

Bakersfield College

Career and Technical Education

Advisory Committee Handbook

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Introduction

Advisory committees play an integral part in shaping Career Technical Education curricula development at Bakersfield College. 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 Technical Education Advisory Committee (CTEAC) is a group of individuals selected to represent broad points of view relative to a specific career technical education area.

- *The members should have a strong sense of commitment to the development of our educational program and our students.*
- *Members are recognized by the KCCD District Board of Trustees and are invited to advise program faculty in the area of curriculum, career guidance, facilities, funding, and staffing.*

- ***Every Academic Program*** *should seek advice on matters pertaining to curriculum, program needs, future development, and how to best meet the needs of the communities they serve.*
 - ***Please note: Every approved Career Technical Education Program requires an advisory committee.***
 - ***The approved programs can be grouped under an umbrella; however, agenda and minutes need to show that all programs are being reviewed during advisory meetings.***

- **Curriculum:** Curriculum content advisement is vital to an effective Career Technical Education program.
 - In its review of curriculum content, CTEAC focuses on one primary concern: Do graduates possess the entry-level job skills needed by employers in the occupational area served?
 - Notice this is referred to as advisement on content, not on teaching method. What to teach is a proper responsibility of 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 holding regular, informal visits with students;
 - 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, CTEAC's 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 occupational education program and provide information on current graduates;
 - help students locate part-time jobs in their specific occupational 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.

- **Staffing:** Suggest qualifications needed to select technical instructors;
 - identify competent personnel with appropriate experience as potential instructors.

Legal Citations

The federal Carl D. Perkins Career Technical Education Improvement Act of 2006 (Perkins IV) requires:

- Each local educational agency (LEA) receiving Perkins IV funds must involve parents, students, academic and CTE teachers, faculty, administrators, career guidance and academic counselors, representatives of tech prep consortia (if applicable), representatives of business and industry, labor organizations, representatives of special populations, and other interested individuals in the development, implementation, and evaluation of CTE programs. (20 U.S.C. § 2354 (b)(5).)

California Education Code specifies:

- “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 Employment Development Department (EDD).” (EC § 8070.)

The State Plan for Career Technical Education specifies:

- “Each CTE program assisted with Section 131 or 132 funds must have extensive business and industry involvement, as evidenced by not less than one annual business and industry advisory committee meeting and planned business and industry involvement in program activities as described in the Guidelines for the 2008—2012 Local Plan for Career Technical Education and instructions for the annual application for funds.” (2008—2012 CA CTE State Plan, Ch. 5 (2).)

Bakersfield College's Commitment to the CTEAC:

- 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 and provide parking permits, if needed
- Provide statistical and/or descriptive information about the Career Technical Educational program
- Prepare and file minutes in the Bakersfield College 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 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
- Program coordinator and faculty
- Department Chair
- Representatives from appropriate articulating schools (high schools, universities, ROP programs, programs of study)
- Human resources directors
- Industry representatives
- Labor representatives
- Student representative
- Counselor for program
- Foundations: College and other external foundations
- Related state and local grant participants: EWDP hubs, local Perkins specialists, TAACCCT grantees, etc.
- Others as appropriate: Former student, College Researcher, Job Placement, Contract Ed, Work Experience, Math, Special populations, English, ESL, Basic Skills or other faculty discipline representatives

Size

The size of each occupational CTEAC 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 technical education at Bakersfield 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. Avoid selecting members who have a political motivation for committee service or who have a specific “pet project” they want to promote over the welfare of the overall 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.

Orientation of New Members

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

- Current list of committee members.
- Meeting schedule
- Previous minutes and agendas
- CTEAC handbook
- General survey
- Member demographic inquiry

A faculty representative from the Career 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.

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.
- 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 College CTE 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. **(Note: Funding cannot be supported by Carl Perkins (VTEA funding))**
- 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.

Meeting Frequency

- CTEAC should meet at least twice per year, once during the fall and again in the spring. In no case should the committee meet less than once a year.
- When only one meeting is to be held during the year, additional ways of facilitating communication and soliciting feedback with the CTEAC should 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. Prepare a well-designed display board for the entrance to the program area listing CTEAC members. 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 Bakersfield College's Board of Trustees.

Therefore, there may 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, but not later than the next meeting.

- Keep the committee active. Continually solicit and consider its advice.
- Inform members of the operation of the Career Technical Education program (provide program tours and provide them copies of promotional materials).
- Provide 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 are you aware of throughout the industry in your area? Have you hired Bakersfield College students? How many?
- What were the strengths and weaknesses of Bakersfield College-trained students? Do Bakersfield College-trained students have any advantage over others in the hiring process? Would you recommend Bakersfield College 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?

CTEAC Responsibility

The committee will provide the following information to the Executive Secretary of Career Technical Education upon completion:

- **Agenda**
- **Minutes**
- **Updated Member List**
- **Additional Resources that need to be posted on CTEAC website**

Accreditation and Program Review

- Advisory committee evidence is both mandated and crucial to accreditation.
- Advisory committees should participate in, and provide input to the review process.
- All advisory committee work-product, actions and recommendations must be documented.

Appendix A: Sample Agenda

Bakersfield College

Date: _____

Time: _____

Agenda

_____ (Discipline)

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

Appendix B: Sample Minutes

Bakersfield 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

- Group Recommendations

8. Core indicators/Metric

10. Labor Market Validation

11. Other Agenda Items

12. Possible Advisory Committee Involvement

13. Adjourn

Respectfully submitted,

Appendix C: Sample of Meeting Invite

Dear Advisory Committee Member:

An Advisory Committee meeting is being scheduled for the Bakersfield College [NAME OF PROGRAM] vocational program.

We are again seeking input from industry representatives with specialized areas of expertise. On behalf of the chairperson, [NAME OF CHAIRPERSON], we wish to invite you to attend or, if need be, to send a representative.

The meeting is scheduled as follows: [DAY] - [DATE] - [TIME] Location:[BUILDING AND ROOM NUMBER]

Enclosed is a parking permit for your use as well as a campus map for directions. We hope you can join us. Your ideas and suggestions will be most welcome!

Sincerely,

John Q. Administrator Administrative Dean Vocational Education

Enclosures RSVP –J. Doe (321) 555-1212

Appendix D: Sample of Membership Letter

(Date)

Dear (Name),

On behalf of the faculty, staff, and administration of Bakersfield College, I would like to sincerely thank you for your participation on the (Name of committee) CTEAC for 20xx-20xx. Your input and advice are very valuable to us improving our vocational programs and keeping them relevant to industry needs.

Enclosed please find a copy of the minutes from our advisory meeting.

Thank you again for your valuable contribution of time and talent.

Sincerely,

John Q. Administrator. Administrative Dean Vocational Education