

***Procedural Manual for  
Coastline Community College  
Advisory Committees***

***Enhancing  
Advisory Committee Effectiveness***

October 2006



**COASTLINE**  
**COMMUNITY COLLEGE**

# **Procedural Manual for Coastline Community College Advisory Committees**

## **INTRODUCTION**

The purpose of this procedures manual is to share current advisory committee information and serve as a guide for establishing and operating effective advisory committees. This procedures manual draws on information contained in the sources referenced below and “best practices” from several other community college districts.

### **ACCJC – WASC**

Accreditation Standards Section IIA 2b states that “the institution relies on faculty expertise and the assistance of advisory committees when appropriate to identify competency levels and measurable student learning outcomes for courses, certificates, programs including general and vocational education, and degrees. The institution regularly assesses student progress towards achieving those outcomes.”

### **CA Education Code**

Section 8070 of the California Education Code requires that the governing board of each school district participating in a career technical education program shall appoint a career technical education advisory committee to develop recommendations on the program and to provide liaison between the district and potential employers. The committee shall consist of one or more representatives of the general public knowledgeable about the disadvantaged, students, teachers, business, industry, school administration, and the field office of the Department of Employment Development.

### **Coast Community College District**

Our district office indicates that advisory committees are called upon to provide colleges with counsel, advice, and in some cases participate in determination of community / regional need for programs.

### **Coastline Community College**

Coastline Community College refers to the importance of Advisory Committees in at least three publications. The Structure and Governance section of the Coastline Community College Catalog refers to the importance of community member participation in developing educational programs that are relevant to today’s world. The Program Review Guide indicates that advisory committee members are key resource persons for the program review team. The Career and Technical Education Program handbook refers to the use of advisory committees to gain current information about labor market trends.

## **GENERAL OVERVIEW**

The purpose of career and technical education advisory committees is to promote collaboration between specific educational programs and business and industry to prepare individuals to enter and succeed in their chosen career. Advisory committees historically have been a very effective means of making the educational delivery systems respond to the needs of a constantly changing labor market.

Advisory committees are made up of volunteers who give of their time, talent, and expertise to help improve and update career and technical programs at the college. Career and technical advisory committees have three major roles. They advise faculty members and administrators, assist program staff, and provide support and advocacy for quality education and training. Working cooperatively with program administrators and instructors, advisory committees can significantly help strengthen and improve the programs they serve. Since they are “advisory” by design, these committees do not have administrative or legislative authority.

## **TYPES OF ADVISORY COMMITTEES**

Advisory committees are appointed by the administration of the college to provide direction for career and technical programs. Program advisory committees can be formed for a single program, a group of related programs within the institution, a regional or area committee for the same programs, or a cluster of related programs or career pathway. Regional committees are encouraged for the purpose of coordination and development of articulated / integrated secondary and postsecondary programs. If program cluster or regional advisory committees are used, care must be given to ensure that every career and technical program area is adequately represented.

## **ESTABLISHMENT OF ADVISORY COMMITTEES**

### Membership Composition

The strength of an advisory committee is reflected in the diversity of its membership. Consideration must be given in the makeup of the committee to gender, geographical representation, ethnicity, and nature of the occupational area represented. Consideration should be given to representatives of local professional associations related to the career / technical program and employee organizations. Advisory committees must be composed of a balanced number of the following:

- Employers and employees representing small and large, local / regional business and industry.
- At least one current student.
- Recent program completers employed in a related field.
- Full time and adjunct program faculty, administrators, instructional assistants, and lab assistants.

The recommended committee size is five to twelve.

### Advisory Member Appointment Process

Advisory committee members will be identified by college faculty, staff, administration, and existing committee members. Members will be formally appointed by the college, in writing, for two year terms. The college may re-appoint members for additional terms when appropriate.

The appointment process should strive to ensure appropriate representation of gender and cultural diversity.

The college must maintain an inventory for each committee including comprehensive information regarding the membership of each advisory committee. This inventory should be updated annually; records should be retained for five years.

### Constitution and Bylaws

A written constitution should be developed for each advisory committee. Constitutions usually include the name of the committee, relationship to the college, purpose, membership, organizational structure, and procedural rules or bylaws. Bylaws are rules that address the operation of the committee, selection of officers, appointment of subcommittees, responsibilities of members, and establishment of the annual plan of action. Because the rules of operation may need to change as the committee membership changes, the bylaws should be revisited at the beginning of each academic year.

### Chair and Program Administrator

The chair of the advisory committee should be elected from the private sector membership of the committee and should represent business, industry, labor, or a non-profit agency. The division chair or a lead instructor could serve as a co-chair. The names and positions of the committee chair and co-chairs should be noted on the committee roster on file. The committee chair, program administrator, and program instructor(s), working in partnership, are responsible for facilitating the work of the committee. The program administrator and instructor(s) serve as consultants to the committee. However, they are not voting members and do not count towards the constitution of a quorum. Typically, the program administrator acts as the liaison to the college regarding the committee's activities. The program administrator also is responsible for providing logistical support for the committee's work.

### Committee Recommendations and Reports

The committee chair and program administrator are responsible for keeping the administration and appropriate staff fully informed of the committee activities. Minutes of all meetings should be available at all times and kept on file for the previous six years.

### Committee Charge

In addition to the general committee charge which outlines the committee's scope of activities, the administration may charge the committee with specific work (i.e., achieving industry certification for the program). The committee chair and program administrator are responsible for keeping the work of the committee focused on the charge and aligned with the college's strategic plan.

### Meeting Frequency

Most colleges require that career and technical advisory committees hold a minimum of two meetings each academic year. Effective advisory committees may meet quarterly to complete their plan of action. A complete and up-to-date roster of committee membership should be maintained at all times. In order for the meeting to count as an "official" meeting, a quorum (50 percent or more) of the voting members must be present.

### Committee Responsibilities

Committees are directly responsible to the college through the administration of the institution. Committees may not determine policy, commit to expenditure of funds, perform administrative functions and may not express opinions or represent positions in the name of the college, unless specifically authorized by the college administration. In recommending activities that may involve expenditure of funds, the committee should provide a detailed description, rationale, and budget for consideration by the administration for inclusion in the institutional budget.

### Member Responsibilities

Members are expected to fully participate in committee activities by attending committee meetings and conducting business by telephone, e-mail, and written communications. Members are expected to do the following:

- Act in good faith and in accordance with what they believe to be in the best interest of students, the program or college, and their profession or occupation.
- Discharge their responsibilities diligently and not delegate them to other committee members or staff.
- Publicly disclose any actual or perceived conflicts of interest and not vote on such committee matters.

## **TYPICAL ADVISORY COMMITTEE DUTIES & RESPONSIBILITIES**

### Determination of Community / Regional Need for Program

Assist in developing / conducting community surveys to determine occupational demand, new areas of training needs, employment trends, etc. that would support new program implementation, expansion of existing program, or termination of a program.

### Curriculum / Course Advisement

- Assist educators in the development of goals, objectives, and activities for the program.
- Assist faculty in relating instruction to the needs of the community.
- Advise as to the adequacy and appropriateness of instructional materials.
- Assist in the determination of specific learning outcomes appropriate for program completers.
- Recommend content outcomes for all new courses, new programs, and / or course and program modifications.
- Advise as to the kinds and balance of theory, technical skill development, and tasks to be accomplished by the students in order to ensure the most effective and efficient use of instructional time.
- Review the general skills portion of the program that relates to employability, interpersonal communication skills, and general educational and background in addition to the specific knowledge and skills related to the career / technical area of study.
- Recommend instructional practices that will promote the development of a safe lab environment, and will instill safe work attitudes and habits in students.
- Advise the college as to the industry standard or certification required by the career / technical area as appropriate.
- Advise in the development of evaluation instruments and procedures that may assist in determining the effectiveness of the instructional program, conduct student learning outcomes assessments, and recommend appropriate changes.

### Student Employment

- Notify the lead faculty / division chair of job openings for program completers.
- Give priority employment consideration to program completers.
- Recommend ways to assist students in securing work based learning opportunities and/or employment.
- Assist in the development of portable, transferable competencies, skills, and abilities expected of successful employees.

### Public Relations / Student Recruitment

- Serve as a liaison to the community in order to share the educational opportunities at the college.
- Suggest ways in which the college can promote the program through publicity, speaking engagements, or other media.
- Support a program of awards / scholarships for students in the program.
- Speak on behalf of the program to special audiences, including non-traditional students about career opportunities.

### Facilities and Equipment

- Advise the college as to the adequacy of the physical facilities and conditions of equipment, and prepare recommendations for effecting needed change.
- Assist the college in obtaining instructional equipment.
- Review annual budgetary requests for equipment, make recommendations, and assist in the development of bid or purchase specifications when appropriate.

### Staffing

- Review the type and variety of faculty available within the program.
- Make recommendations for additions to the staff or for new / additional industry skills.
- Advise the college in the development of qualifications for the hiring of instructors and serve on interview panels when appropriate.
- Recommend strategies which ensure that instructor(s) maintain instructional, industry, and state-of-the-art proficiency.
- Help the college secure qualified adjunct instructors.

### Program Evaluation / Review

- Participate in scheduled program reviews.
- Review student performance accountability.
- Make suggestions as to the overall quality of the instructional program.
- Compare program accomplishments with program objectives.
- Formulate recommendations for major program revisions and improvements.
- Assist in the design of program completer follow-up studies.
- Assess needs and progress of special populations.

## Scheduling Checklist

### Step 1

- Dean
- Coordinate with appropriate Dean / Director

### Step 2

- Reserve Room
- Room Reserved

### Step 3

- Invitations
- Update invitations list in red.
- Return invitation list to appropriate Dean's Office two (2) weeks prior to your scheduled meeting.

### Step 4

- Agenda
- Submit additional agenda items you would like to add two (2) weeks prior to your scheduled meeting.

### Step 5

- Food (On Campus Only)
- Select snack and drink you would like us to order for your meeting. Return to the appropriate office with agenda and invitation lists.

### Step 6

- Folders for Meeting
- Pick up Advisory Committee folders in the appropriate Dean's Office prior to meeting.

### Step 7

- Refreshments
- Pick up refreshments from food services prior to meeting.

### Step 8

- Highlights/Minutes
- Submit meeting highlights/minutes on disk within one week following the meeting. Be sure to include summary recommendations.
- Review final formatted copies of highlights/minutes received from appropriate Dean's Office. Make any changes then sign your approval and forward to Dean of Instruction for signature.

### Step 9

- Curriculum Revisions
- Process curriculum revisions through your division to Curriculum Committee for Catalog and Schedule Changes.