

College of the Redwoods Restaurant Hospitality Management Advisory Committee

January 27, 2016 5:00-6:00 pm

MINUTES

Present:

CR Representatives- Marla Gleave,, Leigh Blakemore, Pat Wille, Jeanne Schoenstein, Montel VanderHorck, Michael Dennis.

Industry Representatives – Lowell Daniels (VI Restaurant); Mary Ann Bansen (Ferndale Sr. Resource); Jeff Brustman (Samoa Cookhouse); Tony Smithers (HCCUB); Ashley Mitchell (Bear River Casino); Alegria Sita (Gala Events and Weddings); Dan McNally (Ingomar Club); Ron Rudebock (HSU Dining Services)

1. Welcome and introductions.

- Marla reviewed the purpose of the committee, to provide guidance and insight for the RHM program based on current industry needs.
- The focus of tonight's meeting:
 - Marketing to attract new students with the skill set needed to succeed in our area.
 - Discussing of Program Learning Outcomes (Michael Dennis)
 - Cooperative Work Program (Montel VanderHorck)

2. Review of last meeting minutes.

- Minutes from the meeting on 4/29/15 were reviewed. Mary Ann Banson moved to approve the minutes. Jeff Brustman seconded. Ayes: unanimous Motion carried.

3. Cooperative Work Experience presentation and discussion (Montel Vanderhorck, Cooperative Work Coordinator).

- Montel explained that Cooperative Work is essentially built into RHM program.
- Students receive units/credits for participation.
- The student must acquire the position on their own and it can be paid or unpaid.
- Montel doesn't have a mechanism to place students into jobs; they must find the position on their own which is part of the learning process.
- Once the student has found a position Montel will communicate with the employer and faculty member to discuss learning objectives of the position.
- RHM students need between 240 and 300 hours or work experience to complete the degree and students must complete 75 hours per unit if the work is unpaid and 60 hours per unit if paid. RHM students usually take about 4 units.
- The student also needs a faculty advisor.
- Montel answered questions from committee members. Lowell Daniels asked how it works. Some examples of positions were discussed.
- Montel also talked about how the Cooperative Work Experience has changed in the last few years.
- Alegria Sita talked about her experience with Humboldt State and the hoops the businesses go through to participate.
- Montel also explained that they offer a stipend and also the program is project driven, so the goals are more measurable.

4. Program Learning Outcomes discussion.

Michael Dennis referred to the document he provided, discussed the PLO's that are required with CR programs. He asked for feedback on the most critical skills is needed to help create updated current Program Learning Outcome.

Some ideas that were presented:

- Ron Rudebock (HSU Dining Services)- feels that students need to visit the place they are applying to get a feel for the atmosphere. He hires students who have no idea what is involved with the job.
- Lowell Daniels thinks that customer service skills are lacking.
- Helping students to adjust expectations and preparing them for professionalism.
- Marla asked the group to review the PLO's and offer some goals that are not included currently.

Michael asked if there were any gaps in the current PLO's.

- Appropriate dress, attitude, professionalism.
- Flight Attendant and Cruise Ship training programs may be a resource to look for training for some of the issues brought up today.
- Knife skills.
- Special Diets.
- Menu planning.

Michael then asked what the most critical skills are:

- Motivation.
- Manager needs understanding of accrual accounting.
- Math skills.
- Counseling on presenting themselves.
- How to dress for the job.
- Interview skills. The interviewer is seeing the student at their best, students should present at their best.

5. Discussion on marketing the RHM program

Marla shared that there was extremely low enrollment and 2 classes were cancelled. Online classes remain in double digits. How can we get some of the industry employees to attend classes, what days and time would work for them. We may also add high school students with Dual Enrollment. Marla wants to brainstorm ways to marketing. Marty, the new Marketing Director is here to participate as well.

- Lowell Daniels suggested using "Success Stories" promoting the people who have been successful. Ashley Mitchell from Bear River is part of the Advisory Committee and graduated from the program and is now the Bar and Beverage Director at Bear River.
- Ashley shared that the wages in Restaurant Management is a well-paying job in Humboldt County. Marla said that the program changed from Culinary to the Management because of the need for well-paying jobs.
- Ashley Mitchell asked about job placement. Marla explained that we can't really promise students positions but that Cooperative Work is an integral link in the program and could potentially lead to employment.
- Mary Ann Bansen asked about Career Days and Middle school visits. Marla explained that there isn't a kitchen, most want cooking, but the program does not concentrate on culinary.
- Marla would like to get suggestions on populations to focus on for Marketing.
- Ashley Mitchell asked about not focusing on the degree, but as skill builders for her employees.
- Mary Ann Bansen feels there is interest in culinary classes, but Marla explained that cooking classes would fall on the non-credit department.
- Marla asked what times for classes geared toward employees would work best. Lowell Daniels said he would schedule around the class if they want to send employees.
- Alegnia Sita- Target Businesses to train employees instead of only targeting students.
- Ashley Mitchell has sent several of her employees to some of the classes to increase training, even if they don't complete a certificate or degrees.
- Tony Smithers- Sell hospitality careers, people talking about careers they enjoy.
- Lowell – can work in positions where people can earn enough to live on working 2 days a week (bar tender)
- Paul McNally asked if we track the completers. Marla explained that Institutional Research. Paul suggests using success stories.
- Find successful professionals that may have taken classes such as ours, use them for publicity
- Alegnia Sita- #1 form of advertising is video, use for social media etc. Videographers available locally.

6. Discussion on skill set needs of employees and how RHM can fill those needs.

- Mary Ann Bansen- need students who are trained
- Marty-Student success stories and employers and merge them to market the program.

- Pat – how many internships turn into jobs?

Marla thanked everyone for their time and coming. She asked everyone to spread the word and talk to their employees. The RHM committee members are part of the marketing. She will communicate the information appropriate for non-credit and community Ed.

Lowell Daniels feels this was a much more productive meeting than last year, and feels that the 1 ½ hour meeting is not too long and is happy to participate. Others agreed.