PRESENTATION TO THE
BOARD OF GOVERNORS
Advisory Committee Annual Reports
Academic Year 2010-2011

PURPOSE

To provide the Board of Governors with an overview of the activities undertaken by the Advisory Committees during the academic year 2010-2011. This is an information item.

BACKGROUND

In its binding policy directive *Framework for Programs of Instructions,* the Ministry of Training, Colleges and Universities requires that the Board of Governors establishes an advisory committee for each program or cluster of programs made up of a cross section of persons external to the college who have a diversity of experience and expertise related to the particular occupational area addressed by the program. Membership is drawn from industry, business, and professional organizations. Recent graduates are also invited to sit on advisory committees. College professors and academic administrators serve as resource persons to advisory committees. Each advisory committee has from eight to fifteen members.

The mandate of an advisory committee is to assist the College in establishing and maintaining programs relevant to the needs of employers and in response to student demand. Each year, advisory committees are asked to submit an annual report detailing the main activities they have undertaken during the year. If required, advisory committees can address recommendations to the Board on issues related to program delivery.

In the fall 2000, the Board of Governors directed the Administration to take immediate action on operational issues raised by the Advisory Committees and refer to the Board of Governors, only those issues requiring board action.

CONSIDERATIONS

Over the past two years, the Strategic Programs and Services Planning project has allowed the College to review its academic operations, including the work of the advisory committees.

During the 2010-2011 academic year, the College had 96 advisory committees; 8 of which did not meet during the year. Four of the advisory committees that did not meet were for programs that were being phased out as per recommendations in the Strategic Program and Services Planning project report. They were:

- Horticulture Technician
- Professional Illustration
- Florist
- E-Publishing

The following advisory committees are refreshing membership to help renew the program:

- Interactive Multimedia Developer
- Print Media
- Theatre Arts
- Bartending

During the past year, advisory committees participated in the 33 scheduled Program Quality Reviews (approximately 1/5 of programs participate in this comprehensive review every year). Advisory committee members provided input on their perception of the program, the program's ability to meet employers' demands, as well as trends affecting the future of the program. Note: 26 programs were reviewed in 2009-2010. Advisory committees reviewed and approved recommendations for curriculum changes, as appropriate, which have been implemented by the Schools as part of Annual Curriculum Review.

A number of Advisory Committees were involved in organizing Career Forums, and job placement fairs for the graduating class. These are well attended by both employers and graduates and contribute to the successful placement rates of the programs. Advisory committee members are instrumental in finding co-op placements and clinical placements for our students.

OBSERVED TRENDS AND CONSIDERATIONS AT EACH COMMITTEE

The review of the Advisory Committees annual reports reveals that the following trends and topics were of most interest to the members:

- Strategic Programs and Services Project Report recommendations
- Curriculum recommendations for program relevancy
- Program marketing
- The merits of field placement versus co-operative experience relative to the program
- KPI results and program implications
- Mobile learning
- Articulation agreements

OTHER CONSIDERATIONS

All program specific recommendations addressed to the Board of Governors by the Advisory Committees have been actioned by program staff.

RECOMMENDATION

That the Board of Governors receive the Advisory Committee report for 2010-2011.

Submitted by Kent MacDonald, Vice President, Academic