**City College of San Francisco**

**Advisory Committee Toolkit**

**Prepared by the Office of Workforce Development**

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**Revised Fall 2020**

**CCSF Advisory Committee Website**

<https://www.ccsf.edu/academics/career-education/advisory-committees>

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# Guidelines for active and effective Advisory Committee.

1. Involve the Right Stakeholders
   1. Invite and ask a range of business partners to take a leadership role:
      1. Private employers; Small business owners; Public employers;
      2. Industry Associations;
      3. Faculty; Administrators; Students.
   2. Ensure the following steps:
      1. Ask an experienced business leader to chair the committee and extend invitations to their network to build out business membership;
      2. Make expectations clear- when inviting people to participate, let them know what is expected;
      3. Audit your Advisory Committee membership for diverse representation. Make sure that not only an array of employers are represented, but also that there is diversity across gender, race/ethnicity, and size of business;
      4. Set specific and measurable goals that are mutually beneficial – establish assigned roles and timelines to accomplish what is needed;
      5. Track Progress - once goals are set, monitor and ask for progress updates;
      6. Run an effective meeting – set an agenda and stick to your set time.
2. Engage Business Partners
   1. Opportunities for involvement beyond the Advisory Committee abound. Here are some suggestions for ongoing engagement. Employers can:
      1. Participate in the program as mentors, guest speakers, mock interviewers, competition judges, and volunteers for major projects;
      2. Visit CCSF classrooms and labs and host students and faculty at employer job sites;
      3. Identify internships, apprenticeships, and job shadow opportunities;
      4. Donate materials and equipment;
      5. Facilitate CCSF instructor participation in currency industry activities (externship, inclusion in employee training);
      6. Hire completers.
3. Measure Success Indicators
   1. Look for impact from meeting the following objectives:
      1. Educators deepen understanding on the type of job opportunities that exist with regional employers and the knowledge and skills applicants need to succeed;
      2. Business leaders inform curriculum on current industry practices and contribute to content, materials and equipment to support student access to current skills in the field;
      3. Employers and educators connect students to work-based learning opportunities, providing field experience while students are enrolled in the CTE program;
      4. Employers endorse program completers and are confident in hiring students.

# Guidelines for Industry Member Recruitment and Committee Management

CCSF’s guidelines for active and effective industry advisory committees suggest that a range of external and internal stakeholders be involved including: private employers, small business owners, public employers, industry associations, faculty, administrators, and students. For an effective advisory committee, members should include representatives from relevant businesses and industries that reflect the relevant CTE occupations, especially individuals who stay informed about changes in their industries. Ideally, representation on the committee should also reflect the diversity of students enrolled in CTE programs.

**Factors to Consider for recruiting potential Industry Members:**

* Are they hiring or will they be hiring graduates?
* Do they know their industry’s worker requirements 3-5 years out?
* Do they value the institution and support our student body?

**Types of Support Committee Members Can Provide:**

Opportunities for involvement beyond the Advisory Committee abound. Here are some suggestions for ongoing engagement. Employers can:

* Advise on academic, technical, & employability standards.
* Review student outcomes (completion rates, placement rates, & state licensing examination outcomes) for the pathway
* Assist in identifying local labor market needs
* Assist in identifying state-of-the-art equipment needs
* Assess the equipment & facilities available and make recommendations as needed
* Recruit students into the pathway
* Serve as a student mentor
* Provide work based learning experiences or in-service activities for instructors
* Open industry-based training to instructors
* Support instructors’ memberships/participation in trade associations
* Provide work based learning experiences for students (simulations; laboratory experiences; field trips; internships; clinical rotations; paid and unpaid work experiences).
* Serve as a guest speaker or present a topic or workshop
* Advise on resource needs (equipment, labs, staff qualifications, & facilities)
* Assist with job placement of completers
* Provide resources (equipment, materials, facilities)
* Serve as an advocate and subject matter expert on the career pathway
* Assist in raising funds for scholarships, equipment & other program needs
* Leverage community resources & broker community partnerships

Please see the Appendix for an exit survey for Advisory Committee members, for ideas on how to ask employers how they might support the program.

**Size of the Advisory Committee**

Effective advisory committees are large enough to reflect the diversity of the community, yet small enough to be managed effectively. Committees with fewer than five members may have limited perspective, inadequate information on the career fields and too little diversity. Committees with more than 15‐20 members can become harder to facilitate in accomplishing committee goals. Seven to eleven persons are suggested with nine being a workable medium.

**Membership Terms of Service**

Many schools prefer to set a time limit for CTE program advisory committee member terms. This procedure promotes a continuous flow of new ideas that helps keep the committee’s advice current and relevant. For example, a common organization of committees is a three-year membership term of service, staggered so that one-third of the members is replaced each year. While CTE Department Chairs are encouraged to update CTE program advisory committee membership and recruit new members periodically, they should also encourage effective advisory committee members to serve consecutive terms.

**Suggested Talking Points for new/potential Advisory Committee members**

* We welcome you on behalf of the board and administration.
* While you are not a policy making body, you are an advisor to (our department), and to the college. We need your expertise in this area.
* CCSF is interested in the best possible CTE programs. We need to know what is ideal for this program from the standpoint of the employer community.
* You will be part of a working committee, and students and faculty will benefit from your work.
* We need help to:
  + Review existing programs, courses of study, facilities, and equipment.
  + Propose new programs and/or courses when needed based on solid data for this industry.
  + Evaluate existing programs.
  + Revise existing programs, suggest changes or deletions, and develop educational specifications for the programs.
  + Point out changes needed for the future in your area of interest, keeping the program up to date.
  + Assist in placement and in evaluating performance of our CTE students.
* You will be a "helping group" to the instructors as the program is implemented and progresses.

# Sample Letter of Invitation to Join CTE Program Advisory Committee

[Letterhead]

[Date]

[Name], [Title]

[Affiliation]

[Address]

[City], CA [Zip}

Dear [Name]:

City College of San Francisco is in the process of selecting individuals with industry knowledge and experience to assist in improving the [CTE Program] program. We are seeking advice and assistance from key partners to keep our state-approved programs relevant.

We would like to invite you to become a member of the [CTE Program] advisory committee, which meets two (2) times a year. The purpose of the advisory committee is to provide assistance and recommendations for the continuous improvement of career and technical education programs at CCSF. Please see the enclosed materials for additional information about our programs.

I will be contacting you in the near future to discuss this opportunity. If you have any questions or concerns, please contact me at [phone number] or [email].

Thank you for your consideration.

Sincerely,

Dean/Administrator Department Chair

[School Name] [CTE Program]

*Note any enclosures and add any specific information to your school such as parking, directions, etc*

# Sample Letter of Appointment to CTE Program Advisory Committee

[Letterhead]

[Date]

[Name], [Title]

[Affiliation]

[Address]

[City], CA [Zip}

Dear [Name]:

Thank you for your willingness to serve on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This letter is to inform you that your appointment to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Program Advisory Committee is effective beginning \_\_\_\_\_\_\_\_\_\_\_, 20\_\_, and ending \_\_\_\_\_\_\_\_\_\_\_\_\_, 20\_\_.

The [first/next] meeting of the committee will be held at [place] in [room number] on [date] at [time].

We wish to thank you for accepting this committee appointment. We appreciate your willingness to assist us in supporting career and technical education opportunities for students in our community.

Sincerely,

Administrator and/or Chair of Committee

cc: Appointee’s Supervisor

*Note any enclosures and add any specific information to your school such as parking, directions, etc*

# Advisory Committee Membership List

Name of Advisory Committee:

School Dean:

Dept. Chair:

*Internal Advisory Members:*

|  |  |  |
| --- | --- | --- |
| Name | Position | Faculty/Classified/Student |
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*External Advisory Members:*

|  |  |  |
| --- | --- | --- |
| Name & Position | Business Name& Address | Phone & E-mail |
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**Advisory Committee Member Orientation**

Although not required, it is recommended that new committee members should be provided an orientation to their role on the advisory committee. In addition, both new and current members also should have current information on the CTE program that is offered in the school. Some recommended ways to provide the CTE program information to the committee members are:

• Interviews with CTE teachers;

• Tours of CTE program facilities;

• Review of curriculum materials including textbooks; and

• Talking with students

What do new business members need to understand in order to be effective?

* Overview of CCSF Mission Statement, Vision, and Strategic Goals
* Description of programs offered
* Roles and responsibilities as an Advisory Committee member
* Committee work plan – agendas, minutes, etc.

**Advisory Committee Member Recognition**

Most advisory committee members will continue to serve if their experience and talents are utilized and if their recommendations, even if not accepted and implemented, are at least seriously considered by the committee. Committee members serve without pay, but the rewards are substantial for persons who are dedicated to the welfare of their community and their local educational institutions. Members can derive satisfaction from assisting young people to successfully enter the workforce by sharing their own experiences, knowledge and abilities.

Advisory committee members deserve both appreciation and recognition for their participation and contributions of time, knowledge and energy. For their efforts, members should be recognized by school/college officials as often as possible. Examples of ways in which this might be accomplished are:

* Give public recognition to members at meetings and school functions, through press releases, personal letters of appreciation and special certificates;
* List the members on advisory committee stationery and publications;
* Record minutes to include members' significant comments, along with their names;
* Invite members to school functions and special career and technical education events;
* Provide members with relevant materials and publications to review for comment and request feedback;
* Take committee recommendations seriously, and listen and respond to suggestions;
* Post the names of committee members prominently in the institution; and
* Provide certificates, plaques or other mementos upon completion of members' terms.

# Sample Letter of Appreciation

[Letterhead]

[Date]

[Name], [Title]

[Affiliation]

[Address]

[City], CA [Zip}

Dear [Name]:

Thank you for your dedicated service on the Program Advisory Committee. This program’s effectiveness depends upon the expertise and participation that you have so freely given.

With your help and recommendations, we have developed a better program that will prepare CCSF students for successful careers. Our students have already benefited from your ideas, and we plan to make other improvements resulting from your suggestions.

Please accept my sincere appreciation.

Sincerely yours,

Department Chair

Cc: Committee Chair

# Sample Advisory Group Exit Survey

Computer Science Department

**City College of San Francisco**

****Industry Advisory Group Meeting Exit Survey

Thank you for your participation in today’s meeting. Please complete the following survey so that we can best support and engage you in the future. Your feedback is greatly appreciated!

| **Name:** |  |
| --- | --- |
| **Organization:** |  |
| **Title:** |  |
| **Email:** |  |
| **Phone:** |  |

1. **I received adequate information in advance of the meeting to prepare me for the discussion. (circle one)**

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
| --- | --- | --- | --- | --- |

1. **The meeting was effectively facilitated (e.g., conducted in a timely manner, covered appropriate agenda items, engaged all members). (circle one)**

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
| --- | --- | --- | --- | --- |

1. **I had sufficient opportunity to contribute my expertise and experience and share my ideas throughout the meeting. (circle one)**

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
| --- | --- | --- | --- | --- |

1. **The meeting time and location is convenient for me. (circle one)**

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
| --- | --- | --- | --- | --- |

1. **I am willing to discuss providing the following types of support to the department, outside of annual industry advisory group meetings (select all that apply):**

| *Type of Support I Am Willing to Explore* | ** |
| --- | --- |
| Guidance for curriculum, program development |  |
| Professional development opportunities for instructors |  |
| Information on industry and labor market trends |  |
| Classroom speakers |  |
| Internships for current students |  |
| Worksite tours current students |  |
| Employment opportunities for students, alumni |  |
| Guidance on industry-appropriate technology, equipment |  |
| Donations of technology, equipment donations |  |
| Donations of funds |  |
| Other (specify): |  |

1. **Additional comments, including other ways we can improve these meetings and/or expand our work with you and your colleagues:**

# Checklist for Advisory Committee Meeting Planning

| **Task** | **Deadline** | **Person Responsible** | **√** | **Method or Technology** | **Notes** |
| --- | --- | --- | --- | --- | --- |
| Meeting date, time and location scheduled |  |  |  |  |  |
| “Save the Date” notice sent out;  CC: Cece Jones ([Cjones@ccsf.edu](mailto:Cjones@ccsf.edu)) |  |  |  |  |  |
| Agenda developed – review template for required documentation |  |  |  |  |  |
| Send letter to expected participant list to confirm attendance, distribute agenda, and provide directions to meeting, including campus map and parking permit. |  |  |  |  |  |
| Reminder notice sent, along with meeting objectives |  |  |  |  |  |
| Send out materials to review in advance of meeting |  |  |  |  |  |
| Room set up & technology ordered |  |  |  |  |  |
| Review set-up checklist to ensure all items are completed |  |  |  |  |  |
| Conduct telephone meeting invitations to maximize attendance |  |  |  |  |  |
| Document your meeting using approved forms (see CTE Advisory Committee Requirements) |  |  |  |  |  |
| Send thank-you/follow-up letters to participants and non-participants, along with the CTE Advisory Committee Minutes |  |  |  |  |  |

Additional Suggestions:

1. In the invitation, make it clear to employers that their participation will help us better meet their needs by providing highly skilled graduates.  Also invite former or current students and those active in relevant clubs, etc. - making it clear to them that this is not a job fair, but an opportunity to provide program feedback from the student perspective and hear suggestions from industry folks to improve our educational offerings. We also encourage you to invite your Deans, the Associate Vice Chancellor of Workforce & Economic Development, and other relevant administrators.
2. Several days in advance of the meeting (minimally), send out a detailed agenda, and details on the entire curriculum that we want feedback on - both current curriculum and proposed curriculum - with questions we're hoping to get answered.  Personal calls are also essential to increase the turn out rate. You may also get helpful responses from those who could not attend the meeting, but could make valuable comments based on the materials sent out.

# Career Technical Education (CTE) programs Advisory Committee requirements:

All CTE programs are encouraged to use a variety of approaches to engage with industry partners, as regularly as possible, to engage in robust and on-going conversations for continuous program improvement. Failure to meet these requirements may impact a program’s ability to qualify for Strong Workforce Program and Perkins funding.

1. Confirm accurate committee membership.The Advisory Committee webpage has the current membership list (<http://www.ccsf.edu/en/educational-programs/cte/cte_advisory_committees.html>.If updates are needed send details to Cece Jones ([Cjones@ccsf.edu](mailto:Cjones@ccsf.edu)).
2. Meet with the CTE Advisory Committee at least once per year.
3. Create your meeting agenda to address the required areas of Section 3.
4. Disseminate meeting materials at least 72 hours in advance (for example: Agenda, Program Review, SLO assessment data, Perkins Core Indicators, Labor Market Information, and Certification Passage Rates).
5. Conduct the meeting.
6. Document the meeting as follows:
   1. Record attendance and contact information using the Section 2 form, use additional sheets if needed;
   2. Synthesize the outcomes of the meeting discussion(s), completely filling out Section 3;
   3. Submit the completed forms, sections 1, 2, and 3 with a Department Chair signature, along with a copy of the meeting agenda, to your dean within 30 days.
7. Dean or Department Chair forwards completed and signed to Academic Affairs through the CCSF Office of Workforce and Economic Development (Cece Jones: [Cjones@ccsf.edu](mailto:Cjones@ccsf.edu), Cloud Hall 404 or Mailbox C 30) within 30 days of the meeting.

**Meeting Agenda Guidelines**

**Typical Agenda Items**

* Introduction of members and guests
* Approval of previous minutes
* Address Required Areas:
  + Program Review
  + Student Learning Outcomes addressing Program Requirements and Course Content
  + Perkins Core Indicators
  + Labor Market Information
  + Program Recommendations
  + Planned Action Steps
* Review of next meeting date and location
* Adjournment

**Additional Sample Agenda Topics for Discussion**

Agenda topics will be dictated by the needs of the program, but sample agenda topics could include:

* Internship and job placement opportunities for students
* Impacts of federal and state legislation
* Emerging fields and potential new courses and programs
* Instructional professional development
* Facilities and equipment requirements
* Recruitment of students
* Marketing of programs and graduates

# Sample Agenda Format

**Advisory Committee Meeting Agenda**

TO: List committee members here

FROM: Chairperson

DATE: Date agenda is published

RE: Next Advisory Committee Meeting

**DATE: Date of next meeting**

**TIME: Time of next meeting**

**PLACE: Place where meeting is being held**

**AGENDA**

1. Review and approve current agenda and minutes of the previous meeting

2. Program Review summary and feedback

3. Program Requirements, Course Content and Student Learning Outcomes review and feedback.

4. Perkins Core Indicators and Program Outcomes review and feedback.

5. Discussion on Labor Market Information

6. Consideration of overall recommendations for the program

7. Planned Action Steps

8. Set date, time, and place for next meeting

9. Adjournment.

# Agenda Example

Computer Science Department

**City College of San Francisco**

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Industry Advisory Group Meeting

Thursday May 2, 2013 | 6:00 – 8:00 p.m.

Batmale Hall room 108, Ocean/Phelan Campus

**Objectives:**

* Share how the department is currently serving students and employers
* Solicit feedback on program certificates to ensure alignment with employer needs
* Explore ways to develop more internship opportunities for advanced students
* Explore ways to continue strengthening and expanding relationships with employers

**Agenda:**

6:00 Agenda Review and Introductions

*What top skill(s) are most critical for today’s job seekers?* OR

*What positions are you most likely to hire for in the coming 1-2 years?*  (employers)

*What courses do you teach?* (instructors)

6:10 Computer Science Department Overview

*Given the current certificates offered by the Department, which certificates would you recommend prioritizing, adding or subtracting?*

6:25 Certificate Review Overview

*For each certificate reviewed, answer the following:*

*What courses, if any, are missing?*

*What content should be emphasized?*

*What tools should be taught (current, new)?*

*What opportunities are you aware of for instructor professional development in this subject area?*

6:30 QA Certificate Review

6:50 Multimedia Certificate Review

7:10 LAMP Fundamentals and Administration Certificates

7:30 Discussion of Internships for Advanced Students

*What is the best way to identify employers who might be willing to host interns?*

*What associations, organizations or networks should we tap?*

*What is the best way to “pitch” employers about the value of hosting an intern?*

*What kind of support would your organization need to commit to hosting an intern?*

7:50 Exploration of Ways to Get Involved with the Department

8:00 Adjourn

**For more information . . .**

To expand your involvement with CCSF’s Computer Science Department or learn more about our work, contact department chair Craig Persiko, [cpersiko@ccsf.edu](mailto:cpersiko@ccsf.edu) or visit our website at <http://www.ccsf.edu/cs>.

We also encourage you to connect with the Department on LinkedIn and/or Facebook: just search for “Computer Science at City College of San Francisco”.

# CCSF Approved Advisory Committee Reporting Documents

## Section 1. Career Technical Education Advisory Committee Meetings Cover Sheet

CTE Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Department Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of person completing this form: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date completed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Next Meeting:** Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Section 2. Advisory Committee Members in Attendance **Meeting Date \_\_\_\_\_\_\_\_\_\_\_\_\_ CTE Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***(External Members) Employers, Industry Associations, Professionals employed in the field***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Position** | **Business Name**  **Address** | **Phone** | **Email** | **Signature** |
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**Section 2. Advisory Committee Members in Attendance cont. Meeting Date \_\_\_\_\_\_\_\_\_\_\_ CTE Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***(Internal Members) Faculty, Administrators, Classified Staff, Students***

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| --- | --- | --- | --- | --- |
| **Name** | **Position** | **Faculty/Administrators/Classified/Student** | **Email** | **Signature** |
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## Section 3. CTE Advisory Committee Meeting Minutes

CTE Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Meeting Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Program Review:** review and feedback

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|  |

1. **Student Learning Outcomes addressing Program Requirements and Course Content:** review and feedback

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|  |

1. **Perkins Core Indicators** **including Class Pass Rates, Persistence, Completion and** **Employment Outcomes; and where applicable, Licensure and State Certification Pass Rates:** review and feedback

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1. **Labor Market Information demonstrating program continues to meet Labor Market Demand and doesn’t represent unnecessary duplication with other programs in the region:** review and feedback

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1. **Overall Recommendations** for the program

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|  |

1. **Planned Action Steps** based on feedback

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**Next Meeting:** Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signatures**: Department Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School Dean: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dean, Workforce Development \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Associate Vice Chancellor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_