



# Transforming Lives, Industry and Community

Program Advisory  
Committee Guidelines

# Preface



Milwaukee Area Technical College is committed to matching employer needs with relevant employee training. Keeping ahead of skilled worker shortages depends upon strong partnerships between education, business and industry. These partnerships are strengthened by input from approximately 100 advisory committees. Advisory committee input helps ensure the college's ability to meet employee training and retraining needs, and provides the Milwaukee area the means for economic growth and vitality.

MATC's volunteer, career program advisory committee members are recognized and respected professionals in their fields. As a committee member, your responsibilities will be challenging and rewarding. Committee work involves continual review and revision of MATC's educational and occupational training programs.

The guidelines in this publication were developed to assist committees and individual members as an ongoing reference. If you would like additional information about MATC's advisory committees, please contact Fifi Wilks, [wilksf@matc.edu](mailto:wilksf@matc.edu), 414-297-8628.

Your contribution helps assure coursework relevancy, state-of-the-art equipment for the college, and a high degree of professionalism for our graduates.

Your involvement is highly valued and appreciated.

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# Purpose

**Since its beginning in 1911, the Wisconsin Technical College System has worked with advisory committees at the state and local levels to provide relevant career education. The Wisconsin Laws of 1971 provide statutory recognition of the use of local advisory committees by technical colleges:**

38.14(5) ADVISORY COMMITTEES. The district board may establish advisory committees representing every occupation in the district. Each advisory committee shall consist of equal numbers of employers and employees selected by the district board from recommendations submitted by representative organizations and associations of each occupation. The district board and the district director may request the advice and assistance of these advisory committees in selecting, purchasing, and installing equipment, in preparing course materials, in developing instructional methods and vocational guidance programs, and for such purposes as the district board desires.

## **Career Program Advisory Committees**

When a new career program is under consideration, the college appoints an ad hoc committee to give advice and assistance in determining the needs for the program, as well as the various components of designing the program.

Some of these considerations include identifying the overall objectives for the program, specifying the competencies for each course/activity, and recommending the equipment and facilities that best reflect current practices in industry. When the program is approved and implemented, the ad hoc committee is replaced by a permanent committee that continues to review and update the program to meet industry needs.

## **Apprenticeship Program Advisory Committees**

Apprenticeship program advisory committees provide advice and assistance about related instruction for apprentices. Two types of committees advise apprenticeship programs. The Joint Apprenticeship and Training Committee (JATC) is formed by the Division of Apprenticeship of the Wisconsin Department of Industry, Labor and Human Relations. These JATCs develop and coordinate apprentice training programs for construction trades. The guidelines they follow for structure and operation may differ slightly, but do not generally conflict with what is described in this document. The other type of apprenticeship program advisory committee, formed by MATC for trades other than construction, uses these guidelines for its structure and operation.

## **Special or Project Advisory Committees**

Advisory committees also may be formed for the continual review of college services to special populations, or to fulfill a project's objectives. Their structure and operation differ from the guidelines addressed here.





**You are helping to design and update the training provided to future employees in your occupational area. Your input helps the college to understand and meet the needs of the workplace — you can share the excitement of introducing new technology and ideas to future workers, managers or professionals who will shape the future of the industry. You will also benefit from contact with peers in the industry and students in the program, hear their viewpoints on issues and learn about their experiences.**

Please take a tour and visit classes and labs for the career program you advise. Firsthand knowledge of the college's programs and services will help when you are called upon to consult with the college on a wide range of issues. Your involvement parallels MATC's involvement in the economic and civic vitality of the greater Milwaukee area that helps to strengthen the college's ties with business, industry, labor and government.

As a member of an advisory committee for an established and ongoing program, you will help set goals and objectives for your committee's involvement each year. These objectives depend upon the program's curriculum, recruitment, enrollment, retention and placement, as well as on MATC's goals for the year.

### **Monitoring a Program's "Vital Signs"**

MATC administration monitors each career program annually to ensure its continued ability to attract, retain and graduate students who find employment in their field of study.

Advisory committees also play an important role in quality assurance. Your membership is a valuable source of experience and knowledge of the industry. If a program is targeted as requiring further in-depth evaluation, advisory committees participate in that procedure. Advisory committees also provide input on curriculum, equipment purchase, recruitment, placement and student retention.

### **Curriculum Relevance**

Your contributions to the committee are critical in keeping programs and courses current with changing technologies and methodologies in business and industry. You will have an opportunity to review the basic structure of the program, its entrance requirements and its program requirements. Every three years the committee will review all technical courses in the program, discussing which topics should be added or eliminated based on current practice in the industry.

Your contribution in the review of general education competencies can help ensure that MATC graduates demonstrate communication and human relations skills, and possess the appropriate math and science skills needed to be successful on the job.

A more in-depth study of the curriculum may sometimes occur, requiring a full day's session of a specially appointed subcommittee to study the occupational program's competencies in detail. Current advisory committee members may be involved.

### **Keeping Equipment Up to Date**

State-of-the-art equipment and facilities are critical to quality technical education. Your participation on the advisory committee is crucial in this area. All major equipment budget plans and purchases are reviewed by the committee annually. Some committees also are instrumental in gaining donations from the industrial community for MATC's programs.

# Activities



## Student Enrollment and Recruitment

You can assist the college in its attempt to attract qualified and interested students to the program. This may include participating in a public awareness campaign among colleagues in a professional organization, initiating a scholarship program, or volunteering to address a group of high school students on Career Day. These and other ideas from advisory committees help spread the word about the quality programs offered at MATC.

## Graduate Employment

If the career program that your committee advises has a low placement rate, you can be instrumental in helping to identify why. You can help find ways to let people in the community know the value of MATC graduates. You can identify sources of jobs available to graduates, and suggest ways that students may be introduced to potential employers during their training.

## Student Retention

As part of the ongoing review of programs, you will have an opportunity to suggest ways to maintain student interest in the program, and to offer advice in the development of strategies to retain students.

## Recommending Resources for On-the-Job Instruction

As an advisory committee member, you also assist the college in obtaining on-the-job training sites for students through cooperative agreements, clinical sites, internships and other means. You can recommend resources and guest speakers for classes and other events, and assist in the planning of special events. Your advice is also sought to keep instructors' skills up to date and in obtaining cooperative employment opportunities.

## Supporting Transfer Agreements

MATC has numerous agreements with four-year colleges and universities for credit transfer of courses and programs. Students who intend to pursue a bachelor's degree may take their first two years of courses at MATC before transferring to a four-year institution. Your support can accelerate our success in this area. The college also has transfer agreements with local high schools allowing high school students to earn credits toward college programs.

## Promoting Community Support

As an employee or employer in business or industry, and as a member of community and professional organizations, you can acquaint your colleagues with the college's services and influence legislators to support the college. Some committees develop and offer workshops dealing with technological or occupational updates for committee members, faculty, students and guests.



# Structure and Rules

**Members of the advisory committee are chosen for their experience, knowledge and interest in the career or program area the committee serves.**

Selection of members is intended to reflect the full range of expertise and experience in the career area. Members are appointed by lead faculty and the committee on behalf of the MATC Board of Directors.

Committees are composed of seven to 14 members. Each member is designated as either management (manager, supervisor, owner), labor or staff representative (technician or worker), or a consultant. MATC students and employees and Wisconsin Technical College System staff members are not considered part of the committee membership. A college representative is appointed to serve as liaison between the instructional division and the committee.

A committee's success depends upon leadership and its members' commitment to active participation.

## Length of Service

Terms of membership are staggered in order to represent one-, two- and three-year terms on the committee. One-third of the members' terms expire each year, within the fiscal year of July 1 through June 30. Each year your advisory committee has the opportunity to bring on new members according to this established three-year rotation plan. Members may serve consecutive terms at the discretion of the committee and MATC.

If you are a member of an ad hoc or project advisory committee, your term of membership on the committee would be the duration of the program development phase or project. You may, however, be invited to continue your involvement as part of the permanent career program committee after the program is approved and implemented.

At the end of your term, you will be recognized for the contributions you have made to MATC and be given a certificate of appreciation.

## Member Selection

As positions on your advisory committee become available, you may suggest the names of employers and employees in the industry who would be willing to serve on the committee. Annually the committee and the college representative review the makeup of the committee.

Member selection goals:

- Balanced representation of employees and employers, with a minimum of seven members. For special advisory committees, balanced representation of agencies and members of targeted populations may be important to consider.
- Inclusion of at least one recent graduate of the program.
- Expansion of the representation of ethnic minorities.
- Inclusion of appropriate numbers of women and men on committees reflecting career areas that traditionally and almost exclusively employ only male or female employees.
- Inclusion of representatives from both small and large businesses.
- Inclusion of managers, employees and consultants to represent the entire scope of MATC's program and services, especially representing the jobs targeted for graduates of the career program.

## Consultant Members

You may be invited to join the committee as a consultant. This category of membership includes deans or professors from the educational community, officials from regional licensing or regulatory agencies, and retired employers with significant background in the occupation.

# Structure and Rules

## Absences

Maintaining a quorum is essential for discussion of and decisions on issues before the committee. If you are going to be absent, it is crucial that you inform the MATC representative as soon as possible.

Please designate an alternate to take your place. Brief your alternate about the major issues under discussion by the committee and share appropriate material for use during the meeting.

Two consecutive absences without notice and without alternates in attendance may be considered a withdrawal from committee membership. A replacement will be appointed for the duration of the term.

If you must resign from the committee, please call the MATC representative and suggest a replacement.

## Frequency of Meetings

Advisory committees that monitor career programs are required to meet at least twice annually, once each semester, to maintain interest and involvement in the program.

How often the committee meets depends upon the level of involvement of your committee, and/or upon the condition of the career program. Key areas that affect the program's viability include curriculum, enrollment, recruitment, retention and placement.

The length of meetings also varies, but a good way to encourage the effective use of time at a meeting is to set a goal that the business portion of the meeting be completed within two hours. If more time is required for a particular issue, it might be more productive to form a subcommittee to study the issue further.

## Quorum

The attendance of **more than 50%** of the committee membership including alternates is required to form a quorum — the number necessary for conducting business. If a quorum is not present, a recommendation or motion by the committee will not be considered as representing the committee's consensus (or considered "passed") unless a vote is taken of absent members — by phone, letter or email.

Meetings will not be canceled as long as there are two members present to hold the meeting.

## Election of Officers

Elected by the committee during the spring meeting, the chairperson takes office on July 1 for one year. The chairperson is responsible for organizing and conducting the meeting with advice and counsel from the college representative.

The committee may also elect a vice chairperson from the membership, who can assume leadership when the chairperson is absent. The vice chairperson often assumes the chairperson's position the following year, providing for continuity in leadership on the committee.

## New Member Orientation

The college representative, with input from the advisory committee and the instructional division at MATC, designs the training session for new members. New members may be invited to a group session or asked to attend an individualized orientation before the first meeting. Often the advisory committee will participate in the orientation of new members at the first meeting of the year.





# Organization and Goals

**Advisory committee members, individually and as a group, often recommend actions that would benefit the career program. MATC divisional administration seeks committee recommendations when changes are considered in curriculum, equipment, facilities and other areas. Formal recommendations voted upon by the committee must be recorded in the minutes of the meeting to assure follow-through and a response on behalf of MATC from the college representative at subsequent meetings.**

## **Developing Committee Goals**

Goals and priorities for the district, division and the program are communicated to the program advisory committee. Sometimes the division forms an executive committee of advisory committee chairpersons to develop overall goals, review division plans and share ideas.

## **Making Recommendations**

All recommendations are submitted in the form of motions to be voted on by the committee. A motion may be made and seconded by any committee member who is not the chairperson. The motion is then opened for final discussion, and voted upon by the members present. If a majority supports the motion, it passes. If a quorum is not present at the meeting, absent members must be polled by the chairperson for their vote in order for the motion to be valid. The minutes will reflect that a quorum was not present for the vote, and give the results of the vote of those present and of those polled.

The advisory committee's recommendations, no matter how well-intentioned, cannot always be followed. MATC operates under federal, state and local rules, regulations and guidelines. Final responsibility and authority for carrying out the college's mission must reside with the local board and college administrators.

MATC may not always be in a position to implement committee recommendations, but is committed to responding to recommendations and providing a rationale if they are not implemented. It is the responsibility of the college representative to forward committee recommendations to appropriate administrative staff and provide the committee with a progress report.



# Organization and Goals

Distribution of minutes from the meetings of the approximately 100 advisory committees extends from the instructional division to the central administration of the college. The MATC District Board requests lists of new members, an annual report of significant recommendations made by each committee, and the resulting actions taken by MATC administration.

## Relationship With the MATC District Board

The District Board reviews the list of new appointees and the list of members who have left the advisory committee. The board receives a report with recommendations made by each committee and actions taken by the division administration. Members of the board may attend advisory committee meetings or activities at any time. For special concerns, the chairperson and/or the entire committee may be invited to confer with the District Board.

## Preparing the Agenda

The advisory coordinator develops the agenda with the assistance of the lead faculty. The agenda is designed to cover information about the status of the program in terms of the key areas of involvement, and to bring to a vote issues that require advisory committee action. These issues may involve curriculum changes, equipment acquisition, or the purchase of computer hardware or software for the program. Any committee member or MATC staff member may request that an item be included on the agenda.

## Notice of Meetings

Committees are to plan the date(s) of their next semester meetings before adjourning the current meeting. Reminder notices will be sent 10 days prior to the scheduled meeting. A copy of the agenda for the meeting, minutes from the previous meeting and other materials for review are usually included.

It is very important that you notify the college representative or the Curriculum Office at MATC that you or your alternate will attend the scheduled meeting.

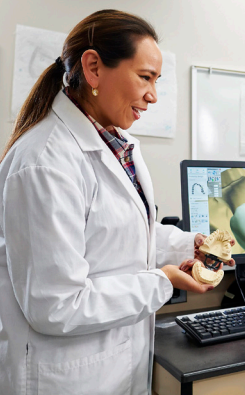
## Open Meetings Law


Meetings are subject to open meetings law, and notices are posted at the college to inform the general public. MATC staff who have an active role are usually seated with committee members, as well as the college representative, students, presenters whose names appear on the agenda, and a representative from the Pathway Office.

Observers at the meeting may include MATC administration, faculty, staff, counselors and invited guests. Observers may or may not be addressed by the chair to provide information at the meeting. Only the business/industry representatives who are members of the committee can make, second and vote on a motion.

## College Representative

The college representative is appointed by the college to act as liaison between the committee and the MATC Pathway. As an instructor, program coordinator or lead faculty, the college representative has direct responsibility for the program at MATC.





In addition to helping create the agenda, the college representative assumes an active leadership role to see that MATC's resources are available to help the committee meet its goals and objectives. This includes preparing materials referenced on the agenda (such as competency lists, course outlines and placement reports), contacting MATC staff or administration to speak to the advisory committee on relevant topics, making room arrangements for meetings, and following through on contact with members to assure that a quorum is present. During meetings, the college representative reports on the progress of recommendations made at previous meetings.

### **Student Participation**

Each year, the instructional division appoints a current program student to attend committee meetings. It is recommended that two students be appointed for two-year programs.

Students may suggest possible issues for the committee to address, such as employment prospects and current opportunities, the status of the industry in specific areas of interest, required skills and competencies, and other areas of importance to students in the program. They also may be called upon to provide information to the committee. They do not have voting privileges.

### **State Consultant Involvement**

The consultant for the program from the Wisconsin Technical College System may attend committee meetings to consult on issues related to the program and to provide information about statewide issues related to the program. The state consultant is not a member of the advisory committee and does not have voting privileges.

### **Meeting Location**

Meetings are usually held at one of the college campuses or virtually via Google Meet or Zoom, per lead faculty choice. Committees are encouraged to hold at least one meeting each year at a member's site. The college provides refreshments and meals for meetings as much as possible within division budget limits, and may arrange for parking on campus.

To encourage participation in discussion, it is suggested that members be seated around the table in a circle with name cards. College resource people included in this membership area include the college representative, students, representatives from the offices of the instructional dean, instructional services, student services (such as a program counselor), and anyone else whose name appears on the agenda.

### **Recording the Minutes**

MATC's curriculum department appoints the recorder/secretary. The recorder is a designated college representative.

The college representative is responsible for arranging for the typing, preparation and distribution of minutes and additional information for the committee to review. Minutes are reviewed and approved in a motion passed by the advisory committee as soon as possible, sent to the advisory committee members within 10 days and provide a seven-day turnaround for approval and edits. The advisory coordinator will finalize approvals and prepare to send to WTCS within 30 days from the date of the meeting.

All advisory committee meetings will be electronically recorded for the college representative to effectively document the minutes. This announcement will be made prior to recording. The advisory coordinator will typically enable the recording, however, in the event the coordinator is not available, lead faculty or a college representative will be required to enable the recording. This action is used for accuracy and educational purposes.

# Organization and Goals

## Subcommittees

When an advisory committee serves more than one career program, an active subcommittee for each of the programs provides input to the full committee. Each subcommittee consists of incumbent workers representing the target jobs of the career program.

The chairperson also may form subcommittees to study issues in greater depth and from different viewpoints, saving the full committee's meeting time in the discussion of issues that demand more time.

Subcommittees present their findings as alternatives for the full committee to consider. The full committee discusses the alternatives and either requests further study or makes a recommendation to accept one of the alternatives.

## Subcommittee Membership

Subcommittees are appointed by the advisory committee chairperson, and consist of two or more committee members. Invited resource people may include outside consultants, technicians, experts, and MATC faculty and staff. Through the college representative, MATC provides the support to prepare and send correspondence and minutes for the subcommittee meetings.

A chairperson may be appointed by the chairperson of the full committee, be elected by the subcommittee or be a volunteer. Responsibilities include organizing activities, conducting the meetings and reporting the findings of the subcommittee to the full advisory committee.

## Continuation of Committees

From year to year, the number and names of advisory committees change. New committees are established for new programs, two or more committees may be combined, or the advisory committee may be discontinued.

Two or more committees may be combined when they prepare graduates for jobs that are closely related in the job market. If an advisory committee serves more than one career or certificate program, an active subcommittee for each of the programs provides input to the full committee. The subcommittee consists of incumbent workers representing the target jobs of the career program.

When a career program is no longer offered at MATC, it no longer enrolls or graduates students. Continuation of a committee is recommended when the committee continues to have a function, such as advising on continuing education courses or certificate programs.





## Membership

Advisory committees have an equal representation of employers and employees.

We strive to include appropriate numbers of ethnic minorities, women and men, and representatives of both small and large businesses.

The MATC District Board reviews the list of new appointees and the list of members who have left the advisory committee.

MATC students and employees are resource people and are not considered members.

Each year, a student is appointed by the instructional division to attend committee meetings.

## Meeting Structure

Officers are elected by the committee and serve July 1 through June 30.

The agenda is developed by the chairperson of the committee with the assistance of the college representative appointed to serve as liaison between the MATC instructional division and the committee.

The college representative helps create the meeting agenda and assumes an active leadership role to ensure that MATC's resources are available to help the committee meet its goals and objectives.

**More than 50%** of the committee must be present to form a quorum, which is necessary for conducting business. If you cannot attend, please designate an alternate to take your place. However, meetings can continue with two members present.

MATC Curriculum Office appoints a minute taker or instructor directly associated with the career area is assigned to take minutes at the meetings.

Committee members are to schedule next semester's meeting prior to adjourning.

## Committee Function

Items such as curriculum changes, equipment acquisition, and the purchase of computer hardware or software for the program require advisory committee action prior to implementation.

All recommendations are put in the form of a motion to be voted on by the committee.

An advisory committee's recommendations cannot always be implemented, but MATC is committed to responding to all advisory committee recommendations.

All meetings are subject to open meetings law. Notices are posted at the college to inform the general public.



# Program Advisory Committees List



ACCOUNTING

AESTHETICIAN

AIR CONDITIONING  
AND REFRIGERATION  
TECHNOLOGY

ANESTHESIA  
TECHNOLOGY

ANIMATION

APPLIANCE TECHNICIAN

ARCHITECTURAL  
TECHNOLOGY

ASSOCIATE IN ARTS,  
ASSOCIATE IN SCIENCE

AUTO COLLISION REPAIR  
AND FINISH TECHNICIAN

AUTOMATED BUILDING  
SYSTEMS

AUTOMOTIVE  
TECHNOLOGY

AVIATION TECHNICIAN

BAKING AND PASTRY  
ARTS

BANKING AND FINANCIAL  
SERVICES

BARBER/  
COSMETOLOGIST

BIOMEDICAL  
ELECTRONICS  
TECHNOLOGY

BRICKLAYING AND  
MASONRY

BUSINESS MANAGEMENT

CARDIOVASCULAR  
TECHNOLOGY

CARPENTRY AND  
CABINETMAKING

CHEMICAL TECHNICIAN

CIVIL ENGINEERING  
TECHNOLOGY

COMPUTER  
ELECTRONICS  
TECHNOLOGY

COMPUTER SIMULATION  
AND GAMING

CONSTRUCTION  
ELECTRICIAN  
APPRENTICESHIP

CRIMINAL JUSTICE – LAW  
ENFORCEMENT

CULINARY ARTS AND  
MANAGEMENT

DENTAL ASSISTANT

DENTAL HYGIENE

DENTAL TECHNICIAN

DIESEL AND  
POWERTRAIN SERVICING

DIETETIC TECHNICIAN/  
DIETARY MANAGER

EARLY CHILDHOOD  
EDUCATION

EDUCATIONAL  
FOUNDATIONS

ELECTRICAL POWER  
DISTRIBUTION/LINE  
MECHANIC

ELECTRICITY – DIPLOMA

ELECTRONIC  
ENGINEERING  
TECHNOLOGY

ELECTRONIC  
TECHNOLOGY  
CONTROLS AUTOMATION

EMERGENCY MEDICAL SERVICES	LEADERSHIP DEVELOPMENT	POWER ENGINEERING AND BOILER OPERATOR
ENTREPRENEURSHIP	MACHINE TOOL/CNC – TOOL AND DIE MAKING	PREPARATORY PLUMBING
ENVIRONMENTAL HEALTH AND WATER QUALITY TECHNOLOGY	MACHINE TRADES APPRENTICE	QUALITY ENGINEERING TECHNOLOGY
ENVIRONMENTAL SERVICE TECHNICIAN	MAINTENANCE AND INDUSTRIAL ELECTRICIAN APPRENTICE	RADIOGRAPHY
EVENT MANAGEMENT		REAL ESTATE
FIRE PROTECTION TECHNICIAN	MANUFACTURING MAINTENANCE/ MECHATRONICS	RENAL DIALYSIS TECHNICIAN
FOOD SCIENCE TECHNOLOGY	MARKETING MANAGEMENT	RESPIRATORY THERAPIST
FUNERAL SERVICE	MECHANICAL DESIGN TECHNOLOGY	SHEET METAL APPRENTICE
GRAPHIC DESIGN	MEDICAL ASSISTANT	STEAMFITTER AND REFRIGERATION APPRENTICE
HEALTH UNIT COORDINATOR/SERVICES MANAGEMENT	MEDICAL CODING/ HEALTH INFORMATION TECHNOLOGY	SUPERVISORY MANAGEMENT
HOTEL/HOSPITALITY MANAGEMENT	MEDICAL INTERPRETER	SUPPLY CHAIN MANAGEMENT
HUMAN RESOURCES	MEDICAL LABORATORY TECHNICIAN/ PHLEBOTOMY	SURGICAL TECHNOLOGY
HUMAN SERVICE ASSOCIATE	MUSIC OCCUPATIONS	TELEVISION AND VIDEO PRODUCTION
INTERIOR DESIGN	NURSING – RN AND PN	TRUCK DRIVING
IT COMPUTER SUPPORT SPECIALIST	NURSING ASSISTANT	WEB & DIGITAL MEDIA DESIGN
IT INFORMATION SYSTEMS SECURITY SPECIALIST	OCCUPATIONAL THERAPY ASSISTANT	WELDING/WELD TECH
IT MOBILE APPLICATION/ WEB & SOFTWARE DEVELOPER	OFFICE TECHNOLOGY	
	PARALEGAL	
	PHARMACY TECHNICIAN	
IT NETWORK SPECIALIST	PHOTOGRAPHY	
LANDSCAPE HORTICULTURE	PHYSICAL THERAPIST ASSISTANT	





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Post jobs and internship opportunities on the Handshake website  
and start connecting with MATC students and alumni!

**Contact CareerHub with Questions:** [careerhub@matc.edu](mailto:careerhub@matc.edu) | 414-297-6244

 **MILWAUKEE AREA *Technical College***  
*Transforming Lives, Industry & Community*

**DOWNTOWN MILWAUKEE**  
700 West State Street

**MEQUON**  
5555 West Highland Road

**OAK CREEK**  
6665 South Howell Avenue

**WEST ALLIS**  
1200 South 71st Street

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**matc.edu or 414-297-MATC**  
Wisconsin Relay System 711

