

## Hospitality Advisory Board Meeting Agenda

Tuesday Sept 9<sup>th</sup> 2014 9.00am room 2-307

### Agenda:

1. Dr. Greg Nenstiel - Dean of COB.
  - HF&T moved to COB.
2. Introductions
  - Background and expertise.
  - New board members from different facets of the industry.
3. Current enrollment numbers.
  - HF&T was up 30% over last fall from Fall 2013 = 179 to Fall 2014 = 237
4. First Hospitality Class Free.
  - 32 students currently enrolled in the free class.
5. Internship partnerships - Jacob Wortock.
  - Businesses.
  - Employment tracking.
6. Career Exploration Event - November 19<sup>th</sup> from 6:00 pm – 8:30 pm.
  - Panel discussion on the Hospitality and Tourism Industry.
  - Followed by a networking event through the lobby featuring Hospitality education, organizations, and industry leaders.
  - Sandy Decarlo will be emailing details shortly
7. USF – Manatee.
  - Articulation.
  - Hosting SPC Friday Sept 12<sup>th</sup> at the new Culinary Innovation Lab.
  - Training hotel at The Resort at Longboat.
8. Student Hospitality Club
  - Moving to HSMIAI and in process of creating a SPC Collegiate Chapter.
9. Future of the program.
  - Needs assessment and curriculum revitalization.
  - Meeting with AHLEI in near future.
10. Q&A.

## **Hospitality Advisory Board Meeting Minutes**

**Tuesday Sept 9<sup>th</sup> 2014 9.00am room 2-307**

### **In attendance:**

1. Dr. Greg Nenstiel
2. Claudine Cooper
3. John Kennedy
4. Dan Babbitt
5. Heather Davis
6. Jay Dempsey
7. George Glover
8. Sandy Ho
9. John Kelly
10. Steve Springham
11. Jacob Wortock
12. Sandy Decarlo
13. Dr. Olliver

### **Absentees:**

1. Dannette Lynch

### **Minutes:**

1. Greg – Integration of H&T into the college of business, developing partnerships, 30% growth, Claudine hired to help grow the program and establish better articulation agreements.

### **2. Claudine – Introductions**

- a. Claudine spoke about her background, and academic credentials
- b. Dan Babbitt – Hooters Management, adjunct at SPC for intro to H&T
- c. Sandy Ho – Female next to Dan, didn't catch her name, Beer Distribution Business, new facility in St. Petersburg opening in March. Graduate from SPC, went on to FSU for BS. She is happy to see this program in the COB.
- d. Heather Davis– Stayed with Marriot for the last 15 years, Spring Hill Suites. Has an intern now and hired him full time. She has seen an improvement in the program recently, and hopes to see that continue.
- e. George Glover – grew up in this area, bell hop at a local hotel. Spent entire career in the H&T business. President of Wilson hotel in Memphis, in the past. Moved back in 2000. Indigo, two in largo (Hampton inn, & Holiday inn), embassy suites in Orlando.
- f. Jay Dempsey – represents 44 holiday inn and holiday inn express hotels, survived multiple trips to Tijuana. Been involved for about 6 years, and helped to host events.
- g. Dr. Olliver – background of the program, and how leadership will move this program further.

### **3. New Board Members – Who do we want – Represent more areas**

- a. Hard Rock Hotel and Casino.
- b. Busch Gardens.
- c. Recommendations – TBD.
- d.

### **4. Enrollment & Program development**

- a. 400 is the goal within the next two years.
- b. Marketing, word of mouth, getting out into the community.
- c. Training for international clientele, this needs to happen in the classroom – Claudia.
- d. Cultural diversity course in the COB, maybe some integration into the H&T program.
- e. Sandy helping to develop the academic plan for H&T students, and the first class being free have helped enrollment.
- f. Greg – Let's evolve the curriculum, and make the program better.
- g. Jay – The business is getting more complex, so the education is beneficial.
- h. Sandy – millennials will drive less education, because they don't want to stick around for 2-4 years. Clearwater high had a career fair – she did mock interview for the Clearwater HS students. She got no students for 2 hours, and some came with ears buds in. We need to get them engaged, get them hooked. Soft skills need to be improved, too.
- i. Everyone chimed in on this – soft skills, elevator pitch, how to talk to professionals and guests. Sandy – what you do on social media will follow you forever, "it will haunt you"
- j. More and more classes will be offered, based off of demand for the intro class.

### **5. Internships**

- a. Jacob - Professionalism is an issue, but we are working to address it. From the moment they step foot on campus until they get into their career.
  - b. Claudia - Start with the students earlier, get them involved and find out what they are interested in. Etiquette needs to be addressed year one. Claudia will share the syllabus with the advisory committee.
  - c. Claudia wants to look at green hospitality too.
6. Career Exploration Event.
- a. Claudia - Trends in industry, hosting the panel, invited other members of the committee.

### **7. USF Manatee**

- a. Claudia - Training hotel information, and articulation
8. Student Hospitality Club
- a. Claudia – club is going away due to lack of leadership and professionalism. HSMAI will be brought here to revitalize the club. There is a book of rules that they have to adhere to. We want students who are leaders in this club. Scholarship fundraising event to help get funding. This club will be about networking, and getting connected.
  - b. Jay and Heather like the idea, but the strict regulations may dwindle involvement. However, it may be better to have quality over quantity.

### **9. Future of the program**

- a. Claudia – assessment needs to happen. Claudia will create a spreadsheet with a comment section to provide feedback on the curriculum. The curriculum is out of date, so let's update it.

Claudia may create some more electives. Let's listen to industry to make a better program.

Claudia will compile the information, evaluate it and share it.

- b. AHLEI - Certifications that can be imbedded into the program. A rep is coming out next week to talk about this.
- c. Jay and Heather like the sound of these industry certifications, it is something they have talked about for a while.

**Comments:**

Dan – we need to reach out more for board members.

Jay – has suggestions for other board members.

Claudia – has a growing list as well.

Jay – brought up a possible culinary and training hotel and maybe an opportunity to utilize the Holiday Inn Express near her property.