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Chaffey College

**CTE PROGRAM
ADVISORY COMMITTEE
HANDBOOK**



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CTE Program Advisory Committees' Purpose

Industry Program Advisory Committees (PACs) are needed to do the following:

1. Promote receive training in the knowledge, skills, and abilities needed by employers
2. Promote curriculum design and improvements are industry informed and aligned to current industry standards and needs
3. Maintain a continuous connection with industry for the benefit of students and the growth of a diversified student pipeline from education and training to employment

Committees are maintained for the purpose of continuous exchange between professional educators and those in the private and public industry sectors (Education Code §8070, Article 3).



CTE Program Advisory Committees' Functions

The primary functions of PACs are to:

- Identify the educational needs of a specific occupational program and make recommendations to the College program faculty and administration related to these needs. Such recommendations may be included in the program's PSR.
- Interpret the program to the communities served and the communities' needs to the College.
- Collect program-specific information and advice on technical requirements for the effective operation of the program.
- Provide opportunities for communication between the College and the various organizations and agencies of the community interested in the program.
- Assist program faculty in short-term and long-term program planning efforts to keep the program relevant to industry needs.

Mission

Chaffey College inspires hope and success by improving lives and our community in a dynamic, supportive, and engaging environment of educational excellence where our diverse students learn and benefit from foundation, career, and transfer programs.



Vision For Success

Chaffey College is committed to helping students improve their social and economic mobility and to pursue the career and life that they want (CCCCO, 2020).

Career and technical programs have a vital role to play in preparing our students with the skills and credentials they need to ensure economic and career success. Through the collaboration and insights of strong, diverse, and committed program advisories, Chaffey College can work toward attaining the Vision for Success and work to do the following:

- Close Equity Gaps
- Increase Degree and Certificate Attainment
- Reduce Excess Unit Accumulation
- Increase Transfers to Four-Year Institutions
- Secure Gainful Employment



Handbook Purpose

The Chaffey College CTE Program Advisory Committee Handbook provides suggestions for a diverse advisory committee development, maintenance, and record-keeping. The primary audience of this handbook is Advisory Committee members and Chaffey faculty and staff.

Chaffey Institutions and campuses are encouraged to supplement and augment this material with available resources and opportunities for faculty and staff regarding employer engagement, advisory committees, and career education course and program alignment to employer needs.

Goals:

- To further a cooperative relationship between the College and the resource agencies of the community in support of the program.
- To monitor, document, and discuss how students are progressing toward the competencies, objectives, and student learning outcomes identified for the particular program.
- To support a diverse and equitable workforce through the development and maintenance of a strong student pipeline from education and training to employment.



CTE Program Advisory Committee Authority

PACs make recommendations only.

The program faculty, campus administration, and governing board carry the responsibility and liability for all career education programs operating in the District. It is within this framework that the advisory committees are responsible to the Superintendent/President and the Governing Board of the Chaffey College District, through the first-level manager and faculty assigned to the particular program. The Superintendent/President provides overall administration of the District and reports to the Governing Board.

The ultimate decision as to how a career education program operates rests with the program faculty of that particular program and school administration/management.

Program Advisory Committee Composition and Structure

The majority of the committee members must be industry and/or employer representatives. Each advisory committee should strive to reflect the diverse composition of the campus student population, community's business, industry, or government sectors. Members are selected to serve because of their knowledge, expertise, and understanding in their area of specialization. Diverse perspectives and experiences are important factors in membership.

Program Advisory Committees should consider the following questions:

- Is committee representation diverse, including size, scope, location, and type of company, as well as gender, orientation, and ethnicity, minority-owned, etc.?
- Is the diversity of all committee representatives reflective of the diversity of the student population?

Each Program Advisory Committee should include a combination of relevant stakeholders, such as:

- An industry or employer chairperson
- An assistant chairperson
- Additional industry or employer representatives
- Chaffey CTE program students and alumni
- Additional external stakeholders:
 - Industry suppliers of equipment
 - Regional sector directors
 - Industry Organization representatives (e.g. Nursing League, SEMA, FAA)
- A faculty member/program expert
- Additional Chaffey representatives:
 - Program dean
 - Program support staff
 - Program counselors
 - Program faculty (including part-time or emeritus faculty)
 - Curriculum Chair or their designee
 - College foundation officer
 - Financial Aid representative
 - Other directors/coordinators in the ACC
 - New Programs: EPPC representative



Responsibilities

All committee members are expected to actively contribute to the advisory committee. However, some essential tasks should be assigned to one or more individuals to ensure timely completion. Some examples of these tasks include:

- Agenda Development
- Note-taking/preparation of meeting minutes
- Meeting minute distribution
- Committee member list management
- Summative recommendation to the College

Industry and Employer

Industry and employer representatives are expected to fulfill these responsibilities:

- Attend meetings, participate in committee discussions, and serve on subcommittees as appropriate.
- Carefully study any problem which comes before the committee prior to committing to a final decision.
- Be available for consultation.
- Offer Curriculum Content Advisement.
- Offer Career Guidance

Management and Discipline Faculty

It is the District's expectation that management and faculty in the discipline(s) covered by the career education advisory committee will do the following:

- Submit items for advisory committee meeting agendas.
- Attend advisory committee meetings, participate in discussions, complete committee assignments, and serve on subcommittees as appropriate.
- Review curriculum changes recommended by the advisory committee.
- Assist in the development/revision of curriculum.



Request, Confirmation, and Orientation of New Members

The PAC should be a majority of external stakeholders. Committee membership should be reviewed and updated yearly to ensure broad-based representation of the industry and to ensure that the committee is contributing a strong voice regarding the landscape of the career workforce. The success of the advisory depends on how well members understand their roles. The following are recommendations for requesting and confirming committee member assignments:

- An informal face-to-face meeting to discuss a potential member's contribution and role on the PAC should precede a formal letter or e-mail requesting membership.
- Annual recognition certificates should be sent to all the sitting committee members.
- An additional award should be sent to the chairperson and assistant chairperson in recognition of their important role in the committee.
- When committee members resign, a formal letter from the chairperson should be sent acknowledging the member's commitment and contributions.
- New and continuing PAC members should be regularly provided with information relative to the committee's purpose, function, structure, and goals.

Advisory committees should strive to streamline formal face-to-face meetings as much as possible. Industry partners will balk and drop out of the advisory committee if they perceive that their time is being wasted with unproductive meetings. Providing materials for review in advance, either by email, regular mail, or other digital technologies, can ensure that meeting time is reserved for interactive discussions and decision-making. Tours and lectures should not be scheduled during a regular meeting.



Meetings

Each PAC must meet at least once per school year. In many cases, a program may benefit from hosting meetings bi-annually and this would be highly recommended in these cases. Communication with the committee members can happen in both formal and informal settings, but every effort should be made to avoid the perception that the committee meeting is unproductive.

Some suggestions to help make the committee meetings more productive include:

- Consider what meeting times would be convenient for the industry/business sector represented
- Establish meeting ground rules/norms such as-
 - Engage members in meaningful dialogue.
 - Share ideas freely.
 - Provide constructive suggestions rather than negative criticisms.
 - Stay on track and on time.
 - Be concise.
- Establish, and follow, a meeting agenda with a stated purpose
- Provide review materials (including agenda) in advance of the meeting
- Involve all committee members in the discussion and allow ample time for the committee to discuss the strengths and weaknesses of the program.
- At the conclusion of the meeting, announce intentions for the next meeting.
- Consider occasionally changing the location of the meetings (request access to committee members places of employment)
- Maintain regular and effective pre-and post-meeting communication standards

A meeting does not need to be long to be effective. Quality of content should be the constant, not time. Most meetings will last one to two hours. Meeting discussions should focus on the agenda, and every attempt should be made to involve each member.



Meeting Agenda

Agendas should be made in consultation with or directed by the committee chair. Committee members should receive the agenda at least one week in advance and have an opportunity to provide additions and feedback prior to the meeting. Meeting agendas should be concise and offer sufficient time and opportunities for committee member discussion.

The topics of the meeting agenda will vary from one committee to another, but some examples of agenda topics include:

- Academic programs and student success metrics
- Labor market trends (including LMI data)
- Impacts of local, state, and/or federal legislation
- Emerging industry needs and potential new courses and programs
- Facilities and equipment requirements
- Recruitment of students
- Recruitment of committee members
- Marketing of programs and graduates
- Graduate employment opportunities
- Student and graduate internship opportunities (work-based learning)
- Work performance review of graduates
- Program review processes and outcomes
- Staff development for instructors
- Identifying equipment and technological needs
- Assist in grants and equipment donations
- Assist in fundraising for scholarships and student grants
- Program responsibility to develop employability skills



Committee Work

PACs meet as needed to achieve their assignments and goals (generally once or twice a year) and are scheduled by the PAC chair with the support of division office. Additional or sub-committee meetings may be scheduled as needed. Meetings should be kept to a reasonable time. Below is an example for the year's agendas.

First PAC Meeting:

- Welcome new PAC members and review the role of the PAC.
- Inform members how to access the committee's documents and information
- Review the prior year's goals and accomplishments.
- Set new goals for the PAC in correlation with the College's annual goals and program needs. Assign tasks as indicated. Assign subcommittees as necessary.
- Discuss how the PAC can help acquire equipment, market the program, volunteer in the classroom, review curriculum, or provide other support the department may need.

Second PAC Meeting

- Review goal attainment and progress discussed in the first meeting.
- Continue discussion on how the PAC can support student job placement, internships, and scholarships.
- Review data regarding the program and make suggestions to the department from an industry perspective.
- Help faculty remain current in their discipline by discussing current trends.
- Discuss, draft, and finalize the questions and statements for the Annual Report.



Communicating with your Committee

Resources for meetings can be distributed in several ways. Direct distribution via E-mail or physical mail is an option. Additionally, you may choose to take advantage of a website or a Newsletter (distributed physically or electronically) to communicate the information to your committee members.

There are also several other technologies that may help your committee. Incorporating these technologies may help keep your committee members engaged and eliminate the need to discuss non-relevant topics. Some other technology tools to consider include:

- Teleconference & Video Conference Meetings
- Blogs
- File Sharing
- Google Groups
- Meeting Schedulers and Invitations
- Online Surveys, Polls, and Registrations
- Podcasts
- RSS News Feeds
- 3CMedia Solutions Media Sharing
- YouTube/Video Sharing
- Social Networks (Twitter, LinkedIn, etc.)
- Text Messaging
- Websites

Any combination of these technologies may, and should be incorporated into the intended communication plan with your advisory committee. Using a variety of technologies to disseminate information will ensure that all committee members can participate in the steering activities of the group.



Program Advisory Committee Performance and Evaluation

One of the primary goals of the advisory committee is to establish and steer programs that will allow Chaffey students to complete a pathway to a well-paying career. As such, the committee needs to be aware of relevant information/data that would be relevant to making decisions. Student academic performance, retention rates, program completion rates, and workforce placement rates are all important data sets to be discussed. In addition, secondary to post-secondary transition information may be relevant for some programs. Program objectives should be established using pre-defined metrics to guide the discussion.

Once objectives have been established, they may then be reviewed on a regular basis to establish committee and program performance. Are the program goals being accomplished? Has the program strengthened the career pathway for students? Have recommendations been acted on? What is the future direction and work for the committee?

It should be a goal to keep the committee members and processes as effective as possible. Committee policies should be fluid enough to allow for modifications as needed to maintain effectiveness.



Building and Maintaining Attendance

There are many factors that may play a role in causing low meeting attendance. Difficulty committing to the time requirements, lack of perceived value, and a lack of response to committee member needs/suggestions can all result in dwindling committee participation.

Some questions to consider:

- Does the industry have deficiencies/need for graduates from our program?
- Is the chair of the committee someone that is likely to attract new members?
- Is your program listening to and responding to industry needs? Or is it dominating the meeting?
- Are meetings held at times that are convenient for the industry?
- Are meeting locations convenient to the business/members?
- When committee requests are made, is there a timely response from education?

So, what can we do to try and boost meeting attendance?

Add Value:

- Consider surveying members before the meeting to have topics and feedback to discuss during the meeting
- Discuss action items that were fulfilled as a result of the committee recommendation
- Invite committee members to speak to students during a class
- Identify short-term and long-term goals in conjunction with the committee that are attainable
- Develop a member appreciation system:
 - Certificate of appreciation
 - Display names/tags
 - Letter of appreciation
 - Invitation to campus events
 - Invite members to visit programs/courses
 - Post committee membership to program pages
 - Publish achievements in relevant district publications
- Engage the committee in shared problem solving and interactive activities



Building and Maintaining Attendance (cont.)

Time Commitment:

- Consider hosting more than one meeting annually to allow more options to work around members' busy schedules.
- Video record meetings to share with members that could not attend in person.
- Highlight accomplishments in regular communications (newsletters, e-mail, etc.).
- Offer to have an advisory committee meeting at a committee member's place of work.
- Schedule (tentatively) the upcoming committee meeting before ending your current meeting.

Other Ideas:

- Inquire about cross-program interest or member possibilities (e.g. sharing committee members/companies between two or more schools/departments).
- If an opportunity exists, invite/include faculty from partnering secondary schools or ACC.
- Attend Regional Advisory Committee meetings to meet potential committee members.
- Invite the members to select/vote on what food to provide during the next meeting.
- Investigate any possible regional industry groups (e.g.: IELLA – Inland Empire Latino Lawyers Association).

SUMMARY

CURRICULUM REVIEW & REVISION

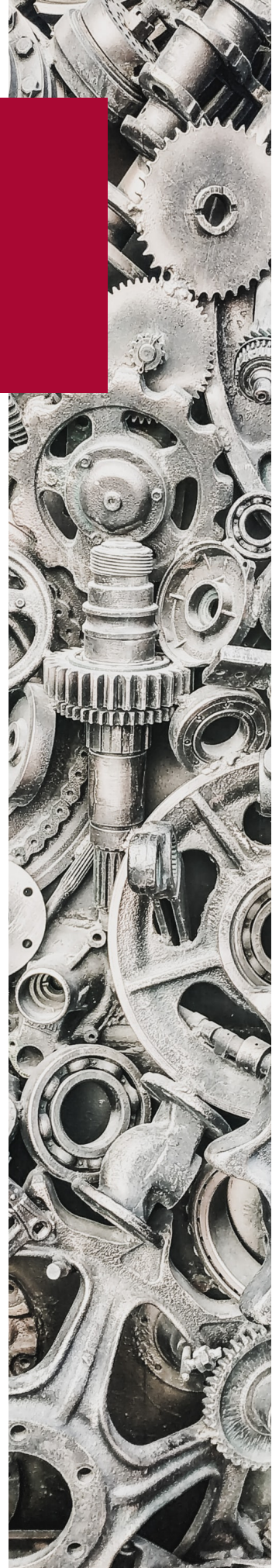
- Modification of existing programs
- Identify new or emerging fields

STAFF DEVELOPMENT

- Provide in-service activities for instructors
- Open industry-based training for instructors
- Support instructors' memberships or participation in trade associations

CAREER DEVELOPMENT & WORK-BASED LEARNING

- Occupation-related field trips
- Job shadowing
- Cooperative Education
- Clinical Internships (paid or unpaid)
- Simulation
- Laboratory Method
- Paid/Unpaid Work Experience



SUMMARY

MARKETING & ADVOCACY

- Interpret the career pathway to the industry community
- Serve as an advocate of the career pathway
- Seek legislative support for the career pathway

RECRUITMENT, MENTORING & PLACEMENT

- Recruitment
- Student Outcomes
- Placement
- Mentoring

RESOURCES

- Provide advice on new technology
- Provide advice on facilities or physical layout
- Share libraries of visual aids, books, magazines, database resources, and digital resources



RESOURCES

INLAND EMPIRE

Growing Inland Achievement (gia)
<https://inlandempiregia.org/labor-market/>

Centers of Excellence (COE)
<http://www.coecc.net/>

Inland Empire Regional Chamber of Commerce
<https://www.iechamber.org/news/2021-inland-empire-economic-outlook>

LMI request: Inland Empire Regional Consortium
(desert colleges)
<https://desertcolleges.org/lmi/>

ECONOMIC OUTLOOK

Quarterly Economic Report For the Inland Empire of Southern California by John Husing, PhD
http://www.johnhusing.com/QUER_articles.htm

Inland Empire Outlook | The Rose Institute of State and Local Government
<http://roseinstitute.org/inland-empire-outlook/>

STATEWIDE

ONET Online – Job Zone search
www.onetonline.org/

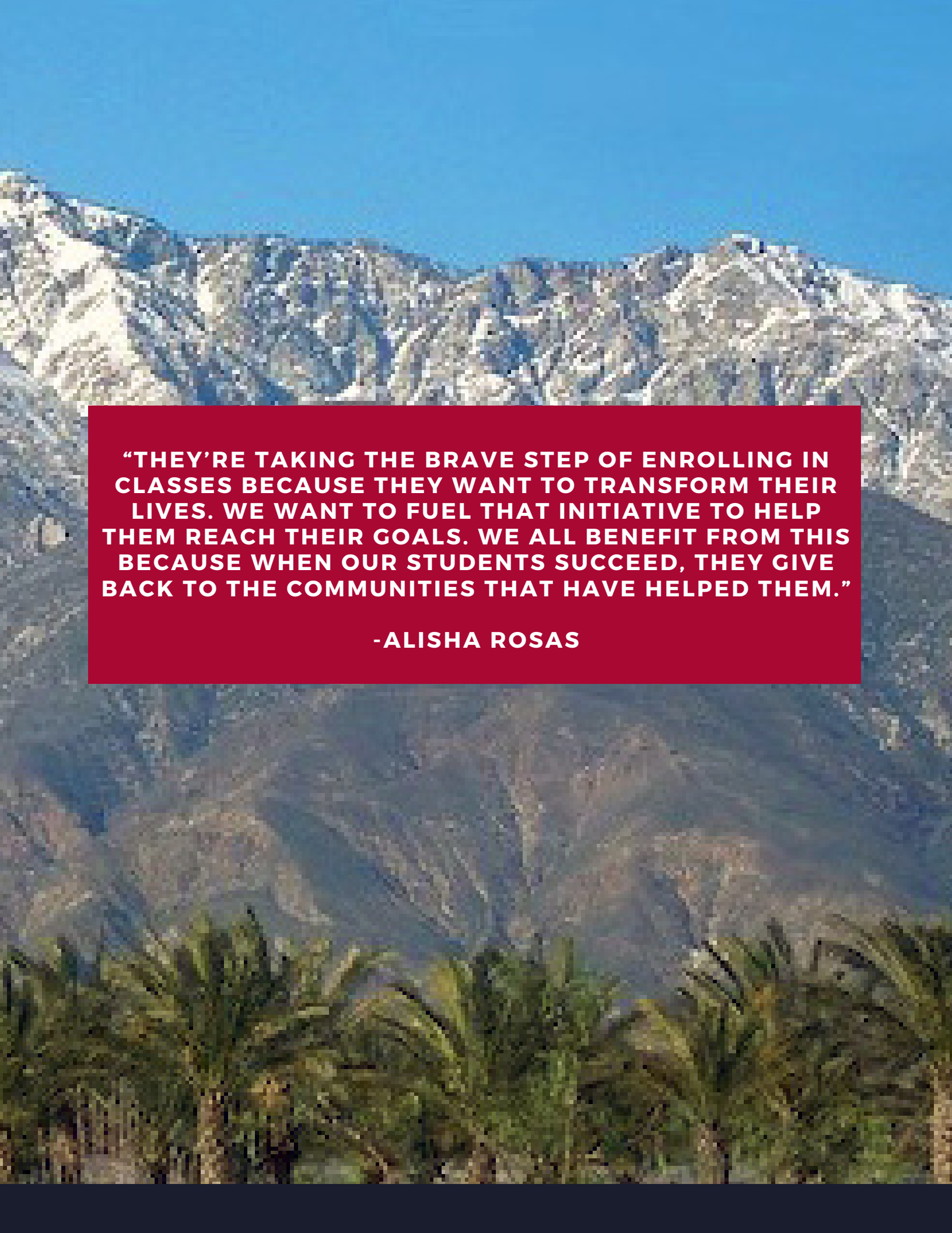
California Community Colleges Chancellor’s Office,
Management Information Systems Division, CTE,
Perkins IV
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Default.aspx

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“THEY’RE TAKING THE BRAVE STEP OF ENROLLING IN CLASSES BECAUSE THEY WANT TO TRANSFORM THEIR LIVES. WE WANT TO FUEL THAT INITIATIVE TO HELP THEM REACH THEIR GOALS. WE ALL BENEFIT FROM THIS BECAUSE WHEN OUR STUDENTS SUCCEED, THEY GIVE BACK TO THE COMMUNITIES THAT HAVE HELPED THEM.”

-ALISHA ROSAS