

## **Hospitality Advisory Board Minutes:**

4/11/17

Attendees BOA: Dan Babbit, Jose Gutierrez, John Bittrich

SPC Members: Sandy Decarlo, Annamarie Sisson, Marta Przyborowski, April Bailey, Nicolle Panuthos, Michael Poliquin, Christy Pagano, Greg Nenstiel, Michael Ewell, Patricia Hanrahan and Tikiia Hannah

### Introduction:

We reviewed the enrollment number for the Hospitality (HFT) program. The numbers are low.

### Discussion:

- To improve the numbers, we need to focus on contacting high schools. There are six high schools in Pinellas County with hospitality programs. And we need to focus on marketing to businesses because it is the leading employer in Pinellas Co.
- We had a discussion on improving the numbers. We believe the numbers will improve once we hire an Instructor-in-Charge for the program. This person will have both academic and outreach responsibilities. They will be helpful in marketing the program to the local business community.
- We discussed the new revisions to the HFT curriculum. The board agreed that infusing business courses along with eight-week, online courses will enable students to complete the program faster. Also adding an Events Planning course will diversify the program. These changes along with removing some redundant courses from the program will increase our student success and completion rates.
- We had a good robust discussion on adding a sports management program at the bachelor's level and the board thought this was a good idea. There seems to be a strong relationship between HFT and Sports Management.