Advisory Committee Handbook

COLLEGE OF
MARIN

FORWARD

Today's rapidly changing demands in the labor market require close communication between educational entities and the communities they serve. This is especially true when it comes to Career and Technical Education (CTE) Programs. CTE Programs are directly related to preparing, upgrading or re-training students on hands-on knowledge that demonstrate mastery (as opposed to an associates or baccalaureate degree). CTE Programs often times offer specialized and general certificates that indicate expertise in the field.

Excellence in CTE is the goal of instructors, administrators and industry partners, who volunteer as Advisory Committee members. The gathering of employers and educators on Advisory Committees provides a format for sharing industry-related information and ideas.

Program Advisory Committees are organized to provide **advice and assistance** to program instructors and administrators. To ensure students are learning the most current skills, employers play an integral role in designing and updating curriculum.

WHAT IS A PROGRAM ADVISORY COMMITTEE?

A program Advisory Committee is a representative group of industry partners whose experience and abilities represent a cross section of a particular occupational area or discipline. The primary purpose of a program Advisory Committee is to assist and provide recommendations to the college in establishing and evaluating programs. It is the responsibility of the Advisory Committee to ensure the program is serving the needs of students, the local businesses and industries, and to provide expertise pertaining to technological and subject matter changes.

WHY ARE PROGRAM ADVISORY COMMITTEES NEEDED?

Committees are needed:
• to provide an opportunity for discussion among people in education, business and industry
• to focus on how to improve Career and Technical Education (CTE)
• to strive to improve the relationships between CTE, business and industry
• to provide expertise to the program by reviewing curriculum, facilities, budget, student competencies, and student placement in related occupations

Requirements:
• Local schools and institutions that operate CTE programs and receive state and federal funds are required by the Career and Technical Education Act (CTEA) to establish and operate program Advisory Committees.
• Each CTE industry Advisory Committee is expecting to meet a minimum of twice per year; *once in the fall semester and once in the spring semester.*

WHAT ARE SOME COMMITTEE ACTIVITIES & RESPONSIBILITIES?

Responsibilities:
• attend and participate in meetings
• suggest and develop agenda items
• develop goals and objectives for the program
• review, analyze and provide recommendations for program
  improvement
• respect the rights and opinions of other committee members
• promote CTE programs

The program Advisory Committee can assist with the following activities:

Curriculum Development:
• reviewing curriculum materials for state-of-the-art content
• identifying competency levels and performance standards
• identifying employability skills
• reviewing textbooks and other instructional material

Public Relations:
• obtaining effective media coverage
• being visible in support of programs during public and special events
• recommending technical resource personnel
• providing classroom speakers from business and industry, providing tours and field trip
  experiences
• securing additional funding and donations for materials and equipment

Job Placement:
• assisting students with cooperative training opportunities and internships
• communicating potential job openings
• providing information and data related to employment demands

Recruiting:
• assisting in recruiting faculty
• assisting in recruiting new students
• assisting in recruiting new Advisory Committee members

Program Evaluation:
• reviewing goals/objectives of the CTE program
• examining outcomes relating to quality and quantity of graduates and job placement
• participating on program evaluation teams
• assuring that programs are up-to-date and technologically current

MEMBERSHIP & MEETINGS

There is no fixed number of members that will satisfy all situations. The membership should be large enough to represent the discipline and be able to function effectively and efficiently. It is

optimal for membership to be between five and seven industry partners who represent all aspects of the discipline.

To ensure continuity in membership, newly organized committees or restructured committees should select members for one, two, or three year terms. Committee members may be re-appointed.

To avoid potential conflicts of interest, committee membership should: be encouraged to be non-instructional representatives of the community, business and industry; have recent related experience; be available to serve their full term; and, have an interest in education. If it becomes necessary to use instructional faculty as committee members, those members should recuse themselves from any vote that creates a conflict of interest. Current and former students now employed in the field - or as required by external licensing/accrediting organizations - may also be appointed to the committee.

A chairperson for the Advisory Committee may be selected from the business membership. The committee chairperson is responsible for facilitating the meeting and preparing the agenda in collaboration with the department chairperson, program coordinator or designated faculty member. The agenda must be forwarded to the Dean of Career Education and Workforce Development.

The department chairperson, program coordinator or designated faculty member, in collaboration with the committee chair, is responsible for developing a schedule of meetings for the academic year. Each committee is required to meet at least once per academic year, but twice per academic year is preferred (once in the fall semester and once in the spring semester). A quorum (50% of the official membership + 1) of the membership must be present in order for a meeting to be official and to conduct business. Proxy voting is allowed with written confirmation made to the committee chairperson.

Meetings are open to all interested faculty, staff, administrators or other college officials, educational partners and interested individuals.

HOSTING THE MEEETING

Meetings should be held on the college campus or in one of the businesses represented on the Advisory Committee. Meetings on campus are preferable when reviewing or discussing facilities, equipment, or technology.

Meetings may also be held using web conferencing software (conference calls, via Zoom, etc.).

The following is a list of additional stakeholders that should be invited to all Advisory Committee meetings:

College Community

- Dean of Career Education and Workforce Development
- Department Chair
- Program Coordinator
- Instructional faculty (full and part time)
- Instructional support staff
- Work Experience Department representative or Internship Coordinator
- Director of Outreach & Partnerships
- Counseling Department Chair or designated representative

Educational partners
- Marin County Office of Education designated representatives
- High School Pathways designated representatives
- 4 year institutions designative representatives
- Related/interested education organizations
- Grant Partners

Others as a courtesy
- President/Superintendent
- Senior Vice President of Student Services and Student Learning
- Assistant Vice President for Instructional Support
- Associate Vice President of Director of Institutional Research or designated representative
- Workforce Investment Board Representatives
- Marin Adult Education Consortium Coordinator
- Marin County Job Link representatives (Marin Employment Connection)

AGENDAS & MINUTES

A copy of the agenda must be submitted to the office of the Dean of Career Education and Workforce Development at least **10 days in advance** of all Advisory Committee meetings.

The department chairperson, program coordinator or designated faculty member is responsible for obtaining minutes of each meeting. Minutes should be submitted to the supervising administrator and the office of the Dean of Career and Technical Education and Economic Development within **two weeks following each meeting**.

Minutes should contain a list of members in attendance, those not present, invited guests and a review of the agenda items discussed and outcomes, as well as a record of all recommendations.

Agendas and Minutes of meetings will be posted on the CTE web page.

APPENDIX A

SAMPLE OF MEETING NOTICE

1st NOTICE TO "SAVE THE DATE"

Dear Advisory Member,

This email is to request you **SAVE THE DATE for the next** *(Identify Program)* Advisory Committee Meeting

The *(Identify Program)* Advisory Committee is scheduled to meet on Tuesday, October 9, 20XX from 11am – 1:00pm at (location). Lunch will be served.

An agenda and directions will follow. If you have any questions or comments please contact me.

Thank you.

2nd NOTICE OF MEETING (include PARKING PERMIT, MAP, AGENDA)

Dear Advisory Member,

We appreciate your ongoing support of our program. The *(Identify Program)* Advisory Committee Meeting will be held on Tuesday, October 9, 20XX from 11am – 1:00pm at (location).   Lunch will be served.

Attached please find the minutes of the last meeting, agenda, parking permit and map.

Please RSVP by (insert date). If you have any questions or comments please contact me.

Thank you.

APPENDIX B AGENDA TEMPLATE

(Identify Program) Advisory Committee Meeting
Time
Date
Place

1. Call to Order (Committee Chair)
2. Welcome/Introductions
3. Approval of Minutes from Last Meeting
4. Public/Industry Comments
5. Unfinished Business
    a.
6. New Business
    a.
7. Discussion Items:
    a. Industry Updates
    b. Department Update
    c. Dean's Report
    d. COM Update
8. Action Items:
    a.
9. Adjournment

(Identify Program) Advisory Committee Meeting
Time
Date
Place

MINUTES of the (Insert Date) Meeting

Members in Attendance:
(Was there a quorum? If not this is not an official meeting and nothing may be voted on or approved)

Members Absent:

Faculty and Staff in Attendance:

Invited Guests in Attendance:

1. Welcome/Introductions – XXX, opened the meeting at 10:00 a.m.
2. Approval of Minutes of Last Meeting – M/S/P to approve as submitted.
3. Public/Industry comments
4. Unfinished Business
      a.   Discussion Items
5. New Business
      a.
6. Action Items
   a) Comments, concerns from the floor – None
7. Adjournment

NOTE: The next (Identify Program) Advisory Committee meeting will be held (Insert Date)

APPENDIX D

SAMPLE MEMBERSHIP LIST TEMPLATE

LAST NAME	FIRST NAME	TITLE	ORG.	ADDRESS	PHONE	EMAIL ADDRESS
Doe	John	Manager		1400 Ignacio Blvd, Novato, CA 94949	707-555-1234	name@cxxx.net
Smith	Margret	Director Staff Development	Spring Lake Village	5555 Montgomery Drive San Rafael, 95409	707-555-5678	name@xxx.org
Garcia	Juan	Director	Multi-Cultural Child Dev. Ctr.	PO Box 7346, Kentfield, CA 95407	707-555-9101	name@xxx.com