

# State College of Florida

## Guidelines for Career & Technical Education Programs

### Advisory Committees

#### INTRODUCTION

These guidelines have been developed to assist advisory committees to better understand the purpose, membership and activities of advisory committees.

Advisory committees are essential for the success of the College's Certificate, Advanced Technical Certificate and Associate of Science degree programs. These committees, comprised of knowledgeable representatives from the workplace, provide timely advice and other services with regard to program planning and evaluation, and assisting students with career directions and career decisions.

#### PURPOSE

Career and technical education (CTE) programs offered by SCF are a vital part of the college's mission to meet community workforce needs. CTE programs are designed to prepare students for employment in rapidly changing business and industrial environments. Therefore, it is essential that the college partner with employers and organizations in the local community. The success of our CTE programs is incumbent upon the activity and involvement of advisory committees. Simply put, advisory committees help SCF educate our students to be as employable as possible.

Advisory committees are designed to ensure that the knowledge and skills students receive in our programs are current with those needed in the workforce.

Advisory committees are important resources in helping SCF make wise decisions, resulting in the best education programs for the residents of our community.

Advisory committees for CTE programs are in fact mandated by the Educational Amendment of 1976 and the requirement is included in the Florida State Plan for Vocational Education.

## ROLE OF THE ADVISORY COMMITTEE

Advisory committees make recommendations to faculty and staff on issues such as curriculum development, student recruitment, assessment, instructional equipment and supplies. Its primary function is to assist the college in insuring that our teaching is meeting the current needs of business and industry.

Advisory committee functions may include:

- Needs assessment
- Academic program review/curriculum planning
- Facilities/Technology upgrading recommendations
- Public relations
- Recruitment
- Internship
- Leadership

### Needs Assessment

- Conduct labor force surveys
  - Identify entry level salaries related to AS program area
  - Identify job titles related to AS program area
  - Identify job openings in the labor market
  - Survey the community at regular intervals for job opportunities
  - Coordinate surveys with other workforce related entities such as Suncoast Workforce board
  - Assist with task inventories to determine job skills needed in local labor market

### Academic program review/curriculum planning

- Review and recommend revisions in program curriculum
  - Provide input for quality and performance standards

- Evaluate relevance and effectiveness of program in terms of meeting community needs and suggest revisions if needed
- Analyze course content and sequence
- Suggest program priorities
- Research current and future trends affecting the program and then, recommend the knowledge, skills and competencies required for successful career entry or re-entry
- Contribute to program reviews, accreditations or re-accreditations, curriculum improvement initiatives and quality of learning outcomes
- Assist in faculty recruitment via recommendations and/or interview participation

#### Facilities/Technology upgrading recommendations

- Review and recommend facility and/or equipment improvements:
  - Review and evaluate facilities and equipment
  - Evaluate and recommend space, equipment, laboratory layout
  - Identify new technology
  - Provide advice on technology, software and equipment changes and then, advocating on behalf of the program and college for those resources.
- Donate land, buildings, equipment, visuals, books, manuals and other instructional materials when appropriate

#### Public relations

- Serve as a communication link between SCF and the community
  - Assist in developing, implementing and revising annual and long range plans
  - Serve as an advocate for career and technical education
  - Lend credibility and stature to career and technical education
  - Communicate information to the community about Advisory Committees and their functions as a means of promoting SCF, the program and encouraging others to become involved
- Stimulate awareness of career and technical education needs and contributions to the world of work
  - Serve as guest lecturers in classes and/or sponsor guest lecturers

- Provide examples of career pathways
- Disseminate program related information to workplace, professional associations, and the community at large

#### Recruitment

- Assist in marketing the program and recruiting students through presentations, promoting program at expos, identifying potential students within their own workplace/profession
- Sponsor scholarships and recognition awards for outstanding students in Career and Technical Education
- Sponsor industry tours and open houses
- Encourage other employers to provide tours/open houses/participation
- Develop partnerships, obtain resources and recommend new and innovative ways to increase public awareness of CTE programs
- Sponsor career days
- Disseminate promotional materials

#### Internship

- Provide internships
- Encourage other employers to get involved
- Provide other on-the-job training opportunities and work based learning experiences

#### Leadership

- Assess progress on program and student learning outcomes
- Provide input for industry related certification opportunities
- Assist the college in spreading the word and the work of CTE

### ORGANIZATION AND STRUCTURE

The membership of an advisory committee will be representative of the Career and Technical Education program, the faculty and the community which the committee serves. The membership will provide a bridge between the academic and business, industry and government communities.

The advisory committee for each career and technical education program shall be structured as follows:

- Recommended eight voting members
- Representation from both counties in the SCF service area

- Representatives from specialized career and technical fields from the community
- A representative who has graduated from the program and is currently employed in the field
- Two non-voting members serving in an ex-officio capacity
  - Staff from Office of Career & Technical Education (Director or designee)
  - Program Manager/Director or another faculty member designated by the appropriate Department Chair

## DUTIES OF ADVISORY COMMITTEE OFFICERS

### Chair

The Chair will be elected by voting members of the committee for one year and may be re-elected for one additional term. The chair shall:

- Conduct all meetings
- Coordinate time, place and agenda for meetings with program manager
- Establish ad hoc or subcommittees as needed
- Conduct all official business

### Vice Chair

The Vice-Chair will be elected by voting members of the committee for one year and may be re-elected for one additional term. The Vice-Chair shall:

- Conduct meetings in the absence of the Chair
- Assist the Chair in supporting and furthering the objectives of the committee

## Program Manager/Director

The AS Program Manager/Director shall be the designated official representative of the College for the respective advisory committees. As the College representative, each Program Manager will support the work of the advisory committee as follows:

- Provide for secretarial support needed to record minutes and to assure that copies of minutes, reports and other materials are disseminated to each committee member and appropriate college staff; CTE office may assist in secretarial support
- Coordinate the selection process for committee membership including soliciting assistance from CTE office to find appropriate members from the community to serve on the committee
- Work with committee members to plan meetings, solicit agenda items
- Coordinate meeting rooms—insure that they have been reserved on the respective campus or off site location
- Provide statistical and descriptive information concerning the college and program
- Work with committee members to develop and implement a plan of work—what do you want OR need to accomplish this year...such as....
  - Review status on industry certifications
  - Solicit feedback on curriculum frameworks
  - Gather information on equipment standards and how they compare to college equipment
  - Marketing opportunities to reach new students
- Present any reports to committee members regarding follow up to recommendations made by the committee
- Maintain current file on advisory committee business
- Maintain updated file of advisory committee members and share with CTE office

- Insure that minutes are recorded and distributed to members and a copy is sent to CTE office

## RECORDING SECRETARY

The Program Manager will serve as ex-officio secretary. The secretary will prepare and mail meeting announcements, agenda, minutes and other pertinent information. A copy of minutes will be filed with CTE office.

## ROLE OF THE CTE OFFICE

The CTE office will maintain a list of advisory committee members for programs and will--

- Maintain current file of minutes of each committee meeting
- Send reminders to Program Managers to schedule their meeting
- Will coordinate one division wide advisory committee meeting each year
- Assist Program Managers/Directors in finding new members
- Act as a liaison to chambers of commerce, economic development organizations, and community agencies

## SELECTION OF MEMBERS

Individuals who are selected to serve on an advisory committee are chosen because of their interest in the college's programs and their proven success in their occupations. The following criteria are used in the selection of advisory committee members:

- 1- Time: adequate time to devote to the committee
- 2- Experience: proven success in the field represented by the college program
- 3- Leadership: leadership in the community and awareness of community needs

4- Program awareness: familiarity with industry standards and the objectives of the specific program

### Tenure of Members

Advisory committee members shall be appointed for a three year term.

### Frequency of Meetings

Advisory committees shall meet at least once per each major academic term. Programs may use the institution wide meeting as one of their advisory meetings.

Some program managers serve on advisory committee meetings at the technical institutes. These may be used as the college program's meeting if:

- 1- Program Manager is on the agenda for that meeting
- 2- Minutes from the meeting are kept on file with the program and with the CTE office

### Meeting sites

Advisory committees will conduct their meetings on campus or at an appropriate business/industry/school/government site.

For campus meetings, please be sure you contact appropriate sources to reserve a classroom.

Now what???

What do you need to accomplish with your advisory committee?  
Having an annual plan of work can keep you focused upon what you



need to do. Pick one or two priorities and stick with them to stay focuses and outcomes based.

### **Annual Program of Work Priorities**

Priorities for the advisory committee's program of work usually fall into one of these categories:

- Curriculum
- Staff development
- Career development and work-based learning
- Marketing and advocacy
- Student recruitment, mentoring, and placement
- Program resources
- Evaluation (of the program and the advisory committee itself)

Remember, your advisory committee members are your connection to the community, to industry trends, to job opportunities, and to possible resource support through equipment donations, scholarships, internships, and advocacy for your programs.

