

# Chaffey College

## Hospitality Management

### HOSPITALITY MANAGEMENT ADVISORY BOARD MEETING MINUTES

November 5, 2020

2:00 pm – 3:00 pm

Meeting Facilitator: Daniel Bentum

#### **Board Members Present:**

Darrell Warren	Hospitality Management Student, Chaffey College
Darlene Bradley	Catering Sales Manager, Hilton Anaheim Convention Center
Joy Hermsen	Statewide Director, Retail/Hospitality/Tourism, California Community Colleges Workforce Economic Development
Mechelle Best, PhD	Professor & Chair, Department of Recreation & Tourism Management California State University – Northridge
Lee Blecher	Director/Professor, Hospitality Management, California State University – Long Beach
Rita Elias	Event Coordinator, Chaffey College
Juan Arriola	Assistant General Manager, Hyatt Hotel, Ontario, CA
Brandin Morales	Sales and Marketing Manager, Red Lobster
Richard Garcia	Regional Director, Tharaldson Hospitality
Marsha Serrano	Marketing Assistant, San Bernardino County
Phyllis Meng	Professor, Facilities Management, Chaffey College
Clay Miale	Sales and Marketing Director, Ontario Gateway Hotel
Mark Forde	Executive Chef/Associate Professor Culinary Arts/Program Coordinator, Chaffey College
Dr. Teresa Hull	Dean, School of Hospitality, Fashion, Interior, and Culinary Arts, Chaffey College
Holly Pennington	Administrative Assistant II, School of Hospitality, Fashion, Interior, and Culinary Arts, Chaffey College
Dr. Daniel Bentum	Professor of Hospitality Management, Chaffey College

#### **Meeting Facilitator:**

Dr. Daniel Bentum M.A., J.D., Professor, Hospitality Management

#### **Agenda:**

- **Welcome and Introductions**
  
- **Curriculum Discussion:**
  - Hospitality Management Degrees and Certificates

- Reviewed degrees to make sure the classes are in line with the state requirement.
- Reviewed new Hospitality Management Associate Degree for Transfer (ADT).
- Some courses in the program had to be changed to fit the CI-D descriptors for the State of California, such HOTFS-422 which had to be changed to HOTFS-42.
- Reviewed Hospitality Management Program PLOs (Program Learning Outcomes) for the three certificates and three degrees.
- Reviewed Hospitality LMI: Reviewed information.
  - Employment grid – 5% over the national average. Most students are getting jobs. I am encouraging current students to take part in the new Associate Degree for Transfer in Hospitality Management program. LMI is promising, increase of 1%. Reflects how well the industry is doing.
- Reviewed core indicator data from the State of California
  - Data shows that program is 7% above the national average for employment of students who have completed the program.
- Reviewed data from Institutional Research
  - Core indicator for employment shows 9.7% increase over the national average for Chaffey Hospitality Management students.
  - Total of 80 degrees and certificates combined were earned during the 2019-2020 Academic Year (33 certificates and 47 AA/AS degrees) and a total of 386 students.
- Motion for the Advisory Board members to approve current programs and certificates including the new Associate Degree for Transfer Program.
  - Daniel Bentum motioned
  - Clay Miale approved
  - Richard Garcia seconded
  - All in favor – no abstainers

➤ **Proposed new certificate:**

- Hospitality Facilities Management
  - Strong Workforce contacted Dr. Bentum this last summer asking him to write an educational proposal for this new certificate. After several meetings, the class list for the new certificate was made and was reviewed and approved by Dr. Hull, Joy Hermsen, and Phyllis Meng.
  - The certificate was reviewed and approved by the EPPC this fall.

- Program is heavily backed by IFMA (International Facilities Management Association). Diane Levine, Executive Board Director of IFMA assisted in the approval process.
  - IFMA helps students get a certification for Facilities Management.
  - The HOTFS-42 Hotel Operations course has a certificate that can be obtained after the class from the American Hotel Lodging Association (AHLA).
- **Discussion of new certificate**
    - Phyllis Meng: Facilities are the revenue of the hotel. Cleanliness and condition of the hotel are extremely important, along with ensuring health hazards like Legionella are avoided. All of these aspects are directly related to facilities. The current facilities course has students practice doing needs assessments, planning of work, and scope of budget. This course will be changed to include food service as part of the facility so that students have knowledge on what kind of food service should be offered and what will be required to add that food service from construction through routine maintenance.
    - Joy Hermsen: There is a myth that Hospitality and Tourism jobs are not living wage jobs and do not lead to long careers but this is not true. The Center of Excellence produced a report that supported the wages in the Inland Empire for hospitality and facilities management together. Typical hospitality manager roles pay about \$40k but hospitality with facilities management can start at \$65k. Especially in the pandemic, hospitality facilities need to be maintained. Multiple colleges in the area are looking at adding this same certificate. There are currently over 6000 facilities manager jobs in this area being offered right now. Out of 150 colleges in the state, only three offer this certificate.
    - Mechelle Best asked where the certificate was in the approval process. She also asked where in the program the students would learn about hospitality and tourism specific facilities since the Project Management, Facilities Management, and Accounting courses in program are business courses and not hospitality courses.
      - Dr. Bentum replied that the Hotel Operations course, the Intro to Project Management course, and the Facilities Management course all directly relate to hospitality and tourism facilities. Purchasing, Law, and Human Resources classes are also included based on feedback from industry leaders. Dr. Bentum also extended an invitation to Mechelle to the next meeting about the new certificate.

- Dr. Hull advised that the certificate has been through the first step of the approval process and still needs to be approved by college leadership and the chancellor's office.
  - Phyllis Meng added that the Essentials of Facilities Management is the licensed IFMA course. It is basic but covers the essentials. Project Management is important because in facilities there are always projects taking place. There are many facilities jobs available right now due to people retiring and COVID-19. There are many new protocols such as cleaning and HVAC due to the Corona virus and it is facilities that handles all that.
- Dr. Bentum proposed to motion to approve the new Hospitality Facilities Management certificate.
  - Motioned by Mark Forde
  - Joy Hermsen seconded the motion
  - All in favor – No abstainers
- Dr. Bentum proposed a motion to add an additional full-time faculty to teach the additional courses online.
  - Mark Forde suggested to get all approvals for the new certificate first and then deal with staffing the courses later.
  - Dr. Hull concurred. Staffing concerns should be addressed after the approvals are received and the program builds enrollment.

➤ **Discussion Questions:**

- What are some of the new ideas you believe would help our students ascertain internship opportunities in this pandemic environment?
  - Clay Miale: It's been challenging for the interns in the current environment with hotels closing and opening. Most of the interns are busy but may be doing a different role than they usually would be doing. Adjustments are being made based on current circumstances.
  - Dr. Bentum: The person in charge of tourism in Fontana was going to attend this meeting regarding a partnership with Chaffey which would help interns find sites. He was also encouraged by an email from the Hilton Hotel asking about interns.
  - Richard Garcia: The Chaffey interns at his sites are doing great! They are eager to learn and to go through the management in training his company provides. Covid-19 has disrupted everyone's lives but things are picking back up. His hotel chain will be opening 5 new hotels in the next 12 months so he will be looking to fill both staff and leadership positions at these locations.

- Mark Forde asked what we can tell students who want to intern in the spring semester but have concerns about exposure to Covid-19 to alleviate their anxiety?
  - Richard Garcia answered that hotels are taking strict precautions. All staff and guests are required to wear PPE. This is now an industry standard. There are protocols to follow if a guest has contracted Covid-19, such as leaving the room shut for 3 days, then having it sanitized. The Marriott hotels are using electrostatic sprayers to sanitize.
  - Mark Forde suggested putting together a one-page informational sheet on these safety protocols to give to the students. Dr. Bentum advised he would work with Richard Garcia on this.
- What do you think about offering a course in Tourism and Recreation to assess the strength of the program in the area?
  - Dr. Bentum: San Bernardino county has a certificate in Tourism. They would like to partner with Chaffey and have the certification imbedded into one of the Hospitality Program's courses. This would be similar to the way the Safe-Serve certificate is imbedded into the CUL-15 course.
  - Mechelle Best: Certificate in tourism could be set up as an intro to tourism course. If the certification was included, then the student wouldn't have to retake that introductory course when they transferred. The course would transfer to CSU if it were articulated and could substitute for an elective course. If we use the American Hotel and Lodging Association text, then students can be certified through that as well. CSU Northridge has a degree in Tourism, Hospitality, and Recreation Management. Students transferring from Chaffey have a number of options in this area to explore. This is why the Hospitality Facilities Management certificate is so exciting to her, because a student with this certificate could come to CSU Northridge and add on more hospitality pieces to what they've already learned at Chaffey.
  - Lee Blecher: CSU Long Beach has a Hospitality Management bachelor's degree with tourism woven into it. Unsure if the tourism course could boost a student's position in CSULB any more than the associate transfer degree already does.

### **Summary and Closing Remarks**

Daniel Bentum thanked the advisory board members for their participation. Without them, the program would not be as successful as it is.