CTE Advisory Committee Meeting

School of Science and Technology
San Antonio – Fall 2019
Definition of an Advisory Committee.

Laws referencing Advisory Committees.

Describe the functions of an Advisory Committee.

Membership of an Advisory Committee.

When the advisory committee should meet.
Advisory Committee Defined

A group of individuals who form a partnership to improve student learning through identified goals that create a means for curriculum to remain relevant and assure that graduates will be capable of either entering the world of work or post-secondary education.
IT’S THE LAW

- Texas Education Code (TEC)
  Chapter 28, Subchapter A;
  Chapter 29, Subchapter F;
  Chapter 42, Subchapter C; Section 42.154

- Part II, Title 19, Texas Administrative Code (TAC), Chapters 74 and 75,

- Carl D. Perkins Career and Technical Education Improvement Act of 2006,

Title I, Part C. Code of Federal Regulations (CFR)
Level of Participation of An Advisory Committee

Advise long- and short-term goals specific to CTE program needs

- Assist to provide curriculum development and content advisement

- Advise offered on content; not on teaching methods
Level of Participation of An Advisory Committee

Advisory Committee

• Assists to find answer of following questions;
• Do graduates possess the skills necessary for community & area/regional employers?
• Are graduates prepared for post secondary education?
Level of Participation of An Advisory Committee

Advisory Committee

- Provides CTE teacher with advise on new technology developments in workplace...present and future
Level of Participation of An Advisory Committee

Advisory Committee

- Advocates and Provides awareness of CTE program through promotional techniques
  - Assist with career days
  - Create opportunities to network within business and Industry community
Level of Participation of An Advisory Committee

Advisory Committee

- Assists and provides an opportunity to enhance professionalism within educational environment
- Enhances public perception of CTE Program
Members of Advisory Committee

- Parents
- Academic Teachers and CTE teachers
- Administrators
- Students
- Career guidance and academic counselors
- Local business and industry representatives
Meetings

- At a minimum twice annually
- Send agenda items by email prior to meeting
- Schedule at a time convenient for members
  * First meeting – set goals & objectives
  * End of year – program evaluations
Questions!!!
Questions for Consideration

- What are my program’s goals and objectives for the upcoming school year?
- Can businesses and individuals assist in developing or improving some of these goals and objectives?
- How can I involve businesses and individuals in sponsoring student competitions, CTE activities, or providing incentives for student recognition?
Questions for Consideration

- How can I involve a business to sponsor some form of recognition for the other CTE staff or programs on my campus?

- How can businesses & community members enhance my CTE?

- How can I increase opportunities for my students with special needs?
Questions for Consideration

• What CTE activities outside of the classroom could businesses & individuals assist with?

• What are the areas of the campus/district improvement plans that a business may be able to participate?

• How can input from businesses & the community help align my CTE curriculum/course offerings to the needs of my students, and the region 20 live in?
Questions for Consideration

- How do I improve communication and relations with the administration on my campus or in my district?

- How can businesses & individuals help spread the word about the good things my program does?

- How can businesses & individuals help to improve my program’s facilities & equipment?
Questions for Consideration

• How can I make the individuals who truly make the decisions in my district aware of my program’s needs?

• How can businesses & individuals increase employment opportunities for my students

• How do I know if my program is successful in accomplishing its goals and objectives?
CAREER & TECHNOLOGY EDUCATION
ADVISORY COMMITTEE MANUAL

CAREER & TECHNICAL EDUCATION
FOREWORD

Today’s rapidly changing society requires that educational entities and the communities they serve work closely together, especially in the Career and Technical Education (CTE) programs. CTE is an organized system of programs which are directly related to preparation and training for careers that require skills earned through certificate programs, and post-secondary education of various levels.

Excellence in CTE is the goal of teachers, administrators, and volunteer advisory committee members. Bringing employers and educators together on advisory committees provides a format for sharing information and ideas.

Advisory committees are organized to provide advice and assistance to the teachers and administrators of specific program. In order to be sure that students are learning the most current skills, employer input must be an integral part of designing and updating curriculum.

Federal and State Laws mandate the creation and use of advisory committees. The Carl D. Perkins Law Section 122(c)(5) states that a school must create a plan that “describes how the eligible agency will actively involve parents, academic and career and technical education teachers, administrators, faculty, career guidance and academic counselors, local business (including small businesses), and labor organizations in the planning, development, implementation, and evaluation of such career and technical education programs” The Texas State Plan for Career and Technical Education additionally states that “Texas requires that eligible recipients annually evaluate their CTE program. Texas school districts have local advisory committees for CTE that are involved in decisions related to the implementation, improvement and evaluation of CTE programs.”

During program reviews and other meetings with CTE educators and administrators, the Region 20 ESC Career and Technical Education department has been asked to provide assistance to schools in how to meet these regulatory requirements pertaining to advisory committees. We have garnered resources from a variety of areas to create this manual of guidelines to facilitate effective utilization of advisory committees for the benefit of individual programs and the overall CTE department within a school district.
WHAT IS AN ADVISORY COMMITTEE?

An advisory committee is a representative group of individuals whose experience and abilities to represent a cross section of a particular occupational area. The primary purpose of the local advisory committee is to assist educators in establishing, operating, and evaluating programs which serve the needs of students, business and industry, and to provide expertise pertaining to technological change.

WHY ARE ADVISORY COMMITTEES NEEDED?

COMMITTEES ARE NEEDED TO
- Provide an opportunity for discussion among people in education, business and industry
- Focus on how to improve CTE and make the most of the community resources that are available
- Strive to improve the relationships between CTE, business, and community
- Provide expertise to the program by reviewing curriculum, facilities, budget, student competencies, and student placement in related occupations
- Provide an advocate for the CTE programs within a school district

COMMITTEES ARE REQUIRED TO
- Meet the letter of the law that outlines the responsibilities of school districts receiving state and federal funds.
- Meet at least twice annually to review the CTE program.

WHAT DO ADVISORY COMMITTEES DO?

The advisory committee can assist with a variety of activities. These can include Curriculum Development, Public Relations, Job Placement, Recruiting, In-service Training, Leadership Activities, Legislative, and Program Evaluation.

ORGANIZING THE ADVISORY COMMITTEE

WRITING POLICIES AND PROCEDURES

It is the responsibility of the teachers and administrators to follow established policy or develop policy regarding the advisory committee. Written statements should be made about the purpose, functions and general philosophy of the school concerning an advisory committee.

A review of the policies and procedures of the school board should be made as the first step in organizing an advisory committee.

Items that should be covered by established policy are:
- Approval of committee establishment
- Committee membership
WHAT ARE THE STEPS IN ORGANIZING AN ADVISORY COMMITTEE?

It is recommended that teachers and administrators proceed through the following steps when forming a program advisory committee:

1. Determine the need for a program advisory committee:
   a. Study the duties, functions, and advantages of a program advisory committee
   b. Visit program advisory committees in operation
   c. Talk to administration at a school where a successful program advisory committee is in operation

2. Secure the administration’s approval:
   a. Explain the function of a program advisory committee to the administration
   b. Point out the need for and advantages of the program advisory committee
   c. Provide examples of schools where program advisory committees are operating successfully
   d. Show how a program advisory committee will be an asset to the administration, the school and the teacher
   e. Ask for assistance in preparing final plans for presentation to the governing board
   f. Check the final plans with administration
   g. Notify members and special guests of meeting time and location
   h. Arrange for special presentations

HOW ARE MEMBERS CHOSEN?

The committee members should be selected according to established guidelines. A general outline for selecting the committee membership is as follows:

1. Prepare a prospective list that includes
   a. Representatives of business, industry, other school programs, parents, or academic teachers
   b. People who have recent related experience, are available to attend, and are interested in education
   c. Diversity of gender and ethnicity
   d. Members who have earned the confidence of others in the community

2. Talk to the prospective members, explaining purposes, nature and term of membership. Determine if their participation would benefit the program.

3. Send letter of invitation stating the date, time and place of the first meeting.

4. Business and industry representation should compromise a majority of the committee membership and school representatives may only serve in an ex officio capacity.
ADVISORY COMMITTEE MEETINGS

PLANNING MEETINGS
Successful committees meet regularly. The committee may set tentative meetings dates for the year during the development of the annual program of work.

Each meeting should be focused on specific issues, held in a comfortable location and planned well in advance of the meeting date.

In order to prepare for subsequent meetings, a school representative and/or the committee chairperson assume the responsibility to:

- Plan an agenda
- Call committee members to remind them of the meeting
- Prepare items for presentation
- Arrange for meeting space
- Prepare special and progress reports
- Send copies of minutes and recommendations to the chief school administrative officer

Consider varying the location of the meetings. Holding meetings at the school enables committee members to gain a better picture of how the program operates. Meeting at business or industry sites gives recognition to committee members and their organizations and brings the instructor to the sites where she or he hopes to place students.

HOW ARE MEETINGS CONDUCTED?
All meetings should be well organized, with an atmosphere of open participation.

Use parliamentary procedures for decisions; otherwise, encourage open and informal discussion. The majority rules, but the minority must be heard.

Consider and resolve one issue at a time.

Make assignments and work tasks clear and specific; explain expectations, time lines and products. Discuss background of issues so that everyone shares a common understanding.

A suggested agenda for the first meeting might include:

1. Welcome and remarks by the chief school administrative officer
2. Introduction of members
3. Purpose and role of the committee
4. Basic school/institution information
5. Explanation of CTE philosophy and objectives
6. Selection of one or more topics/needs to be discussed at the next meeting
7. Organization of the committee
   a. Select a chairperson, vice-chairperson, and secretary
   b. Select time, dates and locations for meetings
8. Determine procedures to develop by-laws
9. Tour of facilities
10. Adjourn

MEETING MINUTES
Minutes are the official record of committee activities. Minutes keep individuals and groups informed about the committee’s concerns, decisions and actions. They remind members of their progress and document the committee’s productivity and contribution to the program.

It is not necessary to record all discussions; however, the minutes should include:

- Any decisions or recommendations made by the advisory committee (recommendations should be recorded in the same wording that will be reported to the administration)
- Responses to questions or recommendations made at previous meetings
- Assignments to be carried out following the meeting (include what is to be done, who is in charge and date of completion)
- Items to be addressed at the next meeting

WHAT ARE THE ROLES OF ADVISORY COMMITTEE MEMBERS AND OFFICERS?

TEACHERS
The key to a successful program advisory committee is the teacher. The teacher should be enthusiastic and willing to take on extra responsibilities. This person is the promoter who does most of the detailed work if a program advisory committee is to be successful.

- Be sensitive to points of view and suggestions from the committee
- Act as a liaison from committee to administration

SECRETARY
This person should act as the liaison between the school and the community and maintain a close working relationship with members of the committee. The secretary also may assist the chairperson in setting the tone of the committee activities.

The responsibilities of the secretary are:

- Keep records of attendance of members at meetings
- Keep a record of discussion and recommendations
- Maintain a permanent record file of Advisory Committee activities
- Distribute minutes of Committee meetings and copies of other Committee documents to committee members, teachers, and others who may be concerned. He/she shall have the assistance of the school’s staff and the use of the school facilities in performing these functions.
- Send copies of minutes and reminders to the chief administrative officer
- Arrange for meeting space
- Notify members and guests of meeting time/location
- Prepare and mail information to committee members and others associated with the program
- Prepare and forward necessary correspondence
- Provide statistical information about the school and prepare progress reports
- Accompany the committee chairperson to visit school personnel and explain committee actions

**COMMITTEE CHAIRPERSON**

- The chairperson may have elected directly into that position, or the vice chair may be elected to serve as the next chairperson
- Be a representative from business or industry, elected by the committee members
- Not be a teacher or other school official
- Be sensitive to the views of the members
- Be able to listen critically
- Be reasonable
- Exercise good judgment and fairness
- Be able to work closely with the teacher
- Spend more time than other members on the affairs of the committee
- Be well informed
- To preside at the meetings of the committee
- To serve as a chairperson of the program advisory committee
- To appoint special committees as the need arises, which may include persons other than committee members
- To meet with the teacher or program director to prepare an agenda prior to a forthcoming meeting
- Arrange for special presentations
- Prepare reports

Recommended responsibilities include:

- Establish meeting dates and call meetings to order
- Plan the meeting agenda
- Encourage a relaxed atmosphere conducive to productive discussion
- Plan committee activities and providing sufficient background information when needed
- Maintain personal contacts with members and school personnel
- Approve all announcements, notices, and other information sent to committee members
- Preside over all meetings, leading discussions, and bring closure on key points of discussion

The chairperson should avoid:

- Acting as the final authority on all subjects
- Putting pressure on the group to agree with his/her own personal views
- Chairing subcommittees
- Discussing questions or issues that are outside the purpose of the committee
COMMITTEE VICE-CHAIRPERSON
- The vice chair may be elected to serve as the next chairperson following a set of time as a vice-chairperson
- Work closely with the chairperson on all tasks
- Serve as the leader for many of the committee’s activities
- Perform specific tasks assigned by the chairperson

COMMITTEE MEMBERS
- Be an active participant of the group
- Be sensitive to the views of the members
- Be able to listen critically
- Exercise good judgment and fairness
- Serve on special committees as the need arises

COMMITTEE FUNCTION

WHO DOES MY COMMITTEE REPRESENT?
A school district can choose to set up its advisory committee in any manner that suits the district’s needs. A district has two primary options when looking at the CTE Advisory Committee structure:

- One advisory committee on the district level that represents all CTE program areas offered in the school district.
- A general committee that serves all CTE programs within the district with subcommittees that meet individually by program area.

HOW MANY MEMBERS SHOULD I HAVE?
Effective advisory committees are large enough to reflect the diversity of the community, yet small enough to be managed effectively. Committees with fewer than five members may have limited perspective, inadequate information on the career fields and too little diversity. Committees with more than 12 – 18 members can become unmanageable.

HOW LONG WILL COMMITTEE MEMBERS SERVE?
An average term is three years with a change of one third of the members each year. To allow for both continuity and change, it may prove beneficial to incorporate a rotational three-year term of service. To establish this rotation with a new committee, the members draw lots for one, two, or three year terms, with one-third of the committee in each category. New members are appointed as terms expire.

HOW ARE VACANCIES ON THE COMMITTEE FILLED?
The replacement should be appointed through the same procedure as the original and fill the unexpired term.
WHAT HAPPENS TO COMMITTEE ADVICE AND RECOMMENDATIONS?
The committee should submit advice and recommendations to the program teachers, the CTE administrator, and other appropriate administrators. The committee should work cooperatively with the teachers, administrators, and governing board to improve the quality of the CTE program. The committee should present an annual written plan of action that includes a formal evaluation of the committee’s activities and accomplishments each year.

HOW DO I RECOGNIZE OUTSTANDING MEMBERS OF MY ADVISORY BOARD?
Rewards encourage attendance and involvement. Recognition activities also attract the attention and interest of other qualified people who may someday serve on the advisory committee. They also bring public attention and goodwill to the organization because they demonstrate that the organization appreciates the efforts of its members.

Members are not paid for their efforts; therefore, rewards and recognition are especially important. Rewards should not be given indiscriminately but should be based on actual contribution to the committee’s activity.

The best types of rewards or recognition are those that can stimulate productivity, improve committee interaction and increase member satisfaction. Most members are willing to attend regularly and work hard as long as their expertise and talents are used, their recommendations are seriously considered and they are given feedback concerning their efforts.

The following ideas are ways to recognize advisory committee members:

- Issue press releases announcing member appointments
- Report periodically at meetings and in the media on the results of the committee recommendations and the ways the committee has been of service.
- Invite members to visit programs to see the results of their recommendations.
- Invite members to attend special career and technical education events.
- Introduce advisory committee members at CTSO meetings or events.
- Hold a banquet in honor of the committee and present certificates of service.
- Schedule a meeting where they administrators of the school can attend.
- Place members’ names on a display board or plaque at the school.
- Include members’ names on program information disseminated to the public.
- At the end of the year, send each member a letter of thanks and appreciation.
- Send a letter of appreciate to the committee member’s supervisor or company explaining the work being done by the member and committee and thanking the company for its support.
- Provide a certificate that the member can display at work, identifying him or her as a current advisory committee member.

PLANNING A PROGRAM OF WORK
The overall purpose of the advisory committee is to help programs and schools improve the quality of instruction in career and technical education. As they develop a program of work, committee members
should keep two things in mind: first – the needs of the program; second – the requirements of the business community.

To assist advisory committees, plan an effective program of work, this handbook suggests that a sequence of five planning steps be used:

**ESTABLISHING ANNUAL PRIORITIES**

First decide what the committee wants to accomplish. Advisory committees are usually involved in some or all of the following broad areas:

- Community Relations
- Curriculum Review and Updating
- Community Resources
- Career & Technical Student Organizations
- Job Placement
- Program Review
- Staff Development
- Recruitment

These areas of advisory committee involvement are not meant to be all-inclusive, but rather are starting points for discussion to determine the overall needs of the program. Instructors and/or administrators are excellent resources to help identify the needs of the program.

These items should be considered as the committee discusses the selection of priorities.

- Past accomplishments
- Current and future needs of the program
- Current and future needs of the community

The number of priorities the committee selects should be kept manageable. In other words, don’t take on more than the committee can realistically accomplish.

**SPECIFYING COMMITTEE ACTIVITIES**

Once the committee has identified its priorities, the discussion will become more specific as the committee determines exactly what it wants to accomplish. Possible activities in each priority area include:

- Community Relations Activities
  - Present programs to civic and service groups
  - Establish ways to recognize outstanding students, teachers and community leaders
  - Obtain contributions to promote programs
  - Participate in and promote special school events
  - Provide information at school board meetings
  - Set up and support a scholarship program

- Curriculum Activities
  - Review instructional materials for technical accuracy
- Assist in obtaining instructional materials
- Recommend equipment and supplies
- Recommend core curriculum content
- Recommend safety policies
- Provide equipment and facilities for specialized training needs
- Identifying competency levels and performance standards
- Identifying employability skills
- Encourage academic integration in the classroom
- Review the CTE course selections offered at the district

- Community Resource Activities
  - Identify community resource people
  - Provide tours and field trip experiences
  - Provide speakers

- Career & Technical Student Organization activities
  - Designing skill and testing events
  - Judging competitive events developed by recognized student organizations
  - Gathering contributions of equipment/supplies for events and awards
  - Sponsoring and recognizing student activities and leadership events

- Job Placement Activities
  - Providing students with cooperative training opportunities and internships
  - Providing full and part-time jobs to qualified students
  - Coordinating potential job openings with other employers
  - Conducting occupational surveys and employment forecasts
  - Notify teachers of job openings for students
  - Assist students to develop interviewing skills

- Program Review Activities
  - Reviewing goals/objectives of the Career & Technical Education program
  - Examining outcomes relating to quality and quantity of graduates and job placement
  - Participating on program evaluation teams
  - Assuring that programs are up-to-date and technologically current
  - Make recommendations for program improvement

- Staff Development Activities
  - Providing summer and part-time employment experiences for teachers to upgrade skills
  - Providing in-service activities for the teachers on current methods and processes
  - Obtaining counsel and assistance on special problems and new undertakings
  - Encouraging and stimulating personal initiatives
  - Supporting departments in sending teachers to professional meetings and conferences

- Recruitment Activities
  - Assisting in recruiting teachers
  - Assisting in recruiting new students
  - Assisting in recruiting new Advisory Committee members

- Public Relations Activities
  - Obtaining effective media coverage
  - Displaying posters and other publicity
- Recognizing outstanding Career and Technical Education teachers
- Recognizing outstanding students
- Being visible in support of programs during public and special events
- Presenting to civic and community groups
- Maintaining a current library of resource materials

- Legislative Activities
  - Providing tours for legislators through the Career & Technical Education training facilities
  - Communicating with legislators about the benefits of the CTE program for students and the community as well as program needs
  - Staying current on new legislation

**DEVELOPING PLANNING TASKS**
Once committee activities have been selected, identify steps to carry out the activities. Several factors need to be considered, including time, cost, people power, and community/school support. Some of these factors may influence how the committee carries out a given activity.

**ASSIGNING RESPONSIBILITIES**
With most projects, little is accomplished unless and individual is assigned to assure it is carried out. Even if the entire committee will work on the project, someone needs to get the action started, keep the process moving and keep everyone working toward the goal. Individuals assigned, should have a clear understanding of what is expected.

**ESTABLISHING TIMELINES**
In addition to clearly understanding what is to be accomplished, each person assigned to a specific planning task should know when the task is to be completed. Tasks completed by the entire committee may be performed during regular committee meetings. This will necessitate the setting of future meeting dates well in advance. Tasks assigned to individual members may need to be completed prior to meetings so that a status report can be presented at the committee meeting.