

Mission College
Hospitality Management Advisory Council
11/7 meeting; HM building, 9:00 am
Meeting minutes.

Greeting.

Introduction and thank you for coming.

Please review the following notes and provide additional comments and corrections.

Attendees:

Kate Sullivan, SJSU; Peter Evenhuis, Holiday Inn; Dan Laguna, Starbucks
Lorraine Rees, HM Instructor; Sherrie Carreno, Courtyard by Marriott
DeWanyne Richardson, HM Student; Russ Mancillas, HM Student
Teri Owens, Embassy Suites; Kim Carson, Entrepreneur Haze Dennis; Scott Brunson
Susan McDonnell, Misson.

Confirmed members not in attendance:

Jennifer Dahlen, ARAMARK, (SC Convention Center)
Amy Peak/ Jennifer Liu Teter, joie de vivre
Albert Yu, Four Seasons
Miho Tomura, Ramada
Fairmont- Marshall
Westin Palo Alto - Anna

After a hearty discussion the following major suggestions were put fourth.

- 1) Need to define program identity, purpose and focus; revision of department mission statement and learning outcomes. It was suggested that confusion here might contribute to low completion rates.
- 2) Inclusion of management of environmental “green” practices in curriculum.
- 3) Development of interactive, web-based networking & contact mechanisms.
- 4) Ensure food merchandizing strategies are included in marketing course.
- 5) Development of event planner curriculum: course, sequence of courses, certificate? Culinary arts is in process, baking and pastry Scott working on. Board thought these certificates/degrees were a long time coming. Two members thought we were CA already, common reaction.
- 6) Review and possibly revise course titles, certificate title.
- 7) There is perceived value in the fundamental food certificate, plus possibly one more mid-unit certificate. In between the 17units and 45 units.
- 8) Support was enthusiastically expressed for the development of a lodging based certificate.
- 9) In lieu of enrollment restrictive pre-requisites, suggest implementing entrance exam for students wishing to take higher-level courses out of sequence or on a stand-alone basis, and/or students with prior experience. Process is in place but not enforced yet through system.
- 10) Agenda items not discussed: internships, advertising and outreach brainstorming, council member benefits.
- 11) Haze Dennis will send out dates for 2013 meeting, same time frame.

Many members expressed interest in spearheading some of the aforementioned tasks. Haze Dennis will formalize task assignment list and forward to council.

Meeting adjourned at approximately 10:50am