

# EFFECTIVE ADVISORY BOARDS



**National Science Foundation**  
**Advanced Technological Education**  
**B.E.S.T. Center Winter Workshop 2013**





# Building and Maintaining Active Industry Advisory Boards

## **3 Models of Development**

- **Commercial Refrigeration**
  - Externally-driven
- **Building Automation**
  - Internally-driven
- **Green Technologies Academy**
  - Jointly-driven

# Building and Maintaining Active Industry Advisory Boards

## ◦ Commercial Refrigeration

- Industry-developed advisory board largely due to efforts of well-connected individual (Refrigeration Manager of large supply chain)
- Leadership came primarily from the advisory board – No one at GPTC with significant industry experience
- Tremendous support for vision (In-kind donations primarily)
- Coordination, management, and implementation primarily from within GPTC

# Building and Maintaining Active Industry Advisory Boards

## ◦ Commercial Refrigeration

- Approximately 20 industry partners
- Hundreds of thousands of dollars in in-kind donations and some cash donations
- Review of curriculum
- Design of laboratory facilities
- Guest lecturers
- Internship agreements

# Building and Maintaining Active Industry Advisory Boards

## Building Automation

- GPTC-developed advisory board
- Leadership came primarily from within the college – Industry experience was present at GPTC
- Tremendous support for vision (In-kind donations primarily)
- Coordination, management, and implementation primarily from within GPTC

# Building and Maintaining Active Industry Advisory Boards

## **Building Automation**

- Approximately 20 industry partners
- Hundreds of thousands of dollars in in-kind donations and some cash donations
- Review of curriculum
- Design of laboratory facilities
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- Internship agreements

# Building and Maintaining Active Industry Advisory Boards

## **Green Technologies Academy**

- GPTC-developed advisory board
- Leadership was equally evident from industry and GPTC
- Tremendous support for vision (Evidenced by participation and donations of time and energy)
- Coordination, management, and implementation primarily from within GPTC

# Building and Maintaining Active Industry Advisory Boards

## **Green Technologies Academy**

- Approximately 15 industry partners
- Review of curriculum
- Design of laboratory facilities
- Guest lecturers
- Internship agreements
- In-kind donations (Not nearly as much)



# Building and Maintaining Active Industry Advisory Boards

## **Common Threads Linking the Advisory Boards**

- Early establishment of a vision
- Strong leadership (Internally / Externally)
- Benefits and motivating factors discussed early & often
- Careful attention to selection of members & close monitoring of board dynamics

# Building and Maintaining Active Industry Advisory Boards

## ◦ Maintaining Productivity

- Continually ask “What is it that will keep each company engaged?” **Answering this question and providing opportunities for your board members goes a long way towards maintaining productivity.**
  - Commitment to industry
  - Source of new employees
  - Professional development
  - Opportunity for publicity
  - Opportunity for sales to the college
  - Keeping an eye on competition
  - Training for current employees
- Have a detailed, updated program of work and have regular meetings (At least one per quarter)

# Building and Maintaining Active Industry Advisory Boards

## Questions to Answer if You Want an Active Board

- Where will the leadership and energy come from on the board?
- What are my goals for the board and do I have a reasoned approach to attain them?
- Will my college be able to keep the board engaged and productive and provide the benefits the board members are looking for?
- Who at my institution will be responsible for managing the board?
- What type of advisory board should we strive for? (Internally led / Externally led / Jointly led)
- Is there a clearly defined programmatic or collegiate vision the board can buy into?

# Outcomes

- 1<sup>st</sup> Associate's of Applied Science Degree Program for BAS in U.S.
- True Industry / Education Partnership
- Multi-Million Dollar Laboratory (Majority of Equipment Donated by Industry)
- Use of Facilities as Living Laboratories
- Collaborations with Other Colleges
  - Articulation with 4-year College
- New Revenue Stream for College

# Outcomes

- **Student Placement**
  - 75% in-field
  - Average over \$50,000.00 starting pay
- **400% Growth in Student Count in Program Areas in first 2 ½ years**
- **New, Innovative Collaborations Beneficial to Students**
- **Continued High Level of Industry Involvement**