- Center staff participated in two College of Human Sciences committees, three student associations, and three related alumni associations.
- Center staff planned and implemented three statewide professional development conferences for Family and Consumer Sciences teachers.
- Center staff participated in numerous local, state, and national conferences and professional association activities, as elaborated under the Qualitative Information section of this report.
- Center staff serve as representatives and officers of state and national associations, as reported under the Qualitative Information section.

Goal 8: Research. Solicit grants that fit within the mission of The Curriculum Center for Family and Consumer Sciences; maintain annual external sponsored project funding at a level to support a minimum of 35-40% of total Center operation.

- Sponsored project funding in the amount of $325,000 was secured to conduct the project entitled Educational Excellence for Family & Consumer Sciences (FCS) Education.
- Funding in the amount of $130,000 was secured to conduct Professional Development for FCS Education for the same period.

Goal 9: Organizational Structure and Stability. Provide an administrative structure that will ensure effective ongoing Center operations.

- The staffing and administrative structure of the Center proved very effective in 2006. Core staff are structured for maximum efficiency, with six full-time and one part-time staff, plus an undergraduate Student Assistant.
- Center productivity was exceedingly high, as evidenced by the products listed in the Qualitative Information section. Much of that productivity can be attributed to volunteer and contract work performed by teachers and subject experts working under the direction of staff members.
- The Center fund balance was maintained at a high level, which has been purposefully built up over a ten-year period to a balance that can sustain Center operations over a two-year period in the event of funding interruptions or changes, such as decreased sales income.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
THE CURRICULUM CENTER FOR FAMILY AND CONSUMER SCIENCES

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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Section 3b. Qualitative Information.

- The Curriculum Center for Family and Consumer Sciences was awarded Awards of Excellence in December 2006 by the Association of Instructional Materials, a section of the Association for Career and Technical Education, for the following publications: Food Production, Management, and Services Reference Book Tests and Family and Consumer Sciences Rubrics.
- The following products were produced by the Curriculum Center in 2006: Supervised Career Connections Experiences for Family and Consumer Sciences; Apparel POWER Teaching Aids; Nutrition and Food Science POWER Teaching Aids; Child Care and Guidance POWER Teaching Aids; Food Production POWER Teaching Aids; Ready, Set, Teach! POWER Teaching Aids; Child Care and Guidance Reference Book Test Banks CD; Food Production Reference Book Test Banks CD; Successful Parenting Test Banks CD; and Occupationally Specific TEKS Implementation Supplement.
- Center staff developed twenty programs of study for the Education & Training, Hospitality & Tourism, and Human Services career clusters; these were part of 113 models developed for the sixteen national career clusters through the statewide AchieveTexas initiative.
- Arlene Spearman served as Treasurer of the Association of Instructional Materials (AIM), a section within the Association for Career and Technical Education.
- Arlene Spearman was awarded the AIM 2006 Outstanding Member Award for outstanding leadership, dedication, and direction to AIM and its members.
- Letitia Killman served as Northwest District Chair of the Texas Association of Family & Consumer Sciences.
- Marilyn Wragg served on the Texas Restaurant Association Education Foundation Board of Directors and the Career Awareness Committee; she attended three meetings of the Board during 2006 and assisted with revision of TRAEF’s “Making the Transition” educational guide.
- Arlene Spearman judged two events at the regional Family, Career and Community Leaders of America (FCCLA) Students Taking Action with Recognition (STAR) competition in Odessa in February 2006.
- Center staff held memberships in the following professional organizations and associations: American Association of Family and Consumer Sciences, Association for Career and Technical Education, Association for Instructional Materials, Family and Consumer Sciences Teachers Association of Texas, Phi Upsilon Omicron, Phi Kappa Phi, Texas Association of Family and Consumer Sciences, Personal Financial Planning Association, and the Texas Restaurant Association.
- To promote professional development and networking, staff attended the following conferences: Texas Career Education Conference; Texas Association of Family & Consumer Sciences Annual Meeting; P16 Conference-Partnering for Student Success; Career Clusters Institute; American Association of Family and Consumer Sciences Annual Convention; Phi Upsilon Omicron National Conclave; Hospitality Educators Association of Texas Annual Meeting; National Tech Prep Network Conference; Association for Career and Technical Education Annual Meeting.
- Staff planned, conducted, and participated in the following 2006 conferences: Midwinter Professional Development Conference for FCS Teachers; State Professional Development Conference for FCS Teachers; Professional Development Conference for FCS New and Returning Teachers.
- Educational exhibits and sessions to provide hands-on training and information on Center products were presented by staff at eight of the above conferences.
- Marilyn Wragg co-presented “Career Clusters and Career Pathways” at the Career & Technology Association of Texas conference in Austin in February 2006.
- Marilyn Wragg made a presentation on “TEA Career Pathway Project” to the Career Awareness Committee of the Texas Restaurant Association Education Foundation Board in Austin in February 2006.
- Arlene Spearman presented the session, “Pack a Punch in your Presentations with POWER Teaching Aids,” during the State Professional Development Conference for Family & Consumer Sciences Teachers in Fort Worth in July 2006.
- Arlene Spearman presented the session, “Test Writing Just Got Easier,” during the State Professional Development Conference for Family & Consumer Sciences Teachers in Fort Worth in July 2006.
- Marilyn Wragg presented the session, “Taking Supervised Career-Connections Experiences to the Max,” during the State Professional Development Conference for Family & Consumer Sciences Teachers in Fort Worth in July 2006.
- Marilyn Wragg presented sessions on “Skills for Living Curriculum Resources,” “Comprehensive and Technical Instructional Resources,” and “Occupationally Specific Instructional Resources” to participants at the New and Returning Family and Consumer Sciences Teachers’ Conference in Austin in September 2006.
- Arlene Spearman presented a curriculum showcase, “Electronic Resources for FCS Courses,” at the American Career and Technical Association Annual Convention in Atlanta in December 2006.
- Staff members participated in monthly staff meetings to exchange ideas, set goals, and update individual and team timelines.
- Director Marilyn Wragg participated in the three-day seminar, “7 Habits of Highly Effective People,” presented by Texas Tech’s Office of Quality Service and Professional Development in November 2006.
- Staff members Heather Blount, Letitia Killman, Arlene Spearman, and Stacy Stalcup participated in various training sessions and online seminars offered through Texas Tech’s Technology Support.
- The Center planned and sponsored the annual Christmas Luncheon for Family and Consumer Sciences faculty and staff – active and retired – at Skyviews in December 2006. This provided opportunity to network and exchange ideas among FCS professionals.
Section 4. Strategic Planning Update.

Goal: Upon review of activities and accomplishments for the previous year, it has been determined that the Strategic Plan is serving its purpose. No changes are currently planned.

Commentary:
The Curriculum Center for Family and Consumer Sciences is in its 40th year of operation, having been established at Texas Tech University in 1967. While there have been many changes related to staffing, structure, and operation, the central mission has remained remarkably consistent – to produce and disseminate instructional materials that support family and consumer sciences programs and to provide related preservice and in-service professional development to educators and administrators within this program area. Following are key changes that have been accomplished: (1) Reduction in core staff to prevent the staff-level fluctuations resulting from varying project funding levels from year to year. Many specialized services related to curriculum development are now contracted or performed by volunteer teams of experts. (2) Reduction in reliance on grant funding for Center sustainability. Over the past ten years, the reserve fund balance of the Center was gradually increased to a level that could sustain at least two years operation in the event of changes or interruption in grant funding. It was predicted that sales income would decrease due to market saturation of materials developed for new state standards and increased delivery of electronic resources – many at no charge under sponsored project delivery requirements. This has proven true, and the reserve fund is being drawn upon to supplement sponsored project and sales-generated funding. (3) Enhanced use of technology in every aspect of Center operation from production to dissemination to communication. Curriculum materials are increasingly Web-based and/or Web-enhanced. Delivery of teacher-preparation courses through distance education is the cornerstone of the Family and Consumer Sciences Distance Education Alliance, which was initiated through Center project activities and whose operation continues to be facilitated through Center leadership. ••• Currently, the Center is strongly positioned to continue providing statewide leadership for FCS teachers and programs. A statewide initiative - AchieveTexas - has recently been initiated by the Texas Education Agency to transition Career & Technical Education programs to Career Clusters, aligning with the national States Career Cluster model. Career pathway Programs of Study for secondary students in Texas are under development for all clusters; Center staff are responsible for the Education & Training, Hospitality & Tourism, and Human Services clusters. This initiative has potential to significantly impact Family and Consumer Sciences Education in Texas, and Center leadership will be critical to capitalizing on the opportunities provided. ••• In summary, The Curriculum Center for Family & Consumer Sciences significantly supports FCS secondary programs in Texas. In 1995-96, student enrollment in FCS programs statewide was 205,659; in 2005-06, it was 212,557. The partnership between Center staff, Texas Education Agency FCS staff, FCS teacher educators, and secondary teachers and administrators has worked for four decades, and the Center is positioned well for the future.

Implementation Plan:
Implementation plans for 2007 include the following: (1) Continually work to maximize use of technology in delivery of products and services. In addition to developing additional electronic instructional materials, the biggest objective will be to develop and pilot a course resource Web site as a companion to the existing Curriculum Center site. This will launch a new system for teacher support, networking, and professional development via the Center. (2) Use Center participation in the AchieveTexas initiative to expand the Center’s circle of influence and maximize opportunities for Family and Consumer Sciences in Texas and nationwide. (3) Enhance collaboration with Family and Consumer Sciences Education faculty. (4) In light of decreasing sales revenue, determine new products with high sales potential that support the Center’s mission. Development of these products would be funded through the reserve fund balance, separate and apart from sponsored project activities.