

University of San Francisco

School of Management

Department of Hospitality Management

Meeting Summary

Date:	8/24/2015	Start Time:	11 AM	End Time:	1 PM	Location:	LM 108
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Who was there (*Indicate attendees and who chaired the meeting*)

Michael Collins (MC), Chair

Jean-Marc Fullsack (JF)

Thomas Maier (TM)

Michelle Millar (MM)

KO Odsather (KO)

Jeff Scharosch (JS)

Gina Alvarez (GA)

Topic of Meeting (*Attach a copy of the agenda if possible*)

Please see attached Agenda.

Decisions Made and Policies Approved (*Provide a clear statement of decisions and policies. If a vote was taken, indicate the vote count.*)

- **Our “hospitality family”**

Treat each other with mutual respect. No one in Department manages anyone else. Worry about your own priorities and let others worry about theirs. As colleagues, let’s work together to achieve our educational mission and to advance the reputation of the program.

- **Our Educational Mission**

1. Website: New site is up. We will work on making edits that we discussed with Eric Freeman with new Web Manager, Annie Baker (i.e. include recent graduate profiles).
2. Admissions: MC and KO met USF Admissions and reminded them that HM students are BSBA students. HM prepares students to go to work in the industry, as then graduate with professional industry experience having completed their 800-hours. Also, students graduate with business skills to be successful. If they do not stay in the industry, their education will provide them with a springboard to another field.

(MM) What is Admissions going to do with this information?

(MC) Admissions would like for us to speak at orientations and tours for potential students and their parents. Maybe hold an event for High School Guidance Counselors so that they can be better informed about the HM program; this will allow them to better discuss HM with potential students. The members of the admissions team go to high schools, colleges and fairs. We need to stay top-of-mind with these recruiters.

- **Assessment and continuous improvement**

MM is working on Learning Outcomes report on BUS 386 Meeting and Event Planning.

These are the courses that will follow:

Fall 2015: BUS 486 Convention, Exhibition & Venue Management

Spring 2016: BUS 480 Opt Revenue in Hospitality Industry

MM will email her Spring 2015 BUS 386 class group presentations so that if anyone wants to provide feedback, you can send it her way.

- **Taking Ownership**

Let MC know if there are any priorities/projects you want to pursue or take on.

- **Student Organizations & Travel**

HMA: MC spoke to new HMA President, Easton Mayordomo, about HMA not being a club that just makes a trip to NYC; the primary focus of this student organization must be to provide programming and activities of compelling interest to students on our campus interested in the hospitality industry. This year, students who are interested in attending The Hotel Experience conference (formerly IHMRS) will be required to participate in a Smith Travel Research (STR) sponsored Hotel Market Analysis Competition. Depending on how far the members of the HMA team working on this data analysis advance in the competition will determine if they earn the opportunity to attend The Hotel Experience conference in New York City (Nov 8-10, 2015). This will ensure that students have a reason to attend the show and “earn” the privilege to do so.

CMAA: New President, Alexander Lawrence, has stepped in and done a great job thus far! His goal is to increase the membership to 20 students. The 89th World Conference on Club Management and Club Business Expo will be held in San Diego on Feb 21-25, 2016.

(JS) How can we be of support to the student clubs?

(MM) Allow Officers to make presentations to HM classes

(KO) Allow a shout-out for clubs during class time

(MM) Does the National Society of Minorities in Hospitality (NSMH) no longer exist?

(MC) No, it does not. NSMH was designed for students of color in hospitality, not international students in hospitality. Our program does not have sufficient enrollment to support three student clubs; we are struggling to reach critical mass in our other two clubs - HMA and CMAA. In addition, there is not enough faculty to support another club and we were doing an injustice to its members, when they are not the ones targeted for recruitment by the firms that sponsor NSMH.

- **Budget and Financial Matters**

Erin Grogan has just been made aware of a new fund allocated to HM, *The Edward J. Martens Restricted Fund*, which started in FY09 with \$40,000 and has grown to \$63,000. She wants to know how this fund will be used over the next year, and if so, for what?

(MC) I propose we allocate each Faculty member \$500 for the benefit of student enrichment.

Consequently, if you need funding for an activity that will directly impact students in our program and/or improve the classroom experience that you deliver to our students, please request Martens Restricted funding support.

- **Executive Education**

MC and Hospitality Industry Advisory Board Chair, Tom Klein met on July 14, 2015. TK shared with MC that the USF Department of Hospitality has to better position ourselves in the industry. How do we attract people regionally to improve our program? How do we tie the top three San Francisco identity factors of food, wine and technology to the Department?

They discussed the idea of an Executive Education program. Faculty to work in partnership with invited “front people”—highly respected industry leaders working in the world-class San Francisco hospitality industry. We let the industry professionals teach focused topics supported by a member of our faculty, as appropriate.

The plan is to:

1. go to HM Advisory Board and collect topics/subject ideas
2. Identify the experts who are best to deliver the topics identified
3. Reach out to organizations and see if they want to be involved
4. Pair industry expert with HM faculty member
5. The course would be delivered in an hybrid format including online work completed, evaluated and submitted in advance; on-site activities, which involves a high-profile industry leader and a debrief of the advance work; and, finally, a field element in partnership with a regional firm.

The goal is to design a program that may be delivered at a cost to the participant of approximately \$750 per day, excluding field trip costs. Typically, the faculty or instructor delivering the content receives \$350 per day in compensation.

We need Advisory Board input but also need them to commit to send someone to participate in the Executive Education program.

Everyone on team supported the idea to explore a possible Executive Education program.

(MM) Lots still needs to be flushed out, but I support the general idea.

(TM) I question “what will we be teaching (sharing) and have these people walk away with something they did not already know?”

(JS) We should take a look at Cornell University School of Hotel Administration Professional Development Program (PDP) to get an idea of what they offer:

<https://www.hotelschool.cornell.edu/industry/executive/pdp/>

- **AOB**

(KO) The 2015 Fairmont California Coastal Clean-Up Event is Saturday, September 19, 2015 from 9AM-Noon. Please announce in your classes so we can have good representation there.

(MC) The Hospitality Industry Advisory Board is scheduled for September 21 at 8AM. All faculty and staff invited to attend. We will be discussing the Executive Education topic with the Advisory Board.