

You Need to Create an Advisory Committee -- Now What?

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Academic Senate for California Community Colleges



ACADEMIC SENATE
for CALIFORNIA COMMUNITY COLLEGES

PURPOSE OF AN ADVISORY COMMITTEE

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

Communication and close cooperation with the community are fundamental to developing and conducting practical and realistic vocational education programs.

Programs with Advisory Committees will accurately prepare students for useful and productive lives.

Programs with Advisory Committees can more successfully navigate the rapidly changes tides of technology, funding and enrollment management to better ensure program vitality.

PURPOSE OF AN ADVISORY COMMITTEE – Cont'd

Advisory Committees provide:

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

TYPICAL ADVISORY COMMITTEE FUNCTIONS

- 1. Reviews and makes recommendations regarding program curriculum.**
- 2. Identifies the relevant and current specific skills, knowledge and attitudes that should be included in the program.**
- 3. Assists in distributing announcements of vocational openings.**
- 4. Helps develop and implement dissemination of program information to the community.**

TYPICAL ADVISORY COMMITTEE FUNCTIONS – Cont'd

- 5. Assists in identifying work experience and employment opportunities.**
- 6. Provides information on changes in labor market and specific employment needs.**
- 7. Assists the College in evaluating the effectiveness of vocational programs.**
- 8. Assists in community surveys related to vocational education.**

SUGGESTED ADVISORY COMMITTEE MEMBERSHIP

- 1. Employers and employees in the field. These should be in addition to adjunct faculty who are employed in the field.**
- 2. Current student in program**
- 3. Program coordinator and faculty**
- 4. Department Chair**
- 5. Division / Vocational Dean**

SUGGESTED ADVISORY COMMITTEE MEMBERSHIP – Cont'd

- 6. Representatives from appropriate articulating schools (high schools, universities, ROP programs, programs of study)**
- 7. Representative from similar programs in other regional community colleges**
- 8. Counselor for program**

SUGGESTED ADVISORY COMMITTEE MEMBERSHIP – Cont'd

- 9. Other governmental agencies: WIA/WIBs, EDD, local community councils**
- 10. Foundations: College and other external foundations**
- 11. Related state and local grant participants: EWDP hubs, local Perkins specialists, TAACCCT grantees, etc.**
- 12. Others as appropriate: Former student, College Researcher, Job Placement, Contract Ed, Work Experience, Math, Special populations, English, ESL, Basic Skills or other faculty discipline representatives**

CONDUCTING MEETINGS

Advisory Committee meetings should be conducted with a degree of formality appropriate to the importance placed on the performance of the tasks.

Too many rigid rules may stifle imagination, ideas, and initiative, whereas too much informality could result in equally wasted time and only incur frustration. Try achieve a balance between the two.

Make every effort to start and end the meeting at the scheduled times.

SUGGESTED ADVISORY COMMITTEE ACTIVITIES

1. Review of course outlines. Committee members may be asked to respond to the following questions:
 - a. *Are there revisions, additions or deletions to the knowledge, skills and attitudes required for each course?*
 - b. *Are the course standards realistic?*

2. Review of program description from catalog or new brochure. Ask Committee members to comment on:
 - a. *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?*
 - b. *Clarity. Is the program description easily understood?*
 - c. *Are there new certificates or degrees that could be added making new program derivatives?*

SUGGESTED ADVISORY COMMITTEE ACTIVITIES – Cont'd

- 3. Compile a mailing list for distribution of new brochure.**
- 4. Recommend a plan for distribution of program information to employers in the community.**
- 5. Report of changes in labor market needs.**
- 6. Assist in conducting community surveys.**

SUGGESTED ADVISORY COMMITTEE ACTIVITIES – Cont'd

- 7. Advise in the development and use of cooperative training plans and agreement.**
- 8. Assist in the placement of graduates.**
- 9. 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:*

- 1. Preparation of the agenda. (agenda should be comprehensive and include supporting materials)**
- 2. Notify the committee members of time and place of the meeting. ***
- 3. Notify the administration of the meeting and provide for representation. ***
- 4. Arrange for a meeting place and parking, permits, if needed. ***

** Frequently done in conjunction with the Vocational Dean's office*

RESPONSIBILITIES OF THE ADVISORY COMMITTEE CHAIR

5. a meeting place and parking, permits, if needed. *
6. Provide statistical or descriptive information regarding the educational program. *
7. Keep minutes of all meetings. *
8. Mail minutes to all concerned as soon as possible after the meeting. *

** Frequently done in conjunction with the Vocational Dean's office*

SUPPORTING MATERIALS

SAMPLE POST CARD

- YES, I am willing to serve as an Advisory Committee Member
- NO, I am unable to serve.

PROGRAM: _____

NAME: _____

TITLE: _____

COMPANY/ ORGANIZATION: _____

SAMPLE OF MEETING ANNOUNCEMENT

Dear Advisory Committee Member:

An Advisory Committee meeting is being scheduled for the [NAME OF 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,

**John Q. Administrator
Administrative Dean
Vocational Education**

Enclosures

RSVP – J. Doe (321) 555-1212

SAMPLE AGENDA

YOUR COLLEGE NAME
(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)

You are cordially invited to
attend our
Annual Advisory Meeting

**Committee: Riverside Community College
Applied Technology**

Friday, November 17, 2006

4 P.M. – 6 P.M.

RSVP by November 12, 2006, to Joe.Smith@rcc.edu

**Riverside County Culinary Academy
1155 Spruce Street
Riverside
(951) 955-3311**

From RCC, take the 91 Fwy East to the FWY East. Take Spruce Street and turn left. Cross Iowa and the Culinary Academy is on the left side of the street

We would love to have you
there. We want your input!



**Riverside Community College
Applied Technology Programs**

**4800 Magnolia Ave.
Riverside CA 92506
Phone (951) 222-8491
www.rcc.edu**

Sample Member Information Form

Appendix C: Advisory Committee Member Information Sample Form

ADVISORY COMMITTEE MEMBER INFORMATION

Name:	Title:
Agency/Organization:	
Address:	
Phone No:	Fax No.
E-Mail Address:	

Do you have expertise in any of the following special populations categories?

- Disabled
- Economically disadvantaged, including foster children
- Single parent, including single pregnant women
- Displaced homemaker
- Educationally disadvantaged, including ESL or English Language Learners
- Non-traditional employment

What are the most convenient days/times for you to meet? (Circle all that apply)

Monday	7:30-9:00 a.m.	11:30 a.m.-1:00 p.m.	3:30-5:00 p.m.	5:30-7:00 p.m.
Tuesday	7:30-9:00 a.m.	11:30 a.m.-1:00 p.m.	3:30-5:00 p.m.	5:30-7:00 p.m.
Wednesday	7:30-9:00 a.m.	11:30 a.m.-1:00 p.m.	3:30-5:00 p.m.	5:30-7:00 p.m.
Thursday	7:30-9:00 a.m.	11:30 a.m.-1:00 p.m.	3:30-5:00 p.m.	5:30-7:00 p.m.
Friday	7:30-9:00 a.m.	11:30 a.m.-1:00 p.m.	3:30-5:00 p.m.	5:30-7:00 p.m.

Ethnicity/Gender	AS	BL	H	AI	W	O	Male	Female
Business/Industry Partners								
• Business								
• Industry								
• Labor								
• Government								
Educational Partners								
• General/Academic								
• Vocational								
• Guidance/Counseling								
• Instructional Support								
Student Partner								

- AS** - Asian, Filipino, Pacific Islander
- BL** - Black, Non-Hispanic
- H** - Hispanic
- AI** - American Indian/Alaskan Native
- W** - White, Non-Hispanic
- O** - Other (also including unknown, and non-respondent)

Sample Member Interview Form Page 1

Appendix B: Sample Advisory Committee Member Interview

2006/2007 Advisory Committee Member Interview

Date of Interview: _____ Course Title: _____

Instructor Conducting Interview: _____

Person Interviewed: _____ Job Title: _____

Company Name: _____ Address: _____

City: _____ CA Zip Code: _____ Phone: _____

E-Mail Address: _____ Company Website: _____

Type of Organization:

- Sole Proprietorship
- Partnership
- Corporation
- Non-Profit Private
- Non-Profit Public
- Government
- Education

Organization's Labor Market Information

1. How many part-time and full-time employees do you currently employ?

Management Part-time Full-time Seasonal

2. Have you had students from our programs placed with your organization?

If Yes: Approximately how many per year?

For approximately how many years?

3. How many of your employees have been former RCC students?

4. What is your usual turnover per year (enter actual number of staff)?

____ Management ____ Part-time ____ Full-time ____ Seasonal

Sample Member Interview Form Page 2

5. What entry-level job titles are offered by your organization?
6. What is the starting pay or pay range for entry-level employees at this company?
7. Would you give extra consideration for employment to?
- RCC-trained students Applicants with a resume
- Applicants with a portfolio Other: _____
8. In your organization or industry, do you foresee?
- a. Expanding job opportunities in the near future?
- b. Fewer job opportunities?
- c. Employment opportunities staying the same?
9. What upcoming industry trends, changes, or issues will affect training needs or employment opportunities in your organization?
10. What future events will affect this industry in general?
11. What source(s) of information do you rely upon for industry forecasting?

Course Outline Feedback Question

1. Does the course content, as reflected in the course outline, reflect current industry standards?
- Yes No
- If no, what recommendations do you have for changes?
2. Does the course content adequately prepare students for entry-level employment in this industry?
- Yes No
- Please note any recommendations you have for changes in the answer to number 6 below.
3. Would this course adequately prepare students to perform the tasks required by your company?
- Yes No (Recommendation for changes or additions can be noted in number 6 below.)

Sample Member Interview Form Page 3

4. Does your site offer training opportunities for students to become proficient in the skills indicated in the RCC Course Outline?

No, my company does not offer training opportunities for students.

Yes, I am a current

5. Do you consider this course a valuable training opportunity for high school and adult students?

Do you think RCC should continue to offer this course?

Yes No

6. What changes or additions would you recommend to improve the employability of students who are preparing for work in this field?

Participation Opportunities for Advisory Members

Please check any activities in which the organization or person interviewed would be willing to be involved in the future.

Please circle those activities in which the company/person already participates.

1. ___ Provide community classroom training opportunities
2. ___ Provide tours of facilities
3. ___ Be a guest speaker
4. ___ Provide a "job shadowing" opportunity
5. ___ Donate equipment and supplies
6. ___ Review curriculum and competency lists
7. ___ Provide student scholarships/grants
8. ___ Assists in selection of scholarship recipients
9. ___ Recruit additional advisory committee members
10. ___ Provide a standing advisory committee member for a three-year commitment
11. ___ Participate in career days and job fairs

Other Comments:

Sample Member Interest Form

Please check any areas in which you might assist:

- Provide a tour of your facility
- Be a guest speaker for the program
- Provide facility/staff for the training program
- Provide a "job shadowing" opportunity for students
- Provide job market and/or career information
- Donate equipment and supplies
- Give advice on specific job skills to be taught
- Review curriculum
- Provide student scholarships or internships
- Assist in selection of scholarship recipients
- Assist in job market surveys
- Recruit additional quality advisory members
- Visit the program periodically to observe classroom instruction
- Participate in career and job fairs
- Provide employment opportunities for graduates
- Provide technical assistance (on-call basis)
- Provide advice when considering equipment purchases
- Recommend RCCD to other employers or advisory members
- Other: _____

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

**This PowerPoint presentation can be
found at:**

www.asccc.org