COMMUNITY ADVISORY COMMITTEE HANDBOOK
2022-2023

(Updated 4.24.2023)

The College's mission:

*Southern West Virginia Community and Technical College
provides accessible, affordable, quality education and training
that promote success for those we serve.*

The College's vision:

*Southern aspires to establish itself as a model of leadership,
academic excellence, collaboration, and occupational training,
equipping its students with the tools necessary to compete and prosper in
the regional and global economies of the twenty-first century.*

Southern's institutional commitments:

*As a comprehensive community and technical college, Southern is
committed to providing:*

- *Developmental and pre-college level education for those who lack
  the necessary academic background for direct entry into college-
  level courses.*
- *Programs of study leading to the associate in arts and the
  associate in science degrees, which can be effectively transferred
  and applied toward the baccalaureate degree.*
- *Programs of study in career and technical fields leading to a skill-
  set certification, certificate degree and/or the associate in applied
  science degree for entry into the workforce.*
- *Workforce development, continuing education and training
  programs that support the needs of employees and employers
  and serve as a mechanism for economic development.*
- *Support services that assist students in achieving their education
  and training goals.*
- *Community interest programs and activities that promote
  personal growth and cultural enrichment.*

Southern's core values:

We will accomplish our mission by:

- *Achieving excellence in education and service.*
- *Exhibiting integrity in all that we do.*
- *Collaborating and communicating actively with others.*
- *Imparting passion and compassion to our every task.*

- *Leading by encouragement and support of lifelong learning.*
- *Embracing change through bold actions.*
- *Being creative and innovative at all levels.*
- *Initiating opportunities for the community.*
- *Celebrating success.*

The following programs have an advisory committee[1]:

- Business
- Early Childhood Development
- Electrical Engineering Technology
- Information Technology
- Medical Assisting
- Medical Laboratory Technology
- Nursing
- Paramedic Science
- Paraprofessional Education
- Radiologic Technology
- Respiratory Care Technology
- Surgical Technology

Purpose of a Community Advisory Committee

The primary purpose of a community advisory committee is to assist Southern West Virginia Community and Technical College's faculty, staff, and administration in creating, operating, and evaluating academic programs by providing constructive feedback. Individual advisory committees are established for specific professional and technical programs leading to both associate degrees and certificates. Advisory committees are critical in ensuring that the academic program is current, relevant, and adequately preparing students to meet the industry's needs. Although there may be national standards and licensure requirements, advisory committees provide the College with the expertise to fully understand what knowledge, skills, and professional dispositions employers are looking for in future employees.

Benefits of Community Advisory Committees to Students and Southern

- Ensuring program relevance – since industry needs are ever-evolving and changing to stay more competitive, advisory committees are critical in keeping professional and technical programs aligned with students' preparation and employers' needs.
- Ensuring program quality – advisory committees provide important information on workplace expectations and needs thereby improving faculty instruction by keeping them current in the field.

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[1] Every program in the Division of Allied Health and Nursing is required by their respective accrediting bodies to have an advisory committee.

- Identifying and engaging partners while developing advocates – advisory committees can help academic programs establish, engage, and maintain relationships with business partners and develop meaningful relationships that benefit all involved.
- Tapping into expertise – advisory committee members possess specific skill-sets that can be useful to improving the academic program.

Benefits of Membership in Community Advisory Committees

- Creating a future workforce - many industries are facing critical shortages of suitable workers. Active participation on an advisory committee is an important investment in maintaining a qualified workforce.
- Networking and the importance of building connections – an advisory committee built on shared interests and goals is an ideal venue for peers to connect and build relationships.

Role of Community Advisory Committee Members

- Review program goals and outcomes.
- Review program curriculum to ensure alignment with workplace standards and employer needs.
- Evaluate Program Reviews and student learning assessment data and make recommendations based on this information.
- Review and recommend equipment needs and facility improvements.
  - Identify potential donation sources as it relates to supplies, equipment, or funds needed to enhance program quality.
- Inform Southern about changes and trends in the industry and local workforce, including safety standards, technical expertise, and inform faculty of the needs for new or updated equipment and best practices.
- Assist in promoting the program and identifying work-based learning and job opportunities for students and graduates.
- Act as a communication link between the program and the community it serves.

Size and Composition

In general, community advisory committee membership should ensure adequate representation from pertinent industry and educational feeder programs. See the **Qualifications of Members** section below for more information.

The advisory committee membership for each program in the Division of Allied Health and Nursing contains representatives from all of the clinical education centers that partner with Southern to train students. Clinical Education Center participation is essential in identifying specific needs relative to their institution as well as recognizing the most current skills needed using the latest technologies available.

Qualifications of Members

Ideally, advisory committee members from business, industry, and educational feeder programs will have:
- understanding of the knowledge, skills and professional dispositions required for successful employment in the occupation.
- current and relative occupational experience and expertise in the industry.
- understanding of the economic, regulatory, and educational climates that impact the industry.
- sincere interest in influencing occupational education and training to ensure a skilled workforce.
- influence to offer work-based learning opportunities and to hire graduates.

Term of Office

Membership should be staggered (recommend three-year terms) to allow new members while retaining some experienced representatives thereby ensure continuity.

Meetings of the Committee

Community Advisory Committees will meet annually during the spring semester. Typically, all advisory committees will meet on Southern's campus the 2nd Friday during the month of April. Additional meetings may be called when special circumstances warrant.

Operation of the Committee

- A quorum shall consist of 50% +1 of the total voting members present at that time. A vote should not occur without quorum being present.
- Unless the committee requires and approves a controlling operational procedure, consider Robert's Rules of Order as the procedural method and authority.
    o The formality of the Committee operations is at the discretion of the Committee membership as a whole.
- Whenever necessary the Committee Chair may call a special meeting to expedite urgent issues, or to ensure compliance with an internal or external obligation or regulation.

Chairperson/Responsibilities

The community advisory committee will be chaired by a Southern employee who will serve as a liaison between the committee, program/department personnel, and College administration. Responsibilities include:
- Provide leadership and direction to the Committee to advance the work of the academic program and College in pursuing its vision, mission, institutional commitments, and core values.

- Create agendas and conduct meetings.
- Effectively manage Committee meetings.
- Ensure the Committee does not make recommendations outside its advisory powers.
- Provide clerical support, including minutes.

Co-Chairperson/Responsibility

The co-chairperson shall be an external community member elected by majority vote of the committee members and will serve a three-year term. Responsibilities include:
- Be familiar with all duties and responsibilities of the chairperson.
- Assume above-mentioned duties in the absence of the chairperson.

Committee Member Responsibility

Responsibilities include:
- Uphold Southern's mission, vision, institutional commitments, and core values. o These statements will drive the activities of the advisory committee.
- Dedicating adequate time and energy to attending, actively engaging in, and respectfully listening in meeting topics.
- Acting with integrity and supporting the best interests of the academic program and College.

Strengths, Weaknesses, Opportunities, and Threats (SWOT)

At least once every two (2) years, the advisory committee will perform a SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats; therefore, a SWOT analysis is a technique for assessing these four aspects of the academic program. This analysis is designed as an evaluation tool for use in the preliminary stages of decision-making processes while examining both internal and external factors influencing the program.

Strengths are internal things your academic program does particularly well and distinguishes you from others.

Weaknesses, like strengths, are internal to your organization, e.g., people, resources, systems, and procedures. Think about what you could improve as well as current practices you should avoid. Also determine how other people in your discipline view you.

Opportunities are openings or chances for something positive to happen. Opportunities arise externally from situations outside your organization and require an eye to what might happen in the future. Being able to spot and take advantage of opportunities can make a huge difference to the program's ability to compete and take the lead in your market. Think about good opportunities that can exploited immediately. Consider impending changes in technology, government policy, safety issues, social patterns, population demographics, lifestyles, etc., related to your field.

Threats include anything that can negatively affect the program from the outside, such as shifts in market requirements, new and emerging technologies, government regulations, poor enrollment, etc. It's vital to anticipate threats and address/mitigate them before they impact you.

It is recommended that the SWOT Analysis be performed and documented on a 2x2 grid. Simply create the grid by drawing a large box on a flip chart or white board and dividing it into four smaller squares. Label each box appropriately. Begin by addressing each topic individually. The goal is for the Committee to come up with a prioritized consensus of what are the major strengths, weaknesses, opportunities, and threats. The specifics of implementing the analysis will be at the discretion of the Committee Chairperson.

Strengths	Weaknesses
Opportunities	Threats

The final results of the SWOT Analysis should be summarized in a *SWOT Analysis Paper* with an introduction including the objective and focus of the analysis. In the next four paragraphs, describe the strengths, weaknesses, opportunities, and threats that you prioritized in your chart.

Minutes

All advisory committee meetings and advisory committee membership lists must be documented in official minutes. The following are suggestions to creating meeting minutes:
- Use and/or modify the attached minutes template (see below).
- Document those who were and were not present at the meeting.
  - Circulate a sign-in sheet.

- Document actions and their sponsors. Clearly articulate any advisory role decisions made and, when applicable, document motions to approve and vote outcomes.
- If future plans are established, document responsible parties and timetables for deliverables.
- Do not document discussions.
- Include handouts or images of information presented on a white board or flip chart.
- Write the minutes as soon after the meeting as possible.
- The administrative assistants/program coordinators will complete/retain advisory committee minutes in the Division Dean's Office.

Southern West Virginia Community and Technical College
Date
Time/Place
Community Advisory Committee Minutes
Name of Program

Members Present:

Members Absent:

1. **Verification of Quorum and Call to Order**

2. **Approval of Minutes**

3. **Approval of Agenda**

4. **Old Business**

5. **New Business**

6. **Reports/Updates**

7. **Other**

8. **Adjournment and Next Meeting.**

Agenda

Community advisory committee agendas will be prepared by the chairperson. The agenda, list of committee members (including organization and title), and other relevant information will be disseminated by the chairperson via email in advance of the scheduled meeting. Use and/or modify the following agenda template.

<div align="center">

Southern West Virginia Community and Technical College Date
Time/Place
Community Advisory Committee Agenda
Name of Program

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I.   Introductions
 • All committee members share name and affiliation.

II.   Review and Approve Previous Meeting Minutes (when applicable)

III.   Program Updates from Current Year
 • Topic examples may include new or updated textbooks, changes to program or course curriculum, work-based learning opportunities, guest speakers, field trips, student projects, new or updated transfer opportunities, trends in student behavior, challenges, etc.

IV.   Industry Trends & Changes

V.   Review of Program Courses and Curriculum
- How well is Southern's program aligning with workforce expectations, industry standards, labor demands, etc.?
- Is the program equipped to handle projected changes coming in the next 5 to 10 years?
- What skills do students need to have upon graduation and do Southern graduates have those skills?

VI. Update of Student Learning Assessment
- General Education, program, and course assessment results (including action plans and closing the loop results)

VII. SWOT Analysis
- See pages 6-7 for explanation.