

**Ventura County Office of Education/VC Innovates  
All County Advisory Meeting**

**April 17, 2017, 6:00-8:00PM**

INDUSTRY SECTOR: **Hospitality, Tourism & Recreation**

FACILITATOR: Rebecca Chandler

RECORDER: Savannah Cummings

PARTICIPANTS:

<b>Educators</b>	<b>School District</b>
Alan Penner	MUSD
Carrie Smith	SVUSD
Christie Biddison	OUHSD
Leigh Ann Diffenderfer	CVUSD
Nick Moller	MUSD
Paul Fredette	VUSD

<b>Industry Partner</b>	<b>Company</b>
Felix Wang	BW Plus Thousand Oaks Inn
Josie Williams	Residence Inn Camarillo
Rebekah Evans	Ventura County Lodging Association
Shannon Hillygus	Ventura Beach Marriott

**Agenda & Minutes**

**Introduction**

**6:00-6:20 Salon A, B, C- Welcome and Overview/Dinner;** everyone given a card to fill out and bring with them to the breakout session "Tell us about the impact the industry/education partnership has had on you."

**6:20-6:30- Transition to Breakout Rooms**

**Breakout Sessions**

**6:30-6:45 Introductions & Industry Overview Notes**

- Nick Moller- Hospitality Educator
- Leann Student Nutrition
- Felix Wang GM
- Carrie Smith Hospitality Teacher
- Christie Biddison Hospitality Teacher
- Pat Doler here on behalf of Kayla Hernandez Hospitality Teacher
- Rebecca Evans Exec Director
- Josie Williams GM Marriott

**3 have done advisory meetings in the past with VCOE**

**Rebecca C-** Discussed the importance of relationship

**Josie-** Marriott believe that relationships are very important, we are aware of how important this is.

### **6:45-7:35 Reciprocity Ring Notes**

**Rebecca C-** Asked Industry partners to write down what is the latest trend in Industry? Please post your latest trend on the ring.

**Josie-** Change in product and service, product has to change b/c what was good then is no longer good. Mobile checking, room layout and style etc.

**Rebecca E-** Technology ie: keyless entry, green certification. Food is now a smaller kitchen, we are changing how we are doing food. Bistro instead of full kitchen. Marketing is changing due to social media as well. It's a major deal!

**Felix-** Designing "lifestyle" products now. More specific to health and wellness, technology.. Trying to create local, urban hotel. These are things the hotels are trying to create their brand around.

**Josie-** Product chooses to be different in their own way, creating a unique experience. Gone are the days of the same layout and etc.

**Felix-** This also goes into hiring process, if we are creating a brand of hotel then you can't hire someone that doesn't look the part. SO how do you do that?

**Pat-** Wow, all of this is new to me!

**Rebecca E-** When we market, we look at the "mommy maximist," The Luxury person.

**Rebecca C.-** Teachers-what skills are we giving to give a solution to these new trends? What could you do to teach these trends if you aren't already?

**Felix-** Educators are no longer teaching the millennials, We are reaching Gen Z and I think that is an entirely different story. They think differently. How do we teach them?

**Nick-** Companies and employers are more than ever- willing to listen to what millennials have to say about things.

**Leann-** I have embraced technology and use that to teach the students. I think it's important for them to use the technology that is out in the world. Internet research to learn about the industry and how to prepare themselves to get into that field. Something that won't go out of fashion is teaching a standard of expectations. Expectations might change, but the standards to meet those expectations won't. I'm being paid to meet the needs of these students.

**Carrie-** Technology for research. I have spent a lot more time talking about gluten and organic foods, allergies and etc.

**Christie-** Echoing everything that they are saying. Learning to respect the different age groups and what they bring to the table

**Pat-** Have industry professionals come in and talk to the class. A real-life experience is better than reading out of a book. Also, internships with our business partners and we can't do it without you.

**Rebecca Evans-** Thank you for all that you are teaching these students, I appreciate that you are teaching them industry.

**Josie-** There are a lot more food jobs being offered b/c of the restaurant industry, but I think hospitality is huge. If the restaurant industry isn't for you, there is more than that to

do. We feel that there is a disconnect with hospitality because people don't realize there is more than just restaurant services. This is why these relationships are so important.

**Rebecca C-** Based on what we just heard about industry trends, what do/would you require to prepare your students? Let's ask the Educators first. Millennials look at the food industry totally different. So, what do you need to be able to add that into classes now? What would you require in order to teach these students better?

If you look around this table, is there anything we can do to help?

**Pat-** Funding for guest speakers and equipment b/c we don't have a lot.

**Felix-** Funding for guest speakers?

**Pat-** Yeah, I know the last person I spoke to had a fee of \$200. Also, if we had the equipment, we could help teach the students new techniques.

**Josie-** we wouldn't mind hosting a class for student in our kitchen when we are slower.

**Christie-** They don't understand all the avenues in this industry, and that is important. Job shadowing is huge.

**Rebecca E-** we just started that with Oxnard HS and they went through all the departments and the kids were saying that they had no idea.

**Carrie-** Same thing, I don't know that they are getting real-world experience b/c we don't have internships and equipment. The kids are disappointed and dropping. At the beginning of the year I said the one thing I need help with isn't speakers, but internships. I'm not a salesperson, I don't know how to ask them and all the insurance questions that go with it. I just don't have time to do all that when I am teaching multiple classes. I was told, "sorry we don't have time but you will have to find internships yourself."

**Rebecca E-** How many kids do you have?

**Carrie -** 19 kids. I was told that it was too big of a class to have internships, but I need at least 15 students so that it doesn't get cut.

**Pat-** In the past the teachers did it.

**Rebecca C-** Okay, we need to move on.

**Leann-** intro module to teach perhaps, generated by the industry. Is there such a thing? Guest speakers are needed and FCCLA organization that is available to support students is also in need of industry sponsorships.

**Nick-** MIT/ HR materials that companies ACTUALLY use and some sort of long term internship if possible. That would be great to get for our students.

**Felix-** In CA if a person is doing work that another person could be doing, than the intern would have to be legally paid. But you already have staff, and you don't need people for such a short time.

**Josie-** I ALWAYS need people at my hotel. I know I am not the only one.

**Christie-** Bring business cards

**Rebecca E-** Workforce Development board "clean green" considers hospitality to be clean green. We have created skillsets of what employers are looking for. Take advantage of this hospitality section. Oxnard College curriculum was created with us as well, but they don't use it b/c they only use the restaurant side of it, not hospitality. We also have industry speakers, and paid internships. Please don't hesitate.

**Josie-** My vision is to help with this. Start in Jr. High and HS to help them understand all the options that there are. Job shadowing is also important. I have no problem paying interns, I just have a hard time finding people.

**Felix-** Fastest growing industry in VC is hospitality. That means there are a lot of jobs in

hospitality. More job growth in the county than other industries. Finding people can be hard like Josie said b/c most people go to college to be doctors, or something. When the jobs aren't there to be had, they end up coming to hospitality. I can help with internships too and we are also willing to pay. . We can also offer guest speakers AHLA has certification resources as well. Line staff up to GMs.

### **7:35-7:55 Discussion Prompts Notes**

**Rebecca C-** Distributing my prompts for you to answer. We know the trend is the millennials and all the change they bring to the industry. Teachers-n program what is one area of growth you have?

**Nick-** area of growth that my class size has doubled. Having cool fun stuff, speakers, hands on and applies to real life. They all know my new room is coming, they like NEW not geometry and other classes like that. Also, my own awesomeness. □

**Leann-** This is the 10<sup>th</sup> year of my program. I have done everything I have been asked to do and I am proud that I have students that have completed the program, gone onto Oxnard's program or other programs, graduated and now have great jobs in the industry. I'm proud to have made that contribution, this is my retirement year and I hope to pass on the torch. We all have challenges in our courses that we keep taking on and working, but there is something very exciting about the hospitality industry. I'm appreciative to our industry who helps us as well.

**Carrie-** Growth in my program.... Hmm it has only been 2 years but they type of field trips I have done helps. Uniforms helps the kids attitudes a lot too! I have kids that have had a job b/c they had their certification. 3 students to be exact. We are going to Orlando on a culinary trip, taking 12 students and I think that will be very interesting for them.

**Christi-** I took a lot of kids that had ZERO experience and they have blossomed and 3 to 4 are going on to do culinary school.

**Pat-** The growth has been b/c the money has been available. The kitchen is being renovated and that is huge. I think having the students in the uniforms does make a big difference and helps grow your program.

**Rebecca C-** What do you think the future of the industry is in 10 years?

**Felix-** People are actually already opening up their homes and kitchens. Air B&B is an example of that. I think the one thing is that unlike any other industry, hospitality will always be a place for people to go and enjoy. People will always go out, companies will always have people that travel. Face to face relationship will always be important with that.

**Josie-** I am a diehard hospitality person. I think that this is a great field, people are traveling and happy. I see changes coming, but this industry is resilient and will grow b/c it is a people industry. Industry will have to go with the trend, but it will never go away. Plus, there is a huge need and we need to get the word out to these kids.

**Carrie-** a lot of my students didn't know what hospitality was.

**Rebecca E-** Hands on learning is the only way to go. That is why all of this makes sense. You have your passion and a kid, it will grow. I am on chamber of commerce and we talked about 911 and how it changed traveling. Family is now traveling together more, while the mom or dad works. Right here in VC we have the best of so much. This industry will have jobs available for people always. I also think that boutiques are also up-in-coming. I really appreciate you teaching and I am grateful for the fact that you are teaching our industry

and teaching them to love what they do.

**Josie-** I cannot teach passion. Passion is what we need, we can teach them everything else. People to people experience is huge b/c this day in age they are always on the phone.

**Felix-** Franchise model is now important too for many reasons, but also because they are able to do more internships. The GM is who will work with you now, not Marriott themselves b/c they are now a franchise and not a giant group that runs every single chain location. This is unique, and this is good to know for teachers to know who to call for an internship.

**Josie-** We still have college recruiters and internships where international students come to intern for a year.

### **7:55-8:00 Wrap Up Notes**

**Rebecca C-** thank you for coming and participating I hope it was more beneficial for you. We will be looking over all these post its to see how we can help and what we can do. We will be having another advisory meeting in 6 months. If you have cards, please feel free to swap with others.

**Pat-**It was so nice to have JUST OUR INDUSTRY!

**Leann-**Thanks for your insight!

**8:00 Meeting adjourned - next meeting TBD**