

Employ Florida Banner Center for Global Logistics



Advisory Council Handbook

Employ Florida
BannerCenter
»» Global Logistics

Prepared by:

The Employ Florida Banner Center for

Global Logistics

Dear Advisory Council Member:

Thank you for your willingness to share your time and expertise as an advisory council member for the Employ Florida Banner Center for Global Logistics. You are an essential part of our Banner Center — a strategic link



between the Banner Center and the community. The goal of this handbook is to clarify your role in the advisory council process.

Council members, by sharing their expertise and knowledge, support the relevancy and integrity of our mission. Training and educational programs must be developed in collaboration with professionals in business and industry who can provide insight into the skills and knowledge required by the workforce entering the field. We look to your experience and expertise to help shape Florida's workforce of the future. Your participation will help us provide relevant curricula and training which reflect the future level of practice and professionalism in Florida's business and industry.

Thank you again, and we hope that you will find this activity to be a richly rewarding experience.

Robin Steele Fall

Director/Principle Investigator

Employ Florida Banner Center for Global Logistics

Florida Gateway College

**ADVISORY COUNCIL
HANDBOOK FOREWORD**

The purpose of this handbook is:

- to provide an overview of the advisory council system
- to serve as a guide for individual members and staff in the procedural operation of the council.

The guidelines set forth in this publication are intended to provide a base for the effective operation of the Banner Center Advisory Council.

Suggestions for changes or improvement to this handbook are most welcome and may be submitted to any Banner Center staff on the council or directly to: Robin Steele Fall, email robin.steele.fall@fgc.edu or 386.754.4492.

ADVISORY COUNCIL CHAIR

Ms. Joanne Kazmierski
Advisory Council Chair
Manager of Community Outreach &
Environmental Advocacy
Port of Jacksonville

ADVISORY COUNCIL VICE-CHAIR

Mr. Bobby Steele
Advisory Council Vice-Chair
General Manager
Wal-Mart Distribution Center

ADVISORY COUNCIL FORMER-CHAIR

Mr. Claude Revels, Jr.
Former Advisory Council Chair
Benefits Administration Manager
JM Family Enterprises, Inc.

EXECUTIVE COMMITTEE

Ms. Deborah McDowell
Director of Sales/Marketing-Marine
Division & Transportation
Global Stevedoring

Mr. Richard Leuner
Associate
NAI RealVest

Mr. Mike Sellers
General Manager
BlueLinx Corporation

Ms. Sandra Beck
Dean, Workforce Education
FSCJ

**EMPLOY FLORIDA BANNER CENTER for
GLOBAL LOGISTICS STAFF**

Ms. Robin Steele Fall
Director/Principle Investigator

Vacant
Program Specialist

Ms. Stephanie Glenn
Senior Staff Assistant

MISSION

To impact Florida's economy by collaboratively engaging industry, education, workforce and economic development in a creative and innovative environment to address the current and future workforce needs of a targeted industry.

GUIDING PRINCIPLES

- Become the nexus for industry knowledge related to workforce needs of a targeted industry.
- Develop industry-driven workforce development products and services valued by businesses designed to train a globally competitive workforce.
- Support the pipeline development needs of the industry from entry-level to advanced workers.
- Deliver workforce development products, services, training, and access to certifications valued by industry.
- Expand delivery through partnerships with other educational facilities; secondary and postsecondary, public and private.
- Promote and support economic development in a targeted industry throughout the state.
- Utilize the value of products and services developed to create income/revenue streams.
- Use a business model for becoming a self-sustaining entity within five (5) years.

OVERVIEW

Still a relatively new initiative, Employ Florida Banner Centers bring industry, workforce, education and economic development together, backed by \$8.8 million in start-up funding, to create cutting-edge curricula to train workers in high-skills, high-wage sectors. The \$8.8 million funding has come from a number of sources. During FY 2006-2007, Workforce Florida Inc. combined \$2.2 million in WIA state set-aside with \$4 million in non-recurring general revenue supplied by the Legislature. With general revenue being unavailable during FY 2007-2008, Workforce Florida has committed \$2.6 million in WIA state set-aside to continue development of the existing Banner Centers and create two new centers focused on information technology and digital media at Seminole Community College and alternative energy lead by the University of Central Florida's Florida Solar Energy Center.

Education and industry partners also have leveraged about \$8 million in funds to support the development of the Employ Florida Banner Centers that focus on growing Florida's skilled workforce in key sectors such as biotechnology, manufacturing, logistics, health sciences and aviation/aerospace, among others. In their first year, over 1,000 people have been trained through Banner Centers, with more than 300 receiving industry certifications, nearly 130 have received new jobs and another 100 better jobs or promotions. The centers have developed over 28 new industry-driven curricula that are portable for use statewide. More than 26 colleges and universities collaboratively take part of this innovative initiative.

INTRODUCTION

The Employ Florida Banner Center for Global Logistics (Banner Center) hopes this manual will help you understand better the purpose, membership, activities, and responsibilities of advisory councils.

The Banner Center, Partners and Consortium members know from experience that advisory councils are important factors in the success of their programs. These groups, composed of industry partners, economic development, community members and educators, are instrumental in greatly reducing or even eliminating problems encountered in areas such as program planning and implementation and in assisting students to find career directions.

Advisory councils can also have a direct, positive impact upon a community's economic climate. Representatives from business, industry, labor organizations, professions, and technical trades are afforded opportunities to work more closely with educators to identify needs and necessary solutions.

HOW AN ADVISORY COUNCIL CAN HELP BANNER CENTERS

Advisory councils contribute to workforce development and education programs in many ways. They may for example:

- **Assist** with task inventories to determine job skills needed in the local labor market
- **Conduct** labor-force surveys
- **Analyze** course content and sequence
- **Review** length of training programs

- **Suggest** program priorities
- **Identify** new technology
- **Evaluate** space, equipment, and layout of shops and laboratories
- **Establish** minimum quality and proficiency standards for students
- **Help recruit** students for vocational education training programs
- **Sponsor** scholarships and recognition awards for outstanding vocational education students
- **Encourage** employers to provide students opportunities for on-the-job, cooperative training and/or work-study experience
- **Help identify and recruit** qualified instructors
- **Sponsor** guest lecturers and adjunct instructors
- **Conduct** instructor in-service seminars
- **Plan/conduct** field trips and on-site visits
- **Donate** land, money, buildings, equipment, and instructional materials such as visuals, books, and manuals
- **Obtain** equipment and instructional materials as gifts, on loan, or at lower cost
- **Evaluate** relevance and effectiveness of the workforce education training programs to meet local community needs
- **Assist** in developing, implementing, and revising annual and long-range plans

WHAT IS AN ADVISORY COUNCIL?

An advisory council is a group of industry professionals from outside the field of education who advise educators on the design, development, implementation, evaluation, maintenance, and revision of career pathways in a targeted industry sector, workforce development and education programs.

PURPOSE

The purpose of an advisory council is to provide assurance, through technical assistance and resources, that (1) an occupational training program curriculum meets the needs of business, industry, labor, the professions, technical trades, and/or the community it is designed to serve, and (2) the occupational training program graduates are capable of performing entry-level skills in the occupation in which they are trained.

MEMBERSHIP

The statewide Advisory Council is made up of Florida's top business leaders and experts in the fields of logistics, distribution, and global supply chain management, and will meet on a regular basis as determined by the Council to cultivate curricula, communications, and talent. **These steps are essential to establishing Florida as a place where excellence in supply chain builds careers, companies, and markets.**

Membership of an advisory council member of a Banner Center is generally representative of the logistics and distribution industry, educators, economic development and the community which the council serves. This membership mix provides the necessary bridge

between the academic and business communities.

Procedures for the selection and appointment of the advisory council members usually are determined by the Banner Center Director and Workforce Florida's appointed designee.

The number of persons appointed to an advisory council is based on the council's functions, program magnitude, and community size.

The initial appointment for membership to an Advisory Council shall be for one (1) year. Subsequent appointments may be for one (1) or two (2) years.

ADVISORY COUNCIL OPERATION

One component includes the organization of advisory councils as effective methods of communication among the college, businesses, and community.

Establishing an advisory council is only the first step. The next step is to ensure that the advisory council becomes active and remains active and effective. Setting and reaching operational goals and objectives enhance the effectiveness of an advisory council. Advisory councils will generally meet two or three times (Fall (September), Spring (January), and Summer (May) during the year; however, they may meet more often as necessary.

Guidelines for operating procedures may be developed and approved by the advisory council. These guidelines should describe the purpose and duties of the council and provide for any necessary operating guidelines. These guidelines may include, but are not limited to

establishing time, place, dates, and length of council meetings; preparing and distributing an agenda prior to each meeting; preparing and distributing the minutes of each meeting in a timely fashion; recognizing council members and other persons for their efforts on behalf of the council's goals and objectives; and developing and implementing a program of work.

Advisory Council Chairs and Vice-Chairs will be non-educators, and the council's executive secretarial duties will be carried out by Banner Center personnel. The council should be large enough to have adequate attendance at all meetings but small enough to reach consensus.

I. ADVISORY COUNCIL TYPES

A. Advisory Council

The Advisory Council consists of representatives from employers and the community with experience within or related to the logistics and distribution industry, career, or discipline. The council serves in an advisory capacity for the development of Florida's workforce and talent pipeline.

B. Special Committees

Special Committees are created as required on either an ad hoc or permanent basis to serve the Banner Center in an advisory capacity with representatives similar to the Advisory Council.

II. ADVISORY COUNCIL FUNCTIONS

A. The Advisory Council have the following general functions, with the scope dependent upon the particular program or special emphasis of each council:

1. Serve as a communication and articulation channel between the Banner Center and employers and the community.
2. Identify resources that would help to support or contribute to the success of the Banner Center or special emphasis.
3. Assist in the assessment and validation of training and educational programs or services of needs and interests and of the requirements of business and industry.
4. Review the long-and short-range goals and objectives of the Banner Center or special emphasis.
5. Assist in the acquisition and development of fiscal and material resources in support of Banner Center or special emphasis.
6. Advise on ways and means that the Banner Center can foster better employer and community relations, maintain a positive public image, and obtain favorable and supportive legislation.

B. The Advisory Council shall also address the following functions:

1. Keep the Banner Center informed on changes and trends in the economy and the labor market, including specific work force needs.
2. Assist in student recruitment in situations where local demand is not met.
3. Assist in providing student work and field experience opportunities and in placing qualified completers in appropriate positions.

4. Advise on the skills and qualifications necessary for faculty certification and employment and the continuing education of instructors.
5. Advise on guidelines for the acceptance of students into programs in which enrollment must be limited.
6. Assist in the establishment of standards for equipment, facilities, and instructional materials for the program(s).
7. Review and consider changes in the curriculum of the program, including the scope and sequence of courses.

A. Terms of Appointment

The initial appointment for membership to an Advisory Council shall be for one (1) year. Subsequent appointments may be for one (1) or two (2) years.

B. Composition

Each Advisory Council member has particular expertise and background because of the council focus. The mix of expertise and backgrounds of the members shall reflect these requirements as well as representation of both sexes and of racial and ethnic minorities.

C. Qualifications

Candidates for appointment as members of an Advisory Council shall possess the following qualifications:

1. Experience, knowledge, and interest in the particular logistics and distribution industry or identified emphasis.
2. Willingness to accept responsibility for

the time and service required for the appointment.

3. Civic and educational service responsibility and the desire to contribute to the advancement of the Banner Center and the community.

D. Banner Center Representation

Banner Center staff will serve as executive secretary of the Advisory Council. Educational members will be designated as ex-officio members of the Advisory Council.

I. OFFICERS

Each Advisory Council shall have two officers:

A. Chair

The duties of the chair are to:

1. Preside over meetings of the advisory council;
2. Work with the Banner Center in planning dates, times, places, and agenda of meetings;
3. Appoint, in cooperation with the Banner Center Staff, ad hoc councils or task forces;
4. Recommend candidates for new or replacement appointments to the advisory council;
5. Welcome new and reappointed members of the advisory council;
6. Represent the advisory council when appropriate and at selected council functions.

B. Vice-Chair

The duties of the vice-chair are to:

1. Preside over meetings of the advisory council in absence of Chair;

2. Work with the Banner Center in planning dates, times, places, and agenda of meetings;
3. Appoint, in cooperation with the Banner Center Staff, ad hoc councils or task forces;
4. Recommend candidates for new or replacement appointments to the advisory council;
5. Welcome new and reappointed members of the advisory council;
6. Represent the advisory council when appropriate and at selected council functions.

I. BANNER CENTER RESPONSIBILITY

To advance and facilitate the progress of each advisory council, the Banner Center, through appropriate means shall assume responsibilities that are to

- A. Advise members of significant developments at the Banner Center;
- B. Provide information regarding the purpose and functions of the council and the philosophy, mission, and goals of the Banner Center;
- C. Provide necessary opportunity for each advisory council to make reasonable recommendations and meaningful contributions to the Banner Center's programs and services;
- D. Respond to recommendations made by the advisory councils.
- E. Make available, whenever possible, the staff and facilities of the Banner Center to assist with council functions and the duties of officers.

II. MINUTES OF MEETINGS

It is the responsibility of the Banner Center to make certain a written record of all council action is recorded. The Banner Center Staff will keep written minutes of meetings that document all suggestions of the members along with actions taken.

Minutes should be prepared and distributed in a timely manner to each member of the advisory council. Additionally, one copy of meeting minutes will be directly forwarded to Workforce Florida, Inc. and posted on the Banner Center Web site.

PUBLIC RELATIONS

Acceptance and continued support of workforce development/education often hinges on a business and industry's knowledge of the various occupational training opportunities. Therefore, an advisory council should initiate and maintain an effective public relations program. For example, an advisory council may:

- **Provide** a communications channel between workforce development/education and the community
- **Stimulate** public awareness of workforce education needs and vocational education contributions
- **Serve** as an advocate of workforce development/education
- **Influence** workforce education support through appropriate community channels
- **Lend** credibility and stature to workforce education programs

THANK YOU!

. . . for volunteering your time and talents as an advisory council member! You are making a valuable contribution to the Employ Florida Banner Center for Global Logistics and the citizens of Florida. This handbook is written for you, an advisory council member, to provide an initial source of information on the purpose and operation of advisory councils.



A council composed of knowledgeable, committed, and participating members who understand their role is a valuable part of serving the best interests of Florida and her citizens.

Employ Florida Banner Center for Global Logistics

Three educational institutions form the Employ Florida Banner Center for Global Logistics: Florida Gateway College, the University of North Florida Division of Continuing Education, and Polk State College - Corporate College. These three partners work in concert with our consortium: Florida State College at Jacksonville, the University of Florida SCALE Center, Embry-Riddle Aeronautical University, Broward College, Gulf Coast Community College, and Miami Dade College.

The Banner Center serves as a resource for logistics and distribution education within the state of Florida. We provide training and education for the logistics, distribution, and transportation industries or for individuals seeking a new career or to obtain skills to further their career.

Florida Banner Centers are a commitment from the state of Florida's Workforce Florida, Inc., and the community colleges to help employees remain prepared to do their jobs well now and in the future; ensure that employers have a qualified, capable, highly trained, certified workforce to help make these companies more competitive; and to retain and attract these types of companies to Florida.



EMPLOY FLORIDA GLOBAL LOGISTICS BANNER CENTER ADVISORY COUNCIL MEMBERS

Dollar General

Florida State College at Jacksonville

Enterprise Florida

Cornerstone Regional Development

Partnership

United States Cold Storage Inc.

Polk County Works

Maersk Line

Florida Crown Workforce Board, Inc.

Gainesville Chamber & Council for Economic Outreach

Employ Florida Banner Center for Manufacturing

Workforce Florida, Inc.

Davis Trucking

Publix Super Markets

Central Florida Development Council of

Polk County, Florida

American Society for Transportation & Logistics

(AST&L)

Terry Dicks Trucking, Inc.

BDB of Palm Beach County

First Coast Workforce Development

University of Florida

Bilden Safety and Training

American Red Cross of Central Florida

CEVA Logistics

Florida Department of Education

Target

Florida Crown Workforce Board

Florida Department of Transportation

CSX/TRANSFLO

Material Handling Institute of America (MHIA)

Duval County Schools

Columbia County High School

Port of Jacksonville (JAXPORT)

Penser SC

Polk State College

NAI RealVest

Tampa Port Authority

Global Stevedoring

Landstar Global Logistics

Family Dollar

Grimes Company

Haines City-North East Polk County

Workforce Education

Lake City Chamber of Commerce

East Coast and Gulf Terminal Operations

Florida Trucking Association (FTA)

Baker County Chamber of Commerce

JM Family Enterprises, Inc.

Brazil Jacksonville Alliance

Cushman Wakefield

CHOICE Institute

BlueLinx Corp

North East Florida Education Consortium

Tampa Bay Partnership

Wal-Mart

Saint John's County Schools

LYNX Orlando

Embry-Riddle Aeronautical University

ICS Logistics

Chipola Regional Workforce Development Board

3SM Inc.

University of North Florida