The following are 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.