OCCUPATIONAL ADVISORY COMMITTEES
MOVING FROM COMPLIANCE TO OPERATIONAL EXCELLENCE

Annual Meeting
November 2022

DR. STEPHANIE HOUSTON,
SAN BERNARDINO COUNTY SUPERINTENDENT OF SCHOOLS

DENISE WILLIS,
COUNCIL ON OCCUPATIONAL EDUCATION STAFF MEMBER
Who Can Benefit from this Session?

- Institutions Creating Occupational Advisory Committees (OACs)
- Institutions Re-imagining Their Existing OACs
- Evaluators (Visiting Team Members and Leaders)

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Session Goals

**Council Perspective**
- Purpose
- Definitions
- Requirements

**Institutional Perspective**
- Qualifications/Characteristics of a Good OAC Member
- How to Educate OAC Members
- How to Value Members While Promoting "Buy-in" from Faculty and Potential Committee Members
- Five Common Mistakes When Choosing Board Members

**Accreditation, Unannounced and Substantive Change Visiting Teams Perspective**
- Provide Assistance to Schools Navigating OAC Creation and Maintenance
- Assist Team Members to Better Evaluate OACs
AN ADVISORY COMMITTEE IS COMPOSED OF PEOPLE WITH A GENUINE INTEREST IN YOUR WORK AND A DESIRE TO SEE IT DO WELL.

YOUR ADVISORY COMMITTEE MEMBERS SERVE AS A SOUNDING BOARD, OFFERING IDEAS AND EXPERTISE AND GIVING YOU HONEST ADVICE.

YOUR ADVISORY COMMITTEE WANTS TO CONTRIBUTE TO YOUR PROGRAM'S WELL-BEING.

“Susan Ward, “Your Guide to Small Business: Canada” Courtesy of South Central Career Center, West, Plains, MO

PURPOSE OF AN OAC as defined by COE

PRIMARY PURPOSE: ENSURE THAT DESIRABLE, RELEVANT, AND CURRENT PRACTICES FOR EACH OCCUPATION ARE BEING TAUGHT

PROMOTE REGULAR, CONSISTENT COMMUNICATION BETWEEN PROGRAM FACULTY, AND BUSINESS AND INDUSTRY PROFESSIONALS

OACs MAY ALSO PERFORM THE FUNCTIONS OF THE INSTITUTIONAL ADVISORY COMMITTEE IF ONE ONLY OCCUPATIONAL ADVISORY COMMITTEE IS REQUIRED FOR THE INSTITUTION
More About OACs

Provide Invaluable Input for the Institution:

- Provide feedback on expectations of new hires/graduates (skills, activities, and behaviors)
- Evaluate relevancy of curriculum and instruction
- Identify current curricula methodologies and leading-edge industry/business technologies
- Consider if the curriculum addresses the career desires of students
- Help ensure the institution is continually fulfilling its mission

OAC Members

Can be among the potential employers who complete the COE Employer Verification Form

Serve as contacts for faculty who must maintain liaison with employers in the technical field through annual visitations and personal contact (Standard 8)

May be the benefactors (or the connections to one) who donate equipment and/or supplies

May serve on more than one OAC, as long as potential member meets COE qualification requirements
Important Facts About OACs

#1 FINDING OF NON-COMPLIANCE
Multi-part criteria

Consist of a minimum of three members external to the institution
Key Word: EXTERNAL
Page 77: 2022 Policy & Rules of the Commission
Page 87: 2022 Handbook of Accreditation

ONE COMMITTEE PER PROGRAM

** Review your COE Approved Program List in MyCouncil annually

COE: COVID-19 Alert 12: Accommodation for Standard 2 – Educational Programs, Occupational Advisory Committees

This alert addresses a continued accommodation for all institutions concerned with conducting occupational advisory committee meetings during this continued COVID-19 Federal Emergency period.

Standard 2 – Educational Programs, C. Instruction, Criteria 11 and 12 (Handbook of Accreditation: 2020 Edition) require that occupational advisory committees meet twice each year for each program and that in person attendance is required for at least some of the committee members.

Early last year, the Commission made an accommodation because of the COVID-19 emergency and allowed institutions to conduct ONE instead of TWO meetings and allowed the one meeting to be conducted in virtual (online video) format.

Recently, the Commission approved another accommodation related to these requirements for the calendar year 2021. The Commission will require two meetings be conducted for each program as the criterion requires, but both meetings may be conducted in virtual (video) format. That is, no in-person attendance is required for occupational advisory committee meetings for the 2021 calendar year.

It is recommended to keep a copy of the COVID-19 Alerts for Standard 2 Occupational Advisory Committees in your permanent accreditation file.
### 2022 Check Sheets

**STANDARD 2**

POSTSECONDARY EDUCATIONAL PROGRAMS HAS BEEN REVISED TO REFLECT THE FOLLOWING:

A. PROGRAM ALIGNMENT AND ADMINISTRATION

B. OCCUPATIONAL ADVISORY COMMITTEE ACTIVITIES

C. INSTRUCTIONAL ACTIVITIES

D. COURSEWORK DELIVERED VIA DISTANCE EDUCATION OR HYBRID

E. WORK-BASED ACTIVITIES

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**Occupational Advisory Committee Activities**

1. Occupational advisory committees are appointed for each program to ensure that occupational, and current practices of each occupation are being taught.

2. **UNITED TEAM:** If NO is checked leave blank and resume with criterion 3. While one finding of non-compliance that specifies BOTH the requirement to appoint a committee for each program AND each criterion.

3. (See instructions page.)

Table:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Occupational advisory committees are appointed for each program to ensure that occupational, and current practices of each occupation are being taught.</td>
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<tr>
<td>2</td>
<td>United team: If NO is checked leave blank and resume with criterion 3. While one finding of non-compliance that specifies BOTH the requirement to appoint a committee for each program AND each criterion.</td>
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<td>3</td>
<td>(See instructions page.)</td>
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**Notes:** Additional guidance regarding occupational advisory committees is provided in the Policies and Rules of the Commission.
Requirements Applicable to Occupational Advisory Committees (Page 66 2022 Policy and Rules of the Commission):

- Institutions may convene their OAC’s as often as deemed necessary but must convene each program’s committee no less than ONCE annually. This meeting must be conducted face-to-face.

- **Minutes** of each official meeting of a committee must be typed and include the specific information:
  - Date and time of meeting, physical location of meeting
  - Names of attendees (committee members and others)
  - Demographic information for each member (names, titles, business address, and contact information)
  - Activities of the committees (highlights of their discussion)
  - Recommendations made by the committee

Requirements Applicable to Occupational Advisory Committees (Pages 66-67 2022 Policy and Rules of the Commission):

The Council also recommends institutions compile the following documentation to demonstrate committee activities:

- The meeting agenda
- Handouts that may have been distributed during each meeting
  - Surveys, Evaluations, Power Point presentations, etc.
  - Important to have dates and signatures on surveys, evaluations, etc.
- The date and signature of the transcriber of the meeting minutes.
Required Documentation to Remain on File

The following documentation must be kept on file from one accreditation team visit until the next. All documents will be prepared as exhibits.

- Institutional Advisory Agendas and Minutes
- **Occupational Advisory Agendas and Minutes**
- Strategic Plan and All Other Plans
- Refunds
- Grievances
- Default Management Plans
- Financial Reports
- A record or copy of all promotional and advertising material must be kept on file for 3 years.

For all other types of documentation not listed above, the institution should provide one year of documentation in their exhibit materials. It is at the team’s discretion to ask for additional documentation.

THE WHO:
Membership Matters


AT LEAST 3 EXTERNAL MEMBERS WHO HAVE EXPERTISE IN THE OCCUPATIONAL PROGRAM

QUALIFIED OCCUPATIONAL ADVISORY COMMITTEE

Internal Members: School Directors, owners, department heads, faculty, student body reps. These members must represent a minority of the OAC official membership.
EXTERNAL MEMBERS
- Industry experts (independent of the school) who provide substantive input relative to the program as a whole
- External Member: Official members of an advisory committee who are not employees of the institution (staff, faculty, or administrators) or corporation, who have no relation to employees of the institution (e.g., family members) and who have no financial interest in the institution. (pg. 77 Policy and Rules of the Commission)

THE WHO: MEMBERSHIP Matters

OACS MUST MEET ALL MINIMUM REQUIREMENTS FOR MEMBERSHIP (THE “WHO”):
- At least three (3) external members
- Expertise in the program; and,
- From the representative service area (Page 65 2022 Policy and Rules of the Commission)

Otherwise, NEITHER the committee NOR the meetings are valid

REMEMBER:
Invalid Committee = Invalid Meeting

The Fix: Replace all ineligible members and recreate an OAC comprised of individuals

IMPORTANT
THE HOW: How to Have an OAC Meeting

1. Meet at least once annually (effective January 2022). Prior to 2022, OAC should have met twice annually.
   Annually is a calendar year (January-December) effective 2022.

2. Have at least three (3) external members who meet "the who" criteria present at each meeting (with at least two (2) members physically present and one (1) virtually present)

3. Keep minutes to document meeting activities, recommendations, and attendance
   Attach handouts that were distributed during the meeting.
   - Surveys
   - PowerPoints
   - Evaluations
   - Annual Reports-CPL Data

NUTS AND BOLTS

- Provide a substantive, organized agenda for the meeting.
- Sign-in sheets are not required, but may be useful.
- Ensure that there is a detailed list of all OAC members, listing title, work affiliation, and contact information.
- Consider dividing OAC workload into two meetings. Not all duties must be accomplished in one sitting.
OAC Membership Disqualifications

- Individual owns the business that can potentially hire graduates, but owner does not possess expertise and experience in the program and/or does not meet all requirements for OAC membership
- Individual has a conflict of interest with the institution
- Having more than one OAC member from the same business/company

HINTS FOR CREATING AND MAINTAINING A SUCCESSFUL, ACTIVE ADVISORY COMMITTEE

FIRST, WHAT NOT TO DO:

- Waste OAC member's time
- Overwhelm OAC members with too much information
- Allow anyone to offer a complaint without a potential (workable) solution
- Continue to do something solely because “It's how we've always done it.”
- Change for the sake of change

---Courtesy of South Central Career Center, West, Plains, MO
MORE HINTS

Lay the groundwork for faculty:
Institutional leaders should prepare faculty members by explaining the importance of and protocols involved in OAC meetings (e.g., create a formal presentation, assist in preparing an agenda template, meeting minutes template)

- Keep the purpose in mind
- Discuss expectations for members
- Keep OAC members informed
- “Excuse” board members, if necessary
- Leverage the network

HINTS....

How to Get Feedback on WHAT You Are Teaching
- Competencies
- Software
- Textbooks
- Scope and sequence/syllabus
- Appropriateness of the instructional delivery methods (traditional, hybrid, distance education)
- Program objectives
- Job placement

How to Get Feedback on HOW You Are Teaching
- Equipment
- Supplies
- Facilities
- Sample exams
- PowerPoints/presentations
- Lesson plans
HINTS (CONTINUED)

Recruiting OAC Members

- Current OAC Member Recommendation
- Chamber of Commerce Directory
- Professional Organizations (local unions, etc.)
- Google Search
- Vendor Recommendations

(COURTESY OF SOUTH CENTRAL CAREER CENTER, WEST, PLAINS, MO)

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HINTS (CONTINUED)...

RETAINING GOOD MEMBERS

- Hold meetings at a time that works for a majority of your members (poll them by email, if necessary)
- Create a time to discuss using their feedback from the last meeting
- If meeting time is during a regular mealtime, feed them (or perhaps provide snacks when it’s not).

--- Courtesy of South Central Career Center, West, Plains, MO
THANK YOU!

Council Staff

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