

Hospitality Advisory Board Meeting

Thursday Sept 24, 2015 10.10am till 11.30am

Seminole Campus Room REC210

Attending:

1. Claudine Cooper - Instructor-in-Charge of Hospitality Management
2. Dr. April Bailey - Academic Chair Seminole
3. Jacob Wortock - Employment & Internship Coordinator
4. Sandy DeCarlo - Outreach Specialist Career & Technical Education
5. Sandy Ho - Vice President of Human Resources Great Bay Distributors, Inc.
6. Rhonda Sanborn - Hospitality Education Director VisitStPeteClearwater
7. Dan Babbitt - VP of Human Resources Hooters
8. JC Ayers - VP of Human Resources Hard Rock Hotel and Casino

Absentees:

1. Dr. Greg Nenstiel - Dean of College of Business
2. Mike Kraskow - Senior Human Resources Business Partner Bloomin' Brands, Inc.
3. Robert Haber - Director of Human Resources Hilton St. Petersburg Bayfront
4. Jay Dempsey - Regional Manager at IHG
5. David McDonnell - President of Sell More Rooms
6. Heather Alamillo - General Manager Springhill Suites
7. Justin Sharp - Associate Market Manager Tampa/Sarasota Expedia
8. Steve Springham - General Manager Magnuson Hotel Marina Cove
9. Justin Sharp - Associate Market Manager Tampa/Sarasota Expedia
10. Dannette Lynch - Regional Director of FRLA
11. Viviana Leyva - Director of Human Resources of The Vinoy Renaissance Resort and Golf Club
12. George Glover - Director of BayStart Hotel Group
13. Donna Duba - Director of Human Resources Sheraton Sand Key
14. John Kelley - Vice President of IHG
15. Dannielle Neville - General Manager of Fairfield Inn

Minutes:

1. Claudine Cooper - Welcome and Introductions

- a. We would like to welcome everyone and unfortunately many of the advisory board could not be present today.
- b. There are 6 things on the agenda that we want to cover today and would appreciate your feedback.

2. Claudine Cooper - Enrollment numbers for past 5 years

- a. As you can see from spreadsheet we show a steady growth for the past 5 years as regards enrollment.
- b. Since fall 2014 we have had a 15% increase in enrollment and our immediate goal is to increase the numbers especially in reference to completion rates as regards to students finishing what they started.
- c. We have had great success in students completing certifications.

3. Claudine Cooper - Curriculum Revitalization and Collaborative Lab

- a. We have revised the course descriptions and hope to share with them with you soon in a collaborative lab setting.
- b. Over the summer, Dan and I completely revitalized the HFT1941 Operations and Practicum which is the perquisite class to the internship class.
- c. Here are some of the things are being covered in the class:

Jacob Wortock- internship, resumes and cover letters
Understanding the Rules of Etiquette
Creating a Powerful First Impression
Dress for success - Speaker
Interviewing
Maintaining Business Relationships
Networking and LinkedIn Page
Basic Communication Etiquette
Ritz Carlton Credo
Basic Digital Etiquette
Basic Dining Etiquette
Special Dining Events
Successful Meetings
Cross-Cultural Etiquette
International Etiquette and social norms
Mock interviews

4. Jacob Wortock - Graduate Placement in Industry

- a. We have had many success stories from students that have completed internship and then landed full-time positions.
- b. We are implementing a tracking system to see where students after placed they graduate.
- c. Internships are very important and some are paid and some are not.
- d. We use a software called "Optimal Resume"

5. Claudine Cooper - Current initiatives to build enrollment

- a. This past June I visited 58 hotels 2 1/2 days in both Clearwater and St. Petersburg to market both our program and our "First Class Free". I left many fliers including my business cards.
- b. Also discovered while meeting some of the GMs and HR people that many didn't know a lot about our program.
- b. Sandy has been working with some the hotels both with her contacts and the hotels I visited to ascertain if they have a tuition reimbursement plan.
- C. To date we have identified 8 hotels as along as the employee has been with the company a year.

6. Claudine Cooper - AHLEI and ManageFirst Certifications

- a. Greg and I met with the VP of Education of AHLEI to discuss all the certifications.
- b. We identified 3 certifications that feel would be benefit for our program:
 - 1. Certified Customer Service Professional.
 - 2. Certified Hospitality Supervisor.
 - 3. Certified in Hotel Industry Analytics.

7. Claudine Cooper - Career Exploration Event Nov 2015 and Informational Sessions

a. Tuesday Nov 10th we have another event with 7 industry executives as part of a panel followed after by a networking event where students can meet employers and talk about possible opportunities.

Comments:

1. Sandy Ho – HFT1941 course that you revised with Dan looks great.
8. Rhonda Sandborn – Collaborative Lab with all the advisory board members would be very beneficial.