



» West-MEC

PROGRAM ADVISORY
***COUNCIL
HANDBOOK***



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WEST-MEC'S VISION, MISSION, AND GOALS

Western Maricopa Education Center (West-MEC) is a public school district dedicated to delivering high-quality Career and Technical Education (CTE) programs that align with workforce demands and industry standards.

West-MEC is committed to equipping students with the technical skills, professional competencies, and industry certifications necessary to succeed in high-demand careers. Through state-of-the-art equipment, experienced instructors, credentials and leadership development opportunities, students are prepared to transition seamlessly into post-secondary education, apprenticeships, military service, or direct employment.

OUR MISSION

Preparing students today for tomorrow's careers.

OUR VISION

Empower all students to participate fully in the economy by providing and enhancing Career and Technical Education.

OUR GOAL

Create a Faster Way Forward for students, industry, and the communities we serve.





WHY PROGRAM ADVISORY COUNCILS?

A defining characteristic of high-performing CTE programs is strong, sustained collaboration with business and industry partners.

West-MEC recognizes that meaningful industry engagement ensures:

- Curriculum Relevance
- Supports Program Innovation
- Strengthens Workforce Pipelines

Program Advisory Councils serve as a critical structure for maintaining these partnerships, along with guiding curriculum:

- Emerging Trends
- Workforce Needs
- Equipment Standards
- Work-Based Learning Opportunities

PROGRAM ADVISORY COUNCIL GOALS

West-MEC's Program Advisory Councils help enhance the quality of instruction in CTE programs by providing expert insight into career pathways, job tasks, and required competencies for specific occupations. Advisory Council members are dedicated partners who share their industry knowledge to support program development and student success.

Although individual Program Advisory Councils have unique goals, all include the following:



CURRICULUM AND INSTRUCTION

Industry partners provide direct input on curriculum, technical competencies, and emerging workforce trends to ensure West-MEC instruction reflects current industry standards and employer expectations.



PROGRAM REVIEW AND ACCREDITATION

Advisory members support program evaluation and accreditation efforts by validating curriculum alignment, industry relevance, and credentialing standards within West-MEC's high school and adult education programs.



CREDENTIALS

Advisory members annually review offered licensing and credentials to ensure curriculum alignment and industry relevance. Advisory Councils should also provide input on emerging and in-demand credentials, recommending additions or updates that reflect current workforce needs and evolving industry standards.



WORK-BASED LEARNING

Industry partners collaborate with West-MEC to create structured, meaningful work-based learning experiences, including internships, job shadowing, and apprenticeships, that reinforce classroom instruction with real-world application.



JOB OPPORTUNITIES

Advisory members assist in identifying employment opportunities, workforce pipelines, current and future hiring needs, and emerging industry trends to help connect qualified West-MEC students and graduates with high-demand careers while ensuring programs are aligned to projected workforce demands.



STUDENT ORGANIZATIONS

Industry partners support Career and Technical Student Organizations (CTSOs) through mentorship, competition judging, sponsorship, and industry insight that enhances leadership and technical skill development.



STAFF DEVELOPMENT

Advisory members contribute to professional development by sharing industry updates, technologies, and best practices to ensure West-MEC instructors remain current and workforce-aligned.



COMMUNITY/PUBLIC RELATIONS

Industry representatives serve as ambassadors for West-MEC programs, strengthening community awareness and reinforcing the district's reputation as a premier workforce development partner.



RESOURCES

Advisory members provide guidance and support related to equipment, technology, facilities, and industry expertise to ensure programs maintain high-quality, relevant training environments.

PROGRAM ADVISORY COUNCIL GUIDELINES

West-MEC Program Advisory Councils are structured to ensure intentional and strategic collaboration between education, industry and the community.

This framework establishes consistent expectations for membership, recruitment, leadership roles, training, and meeting protocols to promote accountability, alignment, and continuous program improvement across all campuses. Advisory Councils operate in accordance with established **West-MEC Bylaws** that outline governance, member roles, meeting expectations, and decision-making procedures to ensure consistency, transparency, and effective collaboration across programs.

The advisory process is designed to ensure that program content expertise drives discussions while structured facilitation keeps meetings outcome-focused and aligned with district goals.





ADVISORY COUNCIL STRUCTURE

Each West-MEC Advisory Council is composed of diverse industry professionals, postsecondary representatives, community members, parents, students and/or alumni, instructors, career coaches, and other district representatives (administrators, ESS, etc.) to ensure balanced perspectives and informed decision-making.

Research-based best practice supports Advisory Councils of 8–12 members. To ensure strong industry representation and realistic growth of each advisory, the following minimum participation expectations apply:

- New Programs/All New Teachers (1st year of operation): 3 industry partners minimum.
- Established Programs (2nd year and beyond): 5 industry partners minimum.
- Each program will identify an Instructor Chair and Industry Chair prior to the district's July Advisory Summer Kick-Off Meeting.
- If a program cannot identify an Industry Chair by May 1, instructors must notify Career Coaches so Strategic Partnerships can assist with outreach and placement. Recruitment is a shared responsibility.

ROLES AND RESPONSIBILITIES

Industry Chair: Co-leads meetings alongside the Instructor Chair, provides agenda items and workforce/industry insight, and supports program initiatives.

Instructor Chair: Leads program content, develops agendas, sends invitations, prepares materials, secures sign-in documentation, records or assigns meeting minutes, and uploads Tactical Plan, minutes and sign-in sheet to GoTracker.

Instructor (Non-Chair): All teachers support the Instructor Chair in carrying out the Tactical Plan, assist with meeting logistics such as reserving meeting spaces and note-taking, and contribute to the overall success of the program advisory. They actively participate in Advisory Council meetings, help recruit and maintain partners, and provide updates on student performance and program effectiveness.

Industry Representatives: Attend two annual meetings, provide workforce/industry insights, and participate in achieving the Advisory Councils Tactical Plan goals.

Parent Representatives: Provide valuable perspective on student experience, communication, and program accessibility. Offer feedback to ensure programs meet the needs of students and families. Serve as a bridge between the advisory board and the broader community.

Post-Secondary Representatives: Help align curriculum, provide dual enrollment or articulation opportunities, and ensure students are prepared for college pathways. Offer advising, campus resources, and industry insight to strengthen programs.

Students/Alumni Representatives: Contribute firsthand insight into program effectiveness, skill development, and post-secondary/career readiness. Input helps validate curriculum relevance, identify areas for improvement, and ensure programs align with current student experiences and workforce expectations.



Career Coach: Facilitates the meeting process, supports industry engagement and recruitment, monitors virtual participation, ensures adherence to the agenda, and confirms documentation is uploaded.

IT Advisory Support: Ensures campuses are equipped with necessary technology to provide seamless hybrid meeting access, including microphones, speakers, and on-site support as needed.

Adult Education: Provides insight on workforce needs, post-secondary alignment, and opportunities for continuing education, ensuring programs support both immediate employment and long-term career advancement. Participation is required for accreditation, reinforcing alignment with state and industry standards.

Meetings should rotate across campuses when applicable and include lab visits or equipment inspections when appropriate to support accreditation requirements (e.g., industry certification standards for Automotive Technician program ASE requirements).



RECRUITMENT OF ADVISORY COUNCIL REPRESENTATIVES

Advisory Council members are expected to support the mission, vision, and values of West-MEC and the programs they serve; members whose actions, conduct, or professional interests consistently do not align with these principles may be asked to step down from the Council to maintain the integrity and purpose of the advisory board.

Recruitment efforts are made by ALL Advisory Council representatives/roles, and prioritize professionals who bring:

- Technical industry or post-secondary expertise aligned to program standards
- Hiring insight and workforce demand knowledge
- Awareness of industry trends, certifications, curriculum, and equipment standards
- Commitment to student mentorship, work-based learning, and talent pipeline development



PROGRAM ADVISORY COUNCIL MEETINGS

*West-MEC requires a minimum of **two advisory meetings per school year** (one per semester), in addition to a **District-led Summer Kick-Off Meeting**.*

DISTRICT SUMMER KICK-OFF

All instructors, career coaches, and Industry Chairs attend this in-person meeting during a teacher in-service day in July. The district provides training on the Tactical Plan, Agenda templates, documentation requirements, and process expectations.

During the Kick-Off:

- Welcome and Training provided by Strategic Partnerships
- All Instructors, Instructor Chair, and Industry Chair complete the Tactical Plan, focused on 3-5 measurable action items aligned to student outcomes, industry alignment, and work-based learning expansion.
- Two advisory meeting dates for the year are established
- Agendas are reviewed and additional items added if needed
- Career Coaches ensure all meeting dates and the Tactical Plan are uploaded into GoTracker and meeting invitations are created in the Advisory Google Calendar before the conclusion of the meeting





SCHOOL-YEAR MEETINGS

- Minimum of two meetings (Semester 1 and Semester 2)
 - Semester 1: In-person preferred, with a virtual participation option available for industry partners
 - Semester 2: In-person only
- Structured, agenda-driven, and outcome-focused
- Minimum industry attendance requirements met (as outlined on pg. 9)

Meetings serve as a formal platform to:

- Review program performance data and credential outcomes
- Evaluate curriculum alignment with workforce demands
- Discuss emerging industry trends
- Review equipment, technology, and accreditation needs
- Strengthen work-based learning and hiring pipelines
- Identify measurable action steps for continuous improvement

Documentation (Tactical Plan, Minutes, Sign-in sheets) must be uploaded to GoTracker to ensure transparency and compliance.

ORIENTATION, TRAINING, AND CELEBRATIONS

To ensure clarity of expectations and consistency across campuses, West-MEC provides structured onboarding, professional development, and recognition:

- **Assistant Superintendent of Strategic Partnerships:** Introduces the advisory refresh process at campus staff meetings.
- **Virtual onboarding session:**
Provided for Industry Chairs to clarify roles, responsibilities, and advisory format expectations.
- **Instructor Advisory Toolkit Workshop:**
Hosted by the Director of Career Services/ Strategic Partnerships to introduce the Advisory Handbook, templates, and documentation processes.
- **Required virtual professional development sessions:** Instructors attend one of two, prior to the start of the school year.
- **The Advisory Handbook and Toolkit:**
Housed in the West-MEC Media Kit and GoTracker for easy access.
- **Additional training sessions:**
Available throughout the year as needed.
- **End-of-Year Celebration:**
District or program based celebration advisory member of the year awards.



WEST-MEC ADVISORY COUNCIL TOOLKIT

AVAILABLE ELECTRONICALLY:

APPENDIX A-T DOCS

WEST-MEC MEDIA KIT

GO TRACKER (MANAGE → STAKEHOLDERS → ADVISORY COUNCIL → FORMS)

APPENDIX A: WEST-MEC ADVISORY COUNCIL BYLAWS

APPENDIX B: NEW MEMBER INVITATION EMAIL

APPENDIX C: INDUSTRY CHAIR NOMINATION EMAIL

APPENDIX D: SAVE THE DATE EMAIL

APPENDIX E: MEETING REMINDER/AGENDA EMAIL

APPENDIX F: SEMESTER 1 – INSTRUCTOR CHAIR PLANNING CHECKLIST

APPENDIX G: SEMESTER 2 – INSTRUCTOR CHAIR PLANNING CHECKLIST

APPENDIX H: SEMESTER 1 – INDUSTRY CHAIR PLANNING CHECKLIST

APPENDIX I: SEMESTER 2 – INDUSTRY CHAIR PLANNING CHECKLIST

APPENDIX J: SEMESTER 1 – CAREER COACH PLANNING CHECKLIST

APPENDIX K: SEMESTER 2 – CAREER COACH PLANNING CHECKLIST

APPENDIX L: SUMMER KICK-OFF MEETING AGENDA TEMPLATE

APPENDIX M: SEMESTER 1 – MEETING AGENDA TEMPLATE

APPENDIX N : SEMESTER 1 – CREDENTIAL REVIEW FORM

APPENDIX O: SEMESTER 2 – MEETING AGENDA TEMPLATE

APPENDIX P: SEMESTER 2 – EQUIPMENT & FACILITIES REVIEW FORM

APPENDIX Q: SIGN-IN SHEET TEMPLATE

APPENDIX R: TACTICAL PLAN TEMPLATE

APPENDIX S: TACTICAL PLAN EXAMPLE

APPENDIX T: END-OF-YEAR EFFECTIVENESS SURVEY

