

## **Industry Advisory Board “Best Practices” December 2012**

### **Prologue**

To support the efforts of developing and maintaining high quality advisory committees, ACCE has authorized the creation of the Industry Advisory Board Task Force. The term Industry Advisory Board (IAB) is generic and refers to all industry advisory committees and councils. Through a spirit of cooperation grounded in mutual interests, the goal of the IAB Task Force is to provide the informational resources and hands-on workshops that can assist IAB’s and their associated academic programs in providing quality educational instruction combined with practical work experience that will ensure the future success of our industry. By establishing an ACCE IAB Resource Center, we hope to make these materials accessible to individuals who are interested in securing, improving, and promoting the future of accredited construction education.

### **Introduction**

The American Council for Construction Education (ACCE) is a leading global advocate of quality construction education programs. The mission of ACCE is to promote, support, and accredit quality construction education programs.

The involvement of industry in support of academic programs and accreditation efforts is a cornerstone of ACCE. As outlined in Document 101 of the ACCE Accreditation Manual, Section VII - Relations with Industry, an accredited program is to have:

1. An industrial advisory committee, consisting of representatives from the construction industry, which is actively involved in an advisory role for the construction program.
2. The committee meets on a regular basis for the purpose of advising and assisting the development and enhancement of the program.

### **Industry Advisory Board (IAB) Task Force**

The mission of the IAB Task Force is to: *“develop and deliver programs that provide value to attendees by supporting efforts to improve their IAB organizations and their associated academic programs.”* The IAB Task Force has created targeted value statements, as shown below, which assist in their efforts to fulfill the mission statement.

*To Industry Professionals and IAB Members ...*

- By increasing the understanding of the roles and responsibilities of being a member of an IAB.
- By developing meaningful industry participation at the local IAB level.
- By developing a network of industry professionals who can exchange ideas in an open forum and on social media sites.

*To Academic Programs ...*

- By increasing the knowledge (i.e., ACCE standards and requirements) of industry professionals to assist in curriculum and course improvement.
- By providing a venue for discussion and collaboration to enhance IAB involvement and program improvement.
- By facilitating a communication network between industry professionals and academics within the ACCE community.

*To ACCE ...*

- By increasing the “awareness” of ACCE, especially to industry professionals.
- By providing a sustainable pool of industry professionals to participate on visiting teams.
- By providing events, workshops, and reference materials that can assist IAB’s to become more active and productive in supporting academic programs to fulfill the mission of ACCE.

The IAB Task Force is actively involved in the development of programs to assist IAB’s, most notably, the ACCE IAB “Best Practices” Event which consists of a one-day workshop held prior to the ACCE Mid-Year Meeting. The basic agenda for the event consists of guest speakers, panelist, and round table discussions to introduce and promote IAB best practices. Recent IAB “Best Practices” Event venues have included: Albuquerque, NM (2010); Ft. Lauderdale, FL (2011), Phoenix, AZ (2012) and Baton Rouge, LA (2013). Through the efforts of these events, a number of IAB best practices have been identified.

**IAB Best Practices**

The following list of IAB best practices are categorized into the following four topic areas:

- IAB Operating Procedures*
- IAB Department and Curricula Involvement*
- IAB Industry Awareness and Recognition*
- IAB Funding Mechanisms*

*IAB Operating Procedures*

- Operate under a written set of periodically updated bylaws
- Develop an IAB strategic plan
- Conduct regularly scheduled meetings with recorded minutes
- Recruit “active” IAB members
- Organize and deliver “high impact” IAB meetings
- Post activities on the website of the academic program (bylaws, officers, activities, etc.)
- Attend IAB “Best Practices” Events
- Serve on the IAB “Best Practices” Events program committee
- Become a member of ACCE

*IAB Department and Curricula Involvement*

- Serve on program curriculum review committees
- Serve as class/course reviewers (review syllabus, observe class instruction, and provide an assessment & evaluation)
- Active participation in the academic program’s capstone course

- Serve as classroom guest lecturers
- Provide "real-world" projects (for use in courses)
- Provide opportunities for "site visits" and "field trips" to construction operations
- Serve as a reviewer of the program's ACCE Self-Study accreditation report
- Serve on the search committees for academic program chairs and faculty
- Serve as adjunct faculty (course instructors)
- Meet with the ACCE Visiting Team (during the accreditation site visit)
- Support student organizations (AGC, ASC, NAHB, CMA, etc.)
- Serve as coaches and reviewers for student competition events
- Serve as a member of an ACCE visiting team

#### *IAB Industry Awareness and Recognition*

- Provide opportunities for student internships (and job shadowing)
- Sponsor or conduct leadership development seminars or workshops (for faculty and students)
- Participate in career fairs and employment expositions
- Meet regularly (lunch) with the program chairs, deans, provost and president
- Sponsor awards (for outstanding students, faculty, and industry members)
- Provide opportunities for faculty internships
- Employ graduates of the academic program
- Sponsor social events (for students and/or faculty)
- Create an electronic (web-based) IAB newsletter

#### *IAB Funding Mechanisms and Deliveries*

- Establish an IAB dues structure
- Create internal development programs (internal fund raising)
- Sponsor student scholarships (non-endowed)
- Sponsor student/department activities (scholarship/award luncheons and banquets)
- Spearhead and support efforts to establish endowments (for scholarships and faculty positions)
- Actively support the research activities of the program (financially and administratively)

### **Benchmarking Your IAB**

The IAB Task Force is in the preliminary stages of developing a benchmarking process for IAB's. The benchmarking process is a common practice in a variety of industries. This initial benchmarking process uses four levels. Each level is determined by the number of best practices and the level of effort required for these best practices and is meant only to assist in establishing a baseline for an individual IAB and to provide a framework for developing a strategic plan for either improving current IAB best practices or to adopt new ones. Listed below are the best practices associated with each of the four levels.

#### *IAB Level I*

- Conduct regularly scheduled meeting with recorded minutes
- Operate under a written set of periodically updated bylaws
- Recruit "active" IAB members
- Organize and deliver "high impact" IAB meetings
- Serve as classroom guest lecturers

- Meet with the ACCE Visiting Team (during the accreditation site visit)
- Establish an IAB dues structure

#### *IAB Level II*

- Develop an IAB strategic plan
- Attend IAB “Best Practices” Events
- Active participation in the academic program’s capstone course
- Provide "real-world" projects (for use in courses)
- Provide opportunities for "site visits" and "field trips" to construction operations
- Support student organizations (AGC, ASC, NAHB, CMA, etc.)
- Serve as coaches and reviewers for student competition events
- Provide opportunities for student internships (and job shadowing)
- Participate in career fairs and employment expositions
- Employ graduates of the academic program
- Create internal development programs (internal fund raising)

#### *IAB Level III*

- Post activities on the website of the academic program (bylaws, officers, activities, etc.)
- Serve as a reviewer of the program’s ACCE Self-Study accreditation report
- Serve on the search committee for academic program chairs and faculty
- Serve as class/course reviewers (review syllabus, observe class instruction, and provide an assessment & evaluation)
- Serve as a member of an ACCE visiting team
- Provide opportunities for faculty internships
- Meet regularly (lunch) with the program chairs, deans, provost and president
- Sponsor social events (for students and/or faculty)
- Sponsor awards (for outstanding students, faculty, and industry members)
- Sponsor student scholarships (non-endowed)
- Sponsor student/department activities (scholarship/award luncheons and banquets)

#### *IAB Level IV*

- Serve on the IAB “Best Practices” Events program committee
- Become a member of ACCE
- Serve as adjunct faculty (course instructors)
- Serve on program curriculum review committees
- Sponsor or conduct leadership development seminars or workshops (for faculty and students)
- Create an electronic (web-based) IAB newsletter
- Spearhead and support efforts to establish endowments (for scholarships and faculty positions)
- Financially support the research activities of the program (financially and administratively)

As previously stated, the IAB Task Force is working on a formal process of benchmarking IAB’s which will be presented at future IAB “Best Practices” Events and documented on the IAB Resource Center.

## **IAB Resource Center**

The IAB Task Force is in the process of developing a web-based IAB Resource Center which will be housed within the ACCE website. The purpose of the IAB Resource Center is to disseminate information to IAB's to assist in them in their efforts to provide quality programs for their organizations and their associated academic programs. It is anticipated that the IAB Resource Center will include materials such as:

- Examples of IAB bylaws
- Samples of IAB minutes
- Presentations at IAB "Best Practices" Events
- IAB "at-a-glance" forms
- Executive summaries of surveys conducted
- Examples of applied IAB best practices
- White papers
- Examples of IAB strategic plans

## **Epilogue**

The ACCE IAB Task Force would like to extend an invitation to your IAB to contribute your expertise in the form of supporting documentation to the IAB Resource Center. Specifically, we are looking for IAB bylaws, examples of applied IAB best practices, and IAB strategic plans, but we are not limited to those items. Please send all materials to Charles McIntyre ([charles.mcintyre@ndsu.edu](mailto:charles.mcintyre@ndsu.edu)) or contact him directly if you have any questions concerning the IAB Resource Center.

Sincerely,

The ACCE IAB Task Force

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