

COLLEGE OF
MARIN

Hospitality Management

Advisory Committee Meeting

Tuesday, July 14, 2020

1:00 PM – Zoom

Meeting Minutes

- I. Welcome
Tom Padron welcomed and thanked everyone for attending.

- II. Introductions
Tom Padron, Instructor, Hospitality Management, College of Marin
Brendan Carlin, General Manager, Cavallo Point
Brittany Ceres, Director of Human Resources, Skywalker Ranch
Audrey Le Baudour, Regional Director - Employer Engagement: Retail/Hospitality/
Tourism, Bay Area Community College Consortium
Joy Hermsen, Statewide Director, Retail/Hospitality/Tourism (R/H/T)
California Community Colleges Economic Workforce Development
Nancy Willet, Chair, Business & Information Systems Department, College of Marin
Katheryn Horton, Director of Workforce Programs, College of Marin

- III. Overview of Hospitality Management Program
Tom Padron presented an overview of the Hospitality Management program over the last two years. He explained the ebbs and flows of enrollments and the difficulties of marketing the program. Tom included ways in which the program was reaching out and adding value to the community through customer service certification courses as well as teaching HOSP 100 Introduction to Hospitality Management at two local high schools. He indicated that these would hopefully be continuing soon and that one high school is working to provide the course in the fall of 2020.

- IV. Introduction of the proposed new program: Event Management and Service
Tom Padron presented the proposed new program to the committee. He explained his vision through the coordinated use of the new Jonas Center on the Indian Valley Campus. Tom has met and been in contact with Greg Nelson, Assistant Superintendent & Vice President of Administrative Services, who is also the project manager. Greg is amenable to the idea of working with the program and students. Tom was recently introduced to a key individual who will oversee the daily operations of the Jonas Center and will be contacting this person soon.

The proposed program including an Associates' Degree for Transfer, as well as a Certificate of Achievement, and a Skills Certificate were presented. Tom sent the

information to the committee members before the meeting. He explained the courses in general and detailed the thought process behind the proposed curriculum and the sequencing of courses. Tom stated that the proposal was approved by the Strong WorkForce Committee and was funded for him to develop the program, curriculum, and build an agreement for the collaboration with the Jonas Center use for academic and experiential learning purposes.

V. Discussion

Brittany Ceres stated that she supported the courses and ideas presented. She indicated that the certification course (HOS 215 Hospitality Industry Certifications) was a great idea and that it would have tremendous value to the students and industry.

Brendan Carlin concurred and added that an internship would be beneficial to students in the program. He noted that there would be synergies between the needs of his property and employees along with courses that are proposed in the program. He also stated that he very much was interested in and was supportive of the HOS 155 Professionalism and Etiquette course.

Joy Hermsen stated that an internship could be a one-unit course and added there are pros and cons and provided examples of programs that have an internship in Southern California. She also stated that her role and her department are very integral in the marketing and advertising

Audrey Le Baudour stated that she liked the addition of General Education (GE) status for the HOSP 100 Introduction to Hospitality Management course. She added that she would assist with marketing the program to a larger group. Audrey suggested two ideas: 1. adding a one-unit Social Media course or adding on to another course, 2. adding a Sexual Harassment certificate to the program. Tom Padron stated that there is an industry certification course through the American Hotel and Lodging Educational Institute (AHLEI) and that he would look into it further along with the social media course. Nancy Willet added that there is a course already at COM and we could look at a collaborative course.

Katheryn Horton added that an apprenticeship or internship would be valuable and could be a possibility with the local hospitality business. She also posed the idea of credit/no-credit courses as a possibility to reach a larger audience specifically those who merely would want a course and not a certificate or degree.

Nancy Willet stated to add some courses and create an area A and B for elective courses that are for the Associate's Degree.

The committee members were very supportive of the proposed new program and the ideas that detailed the proposal.

VI. Next meeting

Tom Padron informed the committee that the next meeting date was not set but suggested that the meeting be scheduled at the beginning of 2021.