

# How to Develop and Build a Dynamic FCS Advisory Group

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WAFCS Annual Conference  
March 9, 2013

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# An Invest"mint" in Your Program

- “An active and well-represented advisory committee is like having job insurance. Unlike you, the educator, they have no chain of command to work through. They are the taxpayers in the community and in some cases they are very powerful taxpayers. They can request information as well as demand support for a program all the way to the superintendent or school board.”
  - George Arrants, Techniques  
Nov/Dec 2011

- “Effective program advisory committees represent a bridge between the program and the industry and they are instrumental in sustaining, renewing, and revitalizing training programs.”
- Bill Kersten, president of National Automotive Technician Education Foundation (NATEF)



# Rationale

- FCS programs, to better address the needs of the students and the community at large, need to be served by an advisory committee. In order to capitalize upon the expertise that resides within the community, an advisory committee should be formed to provide the advice and insights to maintain, extend, and improve the programs offered at \_\_\_\_\_.



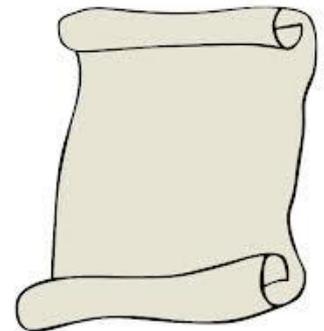
# Clarity of Purpose

- Supplement "mint" and Complete "mint" a FCS program, not to duplicate or intrude
- Voluntary collection of individuals with outside expertise
- Flexible without a specific legal mandate
  - A requirement "mint" of Carl Perkins and certain program accreditations
- Must be in alignment "mint" with the organization's strategic priorities



# State “mint” of Purpose

- Reason for the advisory council to exist
- Relationship of the advisory council to the depart “mint”
- Relationship of the staff to the advisory council
- Criteria for membership
- Description of selection process and to whom the advisory council reports
- Length of term of service
- Job description that identifies the specific responsibilities or expectations of members
- Number of meetings per year



# Involve “mint” - Meeting a Need

- Serve as advocates, facilitate access to policy makers, and help shape public policy that benefits FCS
- Review, monitor, or assess a specific program
- Evaluate the performance of the department as a whole
- Provide technical expertise
- Provide an independent, unbiased sounding board for brainstorming and creating new programs
- Raise money for unrestricted use or for a specific program



# Finding the Right Members

- People in the community who can add value intellectually, politically, socially, or financially
- Well-known names who possess highly sought-after skill sets and expertise
- Well connected to donors and supporters in the community
- Must believe in the mission of the department



# Recruit "mint"

- Go out and meet the business community and build relationships
- Let them know who you are
- Explain why you would like their input and recommendations
- Clarify expectations
- Ask the best way to communicate with them
- Determine when it is convenient to meet



# Structure and Support

- No one correct size, often suggest 5-15
  - Need an assort“mint”
  - Represent various components of program
  - Include diversity
- Staff must inform, educate, and nurture
  - Requires manage“mint”
- Time commit“mint” – suggested to meet at least 3 times/year
  - Schedule at convenient time to accommodate members, not educators
- Acknowledge their work
  - Formal presentation by school board
  - Special gift
  - Letter of thanks



# Representatives to Include

- Established employers relevant to your program
- Post-secondary professionals (university and technical college)
- Leader from the local Chamber of Commerce and/or Workforce Development Board
- Graduates of program
- Parents of current/former students
- Members of local professional associations
- Retired community member
- Supportive core academic teacher
- Guidance counselor
- School board member
- Administrator



# Characteristics for the Group Environ“mint”

- Knowledge in respective field
- Experience (at least 5 years)
- Network
- Resources
- Interpersonal skills
- Tempera“mint”
- Time
- Responsible
- Passion – Excite“mint”



# Possible Advisory Committee Activities

- Suggest improve “mint” on programs of study
- Assess “mint” of course materials
- Review articulation agree “mints” & transcribed credits
- Recommend equip “mint”, supplies, & other instructional material
- Provide encourag “mint” & guidance
- Assist in place “mint” of interns and graduates
- Maintain quality programming through periods of adjust “mint”
- Assist with CTSO activities and special events

- “An advisory board is composed of people with a genuine interest in your work and a desire to see it do well. Your Advisory Board members serve as a sounding board, offering ideas and expertise and giving you honest advice. More than anyone else, [they] will be on your side. They will be the people with no axe to grind who want to listen to you and advise you. Above all, they’ll want to contribute to your organization’s well-being.”

- Susan Ward, “Your Guide to Small Business: Canada”

- To say having an advisory council is a good idea is an understatement “mint”.
- “Advisory boards are one of the most effective vehicles for generating support of all kinds from the community...nothing can replace the regular and consistent business input that an advisory board offers.” – Meeder & Pawlowski

Techniques, February 2012



# References

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