

Hospitality Fall Advisory Board Minutes:

Oct. 27, 2016

Members Present: Heather Alamillo, Dan Babbit. Jose Gutierrez, Sandy Ho, Dannialle Neville, , April Bailey, Nicolle Panuthos, Jenice Armstead, Michael Poliquin, Christy Pagano. Joe Boyd, Frances Neu, Greg Nenstiel, Michael Ewell, Patricia Hanrahan and Tikiia Hannah

Members Absent: Juana Ayers, Jay Dempsey, Donna Duba, George Glover, Calvin Harris, John Kelley, Viviana Leyva, Dannette Lynch, David McConnell, Jeff Abbaticchio and Steve Springman

Introduction:

- Reviewed the Viability Reports on Enrollment, Graduation Rates, and Student Success with the Committee.
- Reviewed the new HFT state frameworks with the Committee

Reviewed recommendations from last meeting:

- We moved most of the HFT courses to an 8-week online format to improve completion numbers -- as recommended by the committee in the spring, 2016 meeting.
- We are in the process of revising the HFT curriculum to reflect more of a business focus. We intend to add some COB courses to the curriculum and delete some HFT focused courses to align with the state frameworks.
- The business focus will enable student to take both HFT courses and COB courses without a financial penalty should they decide that an HFT career is not for them. -- Committee approved moving forward with this idea.

Discussion of next steps:

- We need to focus on more marketing for the program. HFT is the largest employer in Pinellas Co. We should be able to capitalize on the number of open jobs in this sector to attract more students.
- We need to spend more time with SPC advising to help them understand and sell the program to students.
- We need to focus on marketing the idea that we have \$74,000 of grant money from the industry to offer the first course free to students.
- We need to study student data to understand why we have a high completion rate of certificates and a lower completion rate for the HFT – AS.
- The committee recommended adding a champion to help with marketing and student advising -- and be the face of the program to the local business community.
- We need to make more visits to high schools to recruit new students.
- We need to focus on adults that want to re-skill their career. They are a large potential group of students for the program.
- We need to add more video and technology to the courses as we are revitalizing them to make sure we appeal to our millennial students.
- The committee offered to support whatever initiatives SPC takes to revitalize the program.