



CAREER AND TECHNICAL EDUCATION **ADVISORY COMMITTEE MANUAL**

2022



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Introduction to CTE Advisory Board

Richard Milburn Academy CTE Advisory Board is a group of individuals with a common interest in a particular CTE area (Business, Manufacturing, Agricultural Education, Construction, Education and Training, etc.). This group is made of local business and community professionals, teachers, students, administrators and parents. The purpose of the advisory committee is to support educators, students and businesses in developing, establishing and evaluating CTE programs to ensure students are well prepared for the world of work.

According to the Carl D. Perkins Career and Technical Education Grant Improvement Act of 2006, a school that has at least one CTE program, which is receiving federal funds from this grant, is required to develop and maintain an Advisory Board/Committee. Stakeholders often ask how to start an Advisory Board and what to do at meetings? This CTE Advisory Board Handbook will guide you through the process from beginning to end. You will find guidelines and templates to make the planning process and meetings effortless and meaningful. You will discover that the advisory board will support your efforts to improve your programs as well as connect your school and students with the local business community.

As a CTE teacher you will be required to develop and sustain Advisory Board member for your CTE program. CTE Advisory Board Member must meet at least twice a year. In addition, if your CTE program is looking to create a new CTE course, then the Advisory Board should assist you with the development of the new course or CTE program.

RMA Advisory Board is essential to the future success of our students as well as the workforce. In our CTE programs we are preparing our students today, as tomorrow's future business and community leaders. It is vitally important that we understand the ever-changing knowledge and skills needed in the world of work. Local business and community professionals can support our students by sharing their expertise with us through the Advisory Board. The future success of our students is not only essential to themselves, but to the local, state and national economy. Organizing and maintaining an advisory committee in your CTE program will give your students the unique advantage as they enter post-secondary schools and the world of work.

This Career and Technical Education Advisory Board Handbook will give you the information needed to establish your committee, invite business members to join your committee as well as conduct and record meetings for documentation. The guidelines and templates will ensure a valuable experience for each member of your committee as well as effective communication to improve and align your CTE programs with the today's world of work.

Advisory Board Members Should:

Advise: Advisory Board members advise educators and students as to the skills, knowledge, tools, technology and tasks needed in today's careers. They can share information about education, conferences, workshops, visits to local businesses, equipment, curriculum, safety, resume, and interview skills for a particular career.

Advocate: Advisory Board members advocate to sustain local CTE programs in their schools. They can meet with school administration to stress the importance of the skills and knowledge students' gain in CTE programs. Furthermore, they can advocate locally, within the state and nationally to share their experiences by preparing students for the world of work.

Support: Advisory Board members can support teachers and students through the meetings, networking events, visits to local businesses, donations of equipment, tools or supplies which would benefit students as they learn the skills and knowledge needed for a particular career. Participation in CTE Career and Technical Student Organizations (CTSO) competitions, meetings or events as well as visiting classrooms would also support students in their career paths.

Developing Your CTE Advisory Board

How and Who to Choose as Members

To ensure you have a successful and effective CTE Advisory Board you need to identify individuals in your district and community who have a common interest in your CTE program area. Choosing just anyone to be on the committee will make your committee ineffective and unsustainable. First and foremost, you need to think about your particular CTE program and the content you teach. Which local business and community members can support you and your students' best? The following list offers suggestions of who the members should be on your advisory committee:

- Local Business Professionals from your CTE program area of study
- CTE teachers in your department
- Carl D. Perkins Grant Administrator
- School Administrator
- Guidance Counselor
- Career Center Director (if applicable)
- Post-secondary School Representatives
- Special Education teacher or administrator
- Academic teachers (as you see relevant for your CTE program area)
- Parents
- Students

Number of Advisory Committee Members

RMA Advisory Board should be comprised of a diverse group of people and have enough members to be effective. However, keep in mind that a small advisory committee will not offer you diverse information and collaboration needed to be effective. An Advisory Board comprised of between 8 -14 members works best.

Advisory Board Member's Length of Membership

Establishing membership terms for the CTE Advisory Board members can ensure the committee is in a constant state of new ideas, skills and knowledge. RMA choose to set terms of membership so members are replaced every 2-3 years, rather than changing the whole committee in one term. When recruiting new members, you should ask them to commit to a term of membership; this will ensure continuity within the group. A committee that begins to lose members will become ineffective and difficult to sustain. If members are given a term of membership, they will become vested in the collaborate process. Moreover, if a schedule of meeting dates is determined at the first meeting of the year and adhered to, then members will be committed to the committee as well. Many changes in the meeting schedule or agenda can make members disenfranchised with the committee, which subsequently ends in an ineffective committee.

Inviting Members to Join the CTE Advisory Board

It is suggested that you contact business and community members personally to begin the discussion about the CTE Advisory Board at your school. A business or community event is a great place to begin to network and discuss your advisory board. You can then follow-up with a letter of invitation to your CTE Advisory Board. When sending a letter of invitation, be sure to include information about your school and your CTE programs so they have some background information to make their decision. Within your letter you can also include an orientation meeting date to give potential members a tour of your school and your program. You can also schedule time to answer any questions they may have about the advisory member and their membership. If you choose to hold an orientation meeting, plan it at a time when potential members can meet students and other potential members.

Where and When to Meet with Your Advisory Board

Deciding where and most importantly, when to meet with your Advisory Board can be difficult for both educators and business professionals. Educators teach during the day and sometimes do not have a common planning time with all teachers. Business professionals have a full day of work and it may be difficult to attend meetings in the evening. To sustain an effective advisory committee, the meetings should be planned at a time convenient for all members.

Many schools hold meetings at the beginning of the school day or during lunch. A quick survey, which includes a question about preferred, meeting times, is an excellent way to collect preliminary information from committee members.

When deciding on a location, you should look at both business locations as well as the school itself. Meeting at the school for the first meeting of the year will allow businesses to view student's classroom environment and to meet teachers as well as administrators. Subsequent meetings can take place at local businesses, so teachers, students, administrators and parents can get a close look at what that business industry looks like today.

Some ideas for meeting venues or formats are:

- Your school
- A local community venue
- At a post-secondary school in your area
- At a local business or community building
- Online Meeting Resource for individuals who may be out of town

You can also choose to hold an Advisory Board meeting in the evening on occasion. In the evening you could invite your local Chamber of Commerce, Rotary Club or Town Business Association for a networking evening.

Meeting Schedule and Protocols

Your meetings should be scheduled for a minimum of two to four times a year. One meeting should be scheduled at the beginning of the year for introductions, planning, review of program etc. Another meeting should be planned for the end of the year to wrap-up the year, celebrate accomplishments, recognize students and advisory members as well as preliminary planning for next year. As for meetings in the middle of the year a variety of topics can be discussed to review programs, skills, knowledge and the latest industry trends.

The CTE Coordinator or designee should prepare the agenda with colleagues and/or students for each meeting. The meeting agenda should be prepared prior to each meeting and sent to each of the members at least one week prior to the scheduled meeting.

The CTE Coordinator, teacher or designee will lead each meeting or determine who will lead each meeting. You should involve students as well as business leaders in the process of leading the meetings. The agenda should be followed and notes must be taken at each meeting. When CTE Advisory Board members arrive for a meeting, have them sign in to document their attendance.

The attendance list and notes must be forwarded to the CTE Carl D. Perkins Grant Administrator for documentation. Any events, activities or additional information, which occurs outside of the meeting, should be forwarded to the Perkins Administrator as well for documentation. The notes should also be sent to all members of the committee for their review and records.

The CTE program Advisory Committee should continuously disseminate information from the meetings to all CTE teachers within a department. This will ensure that the work of all stakeholders on the advisory committee is heard, reviewed and implemented.

Creating the CTE Advisory Committee Agenda

When creating the agenda for a meeting, review the notes from the previous meeting for any old business or questions that arose which need to be discussed at this meeting. Remember that everyone's time is valuable and take this into consideration when creating your agenda. The agenda should be well organized and relevant to the CTE program as well as the members. The main purpose of these meetings is to: share information; review the CTE programs; and work to improve the CTE program and student's learning experiences. Initial meetings may begin with introductions and review of the CTE program as a whole, but meetings after the initial meeting should include time for all members to share information relevant to their experiences and knowledge within the CTE program area careers.

Suggested Activities and Topics

To have an effective advisory committee you must know the purpose of the committee, the goals, the tasks and work involved on an advisory committee. The following are some suggested topics/ideas/activities to keep you CTE Advisory Board Committee involved and working toward improvement and success within your CTE program area.

The CTE Advisory Committee...

- **...must ensure that in each CTE program there is no discrimination and there is equality in all Career and Technical Education Programs.** The Carl D. Perkins Grant requires that districts take ensure that all students have equal access to all programs within their school. This includes students of special populations and non-traditional. Every effort should be made to promote CTE program areas to various special population members. The promotion of CTE areas for special populations as well as the discussion revolved around the planning of promoting these CTE areas should be clearly documented.
 - **...will review curriculum for CTE program area to ensure that instruction and learning experiences are up-to-date.**
 - **...will review course material and evaluate them as well as give commendations or recommendations.**
The Advisory Committee will review textbooks, tools, equipment software, etc., to determine if the most up-to-date information and learning experiences are being utilized. The Advisory Committee can make recommendations to revise, update or change the instruction and/or learning experiences to meet the needs of students CTE program areas in the world of work.
 - **...may advise on the development of new programs.**
An Advisory Committee can recommend if a new program should be implemented or if one should be expanded. The Advisory Board should be an integral part of the development of any new CTE program, whether they recommended the changes or the changes are planning to be implemented by the CTE department.
- ...may donate materials, equipment and services.**
The business and community professionals can offer to donate equipment, materials or services that will help to improve the CTE program area.

- ***...assist with periodicals, magazines, manual or brochures.***
The business and community professionals can share any literature or information they receive in their industry to support students and teachers in the CTE program area.
- ***...will recommend professional development, speakers, conferences, workshops or activities for educators and students.***
Business and community professionals can share information regarding any outside activities or events, which will benefit teachers and students.
- ***...can offer CTE program opportunities to work on special projects within the business industry.***
- ***...may offer to plan and implement workshops and/or professional development to the school.***
Business and community professionals can plan and host any area of professional development for schools staff to enhance their knowledge and skills related to the CTE program area.
- ***...can plan field trips and events for other local businesses and community leaders as well as parents and the community as a whole.***
Business and community leaders can work with the teachers, students and parents to plan events to promote CTE and businesses.
- ***...can keep teachers / Career Center Coordinator informed of any job openings for high school students and for graduating high school students.***
- ***...may support student CTE Student Organizations and plan Competitive Events for students within their CTE program area.***
- ***...may advocate for CTE programs as a whole on the local and state levels***

(Effective Advisory Committee continued)

- **...may seek legislative support for CTE programs.** Over the years there has been discussion about the importance of the Perkins Grant at the federal level. We need to continue to advocate for the Perkins Grant and discuss the impact these programs have on the success of every student. Advisory Committee members can help to influence state and federal legislators and may be able to speak on behalf of the needs of CTE programs in general.
- **...may support students through Mock Interviews, Resume review and feedback on skills.** Advisory committee members can participate in mock interviews, which assist students in gaining valuable interview skills. The member can review a student's resume, cover letter and possible Career Portfolio to give them feedback, which will prepare them for the world of work.

Evaluating the Effectiveness of the CTE Advisory Committee and the CTE Programs

It is important that after a year or less of your CTE Advisory Board Committee operating, that you reflect and evaluate the effectiveness of the committee. Review all the notes, events and activities from the past. Have you accomplished your goals? Could anything be improved to ensure an activity or event was more successful or meaningful? Does anyone have recommendations for meetings, invitations, communication or events? Everyone from the committee should be heard in regards to the evaluation of the committee. You may choose to put out an anonymous survey to ensure everyone is comfortable with sharing his or her thoughts and ideas.

In addition, the advisory committee along with CTE teachers and students can evaluate the effectiveness of the CTE program areas. The committee should look at the relevance between learning experiences and instruction to the real world of work with that CTE program area. Are we effectively instructing students and offering them learning experiences as well as many opportunities to gain the skills and knowledge for post-secondary and careers?

End of Year Recognitions

Throughout the year, the advisory committee members are donating their time, knowledge, skills, and in some cases, materials to ensure students have the best opportunities to prepare for a career. At your last meeting of the year, it is important to recognize all the hard work the advisory committee has done to improve the CTE program area. At this time, you should recognize business and community members for sharing their expertise with the school. You should also recognize all other members for their participation and input. Furthermore, don't forget to congratulate and recognize seniors who will be graduating and beginning their pathway to a career.

Some additional ways to recognize business and community members are:

- Write and publish a press release in the local paper or on your local television station
- Recognize them at Chamber of Commerce meetings or events
- Post on your webpage, twitter or Facebook account for your CTE program area
- Share their recognition with the BOE or state
- Give certificates or plaques
- Hold an end of year breakfast, dinner or celebration

Professionalism

Remember this is a professional group, therefore being a role model for every member is important to our student's success. This advisory committee is an experience for students where they can receive a first-hand look at what is required in the world of work and what it means to be professional.

For business and community professionals to work together effectively, they must understand diversity, communication skills, work ethic, soft skills and hard skills. The environment in your meetings will determine whether it can be truly effective.

To Ensure the Advisory Committee can be effective you will need:

- Support from School Administration
- Support from CTE teachers and the Carl D. Perkins Administrator
- Dedicated community members
- An organized plan for your committee: How will you communicate? How will you ensure meetings will be held when scheduled? What will be the roles of individuals on the committee? How will you ensure everyone has equal time to contribute and be heard?

Create a Working Agreement at your very first meeting to agree on how you will treat one another, how you will resolve conflicts and agree upon the meeting times. You can also create a mission statement and goals to refer to when deciding on events and activities planned by the committee.

- **Establishment of a "paper" committee only to meet state requirements.** As an advisory committee member:

Effective CTE program advisory committees will create partnerships between CTE programs, the local businesses, industries and the community as a whole. The relationships and communication between advisory committee members and the CTE educators is essential to the success of the CTE programs and the students. The collaboration and dedication between all stakeholders is vitally important to the local and regional economy, as our students become our future business and community leaders.