



San Diego Community College District

City College · Mesa College · Miramar College · College of Continuing Education

Career Education Industry Advisory Committee Member Responsibilities

Career Education Industry Advisory Committees play an essential role in ensuring program content, materials, and equipment are aligned with industry needs. The Industry Advisory Committee is meant to ensure the bridge from curriculum and student success to industry and employment is strong.

Industry advisory committee members advise on and inform career education curriculum development, including new program development and modifications to existing programs. Advisory committee members are expected to be knowledgeable about the program and industry needs, advocate for regular improvements, and advise on all program elements.

Purpose of Career Education Industry Advisory Committees

Industry Advisory Committees are needed to:

1. ensure students are trained with the knowledge, skills, and abilities needed by employers
2. ensure curriculum design and improvements are industry-informed and aligned to current industry standards and needs
3. maintain a continuous connection with industry for the benefit of students and the growth of a diversified student pipeline from education and training to employment

Advisory Committee Functions

The primary functions of Career Education Advisory Committees are:

1. To study the educational needs of a specific occupational program and to make recommendations to the College program faculty and administration relating to these needs. Such recommendations may be included in the program's academic program review.
2. To interpret the program to the communities served and the communities' needs to the College.
3. To furnish specialized information and advice on technical requirements for the effective operation of the program.
4. To provide channels of communication between the College and the various

- organizations and agencies of the community interested in the program.
5. To further a cooperative relationship between the College and the resource agencies of the community in support of the program.
 6. To monitor, document, and discuss how students are progressing toward the competencies, objectives, and student learning outcomes identified for the particular program(s)
 7. To support a diverse workforce through the development and maintenance of a strong student pipeline from education and training to employment.

Primary Responsibilities of Industry Advisory Committee Members:

1. Curriculum Content Advisement

- Provide insight regarding curriculum and training need from potential employers of our students
- Do graduates possess the entry-level job skills needed by employers?
- Advising on content (not teaching method)
- Forecast trends in the field so that curriculum can be created to reflect these trends
- Provide insight for the local program review process

2. Career Guidance

- Engage in Work-Based Learning activities within the curriculum and outside the classroom. Help design opportunities for students to gain career experience while enrolled
- Sponsor or assist with Career Days
- Serve as guest speakers regarding job opportunities and expectations of employers
- Conducting mock interviews
- Provide insights regarding internships and other work experience opportunities (mentoring, job shadowing, externships, apprenticeships).

3. Other

- Provide insights and help establish standards regarding equipment and software purchases
- Contribute to community/public relations for the College and the CTE program to boost enrollment
- Enhancing professional development for CTE faculty
- May also provide financial, legislative, and moral support for the CTE program

Industry and employer representatives are expected to:

- Attend meetings, participate in committee discussions, and serve on subcommittees as appropriate
- Carefully study any problem which comes before the committee prior to committing to a final decision
- Be available for consultation