2012 Vocational Faculty Leadership Institute

Functional and Effective Advisory Groups: The Cornerstone to Healthy Stable Programs

Grant Goold
Wheeler North

Academic Senate for California Community Colleges
Program Guidance

- Every Academic Program must serve some community need to be approved §55002.

- Every Academic Program should seek advice on matters pertaining to curriculum, program needs, future development, and how to best meet the needs of the communities they serve.
Advise for Vocational programs can come from many different sources.
And some sources can be confusing....
California Code of Regulations

TITLE 5. Education
Division 6. California Community Colleges
Chapter 6. Curriculum and Instruction
Subchapter 7. Contract Education
Article 1. Contracts with Providers of CTE

§55601. Appointment of Vocational Education Advisory Committee.

The governing board of each community college district participating in a vocational education program shall appoint a vocational education advisory committee to develop recommendations on the program and to provide liaison between the district and potential employers.
Accreditation and Program Review

- ACCJC is targeting four compliancy areas.
  - Program Review
  - Curriculum
  - Learning Outcomes/Assessment (Both Course, and Program)
  - Effective Governance
- The days of “We’re on it!” are gone.
- Advisory Groups are fundamental to a program’s review process.
Accreditation and Program Review

- Advisory committee evidence is both mandated and crucial to accreditation.
- Advisory committee should participate in, and provide input to the review process.
- All advisory committee work-product, actions and recommendations must be documented.
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.
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.
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.
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 membraneship

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
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
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
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.
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.
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.
As the educators who are seeking assistance, it is the Chairperson’s responsibility to state the problems involved in the educational program and present them to the Advisory committee for discussion and recommendation.

However, topics discussed at meetings should not be confined just to those proposed by the College staff. 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 clearly state the problems and establish the conditions under which the Committee members may provide the greatest service and contribution to the educational program.
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
SUPPORT MATERIALS
(date)

Dear (name),

On behalf of the faculty, staff, and administration of [NAME OF COLLEGE], I would like to sincerely thank you for your participation on the Automotive Collision Advisory Committee for 2007-08. Your input and advise 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 advisory meeting. If you would like to suggest any corrections to the minutes, please contact Christine at (310) 555-1212 or absmith@MC.edu.

Thank you again for your valuable contribution of time and talent.
Sincerely,

John Q. Administrator.
Administrative Dean
Vocational Education
Certificate of Appreciation

awarded to

John Q. Advisory

For being an Outstanding Advisory Committee Member serving on the

Mythical College Vocational Program Advisory Committee

We couldn’t do it without you!

Awarded this 1st day of April, 2010

Professor Gerspinzky Pudnick – Department Chair

Presenter Name and Title
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:________________________________________
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)
Appendix G: Sample Flyer

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 I-15 north 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
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)

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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)
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
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.)
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:
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: ____________________________
Develop a local Advisory Committee Handbook that aligns with local Program Review Handbook
Thoughts about updating §55601

- ASCCC is considering this
- Regulation is fairly non-specific in requirements
- Education Code is virtually silent
- CCCCCO compliance interpretation calls for one formal meeting annually based on Perkins requirements
- Is this the best format for all advice gathering in all programs, for all colleges?
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 session!
This PowerPoint presentation can be found at:

www.asccc.org