

St. Petersburg College Hospitality & Tourism Advisory Board Meeting

04/10/2018 9:10 am- 10:00 am

EPI 2-430

Attendees: John Bittrich- Stockwell, LLC, Sandy Ho- Great Bay Distributers, Ashley Giasone- Ryan Wells Foundation

SPC Members- Jacob Wortock, Sandy Decarlo, Nicolle Panuthos, Dean Greg Nenstiel, Marta Przyborowski, Alanna Olah.

Introduction & Vision: Alanna Olah

1. Dean Nenstiel

- Welcome
- We are working to build enrollment, 200 enrolled is our goal.
- Program had full-support now from administration.
- Working on gaining new members for advisory committee- Welcome Ashley from Ryan Wells Foundation and Chuck from The Birchwood.

2. Alanna Olah, Instructor-in-Charge Hospitality Management

a. Welcome

b. Curriculum Inclusivity Updates

HFT2750 will be offered Face to Face Fall 2018. Program is getting redesigned to be worker friendly with half of courses being offered Face-to-Face and the other half online. Then in spring term, they rotate. This will accommodate all veterans, international students and those wanting either face-to-face or online.

- Two new instructors already teaching:

- Dr. Amanda Templeton (Dissertation Topic: Sustainability/Green Tourism)

- Dr. Liza Cobos (Dissertation Topic: Mobile App usage for branded hotels)

both are PhDs in Hospitality & Tourism Management

- Almost Dr. Scott Richardson (Dissertation Topic: Wine Tourism) is completing his PhD in Hospitality Management and almost through hiring.

We are working on getting highly qualified people to adjunct with us in hospitality.

-Pathways being updated for students to follow for veterans, International students, and online/ face-to-face tracks.

-Vets2Success- Homeless and Displaced Vets are trained in Culinary, Baking and Brewing arts and provided with housing and jobs that pay at least \$12.50 per hour.

-The plan is to bring Vets2Success to Pinellas County.

- This will help our enrollment with veterans who are interested in completing school after they finish the veteran program

c. Sports Management

-Currently in development- to begin Fall 2018

-Specialized courses in Facilities and Event Management

d. Hospitality & Tourism Expo Recap

- Great turn-out, over 50 students attended

- Great key-note speaker: Mr. Jim Burns, Vice-President and Managing Director of JW Marriott and Ritz-Carlton Orlando Grande Lakes.

e. College of Business Expo- Weds 4/18/18 3:00pm-6:30pm

3. Dean Nenstiel, Dean of College of Business

a. Global Vision for Program

4. Nicolle Panuthos- Business Plan Competition Update

- Shared details of program on 4/19 at Seminole Campus

- Invited all to attend

- She also asked for volunteer to hand out checks from Great Bay Distributors

- Great opportunity to network with industry

5. Jacob Wortock, Employment and Internship Coordinator

- Internship is opportunity for all of our students to have practical experience and apply what they have learned.

6. Sandy Decarlo- Career Outreach Specialist

-Big push for our curriculum changes to be face-to-face

-Intro to Hospitality (HFT1000) being offered face-to-face starting this summer

- Our HFT students wanted 9:00 am – 1:00 pm time slot

-Posed question to board: How can we change perception of program for locals? People who live here are not super familiar with the program.

Ashley- Recommended getting in front of high-schools and parent booster groups- also she said she could bring our flyers to all of her high-school visits, which we appreciate so much.

Sandy Ho- We need to convey that our program is a viable option. Explain that Hospitality opens the door to finance, marketing, and human resources.

7) Open discussion and recommendations for our program

Questions posed:

- What skills do new employees/supervisors/managers need to have that they are lacking?

Answers: MS Office, especially Excel

- Communications (especially face-to-face, and email)
- Presentation skills
- Soft Skills – like selling yourself, sales in general, and your company

Adjournment 10:00 am