

Kalamazoo<sup>TM</sup>VALLEY

# ADVISORY COMMITTEE HANDBOOK





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Advisory committees are the most valuable community resource to the effectiveness of Kalamazoo Valley Community College's programs.

Our college's faculty and staff work hard at obtaining suggestions from students and stay informed about current trends by participating in professional development activities and conferring with colleagues.

However, to offer the best educational opportunities possible, it is essential to also have the insight of people who are directly involved with the industries on a day-to-day basis. Advisory committees provide a critical link to the specific needs of our community and insight to the directions and demand of industries.

The Kalamazoo Valley Board of Trustees and I are continually delighted, and very appreciative, that so many professionals in our community graciously give of their time and talents by serving on the college's advisory committees.

L. Marshall Washington, Ph.D.  
President

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## WHAT IS AN ADVISORY COMMITTEE?

An advisory committee is composed of business and industry representatives, chosen for their ability to advise the college on the content of the curriculum, their desire to provide insight to the future direction of the workforce and their potential to hire Kalamazoo Valley students.

Successful educational programs result from cooperative efforts among business, industry, labor and education.

Advisory committee members provide essential information and technical expertise for planning meaningful courses and services.

### PURPOSE

The purpose of advisory committees is to provide community-based information to the administration, faculty and staff of Kalamazoo Valley Community College regarding current job needs and the relevance of programs and courses being offered. The committee provides advice on new technology, emerging skill needs, and the planning, development and review of the educational programs.

In addition, the members of the advisory committee may engage in activities that promote the curriculum, such as being mentors or hosting career fairs. The members may also assist the college in applying for educational grants and resources.

## WHY BECOME AN ADVISORY COMMITTEE MEMBER?

Individuals are invited to be a member of an advisory committee to lend their expertise, knowledge and experience to public education. Kalamazoo Valley students are the ultimate beneficiaries of the advisory committees' contributions. Students will eventually enter the workforce and must be prepared to find and sustain employment, progress in their careers and be productive members of society. In addition, some students may transfer to a four-year college or university in the future and must be prepared to further their studies.

Advisory committee members add value to the community by contributing to the relevance of educational programs and promoting economic growth. Advisory committees help to ensure that programs at Kalamazoo Valley prepare students to meet the needs of employers. Membership on an advisory committee also provides networking opportunities.

## WHAT WILL ADVISORY MEMBERS BE ASKED TO DO?

Advisory committee members may be asked to:

- Identify specific job skills currently required for entry into the occupation
- Review course content, program standards and learning objectives to meet the changing needs of the industry
- Indicate continuing-education needs for current jobs
- Assist in projecting current and future, local and regional, employment opportunities
- Provide suggestions for new programs for emerging jobs
- Provide suggestions to assist faculty in updating equipment, software and other instructional resources
- Assist the college in applying for federal educational grants and resources
- Nurture a positive public image for vocational training programs
- Identify emerging trends in the industry

The agenda for each meeting is largely determined by the needs of the occupational area. Depending on the curriculum revision cycle or the potential of an emerging curriculum, there will be different items discussed in each meeting.

## HOW IS THE ADVISORY COMMITTEE FORMED?

### RECRUITMENT OF MEMBERS

Advisory committee members are generally recruited from the greater Southwest Michigan area labor market. Qualifications for a committee member may include:

- Expertise in the field
- Knowledge of related occupations
- Familiarity with professional licensing agencies (if applicable)
- Knowledge of the community and its needs
- Interest and willingness to be actively involved
- Civic-mindedness

- Desire to be involved with student success and development.
- Enthusiasm and a desire to make a difference
- Ability to communicate and to be responsive
- Interest in youth and adult education and training
- Desire to promote diversity, equity and inclusion
- Ability to hire students

## SELECTION OF MEMBERS/TERMS

Potential advisory committee members may be referred by current members, by faculty of the department or by other community contacts. On recommendation of the committee chairperson and the provost, the president appoints all advisory committee members.

The term of service is three years. Members may be reappointed for multiple terms.

## COMPOSITION OF THE COMMITTEE

The number of members will vary with the nature of the program being advised.

Minimum required composition of advisory committees:

- One full-time college representative from administration
- One full-time college representative from faculty
- At least one part-time faculty representative currently working in the field (where feasible)
- At least one current student or recent graduate representative (where feasible)
- One representative from Education for Employment (EFE) for disciplines or programs serving EFE students
- Five representatives of the occupation currently employed in business, industry or labor. Some of these representatives should be in the position of hiring graduates of the program
- The department chair/director

Preferred additional members:

- Program pathway advisor
- Faculty from outside of the program
- Representative from Enrollment Management
- Representative from Workforce Development

More information found at

[www.kvcc.edu/about/advisory-committees/](http://www.kvcc.edu/about/advisory-committees/).

# WHERE CAN I FIND MEETING AGENDAS AND MINUTES?

## AGENDA

The chairperson will compile the agenda and provide it to the committee members before the meeting. Advisory committee members may suggest items for the meeting agenda to the chairperson.

## MINUTES

It is the responsibility of the chairperson to ensure that minutes are taken at the meeting. Approved meeting minutes are kept in the college archives ([archives.kvcc.edu](http://archives.kvcc.edu)).

At each meeting, the previous meeting's minutes will be reviewed and approved.

# KALAMAZOO VALLEY BACKGROUND

## MISSION

We are committed to enriching the lives of our students and communities through quality educational programs and services.

To accomplish these ends, we will:

- Support student goal achievement through access to learning experiences and assessment
- Support a balance between a comprehensive curricular base and innovations in education, personal development and technology by strategically utilizing resources
- Provide curriculum and supportive services relevant to the needs of individuals, enterprise and government
- Maintain a learning environment built upon the inclusivity of ideas of all cultures and ethnic backgrounds
- Support economic vitality and stability through development of a skilled local workforce
- Integrate the components of campus-based instruction, The Groves and the Kalamazoo Valley Museum to support student and community needs

## VALUES

### Caring & Respect

- Foster a safe, dynamic learning environment
- Demonstrate positive regard for self and others

- Give and receive praise graciously
- Honor civility, service, collegiality and social justice

### Integrity

- Do the right things for the right reasons
- Ensure interactions are driven by our vision, mission and values
- Be responsible, accountable and ethical

### Excellence and Quality

- Embrace change as an opportunity
- Pursue excellence and innovation
- Value learning and develop an environment of intellectual inquiry
- Share new ideas and expand the boundaries of knowledge

### Humor and Well-Being

- Too much fun is just enough at Kalamazoo Valley
- Nurture creativity, humor and enjoyment of work and learning
- Promote a healthy environment for mind, body and spirit

### Teamwork and Stewardship

- Work together to achieve our vision, mission and goals
- Committed to finding solutions
- Manage and protect our resources– human, fiscal and resources
- Develop and foster community relationships based on mutual trust

## HISTORY AND CAMPUS LOCATIONS

Kalamazoo Valley Community College was established in 1966 by the overwhelming approval of voters in nine local school districts. It is a comprehensive, fully accredited, public, two-year college with enrollment of about 10,000 students. Kalamazoo Valley offers certificate programs in more than 50 areas of study and associate degrees in 60 others. In addition to associate degree and certificate programs in business, health care, human and public service, technical occupations, and industry, the college also provides a quality experience for students preparing to transfer to four-year institutions following graduation.

Currently, Kalamazoo Valley has four campus locations:

Texas Township Campus

Arcadia Commons Campus

The Groves Campus

Bronson Healthy Living Campus

Designed by Alden B. Dow, a student of Frank Lloyd Wright, the **Texas Township Campus** is located near the I-94 and U.S. 131 interchange on 185 acres of rolling woodland west of Kalamazoo. Expanded several times over the last 45 years, the 430,000-square-foot complex features modern classrooms, comprehensive library and computer capabilities, two gymnasiums, a swimming pool, ball fields, tennis courts, a running track, two auditoriums, food services, free parking in expansive lots and fully equipped labs for science, industrial and manufacturing technologies.

Located in downtown Kalamazoo, the **Arcadia Commons Campus** includes Anna Whitten Hall (built in 1994), the Kalamazoo Valley Museum and the Center for New Media. The campus serves as a hub for a community, business and education partnership that renovated and revitalized a significant portion of the historic downtown area.

The Kalamazoo Valley Museum, which spotlights the history, culture, science and technology of Southwest Michigan, was opened in February 1996 and recently celebrated its 2 millionth visitor. Its construction was financed entirely by \$20 million in private contributions. Governed by the colleges, the museum houses an interactive planetarium, the Mary Jane Stryker Theater for films and performances, and the best available nationally traveling exhibits. The museum's renovated history gallery, "Kalamazoo Direct to You," was dedicated in December 2011. The museum provides a unique learning environment for students of Kalamazoo Valley Community College, as well as the general public.

The Center for New Media is located in the historic W. S. Dewing Building in the heart of the city. It offers career-based, industry-standard instruction for all aspects of digital media. Three floors of state-of-the-art Mac and PC classrooms, two drawing studios, a photography studio and five art galleries comprise this innovative and exciting building.

Creating an educated workforce skilled to meet the demands of a changing economy is the focus at The Groves Center on Kalamazoo Valley Community College's **The Groves Campus**. Originally opened in 2001 as one of 18 M-TEC facilities across the state, The Groves Center was financed by a \$5 million grant from the Michigan Economic Development Corporation, plus \$6 million in matching funds provided by area companies and foundations.

The Groves offers fast-track training programs that are designed with input from local employers. Available career academies include the Wind Turbine Technician Academy,

which was initially launched in 2009 and has quickly earned a reputation as the premier training source for wind industry professionals. Other career academies offered at The Groves include: Police Officer Training Academy, Corrections Officer Academy, Patient Care Academy, and Phlebotomy Academy.

The Groves also offers customized workforce development training for area employers. Staff works closely with businesses to ensure that services align with the employment needs of the region. Business and community leaders turn to the Groves Center for state-of-the-art education and training.

In cooperation with Bronson Healthcare and Integrated Services of Kalamazoo (formerly Kalamazoo Community Mental Health and Substance Abuse Services), Kalamazoo Valley developed a campus focused on wellness and food sustainability in 2014.

The **Bronson Healthy Living Campus** is located on 13.3 acres of land in downtown Kalamazoo donated by Bronson Healthcare, where Kalamazoo Valley has expanded its curriculum to include brewing and training in culinary arts, sustainable food production and safety; all are part of this campus's efforts to increase community understanding of and access to healthy food and nutrition education. Training in Emergency Medical Technology, Nursing and Respiratory Care are housed at this campus.

Many special services and programs are available on all of Kalamazoo Valley's campuses -- a thriving Honors Program; comprehensive learning, tutoring and testing centers that offer one-on-one assistance; and the International Studies Program that includes more than 130 courses emphasizing the global aspects of everything from accounting to wellness.

For a look at our four campus locations, visit [www.kvcc.edu/about/virtualtours/](http://www.kvcc.edu/about/virtualtours/).