



Computer Applications & Office Technologies
and Hospitality Management Department

Advisory Committee Meeting Minutes

Wednesday, May 22, 2024, 12:00pm-2:15pm

Attendance

Industry Members

Desireh Abbassi (Four Seasons Hotel Westlake Village), Dr. Mechelle Best (College of Health and Human Development, California State University Northridge), Gloria Bowman (YES Advisory Board Chair), Dennis DeYoung (Western International Securities, Inc.), Brittany Goins (Personnel Commission, Los Angeles Unified School District), Deborah Jansen (Personnel Commission, Los Angeles Unified School District), David London (ACG Training Management & Consulting, Inc.), Denise McGee (Personnel Commission, Los Angeles Community College District), Ted Milner (Executive Temps), Magi Oganisiam (Anza Hotel Calabasas), Judy Tylour (Golden Oak Adult Education), Marshall Waller, Esq. (Feinberg and Waller)

Ryan Waller (Feinberg and Waller) did not attend but provided a PowerPoint presentation to be shared)

LA Pierce College

Mon Khat (Dean, Career and Technical Education), Judy Lam (Career Center Director), Carmell Stoianov (Counseling), David Valentino (Assistant to Vice President, Academic Affairs), Abigail Watson (International Students Counselor)

CAOT Faculty and Staff

Eleanor Viz (Department Chair, Faculty), Marcus Anderson (Faculty), Joseph Perret (Faculty), Amy Roberts (Adjunct Representative), Amy Sirott (Adjunct Faculty), Corinne St. Claire (Adjunct Faculty), Sandra Dubin (Instructional Assistant, CAOT), Delia Lopez-Odom (Instructional Assistant, IT)

Meeting Start: 12:27pm

Meeting Recorded by: Corinne St. Claire (Adjunct Faculty)

Welcome and Introductions

Welcome: Dean Mon Khat

Welcome 2: Eleanor Viz

- Food logistics
- Prof. Eleanor Viz Academic & Professional Background

Group Intros

- Judy Lam – Career Center Director
- Abby Watson – Director & Counselor – International Student Services
- Carmell Stoianov – EOPS Assistant Director, Fresh Assess
- Magi Oganisiam – Sales Manager, Anza Hotel Calabasas
- Gloria Bowman – Retired from City of Calabasas; YES Advisory Board Chair
 - Has a job fair
- Amy Roberts – Adjunct Faculty Member; auditor at Great Western Bank
- David Valentino – Sr. Administrative Assistant to the VP of Academic Affairs
- Desireh Abbassi – Four Seasons Westlake Village
 - Work directly with Regional VPs and
- Brittany Goins – LAUSD Sr. HR Specialist
 - Hiring support staff
 - Job fair in June!
- Deb Jansen – LAUSD, Sr. HR Specialist
 - Does employment selection, testing
 - Putting together lists
- Marcus Anderson – Faculty
- Joe Perret – Faculty
- Amy Sirott – Adjunct Faculty
- Marshall Waller – Principal at Feinberg and Waller (divorce specialty)
 - Pepperdine Adjunct
- Mechelle Best – Dean of College of Health & Human Dev
 - Rec & Tourism Management
 - Former chair
- Denise McGee – LACCD District

- Exams unit – recruiting classified employees
- Dennis DeYoung – Western International Securities, Inc
 - Certified financial planner
 - Accountant
- Delia – instructional assistant & technology
 - Responsible for computer labs
- Sandy Dubin – instructional assistant (office manager)
 - Help instructors
 - Advise students
 - Been at Pierce 24 year
- Ted Millner – Entertainment Industry Staffing

College Focus

College and District Focus on Enrollment and Retention

- Post-COVID, enrollment declined.
- Strong push now for enrollment and retention
- Challenging budget cuts
- As a department, we are trying different avenues to support and attract students:
 - Focusing on high schools
 - Events for students (e.g., informational & award ceremonies, open campus days)
- **Note:** With the new focus on Hospitality, the advisory committee may be split into CAOT and HOSPT separately.

Question to the Committee: What else can we do, what other types of events should we hold, to help with student enrollment and retention?

- Events at the high schools
- Targeted social media
 - Stress the affordability of the courses
 - Instagram, TikTok, Reddit
 - Challenge: The college administration says that this should be at the district level, not college or department level.
 - Answer (Dave Valentino): Chat with Amy Perries (sp?)
 - Answer (Judy Lam): Let them know in Career Services what they can post on their Instagram page.
 - Outreach to high schools by offering high schools to get on campus; not just CAOT/HOSPT but the whole department

- Answer (Carnell): Better graphics to be able to post for marketing. Have a single fact sheet. Students want to know what they're getting into.
 - Partner with government agencies – highlight how knowledge of our programs will prepare them to sit for government exams.
 - Answer (Denise): There are some resources online with LACCD. Look at skills and abilities, and that's what we test on. Tests are helpful to learn how to read a question; how the question was written and what is being looked for.
- Answer (Brittany): Give more details about the program by hosting virtual information sessions.
- Answer (Deb): Get students who have graduated and have jobs to come back and do an interview, attend an info session, make social posts. Invite parents if the target is high school students.
- Answer (Gloria): If you want to attract more high school students, work with the high school teachers to offer extra credit to their students, so more students are motivated to come out.
- Questions (Mechelle Best):
 - With social media at the district level, what about target
 - Offer Hospitality Management with Dual Enrollment with a high school
 - CSUN wants to partner with CC: hospitality management, culinary arts

Course Modalities

- Trying out as much as possible.
- Hyflex, online, dual enrollment.
- Different lengths – 8-week, 12-week, 16-week

CAOT Program and Employment Outlook

Joe Perret

Question: We would like to hear your opinions on short/long-term employment outlooks; opinions and what you see with telecommuting.

Answers:

- Marshall: Telecommuting – hybrid is more popular. Everyone has a preference – in person or online, but employers need to be flexible. 20–30-year-olds can be challenging because they have a different work ethic and expectations.
- Amy S.: Maybe just one day a week to get to know who you are working with.
- Denise: The LACCD is a mixed bag – some departments say no remote work. Other departments will allow remote work.
 - Getting more exams from out of state possible hires, and when they realize there is no remote work, they back out.
- Deb: Lost 42% of staff when their office forced everyone to come back with no remote work. Generationally, the expectations are different. Vaccination also played a part.
 - Class idea: Managing a virtual work force.
- Brittany: One of the biggest challenges of recruiting for LAUSD is having such a rigid work environment. Everyone is looking for flexibility. Hard to get high quality candidates.
- Ted: In entertainment, they tried 2 days, 3 days, and upping it until the workplace complained. Now, it's a 4:1 in the industry. Personal opinion: how do you equalize the experience across the company. You can't build relationships across the Internet. The younger generation is getting dumber and dumber. Young people don't know how to speak.
 - Student challenges:
 - Not knowing how to speak
 - Not knowing how to communicate
 - Kids talk too much in interviews
 - But they are bold – and they have other ways of communicating (Deb)
 - We raise kids to be independent and speak their minds, then we penalize them when they do. We need to learn how to find the middle ground. We say one thing and then expect another. Let's look at what we want to achieve. (Mechelle)
- Carnell: Kids aren't even getting interviews. How can they practice?
 - But it could be what they write on their resume. They use AI, and it doesn't make sense (Denise).
 - Agreed. You had to make a relationship (Deb)
 - Suggestion: An interview class
 - Bring industry professionals in
- Marshall: The younger generation doesn't want to work. They're not looking for a career – they think they're better than everyone at what they do. Invite experts on the mentality of the current generation.

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Hospitality Management Program

Eleanor Viz

- General updates about the courses
- New RHT grant to allow for new courses/programs under development
- Looking to create a certificate in hospitality & event management
- Exploratory grant to start an apprenticeship program

Question: What type of certificate would be most helpful? What should be focused on? What skills should we be teaching? What do you need?

- Brittany: Serve Safe certificates, other certificates needed for food handling.
- Eleanor: Students taking HOSPT 100 have completed a Serve Safe certificate.
- Joe: We used to offer credit for work done.
- Mechelle: If you have a grant that includes tourism, you need to teach tourism. Hospitality is more than food and beverage. Cover the breadth of hospitality.
 - Service management
 - Customer service
- Deb: This has an entrepreneurial aspect to it.
 - Course idea: How to be a Tour Guide
- Judy: Cooperative Education – in response to Joe – it is still in the district but not at Pierce. It is being looked into.
 - When the program was shut down, the president at the time had a study that did not show the program as viable.
- Carnell: Tourism – travel etiquette. What are travel jobs looking for.
- Marshall: Could a certificate have a specialization? E.g., Tourism, Food & Beverage, Hospitality, etc.
 - Class suggestion: Active Listening
- Ted: People want to hire people who want to be there. Be personal – you want people to favor you.
- Denise: There are ways to bring in how the interviewee know about the company while being more personal.

Is there support for a certificate of achievement in Hospitality Management and would this type of certificate improve student opportunities in the job market?

- The majority agreed that it's beneficial to have a certificate of achievement in Hospitality Management that is stackable to the existing Hospitality Management AS-T program.
- A few of the members discussed the fact that it may help students pursuing a degree to begin entry-level work in the industry while completing their degree.

Is there support for bringing this type of Coop Education back?

- Yes, but it depends.
- It needs to be well developed and well supervised.
- Students cannot be work horses and underpaid.

AI-Chat GPT and Emerging Technologies

Video: Artificial Intelligence & Chat GPT – Ryan Waller (12 minutes 30 seconds)

- Contact info: ryancwaller@gmail.com
- It's important for the district to get the proper software to find AI.

Dr. Marcus Anderson

- AI is in the classroom
- We, as faculty, need to model how to use AI to the students because students are using it.

Question: How are you seeing AI used in your fields?

- Judy: Encourage to read what is generated; review the content that fueled what was generated.
- Marshall: Some lawyers tried using AI to make a brief, and they got in trouble because the AI made up cases.
 - Confidentiality issues for law firms.
 - Creating travel itineraries is impressive.
 - Educators need to learn how to determine the skill of the student.
- Joe: The AI is imperfect.
- Denise: AI doesn't have access to *your* personal experience. Students need to think about this and learn to analyze what is being given back out.
- Mechelle: If the student cannot articulate what they wrote, then they got help.
- Carnell: What are the rules around using AI? When are the rules for using AI in our courses?

Closing

Eleanor Viz

Thank you to everyone for staying and for all the feedback. We want to incorporate more industries, and invite other members who would like to volunteer.

Meeting end: 2:30pm