CAREER READY SD

CTE Program Advisory Committees

A Project of:

south dakota
DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

SOUTH DAKOTA
DEPT. OF **LABOR**
& REGULATION

Table of Contents

Overview

This framework is meant to provide guidance for school district to support the successful implementation of Career and Technical Education (CTE) Program Advisory Committees. The Division of Career and Technical Education within the SD Department of Education offers a general process to follow in establishing a committee, as well as a variety of templates to use when and where appropriate. Most importantly, the information contained within this framework has been designed to help facilitate communication and to enhance the advisory committee experience, so a CTE Program Advisory Committee is not just a requirement, but an integral component to all high-quality CTE programs in South Dakota.

Acknowledgements

As is the case with most successful projects and their products, they are the result of great cumulative and collaborative effort of various groups of stakeholders. This framework is no exception. Resources were garnered from a variety of different state and local sources and the South Dakota Department of Education gratefully acknowledges its appreciation for the use of such materials in the creation and development of this framework.

Purpose of CTE Program Advisory Committee

A CTE Program Advisory Committee is a group of stakeholders from business, industry, post-secondary programs, and other community organizations who all have a vested interest and desire to collaborate with and continually improve the CTE programs being offered to students in their community. The three main purposes of the Advisory Committee are to advise, assist, and advocate for high-quality career and technical education programs in their community and across South Dakota. CTE Program Advisory Committees, which are required for CTE Programs of Study, are one of the most effective ways to establish and strengthen these partnerships. (Carl D. Perkins Career and Technical Education Improvement Act S.250, 109th Cong., 6 (2006) (enacted), Section 122(c)(5), Section 134 (b)(5).)

Given this ever-changing economy and workforce, students need your help! CTE programs should be tailored to meet the workforce development needs of the community, industry demand for a highly skilled workforce, and the needs and interests of the students participating in CTE programs. Advisory committees can and should:
- Strengthen collaboration between schools and industry partners
- Support bringing the current trends and the newest technology from industry into the classroom
- Provide valuable career-connected input into the workplace students will enter
- Foster a shared responsibility in preparing students to be future workforce ready

Most of the recommended activities of an effective CTE Program Advisory Committee will fall into one of the following major areas:

ADVISE

ASSIST

ADVOCATE

ADVISORY COMMITTEES

ADVISE

- Recommend improvements
- Suggest curriculum modifications
- Consult on budget and student competencies
- Review new materials or adoption of a new safety policy

ASSIST

- Provide industry support in the classroom
- Judge skill events for CTSOs
- Support scholarship programs
- Host work-based learning experiences

ADVOCATE

- Promote the CTE programs
- Improve relationships with stakeholders
- Speak at board meetings
- Write articles for local press
- Speak with legislators
- Obtain media coverage for events

CAREER
READY SD

Creating a CTE Program Advisory Committee

Selecting Members

Successful CTE programs are the result of cooperative efforts by key partners. For an effective advisory committee, members should include representatives from relevant businesses and industries that reflect the occupations associated with the approved CTE programs supported by the district. Representation on the committee should reflect the populations within a local community.

Potential advisory committee members may include:
- Business leaders in the community
- Industry and community partners with expertise in the CTE programs provided by the school
- Post-secondary representatives from programs of study similar to the CTE programs provided by the school
- CTE educators and/or other school officials
- Parents and students

Size of the Advisory Committee

Effective advisory committees are large enough to reflect the diversity of the community, yet small enough to be managed effectively. Committees with too few members may have limited perspective and inadequate information on the career fields and too little diversity. Committees with too many members can become harder to facilitate in accomplishing committee goals. Effective CTE Program Advisory Committees often have between five to seven members with representation in a variety of the roles/positions outlined earlier.

Membership Terms of Service

Most schools prefer to set a time limit for CTE Program Advisory Committee member terms, but terms of service are not required. The most common organization of committees is a three-year membership term of service, staggered so only one-third of the membership is replaced each year. While teachers are encouraged to update CTE Program Advisory Committee membership and recruit new members periodically, they should also encourage active and engaged advisory committee members to serve continuously. Organizing membership terms of service in this manner has several 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.

CAREER READY SD

Orientation for Advisory Committee Members

Although not required, it is recommended that new committee members be provided an orientation to their role on the advisory committee. In addition, both new and current members should also have current information on the CTE programs offered in the school. Some recommended ways help orientate new committee members to the CTE programs available to students include:

- Interviews with CTE teachers
- Tours of CTE program facilities
- Review of curriculum materials
- Talking with students and/or parents
- Invitation to CTE related professional development events

Agenda

Agenda items for meetings should include:

- Introductions
- Discussion of the best way(s) for the committee to work with the school/agency.
- Description and update of the programs and courses at the school/agency to which advisory committee members contribute their expertise
- Discussion about possible changes to the programs and courses, including but not limited to improvement, expansion, and innovation
- Discussion about current and emerging needs in related industries that programs and courses should address
- Time for questions and open discussion on other issues or concerns as identified by the committee

By addressing the issues above that explore the quality of a program, as well as additional items as determined by school and community needs, committee members are better able to identify and to document where improvements should be made. Strategies can then be developed and implemented to support and improve the CTE programs.

Location and Time

Engaging industry and business partners as much as possible when deciding a location, as well as meeting times for the meetings is important. Different business stakeholders might present different needs when it comes to possible time frames, so allow for some flexibility in this logistical process.

Recommendations for choosing a location and time:

- Consider alternating the location to various committee member's businesses.
- Consider virtual meetings if it fits the needs of the committee.
- Frequency of meetings should meet the needs of the committee but should be scheduled at least quarterly to ensure consistent program support.

CAREER READY SD

Committee Activities

It is important for the CTE Program Advisory Committee to provide programs actively and purposefully with information and advice that leads to instructional improvement and high-quality programs. This goal is achieved through open discussions on the strengths and weaknesses of the programs.

These discussions may include, but are not limited to:
- Program-level student outcomes and assessments
- Quality and condition of instructional technology
- Performance of graduates
- Changes and emerging trends in the workforce
- Post-secondary partnerships

There are many other activities committee members should consider as a part of their role as a member of the CTE Program Advisory Committee. The functions and activities chosen should match the needs of the program(s) and the community. The following is a list of possible activities advisory committee members may be able to assist with:

Program Evaluation
- Review and advise on CTE standards
- Compare course content with industry competencies and tasks
- Analyze course content and sequence for relevance to industry
- Review curriculum to ensure that it meets business needs and industry standards
- Assist with incorporating employability skills in the curriculum
- Provide guidance on industry-recognized credentials being offered through a program
- Advise on local labor market needs and trends
- Promote and assist in maintaining quality programs
- Assist in CTE program improvement process and long-term program planning
- Recommend and/or provide equipment and facilities to replicate industry standards
- Recommend or endorse new programs or eliminate/refocus obsolete programs
- Provide input on program budget, facilities, and equipment needs

Community & Public Relations
- Conduct community and occupational surveys
- Share information about CTE programs
- Recognize outstanding CTE educators, students, and community partners
- Be visible in support of programs during public and special events
- Present to other community groups or organizations on the committee and the district's CTE Programs
- Attend and provide information at school board meetings or open house nights
- Maintain a current library of resource materials for teachers and/or students
- Help secure, if possible, additional funding and donations for materials and equipment

Career and Technical Student Organization activities
- Support Career and Technical Student Organizations (CTSOs) activities
- Assist in developing and judging competitive skills events
- Sponsor and recognize student organization activities and leadership events
- Advocate to community partners for increased support of CTSOs

CAREER
READY SD

Post-Secondary Partnerships
- Review secondary/postsecondary connections
- Support post-secondary opportunities for students

Work-based Learning Opportunities
- Partner with schools to provide work-based learning (WBL) and career development opportunities
- Support internship, apprenticeship, or other Capstone courses that require students to locate community mentors
- Provide tours and career-connected field trip experiences
- Recommend and/or provide classroom speakers from business and industry
- Help identify potential work-based learning partners in the community
- Review and provide feedback on the district's WBL programs
- Assist students in developing interview and employability skills

Recruiting
- Assist in recruiting potential new career and technical education teachers, including from industry
- Assist in recruiting new students to participate in program offerings
- Assist in recruiting new advisory committee members

Professional Development
- Recommend and/or provide professional development opportunities for teachers
- Recommend and/or provide skilled technicians to supplement instructor's experience
- Support departments in sending teachers to professional meetings and conferences outside of the community that will enhance their programs

Legislative
- Provide tours of CTE programs for legislators or community leaders
- Communicate with legislators and community leaders about the benefits of CTE programs for students and the community, as well as program needs
- Be aware of current legislation regarding CTE

CAREER
READY SD

Evaluating a CTE Program Advisory Committee

Once your CTE Program Advisory Committee is up and running, it is important to regularly assess and reflect on how the advisory committee is operating and its impact on the CTE program(s). A periodic review of the CTE Program Advisory Committee can help the committee in determining:

- The extent to which it is accomplishing its goals
- The extent to which the recommendations and actions have strengthened the career and technical education program(s)
- Future direction and activities of the committee

Advisory Committee Self-Evaluation

The review of the advisory committee can be either formal or informal. The goal of the review is to help the committee determine its overall effectiveness. The committee should use the self evaluation tool in the appendix, or similar review tool, to determine which activities have been successful and which activities deserve additional attention or support.

CTE Program Evaluations

In addition to evaluating its own effectiveness, the advisory committee should also be assisting in evaluating the CTE programs offered by the school district. Objective evaluations of the CTE programs make it possible to develop evidence-based recommendations for improvement. Career and technical education is intended to prepare students for work that leads to high wages and advanced skills and to meet career goals and human resources needs for today's and tomorrow's global high-tech economy. CTE serves as a link between individuals and employment.

For CTE program evaluations to NOT be an overwhelming activity, especially for newer advisory committees and members, the committee should select a limited number of items for evaluation rather than trying to evaluate all aspects of the school at once. Creating a program evaluation cycle can also be a beneficial strategy to ensure all programs and activities are being assessed properly.

Recognition of Advisory Committee Members

Most advisory committee members will continue to serve if their experience and talents are utilized and if their recommendations, even if not accepted and/or implemented, are at least valued by the committee. Committee members serve without pay, but the rewards are substantial for persons who are dedicated to the welfare of their community and their educational institutions. Members can derive satisfaction from assisting young people to successfully enter the work force by sharing their own experiences, knowledge, and abilities.

Advisory committee members should be recognized for their participation and contributions. Examples of ways in which this might be accomplished are:

- Publicly recognize members at meetings and school functions.
- Create press releases, personal letters of appreciation, and special certificates honoring the contributions of committee members.
- Host special career and technical education events in which committee members are invited and recognized.

CAREER READY SD

- Record minutes to include members' significant comments, along with their names.
- Provide members with relevant materials and publications to review for comment and request feedback.
- Take committee recommendations seriously, and listen and respond to suggestions.
- Provide certificates, plaques, or other mementos upon completion of members' terms.

Sustaining a CTE Program Advisory Committee

What makes an advisory committee work effectively? Advisory committees can operate and flourish in a wide range of circumstances and in a variety of operating conditions; however, certain factors need to be present for a committee to be effective.

Effective advisory committees need:
- School and district support
- Engaged committee and community members
- Meaningful activities to engage committee members
- A means for continual operation and improvement

Practices to avoid:
- Meetings, discussions, and activities led solely by district administrators or instructors
- Limited discussions on topics or issues deemed relevant or important by committee members
- Meetings with no content, goals, or an agenda
- Lack of recognition of committee contributions, suggestions, or recommendations
- Establishment of a committee only to meet requirements

CTE Program Advisory Committee Member Best Practices
- Allow time in your work and personal schedule for committee activities
- Attend meetings regularly
- Communicate the work of the committee to others
- Remember the purposes of the committee (advise, assist, advocate)
- Actively engage in the committee's work – both at meetings and within the larger community
- Always provide your expertise and feedback on issues presented or designated priorities
- Serve enthusiastically and take pride in your achievements and those of the committee

CAREER
READY SD

CTE Advisory Committee Appendix

This section of the framework provides example documents, templates, and additional resources for implementing a CTE Program Advisory Committee. Feel free to use any information from this section as guidance to help, implement, execute, and assess a CTE Program Advisory Committee in your district.

Invitation to Join CTE Program Advisory Committee

Good afternoon,

[School Name] needs your help! We are currently looking for members of our community to serve on a CTE Advisory Committee, comprising post-secondary educators, workforce development leaders, and business and industry partners. The committee's goals are to advise, assist, and advocate for the CTE programs offered at **[School Name]** As a committee member, you would help:

- Provide ongoing guidance, evaluation, and support for Career and Technical Education programs across the state.
- Provide expertise and insight about current/future industry needs and trends.

We are interested in having you on this committee because you are a valued member of our community, and your input would be incredibly valuable as we work to develop the future workforce our community and our state needs. If this sounds like something you would be interested in participating on, please let me know. We believe the experience, knowledge, and skills you possess would be an incredible asset to this committee.

Thank you for your consideration, and I look forward to hearing back from your soon.

CAREER
READY SD

Appointment to CTE Program Advisory Committee

Thank you for your willingness to support the career and technical education programs at **[School Name]**. We are confident that your contributions to this committee will be an asset to our CTE programs now and into the future.   I would like to set up a time to meet with you and discuss, in more detail, some of the activities, dates, and other responsibilities associated with serving on this committee. Please let me know some dates and times that would work best for us to meet.

Again, we appreciate your willingness to be an advocate for and support career and technical education opportunities for students in our community.

CAREER
READY SD

CTE Program Advisory Committee Interest Form

You must be a business/industry partner, a workforce development leader, or a post-secondary CTE educator to serve on this advisory committee. We are looking for individuals who are passionate about supporting the continued growth and improvement of middle and high school Career and Technical Education programs in our community. If this sounds like you, please complete the following form to help us learn more about you and how you feel you will be able to advise, assist, and advocate for CTE programs at **[School Name]**.

Submit your completed interest form to **[Email address of school contact]**

Contact Information

Name: _____   Phone: _____

Email: _____

Organization/Company Information

Organization Name: _____

Title: _____

Which best describes your current role?
- ☐ Post-Secondary Educator
- ☐ Workforce Development Leader
- ☐ Industry or Business Partner

Qualifications & Interest

What interests you most about serving on this committee?

Is there any other information you would like to share?

CAREER READY SD

CTE Program Advisory Committee Self-Evaluation Tool

Yes	No	Question
		1. The local advisory committee has updated bylaws, which include terms of membership, responsibilities of members' and officers', and procedures for operation.
		2. Nominations for advisory committee membership are reviewed and candidates are appointed by the institution's governing board.
		3. The committee establishes an annual program of activities.
		4. The committee has regularly scheduled meetings (minimum of two).
		5. Leadership in the operation of the committee is provided by committee members.
		6. Agendas for committee meetings are mailed to members prior to meetings.
		7. Minutes of committee meetings are mailed to members promptly after meetings.
		8. Written recommendations are prepared and forwarded to the governing board by the committee.
		9. Recognition is given to committee members for their service and contributions.
		10. The committee has active sub-committees to carry out its work.
		11. Information concerning requests for committee actions is provided prior to meetings.
		12. The advisory committee is actively involved in:
		• Assessing labor market needs
		• Approving requests for federal career and technical education funds
		• The budget process
		• Program evaluation
		• Integrating basic academic skills with career and technical training
		• Enhancing cooperation among career technical education institutions in the area
		• Student recruitment
		• Student placement
		• Teacher recruitment
		• Public relations for the program and institution
		• Coordination of the career technical education program with community-based organizations
		• Coordinating or conducting visits to places of employment for students
		• Providing speakers/demonstrations for career and technical education classes
		• Lending personnel to provide instructional support to career and technical education teachers
		• Assisting teachers in updating skills
		• Being represented at meetings of the governing board
		• Informing state and federal legislators of CTE program accomplishments and needs

CAREER
READY SD

CTE Program Evaluation Questionnaire

1. Program objectives
   - Are program objectives well-defined?
   - Are program objectives measurable?
   - Are program outcomes measured?

2. Program content
   - Are programs offered which meet the community's labor needs?
   - Are there significant occupational areas not served by career and technical education?
   - Is attention given in each program area to:
     - All aspects of the industry
     - Technical/theoretical knowledge and skills
     - Manipulative skills
     - Work habits
     - Employability skills
     - Appropriate equipment (tools, instructional materials)
     - Applied academic skills

3. Support services
   - Does the program have effective recruitment, placement, and follow-up services?
   - Does the institution provide a relevant and inviting description of the career and technical education program and its support services?
   - Is there sufficient staff to provide support services?
   - Is employment and job placement information available to all students?
   - Do all counselors have access to and use current labor market projections on job availability and skill needs?
   - Do counselors possess a working knowledge of career and technical education programs?
   - Is career counseling readily available to all students?
   - Is follow-up information systematically used to make program improvements?
   - Does the institution have support groups for students in nontraditional training?

4. Staff
   - Are instructional staff persons current in the skills needed and techniques used in their occupational area?
   - Is there a professional development plan in place to assure that instructional staff are periodically updated in their skill areas?
   - Does the administrative staff have a process to remain informed of relevant state and federal actions affecting career and technical education?
   - Does the administrative staff maintain regular contact with appropriate community and government agencies (e.g., Chamber of Commerce, Economic Development, and industry associations)?
   - Is there a coordinated effort to inform the public of the institution's programs, services, and special events?

CAREER READY SD

5. Availability
 - Are career and technical education programs available to all students who desire it?
 - Do current CTE programs match both the needs of the community and the interest of the students?

6. Curriculum
 - Does the approved curriculum provide knowledge and skills training on the most relevant and up-to-date occupational needs?
 - Does the curriculum accommodate variations in students' abilities and interests?
 - Are programs developed and maintained with the advice of individuals employed in associated occupations?
 - Is academic and technical instruction integrated?
 - Are courses aligned to post-secondary opportunities?
 - How effectively are concurrent and dual credit courses being utilized?
 - Are industry-recognized credentials incorporated into the curriculum?

7. Instruction
 - Is hands-on instruction provided?
 - Is related academic instruction provided?
 - Is individualized instruction available to all students when appropriate or needed?
 - Is performance-based instruction used in the career and technical education program(s)?
 - Are adequate and appropriate reference materials and other learning resources available?
 - Are safety practices emphasized?
 - Does staff maintain contact with employers and former students?
 - Are work based learning opportunities available to all students?
 - Are work based learning opportunities appropriate and aligned to program objectives?

8. Facilities/Equipment
 - Do students with disabilities have access to facilities, classrooms, shops, and laboratories? Is equipment modified where necessary?
 - Is the size of the building and its classrooms adequate?
 - Are the equipment and tools sufficient in quantity and quality and current with those used in the workplace?
 - Are the classrooms, equipment, tools, and other materials safe to use and safely used?
 - Is the classroom and laboratory area safe for students and staff?

9. Students
 - Do follow-up studies show whether graduates have the skills needed to enter employment in their chosen field or to pursue further post-secondary education?
 - Are student career and technical organizations (CTSOs) available and encouraged as a part of the program?
 - Are students in nontraditional training provided support and encouragement?
 - Does the institution actively promote nontraditional training and cooperate with agencies promoting such training?

CAREER READY SD

CTE Program Advisory Committee Meeting Agenda

Meeting 1 - Beginning of School Year and/or Summer

1. Welcome back meeting
2. Introduction of new members, delegation of roles and responsibilities
3. Establish goals, list of activities for the year

Meeting 2 - Mid-Year

1. Progress of the committee
2. Activities update
3. Begin program evaluation progress

Meeting 3 -Spring/End of Year

1. End-of-year discussion
2. Program evaluation findings and recommendations
3. Transitioning of membership
4. Recognition of members

CAREER READY SD

CTE Program Advisory Committee Meeting Agenda

Call to Order – Introduction

1. Attendance
   - Committee Members:

   - School District Delegates:

   - Community Members:

2. Approval of minutes, approval of current agenda
3. Introduction of new members
   - Delegation of roles and responsibilities

Reports

1. Program-level reports from school district
2. Industry and workforce trends

Committee Goals

1. Establish goals, list of activities for the year

New Business/Discussions

1. Discussion of any new business

End of Meeting - Closing

1. Review of information
2. Future meeting dates and agenda

CAREER READY SD

YOU'RE INVITED!

Join our CTE Program Advisory Committee!

Are you a business, industry, postsecondary education and other community leader? Find out more about how you can support students and the career and technical education programs being offered to students in our community.

Informational Meeting

Meeting Info

ADVISE

ASSIST

ADVISORY COMMITTEES

ADVOCATE

CAREER READY SD