



**CE Program Advisory Committee Meeting
Hospitality, Travel & Tourism**

**Friday, November 16, 2018
Technology, Room 164**

**Meeting Convened at: 9:00a.m.
Meeting Adjourned at: 11:30a.m.
Facilitator: Brenda Shine, Faculty**

<u>COMMITTEE MEMBERS</u>	<u>EX-OFFICIO</u>
<p>Irene Asinas, Director of Operations, Courtyard by Marriott Lori Baumann, Food & Beverage Director, Balboa Yacht Club Raul Bermudez, Human Resource Coordinator, Hyatt Regency, Orange County Christina Dawson, VP Partnership Development Anaheim/Orange County CVCB Nicole Federico, Event Planner, Bosch & Gaggenau Rod Hurt, General Manager, Red Lion Sharon Little, Owner, Wedding & HoneymoonTravel Group Denise Lyons, Travel & Meeting Manager, Applied Medical Victoria McDowell, Director of Guest Services, The Waterfront Beach Resort Vanessa Miranda, Director of Human Resources, Red Lion Hotel Anaheim Resort Theresa Moon, Office Assistant, WOW Events Nina Pak, Human Resource Coordinator, Balboa Bay Resort Lori Puddester, Director of Sales, Crowne Plaza, Costa Mesa Alison Robbins, Sales & Marketing Manager, Five Crowns Restaurant Regina Tait, Travel Consultant/Owner, TravelCom Travel Agency</p>	<p>Tiffany Baker, HTT Office Assistant, OCC Tina Deshano, Faculty, OCC Chris Johnson, Student, OCC Shannon Keany, Faculty, OCC Andrea Lane, Counselor, OCC Jane McLaughlin, Dean, Consumer & Health Sciences, OCC Michelle Mendenhall, Staff Assistant, Career Education, OCC Hannah Motohiro, Student, OCC Brenda Shine, Faculty, OCC Kevan White, Faculty, OCC</p>

ADVISORY COMMITTEE MEETING SUMMARY

I. Welcome & Introductions

- Sign-in and confirmation of title/role and email/contact information

II. Review of Last Advisory Committee Recommendations

Last Meeting Date: August 21, 2017

Summary of Recommendations from last meeting

- Curriculum
 - Provide students training with in-person and online interviewing skills
 - o Now being taught
 - o Have approximately 50 international students in program
 - Bringing in industry professionals to classes as well as doing site visits
 - o Currently have 9 faculty supporting 63 classes
 - o Faculty will have access to contact information to manage in-class and site visits
- New Equipment/Technology needs:
 - Customer service phone app called Star Guest
 - o We offer Guest Service Gold via American Hotel Lodging Association
 - o Program has been implemented in Front Office Specialist class this semester
 - o Fall 2019, will also be implemented in the Enhancing Guest Service class

- Program Recruitment
- Other

III. Review and Ratification of Program Level Outcomes (PLOs)

Reviewed with no comments regarding any changes

- **Airline Travel Careers**
 - Airline Travel Management: The outcome for the Certificate of Achievement is to prepare students for employment in all levels of corporate and retail aviation including: flight attendant, ground operations, airport management, guest service agents, and other airline careers.
 - Flight Attendant and Airline Travel Careers: The outcome for the Certificate of Achievement is to prepare students for employment as a flight attendant or ground customer service agent with the airline industry
- **Hotel Management**
 - Front Office Specialist: The outcome for the certificate of achievement is to prepare students for employment within the front office and operational support areas of a hotel.
 - Hotel Management: The outcome for the certificate of achievement is to prepare students for employment as a supervisor or manager within the hospitality industry and to prepare students to transfer to a four-year college.
 - Human Resource Management: The outcome for the certificate of achievement is to prepare students for employment within the hotel industry the area of human resources.
 - Meeting and Event Management: The outcome for the certificate of achievement is to prepare students for employment within the hospitality, travel, and tourism industries as a meeting, convention, or event planner.
 - Sales and Marketing Specialist: The outcome for the certificate of achievement is to prepare students for employment within the hospitality, travel, or tourism industries in a sales or marketing capacity.
 - Spa Management: The outcome of this certificate of achievement is to prepare students for employment as a supervisor, manager, director or owner in the spa industry.
- **Travel & Tourism**
 - Travel Specialist: The outcome of this certificate of achievement is to prepare students for employment with a retail or home-based agency, independent contractor, tour operator, cruise line, adventure company, receptive operator, or tourism/ convention bureau.

IV. Current Program Status and Updates

- Enrollment Trends
 - Growing – many classes opened up to 50 classes
 - Majority of students are full-time
 - Students have to have an academic plan which equates locking HTT students into GE courses needed for program and have priority
 - o Some have pre-reqs that will prevent general population enrolling as well
- Facilities/Equipment **satisfy FAA regulations/ certification*
 - New building opening in about 3 years
 - Training Device Needs
 - o Small craft fuselage
 - o Life raft
 - o Flight Attendant lab
 - o Emergency Medical props
 - o Defibrillator
 - o Airplane door

- Curriculum
 - All of our programs now have an Associate of Science Degree option
 - As of Fall 2019, Math requirement may not be in place, still under discussion as exactly what's going to be needed
 - Which catalog "rights" will current students fall under is also under discussion
 - Requested the following current classes be considered as General Education
 - o America's
 - o Africa & Pacific
 - o Europe
 - o Cultural Tourism
 - o Homeland Security
 - o Interviewing & Professional Dev.
 - o Strategic Leadership
 - o Hospitality Law
 - o Human Resources
 - o Employment Law
 - Airline Travel Careers
 - o Airline Travel Management
 - o Flight Attendant and Airline Travel Careers

Recommendations: Stronger customer service emphasis, TSA class for certification, Ground Operations, Jet way, transport
 - Hotel Management
 - o Front Office Specialist
 - o Hotel Management
 - o Human Resource Management

Recommendations: Cross-referenced in Business Division, Cross Reference Disney Aspire courses with current curriculum

 - Cast Members are being reimbursed to get a degree
 - Taking our curriculum to find alignment with Disney Aspire courses so we can become an approved college for reimbursement
 - o Meeting and Event Management
 - Sharing the Travel Experience is a social media course
 - New course "How to Share Social Media"

Recommendations: Developing Social Events, Video, Technology, Music Design, Selling yourself or business, Destination Weddings, Contract Negotiation, Event Design
 - o Sales and Marketing Specialist
 - o Spa Management, now called Spa, Wellness & Lifestyle
 - Only Community College that offers this program
 - Per industry, big lacking in education for spa managers
 - New faculty member who is director of Spa Services for Rancho Bernardo and Surf and Sand Resorts
 - Suggestion made to make sure that spa manager is aware of environment and resort culture where one is at more so than focusing on personal vision
 - Personal branding needs to match that of the location

Recommendations: Change certificate/degree to Spa, Wellness & Lifestyle, develop the following classes to add as options to the certificate: Oncology, Meditation, Yoga, Nutrition, Maternity, Mindfulness Training, Eco Tourism, Aromatherapy & Essential Oils, Ayurveda, Food as Medicine, Green/Clean Spa Practices, Five Star Service
 - Travel & Tourism
 - o Travel Specialist
 - o Unfortunately, the travel and tourism professional associations/organizations that we belong to do not engage with education

- Previously held a Manager's Round Table with students coming in professional attire and able to ask previewed questions
 - Recommendations:** More destination specific geography classes
- Student Outcomes: Licensure/Certification Pass Rates (N/A)
 - Within the Travel & Tourism program, students are prepared to test through the Travel Institute for Certified Tourism Ambassador (CTA), CTC or CTIE which are recognized certifications

V. **Review of Perkins Program Core Indicators**

- A federally funded program to address ways to improve student success in the listed categories which are given by the program itself (via the government)
- Advisory committee meetings are one of the requirements to be eligible for these funds

VI. **Work-Based Learning Opportunities**

- Overview of existing work-based learning elements of program
 - Internships are built-in to each of the certificate programs
 - More information becoming available via the newsletter which will be available on our website
 - If you're interested in being an internship site, please contact Brenda
- Internship Academy Overview
- Are there additional potential internship or other WBL opportunities with advisors or referrals?

VII. **Industry Update & Employment Trends**

- Emerging technologies and industry practices
- Staffing/Hiring practices
 - If your company provides academic reimbursement for employees, please let Brenda know and we'll get this information out to our students

VIII. **New Committee Recommendations**

- New Curriculum/Classes
 - Sanitation & Safety class good training for those going into catering and event planning
 - Aware of the issues with "soft skills" and continually reinforcing the need for professionalism
 - More emphasis on soft skills although being covered in every course
 - Teaching on virtual and phone interviews
 - Increase networking training
 - Excel and Publisher suggested as electives and integrate these skills into course projects
- New Equipment/Technology
 - Upgrade Sabre class
- Program Marketing/Recruitment Recommendations
 - OCC has had own travel agency for past ten years that students manage
 - New website coming out after first of the year
 - We will be able to provide a link for partners with the various properties and services
 - Ten percent back into student scholarships since we are a non-profit
 - Letters to sign up will go out in December
- Other recommendations for program improvement
 - Regina offered to invite a couple of students to the Orange County Prost
 - CTAs can attend any quarterly networking events for free

- Cross training and development within departments—have front desk operations manager work in housekeeping

IX. Closing Remarks

- Brenda thanked everyone for coming, their time, input and feedback and especially for their ongoing support of our students and our programs.
- Christina Dawson, Anaheim OC, let everyone know about the International PowWow, largest international travel trade show in USA, on June 1-5, 2019, at the Anaheim Convention Center where at least 400 volunteers will be needed.