NISTS 2021

Educational Session

Power of Advisory Boards: Building Collaborative Guiding Coalitions with Multiple Entry Points into Post-Secondary Education Programs

Partnerships and Collaboration

Since the 1970s, Central Washington University has partnered with two-year colleges to create regionally based bachelor and master degree pathways for time- and place-bound transfer students. With eight regional University Centers and Sites located across the state of Washington, this session will focus on one key community engagement strategy: successful and effective advisory boards. Participants will examine the role of a charter, vision, membership selection, engagement, and primary and secondary board outcomes.

Lauren Hibbs, *Executive Director of Extended Learning*
Megan McConnell, *Director of Transfer Center*
Ediz Kaykayoglu, *Interim Associate Provost of Extended Learning & Executive Director of International Studies and Programs*

Central Washington University

Power of Advisory Boards:
Building collaborative guiding coalitions with multiple entry points into post-secondary programs

February 23, 2021

**Dr. Lauren Hibbs, Executive Director of Extended Learning
Dr. Ediz Kaykayoglu, Dean of Extended & Global Education
Megan McConnell, Director of Transfer Center**

Welcome

- Introductions
- Session Summary
- Implications and Impact
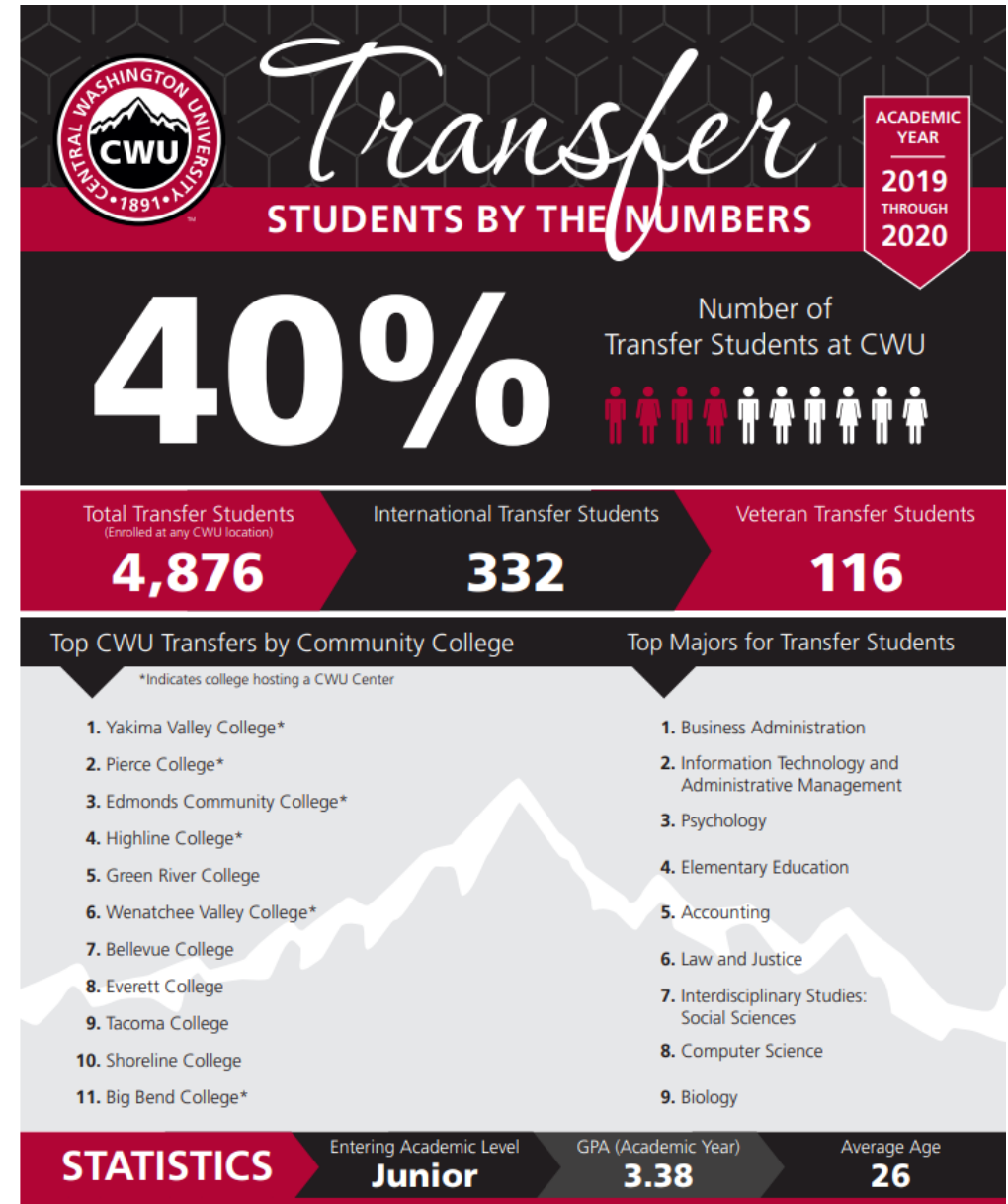
Institutional Profile

- ~11,000 students
- 9 Locations
- Regional Comprehensive
- History of Centers
- Transfer Center
- Multiple Entry Points

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Chat Box Response

What various pathways do students enter (transfer) into your institution?

How are you connected to these different pathways?

How do you engage with the stakeholders representing these different pathways?

Regional Advisory boards are one way to engage stakeholders, what could be the benefits?

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Why do we have Advisory Boards?

- Community engagement
- Institutional updates
- Building partnerships and coalitions
- Continuous improvement
- Student success

Membership: Advisory Boards

- College faculty & staff
- University faculty & staff
- K-12 educators
- Business & Industry
- Government, Community
- Alumni, students

WE'VE MADE IT EASY FOR YOU

EDMONDS
COMMUNITY COLLEGE

CENTRAL WASHINGTON UNIVERSITY
CWU
1891

START HERE

FINISH HERE

Membership selection

- 2-year commitment

- Meet 1x per quarter

- Connection to institution (advancement, alumni office)

- Learning partner (environmental influencer)

Membership Charter

Possible section headers:

- Mission

- Vision

- Goals

- Responsibilities

- Timeframe

- *What division does the advisory board sit within?*

- *What values are you trying to convey?*

- *How does the advisory board fit within institution/department strategic plan?*

- *How will you be intentionally inclusive?*

- *What are the benefits to the members and how to make them apparent?*

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Member engagement

- Building the agenda

- Meeting dynamics

- PPT slide with visuals

- Feedback

Leadership Insights

- Food is a must, swag is a bonus

- Student panels and testimonials are powerful

- Socialization matters: Members want to hear updates about other sectors just as much as institutional updates

- Data and visuals are critical

- College and Department engagement and presence

What to do with the feedback

- Sharing information with colleagues
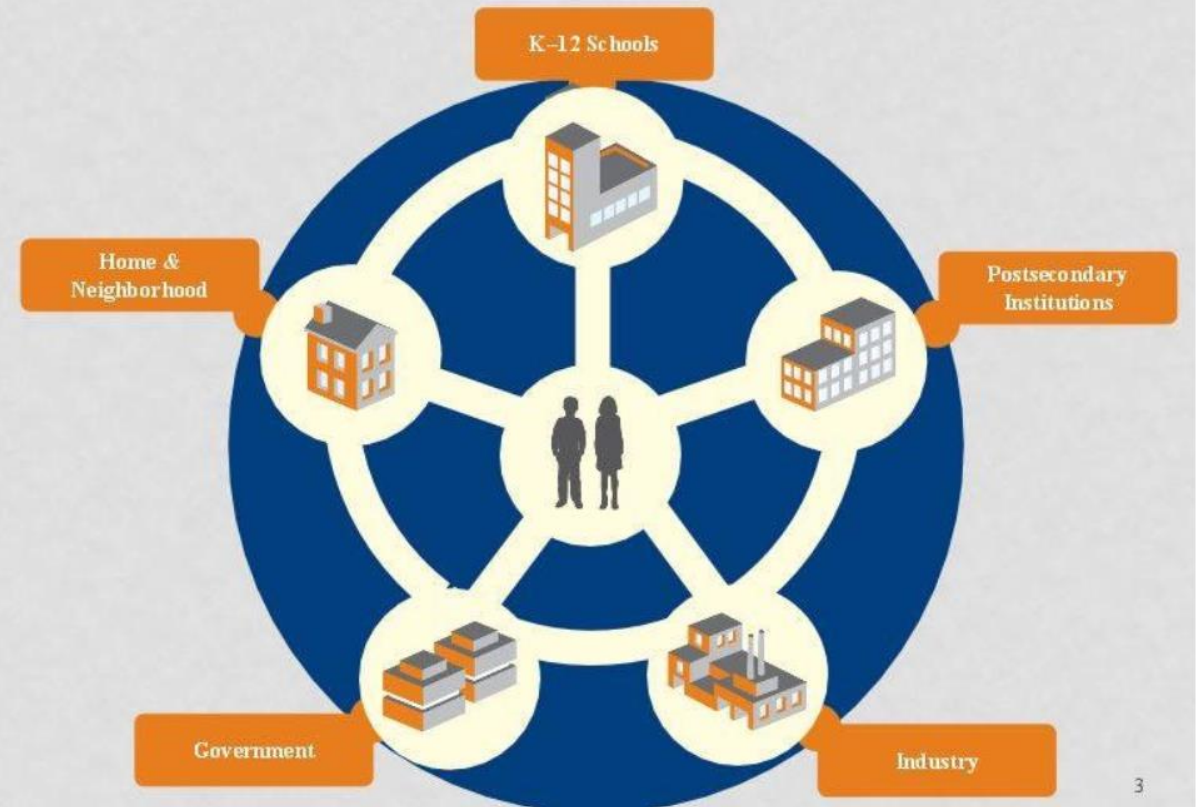- Continuous improvement cycle
- Program development
- Student success

Big Picture

- Workforce and employment connection

- Increases advancement and development cycle

- Regional impact

- State-wide influence

- Communication links between leaderships

- Being solution partners

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Questions?

References

Kotter, J. P. (1995). Leading change: Why transformation efforts fail.

Kotter, J. P. (2012). *Leading change*. Harvard business press.

Silver, G. (1992). Advisory Boards: Academic Partnerships That Work.