

Cerro Coso Community College

Career and Technical Education Advisory Committee Handbook

August 2013



TABLE OF CONTENTS

Introduction.....	3
Membership.....	4
Organization.....	6
Faculty/Staff Responsibility to the CTEAC.....	8
Appendix A: Expectations of Advisory Committee Members	10
Appendix B: Course Outline Feedback Question Questions	11
Appendix C: Advisory Committee Member Information Sample Form.....	12
Appendix D: Sample Invitation to Join Advisory Committee Letter.....	14
Appendix E: Sample Meeting Invitation	14
Appendix F: Sample Agenda	15
Appendix G: Sample Minutes.....	17
Appendix H: Sample Thank You Letter.....	19
Appendix I: Sample Surveys.....	20

INTRODUCTION

Advisory committees play an integral part in shaping Career and Technical Education (CTE) curricula development at Cerro Coso Community College (CCCC). They help ensure that our programs remain in touch with the needs of local business and industry and that our students receive relevant instruction. The Career and Technical Education Advisory Committee (CTEAC) is a group of individuals selected to represent broad points of view relative to a specific CTE area. The members should have a strong sense of commitment to the development of our educational program and our students. Members are recognized by Cerro Coso Community College and are invited to advise program faculty in the area of curriculum, career guidance, facilities, funding, and staffing.

Curriculum: Curriculum content advisement is vital to an effective occupational education program. In its review of curriculum content, a CTEAC focuses on one primary concern: Do graduates possess the entry-level job skills needed by employers in the career and technical education area served? Notice this is referred to as advisement on content, not on teaching method. What to teach is a proper responsibility of a CTEAC, while how to teach is the responsibility of instructional and administrative personnel. To assist with curriculum review and validation, the CTEAC may: Review past accomplishments and forecast trends affecting training and employment; evaluate the occupational relevance and effectiveness of the ongoing college program relative to industry needs; and provide input into program curriculum/design.

Career Guidance: CTEAC members may assist by offering mentoring or internship opportunities; sponsoring or assisting with career days; serving as guest speakers on the subject of job opportunities and the expectations of employers; conducting mock interviews; et cetera. To assist with student placement, CTEACs may participate in the following activities: Provide employment placement opportunities for students (i.e., locate prospective employers to interview graduates for jobs; inform local employers of the capacity of the CTE program and provide information on current graduates; help students locate part-time jobs in their specific career and technical education field during instruction; and develop internship opportunities for students).

Facilities and Funding: Provide financial, legislative, and moral support; assist in establishing standards for selecting equipment and instructional materials as well as securing donations where appropriate.

Staffing: Identify competent personnel with appropriate experience as potential instructors.

CCCC COMMITMENT TO THE CTEAC:

- Listen and be responsive to the recommendations of the CTEAC
- Notify members of time and place of meetings
- Assist in preparation and mailing of agenda, minutes, and attachments of times to be discussed
- Arrange meeting place
- Provide statistical and/or descriptive information about the career and technical education program
- Prepare and file minutes in the CCCC Career and Technical Education office

Membership

Membership on the CTEAC should not be limited to a specific portion of a particular occupation; rather it should provide a broad perspective that requires that persons with differing backgrounds combine to give input and advice. Most career and technical education programs enjoy greater benefits when the CTEAC represents both workers and supervisors. People who actually perform the skills and those who hire and supervise can then work together to give the instructional staff an accurate picture of the community's employment needs.

Consider the following groups of people when identifying new CTEAC members:

- Business owners
- Supervisors
- Employees
- Human resources directors
- Industry representatives
- Labor representatives
- Students representative

Size

The size of each Career and Technical Education Advisory Committee will vary, however, it should be made up of enough members to give an adequate base for opinions, yet should be small enough that members can comfortably and freely discuss business. Normally, between five and fifteen members produce the most effective committee.

Personal Characteristics

CTEAC members should be cooperative, responsible, and productive people who are interested in the success of career and technical education at Cerro Coso Community College. Prospective members should have current, successful work experience in the related occupation and be willing to contribute the necessary time to help strengthen the training program. The ideal CTEAC candidate will serve to build and improve the technical program as well as promote the program within the community.

Key factors of actively involved members on CTEAC include:

- **Leadership:** Committee members have demonstrated leadership within their occupation and/or the community. They work well with their committee, as well as college staff, and possess the ability to present their ideas effectively.
- **Business Experience:** Employer representatives are selected from business or industrial firms that are recognized for their progressive practices and efficient operations.
- **Adequate Time:** Members selected must be able to devote sufficient time and enthusiasm to the committee's work. This may include several meetings during the year.

Selection

Potential members are recommended by other CTEAC members, faculty members, or college administration. An official letter formally inviting the individual to join the CTEAC (See Appendix D) will be sent.

Orientation of New Members

A CCCC representative, typically a faculty member selected by the department, shall assist in welcoming and orienting new members to the CTEAC.

- A faculty representative from the career and technical education program should personally contact new members to welcome them and respond to any of their questions. Arrangements should be made for the new member to visit the school while in session.
- Forward a welcome letter and include the following information:
 - Current list of committee members
 - Meeting schedule
 - Previous minutes and agendas
 - CTEAC handbook

Term

Advisors will be appointed for a one-year term.

Organization

The effectiveness of a CTEAC is the result of sound organization. The following practices help ensure the effective operation of the CTEAC:

- Inform members of their duties and responsibilities before they accept their appointment and attend their first meeting (see Appendix A).
- Keep rosters revised and current. Replace, as quickly as possible, a member who resigns. Provide members with current rosters.

Meetings

- Schedule a CTEAC meeting at the career and technical education program's facilities whenever possible.
- Hold regular meetings in a centralized location with comfortable seating and space for writing.
- If possible, provide simple refreshments for meetings. If funds are available, occasional meals are a nice addition.
- Each time the membership changes, poll the members to determine the most convenient meeting time. Some business people prefer to attend meetings during the work day, while others are unable to do so.
- If it appears a meeting may last more than two hours, use some method that will shorten the time (save part of the business for the next meeting, hold an interim meeting, or appoint a subcommittee for a lengthy item).
- A minimum of four advisors must be present to constitute a quorum (adjunct faculty will be excluded from this quorum).

Meeting Frequency

- CTEAC are required to meet once a semester (California Education Code sections 8070 and 12053), once during the fall and again in the spring. Additional ways of facilitating communication and soliciting feedback with the CTEAC can be employed. Consider sending out a simple survey with relevant questions. Be sure to follow up on the survey with a compilation of the results.

Member Recognition

Recognize members and their business affiliation. Publish members' names in program materials and other college publications whenever possible. Recognize specific contributions of the committee in the media or at school awards.

Member Input

The formation of a CTEAC implies that the group's advice will be considered. It must be remembered though that the CTEAC is limited to making recommendations and giving advice. It is not empowered to set policy; that responsibility rests solely with KCCD's Board of Trustees. Therefore, there might be occasions when a specific recommendation is rejected by administrators or by program personnel. All of the CTEAC's recommendations should be acknowledged in writing. Meeting minutes are the ideal place to do this. It is important that a written report of the action taken on each recommendation be presented to the group as soon as possible, and not later than the next meeting.

- Keep the committee active. Continually solicit and consider its advice.
- Inform members of the operation of the career and technical education program (provide program tours and provide them copies of promotional materials).
- Promote committee members contact with students. Invite students to meetings for an open question-and-answer session with members or hold a meeting during class for the same purpose when possible.

Following are some questions that may solicit useful information from the advisory committee:

- How many program graduates do you hire per year?
- Are internships available? Paid or unpaid?
- Do you have specialized training needs?
- What type of training do you provide?
- Do you have a website?
- What are the specific job skills this discipline should focus on? Are we meeting your expectations in this area? What skills are lacking in entry-level employees?
- What equipment should students be able to use?
- Do you have vacancies in these areas? How many have you filled during the past 12 months? What opportunities are you aware of throughout the industry in your area? Have you hired CCCC students? How many?
- What were the strengths and weaknesses of CCCC-trained students? Do CCCC-trained students have any advantage over others in the hiring process? Would you recommend CCCC students to others?
- How is the economy affecting our area/job market?

- What do you see happening in this industry in the next few years? What should we be considering as innovations for change?
- From where do you hire your entry-level employees?
- What can we do to have a greater influence in getting you to hire our graduates?
- Can you give us some information on the pay range of your entry-level positions?
- Would you allow students to train at your business?
- Do you know of others, like you, who would be willing to assist us?
- Do our courses reflect adequate training, current practices, and job duties in your company?

Faculty/Staff Responsibility to the CTEAC

The faculty assumes a supporting role to help the CTEAC function. During meetings it is important that the focus remains on seeking advice from the committee. A faculty representative, usually appointed by the department chair, should serve as the lead in preparing for meetings, providing information, and clarity during meetings and following through with communication and recommendations as a result of the meetings. Support staff should be utilized to assist the faculty lead in this endeavor.

2 Months Prior . . .

Secure meeting room

Review/update membership roster

Send new member recommendations to the Dean of Career and Technical Education, if necessary

1 Month Prior . . .

Send meeting notice/save the date with copy of minutes from last meeting and current roster

Request agenda items

Be sure to mail parking permit and directions to meeting location

1-2 Weeks Prior . . .

Make reminder calls/e-mails

Prepare and mail agenda

Arrange for light refreshments

Arrange for minutes to be taken during meeting

Day of Meeting . . .

Check on facility arrangements and refreshments

Arrive ½ hour early to meeting to welcome guests

Facilitate meeting

Provide sign-in sheet

Take minutes

2 Weeks After . . .

Send thank you letter and minutes to attendees

Send follow-up letter to non-attendees to check their interest

Send copy of minutes, agenda, and sign-in sheet to Dean of Career and Technical Education for audit files

Annual (June) . . .

Send certificate of recognition to each advisor

Appendix A: Expectations of Advisory Committee Members

Introduction: A major thrust of Cerro Coso Community College continues to be establishing and maintaining relationships/partnerships that enhance the district in a variety of ways. We are committed to improving the quality, consistency, and continuity of our advisory committees.

Rationale for Advisory Committees:

- To establish and/or maintain excellent business partnerships
- To have appropriate industry personnel review our curriculum
- To validate the local area job markets
- To provide opportunities for improved job placement
- To assist in providing viable college courses

Specific kinds of information with which advisory committee members assist:

- Pay range for entry-level positions
- Specific job skills
- Equipment students should be able to use
- Job vacancies; hiring practices
- Trends in the industry
- On-the-job training opportunities

Types of activities in which advisory committee members might be involved:

- Provide tours of facilities
- Be a guest speaker for CCCC program
- Provide a "job shadowing" opportunity
- Donate equipment and supplies
- Review curriculum and competency lists
- Provide students scholarships/grants
- Assist in selection of scholarship recipients
- Recruit additional advisory committee members
- Participate in career and job fairs

Minimum requirements:

- Be an active participant in an bi-annual advisory committee meeting
- Provide technical assistance and advise periodically as you are available

Appendix B: Course Outline Feedback Question

1. Does the course content, as reflected in the course outline, reflect current industry standards?

Yes No

If no, what recommendations do you have for changes?

2. Does the course content adequately prepare students for entry-level employment in this industry?

Yes No

Please note any recommendations you have for changes in the answer to number 6 below.

3. Would this course adequately prepare students to perform the tasks required by your company?

Yes No (Recommendation for changes or additions can be noted in number 6 below.)

4. Does your site offer training opportunities for students to become proficient in the skills indicated in the CCCC Course Outline?

Yes No

5. Do you consider this course a valuable training opportunity for high school and adult students?

Do you think CCCC should continue to offer this course?

Yes No

6. What changes or additions would you recommend to improve the employability of students who are preparing for work in this field?

Appendix C: Advisory Committee Member Information

Sample Form

ADVISORY COMMITTEE MEMBER INFORMATION


Name:	Title:
Agency/Organization:	
Address:	
Phone No:	Fax No.
E-Mail Address:	

Please check any areas in which you might assist:

- Provide a tour of your facility
- Be a guest speaker for the program
- Provide facility/staff for the training program
- Provide a "job shadowing" opportunity for students
- Provide job market and/or career information
- Donate equipment and supplies
- Give advice on specific job skills to be taught
- Review curriculum
- Provide student scholarships or internships
- Assist in selection of scholarship recipients
- Assist in job market surveys
- Recruit additional quality advisory members
- Visit the program periodically to observe classroom instruction
- Participate in career and job fairs
- Provide employment opportunities for graduates
- Provide technical assistance (on-call basis)
- Provide advice when considering equipment purchases
- Recommend CCCC to other employers or advisory members
- Other: _____

Participation Opportunities for Advisory Members

Please check any activities in which the organization or person interviewed would be willing to be involved in the future.

Please circle  those activities in which the company/person already participates.

1. ___ Provide community classroom training opportunities
2. ___ Provide tours of facilities
3. ___ Be a guest speaker
4. ___ Provide a "job shadowing" opportunity
5. ___ Donate equipment and supplies
6. ___ Review curriculum and competency lists
7. ___ Provide student scholarships/grants
8. ___ Recruit additional advisory committee members
9. ___ Provide a standing advisory committee member for a one-year commitment
10. ___ Participate in career days and job fairs

Other Comments:

Appendix D: Sample Invitation to Join Advisory Committee Letter

[DATE]

[NAME/ADDRESS]

Dear [NAME]:

It is a pleasure to invite you to serve on Cerro Coso Community College **[NAME OF ADVISORY COMMITTEE]**. You were recommended for this committee because of your considerable expertise in this field and your expressed interest in the college program. By accepting this invitation, you will play an integral part in shaping occupational curricula development at Cerro Coso Community College. Any response or questions should be directed to the Career and Technical Education Office at (760) 384-6258.

You will be notified well in advance of meeting dates in order to give you time to adjust your schedule and to prepare materials.

I want to thank you for your interest in Cerro Coso Community College. I know that your schedule is often very demanding, and I appreciate your willingness to help the college maintain, enhance, and expand the programs we offer the community.

Best wishes for a productive and challenging experience on the **[NAME OF ADVISORY COMMITTEE]**.

Sincerely,

[Dean OR DESIGNEE]

Appendix E: Sample Meeting Invitation

[DATE]

[NAME/ADDRESS]

Dear [NAME]:

Our next **[NAME OF ADVISORY COMMITTEE]** Committee meeting is scheduled for **[DATE]**. The meeting will be held from **[START TIME AND END TIME]** in the **[NAME OF MEETING ROOM]** on the **[CAMPUS NAME]** Campus. Please let me know by **[DEADLINE DATE]** if there are specific business items you would like placed on the agenda.

Cerro Coso Community College is committed to providing quality programs in its **[NAME OF PROGRAM]** program. The involvement of business, industry, and the government in higher education has never been more important.

I hope that your schedule will permit you to attend. A map is included for your convenience. Please RSVP to **[NAME AND PHONE OR E-MAIL]** so that we may plan accordingly. I look forward to seeing you soon.

Sincerely,

[NAME/TITLE]

Appendix F: Sample Agenda

Cerro Coso Community College

Date: _____

Time: _____

Agenda

(Discipline)

- Introductions/Welcome
- Program Overview
- Progress Report
- Curriculum/Program Concerns and Recommendations
- Labor Market Validation
- Other Agenda Items
- Possible Advisory Committee Involvement
- Adjourn

Appendix G: Sample Minutes

Cerro Coso Community College

Date: _____

Time: _____

Minutes/Recommendations

(Discipline)

1. Introductions/Welcome (attach a copy of the sign-in sheet for an attendance record)

Meeting called to order at (time):

Attendance:

- Members
- Faculty/Staff
- Absent

2. Program Overview
3. Review of Advisory Process
4. Objective of this meeting
5. Facilitators and faculty roles in advisory meetings
6. Progress Report
 - Progress on prior year recommendations
7. Curriculum/Program Concerns and Recommendations

8. Topic

9. Group Recommendations

10. Labor Market Validation

11. Other Agenda Items

12. Possible Advisory Committee Involvement

13. Adjourn

Respectfully submitted,

Appendix H: Sample Thank You Letter

[DATE]

[NAME AND ADDRESS]

Dear [NAME]:

On behalf of Cerro Coso Community College, thank you for attending our **[NAME OF ADVISORY COMMITTEE]** meeting on **[DATE OF LAST MEETING]**. Attached are the draft minutes from the meeting. If you have any comments or corrections, please let me know.

This advisory committee plays a vital role in shaping the direction of the **[NAME OF PROGRAM]** program at Cerro Coso Community College and your participation and commitment is invaluable. Please know that we will review recommendations made by the committee and, within the limitation of our resources, we will implement appropriate recommendations.

Again, thank you for your contribution. We look forward to working with you and seeing you again at our next committee meeting, which will be held in the spring **[LIST SPECIFIC DATE IF AVAILABLE]**.

Sincerely,

[NAME, TITLE]

Appendix I: Sample Surveys

Cerro Coso Community College
[NAME OF COMMITTEE]

Member Feedback

*We value your input about our programs and would appreciate you taking a few moments to answer some questions. Please return this form via fax at **[LIST FAX NUMBER]** or mail to: **[NAME AND COLLEGE/CAMPUS ADDRESS]**. Thank you.*

As a committee member, what expectations do you have regarding CCCC's **[NAME OF COMMITTEE]**?

What has most impressed you about the **[NAME OF PROGRAM]** program?

As a hiring manager, what advantages does a graduate of our program have vs. a person with only a high school diploma?

If you were helping a young person with a career decision, would you recommend CCCC and what would you tell him/her about our **[NAME OF PROGRAM]** program?

If positions were reversed, what would you be asking your advisory committee members?

Other comments/feedback:

May we use your comments in one of our publications? Yes No

Name _____