

1980

# Employability of Norfolk Cooperative Distributive Education Students

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EMPLOYABILITY OF NORFOLK COOPERATIVE  
DISTRIBUTIVE EDUCATION STUDENTS

A STUDY  
PRESENTED TO  
THE FACULTY OF THE SCHOOL OF EDUCATION  
OLD DOMINION UNIVERSITY

IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE  
MASTER OF SCIENCE IN EDUCATION

DARRELLYN D. HAMLET

DECEMBER, 1980

This research paper was prepared by Darrellyn D. Hamlet under the direction of Dr. John M. Ritz in Education 636, Problems in Education. The report was submitted to the Graduate Program Director as partial fulfillment of the requirements for the Degree of Masters of Science in Secondary Education.

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CHAPTER I  
INTRODUCTION

Most authorities in the area of employment of youths agree that unemployment is on the rise and will continue to be more of a problem until our present economy stabilizes. In Distributive Education, the responsibility of placing cooperative students in on-the-job training is stated in the text of the 1968 Vocational Amendments. To meet the accountability requirements of this act, it is imperative that Distributive Education teacher-coordinators survey present and potential employers in their business communities on a yearly basis to determine interest and support in the Distributive Education Program.

The community survey is one of the most effective planning tools the teacher-coordinator can utilize because it gives him an opportunity to introduce himself to the business community and at the same time it provides a present or potential employer with up-to-date information relating to the cooperative phase of the Distributive Education Program.



## STATEMENT OF THE PROBLEM

The purpose of this study was to determine the school-time employability of Norfolk City Distributive Education students enrolled in the 1980 cooperative phase of the program.

## OBJECTIVES

To determine the employability of cooperative Distributive Education students, a community survey was conducted to determine the following factors:

1. the types of businesses willing to hire cooperative Distributive Education students.
2. the number of Distributive Education students presently employed by a Norfolk business that are enrolled in another school division's Distributive Education program.
3. the number of businesses aware of the Targeted Jobs Tax Credit program.
4. the number of businesses using Distributive Education students in order to receive the Targeted Jobs Tax Credit.

## BACKGROUND AND SIGNIFICANCE

Historically, Distributive Education came into existence to provide education and training

for those engaged in or planning for advancement in distributive occupations. Since its inception, Distributive Education has undertaken an increasing and expanding role in education, but it still retains as its fundamental purpose the provision of programs of occupational instruction which prepare individuals to enter, progress, or improve those competencies needed in distributive occupations (7:1).

With the above in mind, Part G of the Amendments of the Vocational Education Act of 1968 provides the significance necessary to justify the community survey.

The Congress finds that cooperative work study (Vocational Education) programs offer many advantages in preparing young people for employment. Through such programs, a meaningful work experience is combined with formal education enabling students to acquire knowledge, skills and appropriate attitudes. Such programs remove the artificial barriers which separate work and education and, by involving educators with employers, create the interaction whereby the needs and problems of both are made known. Such interaction makes it possible for occupational curricula to be revised to reflect current needs in various occupations (6: Sec.175).

With the valuable work attitudes that can be gained

through a cooperative experience, it behooves coordinators to work hard at identifying the most appropriate employment opportunities for each Distributive Education student.

#### LIMITATIONS

This survey was limited to the Distributive Education coordinator's efforts and was structured so that the interview was conducted with members of the business community in the City of Norfolk. The validity of the findings was dependent upon the interviewer and the interviewee's exposure to the Distributive Education cooperative program.

#### ASSUMPTIONS

It was assumed that in this study:

- a. The survey would permit present and potential employers to honestly answer the questions.
- b. The survey would serve a three-fold purpose:
  1. to determine types of businesses willing to hire Distributive Education students
  2. to provide in a positive means to up date information concerning the cooperative Distributive Education program.
  3. to ascertain employees knowledge

of the Targeted Jobs Tax Credit  
Program.

PROCEDURES

The Community Survey of Norfolk City businesses was conducted by Norfolk City Distributive Education coordinators during the month of August, 1980. The surveys were turned in to the City Supervisor of Distributive Education on August 28, 1980. It asked open-ended questions to present and potential employers which would allow for expression and/or inquiry about the Distributive Education Program. The data was tabulated and the findings were reported.

DEFINITION OF TERMS

1. Community Survey- A method used by Distributive Education coordinators to determine employment trends and training needs of distributive businesses.
2. Cooperative (Co-op) Education- A method of education in which a student spends part of his time in school and the other part of his time in occupational experiences.

3. **Distributive Education-** A vocational instructional program designed to meet the needs of persons who are preparing to enter or who have entered a distributive occupation or an occupation requiring competency in one or more of the marketing functions. It offers instruction in marketing, merchandising, related management and personal development (3:21).
4. **Employability-** The attitudes and skills necessary for profitable employment.
5. **Teacher-Coordinator-** A member of the local school staff who teaches distributive education and related subject matter to students preparing for employment and coordinates classroom instruction with on-the-job training or with occupationally related activities of students (3:11).
6. **Targeted Jobs Tax Credit-** A federal program instituted to reduce or aid the level of unemployment of youths in cooperative work programs.
7. **U.S. Office of Education Codes (U.S.O.E. Codes)-** Refers to an occupation for which a student is being trained.

## OVERVIEW

The problem of this study has been defined and elaborated. Chapter II reviews the literature that has previously been researched in this area. Chapter III elaborates on the methods and procedures used to collect the data that is presented in Chapter IV. Chapter V offers the summary, conclusions and recommendations of this study.

## CHAPTER II

### A REVIEW OF LITERATURE

The purpose of this chapter was to review the literature that was related to the objectives of this study. Contained within this chapter were sections on vocational legislation, employability, community survey, youth employment trends and the effects of Distributive Education Programs.

### VOCATIONAL LEGISLATION

Training in business practices prior to 1900 was largely done on the job and often as a paternal responsibility to prepare a son for success in a family business ( 3:4). No longer is it the paternal responsibility but Congressional action through vocational legislation, that has taken on the responsibility of providing this type of cooperative training and education.

The Federal government has been greatly concerned about vocational education for many years. Proof of this concern began in 1917 with

the Smith Hughes Act which provided special funds for vocational education. This act was followed by the George Dean Act in 1937, the George Barden Act in 1947, the Vocational Act of 1963, the Vocational Act of 1968 and the Vocational Act of 1976. These acts were the results of studies that have proven that vocational education enhances occupational preparation by involving students in the real world of work.

Reasons for establishing cooperative programs are many. The major attributes include building individual qualifications for subsequent full-time employment or advanced study. However, other worthy outcomes are evident but subordinate to the primary purpose. For example, wage payments satisfy financial needs and thereby retain in school those students who might otherwise drop-out. Secondly, students are provided vocational instruction closely related to their career goals and job situations. Through actual employment, career decisions are stabilized, adjusted, or redirected as a result of exposure to an employment area (10:15).

To reach these ends, Federal legislation has turned the tide and placed the responsibilities



on states to further aid and enhance vocational education. The General Assembly and the Board of Education of Virginia believes that the ultimate goal of public education must be to enable each student, upon leaving school, to continue successfully a program of advanced study and/or to enter the world of work. Therefore, each school division shall provide programs acceptable to the Board of Education that offer vocational education to the twelfth year of public schooling so students who leave school may enter the world of work (9.3).

#### EMPLOYABILITY

According to the study authorized by the Research and Policy Committee for Economic Development, "moving from school to work can be frustrating." Most students have found in order to get a job that they must have experience to get more than an entry level job position. This cycle must be broken to improve the employability of youths. Improving employability means developing those qualities and skills in a person that give them reasonable expectations of securing

meaningful employment (10:4).

One subject area which can improve employability is Distributive Education. It " is viewed as one member of a team of educational programs dedicated to developing the occupational competencies and improving the livelihood of our human resources. Within vocational education, Distributive Education is, however, an independent component delineated from other vocational fields by the substance of its discipline-marketing ( 8:2). Vocational preparation in Distributive Education includes training in the following areas: salesmanship, cashier and checkers, hotel occupations, food service, food distribution and petroleum. This vocational preparation on the part of the coordinator, when imparted to the student-learner, aids in the acquisition of the skills and knowledge applicable to all marketing and distributive occupations. This background also prepares the student-learner for advancement once a job is secured (5:43).

#### COMMUNITY SURVEY

One of the first tasks that a Distributive

Education coordinator undertakes each year is the Community Survey. The Community Survey is used to:

1. determine the employment trends in the marketing and distributive fields in the community.
2. to provide the coordinator with first hand community knowledge and experience about the community.
3. to determine the attitudes of distributive businesses personnel toward high school distributive education programs and its students.
4. to determine the number of businesses willing to participate in the Distributive Education Program (11:15).

As a result of this information obtained through the Community Survey, students are often placed in businesses surveyed to begin their on-the-job training. Studies have shown that employers are more likely to hire reliable, responsible and educated adults at minimum wage than they are an unexperienced youth who is not financially independent. Information obtained through the Virginia Youth Employment Trends Survey indicates that employers are more selective in hiring part-time employees than ever before.

#### YOUTH EMPLOYMENT TRENDS

Research has been done on recruitment methods

of employers and it was found that they are seldom lacking for applicants but have great difficulty in attracting qualified applicants. According to Becker, relatively little systematic research has been done on the recruitment methods of employers (1:19) let alone the effects of recruitment patterns on the proportion of young persons on new labor force entrants hired to fill particular jobs (1:21).

Research conducted by the Virginia Employment Commission indicates that the degree of labor force attachment to youth has not only varied by age but is also influenced by the jobs offered by employers. As most youth age 16 to 17 are in school, their job search activity and kinds of jobs available to them are limited (13:1). It was found by Becker that blacks make greater use of the public employment services while a higher proportion of whites successfully find jobs by using newspapers, etc. Becker's study also shows validity in accounting for the higher numbers of blacks enrolled in urban cooperative vocational programs ( 1:33).

A special report prepared by the U.S. Bureau of Labor Statistics notes that only a limited array

of jobs are made available to youth and hiring practices often exclude youth from jobs that tend to offer stable employment and substantial investment in training (13:1). National studies indicate the labor force attachment of youth may be affected by the types of jobs made available to them. In a report prepared by the Bureau of Labor Statistics it states that the demand for youth employment is separated into secondary and primary jobs and employers offering those jobs. The majority of youth work in secondary jobs, which are characterized by low wages, menial work and little prospect for advancement or continuous employment. Jobs such as loaders, stock clerks, packers and retail sales people are typical. Many of these jobs provide no training, except in the basic work habits (13:2).

With the advent of the baby boom, the youth labor force has increased as has the youth unemployment rate. As mentioned earlier, economic conditions have made a major impact on youth unemployment figures. As work skills and training increase, so will entry level job requirements. Current youth employment programs such as Job Corps and

other programs should eventually have a beneficial impact on shoring up the marginal skills of youth (13:2). With increasing entry level requirements, vocational education fills the demand for qualified applicants from the business-industrial complex. Through competency based instruction and keeping up-to-date with business and industry, vocational education is better prepared to meet the needs of business and industry and students who are enrolled in those programs.

#### EFFECTS OF DISTRIBUTIVE EDUCATION PROGRAMS

Students enrolled in Distributive Education programs according to Ely's survey revealed that over one-third of 2,903 graduates of Distributive Education remained with the organization from which they received their high school cooperative training after graduation (4:18). Employment longevity among Distributive Education graduates as a result of training was not a factor in job advancement according to Mason's 1961 study of Distributive Education and non-distributive education graduates. Employer opinion, however, gave a stronger indication of growth and advancement

of the distributive education graduates when compared to the non-distributive education graduates (5:3).

While it has been demonstrated that the field of distributive education and youth cooperative programs have not been the targets of extensive research, what studies have been conducted point to the fact that both distributive educators and business managers agree that only temporary and fragile relationships are established by the coordinators' annual community surveys. It is clear that this interaction must be ongoing and nurtured in order to bring about mutually beneficial relationships.

#### SUMMARY

The review of literature indicates there has been little research conducted in the area of unemployed youths in cooperative work programs. Becker states that the current knowledge concerning the youth unemployment situation has received little attention from researchers, even though the questions seem pertinent to major areas of social science (1:2).

Chapter III discusses the methods and procedures used to determine the employability of cooperative Distributive Education students from Norfolk Public Schools. In this chapter, the population, instrument design, instrument administration and statistical analysis will be reviewed.



CHAPTER III  
METHODS AND PROCEDURES

The intent of this chapter was to explain the survey procedures employed to obtain the data necessary for the research of Tidewater businesses concerning the employability of Norfolk Public School Distributive Education cooperative students. Within this chapter population, instrument design, instrument administration and statistical analysis were discussed.

POPULATION

A random sample of Norfolk companies whose businesses were distributive or related to the field of marketing was taken in August 1980. Businesses surveyed were ones who had previously used cooperative Distributive Education students or were ones who had never employed cooperative Distributive Education or were new to the business community. The businesses contacted were listed according to U.S. Office of Education codes in Appendix A.

## INSTRUMENT DESIGN

Adaptions to the Virginia Department of Education's Distributive Education Community Survey were made to fit the needs of Norfolk's Distributive Education cooperative work program to answer the question of student employability. The researcher enlisted the aid and expertise of Robert A. Cornatzer, Norfolk City Supervisor of Distributive Education and Dr. John Ritz, the researcher's advisor to ensure that the survey was pertinent and valid. A sample of the survey has been placed in Appendix B.

## INSTRUMENT ADMINISTRATION

At a July staff meeting of Distributive Education coordinator's from Norfolk's Granby, Lake Taylor, Maury, Norview and Washington High Schools, the researcher, under the auspices and guidance of the Regional Assistant Superintendents' and the Supervisor of Distributive Education for the Norfolk Public Schools, presented a memorandum concerning the purpose of the community

survey under the provisions of the one month extended contract. This memorandum can be found in Appendix C.

The survey forms were distributed to these coordinators with oral and written instructions. Time was allotted for questions and answers. The coordinators were notified of the date to return the completed forms.

#### STATISTICAL ANALYSIS

The survey data was compiled by the researcher and the findings were reported in Chapter IV to answer the question of what factors influenced the employability of Norfolk Distributive Education cooperative students. The data was broken down into U.S. Office of Education codes and then analyzed using percentiles and focused on information regarding the school division of distributive education students, the targeted jobs tax credit program and future placement positions.

#### SUMMARY

Since the related literature revealed no

specific information on the data of Norfolk businesses concerning the employability of cooperative Distributive Education students, the population, instrument design, instrument administration and statistical analysis aided the researcher in collecting the research data. The results of the collected research data can be further analyzed and studied in Chapter IV.

## CHAPTER IV

### FINDINGS

The purpose of this chapter was to report and present in written explanation and table form the findings compiled from the data collected from the 1980 Community Survey. The businesses surveyed have been categorized into U.S. Office of Education codes. These codes were used to identify groups of major tasks that a cooperative work student performs the majority of the time through on-the-job training. The data collected was to determine the following goals:

1. What type of businesses were willing to hire cooperative Distributive Education students.
2. The school division of cooperative Distributive Education students presently employed by a Norfolk business.
3. The number of businesses aware of the Targeted Jobs Tax Credit program.
4. The number of businesses using the cooperative Distributive Education student in order to receive the Targeted Jobs Tax Credit.

Table I contains the responses of Norfolk

businesses willing to employ cooperative Distributive Education students. Two hundred thirty five businesses were asked the question of willingness to hire cooperative Distributive Education students from the City of Norfolk. The two hundred thirty five businesses were classified by U.S. Office of Education codes to determine the highest potential employability for cooperative Distributive Education students. As shown in the Table, the majority of businesses contacted were apparel and accessories, food service, general merchandise, food marketing, and recreation marketing. Of the 235 businesses contacted, 80% were willing to employ cooperative students. The area of marketing and distribution most willing to hire Distributive Education students was that of Home Furnishings (100%). The second highest area was General Merchandise (97.6%) followed by Apparel and Accessories (94.3%).

The results in Table II established the school division placing cooperative Distributive Education students employed by Norfolk businesses. Again, the two hundred thirty five businesses surveyed have been classified according to U.S. Office of Education codes. In each category, the

Norfolk school division was identified as the school division with the highest percentage of students employed by Norfolk businesses. The second highest percentage in each U.S. Office of Education code area was non-usage of Distributive Education students in cooperative programs. These were businesses who were either new to the business community or who had never used Distributive Education students. Uncertainty of school division accounted for the third highest response given: no response.

Table III was used to determine business attitudes and awareness toward the Targeted Jobs Tax Credit Program. Two hundred six (87.7%) of the two hundred thirty five businesses surveyed were aware of the Targeted Jobs Tax Credit. Surprisingly, only seventy (29.8%) businesses were influenced to hire cooperative Distributive Education students in order to receive the Targeted Jobs Tax Credit. The remaining seventy one (30.2%) businesses surveyed were uncertain as to whether the tax credit influenced their hiring cooperative Distributive Education students.

All of the survey forms were usable and provided more information than that requested during the interviews. This additional information

will further aid coordinator's in the placing of cooperative Distributive Education students. Chapter V concentrates on the researcher's summary, recommendations and conclusions on the employability of cooperative Distributive Education students from Norfolk Public Schools.



TABLE I  
EMPLOYMENT POTENTIAL BY U.S.O.E. CODES

U.S.O.E. CODE	NUMBER CONTACTED	NUMBER WILLING TO HIRE	% WILLING TO HIRE
0402 Apparel & Accessories	53	50	94.3%
0403 Automotive	5	4	80.0%
0404 Finance	2	1	50.0%
0406 Food Marketing	28	24	85.5%
0407 Food Service	47	44	93.6%
0408 General Merchandise	41	40	97.6%
0409 Hardware	4	3	75.0%
0410 Home Furnishings	4	4	100.0%
0411 Hotel, Motel & Lodging	2	2	100.0%
0412 Industrial & Institution Marketing	13	8	61.5%
0415 Personal Services	8	4	50.0%
0418 Recreation Marketing	21	16	76.2%
0420 Business Services	7	7	100.0%
TOTAL	235	207	88.1%

TABLE II

SCHOOL DIVISION OF DISTRIBUTIVE EDUCATION STUDENTS  
EMPLOYED BY NORFOLK BUSINESSES

U.S.O.E. CODE	NORFOLK	%	VIRGINIA BEACH	%	CHESAPEAKE	%	NO RESPONSE	%	NON USAGE OF DISTRIBUTIVE EDUCATION STUDENTS	%
0402 Apparel & Accessor.	26	49.1	17	32.1	11	20.8	10	18.9	11	20.8
0403 Automotive	2	40.0	0	0	0	0	0	0	3	60.0
0404 Finance	1	50.0	0	0	0	0	0	0	1	50.0
0406 Food Marketing	19	67.9	2	7.1	1	3.6	0	0	7	25.0
0407 Food Service	34	72.3	5	10.6	4	8.5	6	12.8	12	25.5
0408 General Merchandise	33	80.5	1	2.4	1	2.4	6	14.6	3	7.3
0409 Hardware	1	25.0	0	0	0	0	2	50.0	1	50.0
0410 Home Furnishings	0	0	0	0	0	0	3	75.0	1	25.0
0411 Hotel, Motel & Lodging	0	0	0	0	0	0	2	100.	0	0
0412 Industrial & Insti- tutional Marketing	3	23.1	0	0	0	0	4	30.8	4	30.8
0415 Personal Services	2	25.0	0	0	0	0	2	25.0	4	50.0
0418 Recreation	12	57.1	4	19.0	0	0	4	19.0	4	19.0
0420 Business Service	0	0	0	0	0	0	6	85.7	0	0

TABLE III  
BUSINESS AWARENESS OF AND ATTITUDE TOWARD  
TARGETED JOBS TAX CREDIT

U.S.O.E. CODE	# AWARE	% AWARE	# INFLUENCED TO HIRE	% INFLUENCED TO HIRE	# UN- CERTAIN	% UN- CERTAIN
0402 Apparel & Accessories	46	86.8%	15	28.3%	12	22.6%
0403 Automotive	5	100%	0	0%	3	60.0%
0404 Finance	2	100%	1	50.0%	1	50.0%
0406 Food Marketing	24	85.7%	15	53.6%	4	14.3%
0407 Food Service	41	87.2%	16	34.0%	15	31.9%
0408 General Merchandise	40	97.6%	12	29.3%	11	26.8%
0409 Hardware	3	75.0%	1	25.0%	3	75.0%
0410 Home Furnishings	3	75.0%	1	25.0%	2	50.0%
0411 Hotel, Motel & Lodging	2	100%	0	0%	1	50.0%
0412 Industrial & Institution Marketing	11	84.6%	3	23.1%	4	50.0%
0415 Personal Services	5	62.5%	1	12.5%	2	30.8%
0418 Recreation Marketing	19	90.5%	2	9.5%	11	25.0%
0420 Business Services	5	71.4%	3	14.3%	2	28.6%
TOTAL	206	87.7%	70	29.8%	71	30.2%

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The aim of this chapter was to report the summary of this study, the conclusions, and the recommendations of the collected research data from the 1980 Norfolk Distributive Education Community Survey. The results were to enable those coordinators to analyze the strengths and weaknesses of community survey results with comparison to their programs and placement of their cooperative students.

#### SUMMARY

It is evident from this study that Distributive Education as a whole is well received by the business community in Norfolk. The researcher's data was reliable and allowed for comments and opinions concerning the Norfolk Distributive Education program while at the same time providing answers to the goals of this research paper.

#### CONCLUSIONS

The 1980 Norfolk Distributive Education Community

Survey has established that potential employers are receptive to the cooperative Distributive Education Program from the Norfolk Public Schools. This was demonstrated by the fact that 88.1% of the businesses surveyed were willing to hire cooperative Distributive Education students. Of these businesses 87.7% were aware of the Targeted Jobs Tax Credit. However, only 29.8% of those surveyed were influenced to hire cooperative Distributive Education students to receive the benefits of the tax credit program. Surprisingly, 30.2% of the businesses surveyed were uncertain if the tax credit influenced their hiring cooperative Distributive Education students.

Responses to the survey indicated that employer's did not indicate a particular preference or avoidance of any school division's cooperative Distributive Education program. The fact that the Norfolk school division had slightly higher employment figures was judged to be weak and inconclusive due to the fact that all of the businesses surveyed were located within the City of Norfolk.

#### RECOMMENDATIONS

Based on the collected data and the findings

of this study, the researcher submits the following recommendations:

1. That all new marketing and distributive businesses in the City of Norfolk be included in the annual Distributive Education Community Survey.
2. That the annual Community Survey contact those existing businesses in the field of marketing and distribution that do not employ cooperative Distributive Education students.
3. That more emphasis be placed on identifying the Norfolk Distributive Education program to Norfolk businesses through the use of the following:
  - a. multi-media presentations to local Retail Merchant Association meeting, Sales, Marketing & Executive meetings, etc.
  - b. development of brochures of the Norfolk Distributive Education program (not current State of Virginia brochures) which would help to establish the Norfolk identity.
  - c. establish a supervisor-coordinator-businessman task force for Norfolk Distributive Education which will act as working advisory committee to establish a closer working relationship between the three.
4. That the coordinator focus their survey's on U.S.O.E. categories which have a small amount of participation with the Norfolk Distributive Education cooperative program as to increase the job spectrum.

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## APPENDICES

## APPENDIX A

NORFOLK BUSINESSES CATEGORIZED BY U.S.O.E. CODES  
 CONTACTED DURING THE 1980 NORFOLK  
 DISTRIBUTIVE EDUCATION COMMUNITY SURVEY

0402 APPAREL AND ACCESSORIES

ALTSCHUL'S 411 Granby Street	DEAN'S 257 Granby Street
ANTELL'S 332 Granby Mall	DONLEVY'S BACKROOM Janaf Shopping Center
BARR BROTHERS JEWELRY Janaf Shopping Center	FANFARE SHOES Military Circle Shopping Mall
BARTLEY JEWELERS 3 Downtown Plaza Shopping Center	FINE'S MENS SHOPS Janaf Shopping Center
THE BOOTERY 2301 Colley Avenue	FINE'S MENS SHOPS Military Circle Shopping Mall
BUTLER'S SHOE STORE 310 Granby Street	FLAIR Military Circle Shopping Mall
BUTLER'S SHOE STORE Military Circle Shopping Mall	FOXMOOR Military Circle Shopping Mall
CAESAR'S LTD. 342 Granby Street	GALLENKAMP SHOES 11 Downtown Plaza Shopping Center
CASUAL CORNER Military Circle Shopping Mall	GENT'S 337 Granby Street
CHESS KING Military Circle Shopping Mall	HIP POCKET Military Circle Shopping Mall
CLARK'S CREDIT CLOTHIERS Downtown Plaza Shopping Center	
COUNTRY LEGEND Military Circle Shopping Mall	

HOFHEIMER'S SHOE STORES  
Janaf Shopping Center

HOFHEIMER'S SHOE STORES  
Granby Mall

HOFHEIMER'S SHOE STORES  
Wards Corner

HOFHEIMER'S SHOE STORES  
Downtown Shopping Plaza

THE JEWEL ROOM  
334 Granby Street

JOY SHOP  
Granby Mall

LA VOGUE  
Military Circle Shopping Mall

LA VOGUE  
Wards Corner

LERNER'S  
Granby Mall

LERNER'S  
Southern Shopping Center

LERNER'S  
Military Circle Shopping Mall

LIBERAL CLOTHIERS  
4 Downtown Plaza Shopping Center

LOTTIES  
2364 E. Little Creek Road

MR. S SHOES  
405 Granby Street

MONTAGNA'S  
437 Granby Street

MORGAN TAYLOR CLASSICS  
1906 Colley Avenue

NELCO STORES  
515 Granby Street

PHONEX COLLECTION  
418 Granby Street

RICKEY'S MEN'S CLOTHING  
239 Granby Mall

SATISFACTION  
Military Circle Shopping  
Mall

SHOE ROOM  
1732 E. Little Creek Road

SHOE TOWN  
Janaf Shopping Center

SHULMAN'S  
Granby Mall

SO FRO FABRICS  
Southern Shopping Center

STUART'S WOMEN'S &  
JUNIOR FASHIONS  
Janaf Shopping Center

SULLIVAN'S MEN'S CLOTHING  
Military Circle Shopping  
Mall

THOM McAN SHOE STORE  
Military Circle Shopping  
Mall

THOM McAN SHOE STORE  
Southern Shopping Center

WALKING TALL  
700 N. Military Circle

WIGS & THINGS  
100 W. 21st Street

WILLNER'S  
Plaza One

0403 AUTOMOTIVE

COLONIAL CHEVROLET  
6252 E. Virginia Beach Blvd.

GSA MOTORPOOL  
Hampton Boulevard

SPUR GASOLINE  
6630 N. Military Highway

U-HAUL  
1301 Monticello Avenue

WILSON'S AMACO SERVICE  
635 Virginia Beach Blvd.

0404 FINANCE & CREDIT

ATLANTIC PERMANENT SAVINGS  
& LOAN ASSOCIATION  
740 Boush

VIRGINIA NATIONAL BANK  
Military Circle Shopping  
Mall

0406 FOOD MARKETING

A & P  
Wards Corner

BE LO'S  
38th Street

BE LO'S  
Princess Anne Road

BE LO'S  
City Park

BE LO'S  
Hampton Boulevard

BE LO'S  
Oceanview Shopping Center

BE LO'S  
Downtown Plaza Shopping Center

BE LO'S  
5 Points-Norview

BIG STAR  
Oceanview Shopping Center

BOULEVARD BIG PIG  
3543 Virginia Beach Blvd.

CHINA TOWN IMPORT CO.  
428 Granby Street

FARM FRESH  
3600 N. Military Highway

GIANT OPEN AIR MARKET #1  
350 Campostella Road

GIANT OPEN AIR MARKET #3  
6013 E. Virginia Beach Blvd.

GIANT OPEN AIR MARKET #4  
Wards Corner

HICKORY FARMS OF OHIO  
Military Circle Shopping Mall

LEE'S ORIENTAL FOOD & GIFT  
7616 Sewells Point Road

LITTLE CREEK COMMISSARY  
Little Creek Amphibious  
Base

MURRY'S STEAKS  
2715 E. Princess Anne Road

PLANTER'S PEANUT SHOP  
Granby Mall

RIDDICK'S MARKET  
2807 E. Virginia Beach Blvd.

SAUNDERS MEAT PROVISIONS  
Tidewater and Princess Anne  
Roads

SPARTAN MARKET  
Princess Anne & Ballentine

TINEE GIANT  
Park Avenue

VALU FAIR  
Lafayette Boulevard

VALU FAIR  
Military Highway

VALLEY POULTRY  
Raby Rd. & Vaughn Dr.

YAVNER BROTHERS  
211 W. 24th Street

0407 FOOD SERVICE

BAGEL BAKERY  
154 E. Little Creek Road

BIG PETE'S  
Wards Corner

BIXBY'S  
235 E. Main Street

BURGER KING  
1106 N. Military Highway

BURGER KING  
6144 Chesapeake Boulevard

BURGER KING  
4201 Granby Street

BURGER KING  
1101 Little Creek Road

BURGER KING  
1000 Tidewater Drive

CAPTAIN D'S SEAFOOD  
Southern Shopping Center

CHAMP'S  
1000 Park Avenue

CHICK FIL-A  
Military Circle Shopping Mall

CHURCH'S FRIED CHICKEN  
2601 Monticello Ave.

COLLEY DELICATESSEN  
3911 Colley Ave.

COLONIAL STORES CAFETERIA  
3616 E. Virginia Beach Blvd.

CORNOPPER RESTAURANT  
3930 A E. Princess Anne Rd.

DO-NUT DINETTE  
1917 Colley Ave.

DUNKIN DONUTS  
1100 N. Military Highway

DUTCH MAID DONUTS  
26 Downtown Plaza Shopping  
Center

DUTCH MAID DONUTS  
110 Janaf Shopping Center

HARDEE'S  
377 Campostella Rd.

HIGH'S ICE CREAM STORES  
5129 Princess Anne Rd.

HIGH'S ICE CREAM STORES  
Tidewater Shopping Center

HIGH'S ICE CREAM STORES  
Military Circle Shopping Mall

KENTUCKY FRIED CHICKEN  
Brambleton & Wide Street

KENTUCKY FRIED CHICKEN  
6107 Sewells Point Road

KRISPY KREME DOUGHNUTS  
E. Little Creek Rd. &  
Chesapeake Blvd.

LA PETITE CAFE  
Military Circle Shopping Mall

MC DONALD'S  
4125 Granby Street

MC DONALD'S  
8300 Hampton Blvd.

MC DONALD'S  
1632 E. Little Creek Road

MC DONALD'S  
5265 Princess Anne Road

MC DONALD'S  
Downtown Shopping Center

MC DONALD'S  
Oceanview-Duffy's Lane

MILTON'S PIZZA  
Wards Corner

OGDEN FOODS  
4675 E. Princess Anne Rd.

ORANGE JULIUS  
Military Circle Shopping Mall

PICADILLY CAFETERIA  
Military Circle Shopping Mall

REGINO'S RESTAURANT  
114 E. Little Creek Rd.

RUSTLER'S STEAK HOUSE  
719 E. Little Creek Road

STEAK & ALE  
5764 E. Virginia Beach Blvd.

TACO BELL  
2469 E. Little Creek Road

TIDEWATER CANDY SHOP  
Military Circle Shopping Mall

WAFFLE HOUSE  
5844 E. Virginia Beach Blvd.

WENDY'S  
460 Military Highway

WESTERN SIZZLIN STEAK HOUSE  
4001 E. Little Creek Rd.

WESTERN STEER  
450 N. Military Highway

ZERO'S  
Little Creek East Shopping  
Center

0408 GENERAL MERCHANDISE

ARTHUR'S DRUG STORE  
451 W. Princess Anne Road

BEST PRODUCTS  
415 N. Military Highway

BRADLEE'S  
Wards Corner

BRAMBLETON PHARMACY, INC.  
1320 E. Brambleton Avenue

BRAND DISTRIBUTORS  
419 Monticello Avenue

COLLEY PHARMACY  
1415 Colley Avenue

KING'S DEPARTMENT STORE  
Glenrock & Virginia Beach Blvd.

K-MART  
801 N. Military Highway

K-MART  
Tidewater & Little Creek Rd.

MC CRORY'S  
Military Circle Shopping Mall

MEDCO DRUG STORE  
6620 Sewells Point Road

MEDIC AID  
612 Colonial Avenue

MONTGOMERY WARDS  
Janaf Shopping Center

NAVAL OPERATING BASE  
EXCHANGE  
Naval Operating Base

J.C. PENNEY'S  
12 Southern Shopping Center

J.C. PENNEY'S  
Military Circle Shopping  
Mall

J.C. PENNEY'S  
254 Monticello Ave.

PEOPLES DRUG STORES  
Janaf Shopping Center

PEOPLES DRUG STORES  
Wards Corner

PEOPLES DRUG STORES  
32 Downtown Plaza Shopping  
Center

PEOPLES DRUG STORES  
Colley Village Shopping  
Center

REVCO  
6204 N. Military Highway

REVCO  
Granby Mall

REVCO  
742 W. 21st Street

REVCO  
7530 Granby Street

RICES NACHMAN'S  
Janaf Shopping Center

RICES NACHMAN'S  
Wards Corner

ROSES  
729 W. 21st Street

ROSES  
Wards Corner

ROSES  
Roosevelt Shopping Center

ROSES  
6171 Sewells Point Road

THALHIMER'S  
Military Circle Shopping Mall

THRIFT SHOP  
5 Points Norview

T.J. MAXX  
Janaf Shopping Center

WESTERN AUTO  
Downtown Shopping Plaza

WOOLCO  
4251 E. Little Creek Rd.

WOOLWORTH'S  
Downtown Shopping Plaza

WOOLWORTH'S  
Southern Shopping Center

WORNOM'S  
Military Circle Shopping  
Mall

UNCLAIMED FREIGHT CO.  
Lakeland Shopping Center

ZAYRE  
Little Creek & Meadow  
Creek Rds.

0409 HARDWARE

AMERICAN GUARANTEED LIGHTING  
5728 Ward Avenue

BARNETT'S HARDWARE  
108 W. Little Creek Road

ROBBIE'S TRUE VALUE  
Janaf Shopping Center

SMALL'S TRUE VALUE  
HOME CENTER HARDWARE  
43rd St. & Hampton Blvd.

0410 HOME FURNISHINGS

A. LEVY & SONS  
Downtown Shopping Plaza

CROCKIN LEVY  
500 Granby Street

EXCHANGE FURNITURE STORE  
800 Tidewater Drive

VIRGINIA FURNITURE  
Downtown Shopping Plaza

0411 HOTEL, MOTEL & LODGING SERVICES

ADMIRALTY HOTEL  
1170 N. Military Highway

LAKE WRIGHT  
6280 Northampton Blvd.



0412 INDUSTRIAL & INSTITUTIONAL MARKETING

BROUDY KANTOR DISTRIBUTORS  
3501 Princess Anne Road

DOMINION OFFICE PRODUCTS  
709 Boush Street

GORDON METALS  
3501 County Street

LEVINE INDUSTRIES  
Princess Anne Road

NAVAL OPERATING BASE  
SUPPLY CENTER  
Naval Operating Base

NAVAL OPERATING BASE  
WAREHOUSE 313  
Naval Operating Base

NORFOLK COMMUNITY HOSPITAL  
Corprew & South Street

NORFOLK GENERAL HOSPITAL  
600 Gresham Drive

MASSACHUSETTS MUTAL LIFE  
INSURANCE CO.  
Citizen's Trust Building

PELTZ BROTHERS  
3499 Inventors Road

SMITH DOUGLAS CHEMICALS  
5100 E. Virginia Beach Blvd.

SUMMIT SALES  
1301 Ingleside Road

WOOD OFFICE SUPPLY  
1532 Norview Avenue

0415 PERSONAL SERVICES

ABBY GARAGE  
6113 Chesapeake Blvd.

B & B RENT IT  
6916 N. Military Highway

BUDGET RENT A CAR  
6400 N. Military Highway

CLOCK HOUSE INC.  
806 Harrington Avenue

COLORCRAFT  
700 W. 21st Street

MC INTOSH STUDIO  
701 W. 21st Street

NINE MINUTE CAR WASH  
19th & Monticello Ave.

SUNLIGHT CLEANERS  
Downtown Shopping Plaza

0418 RECREATION MARKETING

ABEL FRAME & ART SUPPLY  
Wards Corner  
7510 Granby Street

AMERICAN HANDICRAFT  
1516 Johnston's Road

CAMERLAND  
7536 Granby Street

CARDS & GIFTS GALORE  
21 Southern Shopping Center

CARDS & GIFTS GALORE  
56 Janaf Shopping Center

CIRCLE 6  
Military Circle Shopping Mall

FAIRLAINE BOWL  
6820 N. Military Highway

GRUBB STAMP & PRINTING CO.  
210 W. Bute Street

JANAF CINEMA  
Janaf Shopping Center

K & K TOYS  
7542 Granby Street

K & K TOYS  
Military Circle Shopping Mall

MOONEY'S SPORTING GOODS  
Janaf Shopping Center

MOZART MUSIC  
436 Granby Mall

PET'S N THINGS  
19 Southern Shopping Center

SARAH'S HALLMARK SHOP  
140 E. Little Creek Road

TIDEWATER DINNER THEATRE  
6270 Northampton Blvd.

TRACKS RECORDS & TAPES  
Granby St. & Little Creek Rd.

TURPIN FLORIST  
28 Southern Shopping Center

VARIETY RECORDS  
Military Circle Shopping Mall

WALDEN BOOKS  
Military Circle Shopping Mall

WARDS CORNER BOOK STORE  
7524 Granby Street

0420 BUSINESS SERVICES

ANNIE'S GAZETTE  
1500 E. Little Creek Road

BALDWIN & GREGG  
620 May Avenue

CONSOLIDATED PAWN SHOP  
411 Granby Mall

LANDMARK COMMUNICATIONS  
150 W. Brambleton Ave.

LITTMAN'S PAWN SHOP  
201 E. City Hall Ave.

MINUTE MAN PRESS  
6204 N. Military Highway

THE VIRGINIAN PILOT-LEDGER STAR  
150 W. Brambleton Avenue

NORFOLK PUBLIC SCHOOLS  
COMMUNITY SURVEY

Teacher Coordinator: \_\_\_\_\_

Date: \_\_\_\_\_

Business Name, Location & Type	Person Contacted Name & Position	Information Regarding Use of D.E. Students				Targeted Job Tax Credit		Present or Future Job Openings	
		Past	What City	Future	Grad.	Now Aware	Influ. to Hire D.E.?	Type	When

COMMUNITY SURVEY FORM

APPENDIX B

## Norfolk Public Schools

45

SCHOOL ADMINISTRATION BUILDING POST OFFICE BOX 1357  
NORFOLK VIRGINIA 23501

July 25, 1980

## MEMORANDUM:

TO: D. E. and I. C. T. Teacher/Coordinators

FROM: Dr. Shirley B. Wilson, Assistant Superintendent, Region I  
Dr. Gene R. Carter, Assistant Superintendent, Region II  
Dr. Jesse L. Allen, Assistant Superintendent, Region III  
Mr. Robert A. Cornatzer, Supervisor, Distributive Education

COPY TO: Principals - Senior High Schools and NTVC

SUBJECT: Community Survey 1980

The one month extended contract for D. E. and I. C. T. coordinators is for the purpose of searching the community for training stations in which to place cooperative education students. With the economic conditions that exist at this time, it is imperative that you conduct a complete community survey to insure placement of each of your students.

Please maintain the attached daily log of your efforts. Complete all information requested to allow us some needed data. The logs should be turned in to Mr. Cornatzer on August 28, 1980 at your inservice meeting.

bd