

Hospitality and Tourism Advisory Board Meeting 2/28/2019

Members Present: Kristina Alspaw, Jim Burns, Patty Durell, Sandy Ho, Maureen Lucido, Laura Pearson, Lee Maidenberg, Chuck Prather, Alanna Olah, Renee Hansen

Members Absent: Dan Babbitt, John Bittrich, Frank Chivas, Liza Cobos, Mike Ewell, Ashley Giasone(sent Maureen Lucido from Ryan Wells Foundation), George Glover, Jose Gutierrez, Tikiia Hannah, Patricia Hanrahan, Darryl Henderson, Viviana Leyva, Danette Lynch, Greg Nenstiel, Marta Pryzborowski, Steve Springman, Amanda Templeton.

Program Updates for SPC Hospitality and Tourism

- Considering curriculum change of merging Housekeeping and Front Office Management into Lodging course
- Curriculum change decision will include an examination of what other colleges and universities in Florida are doing
- Partnering with Sandy Decarlo, USF St. Pete, on a USF pathway project to help smooth transition from the SPC A.S. Degree to the USF B.S. Degree
- Nationwide enrollment decline in hospitality degree programs of 20 – 30%
- Completion numbers in 2018, for the SPC Hospitality and Tourism A.S. Degree, are projected to be consistent or slightly below the 2016 and 2017 completion numbers
- Completion of management level certificates; Rooms Division Management and Food and Beverage Management is less than lower level certificates like Rooms Division Specialist, Rooms Division Operations, and Food and Beverage Specialist. These are embedded and students earn them along the way to their AS. However, some students enroll solely for the certificates.
- Input regarding whether there is a need for more non-credit certifications in the hospitality and tourism industry such as Certified Meeting Professional (CMP). Input was that it may not be needed as many meeting planners already have the certification.
- Reported that the age of enrolled students is highest in the 35+ years old category

Culinary Center

- Approximately \$2.5 million raised to date; fundraising efforts continue
- Local hotel and restaurant support
- Would provide an upper level culinary training experience
- Building is located near Indian Rocks Church in Pinellas County in Heritage Village.

Sports Management Degree

- New Sports Management track started Fall 2018
- Sub-plan of the Bachelors of Applied Science in Management and Organizational Leadership
- Specialization courses including: Intro to Sports and Sport Facilities and Event Management
- Working on partnerships with minor baseball teams to offer internship opportunities for students

Ways to Engage/Workforce Needs/Industry Recommendations

- Invitation to Advisory Board members to get involved outside of meetings in order to support the three pillars of excellence: Academic Excellence, Economic Mobility, and Community Engagement
- Referenced handout containing a list of ways to engage
- Survey info
- SPC is considering providing courses for Servsafe and TIPS

Open Discussion

- Asked question regarding skills that new employees/supervisors/managers need to have that they are lacking
- BOA feedback included that students need:
 - Soft skills training
 - Resume and interview skills
 - Realistic expectation of entry level salaries
 - Strong interpersonal communication skills
- Suggestion to find ways to restructure internships to better meet the needs of students and employers
- Provide job shadowing and informational interviewing opportunities for students
- Video interviews with BOA members and employers to enhance online student experience

College of Business Expo

- The Business Expo and Career Fair will be held on Tuesday, April 23, 2019 from 3 – 7 p.m. at the Epicenter Campus