

College of the Redwoods
Hospitality, Restaurant & Culinary Arts
Advisory Committee Meeting
February 11, 2010, 9:30-11 AM; Conference Room
Eureka Downtown Site, 605 K Street, Eureka

PRESENT: Tony Smithers, Paul McNally, Ron Garrido, Beverley Wolfe, Steve Brown, Pru Ratliff, Dona Moxon.

UNABLE TO ATTEND: John Porter, Charlotte McDonald, J. Warren Hockaday, and Marjorie Carson.

Dona updated the committee on current program activities. She noted that curriculum updates were in process and Advisory Committee suggestions, scheduled on today's agenda, would be an important component in the update process. Steve provided information on the curriculum review process.

Tony suggested that a recommendation be made for students to complete a basic business marketing class prior to enrollment in the hospitality marketing course. General discussion was held about this suggestion with a consensus that it would be helpful to students planning a career in hospitality sales, marketing, and management.

Beverley stated that she expects students to have basic knowledge about the hospitality industry and be ready to learn and work in her business. She noted that food and beverage cost control is vitally important and asked about the HRC hospitality math curriculum.

Steve discussed general math curriculum, noting that the hospitality curriculum was more focused on the industry and industry needs. He stated that the Business & Technology math class is really an Excel class, teaching the use of spreadsheets in business accounting. He said we could explore the possibility of HRC students utilizing this class for their hospitality math component.

Beverley noted that perhaps the HRC Food and Beverage Cost Control class curriculum content should be reviewed and be renamed as a Hospitality Cost Control class instead.

Tony expressed again that HRC students should be encouraged to complete some business classes before enrolling in the HRC program.

Paul stated a need for students to understand basic accrual accounting. He suggested the program course offerings be fortified in this area, as a fundamental element in successful hospitality business growth and success. Beverley agreed.

Dona asked committee members if they felt additional course offerings were needed, such as hospitality point-of-sale (POS) software training. General discussion was held regarding various hospitality software programs and their uses. It was agreed that basic POS software training and experience would be a benefit to employers hiring HRC students.

Paul suggested that training in hospitality property management systems would be a good marriage with POS training.

Steve suggested that Advisory Committee members provide ideas of vendors and contact information for further investigation of these systems. He requested that this information be sent to Dona.

Open discussion was held regarding the restaurantowners.com website, the hospitality program at Lane Community College in Eugene, Oregon, and the establishment of a restaurant class where students take over a restaurant and prepare lunch for patrons two or three days per week.

Dona reported on other HRC activities including a recent career training workshop for high school counselors and educators where the HRC program was explained; fall course scheduling, grant opportunities for program equipment and training materials, and a proposed hospitality job fair sponsored by Hospitality 101 and College of the Redwoods.

Beverly asked about the possibility of cross training HROP and HRC students in subjects such as hospitality math. She also suggested consideration of an annual event where HROP students and HRC students get to know one another and help to promote enrollment of students from HROP to the CR HRC program.

Respectfully submitted,

Dona Moxon
Program Coordinator
Hospitality Restaurant & Culinary Arts
College of the Redwoods