



Eldridge Ravey-Port Neches Groves High School  
Sonia Rodriguez-Mission High School  
Wendy Simmons-Mexia High School  
Marketing Educators of Texas  
DECA Advisors

## We support HB # 3485

With the emphasis on the four core curriculum areas, many often perceive career and technical education courses as being unnecessary and irrelevant. This could not be further from the truth. Students in courses such as marketing, accounting, health services and business do not detract from the “core” courses, but rather enhance them! Students who struggle with algebra, find real world correlation in marketing math, thus finding motivation to work harder in their math class. The girl who “tunes out” her English teacher in the Shakespeare unit, finds meaning in writing an in-depth business plan using her English skills. Alignment of career and technical education courses with the core curriculum gives students real world application to concepts taught in math, language arts, science and social studies.

The career and technical courses give many students a reason to stay in school. As teachers of marketing classes, we often hear from parents and former students. They share with us their success stories about how our classes made a positive difference in their lives. The value of these courses cannot be underestimated. We strongly encourage your support for this bill so that students can continue to succeed.