

2002 2003

Advisory Committees Handbook



COLLIN COUNTY
COMMUNITY COLLEGE DISTRICT

A Message to Advisory Committee Members

Now more than ever, higher education's future rests upon its ability to successfully meet the employment needs of students and employers. An employer's point of view is crucial to the creation, continued development and evaluation of academic programs designed to prepare students for a range of professional careers.

An advisory committee ensures that career-training programs are designed and updated to meet job requirements of business and industry. Effective committees, driven by positive attitudes and worthwhile efforts, are the keys to success of any career program.

This handbook was designed to provide you with information about the role, scope and responsibilities of advisory committee members. We hope to underscore the importance of advisory committees at Collin County Community College District.

Those who serve on advisory committees provide an unselfish, invaluable service to their communities. Thank you for giving your time and sharing your expertise to improve our career training programs. We look forward to learning from, and working with, you.

Sincerely,



Dr. Sheryl S. Kappus
Vice President Academic Affairs



Dr. Toni P. Jenkins
Executive Vice President



INSTITUTIONAL PROFILE

Collin County Community College District: Serving the Community

Offering quality, affordable, higher education since 1985, Collin County Community College District (CCCCD) currently serves more than 35,000 credit and continuing education students annually. CCCCCD offers more than 100 degree and certificate programs to provide a comprehensive college experience and wide range of options in meeting educational and career development needs.

Students can earn associate's degrees or credits towards bachelor's degrees in several areas of emphasis, including business and computer science; engineering technology; fine arts; communications and humanities; mathematics and natural sciences; social sciences, health and public services.

The exceptional education offered at CCCCCD serves as a strong foundation for entry into a variety of professional and technical careers.

Partner to Business and Industry

Responding to the ever-changing workplace, CCCCCD presents the latest in career and professional development training. Management, nursing, computer networking and fire science are among the college's numerous diverse offerings.

CCCCD has developed a range of programs that prepare our community's workforce for high-demand occupation areas, such as health, education and technology.

In addition, a number of degree programs have been tailored to meet specific industry needs. Through a grant from the Texas Workforce Commission, the college provided training to thousands of employees at area businesses in Collin County. The college partnered with major retailers to provide a management development certificate for mid-level managers who desired internal advancement opportunities. And, CCCCCD also responded to a rapidly growing restaurant industry by developing an award-winning culinary arts program.

Through partnerships with industry leaders, CCCCCD offers a full line of high-tech courses, enhancing the college's academics.

- CCCCCD is one of nine national Cisco Training Centers, training instructors to deliver Cisco Certified Network Professional (CCNP) certification courses.

- The National Workforce Center for Emerging Technologies and Prosoft have named CCCCD a CIW Faculty Institute. As one of 15 North American sites, CCCCD trains secondary and post-secondary educators in becoming CIW Certified Instructors.
- The college has partnered with Microsoft to offer advanced technology training through the Microsoft IT Academy Program. CCCCD is one of the first 18 institutions of higher education in the nation that prepares individuals for careers as network administrators, technical support specialists, software and hardware developers, and design engineers.
- As an Oracle Workforce Development Partner, CCCCD prepares students for careers in Internet development and database operations and administration.

Partner to Universities

In response to the educational needs of the community, CCCCD has led the way in several distinctive initiatives. CCCCD was the first Texas community college to offer concurrent admissions, allowing students to be admitted to CCCCD and a major university simultaneously. To date, the University of North Texas, The University of Texas at Dallas and Southern Methodist University hold concurrent admissions agreements with CCCCD. In addition, UNT provides upper division courses on CCCCD campuses.

Answering the critical need for classroom teachers, CCCCD became the first community college in the nation to offer teacher certification. In addition, a unique agreement with Texas A&M University-Commerce awards a minimum of nine semester hours of graduate credit to students enrolled in CCCCD's Teacher Certification Program. Texas A&M University-Commerce provides graduate-level classes at CCCCD's Allen site.

On-Site, On-Line or On-Campus

Not only does CCCCD offer quality academics at affordable tuition rates, the college also offers convenience. Courses are delivered on-site at area businesses and via the Internet, as well as on campus. CCCCD's campuses include: Central Park Campus in McKinney; Preston Ridge Campus in Frisco; Spring Creek Campus in Plano; and Courtyard Center for Professional and Economic Development in Plano. The college also holds classes at CCCCD@Allen in Allen, Rockwall and at various locations throughout the county.

Through the broad range of programs and training opportunities, the college has set a standard of excellence in meeting the needs of business and industry. With your help, we will continue to remain at the forefront of responsive academic programs and training opportunities.



ACCREDITATION

Accreditation Status

Collin County Community College District is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. The organization is located at 1866 Southern Lane, Decatur, Georgia 30033-4097 and can be reached by calling 404.679.4501.

Accrediting Bodies

CCCCD programs are approved and supported by many accrediting bodies. The accrediting groups include American Dental Association, Board of Nurse Examiners for the State of Texas, Committee on Accreditation for Respiratory Care, Dietary Manager Association, National League for Nursing Accrediting Commission, Texas Commission on Fire Protection, Texas Commission of Law Enforcement Officers Standard and Education, Texas Department of Health, and Texas Real Estate Commission.

CCCCD MISSION STATEMENT

Collin County Community College District is a student and community-centered institution committed to developing skills, strengthening character and challenging the intellect.

CORE VALUES

We have a passion for:

Learning

Service and Involvement

Creativity and Innovation

Academic Excellence

Dignity and Respect

Integrity

CCCCD PURPOSE STATEMENT

Through its campuses, centers and programs, Collin County Community College District fulfills its statutory charge to provide:

- Academic courses in the arts and sciences to transfer to senior institutions.
- Technical programs, leading to associate degrees or certificates, designed to develop marketable skills and promote economic development.
- Continuing adult education programs for academic, professional, occupational and cultural enhancement.
- Developmental education and literacy programs designed to improve the basic skills of students.
- A program of student support services, including counseling and learning resources, designed to assist individuals in achieving educational and career goals.
- Workforce, economic and community development initiatives designed to meet local and statewide needs.
- Other purposes as may be directed by the Collin County Community College District Board of Trustees and/or the laws of the state of Texas.


THE PURPOSE OF THE ADVISORY COMMITTEE

Advisory committees provide a two-way system of communication between the college and the community. The aid and advice of advisory committees help the college prepare potential employees to meet the changing needs of the workplace.

Career, technical, and other programs offered at Collin County Community College District are a vital part of both the college and the community. Since these programs are designed to prepare students for employment and continuous learning in rapidly changing business environments, it is essential that the college establishes and maintains partnerships with knowledgeable individuals and employers in the local community. The success of career and technical training and education depends to a large extent upon the activity and involvement of advisory committees.

THE ROLE OF THE ADVISORY COMMITTEE

According to the Guidelines for Instructional Programs in Workforce Education (GIPWE), as provided by the Texas Higher Education Coordinating Board, each institution must establish separate industry-based advisory committees for each workforce education program or cluster of closely related programs.



Acceptance and continued support of career education often hinges on a community's knowledge of the various career-training opportunities. Therefore, an advisory committee should initiate and maintain an effective public relations program. For example, an advisory committee may:

- provide a communications channel between career education and the community;
- stimulate public awareness of career education needs and career education contributions;
- serve as an advocate of career education;
- interpret the role and mission of career education;
- influence career education support through appropriate community channels; and
- enhance credibility and stature of career programs.

The Functions of the Advisory Committee

Each advisory committee has unique functions and responsibilities specific to the designated program or topic; however, the following general statements apply to all advisory committees.


1. To assist the college in providing more effective instructional programs and services. Advisory committees can provide support and recommendations to faculty and staff through their association. The advisory committee should provide valuable information to the college's faculty to help them remain current in their fields of specialization. This shared concern for the effectiveness of the instructional programs will enhance student success.
2. To assist the college in the evaluation of its educational program offerings and community services. In order to assure that programs and services are meeting the needs of the community, advisory committees should take an active part in assessing course and program content, evaluating services and projecting new and emerging occupations and changes in business and industry needs. Since individual members have essential, specialized knowledge of work requirements, they should be regularly consulted regarding the skills, instructional materials, equipment and standards for work or services provided.
3. To assist the college in continuous quality assessment. Advisory committees should aid and guide the college in developing and maintaining academic excellence through such areas as curricular offerings, program objectives, program content, program outcomes, skill competencies, instructional delivery methods and materials and facilities.

4. To assist the college in the process of student selection and placement. Advisory committees can be very helpful in the selection and placement of students in the various programs of study at the college. This is especially true where the advisory committees help to establish admissions standards to assure that an appropriate job performance level of work can be maintained. When the program and the community coordinate activities through the advisory committee, employers can be confident that the graduates will be assets when hired.
5. To assist the college in communicating with all segments of its service area. Advisory committees represent the community and in so doing provide the college with needed insight. This representation includes helping the college inform the community of the college's mission, programs and services. The committee also advises the college about its various public relations tools and assists with efforts to solicit support from the community and legislative groups, as well as from potential donors.

How an Advisory Committee Can Help Collin County Community College District

Advisory committees contribute to instructional programs in many ways. They may, for example:

- assist with task inventories to determine jobs skills needed in the local labor market;
- conduct labor force surveys;
- analyze course content and sequence;
- review length of academic programs;
- suggest program priorities;
- identify new technologies;
- evaluate space, equipment and layout of laboratories;
- establish minimum performance and proficiency standards for students;
- help recruit students for academic programs;
- sponsor scholarships for outstanding students;
- encourage employers to provide opportunities for on-the-job cooperative education and/or work-study experiences for students;
- help identify and recruit qualified faculty;
- sponsor guest lecturers;

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- conduct faculty in-service seminars;
 - plan/conduct field trips and on-site visits;
 - donate land, buildings, equipment, audio-visuals, books, manuals, and other instructional materials;
 - obtain equipment and instructional materials as gifts, on loan, or at lower cost;
 - evaluate relevance and effectiveness of education programs to meet local community needs; and
 - assist in developing, implementing and revising annual and long-range plans.

An advisory committee can play an important role in identifying available jobs and placing completers of career programs. This assistance can be rendered in many ways. An advisory committee may, for example:

- survey the community at regular intervals for job opportunities;
- serve as a placement resource for cooperative education, on-the-job training, and work-study programs;
- aid students in locating career-related jobs for after classes and during vacation periods;
- sponsor career days;
- visit informally and frequently with students;
- assist students in preparing their resumes; and
- arrange interviews between prospective employers and students/graduates.

Responsibilities of an Advisory Committee Include:

- 1) evaluating the goals and objectives of the program curriculum;
- 2) establishing workplace competencies for the program occupation(s);
- 3) suggesting program revisions as needed;
- 4) evaluating the adequacy of existing college facilities and equipment;
- 5) advising college personnel on the selection and acquisition of new equipment;
- 6) identifying local business/industry leaders who will provide students with external learning experiences, employment and placement opportunities;
- 7) assisting in the professional development of the faculty;
- 8) representing the needs of students from special populations.
- 9) assisting in promoting and publicizing the program to the community and to business and industry; and

Additionally, functions of advisory committees at Collin County Community College District will include:

- 10) providing updated information regarding the current and forecasted job climate in the North Central Texas Region;
- 11) partnering with Collin County Community College District in locating funding resources to support the program and scholarship funds to support the students; and
- 12) advising Collin County Community College District regarding the latest technology trends in the marketplace.



Advisory Committee Composition

- 1) Advisory committees must be composed of individuals who broadly represent the demographics, including the ethnic and gender diversity, of the institution's service area, as well as the demographics of the occupational field.
- 2) Committee members should be knowledgeable about the skills used in the occupation for which they are providing information and guidance.
- 3) Members should be drawn from both the private and public sectors, with an emphasis on business, industry and labor organizations.
- 4) Tech-Prep program-specific advisory committees must include members who represent secondary and higher education, as well as business and industry.
- 5) Full-time faculty and staff of the community or technical college offering the program must not be members of the advisory committee but may serve in an ex-officio role. Part-time faculty who hold full-time positions within the career field may be members of the committee. Faculty and staff of senior institutions with whom the program may be articulated may also be members of the committee.
- 6) At CCCCD:
 - official advisory committee membership will range from 10 to 16 members, although a larger committee may be authorized by the dean for committees responsible for advising on multiple degrees;
 - official members will serve two academic years, with the option to renew; and
 - annual certificates of appreciation will be presented at the spring meeting.

Chairperson of Advisory Committee

At CCCCD, the chairperson will be appointed by the program coordinator or dean from the membership of the official committee. Ex-officio members may not chair the committee. The terms of appointment will be one academic year, with the option to renew. The program coordinator or dean should meet with the chairperson prior to each meeting in order to establish and review the agenda.

Advisory Committee Meetings/Minutes

According to GIPWE, advisory committees must meet in person a minimum of one time a year; however, it is recommended that contact with committees be maintained throughout the year via e-mail, fax, phone or videoconference. During the development of new programs, advisory committees should meet frequently.

At CCCCD, it is expected that all programs will seek exemplary status. One component in the designation of exemplary status for college programs concerns advisory committees. To exceed the minimum standard and seek exemplary status, at least two meetings per academic year are necessary, i.e., fall and spring.

All meetings of the advisory committee must be recorded in official minutes. The minutes must include:

- 1) identification of committee members (name, title and affiliation);
- 2) an indication of the committee members' presence or absence from the meeting;
- 3) the names and titles of others present at the meeting;
- 4) the signature of the recorder and the chairperson; and
- 5) evidence that industry partners have taken an active role in making decisions that affect the program.

In addition, the minutes will provide evidence that the curriculum is being reviewed at least annually.

The minutes must be maintained in the respective CCCCD division office and minutes will be made available to the Texas Higher Education Coordinating Board and accrediting agencies staff upon request.



A Member's Qualifications

The following criteria are considered essential in selecting individuals to serve on advisory committees. Individuals who are selected to serve on an advisory committee are chosen because of their interest in the college's programs and their proven success in their occupations.

1. Experience. Each member must have demonstrated competence and experience in the program or service area. Familiarity with industry and professional standards and the objectives of the specific college program are considered essential.
2. Adequate Time. Since, at times, an advisory committee may need to meet more than twice per academic year, members need to possess the interest and flexibility to attend campus meetings.
3. Civic Responsibility. Each member should exhibit a sense of civic responsibility. In a real sense, members of a advisory committees are representing not only themselves but also the interests of the larger community. They should be willing to solicit suggestions from their constituent groups and attempt to keep these groups involved in and informed about what is happening at the college.

A Member's Responsibilities

Advisory committee members provide needed suggestions and information to enable the college to make important and timely decisions. The advisory committee members:

1. regularly attend and participate in advisory committee meetings;
2. carefully study issues that come before the advisory committee;
3. keep the college informed of trends and developments in areas of importance to the institution;
4. assist the college in evaluation and improvement of college programs and services;
5. serve as an informed advocate for the program; and
6. keep confidential all restricted college and student information entrusted to the members.

Procedures for Appointment of Advisory Committee Members

Recommendations for advisory committee membership are made to the dean by the chair of the advisory committee, program coordinator, or designated faculty member no later than the end of the spring term of each year for the following academic year.

The information provided to the dean should include:

- Name
- Business address and telephone number
- E-mail address
- Home address and telephone number
- Position in career area or other area of expertise
- General background statement of qualification

After the vice president of Academic Affairs and the executive vice president approve the advisory committee member, the program coordinator or designated faculty member will contact the advisory committee member.

Advisory committee members will be asked to serve for a three (3) year term. Current members may be reappointed.



Advisory Committees

Business and Computer Science:

Business & Computer Science/Computer Information Systems/E-Business Media

Global Edge Steering Committee

Hospitality Management

Management/Marketing

Office Systems Technology

Paralegal

Real Estate

Co-operative Work Experience Advisory Committee

Engineering Technology:

Computer-Aided Drafting and Design/Interior Design

Cisco/Computer Networking

Convergence Lab

Electronics

Semi-Conductor Manufacturing/Telecommunications

Fine Arts:

Applied Graphic Design Technology

Commercial Music

Advisory Committees

Humanities and International Studies:

Interpreter Preparation Program/Deaf

Math and Natural Sciences:

Biotechnology

Center for Advanced Study of Mathematics and Natural Sciences

Dietary Manager

Environmental Science and Technology

Social Sciences, Health, and Public Services:

Child Development

Dental Hygiene

EMS Advisory

Fire Science

Law Enforcement Academy

Nursing

Respiratory Care

Service Learning

Teacher Certification:

Instructional Technology Advisory Board (ITAB)

Teacher Certification Program Governing Board



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**COLLIN COUNTY
COMMUNITY COLLEGE DISTRICT**

Transforming Education.



COLLIN COUNTY
COMMUNITY COLLEGE
DISTRICT

CCCCD is an equal opportunity institution that does not discriminate on the basis of race, color, religion, age, gender, national origin, disability or veteran status.