

## INDUSTRY ADVISORY COUNCILS

College of San Mateo (CSM) has a long history of commitment to Career and Technical Education (CTE) programs. These programs are viewed as an integral part of the college's mission and its commitment to support industry's needs for employees who are job-ready for positions that are economically vital to San Mateo County. Each CTE program is designed to operate with the insight and guidance of an Industry Advisory Council, a group of local representatives from the industries that hire employees. The employees (students) are required to demonstrate background/knowledge in each specific field of study. These Councils help the CTE programs maintain a current curriculum that addresses the needs of local business and industry and that provides CSM students with an education relevant to local employer needs and opportunities.

Members on the various Industry Advisory Councils are selected to represent broad points of view relative to a specific CTE area. The members should demonstrate a strong commitment to student success in their field as well as provide a perspective on building relevance into the curriculum that will tie directly to employment opportunities. Industry Advisory Council members are invited by the college administration to join a Council for a specified time period (members may be invited to serve more than once at the discretion of the college). The members are invited to advise program faculty in the area of curriculum, career guidance, facilities, funding, and staffing.

### **Curriculum**

The instructional foundation of each program is embedded in the curriculum, the content of which is one of the primary concerns of the Industry Advisory Council members. Assessing the relevance and currency of course content from the perspective of employer needs is an important advisement role for the members. This advisement can influence the content of the course while respecting the faculty's primacy in the areas of curricular content and teaching methodology.

The Industry Advisory Council has a responsibility to assist with curriculum review and validation. To fulfill this responsibility, the Council may review data-driven analysis of student results and forecast trends in the relevant industries; assess the effectiveness and currency of the curriculum relative to industry needs; and provide entrée to guest speakers, field trips, internships, and other value-added activities.

## **Career Guidance**

The ways in which the Industry Advisory Council members can assist with career guidance are limited only by the members' imaginations. The willingness of the members to hold informal meetings with students, visit classrooms to discuss what the work is really like, participate in career days, and serve as guest speakers on job-related subjects is important to student success. Additional support of CTE students could also be provided by identifying local job placement opportunities for students, promoting the capacity of the CTE program to local employers and providing them with information on current graduates, assisting students locate part-time jobs in their specific field of study, and developing internships for students.

## **Facilities and Funding**

The Council may provide assistance with attaining resources for new facilities and equipment. They may also assist in an advisement role when equipment, materials, and donations are needed.

## **Staffing**

CTE programs regularly recruit adjunct instructors from people currently employed in industries that employ CSM's students. Council members are a good source of referral for candidates to teach in CSM's CTE programs.

## **College of San Mateo's Vision for CTE Industry Advisory Councils**

- A. The industry representatives on the Councils will provide insight into the trends within each industry that could impact the requirements for student readiness for employment in that industry. This forward-looking information provides instructors with insight into material that might be added to the curriculum and/or courses that need updating.
- B. The college will have an opportunity to test ideas for new courses, certificates, and/or degrees on an audience that brings immediate industry relevance to the discussion.
- C. The Council will be chaired by a member of the faculty in the discipline(s) related to each Advisory Council. The faculty members on the Council will set the agenda for review of current curriculum and the vetting of proposed revisions or new curriculum and will provide information to industry members about process and procedures used in academia and the impact of rules and regulations on the

program. The faculty will also be encouraged to interact with industry members outside of the Council for dialogue, field trips, guest speakers, etc.

## **Membership**

The membership on the Council will be broad-based in terms of representation from a variety of industry or industry segments that would be likely to employ students from a discipline. The Council is not intended to support or represent the views of only a narrow part of any industry but should provide a comprehensive view of an industry and the related opportunities for employment for CSM's students. This would include those students seeking employment immediately upon completion of this program or for those intending to pursue further studies in the field at a four-year institution. The emphasis is placed on skills that can reasonably be expected to lead to employment upon successful completion of the certificate or degree.

The membership of the Council should also include faculty from the department as well as a student representative. The student representative can provide insight into the need for prerequisites, additional support in various areas of existing curriculum, etc.

### **A. Characteristics of Council Members**

1. The industry representatives are primarily interested in building and improving the CTE program and acting as a community ambassador for the program within the community.
2. The industry representatives on the Council should have demonstrated leadership within their occupation and/or the community. These are individuals who demonstrate a collegial style of working within a team and have strong interpersonal communication skills.
3. The representatives should be from organizations that demonstrate the best practices in operating efficiencies and progressive management practices, and they should be respected within their industry. If the representative is self-employed, he or she should be at a level of success within the community or industry that would make the individual a role model.
4. The members of the Council must acknowledge the time commitment necessary to be a productive member and understand the importance of being engaged with the department above and beyond the Council meetings.

### **B. Identification of New Members**

1. New members may be recommended by other existing Council members, faculty members, or college administrators.

2. The recommendation is submitted to the Council chair for review by the department faculty and the Dean of the division.
  3. Upon approval, the Dean will issue a formal invitation to the proposed new member to join the Council. If the invitation is accepted, the chair of the Council will invite the new member to visit the department for orientation on the curriculum, student demographics, and current Council work.
- C. Commitment
1. Advisors will commit to serve on the Industry Advisory Council for a minimum of two years.
  2. Should the member remain active and in good standing, he or she may remain on the Council beyond the two-year commitment. The two-year time frame is only a minimum.

**Administrative Responsibilities**

- A. Each department with an advisory Council will maintain a website for that Council. The website will include (at a minimum) the agendas and minutes of meetings, the membership list of the current advisory Council, and contact information for the (faculty) Council chair.
- B. The Council chair shall be responsible for scheduling and holding a minimum of two meetings a year, preferably one in the Fall semester and one in the Spring semester.