SANTA MONICA COLLEGE

workforce & economic DEVELOPMENT

CAREER EDUCATION

Advisory Board Handbook
2026 - 2027

ADVISORY COMMITTEE MEMBERSHIP

A viable Career & Technical Education (CTE) Committee should not exceed 15-20 Voting members from government/business/industry nor be less than five (5) voting members. Full-and part-time faculty are considered ex-officio, non-voting members. Membership should include the following representative categories:

1. Employers and/or employees in the field for which the college program was designed, plus new members from different companies whenever possible;
2. University (UC, CSU & Private);
3. Alumni of the program currently employed in the field (minimum 2);
4. Student(s) currently enrolled in the program and a disabled student representative, if available;
5. Department Chair person;
6. Professionals from the community;
7. Counseling;
8. Supervising Dean and/or Dean of Workforce Education;
9. High School, ROPs and occupational centers;
10. Tech prep coordinator

It is preferred that the committee chair be selected from business, industry, government, or labor; if this is not possible, the Department Chair person should serve in this capacity.

2026-2027 ADVISORY COMMITTEES

INDUSTRY	DEPARTMENT	CHAIR
Arts, Media & Entertainment, Engineering & Design	Broadcasting Film Production Journalism	Redeila Shaw
	Architecture Entertainment Technology Graphic Design Interaction Design (B.S.) Interior Architectural Design	Jo Hao
	Photography Fashion	Josh Sanseri
	Theatre Arts	Perviz Sawoski
Business	Accounting/Finance Business Administration/Management/ Marketing Homeless Service Work	Dana Nasser
Education, Child Development & Family Services	Early Childhood Education	Gary Huff
	Cosmetology	Samantha Manuel
Energy & Utilities	Sustainable Technologies	Eric Minzenberg
Health Sciences & Medical Technology	Registered Nursing Respiratory Care	Valerie Udeozor
Information Technology	Cloud Computing Computer Information Systems/Computer Science Office Technology	Howard Stahl

2026-2027 ADVISORY COMMITTEES

INDUSTRY	DEPARTMENT	CHAIR
Kinesiology/Athletics	Pilates and Yoga	Kelly Ledwith
Life Sciences	Aquaculture Biotech	Garen Baghdasarian
Physical Sciences	Chem Tech	Jennifer Hsieh
Transportation	Automotive Technology	Dana Nasser
New Programs		Steven Sedky

ADVISORY COMMITTEE PURPOSE

One of the primary functions of Santa Monica College is to provide state-of-the-art CTE programs. These programs and associated curricula must be carefully planned to insure appropriate training design that meets the reasonable expectations of employers in the geographical service areas.

The Strengthening Career and Technical Education for the 21st Century Act (Perkins V) was signed into law in 2018. Ed Code Section 8070 mandate the establishment and maintenance of Career Education Advisory Committees. These committees should meet at least once a year.

The main purpose of the advisory committees is to establish partnerships among the college's CTE staff, and members of the local community representing business, industry, labor, and government. One of the many objectives for advisory committees is to provide input and recommendations to the faculty and administration. This input drives the changes needed in the operation of CTE programs to improve, expand and innovate.

Input from advisory committees is essential to the success and continuance of effective CTE programs that produce graduates qualified for jobs. It is through the efforts of such committee members that the students of Santa Monica College will benefit.

MEETING PREPARATION

1. **Ongoing referrals** entered into an advisory member database. Include contact information, company name, address, phone number, email, and company's web address.
2. **Two months prior** to the advisory meeting, schedule a date for the meeting and reserve an appropriate facility.
3. **At least one month prior** to the meeting, establish a list of potential committee members. This recommended list of committee members should be submitted to the Vice President of Academic Affairs or designee. The list should contain each member's name, position, and name of company or educational institution.
4. **Three weeks prior** to the meeting, announcements should be sent. Announcement materials may be prepared as a form letter and/or e-mail and should include an agenda. The letter should be prepared by the Department Chair person and signed. A personal telephone call confirming the meeting made to each member **one week prior** is an effective method of assuring good attendance.
5. **At the meeting,** the following materials are often distributed to each Advisory Committee member: current college catalog, current class schedules, copies of current program brochures, and copies of flyers on any special event of the department.

Post-meeting responsibilities

6. The Department Chairperson and program staff should meet **as soon as possible** after the meeting to review the events of the meeting, to prepare a draft of the minutes, and to address the recommendations made by the Committee.
7. **Within three weeks** following the meeting, minutes of the Advisory Board meeting should be typed and e-mailed to each committee member, including members unable to attend, and appropriate faculty and staff.

MEETING STRUCTURE

The meeting should be structured with a formal agenda. Start with a one page Chairperson report that sums up the activities and accomplishments of the department since the last advisory board meeting. Quickly update the advisors and then proceed to the real work of the meeting: having advisors provide input on current industry trends.

Depending on your style and the people in attendance, several advisory board formats are effective:

The Panel Format

Ask advisors from industry to sit in a panel at the front of the group. Send them questions in advance of the meeting or have a series of written questions to start the dialog. A theme is often appropriate. Ask educators in the audience to continue the dialog.

Classroom Format

This format is effective for large groups. Again a theme is critical to get dialog going and to include all points of view. Have an active moderator who will seek out the quiet members of the group and direct questions to them.

DO:

- Include students, encourage their questions and participation.
- Thank the advisors in person and in a follow up letter including minutes.
- Provide folders with the department report, college publications, etc.
- Provide complete directions, including parking.
- Invite faculty and staff to participate.
- Serve refreshments.
- Tour your facilities with the group.
- Start and end on time.
- Make it easy to RSVP.
- Follow-up.

DON'T:

- Dominate the meeting and forget to ask advisors to speak.
- Fail to take minutes

ADVISORY COMMITTEE RESPONSIBILITIES

The responsibilities of a typical advisory committee include:

1. Providing up-to-date information related to emerging trends, current and future employment needs, and future directions for the subject area;
2. Identifying the need for and/or developing new career technical programs, as well as reviewing existing programs for changes to meet the needs of the workplace;
3. Exploring program quality indicators, including standards for graduates, to ensure successful employment in the CTE area;
4. Recommending changes in facilities, equipment, materials, and staffing needs for effective up-to-date, and relevant instruction for the program;
5. Advising the college of appropriate employment opportunities, including gender-equity information for recruiting men and women into non-traditional occupational training programs;
6. Providing mentoring and job shadowing experience; and
7. Discussing opportunities for work-based learning sites.

SAMPLE INVITATION LETTER

July 7, 202x

[To be printed on SMC letterhead]

Name
Company
Address
City, State, Zip

Dear [Insert Name] ,

It has been a long-established practice for Santa Monica College to invite the counsel of various business leaders through college advisory board committees. These committees update information on industry practices, validate our curriculum, inform faculty members and students about new developments in the workplace and assist in the placement of our graduates. The personal support of advisory committee members and the excellent connection between industry and education are extremely valuable to the effectiveness of the college.

You are cordially invited to serve as an Advisory Board Member for the annual [insert program title] advisory board meeting. The meeting will be held as follows:

Day, Date,Time:	Monday, February x, 202x at 8:00 am
Location:	Business Building
	Agenda
8:30 a.m. - 9:00 a.m.	Continental breakfast and informal tour of facilities
9:00 a.m.	• Introductions • Chairperson Report • Advisory Board Meeting: Panel Format Theme: Trends in Hospitality Industry
10:30 a.m.	Conclusions

Please respond by returning the enclosed reservation card or by phone to 310-434-4000 or email to (deptsecretary@SMC.edu).

Sincerely,

G. Reat Chair
Department Chair, Business Department
Santa Monica College

SAMPLE ADVISORY COMMITTEE MEETING MINUTES

THE SANTA MONICA COLLEGE
[insert Dept name] ADVISORY COMMITTEE
MINUTES FROM DECEMBER x, 20xx MEETING

The tenth annual [insert dept name] Advisory Committee meeting was held on Tuesday, December 9, 20xx at Dresher Hall room ___. [Department chair name], Department Chair at 12:13 a.m. called the meeting to order. Mr/s. [chair] welcomed the twenty-one members that were in attendance. S/He also welcomed the Vice President of Academic Affairs, _____ and _____the Dean, of Workforce Education.

INTRODUCTION OF MEMBERS
All members introduced themselves as well as staff & faculty of the _____ department.

MINUTES
The minutes of last year's Advisory Committee were reviewed. [insert name]____ moved to approve the minutes as written. [Insert name] seconded the motion; minutes approved unanimously.

OVERVIEW OF _____ DEPARTMENT
The ____department's average class size is fifty-one students. There are fifty-eight course sections currently being taught, and nine additional classes are being taught at area high schools. Combined enrollment for the entire department is over 2300 students. The _____ facility continues to grow, due in part to the ____ department having two full-time faculty members at that location. The _____ department has just been approved for a new full-time position. The department is continuing to work for continuing and new articulation agreements.

CERTIFICATES AND DEGREES
For the fiscal year 2013/2014 SMC is number one in the state for AA/AS degrees awarded for _____ degrees. This is quite an accomplishment for the department. The ____ dept. accounts for 60% of all certificates awarded on the SMC Campus.

PROGRAM REPORTS
[Insert Name]____ spoke about the SMMUSD collaborative, and its continued growth and success. The Association of [insert name], a student club, continues to grow and provide outreach into the community. [Insert name] spoke of the _____program. Nine students have received their _____ certificate and many are now working in the field with different agencies. There is outstanding interest in the program by industry professionals.

STUDENT ACCOMPLISHMENTS
Several past _____ students have recently completed their _____ degrees. Many other students are currently in graduate school. [Insert Name] spoke of _____ (student); she is now employed by the _____.

PROPOSED CERTIFICATES
[Insert Name] explained that the _____ certificate was approved at last year's meeting; however, the certificate must be reaffirmed because the certificate preparation has not been completed. [Insert Name] spoke of the justification for this certificate. [Insert Name] made a motion to reaffirm the certificate, seconded by [Insert Name]. Motion passed unanimously.

ITEMS FROM THE FLOOR
[Insert Name & Title] suggested that there be more critical thinking components added to our instruction. He spoke of recruits going through _____academy are lacking critical thinking skills. [Insert Name], spoke of the changing hours and curriculum state and federal wide with _____ training. [Insert Name] advised that _____ will be increasing to 160 hours in the fall 2014 to meet the new requirements.

sample

Minutes recorded and submitted by [Insert name] pending approval.
Meeting adjourned at 1:40 p.m.

SAMPLE ADVISORY COMMITTEE MEETING RSVP FORM

Santa Monica College
[Insert Program Name] Advisory Board Meeting

Friday, September 20, 2026
RSVP Form

Advisor's Name _____

Business _____

Business Address _____

City _____ Zip Code _____

Office Number _____

Cell Phone Number _____

Company Web Address _____

Email Address _____

☐ Yes, I am able to attend and will bring _____ people.

☐ Sorry, I cannot attend.

Please mail to:
[Indicate contact person]
Santa Monica College
1900 Pico Blvd. – Business Dept.
Santa Monica, CA 90504

SAMPLE ADVISORY COMMITTEE TO-DO LIST

Advisory Committee Meeting

To-Do List

Meeting: _____

Date: _____ Time: _____

No.	To-Do	Time Line	Done	Date	In Process
1	Establish list of members	Beginning of semester			
2	Schedule meeting date	8 Weeks prior			
3	Invitation	4 Weeks prior			
4	Initial arrangements for food and refreshment	4 Weeks prior			
5	Room Reservation	4 Weeks prior			
6	Reminder Letter/Email	2 ½ Weeks prior			
7	Agenda	1 Week prior			
8	Call Reminder	4 Days prior			
9	Parking Memo/permits (Campus Police)	3 Days prior			
10	Attendance List	3 Days prior			
11	Finalize per RSVPs refreshment (coffee, juice, snack)	3 Days prior			
12	Name Tags/Labels	2 Days prior			
13	Copying of documents/handouts	2 Days prior			
14	Assemble meeting folder	2 Days prior			
15	Minutes	2 Weeks after			

College Administration

Kathryn E. Jeffery
Superintendent/President

Chris Bonvenuto
Vice President of Business & Administration

Jason Beardsley
Vice President of Academic Affairs

Tania Acosta
Vice President of Student Success

Tre'Shawn Hall-Baker
Vice President of Human Resources

Don Girard
Senior Director, Government Relations & Institutional Communications

Sasha King
Dean, Academic Affairs

Board Of Trustees

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Chair

Dr. Tom Peters
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Dr. Luis Barrera-Castanon

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Dr. Nancy Greenstein

Dr. Margaret Quinones-Perez

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Student Trustee

Santa Monica College

Office of Workforce & Economic Development

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