PALOMAR COLLEGE INDUSTRY ADVISORY COMMITTEE HANDBOOK

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**FORWARD**

The career technical education programs at Palomar College are committed to providing a positive learning environment in which students prepare for the workplace. To meet this commitment, we must establish collaborative partnerships with business, industry and government agencies. Collaboration has never been more important than these days of rapid technological change and advancement. The faster the rate of change, the more responsive we must be to incorporating changes into our curricula so students enter the workplace with skills that mirror current technology.

One way in which we respond to the changes in the workplace is by establishing advisory committees for every career technical program. These committees are composed of industry and community members who are experts in the education, skills, techniques, innovations, and attitudes needed in a specific occupation or career. Their recommendations and participation are an important and required contribution to the college.

The implementation of a dynamic and effective CTE advisory committee requires considerable thought and effort from college staff. This handbook is designed to facilitate the development and implementation of procedures that will maximize the contributions of advisory committees.

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**PURPOSE OF AN ADVISORY COMMITTEE**

Industry participation in the development and maintenance of career technical education programs is a requirement of the California State Plan for Career Technical Education (last updated in 2012) and the Carl D. Perkins Career and Technical Education Act of 2006\*[[1]](#footnote-1). Recommendations from industry partners must be considered in any development or review process. Industry’s role is to:

1. **Provide information about changes and developments in technology, the labor market, and the workplace that will have an impact on programs of the college.**

* Advise the college on changes in the labor market including jobs in greatest demand as well as those being phased out.
* Assess the need for incumbent worker training. That is, the need to supplement or upgrade training for people already employed.
* Provided occupational information, statistics and trends that affect training and education.
* Provide information on “state-of-the-art” technology relative to their fields.
* Assist in projecting the number of graduates from occupational programs who might be needed for employment in the community.
* Recommend new areas for which training should be developed.
* Assist in conducting community needs assessments and surveys.

1. **Make suggestions that would improve occupational curricula and programs of the college.**

* Identify specific skills and requirements that should be included in programs and courses.
* Review program needs with regard to staffing and equipment.
* Make suggestions about CTE programs that should be established, expanded, or discontinued.
* Provide up-to-date information on standards for occupational facilities and equipment.
* Assist in identifying potential instructors for occupational programs.
* Recommend guest speakers for classes and other gatherings.
* Assist the college with student follow-up.
* Advise the faculty, administration, and the Board of Trustees in the development of policies and procedures affecting CTE programs.

1. **Make recommendations that will foster closer cooperation, understanding and communication between the college and the business community.**

* Assist with the recruitment of students.
* Identify work experience opportunities and job placement possibilities for students.
* Assist in the placement of students in internships, work experience, or employment.
* Suggest ways to promote the CTE programs of the college through speaking engagements, newspaper, radio, television, and other media.
* Serve as liaison to business, industry, professional associations, and the college.
* Suggest field trip sites for purposes of relating classroom instruction to the workplace.
* Assist in identifying potential sources of financial support for CTE programs.

**COMMITTEE SELECTION AND FUNCTION**

**HOW ARE COMMITTEE MEMBERS SELECTED?**

Department faculty and division deans recruit occupational education advisory committee members. Committees generally represent a cross- section of the field. Demographics of the local community should be reflected in the committee membership.

The most essential qualifications for members are that they be knowledgeable about the occupation or profession they represent and have the time, interest, and enthusiasm necessary to fully participate. College staff serves as resource persons and participates as ex officio members of the committee. To be effective, an occupational advisory committee should be composed of a minimum of 6 to 12 members who are not also college staff.

**HOW OFTEN DO COMMITTEES MEET?**

Committees generally meet once each academic year. Additional meetings may be scheduled as needed. Department chairs, or a designated department member, will be responsible for developing an annual meeting schedule and will prepare meeting notices, agendas, and supporting materials. The minutes of each meeting, along with a list of members (including name, company, and mailing address, e-mail, and phone number) should be sent to the designated CTE dean’s office in a timely manner. Any member of the committee may serve as note-taker but this role is often assigned to the department’s assistant. The committee chair will be elected from the membership of the committee.

**HOW DOES FACULTY RELATE TO ADVISORY COMMITTEE?**

Faculty meetings will be held separately from advisory committee meetings. Departmental or program meetings are held at the discretion of the department chair and may be used to plan for advisory committee meetings and/or to respond to advisory committee input. The operational business of the faculty should be handled separately from the advisory committee meetings. Faculty members attend meetings as observers and as resource persons for committee.

**WHAT IS THE ROLE OF THE ADVISORY COMMITTEE CHAIR?**

The committee chair, always a member from industry, provides overall direction for the committee and communicates recommendations to the college staff. Generally the chair has the following specific duties:

* Chair all committee meetings.
* Ensure there is adequate industry and/or community representation at all a meeting.
* Represent the program at various college and community events when needed.

**WHAT IS THE ROLE OF THE COLLEGE STAFF?**

The department or program staff ensures that the business of the committee is carried on efficiently. Before scheduling each meeting, the designated staff person should:

* Make logistical arrangements (reserve the meeting space, order refreshments, arrange the room to promote discussion, make name tags, reserve audio-visual equipment, etc.).
* Review and update the committee membership list.
* Consult with the committee chair and prepare a written agenda. Send pertinent information (program or background information, minutes, agenda, maps, etc.) to all members.

During the meeting, a staff person should:

* Take minutes of the meetings.
* Perform other duties necessary to ensure proper functioning of the committee.

As soon as is practical after the meeting, the appropriate department staff members should meet to review the meeting and plan any follow-up activities that are necessary. Some questions to ask are:

* Were good working relationships established/continued?
* Was staff preparation adequate to meeting committee needs?
* Was the meeting conducted in a satisfactory manner?
* What was accomplished and what follow-up is needed?
* What were the meeting’s strong and weak points, and what should be done at future meetings?

As soon as the meeting evaluation is complete, follow-up activities should be assigned. The following specific items should be completed:

* Write the minutes.
* Prepare special reports of specific information requests from committee members.
* Mail minutes, reports and other information as appropriate to members of the committee and the college staff.
* Forward committee recommendation to appropriate college personnel.
* Initiate actions on recommendations as appropriate.
* Follow up on actions that were recommended but not acted upon.
* Send thank-you notes as appropriate.
* Attach committee minutes to proposed departmental curriculum and budget action requests.
* Send the minutes of the meeting to the designated CTE dean.

**WHO ARE EX OFFICIO MEMBERS AND WHAT IS THEIR ROLE?**

Ex officio members of the committee are appropriate college staff who are directly related to the program. They have a critical role in ensuring that committee recommendations are incorporated within the college structure and operating procedures. In addition to providing a liaison between the committee and the college, ex officio members are expected to do the following:

* Attend committee meetings.
* Offer information, advice, and counsel to the committee.
* Provide specific content knowledge, curriculum expertise, and instructional methodology information to the committee. Clarify the role of the community college in workforce preparation.
* Identify and clarify the parameters of the program.
* Identify current and projected program capabilities.
* Act as a liaison between the committee, the Academic Senate, and the college curriculum and budget committees.
* Interpret district and statewide policies and procedures for committee members.
* Provide other information as needed by committee.

**GUIDELINES FOR OPERATING AN ADVISORY COMMITTEE MEETING**

**PREPARATION OF AGENDA**

The department staff should prepare an agenda with information from the committee chair. A carefully planned agenda gives committee members an opportunity to gather appropriate information, develop required responses, and evaluate their positions on issues. General information for the agenda should include:

* Welcome and introduction of members
* Statement of purpose
* Program update
* Enrollment
* Curriculum
* Instructional technology update
* Equipment/facilities issues
* Labor market update
* Other specific issues to be addressed
* From time to time, it may be beneficial for the committee to tour a facility or an instructional area. These kinds of activities can be done at the beginning or the end of the meeting.

**COMMITTEE MEMBER RECOGNITION**

Committee members will be more effective in their roles if they feel that their input is valued. Examples of appropriate recognition are:

* Issue certificates of appreciation.
* Host an appreciation breakfast or lunch.
* Include committee members in college activities.
* Invite committee members to be guest speakers in the classroom.

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| **Advisory Committee** | **Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Meeting Sign-in Sheet** | **Staff Coordinator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | |
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| **Name:** | **Address** | **E-mail** |
| **Company:** | **City/Zip** | **Telephone** |
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1. This legislation is updated periodically but industry/business involvement has always been a required element in all versions of the law. This is not anticipated to change. [↑](#footnote-ref-1)