



# ***Program Advisory Committee Tool Kit***

***For Secondary State-Approved  
Career and Technical Education Programs***

***Office of Career and Technical Education***

September 2014

## **Program Advisory Committee Tool Kit Overview**

This publication contains guidelines for secondary Career and Technical Education (CTE) Program Advisory Committees as they work to improve CTE programs.

The Office of Career and Technical Education (OCTE) Program Advisory Committee Tool Kit details key roles of Program Advisory Committees and offers a general process to follow, as well as templates. The information contained within the Tool Kit has been designed to help facilitate communication and to enhance the Program Advisory Committees. Originally, the toolkit was developed by a committee consisting of representatives from the field. It has been updated by OCTE staff to reflect current changes and updates for programs.

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## **Introduction**

This toolkit has been developed to assist local educational agencies (LEA) to implement Career and Technical Education (CTE) Program Advisory Committee requirements.

### **Program Advisory Committees**

Program Advisory Committees are a required component of State-approved CTE programs. Expertise of individuals from related business and industry play an essential role in providing high-quality CTE programs; in addition to fostering the development of a trained and educated workforce.

The primary purpose of Program Advisory Committees is to serve as a resource and a connection to the workplace for CTE teachers, administrators and students. CTE Program Advisory Committees guide the LEA with planning, development, implementation, operation, promotion, evaluation and maintenance of the CTE program that result in continuous program improvement. Program advisory committees define the following:

- business and industry processes, equipment and replication of work environments
- provide related work-based learning experiences for students
- worker knowledge and skill needs
- professional development opportunities
- input on process to plan and implement relevant CTE programs

Program advisory committees include representatives from the appropriate program specific business, industry, and postsecondary representation. A parent representative is also a member. (Administrators, Counselors, Students, Academic teachers, or SPOPS coordinator may be non-voting members). Program Advisory Committee majority membership must be from local or area business and industry. Advisory Committees members may offer assistance in the classroom with activities and program requirements. Postsecondary partner participation facilitates alignment of program academic and technical skills with the postsecondary curriculum.

Program Advisory Committees must meet a minimum of twice each school year; however, more frequent meetings may be needed. Each CTE program must have a local advisory committee. It may be advantageous for identical CTE Programs within a district to operate a collaborative advisory committee, with industry representatives from each school. A collaborative regional advisory committee meeting may be held annually, but each program must be represented by industry members from their local committee. In order for a regional meeting to meet CTE requirements, all meeting criteria must be met.

The Advisory Committee chairperson **MUST** be from business/industry. The chairperson is responsible for:

- Current roster maintenance
- Development of Agendas

- Recording Attendance
- Recording Meeting Minutes
- Presiding at meetings

## **Selecting Program Advisory Committee Members**

Program Advisory Committees must include representatives from the appropriate program specific business, industry, postsecondary representation, and a parent representative. Representation on the committee should reflect persons from both genders and racial and ethnic minorities represented within the community. Additional non-voting members may include administrators, counselors, students, academic teachers, or SPOPS coordinator.

### **Member Selection**

The CTE instructor, CTE/school administrator and current Program Advisory Committee members should identify potential candidates. Potential Program Advisory Committee members must possess knowledge, skills, and experience in the CTE program area they serve.

A letter should be sent to potential members; notifying them of the goals and purpose of the committee and offering them the opportunity to serve as a member (see Appendix A).

A telephone call should be made to the potential member to determine his or her availability and willingness to serve.

**NOTE:** It is sometimes more effective to make a personal contact before sending the letter.

### **Terms of Service**

Program Advisory Committee member terms should be established. This promotes a continuous flow of new ideas that helps keep the committee's advice current and relevant. The most common organization is three-year terms of service, staggered so that one-third of the membership is replaced each year. Organizing rotating terms offers the following advantages:

- Terms are long enough for members to become thoroughly familiar with the committee's purposes and potential.
- Members in the second or third year of their terms have the benefit of experience while newly appointed members add fresh ideas and perspective
- Members are more likely to give their time freely when the term of service is predetermined.

Teachers are encouraged to update Program Advisory Committee membership and recruit new members periodically. They should also encourage effective Program Advisory Committee members to serve consecutive terms.

Please refer to Appendix B for sample letter of appointment.

## **Roles of Program Advisory Committees**

Program Advisory Committees perform a wide variety of functions. Program Advisory Committee members serve without pay and their role is to provide advice and input on the program. They have no legal status to change or implement policy. Teachers should work with Program Advisory Committee chairs to determine appropriate topics and input needed on an annual basis. The following lists include activities that may provide direction on how Program Advisory Committees help improve CTE programs.

### **Curriculum and Instruction**

- Identify and expand the use of new technologies in the industry.
- Compare course content with occupational competencies and tasks.
- Analyze course content and sequence for relevance.
- Assist in developing and validating skills tests.
- Advise on local labor market needs and trends.
- Review and recommend instructional materials
- Recommend safety policies and procedures.
- Promote and assist in maintaining quality programs.
- Review curriculum to ensure that it meets business needs and industry standards.
- Assist with incorporating employability skills in the curriculum.
- Review technology standards in the curriculum.
- Endorse new program applications as appropriate.
- Collaborate with postsecondary to assure seamless transition for students.
- Provide hands-on work based learning and internship opportunities.

### **Program Review**

- Participate in OCTE Technical Review Assistance and Compliance (TRAC) program CIP self-reviews.
- Review and recommend appropriate program materials and supplies
- Participate in program evaluation
- Review student performance standards
- Assess, recommend, and/or provide equipment and facilities to replicate industry
- Review student follow-up reports
- Conduct community and occupational surveys
- Identify new and emerging occupations
- Recommend new programs or eliminate/refocus obsolete programs
- Participate in long-term planning
- Assist in planning for program improvement

### **Recruitment and Job Placement**

- Notify program instructors of entry-level job openings for students.
- Provide work experiences, internships/externships, apprenticeships, work/study or work-based learning opportunities for students.
- Assist students to develop resumes and interview skills.

- Develop strategies to recruit non-traditional students and expand placement opportunities.
- Assist in identifying additional work-based learning experiences.

#### **Student Leadership/Career and Technical Student Organization (CTSO)**

- Assist in developing and judging leadership/CTSO competitive skill events.
- Sponsor student organization activities.
- Conduct leadership development activities.
- Assist students with career development.
- Evaluate student portfolios.
- Assist in student competency assessment.
- Provide sponsorship opportunities and support for students to attend competitions.

#### **Staff Development**

- Invite CTE instructors to participate in industry professional development activities.
- Provide instructors with retraining/back-to-industry and summer opportunities for technical upgrading.
- Review professional development plans.
- Support staff attendance at conferences.
- Conduct workplace tours.

#### **Community/Public Relations**

- Promote the CTE program to employers, communities, and the media.
- Assist in recognizing outstanding students, teachers, and community leaders.
- Assist in developing a marketing plan.

#### **Resources**

- Provide tours and field trips, job shadowing experiences and speakers.
- Leverage community resources and facilitate community partnerships.
- Provide input on program budget, facilities and equipment needs.

#### **Legislation**

- Advocate for CTE programs with legislators.
- Arrange tours of CTE programs for legislators.
- Involve legislators in CTE program events.
- Support local millage to enhance CTE programs.

### **Responsibilities of the Career and Technical Education Instructor**

The duties of CTE instructor include:

- Facilitate meeting arrangements
- Recommend potential Program Advisory Committee members to the CTE/school administrator.
- Provide a CTE program overview to Program Advisory Committee members annually.
- Inform committee members of program needs.
- Notify committee members of future plans.

- Prepare an agenda for Program Advisory Committee meetings (see Appendix C) in consultation with the chairperson and/or CTE/school administrator.
- Maintain records of agenda and minutes of meeting for TRAC CIP Self Review.
- Distribute committee minutes within two weeks to the CTE/school administrator and membership for review and action.
- Foster communication with committee members via e-mail, phone, and/or personal visits to business sites.
- Determine meeting times that accommodate the majority of Business and Industry membership.
- Encourage participation of business and industry partners in the CTE classroom and program (see Appendix D).
- Assure “All Aspects of the Industry” are included in the curriculum/program.
- Nominate Program Advisory Committee members to participate in review and revision of related CTE program standards, as requested.

### **Responsibilities of the Program Advisory Committee Chairperson**

The role of the committee’s chairperson is to provide direction and to serve as a spokesperson for the Program Advisory Committee. The chairperson of the committee must be an individual from business and industry who possesses knowledge of the needs of the program related business and industry. This person should serve a minimum of one school year, and be appointed/re-appointed annually (usually at the first meeting of the school year).

The duties of the chairperson include:

- Coordinate the planning and development of an agenda for each meeting with the CTE instructor.
- Preside at committee meetings, giving members the opportunity to express their opinions, give advice, and make recommendations.
- Provide input, when appropriate, to the CTE/school administrator regarding the committee’s findings and recommendations.
- Serve as the spokesperson for the committee in meetings with CTE/school administrators as necessary.
- Appoint a representative to facilitate the meetings in the chair’s absence.

### **Responsibilities of the Career and Technical Education School Administrator**

The administrator must provide leadership in establishing and maintaining Program Advisory Committees and give the necessary support and assistance to CTE instructors as they carry out their duties and responsibilities. Realizing the important contributions that business and industry participants can make to improve the total education process, the CTE/school administrator should place a high priority on Program Advisory Committees.

The duties of the CTE/school administrator include:

- Meet with the Program Advisory Committees as necessary.



- Review the Program Advisory Committee minutes.
- Respond to Program Advisory Committee recommendations.
- Monitor CTE programs to assure compliance with Office of Career and Technical Education advisory committee requirements, including two (2) meetings annually.
- Facilitate Program Advisory Committee meetings as needed.
- Ensure committee members are recognized and thanked for their participation (see Appendix E).
- Assist CTE instructors in identifying potential advisory committee members.

## Appendix A

### Sample Letter of Invitation to Join Program Advisory Committee

[Letterhead]

[Date]

Ms. Betty Sue High, President  
Serial National Bank  
1555 Towaway Road  
Detroit, MI 43434

Dear Ms. High:

[School Name] is seeking advice and assistance from key business and industry partners to keep our state-approved Career and Technical Education (CTE) programs relevant. You have been identified as an individual with expertise in the [CTE Program Name] area.

We would like to invite you to become a member of our [CTE Program Name] advisory committee, which meets a **minimum** of two (2) times a year. The purpose of the advisory committee is to provide assistance and recommendations for the continuous improvement of our CTE program.

We are looking forward to working with you and the other advisory committee members. We will be contacting you with more details. Feel free to contact (appropriate contact person name) at (phone/email) .

Thank you for your consideration.

Sincerely,

Appropriate signature (administrator &/or teacher)

**Letter of Appointment to Program Advisory Committee**

[Letterhead]

[Date]

Ms. Erin Sumer  
Personnel Manager  
Smith Insurance Company  
Lansing, MI 60000

Dear Ms. Sumer:

Thank you for your willingness to serve on \_\_\_\_\_ advisory committee.

This letter is to inform you that your appointment to the \_\_\_\_\_ Program Advisory Committee is effective beginning \_\_\_\_\_, 20\_\_, and ending \_\_\_\_\_, 20\_\_.

The [first/next] meeting of the committee will be held at [place] in [room number] on [date] at [time].

We wish to thank you for accepting this committee appointment. We appreciate your willingness to assist us in supporting career and technical education opportunities for students in our community.

Sincerely,

Administrator and/or Chair of Committee

cc: Appointee's Supervisor

*Note any enclosures and add any specific information to your school such as parking, security, etc.*

## Sample Agenda for Program Advisory Committee Meetings

[Letterhead]  
[Name of School]  
Program Advisory Committee Meeting  
[Name of Program]  
[Date/time]

### Agenda

[Time] Meeting Called to Order by chairperson

Introductions

Approve Minutes of previous meeting (includes record of attendees)

Review Old Business: (*from previous advisory committee meetings*)

- 1.
- 2.
- 3.

New Business:

- 1.
- 2.
- 3.

Items for Next Meeting

Next Meeting Date

**NOTE:** Meetings may be held in a classroom/school or local business at least two times per year (mid year and end of year) on a date mutually agreed upon by the chairperson and the school. Minutes must record attendance and capture discussion of:

- Advisory committee input on planning, development, implementation, operation, promotion, evaluation and maintenance of the program that results in continuous program improvement.
- Appropriate program facilities, equipment, materials, and resources are relevant to the program curriculum and reflect current industry standards and technology as reviewed and approved by the program advisory committee.

**Invitation to Business Partners to Present in the Classroom**

[Letterhead]

[Date]

Contact Person  
Organization  
Address  
City, ST Zip

Dear Program Advisory Committee Member:

One of my goals this year is to provide students with relevant lessons presented by professionals in [program area]. Learning about [topic] from someone in the field would offer more depth and significance for students than a traditional lesson. Because of your expertise, I would like you to talk to my students about [topic].

I will call you to schedule details and discuss equipment needs as well as any preliminary knowledge students need.

Thank you in advance for sharing your time and experience.

Sincerely,

[CTE Instructor's Name]  
Email Address  
School Address  
Phone Number

**Recognition of Program Advisory Committee Members**

The following strategies and techniques have been used in the past to reward and recognize members:

1. Publicly recognize members by name and introduce them at meetings.
2. Send a letter of appreciation to the program advisory member's supervisor.
3. Issue press releases to the media, announcing member appointments.
4. Send personal letters of appreciation upon completion of tasks at the conclusion of the terms of service.
5. Award members a framed certificate of appreciation or plaque at the conclusion of their service.
6. Recognize the contributions of individual members or subcommittees in the media.
7. Invite members to program events such as student banquets, competitions, or graduation.
8. Display members' names on a plaque in classroom or lobby of school.
9. Recognize Program Advisory Committee members at Board of Education meeting.

### **Tips for Instructors Working with Program Advisory Committees**

- Poll members to determine the most convenient meeting time.
- Determine the preferred method of communication of each member.
- Develop a draft agenda prior to a meeting and consult the chairperson for input.
- Ensure meetings are a forum for input from business and industry and postsecondary.
- Meet often enough to establish working relationships and accomplish work plans.
- Foster communication about program specific topics at meetings.
- Follow up on recommendations from Program Advisory Committee members, and communicate the results to them.
- Encourage members to visit the school's CTE programs and/or facilitate a student meeting for an open question-and-answer session with students.
- Avoid asking members to complete work that can be handled by school staff.
- Keep members informed of current and pending legislation affecting CTE.
- Send reminder announcements of meetings one month in advance.
- Send agendas out two weeks in advance of meetings and call or email members the day before the meeting.
- Ensure meetings do not last more than 90 minutes. Use agendas effectively.
- Disseminate minutes within two weeks after meetings.
- Provide members with current committee rosters. Keep rosters revised and current.
- Replace inactive members. Ask current members to recommend new members.
- If issues that require immediate attention arise, meet individually or with at least two or three members at a time.
- Keep the committee active. Continually solicit and consider its advice.
- Publicly recognize Program Advisory Committee members.

For more information on Program Advisory Committee requirements, go to <http://www.michigan.gov/mde>, then to:

MDE Offices → Career and Technical Education → Notable Resources → Instructional Programs → Scroll to Resources category in the middle of the page → look for “Program Advisory Committee Toolkit”

Michigan Department of Education  
**Statement of Assurance of Compliance with Federal Law**

The Michigan Department of Education complies with all Federal laws and regulations prohibiting discrimination and with all requirements and regulations of the U.S. Department of Education. It is the policy of the Office of Career and Technical Education that no person on the basis of race, color, religion, national origin or ancestry, age, gender, height, weight, marital status, or disability shall be subjected to discrimination in any program, service or activity for which it is responsible, or for which it receives financial assistance from the U.S. Department of Education.

Contact: Civil Rights Coordinator  
Office of Career and Technical Education  
P.O. Box 30712  
Lansing, MI 48909  
(517) 241-2091