

Chaffey ^ College

Hospitality Management Advisory Board Meeting Minutes

October 27, 2017 12:30pm to 2:30pm

Board Members Present:

Juan Arriola	Alumni, Chaffey College HOTFS Program
Shireen Awad	Administrative Assistant II – Chaffey College
Rita Elias	Events Coordinator, Chaffey Chino Community
Todd Engel	Executive Chef, Food and Nutrition Services, Kaiser Permanente
Larry Feemster	Owner, Some Crust Bakery, Claremont
Andrew Feldman	Culinary Arts, Hospitality and Nutrition Department Chair, Glendale Community College
Anh Le	Franchise Owner, Nothing Bundt Cakes
Kimberly Louis	Foods and Nutrition Teacher, La Sierra High School
Clay Miale	Director of Sales and Marketing, HMG Hospitality
Christie Miller	Culinary Arts Teacher, La Sierra High School
Shirlene Nowling	Director of Sales and Marketing, Double Tree by Hilton, Claremont
Joanna Randall	CTE Department Chair at Ontario High School
Jessica Valencia	Student, Chaffey College HOTFS Program
Cindy Velasquez	Alumni, Chaffey College HOTFS Program
Phil Waimrin	General Manager, California Pizza Kitchen
Mark Forde	Executive Chef/Associate Professor Culinary Arts/Program Coordinator, Chaffey College
Dr. Teresa Hull	Dean, Chaffey College Chino Campus and School of HFIC
Daniel Bentum	Professor of Hospitality Management, Chaffey College
Christine Phillips	Administrative Assistant II, Chaffey College

Chaffey ^ College

Proceedings:

- Welcome and Introductions
- Reports and Updates by Chair, Mark Forde

Curriculum Discussion and Review

- Culinary Arts Certificate – curriculum has been rewritten to expand program and improve what is being offered to the students as of Fall 2017
- World Cuisine class will be rolled out in Spring 2018
- Baking Certificate will begin offerings as of Spring 2018

Event Planning Certificate

- Event Planning Certificate of Achievement curriculum has been written which is 25 units
- Labor market data for the Inland Empire indicates that this is a growing field with nearly 3700 job openings through 2021. The median hourly wage is \$20-21/hr and the median salary is \$46,000 per year
- Shirlene Nowling stated that when hiring staff that she would look at an individual differently if they did have this certification
- This certificate includes courses in social events, conventions/seminars and sales and marketing
- Chair Forde opened up the floor for input from members regarding the catalog description for HOTFS 450 Principles of Public and Private Event Planning and HOTFS 451 Social Events and Convention Planning and if there is anything missing:
 - Shirlene Nowling suggested having curriculum that follows the trends in set-ups for banquets, seminars etc.
 - Rita Elias added that floor plans and set-ups should be included
 - Juan Arriola added that from his experience graphics, social media, online and software skills are valuable
 - Clay Miale shared that skills in regards to managing vendors is valuable

A motion was made by Andrew Feldman in favor of an Event Planning Certificate – Christie Miller seconded – all members of the Advisory Board voted yes by a show of hands in favor of Event Planning Certificate. No abstainers.

Culinary Arts AS Degree

- Culinary Arts AS Degree will begin offerings as of Fall 2018 – this will be a 56 unit local degree that has been approved by the Chancellors Office.
- Culinary Arts AS Degree is a mirror of the Culinary Arts Certificate that is currently being offered.
- We are encouraging students who complete the certificate to then go and complete their General Ed electives and get a Culinary Arts degree.

A motion was made by Christie Miller to accept the Culinary Arts AS Degree as it is – Juan Arriola seconded the motion - all members of the Advisory Board voted yes by a show of hands in favor of the Culinary Arts AS degree. No abstainers.

Chaffey ^ College

Cooperative Education

Clay Miale shared that Title V has changed the structure of cooperative education and internships. Students need to develop their own learning objectives to use with their coach at the job site, which they now find on their own. We are looking at sites/partnerships that will provide our students good mentors/coaches and not look at the student as a free labor opportunity. 60 unpaid or 75 paid hours equals one unit.

Discussion Questions:

- 1) What is the current employment climate in the Hospitality Management, Culinary Arts & Event Planning field?
 - A discussion ensued with members stating that the employment outlook is good, competitive and that employers are always looking for good candidates.
- 2) What positions/promotional opportunities are available for our graduates?
 - Chair Forde shared that sales coordinators positions at Compass Group are available.
- 3) What technical/work skills do you consider most important in candidates looking for entry-level positions?
 - Shirlene Nowling stated that common sense is a desirable skill.
- 4) What computer skills are important in your workplace?
 - Clay Miale shared that he thinks the use of software like Outlook and other basic technologies are very important.
- 5) What soft skills are the most important to you?
 - A group discussion ensued and the consensus was customer service skills were number one along with a desire to want to work in the hospitality industry.
- 6) What would you tell an “intern” at the beginning of their internship in order for them to succeed and do you hire interns after they graduate?
 - Anh Le states that she prefers to hire someone with a good attitude versus the skills they may not have as she can teach them the trade.
 - Andrew Feldman shared that the intern needs to develop their own learning objectives to get the most from their placement.
- 7) Based on community need, are there any other areas of training in the hospitality industry that you would recommend we add to our certificate or degree programs?
 - Andrew Feldman stated that Dietary Supervision might be an area to expand curriculum, as there is large growth as the demographic ages as well as resume workshops and interview skills.
 - Anh Le stated that interview skills is an area that needs improvement and knowing what questions to ask on an interview.
 - Jessica Valencia stated that the students would benefit from taking an interpersonal skills class as she felt this was a valuable experience.

Chaffey ^ College

The consensus from the board members in regards to Hospitality Management students was that the employment climate looked positive, that there would be growth in the future and a need for qualified individuals. Outside of school training, the individual would need to be ambitious, have strong people/communication skills, be able to work well with others, as well as have a willingness to learn and grow.

Faculty and Equipment Requests:

Equipment (in order of importance)

- 1) Vollrath 5 quart tabletop mixers (commercial) 6 each – This will eliminate the situation whereby students are forced to wait in line to use a mixer.
- 2) All new stainless steel saucepans and sauté pans
- 3) Sous Vide Machine - Technology used in healthcare and the commercial food industry.
- 4) Cook Shack Wood Fired Pizza Oven – Bistro class and training
- 5) Robot Coupe - Immersion Blenders 2 - 12 inch handheld for soups, sauces etc. and to teach students the industry standard
- 6) Dynamic Supermixer - 21 inch for soups, sauces etc. and to teach students the industry standard
- 7) Small wares replacement such as utensils, sheet pans, measuring cups etc.

Faculty

Full Time Faculty Baking 2019/2020 – this position will be required, as we move toward the Baking Certificate that includes cake decorating, artisan bread classes etc. Our goal is to continue to expand the program.

A motion was made by Andrew Feldman in favor of faculty and equipment requests – Todd Engel seconded – all members of the Advisory Board voted yes by a show of hands in favor of purchase of equipment. No abstainers.

Closing Remarks:

Chair Forde thanked all the members for their valuable input and for attending this year's meeting. Our goal is to continue to improve the programs we are offering to meet high standards and the needs of the students.

Minutes submitted by Christine Phillips – Administrative Assistant II, Hospitality Management, Chino Campus, Chaffey College