



How To Form an Effective Advisory Committee

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Functional and Effective Advisory Committees

- The purpose of this Flex presentation is to equip faculty and staff with the basic understanding and tools to form or enhance their Advisory Committees.
- Advisory Committees are the cornerstone to healthy, stable programs.



California Code of Regulations

Title 5. Education

Division 6. California Community Colleges

Chapter 6. Curriculum and Instruction

Subchapter 7. Occupational Education

Article 1. Vocational Education Contracts

§55601. Appointment of Vocational Education Advisory Committee
by School District Participating in Vocational Education
Program.

Authority cited: Sections 66700 and 70901, Education Code.
Reference: Section 70901, Education Code.

Web address: <http://ccr.oal.ca.gov/cgi->



The Purpose of An Advisory Committee

An Advisory Committee serves a vital role in assisting a vocational program to remain dynamic and in touch with its community.

Only through communication and close cooperation with the community can a college continue to develop and conduct practical and realistic vocational education programs which will prepare students for useful and productive lives.



An Advisory Committee is...

A group of local business and industry experts who meet once or twice a year with the college faculty and administrators of our technical programs.

Shares their expertise and gives us advice on what we should teach our students to prepare them for careers in their fields.



Advisory Committees Provide:

- **advice on skills, knowledge, and attitudes required for occupations,**
- **assist in keeping programs current,**
- **inform the public of services the College can provide,**
- **actively assist in the placement of graduates.**



Primary Responsibilities

Evaluate and Recommend improvements
in:

- Degree and certificate plans
- Program objectives and competencies
- Facilities and equipment
- Software



Other Ways they Assist the College

Help Faculty Locate:

- Qualified part-time faculty
- Internship Sites
- Employment opportunities for graduates
- Quality donations of equipment
- Field trip sites
- Guest speakers
- Opportunities for faculty development
- Support for beneficial legislation



Typical Advisory Committee Functions

- Reviews and makes recommendations regarding program curriculum.
- Identifies the relevant and current specific skills, knowledge and attitudes that should be included in the program.
- Assists in distributing announcements of vocational openings. (Class openings or new faculty positions, etc.)
- Helps develop and implement dissemination of program information to the community.
- Assists in identifying work experience and employment opportunities.



Typical Advisory Committee Functions cont....

- Provides information on changes in labor market and specific employment needs.
- Assists the College in evaluating the effectiveness of vocational programs.
- Assists in community surveys related to vocational education.
- Promotes the program as a good place to get relevant job skills for employment.
- Identifies equipment needs for Carl Perkins IV funding.



Suggested Advisory Committee Membership

- Employers and employees in the field. These should be in addition to adjunct faculty who are employed in the field.
- Current student in program or former graduate who is working in the industry.
- Program coordinator and faculty
- Division Dean or Director
- Adjunct faculty
- Representatives from appropriate articulating schools (high schools, universities, ROP programs)
- Counselor for program
- Others as appropriate: Special populations



Conducting Meetings

- Keep the meeting professional
- Advisory Committee meetings should be conducted with a degree of formality appropriate to the importance placed on the performance of the tasks. (Stay on task, do not ramble these are business professionals)
- Too many rigid rules stifle imagination, ideas, and initiative, whereas too much informality could result in equally wasted time and only incur frustration. Try to achieve a balance between the two consensus.
- Make every effort to start and end the meeting at the **scheduled times**.



Suggested Advisory Committee Activities

- Review of course curriculum and material. Committee members may be asked to respond to the following questions:
 - *Are there revisions, additions or deletions to the knowledge, skills and attitudes required for this course?*
 - *Are the course standards realistic?*
 - *Are we teaching the skills that industry recognizes for entry-level employees in the field.*
- Review of program description from catalog or new brochure. Ask Committee members to comment on:
 - *Completeness of program. Are there new courses or content that need to be added to the program? Are there courses or content that no longer need be required?*
 - *Clarity. Is the program description easily understood?*



Suggested Advisory Committee Activities cont...

- Promote the program. *A champion and voice for positive promotion of the program and college.*
- Identifying and referring of quality adjunct faculty
- Recommend a plan for distribution of program information to employers in the community.
- Report of changes in labor market needs.
- Assist in conducting community surveys.
- Advise in the development and use of cooperative training plans and agreement.
- Assist in the placement of graduates.
- Make recommendations about facility, equipment and supply acquisitions.



Responsibilities of the Advisory Committee Chair

Routine responsibilities of the advisory committee chairperson may include the following:

- **Preparation of the agenda.**
- **Notify the committee members of time and place of the meeting.**
- **Notify the administration of the meeting and provide for representation.**
- **Arrange for a meeting place and parking, permits, if needed.**
- **Provide statistical or descriptive information regarding the educational program.**
- **Keep minutes of all meetings.**
- **Mail minutes to all concerned as soon as possible after the meeting.**

It is usually most comfortable for all if Full-time faculty serve as chair.



Responsibilities of the Advisory Committee Chair cont...

- **As the educators who are seeking assistance, it is the Chairperson's responsibility to state the issues involved in the educational program and present them to the Advisory committee for discussion and recommendation.**
- **Topics discussed at meetings should involve all committee members. This is a communicating process and the opinions and judgment of the Committee members should be sought for improvements, and should be adopted whenever possible.**
- **The achievements of the committee will be in direct relation to the personal interests of the members and commitment made upon it by the College.**
- **Therefore, it is the responsibility of the Chairperson to establish the conditions under which the Committee members may provide the greatest service and contribution to the educational program.**



When is the best time to conduct an Advisory Committee Meeting?

- Ask the group. If this is your first time, you should send out a survey to gauge the best time and location to meet.
- Some meetings are better in the afternoon, using this as an opportunity to have a sandwich together, while others prefer evening discussions over a small dinner.
- However, weekends do not work well due to family commitments.
- Surveys show that the majority prefer Tuesday, Wednesday, and Thursday either afternoon or evening.
- Regardless of when you meet, ensure that you make everyone feel welcome.



Making the Meeting Count

- Start the meeting on time and prepare a formal agenda. No one likes to attend a meeting that is disorganized.
- Showcase the work that you have completed by providing your advisory committee with a tour of your facility.



After the Meeting

- Prepare your minutes and send out to advisory committee members within 48 hours for reviewing and correction as necessary.
 - Minutes are easier to compile right after the meeting, when memories are fresh.
 - In addition, your advisory committee will appreciate receiving meeting minutes so soon after the meeting.



- Certificates of appreciation should be sent to the attendees. You might even consider laminating them for framing and viewing in the customers' lounge. This will be important to your industry members because it lets the community see that the business is participating in the college program.
 - It is also a great way to advertise the program.



- Most importantly, you should stay in contact with your advisory committee.
- Make calendar reminders to contact your committee throughout the year, which will help in advancing the program with donations.
- Seek support and advice on items decided by the committee and act on the items suggested during the meetings.



Benefits of Serving

Inform your committee members of the benefits of serving on your committee:

- Influence what is being taught
- Identify a good source for potential employees
- Identify employee development opportunities
- Learn about college programs and services
- Community service
- Prestige for your company
- Network with others in your field
- Satisfaction of knowing that you make a difference in the lives of our students



Support Materials



Sample of Membership Letter

October 15th, 2007

Dear Committee Member,

On behalf of the faculty, staff, and administration of Antelope Valley College, I would like to sincerely thank you for your participation on the Aircraft Fabrication Program Advisory Committee for 2006-07. Your input and advice are very valuable to us in improving our vocational programs and keeping them relevant to industry needs.

Enclosed, please find a Certificate of Appreciation – just a small token of our sincere gratitude. Also enclosed please find a copy of the minutes from our last advisory meeting. If you would like to suggest any corrections to the minutes, please contact me at (661) 722-6577 or mclinton@avc.edu.

Thank you again for your valuable contribution of time and service.

**Sincerely,
Maria Clinton
Assistant Professor
Aircraft Fabrication Program**



Sample of Meeting Announcement

Dear Advisory Committee Member:

**An Advisory Committee meeting is being scheduled for the Antelope Valley College
[NAME OF PROGRAM] vocational program.**

**We are again seeking input from industry representatives with specialized areas of
expertise. On behalf of the chairperson, [NAME OF CHAIRPERSON], we wish to
invite you to attend or, if need be, to send a representative.**

**The meeting is scheduled as follows: [DAY]-[DATE]-[TIME]
Location: [BUILDING AND ROOM NUMBER]**

**Enclosed is a parking permit for your use as well as a campus map for directions.
We hope you can join us. Your ideas and suggestions will be most welcome!**

Sincerely,

**Maria Clinton
Assistant Professor
Aircraft Fabrication Program**

Enclosures

RSVP - (661) 722-6577

Sample Agenda

Antelope Valley College

(NAME OF PROGRAM] ADVISORY COMMITTEE

[Date/Time/Location]

AGENDA

1. CALL TO ORDER

A. Introduction

B. Approval of Minutes [Insert date of last meeting]

II. REPORT ITEMS

A. Report on Recommendations from Previous Advisory Meeting

B. Program Update

1. Enrollment data

2. Curriculum changes

3. Special projects

4. Student activities

5. Program evaluation/accreditation

6. Graduates / placement

III. DISCUSSION ITEMS

A. Job Placement/Employment Trends

B. Curriculum

C. Recruitment Activities

D. Equipment / Facility Needs

E. Current Industry Trends

F. Student Needs

G. Articulation Activities

H. College Update

I. VATEA / Voc Ed Update

IV. SUMMARY OF RECOMMENDATIONS

V. ADJOURNMENT

TOUR OF FACILITIES (optional)



With proper planning you can develop and maintain a successful advisory committee which will provide support and guidance for your program.

Without guidance, you might find yourself confused.....



Thank you for attending this Flex presentation.

Questions?