

Advisory Committee Handbook



Academic Year 2021-2022

FOREWARD

Today's rapidly changing society requires educational institutions and the communities they serve to work closely together, especially in Career Education (CE) Programs. CE is an organized system of programs that are directly related to preparation, upgrading, or retraining for careers requiring something other than a baccalaureate or advanced degree.

Excellence in CE is the goal of instructors and administrators at SRJC. It is vital that we align our programs with the needs of our industry partners. Volunteering as advisory committee members brings employers and educators together to provide a format for sharing information and ideas.

Program advisory committees are organized to provide advice and assistance to the instructors and administrators of specific CE programs. To ensure that students learn the most current skills, industry partners are an integral part of recommending, designing, and updating curriculum and technology.

We are committed to diversity, equity, and inclusion in the representation of programs. In support of the SRJC Strategic Plan, we aspire to be an inclusive, diverse, and sustainable learning community that engages the whole person. To ensure that our Career Education programs represent our broader community, we are committed to diversification and inclusivity of our program advisory committee membership through outreach within our current committees and the broader Sonoma County community that employs our students.

WHAT IS AN ADVISORY COMMITTEE?

A CE advisory committee is a representative group of industry partners whose experience, abilities, and diversity represent a cross-section of a particular occupational area or discipline. The primary purpose of the local CE advisory committee is to assist and provide recommendations to the college in establishing, operating, and evaluating programs which serve the needs of students, community, business and industry, and to provide expertise pertaining to technological and subject matter needs and changes.

WHY ARE ADVISORY COMMITTEES NEEDED?

Advisory Committees are needed:

- to provide an opportunity for discussion among educators, business and industry
- to focus on how to improve Career Education opportunities
- to strive to improve the alignment between Career Education, business and industry needs
- to provide expertise to the program by reviewing curriculum, technology, facilities, budget, student competencies, and student placement in related occupations

Requirements:

- local schools and institutions that operate CE programs and receive state and federal funds are required by the Carl D Perkins Career and Technical Education Act (CTEA) to establish and operate Program Advisory Committees
- each CE program advisory committee is required to meet a minimum of once per year. *SRJC Board Policy 3.13P requires that each program advisory committee meet a minimum of two times per year; preferably once in the fall semester and once in the spring semester.*

WHAT ARE SOME COMMITTEE ACTIVITIES & RESPONSIBILITIES?

Responsibilities:

- commit to attend and participate in all meetings
- suggest and develop agenda items
- develop goals and objectives for the program
- review, analyze, and provide recommendations for program improvement
- respect the rights and opinions of other committee members
- promote CE programs and student employment

The program advisory committee can assist with the following activities:

Curriculum Development:

- review curriculum materials for learning outcomes, content, and scope
- identify competency levels and performance standards
- identify employability skills
- review instructional materials, technology, and facilities

Public Relations:

- assist in obtaining effective media coverage
- be visible in support of programs during public and special events
- recommend technical resource personnel
- provide classroom speakers from business and industry or provide tours and field trip experiences
- secure additional funding and donations for materials and equipment

Job Placement:

- assist students with cooperative workforce training opportunities and internships
- communicate potential job openings
- assist job developers in development of employment opportunities and support continued employment for students
- provide information and data related to employment demands, trends, and needs

Recruiting:

- assist in recruiting part-time and full-time instructors and volunteers
- assist in recruiting new students and incumbent employee trainees
- assist in recruiting new advisory committee members and technical resource personnel

Program Evaluation:

- review goals, learning objectives, topics and scope of the CE course/program
- examine learning outcomes relating to competency and quality of graduates and job placement
- participate in program evaluation teams
- assure that programs are current, up-to-date, and meet the needs of the industry

MEMBERSHIP & MEETINGS

The membership of each committee needs to be large enough to be representative of the discipline and be able to function effectively and efficiently. There is no fixed number of members that will satisfy all situations. Generally, a membership between 5 and 7 industry partners representing all aspects of the discipline is optimal. You may find it necessary to invite technical experts to your meetings to assist membership in discussing their expertise.

Diversity, Equity & Inclusion: ideas for how to increase diversity, equity, and inclusion:

- Outreach to current employers that hire our students
- Outreach within the current advisory committee membership
- Outreach through the Workforce Development Board and professional associations affiliated with the industry
- Outreach to the Chambers of Commerce, Hispanic Chambers of Commerce, local foundations

The committee membership is submitted to the Board of Trustees for approval at their September board meeting. This is the official list for the academic year and is used to determine quorum for your 2021-2022 meetings. A quorum is 50% of the official membership + 1. *A quorum must be present in order for a meeting to be official and to conduct business.* Proxy voting will be allowed with confirmation of the proxy shown in the minutes of the meeting.

Members are appointed for one-, two-, or three-year terms. To ensure continuity in membership, committees should select members for a variety of terms so that they do not come up for appointment at the same time. Committee members may be re-appointed. Please forward your official membership list (see Appendix D) to the office of the Director of Workforce Programs no later than the first day of the fall semester.

To avoid potential conflicts of interest, committee membership shall be non-instructional representatives of the community, business, and industry. If it becomes necessary to use part-time instructional faculty as committee members, said members shall recuse themselves from any vote that creates a potential conflict of interest for that person or action item.

Committee members shall have recent related experience to the program of study, be committed to attend all meetings, and be available to serve their full term and have an interest and commitment in the education of students.

Current and former students now employed in the field or as required by external licensing/accrediting organizations, may also be appointed to the advisory committee.

A chairperson for the advisory committee will be selected from the business and industry membership. The committee chairperson is responsible for facilitating the meeting and, in collaboration with the department chairperson or program coordinator, preparing the agenda. The agenda shall be forwarded to the office of the Director of Workforce Programs 10 days prior to the meeting.

The department chairperson or program coordinator, in collaboration with the committee chair, will be responsible for developing a schedule of meetings for the academic year. Each committee shall meet at least twice per academic year (preferably once in the fall semester and once in the spring semester).

Meetings are open to all interested faculty, staff, administrators, college officials, educational partners and general public.

Best Practices show that at least one of your advisory meetings should be hosted at an industry partner site. Meeting on campus is preferable when reviewing or discussing facilities, equipment, or technology.

Meetings may be held using web conferencing technology (Conference calls, Skype, Zoom, etc.). You are encourage to provide this option in order to secure a quorum of your membership.

The following is a list of stakeholders that should be invited to all advisory committee meetings:

College Community

- Director of Workforce Development (Rachel Smith rsmith@santarosa.edu)
- Dean of Career Education (Brad Davis bdavis@santarosa.edu)
- Dean of cluster
- Department Chair, instructional faculty (full- and part-time), and instructional support staff
- Workforce Development representative (Work Experience/ Internship/ Job Developer/ Career Advisor)
- School Relations and Outreach Coordinator
- Counseling department Chair or designated representative
- Office of Institutional Research designated representative

Educational partners

- Sonoma County High School representatives
- 4-year institutions representatives
- related/interested education organizations
- grant partners

AGENDAS & MINUTES

The agenda must be submitted to the office of the Director of Workforce Programs at least **10 days in advance** of the advisory committee meeting.

The department Chair or program coordinator will be responsible for obtaining minutes of each meeting. Minutes must be submitted to the office of the Director of Workforce Programs **within two weeks** following the meeting along with all invoices for food and beverage.

Minutes should contain the following:

- members in attendance
- members not present
- proxies in attendance noting who they are representing
- invited guests
- college faculty, staff, and administrators
- review of the agenda items discussed
- action items and outcomes
- record of all recommendations

APPENDIX A - SAMPLE OF MEETING NOTICE

1st NOTICE TO “SAVE THE DATE”

Dear Advisory Member,

This email is to request that you **SAVE THE DATE** for the next *(Identify Program)* Advisory Committee Meeting

The *(Identify Program)* Advisory Committee is scheduled to meet on [redacted] at [redacted]. Breakfast/Lunch will be served.

An agenda, parking permit, and directions will follow. If you have any questions or comments please contact me.

Thank you.

2nd NOTICE OF MEETING (include PARKING PERMIT, MAP, AGENDA)

Dear Advisory Member,

We appreciate your ongoing support of our program. The *(Identify Program)* Advisory Committee Meeting will be held on *(date and time) at (location)*. Breakfast/Lunch will be served.

Attached please find the minutes of the last meeting, agenda, parking permit and map.

Please RSVP by *(insert date)* so that we can have an accurate count for ordering lunch and to determine a quorum. If you have any questions or comments please contact me.

Thank you.

APPENDIX B – TEMPLATE FOR AGENDA

Submitted 10 days prior to the meeting. Please submit to the office of the Director of Workforce Programs

(Identify Program) Advisory Committee Meeting

Date ~ Time

(Breakfast/Lunch Included)

Location

Purpose: (Example)

The primary purpose of the local program advisory committee is to assist and provide recommendations to the district in establishing, operating, and evaluating programs which serve the needs of students, business and industry, and to provide expertise pertaining to technological and subject matter changes.

Objectives: (Example)

- to provide an opportunity for discussion among educators, business and industry
- to focus on how to improve Career Education (CE) opportunities
- to strive to improve the alignment between CE, business and industry
- to provide expertise to the program by reviewing curriculum, technology, facilities, budget, student competencies, and student placement in related occupations

Time	Topic	Item Type	Responsible Person
	Call to Order		Committee Chair
	Welcome and Introductions		Committee Chair
	Approval of Minutes from Last Meeting	Action	Committee Chair
	Announcements: <ul style="list-style-type: none">• List any announcements here	Informational	All
	Public Comments: <ul style="list-style-type: none">• List any public comments	Informational	All
	Unfinished Business <ul style="list-style-type: none">• List any unfinished business from last meeting	Informational and/or Consent	
	New Business/Discussion <ul style="list-style-type: none">• List any new business up for discussion• List discussion items	Informational and/or Consent	All
	Updates: <ul style="list-style-type: none">• Industry Updates• Department/Program Updates	Informational	All
	Action Items: <ul style="list-style-type: none">• List any action items	Consent	Committee Chair
	Next Steps/Comments/Wrap Up: <ul style="list-style-type: none">• List any matters here	Informational	All
	Adjournment/Next Meeting		Committee Chair

APPENDIX C – TEMPLATE FOR MINUTES

Submitted 2 weeks after the meeting. Please submit to the office of the Director of Workforce Programs

Minutes of the (Identify Program) Advisory Committee Meeting

Date ~ Time

(Breakfast/Lunch Included)

Location

List:

- members in attendance
- members attending as proxy
- members absent
- faculty, staff, and administrators in attendance
- invited guests

Was there a quorum ____Yes ____No (if no quorum, no official business shall be performed)

1. Call to Order: XXX called the meeting to order at XXXX a.m./p.m.
2. Welcome/Introductions
3. Approval of Minutes of Last Meeting – M/S/P to approve as submitted
4. Announcements:
5. Public Comments:
6. Unfinished Business:
 - a. Discussion items
7. New Business/Discussion:
8. Updates:
 - a. Industry updates
 - b. Department/program updates
9. Action Items: M/S/P to approve as submitted
 - a. List any action items noted
10. Next Steps/Comments/Wrap Up:
11. Adjournment:

NOTE: The next (Identify Program) Advisory Committee meeting will be held (Insert Date)

APPENDIX D - SAMPLE MEMBERSHIP LIST TEMPLATE

Membership list shall be submitted to the office of the Director of Workforce Programs no later than the first day of the fall semester

Last Name	First Name	Title	Org	Address	Phone	E-mail
Doe	John	Mgr	Attic Educational Services	1234 Airway Dr Santa Rosa, CA 95403	707-555-1234	J-Doe@comacast.net
Smith	Jane	Dir	Spring Lake Village	2345 Montgomery Dr Santa Rosa, CA 95409	707-555-2345	Jane.smith@SLV.com
Valdez	Juan	CEO	Aroma Roasters	P.O. Box 3456 Santa Rosa, CA 95402	415-555-3456	Juan@ AromaRoasters.com

REFERENCES

- Colorado Community College System. (2008). A guide to the operation of career and technical education advisory committees. Retrieved from http://www.deca.cccs.edu/0708documents/Local_Chapter-9-07.pdf
- Iowa Department of Education. (2009). Advisory groups: Advisory councils and committees. Bureau of Career and Technical Education Services. Retrieved from http://www.google.com/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=1&ved=0CCwQFjAA&url=http%3A%2F%2Feducateiowa.gov%2Findex.php%3Foption%3Dcom_docman%26task%3Ddoc_download%26gid%3D8653%26Itemid%3D1507&ei=dMNVUpPcJKrfiALJ_oH4Aw&usg=AFQjCNHKtBxE5M0xBbpFlZC90uBhqexH5w&sig2=qvVRQ6F2RFEZ7kkzUK3QXA
- Virginia Department of Education. (2007). Advisory committee handbook for career and technical education local administrators. Office of Career and Technical Education. Retrieved http://www.google.com/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=1&cad=rja&ved=0CCwQFjAA&url=http%3A%2F%2Fwww.cteresource.org%2Fverso%2Ffiles%2Fadvisory-committee-handbook-for-career-and-technical-education-local-administrators-10%2FAdvisory_Comm_Hndbk.pdf&ei=K8RVUuHjJ-rViwKor4DgDA&usg=AFQjCNExreCIvWBHgBAaxK4hVuitSGGmdA&sig2=pL5J9h0zMaMRS3nYr_LW7g January 2007