GEORGE BROWN COLLEGE

Program Advisory Committee Guidelines

A Message from the President

On behalf of George Brown College and its Board of Directors, I would like to thank you for participating as a member of a Program Advisory Committee. George Brown College recognizes the value of input from industry and the community through Program Advisory Committees. Our committees provide us with the perspective and expertise to maintain program relevance and currency, meet the needs of professional bodies and industry, and ensure that the thousands of students we serve are well prepared for their careers.

In joining us, you will become part of a dynamic educational community and one of a select group of individuals who help the college realize the goals articulated in its Vision 2030 plan, which set out bold and transformative aspirations to support institutional resilience and distinguish the college going forward, including offering highly personalized and convenient physical, digital, and experiential lifelong learning opportunities, a global network of industry and community partnerships, and, of course, leading quality teaching and learning. We cannot achieve these goals without the insights of our dedicated partners in community, business, and industry who help us understand and respond to today's demands and who can envision the needs of the future.

We are confident that you will find your association with George Brown College to be a rewarding and satisfying experience, and we sincerely appreciate your willingness to contribute in this way.

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George Brown College Program Advisory Committee Background and Purpose

This guide outlines the procedures and practices to be followed by Program Advisory Committees (PACs) and their membership, with the intent of ensuring consistent standards of excellence across all programs. Program Advisory Committees are a highly valuable resource and report to the Board of Governors through the Vice-President, Academic. The Vice-President, Academic submits an annual summary of Program Advisory Committee activity to the board through the Academic Planning and Student Affairs Committee.

PACs are a distinctive feature of the relationship that George Brown College maintains with industry, community, and employers. PACs are comprised of industry and community representatives who provide input and advice on program structure and curriculum, based on current and anticipated labour market needs, industry trends, and changes occurring because of advances in technology and professional practices. The industry–academic linkages created through PACs can also serve to identify experiential and work-integrated learning (WIL) opportunities for students and job placements for graduates.

The Ontario Colleges of Applied Arts and Technology Act of 2002 assigns each college's Board of Governors with the responsibility for ensuring that Program Advisory Committees are established for all programs of instruction offered by the institution.

> *"The board of governors is to ensure that an advisory committee for each program of instruction or cluster of related programs offered at the college is established and is made up of a cross-section of persons external to the college who have a direct interest in and a diversity of experience and expertise related to the particular occupational area addressed by the program. The board of governors is to establish in by-law the structure, terms of reference, and procedures for program advisory committees." – Government of Ontario, Ministry of Training, Colleges and Universities. Framework for Programs of Instructions, Minister's Binding Policy Directive (2003)*

George Brown College's Board of Governors is committed to ensuring these committees remain a critical resource to the college and each of the programs they represent. The college policy relating to Program Advisory Committees is available on the George Brown College website at College Policies | George Brown College.

Program Advisory Committee Roles

As a group, PACs are diverse and provide a cross-representation of industry, with membership according to program and industry relevance. Program Advisory Committees are to be composed of a cross-section of persons external to the college. Members should have a diversity of experience, expertise and a direct interest in the occupational area addressed by the program. Every program, or cluster of similar programs, will have an active Program Advisory Committee of 8 to 12 members. For some committees, the number of members may vary, based on the size of the sector and the diversity of career opportunities.

Diversity should also be expressed in terms of perspectives and community representation in support of George Brown's commitment to growing a culture of equity, reconciliation and belonging by prioritizing anti-racism, Indigenization and meaningful inclusion in everything we do. The Chair and Program Coordinator are responsible for orienting each new advisory committee member to the role and responsibilities of the advisory committee and providing them with the Orientation Package. Each PAC operates under a well-defined mandate and clear objectives. Agenda items are action-oriented and allow for follow-ups.

PAC Committee Members:
- Committee members will attend and participate in at least two meetings a year and may become involved in subcommittee activities and projects. Committee members will participate in agenda setting and evaluation of meetings. If unable to attend a meeting, committee members are asked to send a replacement, where appropriate.
- Employees of George Brown College participating in a Program Advisory Committee act as non-voting members. Non-voting members are expected to fully participate in all other aspects of the committee.
- At least two George Brown College employees, including one faculty member (the program coordinator or designate) and the Associate Dean (or designate), attend PAC meetings as non-voting members.

Student Representation:

- Programs have the option of inviting student representative(s) to attend PAC meetings (or portions thereof). The student selection and duration of involvement remain at the discretion of the Program. Student representation can positively impact the quality of programs, providing a platform for student voices to be heard by our external partners.

Length of Term:

- A Program Advisory Committee member's term is three years, renewable once. All members have voting privileges. If a member accepts employment at George Brown College (including part-time instruction), they will be asked to resign from the committee.
- If a Program Advisory Committee member becomes chair (a two-year term, renewable once at the discretion of the Dean or their designate), their years of service as chair will not be counted as part of their term as a committee member.

PAC Chair:

- The PAC chair will be elected from the Program Advisory Committee for a two-year term, renewable once. The chair plays a vital role in the Program Advisory Committee process. In consultation with George Brown College representatives, the chair acts as facilitator and leader at meetings and serves as spokesperson for the committee. Chairs should be familiar with George Brown's vision and mission, priorities, strategies and directions, as well as any related program areas or clusters.

George Brown College (GBC) Associate Dean:

- GBC Associate Deans work in concert with the PAC chair to keep their respective advisory committee members and program staff informed of the status of advisory committee requests and recommendations. Associate Deans have the primary responsibility to provide updates, information, and action requests and recommendations arising from their respective advisory committee meetings. Recommendations for minor changes to the program(s) can be addressed during the Annual Curriculum Review. If a request or recommendation made by the advisory committee is beyond the Associate Dean's authority and/or responsibilities, it will be brought to the attention of the Dean of the School for resolution.

Ad Hoc Program Advisory Committees

George Brown College is constantly evolving its credential and programming mix to ensure continued labour market relevance and to meet provincial needs. One of the components of this process may be the formation of an ad hoc advisory committee to consider a proposal for such a program (in some cases the proposed program is very closely related to an existing program; therefore, the consideration could be handled by an existing advisory committee). An ad hoc committee of at least five (5) members will be selected by the Dean and should also include individuals from the college community with special skill and experience in the field covered by the proposed program. As with all Program Advisory Committees, George Brown College employees are not eligible to be voting members.

Program Advisory Committee New Membership and Renewals Process

Recommendations for membership to Program Advisory Committees should come from a variety of sources (Deans, Chairs, Program Co-ordinators, faculty, staff and other advisors). The search for new members should reflect both the private and public sectors, and include companies, trade and professional associations, accreditation bodies and government.

Recommendations and selection of new PAC members should take into consideration diversity, to ensure equity and representation of diverse work environments, as well as genders and cultural background to support George Brown College's commitment to growing a culture of equity, reconciliation and belonging by prioritizing anti-racism, Indigenization and meaningful inclusion. Obtaining the correct Program Advisory Committee composition is vital to ensure a diversity of skills and experience. PAC composition will vary between programs, but selection processes will generally consider:

- Alignment of skills/expertise with Program Learning Outcomes
- Alignment of skills with college Mission, Vision and Strategic Directions
- Existing relationships/partnerships with the college
- Succession planning

Program Advisory Committee Chairs

PAC Chairs are elected from the Program Advisory Committee for a two-year term, renewable once. The Chair plays a vital role in the Program Advisory Committee process. In consultation with George Brown College representatives, the chair acts as facilitator and leader at meetings and serves as spokesperson for the committee. Chairs should be familiar with George Brown's vision and mission, priorities, strategies and directions, as well as any related program areas or clusters.

PAC Chair Responsibilities:

- Chair PAC Meetings
- Consult with Associate Dean to assemble and disseminate Meeting Agendas
- Yearly Recommendations Report
- Facilitate Completion of PAC Self-Assessment Report (every 2 years)

Program Advisory Committee Meetings & Minutes

- George Brown College PACs meet a minimum of two times per year.

- The agenda for Program Advisory Committee meetings is drafted by the respective Associate Dean in concert with the PAC chair.

- Advisory committee meetings may be attended virtually.

- Minutes of meetings are taken by an administrative support person supplied by George Brown College and will be distributed within two weeks of each meeting to the advisory committee members, college staff in attendance, and the respective Dean.

- Recommendations and Action Items follow a consistent format for reporting to the Academic & Student Affairs Sub-Committee of the Board of Governors.

- Minutes of meetings will include:

    o Decisions, recommendations, or motions made by the advisory committee;

    o Responses to questions or recommendations made at previous meetings;

    o Assignments to be carried out following the meeting (including what action is required, person responsible, and the completion or reporting date); and