the legacy project:

John F. Flanagan

by John F. Flanagan and
Johnny J Moye, DTE

Many industrial arts, technology education, and now technology and engineering education leaders have made their mark on our profession. Their legacy is something that members of the profession enjoy and have the responsibility to continue to build upon.

The Legacy Project *provides a focus on the lives and actions of leaders who have forged our profession into what it is today. Members of the profession owe a debt of gratitude to these leaders. One simple way to demonstrate that gratitude is to recognize these leaders and some of their accomplishments. The focus in this issue will be on Mr. John F. Flanagan.*

John Flanagan at ITEEA's 2020 Baltimore conference.

Goodheart-Willcox has a long history of being involved with education. When did that history start, and who were the key players before you that set the direction for the company?

Mr. A. L Dyke was the author of *Dyke's Automobile and Gasoline Engine Encyclopedia* that provided information on how to maintain and repair early cars and trucks. He self-published the book beginning in 1913, but the task had become so time-consuming to publish, promote, and sell that he approached others to assume the various responsibilities. The Goodheart-Willcox Company was founded almost 100 years ago in 1921 when Mr. William Goodheart and Mr. Charles Willcox formed the company to publish *Dyke's Encyclopedia* and acquire other books to fill out the line. My father-in-law, Floyd Mix, purchased Goodheart-Willcox in 1949 and shifted the direction from do-it-yourself to focus on providing educational content for schools.

I joined the company in 1968 as an editor right after earning my MBA. My father-in-law told me I didn't know anything practical, so he *strongly* suggested I attend evening and weekend adult education classes to learn welding, reading blueprints, drafting, woodworking, graphic arts, metalworking and machining, electricity and electronics, and auto mechanics. Participation in those classes provided tremendous insight into delivering hands-on, minds-on instruction, allowing me to improve the content and delivery of Goodheart-Willcox's model built on practical lessons for what evolved into STEM and CTE curriculums. Participating in those classes permits me to conduct intelligent conversations with practicing teachers, instructors, or educators while understanding their issues and achievements.

I was fortunate enough to have been elected to the Board of Education for my local high school district and to serve for 12 years while our children attended classes. From that experience, I can relate to assembling school budgets, dealing with parents and the community, celebrating amazing student achievements, and living through some uncomfortable situations. It takes more than a great textbook to deliver first-class instruction that enables students to problem-solve, work together, learn leadership skills, and pass certification tests. Education takes place when the teacher uses all their skills and tools to connect with students, so they are successful in achieving the learning outcomes and goals of the class.

John F. Flanagan

Goodheart-Willcox Publisher (June 1968–June 2020)

Place of Birth:	Chicago, Illinois
Degrees:	Wabash College, AB, Economics University of Michigan, MBA, Finance & Marketing
Occupational History:	Goodheart-Willcox Publisher - Editor, Treasurer, Vice President, President, Chair of the Board of Directors, Chief Executive Officer
Happily Married to:	Patti Mix Flanagan

What was the G-W original goal/mission; do you still have those same ideals?

The early goal and tag line for Goodheart-Willcox was publishing "Useful Books" with the objective of providing easy-to-understand basics and instruction so the reader could master the topic described by the title. As the world has grown more complex, and with technology advancing at an ever-faster pace, the company still adheres to the objective of providing easy-to-understand content and instruction so the student can master the subject matter. Now, in place of a tag line describing the product, our Mission is "*We Build Careers*," focusing on the objectives of the instructors and the students. Goodheart-Willcox provides the learning tools used in what I call *Hire Education,* where successful completion of the course using our content will transform a student into a productive and knowledgeable technician or graduate. What has changed is the packaging—going from a single-volume textbook to now offering print and digital textbooks as well as workbooks, lab manuals, test software, PowerPoints, animations, simulations, and Online Instructors' Resources.

How has your publishing direction changed with education advances?

Education marches forward to improve the alignment of what graduates have learned or experienced to meet the needs of employers or society. Following the Manual Arts movement, Goodheart-Willcox published titles in welding, carpentry, or refrigeration/air conditioning for the vocational approach or published titles in woodworking, art metals, metalworking, plastics, or electricity for the Industrial Arts approach. Many of those early "vocational" titles have been revised through the years and remain as the leading instructional materials in the Career and Technical Education field today. Goodheart-Willcox continues to successfully publish CTE products in its third generation of authors and the titles in the teens and early twenty editions. An early eleven-book *Build-A-Course* series developed for the Industrial Arts curriculum covered drafting, woodworking, metalworking, electricity, electronics, graphic arts, ceramics, plastics, art metals, and leathercraft. In the early years, Goodheart-Willcox took Polaroid pictures using a prop at the AIAA national meetings—some readers may remember these?

The next shift in direction came more of a result of a reorganization than of a breakthrough, with content being classified around four clusters of construction, manufacturing, communication, and power

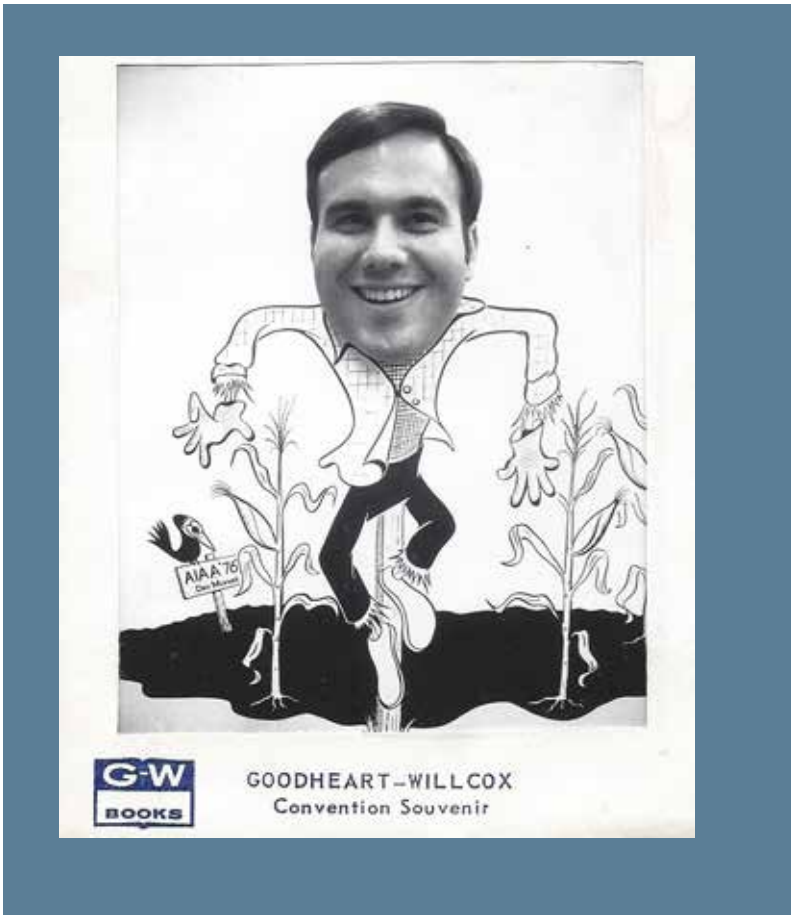
& transportation. Goodheart-Willcox published content in these updated clusters aimed at the introduction or exploration level for middle schools, with more comprehensive content for the high schools. In addition, the company continued to revise and refresh titles for drafting, electricity and electronics, small gas engines, etc. for those instructors who continued to teach these traditional areas. Moving forward, Goodheart-Willcox next provided textbooks, student supplements, and instructor supplements for Technology Education, with differentiated products for the middle school exploration level and for the more comprehensive high school level. Many of the new technology courses were offered in traditional labs or shops where equipment had to be repurposed to provide hands-on activities.

Today's offerings include titles such as *Foundations of Engineering and Technology*, *Engineering Fundamentals–Design, Principals, and Careers*, and T*echnology–Engineering Our World* that introduce students to more advanced topics such as technological systems, design, the math and science concepts found in STEM, materials, computers, modelling, and testing. The forward-looking engineering titles join other topics such as *Architecture–Residential Drafting and Design, Modern Carpentry, Modern Cabinetmaking, Video Game Design, Networking Fundamentals, Machining Fundamentals, Industrial Robotics, Exploring Drafting, AutoCAD and Its Applications, Electricity and Electronics,* and *Programmable Logic Controllers*. Educators can use these resources to design courses and curriculums that appeal to students and align with community needs. Goodheart-Willcox is the proud sponsor of the Teacher Excellence Recognition program during the ITEEA international conference, just as the company has done for the past 39 years.

Looking ahead to what comes next? We will continue to keep a sharp eye on the impacts that could cause a change of direction. Be assured that Goodheart-Willcox is ready to provide the curriculum content and leadership to support classroom or remote instruction. While this field has evolved from Industrial Arts to Industrial Technology to Technology Education to Technology and Engineering Education, the company has also branched out to publish for Family and Consumer Sciences, Agricultural Education, Business, Career Education, Health Sciences, Health Education, Culinary, and most of the career clusters.

The pandemic will continue to cause education and its delivery system to adjust. How will Goodheart-Willcox adjust to stay in sync with those changes?

In mid-March, the reaction to the pandemic virus changed "business as usual" for Goodheart-Willcox and our customers. To prevent the rapid spread of the virus, national and state leaders mandated social distancing and shelter-in-place orders, resulting in new work/life patterns. Goodheart-Willcox was designated as an Essential Business for delivering educational resources to thousands of students remotely. In order to balance the needs of the business with the health and safety of the workforce, we quickly set up employees to work remotely. Leadership implemented new



guidelines for the Distribution team, with half of the employees coming into the warehouse every other day to continue shipping orders on a daily basis. The Customer Service team continued operation, with half working remotely and half coming into the office on an every-other-day basis to process orders, develop quotes, reply to inquiries, and provide the services our customers expect. The Educational Consultants on the sales team quickly applied technology to continue communicating with key customers and contacts. All other employees continued with their functions, working from their homes to serve our customers. As the busy summer shipping season approached, with schools and colleges needing instructional materials for the start of the fall semester, in late April all of the Distribution team and all of the Customer Service team returned to the office and warehouse to serve customers. The Company anticipates many other employees returning to the office after working remotely through July since so many summer programs have been cancelled and the traditional summer school/summer camps are not available during the summer of 2020.

Goodheart-Willcox's traditional educational customers were immediately faced with new challenges when their classroom environments were shuttered and instruction had to be delivered remotely. Goodheart-Willcox quickly responded to accommodate those programs that had been built around print textbooks by providing over 268,000 free 90-day access codes for digital content in March and April so students could complete their semester remotely. The Digital Media team supported those educators requiring coaching and training. Looking ahead, we expect a more intense transition

away from print products to digital delivery of content following educators' acceptance of technology after leaving their traditional classrooms.

The company has been steadily investing in infrastructure to support the changing needs of customers. The ability to transition the majority of the workforce to perform in remote environments and to support customers with products and platforms to manage online remote learning would not have been possible without the ongoing commitment to investing in technology and workflow improvements. That being said, the quality of the standards-based content provides the greatest value to our customers, whether it is delivered in print or online. Goodheart-Willcox is committed to developing strong partnerships with outstanding authors, subject matter experts, and industry associations to continue our 100-year tradition of providing quality, relevant content that helps build careers.

You are a leader in the technology/engineering profession because of your integrity, constant support of organizations and teachers, and foresight for the future. Please share your thoughts for teachers who are attempting to map their future and the direction of instruction in their classrooms. What has worked for you that can also be applied to their careers?

When I was a volunteer firefighter and participating in a physical fitness program run through a local hospital's cardiac rehabilitation program, a sign above registration read "*To rest is to rust.*" For CTE and STEM teachers, it is essential to never rest when there is an opportunity to learn more and experience more to advance in your chosen field. Graduation with a college or university degree is just the beginning. Get deeply involved in your profession. Join your state's association, and don't just be a participant, strive to achieve a leadership position. Attend and become active in ITEEA. Look to local service projects where you and your students can contribute time and effort to make a difference. Become an advisor for TSA or other CTE student organizations. Look for an opportunity to be a guest at the Mississippi Valley Technology Teacher Educator meeting or research getting nominated for membership in Epsilon Pi Tau, the honorary for this curriculum field. Always try to find ways to promote your students and your program in the local media and on social media so the community knows and understands the importance of STEM education and career education for developing the technicians/leaders/entrepreneur of tomorrow.

If you are reading this article, it means that you are associated with some of the finest individuals on the planet. The educators delivering STEM education or CTE education have the future of our world in front of them every day. It is an awesome responsibility to shape and train young minds and hands that will be delivering the solutions and services to make our society stronger and better. Our Mission at Goodheart-Willcox is "*We Build Careers,*" and you can count on us to provide the tools you need to be successful in your classroom today as you prepare students for tomorrow.

It is beneficial for current (and future) leaders to read about the issues that existed and how they were addressed "back in the day." In a few months the next interview will appear in this journal. If you have a suggestion of a leader to recognize, contact Johnny Moye at the email below with that person's name and contact information.

John Flanagan *has loyally served Goodheart-Willcox Publisher in many capacities to deliver hands-on, minds-in instructional resources for educators and students in various curriculum areas, starting with Industrial Arts and proceeding up through STEM and CTE today. He is sharply focused on creating textbooks and supplements to provide resources for teachers and future opportunities for students. John enjoys attending conferences to visit with instructors, traveling with his wife of 54 years, scuba diving, and supporting his family and grandchildren (not necessarily in that order).*

Johnny J Moye, Ph.D., DTE, *serves as ITEEA Senior Fellow. He is a retired U.S. Navy Master Chief Petty Officer, a former high school technology teacher, and a retired school division CTE Supervisor. Johnny can be reached at johnny-jmoye@gmail.com.*