

## Board of Advisor Meeting - Notes

12/5/2018

**Attendees BOA:** Darryl Henderson, John McKnight, Jim Burns, Tonya Elmore, Torry, Andrea, Melissa, Chuck Prather, Viviana Leyva, Ashley Giasone

**BOA Members not present:** George Glover, Sandy Ho, Danette Lynch, Steve Springman, Jose Gutierrez, John Bittrich, Kristina Alspaw,

**Attendees COB:** Greg Nenstiel, Mike Ewell, Pat Hanrahan, Alanna Olah, Marta P, Fabre Murray, Sandy Decarlo, Tikiia Hannah

**COB Members not present:** Dan Babbitt, April Bailey, Amanda Templeton, Liza Cobos,

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### Introductions and Broad Topics – Greg

- Background of advisory board, this meeting has both regular COB and Hospitality representation (exploration meeting, next meeting in February)
- COB enrollment is up as is Health Science – Overall college is down 3%, each 1% if about \$1 million in revenue
- Want to talk about Strategic Goals for COB
- New initiatives in Hospitality, new programs, new grants and projects
- **ACTION ITEM:** *There will be an early BOA morning meeting with President Tonja Williams on Feb 28, 2019*

### Initiatives

- Working on new Grant
- One with UCF which is a \$300,000 grant for 3 years for people with low intellectual disabilities for a Certificate in Rooms Division. The goal is to give them college experience and get them a job
- Program is called, “Students with Unique Abilities.”

### Hospitality and Sports Mgmt. – Alanna and BOA Input

- Share bridging business and hospitality, which is common now to be in the College of Business at many schools, UCF Rosen Hospitality program is under COB.
- Integration of broader business courses into HSPTOUR-AS including MAR2011, Marketing, MAN2340 Supervision, GEB1011 General Business, MAN2021 Management (currently about 130 active in program)
- Event Planning has been added to the HSPTOUR-AS degree
- Sports Mgt courses BA level, next semester, path for HSPTOUR-AS to MTGORG-BAS Sports Mgt track promotion to employers
- Also Sports Mgt courses will be added as electives to BUS-BS in Fall 2019

- Pinellas County – Training Initiative, need hospitality workers, PTC and USF offerings (what holes exist there?). Hospitality is number one employer in Pinellas, Hospitality businesses having trouble getting and keeping enough workers
- Workforce programs to offer potential short-term training to earn certifications, possible options: *Hourly Food Handler, Certified Food Protection Manager, Certified Event Planner, Over-service of Alcohol prevention like TIPS or Servsafe Alcohol.*
- Internship: Chamber of Commerce Connection: Darryl Henderson pointed out that there are 14 Chambers in the area, always having lots of events. Might be interested in student interns to work events
- **ACTION ITEM:** *Invite Chambers in for a Summit that SPC offers Event Planning and Internships*
- Need for Experience in Workplace just as important as degree/certs
- **ACTION ITEM:** *Explore with Companies 1) Tuition Reimbursement 2) Secession planning and 3) Social Media Promotion to promote the degree paths: Certificates to HSPTOUR-AS to BAS degree*
- **ACTION ITEM:** *Possibility to increase Internship, 3 months to 6 months, to try a student as employee TEMP to PERM...*
- **Suggestion ACTION ITEM:** *Jim Burns teaches at the Rosen School, said course was very boring, changed it to have class on Hotel Site every other week to have tours of facility to see the operation in the works. Students more interested in the class*
- **Suggestion: ACTION ITEM:** *Have weekly guest speakers on current/emerging/important topics: i.e. event planners, experts in specific areas, to cover what is happening in those areas.*
- **ACTION ITEM:** *Sports Mgmt.: Phillies getting \$40 million grant> Going to build a new dorm, Blue Jays Building a new stadium, in MLB students hired as Acct Reps/Execs for sales, sell tickets, corporate packages (Internship options)*

### **COB Business Expo**

- COB has had 3 Expos. First 130 attended, 180 at second. Last Expo was on Nov 7<sup>th</sup>, was at downtown campus, had lots of employers/businesses represented

### **Initiative on Financial Services**

- Job growth exploding, financial planners, insurance, risk mgmt.
- Received \$5,000 check from FAIA at Downtown Expo for Risk Mgt/Foundation
- Want to create Financial Services Innovation Center (PowerPoint) to meet the goals of industry
- Purpose:
  - Academic Excellence
  - Economic Mobility
  - Community Engagement
- Looking at curriculum to bring them to more current level, Financial Services tracks in AS, BS and Workforce Training

- **ACTION ITEM:** *Want to build a center at St Pete Gibbs or Downtown campus with Bank/Credit Union branch with students as employees: Combine Banking, Insurance and Wealth management center. AARP, United Way link, low cost services/taxes*

### **BOA Suggestions**

- Students need Social Skills and Training
- **ACTION ITEM:** *Build a new course (maybe 1 credit or more) on Personal Banding, Personal Grooming, Interpersonal skills (communication, how to meet and greet others), Introduction to others, social behaviors not just tech media*
- **ACTION ITEM:** *Training on how to use new technology in the workplace, social media, financial, crypto, block chain*

### **Final Comments and Ideas**

- **ACTION ITEM:** *Need to change perception of students, student focus is different now*
- *What else can we do to engage our students?*
- *Small groups of student participation in different areas?*