



Hospitality Management – Industry Advisory Board

Friday, April 12th, 2013 - (10:00 am)
Mission College Hospitality Management Building

Meeting Minutes May 2013

Welcome and introductions

- *Handout: member lists; historical credentials, new culinary arts proposals; outlines for sequenced certificates., agenda.*

Purpose of Advisory Board

- *Asked what could HM do for you; most response was opposite. All felt purpose of board was to aid and assist department. Assumed first contact for qualified help, saw that as maintenance.*
 - *Job fairs (suggested that we do one), work experience sites, internships (explained difficulty with “traditional internships vs. 4 year schools), scholarships if funds available (tight right now). John D. flat out said could not support scholarship right now, but loves the idea.*

Program Status/Update

- *Enrollment – explained about efficiency targets and impact of 1) stuffing lab classes, and 2) how lab classes lower efficiency, 3) attempt to make up in lecture courses. Tough with economy is booming and enrollment is low.*
 - *Budget – most thought to develop ops class sales and catering a good ideal. Suggested getting into the wedding business with new facility and expanding campus, other events?*
- Staffing*
- *Outreach activities – much more active and funded in the past. Bill Bender suggested expanding use of social media, works for him.*

Special Events

Marketing

Open Discussion: suggestions to improve above

- *Catering increases, take over cafeteria, wedding business is more bang for buck; corporate events but careful not to undercut commercial caterers. Currently we turn down more business that we can accept. Rollover is offered to select catering companies. Also many caterers call for infrequent student help.*

Validate Curriculum

Certificates

Degree

Culinary Arts (new)

Baking and Pastry (planned)

Other credential suggestions

- *To a person the board was impressed with our existing credential and even more impressed with the culinary arts, the talk of the baking proposals and the sequenced certificates. Everyone felt that the shortening of the fundamental certificate might gain traction with industry to send current employees. Current/historical credentials as well as culinary arts, baking and pastry, and proposed sequence of three certificates earned en rout to core degree/certificate. Kate and board suggested including hotel aspects of one of the credentials and/or creating a lodging based certificate, not a degree. Given the catering and general popularity and growth of special events and catering, board suggested offering existing catering class as well as looking into the development of an event planner/catering certificate.*

College Emphasis on Revenue Generation/Impact on Program

- *Some caution expressed about losing education and training focus and concentrating on commercial. Susan spoke to big difference between running commercial and “training” to run commercial.*

Best of Best Fundraiser: May 2nd. *All looking forward to event.*

Brainstorm opportunities/threats

- *49er stadium, connect with Centerplate. Explained that connection was already in progress.*
- *Weddings (alcohol issue or beer and wine only).*
- *Reconnect with certification organizations, ACF, CME, CMP, NACE, etc. Monthly meetings???* Perhaps student representatives.
- *Tips training??*

Today's/tomorrow student needs - discussion

- *Like the concept of running school cafeteria, will need permanent staff but rotating managers/supervisors? If do this transition Quantity class to cafeteria and run modified rest ops twice a year???*
- *Bender: willing to work with us on: marketing, social media.*
- *John D willing to take lead on Weddings....and Funerals (celebrations of life) booming business.*

- *Farm to table popularity - explained food cost issue. Future item.*
- *Integrate cafeteria operation into: purchasing, cost control, leadership.*
- *Kate, increased frequency of SJS students using HM as intern site. Past students are great and learn a lot. According to Kate they like working here.*
- *If indication from district, cafeteria team: Dan, John and Kate.*
- *Industry skills needs: server course, service, tips, table side.*

Frequency of meetings and next meeting

- *Later summer or early fall, depending on schedule. Lots of summer travel so most likely aim for Sept/Oct.*

Tour - only new member took tour, most have seen it.

Present: John D'Ambroso, Bill Bender, Sherrie Carreno, Kim Carson, Dan Laguna, Kate Sullivan, Daniel Arias, Al Yu, Amy Peak (for Jennifer), Haze, Scott and Lorraine Rees.

Approx 2.5 hrs.