

# **Restaurant and Hospitality Management Meeting Minutes**

**May 7th, 2018 3:30 – 4:30 p.m.**

**Place: HU 218**

## **Present:**

### **CR Representatives:**

Angelina Hill

Leigh Blakemore

### **Industry Representatives:**

Debbie Sanders          Dalianes Travel

Jeff Brustman          Samoa Cookhouse

Tony Smithers          Humboldt Co. Convention & Visitors Bureau

Lowell Daniels          Victorian Inn

Ashley Mitchel          CR Dining Services/Cafeteria

The meeting was called to order at 3:37pm

## **Introductions and Role of the Advisory Committee**

- Angelina reviewed importance of hearing from the community members. Advisory committee can input about jobs and specific skill sets needed in the community.

## **Open discussion about RHM Program**

### **Discussion on skillsets needed in the industry**

- Tony – identified difficulty staffing qualified people.
- Angelina – is this specific for entry level jobs or throughout different level of jobs?
- Lowell- the issue is across the board, the more skilled jobs are the ones more in demand.
- Angelina – explained the Chancellor Office has put out the World of Word curriculum teaching soft skills. A workshop was done last semester. Courses have been offered in the past but people don't realize they need these skills. Discussed how parents are wanting students to go into a transfer pathway. HCOE recently had a trade's day and the message was that we need to rebrand the parents and then we can get the students on board.
- Jeff – there has been a change from older "career" servers to younger people coming in just for a little while

### **Job Placement/Compensation for completing a certificate/degree**

- Angelina – How can we better link potential students to community members? Recommend upcoming workshops to employees.
- Discussion about whether or not local business owners would compensate students who receive a RHM certificate or degree. Lowell Daniels with the Victorian Inn states he possibly would. Leigh stated there are scholarships available through the American

Culinary Federation and grants that can be given to employers to support students. Lowell has participated in such a program. Although it did not work out with that specific student in the past he would consider trying it again.

### Community Education

- Angelina - Community Ed office has become really active and has been interested in doing knife skills workshops and cocktail making workshops. If there are particular things where a credit course isn't needed a noncredit course could be used.
- In previous years Tony Smithers has put together a course that was funded by the Lodging Alliance called Hospitality 101 which included customer service and complaint resolution. Tony explained there are a lot of pieces to add to that class and it would be great to partner with CR to have a more regular course and the Advisory Committee could help with the curriculum and presenters.
- Angelia explained that she would take the idea to Community Ed.

### Marketing/Enrollment

- Ashley explained how there is a shortage of cooks. Ashley also discussed the possibility in the future of students completing internship in the CR Cafeteria Kitchen.
- Angelina spoke about recent seismic findings regarding the CR cafeteria.
- Ashley – inquired about why we don't do a full program here? What if we could help with job placement and have a connection with local businesses for job placement.
- It was discussed how the loss of the kitchen in Arcata led to declining enrollments. The new Dean Kerry Mayer (starting in July) is embedded in the RHM community.
- Tony Smithers inquired about who is going to the high schools to recruit students. Local high schools identified with culinary programs include: Arcata, Fortuna and Eureka High. Leigh explained that students want to cook. It was discussed that there is also a shortage of cooks.
- The possibility of using local kitchen in the community/high schools for classes was discussed. Leigh brought to attention that high school students want to cook but they aren't interested in management and cost control.
- Ashley – brought examples of CR marketing. She brought up the importance of relating the program to obtaining an actual job
- Angelina – Asked if there are any other skills sets where a credit course might not be needed but Community Ed could do a training for specific skills. Are there jobs you are having difficult time finding skilled workers?
- Lowell identified soft skills such as appearance and interactions.
- Angelina - When you're going to be hiring someone would you could have them go through our adult education (they are totally free to students) and maybe that could be a requirement for employees.
- Lowell – explained that Tony has put on his course and has had every one of his employees participate.

- Tony calls the course Concierge Training, there could be a lot of expansion for example a whole class on table service or front desk work.
- Angelina – we hear this in more extreme from Crescent City in trying to find people for hotels and restaurants, the issue is that people don't see that soft skills are necessary and can help them.
- Tony explained that his organization has over 300 businesses and he can communicate classes and workshops to the industry. Tony expressed interest in working with Community Ed.
- Ashley – discussed night class times and how RHM students typically work nights.

### **Meeting Takeaways**

Approach potential partnership for a kitchen

- Jefferson center
- Redwood Acers
- HCOE conference center
- Local High Schools
- River Lodge
- Humboldt County Fairgrounds

Community Ed

- Table Service
- Front Desk
- Hospitality 101

Scholarship/Internship Route

Marketing