**Pasadena City College**

Advisory Meeting Minutes Spring 2022

**Division:** Business and Applied Technology

**Department:** Business Administration - Hospitality

**Date**: Thursday, April 7

**Time**: 12pm – 1pm

**Location**: This meeting was held virtually via Zoom

Recording of meeting : <https://www.youtube.com/watch?v=h1YOZycyUUA>

**Advisors in Attendance:**

* Kate Silberling – Owner/Operator Whisk and Sizzle, Faculty LA Trade Tech Culinary Arts
* Alex Graham – Executive Sous Chef, City of Hope
* Angela Bowie – Assistant Culinary Manager – UCLA Dining
* Charlie Contreras – Lead Culinary Manager – Coast Plaza Hospital
* Ulysses Galvez – Owner/Operator Campo é Carbón

**Administration and Faculty:**

* Dr. Kimberly Shediak – Business Administration, Entrepreneurship Faculty
* Dr. Jeff Bajah – Retail/Business Admin/Business Math Faculty
* Dr. Mark Keene – Hospitality Management Director Faculty
* Colleen Nanno – Culinary Arts Program Director Faculty
* Dan Raddon – Professor of Business Administration

**Call to Order:**

The meeting was called to order at 12:06pm by Co-Chair Colleen Nanno.

**Discussion Notes:**

* Introducing Certified Hospitality Entrepreneur, Certificate of Achievement (12 units): Summer 2023
	1. MRKT 150: Social Media Marketing for Business
	2. HOSP 021: Food, Beverage, and Labor Cost Control
	3. HOSP 050: Hospitality Law
	4. BUS 116: Entrepreneurship
* Introducing Culinary Management and Operations Certificate of Achievement (23 units)
	1. HOSP 003 – Survey of Hospitality Management and Manager Sanitation and Safety
	2. HOSP 014: Culinary Principles
	3. HOSP 015 or HOSP 140 – Industry Culinary of Baking Foundations I
	4. HOSP 121 or HOSP 141 – Industry Culinary or Baking Foundations II
	5. HOSP 050 – Hospitality Law
	6. HOSP 045 – Guest Service Management
	7. HOSP 021 – Food, Beverage, and Labor Cost Control
	8. BUS 070A/B – Work Experience Internship (paid/unpaid)
* Course Substitutions:
	1. For HOSP 030 and HOSP 060 for Hospitality AS and ADT
		+ BUS 070A/B – Work Experience Internship (paid/unpaid)
		+ HOSP 101- Hospitality Internship
* Online hospitality resources due to remote instruction with the understanding that students need to take a Work Experience Internship course to be exposed to commercial industry pacing and environment.
* Vital for students to receive industry certifications such as ServSafe and other NRA sanctioned certifications
* Tutoring for students and providing courses with the necessary support personnel for student success. Ie: Lab technicians.
* **Question #1: If you look into a crystal ball, where would you see your industry in 5 years?**
	+ Social media is taking this industry by storm and creating opportunities for a younger generation of individuals to pursue entrepreneurial endeavors.
	+ Offering a class that speaks to and mentions various hospitality entrepreneurial segments: Pop ups, food trucks, farmer’s market, online sales, cottage licensing (those things mentioned in Hospitality Law briefly)
	+ Providing Certified Dietary Manager certification possibly within or a pathway to receiving this within the Medical Sector Certificate of Achievement.
	+ Incorporating larger batch cooking or introducing modern equipment that exists in hospitals, hotels, etc into the classes.
	+ Love the collaboration with the PSBDC to assist individuals with their entrepreneurial needs for free.
* Business Administration Department asks the advisors for their vote of support to recommend the following certificates and courses
	+ **All Advisors approve and provide their heartfelt recommendations and votes of support for all proposed certificates and courses presented above**
		- All advisors were provided with a document that detailed the proposed Certificates and their subsequent courses included in each certificate 1 week prior to the Advisory meeting
* Heartfelt thanks to all advisors and Business Administration Committee Members
* Meeting adjourned at 12:47pm.