

St. Petersburg College Advisory Committee Manual

WELCOME

This booklet was especially written as a guide to help you get acquainted with the functions and workings of our advisory committees. These committees, including the one of which you are a member, play a vital part in education and serve as an integrated link between St. Petersburg College and the community.

Thank you for lending your experience and expertise to our educational programs. Your efforts will enable the college to continue to provide its students with the knowledge, skills and abilities they need to enter and advance themselves in the local employment environment. The voluntary efforts of people like you help St. Petersburg College better meet the needs of our community.

TABLE OF CONTENTS

Rationale for Advisory Committees.....	3
Statute Requirements.....	3
Requirements for Implementation.....	3
Major Functions of the Advisory Committee.....	3
Guidelines for Fulfilling Committee Functions.....	5
Use of Committee Recommendations.....	7
Advisory Committee Organization.....	7
Committee Structure.....	7
Membership Criteria.....	8
Recommendation, Selection and Appointment of Member.....	8
Length of Service.....	9
Committee Leadership.....	9
Role of the Chairman.....	9
Role of the Dean, Program Director or Instructor in Charge.....	10
Committee Meetings.....	10
Number/Length of Meetings.....	10
Meeting Minutes.....	10
Meeting Notices and Agendas.....	10
Advisory Committee Contact Directory.....	11
EqualAccess/EqualOpportunityStatement.....	12

RATIONALE FOR ADVISORY COMMITTEES

Strong justifications exist for the establishment and maintenance of local committees.

STATUTE REQUIREMENTS

Federal law requires that local advisory committees be established and be used by the recipients of federal funding for education. Federal government regulations stipulate that local advisory committees be established to advise the education planners on current job needs and the relevancy of courses in the curriculum, and to aid in developing the annual program application for federal funds. Florida Statutes and State Board of Education rules also require that advisory committees be appointed to advise instructional staff and administration on the development, operation, and evaluation of programs.

REQUIREMENT FOR IMPLEMENTATION

At the working end of those laws and regulations, advisory committees provide the knowledge and experience that allow education curriculum to remain relevant to local needs. Relevance of instruction is the college's assurance that graduates will be capable of performing necessary job skills. Advisory committee members who become familiar with education are themselves employed in the field, and potential employers of graduates have a unique perspective on training program requirements. They provide informed viewpoints that are invaluable to the educational process.

Local advisory committees create partnerships between education programs and the community. Community members such as you are given the opportunity to become familiar with all the programs offered by the college. Both formally and informally, advisory members communicate information about the educational programs to others in their community.

MAJOR FUNCTIONS OF THE ADVISORY COMMITTEE

The advisory committee plays an important role in bringing the college and the workplace closer together by performing five major functions:

1. Assess occupational needs
2. Review programs
3. Mentor students
4. Place graduates, Cooperative Work Experience and internship students
5. Foster community relations

Assess occupational needs: The advisory committee helps keep the college informed about the community's current and future occupational training needs.

Review programs: The committee reviews its education program on a regular basis. Members suggest changes in a program by reviewing its curriculum, equipment, facilities and graduate performance.

- A. Evaluate curriculum: The committee reviews the program's curriculum including course goals, objectives and their interrelationships to determine that what is being presented to students in the classroom and laboratory meets state and local training, knowledge, and skill requirements. Members recommend and encourage curriculum changes based on their reviews.
- B. Determine equipment, facilities and resource needs: Committees assist their program directors and faculty in reviewing needs for and developing plans to acquire equipment, facilities and other resources needed to support the curriculum.

Mentor students:

- A. Recruit students: Committees assist in recruiting students for education programs.
- B. Arrange field trips: Committees assist in arranging field trips for students and instructors. Such trips give students an opportunity to observe the environment in which they will work.
- C. Provide public speakers: From the ranks of advisory committees have come stimulating speakers for various classes and student organization meetings. Committee members are valuable as speakers because they can pass on their personal experiences to students, giving them a firsthand account about their technology.

Place graduates, Cooperative Work Experience and internship students: Committees work closely with the college to keep students informed about occupational opportunities and requirements, and to assist in finding employment for graduates. Committees also assist in working out arrangements between business or industry and the college to provide opportunities for students to gain practical work experiences as part of their education program.

Foster community relations: The public's understanding of education programs at the College depends on the information emanating from the college. The advisory committee serves as a vital link with the community by interpreting these programs to industry and to the community.

GUIDELINES FOR FULFILLING COMMITTEE FUNCTIONS

FUNCTIONS:

- Assess occupational needs
- Programs review

Knowing what the community’s occupational needs are and if the program is meeting those needs is vital to an effective education program. In its review of occupational needs and program content, an advisory committee focuses on one primary concern: Do graduates possess the knowledge and job skills needed by employers in the area served?

An advisory committee works through the following steps in fulfilling these two major functions for an existing educational program:

REVIEWS	COMPARES	RECOMMENDS
Program goals	Program content to knowledge and skill mix necessary to meet minimum community employment requirements	Program content revisions to meet community requirements
Course performance objectives and their interrelationships	Employment needs to program graduation rates	Solutions to bring employment needs and graduation rates into alignment
Community employment		
Program graduation rate		

This is a lengthy process, and ample time should be allowed to perform the work. A subcommittee may be formed to undertake this task and present its findings to the full committee.

ADDITIONAL ACTIVITIES TO SUPPORT THIS WORK INCLUDE:

- Assist with long-range planning, the formation of program goals and unit plans;
- Review and evaluate the available facilities and equipment;
- Approve all program equipment purchases over \$999.99.
- Survey businesses and industries to continually identify new equipment and materials being used by those organizations;
- Recommend a plan for procuring the needed equipment;

- Review program budget requests; and
- Participate in formal program reviews and end-of-program assessments required by accrediting agencies and St. Petersburg College.

FUNCTION:

Place graduates, Cooperative Work Experience and internship students

To assist with student placement, advisory committees may:

- Identify and locate prospective employers to interview graduates for jobs;
- Inform local employers of the capabilities of the education program and provide information on current graduates;
- Help students locate part-time jobs in their specific educational field during instruction; and
- Obtain scholarships and awards for outstanding students.

FUNCTION:

Foster community relations

Advisory committees effectively promote public relations for education programs. Among the activities the committee should consider are:

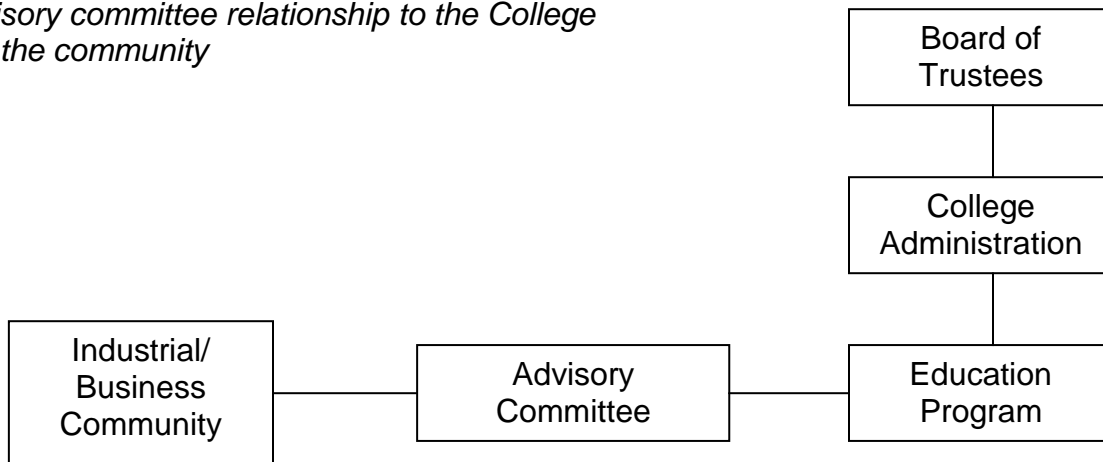
- Sponsoring of news releases, special days, programs for civic groups and open houses;
- Obtaining contributions to promote education programs;
- Participating in presentations to high schools and civic organizations; and
- Representing the college in professional and trade associations.

USE OF COMMITTEE RECOMMENDATIONS

The function of an advisory committee is to make recommendations that will assist program personnel and other administrators in developing and improving programs. All recommendations submitted by the committee will be considered. A report from the college of the actions taken and the reasons for those actions will be returned to the advisory committee members.

ADVISORY COMMITTEE ORGANIZATION

Advisory committee relationship to the College and the community



COMMITTEE STRUCTURE

To function effectively, committees should be composed of persons representing all groups that have an interest in the program's activities. These groups – listed alphabetically – should include, but not limited to:

- Organizations associated with incoming students, such as high schools and educational centers;
- Private business/industry employer representatives (who, for maximum program exposure, should represent as broad a spectrum as possible including small, medium and large businesses in the area);
- Public sector representatives from federal, state and local government as appropriate to the field; and
- Technical/trade and interest civic organizations.

Each committee should be composed of five to 25 persons.

The Senior Vice President of Academic and Student Affairs and the Vice President of Academic and Student Affairs or their appointed representatives, plus program faculty and staff are ex-officio members of all committees.

MEMBERSHIP CRITERIA

- Prospective members must have a demonstrated competency in the program specialty area and knowledge of the community at large. An exception may be a lay person directly involved in a related program field such as counseling, public relations, or administration of a business or industry;
- The member must possess a genuine interest in participating in the preparation process of persons desiring to enter the field; and
- The individual should have the necessary time and motivation to devote to committee functions.

RECOMMENDATION, SELECTION AND APPOINTMENT OF MEMBERS

Recommendations for appointments (for one-year terms) will be made by the following groups:

1. Board of Trustees: members of the St. Petersburg College Board of Trustees will be asked to recommend the membership on all advisory committees.
2. Designated Professional or Trade Organizations: One or more professional or trade organizations designated by the provost as being representative of a particular occupation will recommend membership on an advisory committee, not to exceed four nominations from each single designated organization and not to exceed two nominations from each designated organization if there is more than one designated organization.
3. Program staff: The dean, program director or instructor in charge with the approval of the provost, may recommend membership on the committee.
4. EA/EO Officer: If recommendations from the Board of Trustees, professional organizations and program staff do not result in the proper representation, the St. Petersburg College EA/EO Officer will recommend membership to achieve the proper balance.
5. All nominations will be reviewed by site administrators before providing final recommendations to the president.

Nominations shall be submitted to the Senior Vice President of Academic and Student Affairs or his/her designee via e-mail for advisory committees.

After approval by the EA/EO Officer and the president, letters of appointment, reappointment or retirement shall be sent out over the president's signature.

NOTE: Some advisory committees jointly serve the college and the School Board of Pinellas County. This selection process applies only to advisory committee members appointed by the college.

LENGTH OF SERVICE

Advisory committee members are appointed to serve a one-year term beginning July 1 and ending on June 30 of the fiscal year. To ensure continuity of the committee's activities, members may be reappointed to serve additional terms.

COMMITTEE LEADERSHIP

The committee's leadership is composed of its chairman and the dean, program director or instructor in charge. These individuals form a core team that leads the committee in its activities.

ROLE OF THE CHAIRMAN

The advisory committee membership elects its chairman. This person serves for the duration of the one-year term. The chairman should be a business/industry representative who:

1. As the elected leader of the committee, presides over the committee's meetings and is its spokesman;
2. Sets committee meeting dates and agendas, coordinating with the program's director; and
3. Coordinates such subcommittees as may be formed.

ROLE OF THE DEAN, PROGRAM DIRECTOR OR INSTRUCTOR IN CHARGE

The dean, program director or instructor in charge acts as a staff administrator to the committee and:

1. Represents the program at the committee meetings and is its spokesperson;
2. Provides the chairman with information and advice concerning college rules and procedures; and
3. Records and distributes copies of meeting notices, agendas and minutes to all members including ex-officio members and site administrators.

COMMITTEE MEETINGS

NUMBER/LENGTH OF MEETINGS

Advisory committees should meet quarterly, but must meet at least twice annually as a minimum. Additional meetings may be called as needed for good program coordination. Most meetings should last no more than two hours.

MEETING MINUTES

A central file shall be maintained in the office of the Senior Vice President of Academic and Student Affairs or an area designated by the Senior Vice President. This file will serve as a monitoring system for the President to evaluate effectiveness of the program advisory committees. Minutes should follow a format of action and/or recommendations of all agenda items.

MEETING NOTICES AND AGENDAS

The chairman, in concert with the dean, program director or instructor in charge, prepares notices of meetings, including agendas. The program director distributes the meeting notice with its associated agenda at least two weeks before the meeting date.

Agenda items should include but are not limited to:

- Welcome of guests and introductions
- Announcements
- Old business from last meeting
- New business
- Open discussion
- Summary of discussions and actions
- Setting of next meeting date and location.