

# CTE Advisory Committee:

Engagement, Recruitment, and Meaningful  
Partnerships for Student Success

FLEX WORKSHOP

#6526

Wednesday, April 15, 2021

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## Workshop Objectives:

- 1) Provide an overview of advisory committee guidelines and requirements
- 2) Provide examples of well-functioning advisory committees
- 3) Provide space to explore challenges and opportunities for strengthening advisory committees for student success



## Agenda:

1. Districtwide Advisory Committee Handbook
2. Examples & Promising Practices
3. Discussion:
  - a. What are the most challenging issues you have with advisory committees?
  - b. What advice or tips do you have?

# Districtwide Handbook

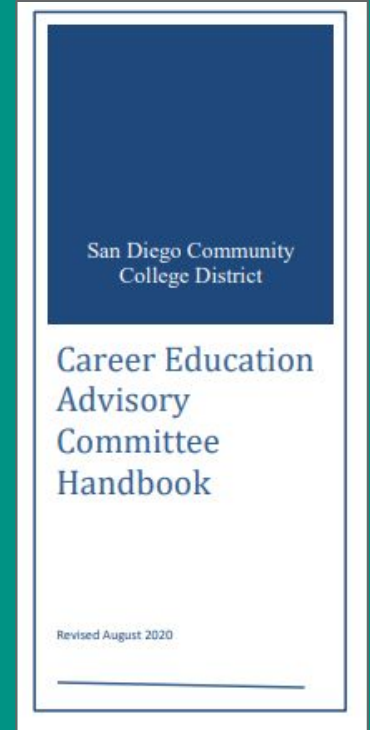
## Career Education Advisory Committees

### Updated fall 2020

- Refresh of existing handbook
- Informed by faculty representatives from each institution
- Includes templates and additional resources

### Topics include:

- Purpose and Functions
- Structure - Roles and Responsibilities
- Committee Management
- Resources and Reference Materials



# The “Why” behind Career Education Advisory Committees

- Student Success
- Alignment
- Relevance
- Recruitment

Education Code §8070,  
Article 3:

Committees are maintained  
for the purpose of  
continuous exchange  
between professional  
educators and those in the  
private and public industry  
sectors

## Purpose and Function

Industry Advisory  
Committees are  
needed to:

- Ensure students are trained with the knowledge, skills, and abilities needed by employers (**student success**)
- Ensure curriculum design and improvements are industry informed and aligned to current industry standards and needs (**alignment**)
- 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 (**relevance and recruitment**)

## Purpose and Function

### Industry Advisory Committees should...

- Understand the program intent, goals, needs, and course components
  - Make recommendations for increased alignment
  - Advise on technical requirements
- Provide channels of communication between the college and various organizations and agencies
- Monitor and discuss how students are progressing toward the competencies, objectives, and student learning outcomes
- Support a diverse workforce pipeline from the program to employment

## Purpose and Function

## Committee Structure

- Majority of committee members must be industry and/or employer representatives
- Committee should reflect composition of the community's businesses:
  - Small, medium, and large companies
  - Technicians, supervisors, and management
  - Ethnicity and gender – reflective of the diverse student body



## Purpose and Function

## Committee Structure

### Required Stakeholders

- Industry
- Employers
- Faculty
- Student and/or Alumni (required for Perkins)

### Recommended:

- Career education administrator
- Regional Director for relevant sector(s)
- Professional association or chamber
- Counselor
- WBL
- Four-year institution
- K12
- Noncredit and college faculty

## Committee Management

### Industry / Employer Role(s)

- Attend meetings, participate in discussions, and serve on subcommittees
  - Voting members
- Be available for consultation
- Advise on curriculum
- Provide career guidance
- Provide industry insights
- Help establish standards regarding equipment and software
- Contribute to community/public relations
- Enhance professional development for faculty
- May provide financial, legislative, and moral support

## Committee Management

### Industry / Employer Role(s)

#### Committee Chair

- Advisory committee shall select a chairperson to conduct the meeting
- Committee chair shall be an employer or industry representative
- Chair may be re-elected every 2 years

## Committee Management

### Faculty Role(s)

- Submit items for advisory committee meeting agendas
- Attend meetings, participate in discussions, complete committee assignments, and serve on subcommittees
  - Non voting members
- Provide program and college data for advisory committee review
- Review all recommendations - curriculum changes, etc.

## Committee Management

Lead Coordination &  
Support

### Appoint Someone for the following Tasks:

- Primary point of contact for the Chair
- Agenda development
- Note-taking/preparation of meeting minutes
- Meeting minute distribution
- Committee member list management
- Action item tracking and follow-up

## Committee Management

### Voting

- Quorum consists of 4 voting members
- Voting members consist of representatives from business, industry, or government
- All contract and adjunct faculty, counselors, administrators, staff, and current students shall serve as non-voting members
- Typical items for voting:
  - Recommendations for new, revisions, and deactivation of courses or programs
  - Recommendations for purchase of equipment, supplies, or materials
  - Recommendations for grant funded activities and proposals (Perkins, SWP, etc.)

## Committee Management

# Requirements

- **Frequency**
  - Committee meets a minimum of once a year (Recommended: Once per semester)
- **Maintenance of Records:**
  - Membership list
  - Meeting agendas
  - Meeting minutes
  - Evidence of participation
- **Board Submission of Membership**
- **Sharing of key information:**
  - Degrees and certificates – course and program descriptions with learning outcomes and student data – completion, success, retention, demographics
  - Program changes, purchases, and improvements
- **Distribution of Responsibilities:**
  - Employer responsibilities

## Committee Management

### Essential Topics & Resources

- Industry updates and employer needs
- Review of labor market information
- Essential knowledge, skills, and abilities for employment
  - Review course sequencing and program goals
- WBL opportunities and programming
- Student success data
  - Program completion and employment
  - Retention and success
- Assessment of committee accomplishments, action items, recommendations, and achievements
  - Committee Self-Assessment tools available





## Examples & Promising Practices

1. Creating an engaged Advisory Committee
2. Developing Relationships
3. Managing the Logistics
4. Effective ideas for hosting meetings
5. Using committee members to promote your programs

## Promising Practices

### Creating an engaged Advisory Committee

- Hold a beginning of the year meeting to review your plan for the new year and introduce new members.
- Craft strategic, action oriented agendas.
- Moving from updates to action and decision making/actual advising
- Create engaging discussions and have them vote on them!

## Promising Practices

### Developing Relations

- Relationship Management
  - Pre and Post Meeting Communication
  - Setting Expectations
  - Assign tasks
  - Take them on tours of the College.
- Show gratitude by recognizing their involvement.

## Promising Practices

### Managing Logistics

- As volunteers, advisory board members are giving of their time for meetings so it is important to make the meetings not only valuable, but also comfortable and enjoyable.
  - Provide College Swag
  - Provide opportunities to meet other individuals of influence.
  - Social events - District Advisory Board Annual Event!

## Promising Practices

### Effective Strategies for Hosting Meetings

- Each meeting should provide the members with info and knowledge they don't already have.
- Each meeting should educate each member on an issue before soliciting their input on how to do better.
- Each advisory board meeting should have multiple times in which you are asking for advice, feedback, and counsel from the members.

## Promising Practices

### Leveraging Committee Members for Program Promotion

- Networking Contacts
- Sponsorships
- Employment/Volunteer Opportunities for Students
- Access to Facilities or equipment.
- Marketing of the Program to other volunteer organizations they serve on.
- Adding their impressive bio's to your program page.
- Scholarship Opportunities.



## Discussion

What are the most challenging issues you have with advisory committees?

What advice or tips do you have?

# Additional Resources

- [Advisory Committee Membership List Template](#)
- [Industry Member Representative Responsibilities](#)
- [Employer Benefits of Serving on a Committee](#)
- [Agenda / Meeting Minutes Template](#)
- [Effective Meeting Practices Guide](#)
- [Employer Inquiry Guide](#)
- Committee Self-Assessments:
  - [Partnership Assessment](#)
  - [Roles and Responsibilities Assessment](#)
- Equity Research and Reports for Committee Discussion



# Thank you!

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