

Hospitality & Tourism Advisory Board
MEETING NOTES
July 16, 2018
9:30 - 11:00 am
Indian Valley Campus
Building 27, Room 116 & 118

Attending:

Beth Pratt, Steve Cohen, John Manderfeld, John Self, Linda Frank, Rochelle Waltz, Pat Sorber, Frank Borodic, Kay Bradley, John Burkhard, Ross dePencier, Bridget Gleason, Tim Howard, Katheryn Horton, Johnny Campbell, Nancy Willet, Tammera Johnson, Heather Rahman, Paula Brannon

Agenda Items:

1. **Welcome and Introductions** – Dean Beth Pratt

2. **Introduction of new hospitality faculty** – Dean Beth Pratt

Dr. Pratt went over the contents of the packets given out at the meeting which included:

- A Marin I.J. news article for the Hospitality program

<http://www.marinij.com/business/20180710/college-of-marin-launches-hospitality-training>,

- A handout was given with the bios for the following new hospitality faculty:
 - Dr. Joe LaVilla
 - Dr. Thomas Padron
 - Dr. John Self
- List with all of the new Hospitality certificates/courses to be offered
- Education to Career meal schedule and sponsor needs
- Data sheet containing economic earnings in the industry

3. **Marin Economic Forum Reports Provided by James Morante** - Steve Cohen

- MEF connection the 3 E's Workforce Connect is key to community involving both non-credit and credit classes
- It has current funding for Marin, Napa, Lake and Mendocino counties
- Next step will be working with employers, including a survey that will be sent (will forward to hospitality committee soon)
- The other tier – Applied Business Technology – software, computer programs – try to find out where biggest needs are and where are the gaps.
- By end of year, MEF will announce connectivity and address what the next steps are for 2019
- Bio Marin and City of San Rafael is hosting a hiring fair next week and another will be coming in 2019
- Steve Cohen agrees that job hiring fairs are highly effective and will recommend that hospitality include one

4. **Scheduling the hospitality classes** - Nancy Willet, Beth Pratt, and Steve Cohen

- A review of the fall classes included introductory classes for all three Hospitality Management, Food/Beverage Management and Hotel Management

- Steve Cohen asked industry what are the best times to offer courses, flexibility being important
 - It was suggested that we might want to have 1 course in day and one at night and ability to do either one as industry is not 9-5 and schedules vary
 - One time a week is perfect for transportation needs and rotating each semester to evening versus day would work well
 - The suggested days of the week were Monday, Tuesday or Wednesday as industry is typically busier at the end of week/weekends
 - Dean Pratt asked industry if anyone offers incentives for attending classes
 - Marriott does. 60% reimbursement of classes and textbooks
 - Dr. Cohen asked industry if they thought about how many weeks to make courses, 8, ten, 12 or 17 1/2 and the following responses were noted:
 - Dr. Padron stated that it would depend on the content, Intro classes would work at 8 weeks, but the more content a course, the longer it should be
 - Dean Pratt asked if faculty were able to teach a hybrid course (online and on campus), and the response was yes
 - Katheryn Horton asked what a typical student would look like, and the response was ESL
 - It was noted that ESL students would be slower to move up, but they would highly motivated
 - A question was asked if students wanted to learn from managerial courses, and the response was many of 1st gen students don't know the possibilities yet and work was needed with employers in that respect (MEF will help)
5. **Marketing our new courses and certificates for fall 2018** - Katheryn Horton, Beth Pratt, and Nancy Willet
 6. **Update on Regional Strong Workforce Hospitality Initiatives** - Katheryn Horton and Steve Cohen
 7. **Education to Career** - Tara Arenas
 8. **Update Horticulture Building & Jonas Building construction** - Beth Pratt
 9. **Wrap up and next steps** - Beth Pratt
 10. **Optional tour of the new demonstration kitchen classroom and farm** – Steve Cohen & Heather Rahman