

Functions of an Advisory Committee



Introduction & Preliminary Steps in Establishing an Advisory Committee	1-2
Goals, Objectives & Activities of an Advisory Committee.....	3-5
Organization & Operation of an Advisory Committee.....	6-7
Structuring the Advisory Committee Leadership ..	8
The Role of the Advisory Committee Sponsor	8
Policies & Procedures for the Advisory Committee	9-10
Recognizing the Work of the Advisory Committee .	10
Concluding Advice.....	11
Addenda.....	12-20
Example: Operational Guidelines	12-13
Selecting Members Worksheet	14
Sample Letters (Invitation/Intent)	15-16
Suggested Agendas for First & Second Meeting	17-18
Example Form for Minutes.....	19
Example of Minutes	20

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Introduction

An important step in establishing, maintaining, or up-grading an existing CTE program is the organization of a local Advisory Committee

To maintain Career & Technical Education (CTE) programs that meet current occupational needs, CTE educators rely heavily on advice from business and industry.

An Advisory Committee is a group of persons outside the education profession, made up of representative lay-people, recognized and respected in their own fields of work who advise CTE educators, administrators, and local board of education members regarding programs, based on the employment needs of the community, state, regional, national, and international marketplace.

The general functions are to act in an advisory capacity for the development and operation of the CTE program.

Advisory Committees can assist in answering the following questions:

- Are students prepared for the future job market?
- What should the training include?
- Is curriculum addressing industry needs?
- How can instructors verify competencies to industry standards?
- Advisory Committees offer many services including:
 - Providing expert advice.
 - Assisting in public relations activities.
 - Offering different points of view.
 - Assisting in the placement of graduates.
 - Helping to keep educational programs up-to-date.
 - Assisting in transition to post secondary.
 - Offering training sites for OJT or live work for IHT.

Preliminary Steps

Approval

Local School boards are encouraged to develop an official policy regarding the organization and function of the advisory committee. Before establishing an advisory committee, the CTE instructor must obtain approval from the local school board and/or the Local Education Agency (LEA). This approval will help establish the credibility of the advisory committee.

Each CTE program should establish its own industry-unique advisory committee. It is acceptable to have one school-wide advisory committee provided there is representation from each occupation.

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Multiple Sub-Programs

USD 522 has three program areas; Business/Marketing, Agriculture Science and Technology, Technical and Professional. In addition, USD 522 has several “sub” programs within each one of those major program areas as illustrated below:

Approved Business/Marketing Programs:

- Program 1: Business, Management and Administration
- Program 2: Hospitality and Tourism
- Program 3: Marketing Sales and Service

Approved Agriculture Science and Technology Programs:

- Program 1: Agribusiness Systems
- Program 2: Horticulture/Plant Systems

Approved Family and Consumer Sciences Education Programs:

- Program 1: Education and Training
- Program 2: Hospitality and Tourism

About the Example on Page 2...

The example on page two shows USD 522 has a total of seven approved programs. One alternative is that USD 522 can choose to have one, unique advisory committee for **EACH** of the seven programs (for a total of seven committees).

The second alternative is to have a total of three advisory committees—one advisory committee that represents each major occupational program area: Business/Marketing; Agricultural Science & Technology; Technical & Professional.

Multi-Site Advisory Committees

Within one school district, there may be multiple high schools that operate the same approved CTE program. If each high school within the district operates, for example, an approved Business/Marketing Program, then **ONE** advisory committee could serve the combination of those programs.

For Example: USD 597 has seven high schools within their district, each operating an approved Marketing Education Program. Each high school also operates an approved FACS program. In this scenario, a minimum of two advisory committees can be established (as opposed to 14 advisory committees: 7 high schools x 2 programs each).

Consortiums

One (program specific) advisory committee CANNOT serve all of the schools in a consortium.

Goals, Objectives, and Activities of an Advisory Committee



One of the most important functions of an advisory committee is to identify and assist with job opportunities for the program graduates

The advisory committee members review the Career & Technical Education (CTE) program they are serving and advise the CTE coordinator and local administration on improvement of the program.

The following information includes six activity areas offering several suggestions for an advisory committee's input expertise, and action.

Assist with job opportunities:

- Assist in surveying manpower needs and new and emerging occupations.
- Advise on the changing nature of the competencies in occupational fields.
- Assist in placing graduates or program completers.
- Inform the school of opportunities to place students in full- or part-time jobs.

(continued on next page. . .)

Goals, Objectives, and Activities of an Advisory Committee



An advisory committee evaluates facilities and recommends the program's equipment

The committee members' participation in the local Program Improvement Plan for the Technical Program Review is mandatory for approval.



An advisory committee's review and recommendations for software packages, textbooks, and other resources help keep the program's information and technology current

Advise on short- and long-range plans:

- Review existing local and state board of education policies on career education.
- Review local district annual and long-range (4-5 years) education plan.
- Help schools set priorities for CTE expenditures.
- Review local needs assessment and recommend actions based upon the findings.
- Assist local board of education with development of program evaluation procedures.
- Assist in analyzing local CTE completion data.

Evaluate facilities and program equipment:

- Review existing equipment, facilities, and resources.
- Review lab equipment (computers, printers, etc.) and compare with the current and future technology and industry standards.
- Review lab (or shop) safety program.
- Review room (shop, lab) layout, space requirements, work stations, lighting, ventilation, etc., and compare with industry norms.

Analyze the course content:

- Review and suggest content for courses of study and standards of proficiency in areas which are essential to becoming successfully employed in a career path.
- Review and suggest content for courses of study and standards of proficiency in areas which are essential to becoming successfully employed in a career path.
- Review the program's sequence of courses.
- Review course outlines, occupational, program and course competencies, and career development skills.
- Help develop educational objectives.
- Review software packages, textbooks, resources and other supplementary materials.
- Advise on the extent to which academic skills and work attitudes should be taught.
- Review career exploration and awareness courses offered Kindergarten through eighth grade.
- Recommend standards for work-based learning experiences and programs.

Goals, Objectives, and Activities of an Advisory Committee

Assist with instructional and learning experiences:

- Advise on methods of instruction most appropriate for course content.
- Provide plant tours and field experiences for students and teachers.
- Identify or suggest resource personnel to enrich the instructional content.
- Assist in establishing training stations for students to obtain appropriate occupational work experience.
- Assist in locating sample kits of raw materials, finished products, charts, posters, etc. for exhibit and instructional purposes in the classroom, lab, and shop.
- Assist in obtaining school equipment and supplies on loan, as gifts, or at special prices.
- Support Career & Technical Student Organizations by sponsoring incentives, prizes, and scholarships.
- Suggest qualified persons for teacher vacancies or as substitutes.
- Participate as a resource person to enhance the instructional process.



Assist in promoting education:

- Provide news stories concerning CTE programs to the local news media.
- Participate in multi-media programs designed to promote CTE programs.
- Testify in support of career and technical education at meetings which may be called by local and state officials, boards, and legislative groups.
- Encourage other businesses to stimulate development of work experience programs.
- Build interest and understanding between the school and community organizations.
- Attend or present at the ACTE Conference.

An important activity of the members of an advisory committee is to arrange for program related tours and field experiences for students and teachers.

Provide recommendations...

Prepare an annual report for the local board of education stating the observations, findings, and recommendations of the committee majority. Remember to include supportive data.



Organization and Operation of an Advisory Committee

Considerable attention should be given to the careful selection of members for the local advisory committee.

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Membership

It is suggested that the composition of the advisory committee includes leaders from industry, business, labor, the general public and students enrolled in Career & Technical Education (CTE) programs. Members need to make their living in areas related to the program.

It is suggested that the size of the committee be from 5-7 members (an odd number eliminates tie votes). There must be a minimum of three (3) members for program approval.

LEA faculty and administrators may serve as non-voting members of the committee. Business and industry members should make up the **MAJORITY** of the voting and non-voting committee members.



Organization and Operation of an Advisory Committee

Representation

Membership should include persons of different racial and ethnic groups, disabled, disadvantaged, men and women with backgrounds and experiences with gender issues in job training and employment, and gender stereotyping in CTE. Also, include women who are members of minority groups; they may have special knowledge of the problems of discrimination involving minority women.

Qualifications

The membership of the committee should include individuals who possess knowledge and work experiences which are representative of the occupational area served by the program, and are representative of the total community.

Characteristics

Candidates for membership should be civic-minded, cooperative, responsible and productive people who possess integrity. They should express interest, willingness, commitment and time availability to serve the advisory committee.

Selection

The members should be nominated by education, business, industry and labor leaders and the general public. Final appointment should rest on the school district board of education.

Length of Term and Member Replacement

The replacement of members should be on a regular and staggered basis according to the length of appointment established. Advisory committee members generally serve a three-year term; alternate terms of appointment of one, two, and three years may be considered. Contributing members can be asked to renew for subsequent three year terms.

Rotating committee membership helps prevent “burning out” valuable volunteers. Recruiting new members will also increase awareness of the program within the industry and the community.



Members should be representative of the labor market area and should include all types of businesses and industry and levels of responsibility therein.

Structuring the Committee's Leadership

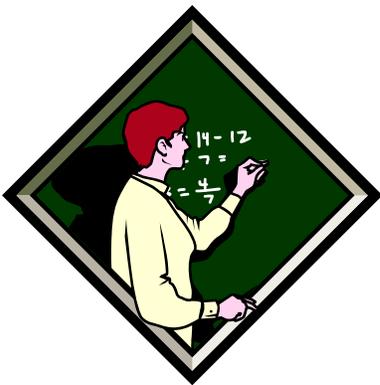
The primary function of the Chair is to provide leadership at all meetings. Candidates for this position should demonstrate public speaking and human relations skills, as well as an ability to organize and conduct orderly and productive meetings.

The Chair, selected by the advisory committee members, shall not be an employee of the school. The Chair should invite all members to participate in the decision-making process. This will ensure the continued participation and interest of committee members.

The Vice-Chair is to serve in the absence of the Chair and to assist in the planning and development of all committee activities, including the regular meetings.

The Secretary plays an essential role on any productive, informed committee. The Secretary is responsible for recording the minutes of each meeting and for the timely preparation and mailing of the minutes, meeting agenda, and correspondence. These documents should be sent to all committee members, school administrators and other interested parties. The secretary should not be an employee of the school.

The Role of the Advisory Committee Sponsor



The Career & Technical Education instructor is an ex officio member of the advisory committee and is responsible for providing logistical support.

A Career & Technical Education coordinator/instructor or administrator should serve as an ex officio member of the committee to provide logistical support and represent the position of the school. The ex officio member should inform and orient committee members to the functions, objectives and philosophies of CTE. This member should be a non-voting member.

After the Chair has been selected, the CTE administrator or CTE coordinator/instructor should work cooperatively with the Chair in preparing and disseminating agendas, minutes, reports, and recommendations.

The role of the CTE sponsor as an ex officio member of the advisory committee is crucial to its success. The sponsor must serve as a catalyst to constantly move the committee forward without detracting from the prestige of the Chair or committee members and without assuming the direct, overt leadership of the committee. To accomplish this goal, the sponsor must be conscientious in planning and carrying out the many procedural requirements of committee work.

Policies and Procedures for the Advisory Committee

Operational Guidelines: A written set of policies outlining committee activities such as membership selection, term of appointment, standing or ad hoc committee responsibilities and membership duties should be developed locally and be relevant to local needs. Long range goals and objectives should be developed and reviewed annually.

Meeting Scheduling: A minimum of two meetings are to be conducted annually. However, more meetings may be necessary to effectively carry out the needs of the program. Goal oriented meetings will provide productive results and will ensure an efficient utilization of the time and potentiality of committee members.

It is highly recommended...

...that the advisory committee adopts **Robert's Rules of Order** as the parliamentary authority; any deliberative assembly can formally adopt written rules of procedure. Use parliamentary procedure to conduct all meetings, and select a parliamentarian to aid, advise and consult during meetings.

Agenda: An agenda should be prepared for each scheduled meeting and distributed to members when the notice of a meeting is sent. The agenda should include:

- Roll call
- Introduction of guests
- Approval of minutes
- Special presentations
- Financial report (if any)
- Communications
- Committee reports
- Unfinished business
- New business
- Adjournment

For suggested agendas for the first and second meetings of the advisory committee, refer to page **15**.

For suggested business items to be addressed, refer to pages **3-5**, Goals, Objectives and Activities of an Advisory Committee.

Policies and Procedures for the Advisory Committee



It is valuable to recruit new members regularly. New members bring new ideas and perspectives.

Call to Order and Adjournment: Meetings should have a definite starting and adjournment time. The Chair must make a strong effort to begin the meeting on time, move through the agenda in a businesslike manner allowing for sufficient discussion, and adjourn the meeting at the scheduled time.

Minutes: Minutes are to be recorded by the committee secretary and distributed to the membership prior to the meeting to allow for review. Minutes and other advisory committee activity records should be filed with the local school board and made available for public review in a convenient location.

Accountability Report

The advisory committee should submit a written report annually to the local school board. This report should include specific recommendations, actions taken and to be taken, and business/industry and labor trends that may have an effect on curriculum development and the delivery of education programs and services.

Recognizing the Work of the Advisory Committee

The committee should provide recognition for members who have contributed considerable time and effort to the advisory committee. An appropriate method might be the awarding of a certificate of appointment and a certificate of appreciation of service signed and presented by the local school board. Releases to the news media on committee activity can also provide recognition. The following are additional suggestions for recognition of committee members:

Publications: The names and pictures of committee members should appear in school annuals, newspaper articles, brochures, etc.

Complimentary Tickets: In some settings, committee members may be provided with complimentary tickets to school functions as small tokens of appreciation of their efforts.

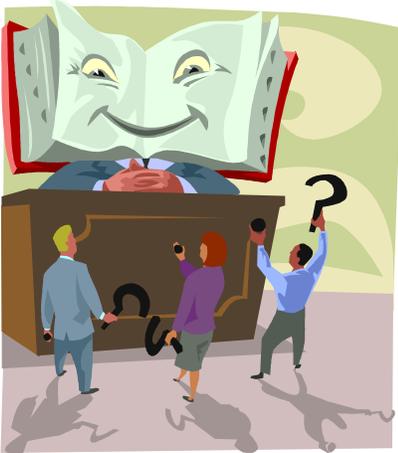
School Activities: Members may be asked to participate in a CTE employer/employee banquet, graduation or other school events.

Letters: Members should receive letters of appreciation at appropriate times, such as at the end of the year, at term end, holidays, etc.

Concluding Advice



- Hold meetings on a regular basis. **It is required that advisory committees meet at least two times a year**, more often as needed.
- A Career & Technical Education program coordinator/instructor or administrator cannot serve as Chair or serve in any other appointed position on the advisory committee.
- A CTE coordinator/instructor or administrator should serve as an *ex officio* member of the committee.
- Faculty and administrators should not serve as voting members of the committee (refer to *Ro/e of the Sponsor*, page 7). Business and industry members should make up the majority (at least 50%) of the committee members.
- Keep formal minutes of the advisory committee meetings. Advisory committee recommendations should be noted within the minutes, along with responses to any recommendations made.
- Adopt *Robert's Rules of Order*.



The advisory committee sponsor is encouraged to maintain contact with the individual members of the committee throughout the academic year. However, these individual meetings **CANNOT REPLACE** the required meetings scheduled for the committee majority in one location.

ADDENDA

Example: Operational Guidelines

Article I-Name and Purpose

Section 1 The Career & Technical Education advisory committee shall exist only during such time as it may be authorized to serve by the duly constituted school board.

Section 2 The purposes and duties of the named advisory committee shall be to:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

Article II-Business/Industry Advisory Committee Membership

Section 1 Appointments to the advisory committee shall be made by (appointing group)

Section 2 The advisory committee shall consist of a minimum of _____ members from the related industry in the community.

Section 3 The advisory committee membership shall be selected as representative of the interest in the area or region served.

Section 4 The term of appointment for members shall begin on _____.

Section 5 Members shall be appointed for terms of _____.

Article III-Leadership

Section 1 The officers of the advisory committee shall be the Chair, Vice-

Chair, Secretary and other such officers as may be required.

Section 2 The election of officers shall be at the (month) meeting each year. The officers shall be elected by a majority vote of the committee membership.

Section 3 The Chair shall:

- a. preside at all committee meetings
- b. appoint special subcommittees as needed
- c. work closely with the school staff administration in organizing committee activities
- d. represent the advisory committee at all meetings of the general advisory council
- e. assist in development of the CTE Program Improvement Plan for the Program Review

Section 4 The Vice-Chair shall perform the above duties in the absence of the Chair.

Section 5 The Secretary shall:

- a. keep records of attendance
- b. disseminate and organize minutes, meeting notices, agendas, and other documents

Section 6 The CTE teacher will serve as facilitator. The Facilitator shall:

- a. assist the Chair in organizing meetings
- b. assist the Secretary in disseminating minutes
- c. maintain a permanent record of all committee activities

Article IV — Meetings

Section 1 (number) regular and/or special meetings of the advisory committee shall be held during the year.

Section 2 Notice of committee meetings shall be mailed to all members at least (number) days before each meeting.

Section 3 Meetings shall be no more than (number) hours in length unless such meetings are continued by the vote of committee membership.

Section 4 Agendas shall be prepared and disseminated by the facilitator and secretary.

Section 5 Standing or special subcommittees shall be appointed by the chair as the need arises.

Article V-Amendments

Section 1 These operational guidelines may be amended by a two-thirds majority vote of active members at any regular committee meeting, provided that notice of such proposed change has been included in the call of the meeting.

Selecting Members of the Career & Technical Education Advisory

1. Determine the number of members to serve on the CTE Advisory Committee. The committee should consist of 5-7 members from the community or school district. There must be a minimum of 3 members.
2. List potential members for the CTE Advisory Committee. It is suggested to compile a list of a larger number of people than the desired number of members. Someone may elect not to serve on the committee when invited.

3. Mail a letter to the desired number of potential members inviting them to become a member of the advisory committee. **(See examples of letters of invitation and intent, page 14.)**
4. If someone from the first round of invitations does not agree to serve, repeat step 3 until the desired number of committee members has been reached. (If parents and/or students are included as members, they should be in addition to the 3-5 business and industry representatives.)

Business/Industry Representatives

Name _____
 Name of Business _____
 Job Title _____
 Address _____

 Type of org/business _____
 Telephone Number _____

Name _____
 Name of Business _____
 Job Title _____
 Address _____

 Type of org/business _____
 Telephone Number _____

Name _____
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 Type of org/business _____
 Telephone Number _____

Name _____
 Name of Business _____
 Job Title _____
 Address _____

 Type of org/business _____
 Telephone Number _____

Sample Letter of Invitation

Anytown High School



6590 Oceanside Dr.

Anytown, AR 68621

July 15, 2011

Dear _____:

The Anytown High School is committed to excellence in its Computer Operations program. To help us achieve this aim, we reach out to leaders and to parents and students in our community, and ask them to work with us in improving our education curriculum and facilities.

Your name has been suggested for possible membership on our Advisory Committee. By participating in this committee, you will have an opportunity to guide the Anytown High School in preparing students for entry-level jobs or postsecondary education in career and technical education.

The Advisory Committee will meet four times during the school year. Meetings are usually held at 7:00 pm in the school library. In addition, calls upon committee members to gather information are occasionally made, as the need arises.

If you are interested in serving on this committee, please complete the attached Letter of Intent and return it to me at your earliest convenience. Please do not hesitate to call me if you have any questions.

Sincerely,

Sample Letter of Intent

_____ YES, I wish to become a member of the CTE Advisory Committee at Anytown High School.

_____ NO, I do not wish to become a member of the CTE Advisory Committee at Anytown High School.

If YES, please provide the following information.

Check one: _____ Business/Industry Representative
 _____ Parent
 _____ Student

Home Address:

Business Address:

Phone: _____

Phone: _____

E-mail Address: _____

Name of Business: _____

Job Title: _____

Type of Organization/Business: _____

Signature: _____

Date: _____

Suggested Agenda for First Meeting

- School district representative on the committee serves as temporary chair and appoints temporary secretary
- Introduce all persons in attendance
- Temporary chair explains the purpose and functions of an advisory committee and the activities with which it will be charged. A representative of the board of education, possibly the superintendent, informs committee of their relationship to the district. Duplicated copies of the school board's statement of policy should be distributed.
- The temporary chair may distribute a sample of rules of operations, such as:
 - Time and length of meetings
 - Method of notifying members
 - Method of calling special meetings
 - Assessment form for use in evaluations
 - Adopt constitution (first or second meeting)
 - Adopt **Robert's Rules of Order**
 - Elect officers (first or second meeting)
 - Set priorities
- The temporary chair suggests program areas most urgently in need of immediate evaluation
- The committee sets date, time, and place of next meeting indicating that permanent officers will be elected at that time
- Tour of facilities
- Adjournment

Suggested Agenda for Second Meeting

- Temporary chair calls meeting to order
- Roll call by temporary secretary
- Minutes
- Election of permanent officers; temporary officers serve until end of meeting
- Representative of school district describes career and technical education programs in the school
- Adopt operational guidelines (see page 11)
- Determine permanent rules of operation which should include meeting time, place, and dates
- Plan long-range program of work
- Set up priority of areas to be considered
- Explain present Career and Technical Education program
- Assess career and technical education program components and requirements; make recommendations
 - Assess course competencies
 - Assess course outlines
 - Assess career development skills
 - Assess textbooks, software and other instructional material
 - Assess program's existing technology and future requirements
 - Make recommendations based on these assessments
- Establish committees to assess the program components
- Arrange for Executive Committee meeting before next regular meeting
- Adjournment

Example Form for Minutes of Meeting

The meeting was held (month-day-year) at (location).

The following were in attendance:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Subject _____

Action _____

Special Notes:

Example of Minutes

The meeting was held 3/24/11 at Caldwell High School Conference Room #1.

The following were in attendance:

John Preston, Chair	Diana Long, Facilitator	Owen Clark
Darren Allen, Secretary	Barbara Cook	Carl Reed
Elizabeth Park	Larry Kert	Jean Shepard

- I. Review laboratory facilities and equipment
Update equipment to reflect emphasis on modern technology.
More work stations are needed.
- II. Review course of study
With more work stations, the learning process would move more efficiently. Currently students must learn one at a time.
- III. Student enrollment
The program has seen a 30 % increase in enrollment over the past three years. Industry wants more graduates. With more stations, we could boost public relations to attract more students.
- IV. New trends in the occupational area
Modern equipment and technology continue to dominate the industry.
- V. Employment outlook: Excellent
- VI. New business
May wish to begin exploring training programs in technology
- VII. Recommendations
Invite one or more representatives of modern technology to join the committee to inform us on trends. Seek donations and funds to expand modern technology. Invite industry representatives to speak to exploratory students.

Date of next meeting: 8/27/11 at Computer Tech Industries Conference Room.

Special notes: Please review and evaluate new course syllabi distributed at the close of the meeting.