Siskiyou Community College District

CTE Advisory Committees Handbook

March 2021

Introduction

The purpose of this Industry Advisory Committee Handbook is to suggest successful practices for the faculty and administrators who facilitate Industry Advisory Committees in the Siskiyous Community College District. Recognizing that each industry sector has its own character and objectives, the Advisory Committees are encouraged to make use of this guide to the extent that it serves them and their members in accomplishing their purpose. It is intended to serve as a living document that will be adapted and updated, through an iterative process, to reflect circumstances such as changes in the regional economy or directives from new policies or regulations. The Committee members recommend that the Handbook be reviewed on a periodic basis and updated as appropriate. When making use of this guidebook, remember that certain industry accreditors have their own industry-specific requirements with which the Advisory Committees may have to comply. This Handbook was created by the Los Rios Community College District in December 2020, and has been adapted for College of the Siskiyous.

The following resources were reviewed during this guidebook revision:

- The Strengthening Career and Technical Education for the 21st Century Act (the fifth reauthorization of the Carl D. Perkins Vocational and Technical Education Act), aka Perkins V;
- California Education Code;
- 2008-2012 California State Plan For Career Technical Education;
- The California Community Colleges Chancellor's Office;
- The College of the Siskiyous Policies and Procedures; and,
- Industry specific requirements that are dictated by industry-targeted regulatory agencies. Industry or program specific requirements are not included in this handbook, but program administrators must be aware of what, if any, requirements they are obligated to adhere to according to these entities.

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Purpose of Industry Advisory Committees

The foundational purpose of Career Education programs is to ensure our students have the education, training and skill sets for occupations in the region. Industry Advisory Committees provide an avenue for receiving current and critical input for career education programs in order to facilitate the success of students and the emerging workforce. The input obtained through Advisory Committees is to inform or solicit:

- Program relevance and quality;
- Program awareness, support, and advocacy; and,
- Opportunities for students and staff.

While Committees recommend policies, strategies, procedures, and other ideas that will make for more effective programs, the decision to act on such recommendations is held by the college.

Advisory Committee Membership

Although there is no set mandate for Advisory Committee size and composition, Committee membership should be drawn from a cross-section of stakeholders with interest and experience in a particular industry or occupational area. Examples include:
- Industry, such as experienced professionals, employer representatives, human resources managers, and trade associations;
- Labor representatives;
- Regulatory entities (where applicable);
- The college, such as program administrators, instructors, and academic and career counselors, work experience coordinators;
- Other educational systems, such as high school or university;
- Workforce Development Board representatives; and,
- Students/Recent graduates.

Diverse representation will help assure holistic consideration of the issues being discussed, leading to quality decisions and quality programs. While no general guidance exists that is applicable to all programs, program administrators must be mindful of special conditions or requirements put in place by accreditation or other regulatory entities particular to specific programs.

Suggested strategies for identifying and recruiting committee members include consulting with existing Committee members, faculty, and trade associations to identify potential recruits; leveraging the Committee's networks to provide introductions; and meeting with targets (over the phone or in person) to explore interest, expectations, and benefits of membership. A membership roster, inclusive of names, affiliations, and contact information should be maintained and shared with the membership. Ideal committee size will vary. When selecting

members, coordinators should assure a large enough group to obtain diverse viewpoints, but contained enough to be able to effectively manage input and discussion.

Committees must be mindful of ways to encourage and honor the participation of members. Taking steps to incentivize participation, such as serving food/meals during meetings, finding ways to publicly recognize the members, and celebrating the accomplishments of the Committee are all ways to foster sustained engagement from the membership. While exceptions can be made, Perkins funding is not intended to pay for individual program Advisory Committees, so finding other sources of financial support are needed for any cost-incurring activities.

Employer Engagement Industry engagement is a key factor in the success of career education programs. Likewise, employers have much to gain from taking part in Advisory Committee meetings. The benefits for employers should be communicated to encourage participation. Among other advantages, Advisory Committee participation provides employers with:
- Direct access to the College of the Siskiyous community colleges' talent pipeline;
- Influence over the training that students receive;
- The opportunity to strengthen valuable professional connections with other industry leaders and the colleges;
- Firsthand information from faculty regarding courses and curriculum.

Planning, Promoting, and Hosting Committee Meetings

Section 134 of Perkins V passes authority for Advisory Committee operations to local eligible agencies, however, (as of the writing of this handbook), neither the State Chancellor's office nor the Siskiyous Community College District have adopted specific guidance on administering Advisory Committees. Therefore, each program has some discretion to implement its Advisory Committee as it sees fit. The following provides suggested considerations.

Agenda and Goals

Clear and achievable meeting goals are critical to making the most out of the Advisory Committee's time together. Many Advisory Committees meet only once or twice per year. Therefore, deliberate goal and agenda setting is desirable, to ensure that meetings result in necessary decisions and actions, as well as lay the foundation for ongoing networking and engagement among administration, faculty, and industry partners. In setting agendas, the Committee should keep in mind that its primary purpose is to improve student outcomes in preparing them for the workforce. All Committee meetings should be held with the intent of advancing this purpose, and not merely to check a box. Following are some examples of meeting goals/agenda items for Advisory Committees.
- Program review;

- Examining and responding to labor market/workplace trends;
- Improving student recruitment;
- Considering pre-requisite skills;
- Assessing and responding to regulatory/legislative changes (or initiating such changes);
- Addressing system-level policy change;
- Developing work-based learning opportunities;
- Hearing directly from student representatives;
- Supporting professional development of faculty;
- Improving community relations/awareness; and,
- Expanding fund/resource development.

Agenda items and overall meeting design should be designed to maximize dialogue among members. In other words, more discussion and less presentation is preferred. In building your agenda, some examples of discussion questions to consider include:
- What industry certifications do you require/prefer your workers to attain?
- When you hire workers, what educational background and/or technical experience are you looking for?
- Are these all the courses that are needed to prepare students for entry-level positions in your field?
- What other courses or topics do you think would be useful?
- Is there technology or software specific to the job that workers need to be familiar with?

Meetings are effective for sharing information, generating ideas and solutions, building relationships, and making decisions. Each agenda item should have a clear intent, with these goals in mind. It must also be remembered that meetings aren't the only place where these goals can be achieved – taking steps outside of meetings to share information, gather feedback, and build partnerships are encouraged. An Agenda Template is provided in Appendix A.

Frequency and Location

Although there is no set mandate for frequency of meetings, it is recommended that Committees meet at least once per year. Date, time, and venue or medium for the meeting should be decided based on Committee members' availability and convenience. Technology (e.g. video conference or other virtual solutions) should be used to the extent possible to make participation easy for members.

Minutes

Minutes of all meetings should be taken and made available for public review. Minutes should include the following information:

- Name of Advisory Committee/program(s) served;
- Date and location of meeting;
- Attendees;
- Record of all actions taken; and,
- Brief summary of key discussion points for each agenda item.

Minutes should be made available online for public review, on a website deemed appropriate by the College and/or Dean (e.g., the college's website; the program website; etc.). A Minutes Template is provided in Appendix B and a Sign In Sheet Template is provided in Appendix C.

Meeting Support
Administering Advisory Committees requires time and energy, but the benefits of well-run committees far outweigh the investment. Those wanting to (or charged with) hosting Advisory Committee meetings should consult with their Dean and other leadership to assess what supports are available. They should also consult with their colleagues to learn about successful practices and access tools and templates that have already been tested and proven. A Suggested Meeting Preparation Meeting Timeline is provided in Appendix D.

Engagement Between Meetings
Communication and activities between meetings is critical to the overall success of the program. Opportunities for engagement between meetings will likely emerge from the meeting, and individual follow-ups may be necessary to capitalize on those opportunities. One activity that is highly encouraged is alerting members of the changes and accomplishments that have resulted from their work. Communications like these assure members that their time is being valuably spent and will help sustain ongoing participation. Additional examples of communications and activities to highlight between meetings include:
- Inviting members to or sharing information about Career Education-related events, such as industry events, community outreach efforts, career fairs, and student recruitment events, whether hosted by the college or other entities;
- Forwarding studies or other emerging news relevant to the field that will help members remain at the leading edge of trends in their field;
- Sharing job opportunities, internships, and:
- Hosting professional development activities, such as faculty trainings and externships.

Appendix A- Agenda Template

_____ Program Advisory Committee Meeting Agenda

Date

Time

Location

Committee Chairperson:

Program Coordinator:

College Staff:

Note taker:

1. Welcome and Introductions
2. Review and approve minutes of the previous meeting.
3. Call for additional agenda items to be added to this meeting's agenda.
4. Committee and progress reports.
5. Overview of Perkins (Provide CTE Advisory Council Manual) (**Annually**)
6. Program Review/Development
   a. LMI Data (**every two years as part of program review**)
   b. Review Core indicator data (**Annually**)
7. Instruction and Curriculum changes
   a. Workplace trends
   b. Emerging Technologies
   c. Current skill expectations
   d. Link to High School Programs
8. Equipment Needs
9. Program Funding
10. Outreach and Recruitment
    a. Students
    b. Advisory Council members
11. Other
12. Review actions and next steps
13. Set date, time, and place for next meeting.
14. Adjournment.

Appendix B- Minutes Template

_____ Program Advisory Committee Meeting Minutes

Date

Time

Location

Committee Chairperson:

Program Coordinator:

College Staff:

Note taker:

1. Welcome and Introductions
2. Review and approve minutes of the previous meeting.
3. Call for additional agenda items to be added to this meeting's agenda.
4. Committee and progress reports.
5. Overview of Perkins (Provide CTE Advisory Council Manual) (**Annually**)
6. Program Review/Development
   a. LMI Data (**every two years as part of program review**)
   b. Review Core indicator data (**Annually**)
7. Instruction and Curriculum changes
   a. Workplace trends
   b. Emerging Technologies
   c. Current skill expectations
   d. Link to High School Programs
8. Equipment Needs
9. Program Funding
10. Outreach and Recruitment
    a. Students
    b. Advisory Council members
11. Other
12. Review actions and next steps
13. Set date, time, and place for next meeting.
14. Adjournment.

Committee Agreements and/or Recommendations to COS:

Next Steps   Lead/team   By When?

Appendix C- Sign in Sheet template

_____ Program Advisory Committee Meeting
DATE
TIME
LOCATION

Name	Organization/Business	Email	Phone

Appendix D- Suggested Meeting Preparation Timeline

_____ Advisory Committee Preparation Check List

Next Meeting Date:_____

_____ (5-6 weeks prior):
- ☐ COS Staff, Coordinator, and Chair meet (by phone is fine) to set a date and draft the agenda to include topics/priorities.
- ☐ Ensure the email listserv is up-to-date with current committee members. Staff sends draft roster to Coordinator/Chair to update before and after each meeting to ensure notes/minutes get to all present, including any guests.

_____ (4 weeks prior):
- ☐ Staff send "Hold the Date" notification with date in the Subject Line
- ☐ Ask members to contact their Chair to put priority items on the agenda
- ☐ Ask members to RSVP

_____ (2 weeks prior):
- ☐ Staff sends both Chair and Coordinator draft agenda for final changes – to send out one week before meeting.
- ☐ Staff prepares materials for each packet/email attachments
    - ✓ Agenda
    - ✓ Past Minutes
    - ✓ Member Roster
    - ✓ Curriculum documents for review
    - ✓ Other materials from Chair/Coordinator

_____(One week prior):
- ☐ Staff finalizes agenda
- ☐ Email agenda packet and "Reminder" with date in Subject Line
- ☐ Provide location, video-conference, and or conference call specifics
- ☐ Ask members to RSVP "This Week" if they haven't already

_____(One week after):
- ☐ Send meeting minutes, follow up/To Do list, and a Thank you! Follow-up notes need to be edited carefully for quoting opinions, etc.
- ☐ Update membership list roster is up to date before and after each meeting to ensure notes/minutes get to all present, including any guests.