Shoreline
COMMUNITY COLLEGE

Grow & Go

Professional-Technical Education
Advisory Committee Member Handbook

Revised September 2022

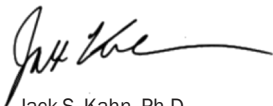# Table of Contents

Welcome from the President

Dear Advisory Committee Members:

Shoreline Community College's Professional-Technical Education Programs are dedicated to training the emerging and incumbent workforce. Our mission to achieve excellence in innovation and training would not be possible without the leadership and the participation of employers, who provide us with the expertise and knowledge that keep our training programs cutting edge. We would not be able to respond to the local educational and economic development needs without you. Shoreline relies on you to shape the strategies to best meet the workforce training needs of Washington's economy with your industry.

I am honored that you have taken the time to volunteer and share your expertise. Your time and dedication enable us to build excellence into Shoreline's workforce education programs and help students personally to succeed.

Thank you for your dedication.

Sincerely,

Jack S. Kahn, Ph.D.
President
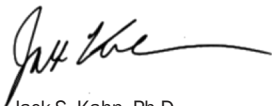
Estimados miembros del comité de asesoramiento:

Los programas de educación técnica-profesional de Shoreline Community College están destinados a la formación de la nueva fuerza laboral. Nuestra misión consiste en alcanzar la excelencia en innovación, y la formación no sería posible sin el liderazgo y la participación de los empleadores, quienes nos aportan su experiencia y conocimiento para que nuestros programas estén a la altura de la última tecnología. Sin usted, no podríamos dar respuesta a las necesidades locales de desarrollo económico y educativo. Shoreline depende de su participación para diseñar estrategias que satisfagan de mejor manera las necesidades de formación laboral en su industria para la economía de Washington.

Me siento honrada por saber que ha dedicado su tiempo para compartir su experiencia y participar en el voluntariado. Su tiempo y dedicación nos permite plasmar la excelencia en los programas de formación educativa de Shoreline y contribuye al éxito personal de los estudiantes.

Muchas gracias por su dedicación.

Atentamante,

Jack S. Kahn, Ph.D.
Presidente

Shoreline Community College Foundation

Mission and Purpose

The Shoreline Community College Foundation's mission is to ensure access and success of our Shoreline Community College students by raising funds, building partnerships and advocating for the students and the college.

The Foundation focuses on reducing barriers for students by providing financial and emergency assistance to students with financial need primarily through scholarships. Over 245 students received scholarships for the 2021-2022 academic year totaling more than $297,000 dispersed.

Structure

Founded in 1984, the Foundation is incorporated as a separate 501 (c) 3 non-profit organization. The Foundation is led by a volunteer Board of Directors made up of various industry, business and community members of all ages, ethnicities and backgrounds. The Board is committed to serving as ambassadors in the community for the Foundation and College and building long term relationships within Shoreline and surrounding communities. The Board of Directors is expanding its membership and is seeking industry and business leaders to join the Board.

Sources of Revenue

The Foundation receives the majority of it's funding from individual community member donations, business and corporate donations, sponsorships and grants, and private foundation grants and donations. The Foundation is the official gift receiving entity for Shoreline Community College. Multiple ways of giving are accepted and all gifts are tax deductible to the full extent of the law.

Contact for Foundation

For information on the Foundation and/or Board of Directors, please contact Michelle Cimaroli, Foundation Manager at Mcimaroli@shoreline.edu

To learn more about the Foundation or to make a gift to the Foundation or specific program, go to www.shoreline.edu/foundation

Advisory Committee Member Handbook

Overview
The primary purpose of professional-technical education advisory committees is to promote collaboration between specific educational programs and business, industry and labor in preparing individuals to enter and succeed in their chosen career. Professional-technical advisory committees have three major roles:

1. They **advise** the administration and board of trustees on industry best practices,
2. **assist program staff** on program enhancements, and
3. provide support and **advocacy** for quality education and training.

Since they are "advisory" by design, these committees do not have administrative or legislative authority.

Workforce/Worker Retraining Advisory Committee
Shoreline Community College is required to have a general Workforce/Worker Retraining Advisory Committee. The committee is charged with providing general guidance regarding the mix of programs funded with Worker Retraining Enrollment Support dollars, receiving updates from the college staff regarding execution of the program, and providing guidance and assurances for the annual Worker Retraining Plan. The committee must include a majority of business and labor participants, and also should include representatives from agencies and community groups such as Employment Security, workforce development councils, and economic development organizations. The size and make-up of this committee should reflect local circumstances. College employees who participate in the Workforce/Worker Retraining Advisory Committee should be ex-officio members.

Program Advisory Committees
At Shoreline Community College Program Advisory Committees support one or more professional technical programs. The work of these committees is driven by the college's strategic plan, industry need, program growth, and the Program Advisory Committee Annual Plan of Action. Sub-committees may be formed to carry out special projects.

Establishment of Advisory Committees
Appointment
Advisory Committee members are invited by faculty, college staff, or other advisory committee members to serve a three-year term. Once a committee member has agreed to serve, an appointment letter is sent to confirm membership. When a new member is appointed the unit administrator or designee provides an overview packet and a program orientation.

Membership Terms
Committee members serve terms of three years. A committee member's term can be renewed one time. After two terms, the member steps down and a replacement is identified.

Membership Composition
The strength of an advisory committee is reflected in the diversity of its membership. Consideration must be given in the makeup of the committee to gender, geographical representation, ethnicity, and nature of the occupational area represented. Advisory committees are composed of employees and employers representing local business, labor and industry. Consideration should also be given to include representatives of local professional associations and consider the breadth of industry and types of jobs students will enter. A minimum of five and maximum number of 12 is recommended. ***Note that college representatives are not voting committee members and current students are not eligible to serve on advisory committees.***

Ethical Conduct

Although state ethics laws are directed toward state and public employees, advisory committee members are indirectly affected by the law through their relationship with college employees. For example, the ethics laws govern all actions and working relationships of state employees with current or potential customers, government representatives, the media and others. In these relationships, state and public employees must observe the highest standards of ethical conduct. Each employee is expected to place the college's best interest above his or her own self-interest in all education, business, and other matters and decisions, where there is an actual, potential, or appearance of conflict of interest. Paramount in the public trust that obligates college administrators, instructors, and advisory members in fulfilling their responsibilities is the principle that their position may not be used for personal gain or private advantage within any relationship.

Committee Administration

Chair and Vice Chair

Each advisory committee will have a chair and vice chair that are elected by the voting members of the committee. Each fall a vice chair will be elected that will move in to the chair position the following year. The chair and vice chair will work throughout the year to identify a candidate to be voted upon by the committee. A committee member can volunteer to the chair and vice chair that they want to move into a leadership role on the committee.

Annual Plan of Action

Each committee has an annual plan of action that is facilitated by the committee chair and supported by the college administrator or designee. Examples of work to include in this plan are found starting on page eight.

Approval of College Business

There are several college documents or business items that require advisory committee approval. A quorum must be present to approve these items and a signature, if needed, is provided by the advisory committee chair person. These items may include master course outlines, equipment recommendation, grant letters of support, or State Board for Community and Technical College Program Approval Requests.

Meeting Schedule and Attendance

At the fall meeting the chair will schedule the meetings for the academic year at a time that works best for the committee members.

• Typically three meetings per year are held.
• Additional meetings or sub-committee meeting can be scheduled based on the committee's annual plan of action.
• A meeting must have a quorum of 50 percent of voting members in attendance.
• Members (or proxy) are expected to attend 50 percent of the scheduled meetings.

Committee Minutes

A college representative will take minutes and they will be approved at the next meeting held. Minutes are kept on the college website and kept on file for three years.

Parliamentary Procedure

Most advisory committees do not use, or are required to operate using parliamentary procedure; however, the objectives and principles of parliamentary procedure should be employed. The objective of parliamentary procedure includes expediting business, maintaining order, ensuring fairness and equity for all, and accomplishing the objectives for which the group is organized.

Committee Responsibilities

Chair

- Attend all meetings
- Plan committee meetings and agenda with faculty lead, college administrator or designee
- Facilitates advisory meetings ensuring progress and meeting flow
- Hold committee members accountable for their commitments
- Facilitates annual plan of action
- Provide signature, when needed, for college business
- Promotes collaboration and participation of all members
- Ensures the committee follows policies and procedures
- Ensures that advisory committee membership composition follows guidelines and is a beneficial mix of industry partners and other collaborators

Vice Chair

- Serve as chair if chair becomes unavailable.
- Facilitates advisory meetings if chair is absent
- Serves as a member of the committee and performs the responsibilities of a member

Member

- Attend all meetings. Members can send a proxy if they are unable to attend.
- Participate in the meeting discussion
- Communicate with college staff between meetings on new industry changes and trends
- Provide input on current industry needs and skills gap
- Provide outside perspective an analysis of programs
- When curriculum is reviewed, provide input based on industry changes, current certification, and equipment needs
- Provide pathways to professional development and employment for students

College Administrator or designee

- Attend all meetings
- Plan committee meetings and agenda with advisory committee chair
- Support advisory committee annual plan of action
- Provide an orientation for all new members
- Ensure that the chair executes his or her leadership responsibilities
- Maintain regular contact with the committee
- Provide administrative support to the committee
- Distribute meeting minutes, send out meeting requests, and distribute meeting handouts
- Maintain membership roster and track attendance

Advisory Committee Annual Calendar of Activities

Fall

- Program Advisory Committee Kick-off event and meeting
- Confirm or identify program advisory committee program chair and vice chair
- Develop an annual plan of action based on program goals, analysis of advisory involvement indicators, or program needs (see list of activities to include and consider offsite meeting held at employer partner location)
- Develop workgroups or sub-committees if needed
- Respond to program specific input needs and/or approvals

Winter
- Program updates
- Annual plan of action updates
- Respond to program specific input needs and/or approvals

Spring
- Complete the Advisory Involvement Indicators Rubric
- Review the annual plan of action
- Respond to program specific input needs and/or approvals

Examples of Advisory Committee Activities for Annual Plan of Action
Not limited to this list

Curriculum Review
- Review labor market information to ensure the occupational program area is in demand and that vacancies exist for future employment.
- Advise the college as to the industry standards or certification required by the occupational area, and/or assist in the development of skill standards where appropriate.
- Review the content of the professional-technical program and respective courses. Advise the college of changing market conditions, technologies and employment needs.
- Advise as to the kinds and balance of theory, technical skill development, production work, and or realistic enterprise tasks to be accomplished by the students, in order to ensure the most effective and efficient use of instruction time.
- Review instructional materials and recommend those that are most appropriate to the instructional program; i.e., instructional materials, computer software, technical materials, and trade publications.
- Assist the college in conducting special events that benefit both the student and the college; i.e. manufacturing day, product seminars and program open house.

Facilities and Equipment
- Advise the college as to the adequacy of the physical facilities and conditions of equipment, and prepare recommendations for effecting needed change.
- Assist the college in obtaining instructional equipment.
- Review annual budgetary requests for equipment and supplies, make recommendations and assist in the development of bid or purchase specifications when appropriate.
- Advise in development of plans for new construction or remodeling of existing facilities.

Instructional Quality Improvement
- Advise the college in the development of qualifications for the hiring of instructors and serve on interview panels when appropriate.
- Advise in the development of evaluation of instruments and procedures that may assist in determining the effectiveness of the instructional program, conduct outcomes assessments, and recommend appropriate changes.
- Recommend procedures for developing, implementing and evaluating internship programs.
- Recommend instructional practices that will promote the development of a safe instructional environment, and that will instill safe work attitudes and habits in students.
- Recommend strategies which ensure that instructor(s) maintain instructional, industry and state of the art proficiency.
- Recommend standards and minimum academic qualifications for student enrollment into programs.
- Advise administration regarding program continuation and/or modification as determined by a review of outcomes.

- Review national and state directives and initiatives and their impact on local programs, and make recommendations on how local programs, and make recommendations on how to incorporate the required changes.
- Help the college secure qualified instructors.

Student Employment
- Recommend ways to assist students in securing internships and/or eventual employment.
- Participate in annual career fairs. Assist in the development of portable, transferable competencies, skills and abilities expected of successful employees.
- Participate in mock interviews and review student resumes
- Speak to a class on your company and what you look for when hiring new employees

Public Relations
- Recommend/facilitate/conduct an awards program for students that will encourage excellence and pride in achievement (i.e., special recognition, scholarships, etc.).
- Present programs to local civic and service groups.
- Recommend/develop a marketing plan for increasing community awareness and value of the program (i.e., facilitating/obtaining sponsored media advertisements, etc.).
- Recommend/develop measures supported by business and industry to increase awareness of the program through local and state professional trade associations.
- Participate in and promote special college events related to the program.
- Talk to legislators regarding the needs of the program and college.
- Arrange for a tour of the program by legislators and other elected officials.
- Promote, support, or influence legislation that will impact the program.

Student Organizations
- Assist in developing competitive skill events.
- Serve as judges for competitive skill events.
- Sponsor or collect contributions of equipment and supplies for skill events.
- Arrange for display/demonstration space to promote student organizations at events.

Tips for Presiding Over a Meeting
- Start the meeting on time.
- Review the business to be conducted.
- Recognize members who are entitled to talk; discourage breaking in.
- Restate the issue to be voted on before calling for a vote, and explain the consequence of the vote.
- Put all issues to a fair vote; don't make assumptions about how committee members feel.
- Announce results of actions taken and explain the follow-through taken and by whom.
- Help expedite business. Don't let discussions drift or go on too long.
- Stay with the agenda. Seek the full committee's agreement to change the agenda.
- Close the meeting on time; seek the committee's agreement regarding extending the time if necessary.

Advisory Committee Involvement Indicators
(Rubric)

Each advisory committee will complete the rubric to assess participation with professional technical programs. Evidence of participation in at least two involvement indicators from each focus area indicate standard level of partnership between industry and education.

Focus Area 1: *Classroom participation* – Advisory members can provided support in a variety of ways within the classroom. Please check all that apply and score one point for each item completed:

- ☐ Served as a guest speaker (industry expectations, job readiness, opportunities in industry, etc.). _____
- ☐ Volunteered as a 1:1 mentor for students. _____
- ☐ Provided support for program celebrations and events. _____
- ☐ Helped instructor assess student competency. _____
- ☐ Observed "like" programs in other schools and reported back. _____
- ☐ Other: _____

TOTAL _____

Focus Area 2: *Curriculum/Course Advisement* – Advisory members provide advisement in a variety of ways in regards to the program curriculum. Please check all that apply and score one point for each item completed:

- ☐ Review current program curriculum and provide feedback on the course including suggestions for changes (identifying why the changes are needed is helpful). _____
- ☐ Review performance standards for the program. Are they meeting industry need? _____
- ☐ Provide input on "real life" lab experiences for students. What can happen in the classroom that mirrors industry and models what students can expect when they are employed? _____
- ☐ Conduct an occupational analysis and labor market information on program areas and make recommendations for new programs, program improvement or need to close a program. _____
- ☐ Provide input on needs for additional or improved instructional materials/ equipment. _____
- ☐ Provide information on industry trends, industry changes, job opportunities and skills need for employment. _____
- ☐ Tour local business and provide written feedback on what is happening and report back. _____
- ☐ Participate in program reviews. _____
- ☐ Other: _____

TOTAL _____

Focus Area 3: *Public Relations* – Members provide positive messages to the community and to business professionals in regards to Professional Technical programs. Please check all that apply and score one point for each item completed:

☐ Invite new advisory members to join the committee. _____

☐ Assist in marketing the program to the community, businesses and local schools _____

☐ Represent the program at industry events or present to local civic and service groups. _____

☐ Promote the program through social media. _____

☐ Talk to legislators and elected officials regarding the needs of the program or college. _____

☐ Create opportunities to raise funds for the program and program scholarships. _____

☐ Other: _____

TOTAL _____

Focus Area 4: *Equipment/Facilities/Resources* – Members provide advice on equipment needs, facility updates, and needed resources. Please check all that apply and score one point for each item completed:

☐ Review current program technology/equipment and provide recommendations on needs and updates. _____

☐ Donate, or facilitate the donation of funds or equipment to improve the learning environment. _____

☐ Review lab safety and provide recommendations. _____

☐ Provide recommendation for facility upgrades or remodels to maintain industry standard and practices. _____

☐ Provide instructors access to borrow equipment for instruction. _____

☐ Participate or visit other instructional programs to learn about their facilities. _____

☐ Other: _____

TOTAL _____

Focus Area 5: *Employability of Students* – Members provide advisement on employment for students in the program. Please check all that apply and score one point for each item completed:

☐ Participate in mock interviews with students. _____

☐ Review and provide feedback on student resumes and cover letters. _____

☐ Provide examples of industry appropriate resumes and cover letters. _____

☐ Participate in program job fairs. _____

☐ Host an industry tour. _____

☐ Provide internships or job shadow opportunities for students. _____

☐ Advise students and instructors of industry job requirements. _____

☐ Provide mentorship opportunities for student at their worksite. _____

☐ Provide employment resources for students. _____

☐ Assist in the development of portable, transferable competencies, skills, and abilities expected of successful employees. _____

☐ Other: _____

TOTAL _____

Focus Area 6: *Industry Associations and Certification* – Members provide advisement on industry certification for students and staff. Please check all that apply and score one point for each item completed:

☐   As a member of a state or national industry association, act as a liaison to the program providing information and resources from the association.   _____

☐   Advise the program on industry standards or certifications required by industry   _____

☐   Share opportunities to be involved in industry associations and conferences.   _____

☐   Support the development or maintenance of student chapters of industry associations.   _____

☐   Provide information and access to local trade shows.   _____

☐   Share continuing education opportunities with instructors.   _____

☐   Other: _____

TOTAL   _____

Focus Area 7: *Instructional Quality Improvement* – Members provide advice on instructional quality. Please check all that apply and score one point for each item completed:

☐   Advise college on qualifications for hiring instructors.   _____

☐   Serve on interview panels for hiring instructors.   _____

☐   Assist in development of evaluation instruments that help to determine the effectiveness of program outcomes.   _____

☐   Recommend procedures for developing and improving internship programs.   _____

☐   Recommend strategies to ensure that instructor(s) maintain instructional, industry, and state proficiency in their subject matter.   _____

☐   Help hire qualified instructors.   _____

☐   Recommend standards for academic qualifications for student enrollment and completions of program.   _____

☐   Provide opportunities for faculty professional development through job shadow or training experiences   _____

☐   Other: _____

TOTAL   _____

Grand Total   _____

Advisory Committee
Annual Plan of Action Worksheet

S – Specific (simple, sensible, significant) M – Measurable (meaningful, Motivating) A – Achievable (agreed, attainable) R – Relevant (realistic, results-based) T – Time Bound (timely, time-sensitive)	**S.M.A.R.T. Goal Statement:**

Strategies and Action Steps	Responsibility	Timeline	Evidence of Effectiveness
1.			
2.			
3.			