

Pasadena City College
Advisory Meeting Minutes Spring 2022

Division: Business and Applied Technology

Department: Business Administration - Hospitality

Date: Thursday, April 7

Time: 12pm – 1pm

Location: This meeting was held virtually via Zoom

Recording of meeting : <https://www.youtube.com/watch?v=h1YOZycyUUA>

Advisors in Attendance:

- Kate Silberling – Owner/Operator Whisk and Sizzle, Faculty LA Trade Tech Culinary Arts
- Alex Graham – Executive Sous Chef, City of Hope
- Angela Bowie – Assistant Culinary Manager – UCLA Dining
- Charlie Contreras – Lead Culinary Manager – Coast Plaza Hospital
- Ulysses Galvez – Owner/Operator Campo é Carbón

Administration and Faculty:

- Dr. Kimberly Shediak – Business Administration, Entrepreneurship Faculty
- Dr. Jeff Bajah – Retail/Business Admin/Business Math Faculty
- Dr. Mark Keene – Hospitality Management Director Faculty
- Colleen Nanno – Culinary Arts Program Director Faculty
- Dan Raddon – Professor of Business Administration

Call to Order:

The meeting was called to order at 12:06pm by Co-Chair Colleen Nanno.

Discussion Notes:

- Introducing Certified Hospitality Entrepreneur, Certificate of Achievement (12 units): Summer 2023
 1. MRKT 150: Social Media Marketing for Business
 2. HOSP 021: Food, Beverage, and Labor Cost Control
 3. HOSP 050: Hospitality Law
 4. BUS 116: Entrepreneurship
- Introducing Culinary Management and Operations Certificate of Achievement/ AS (23 units)
 1. HOSP 003 – Survey of Hospitality Management and Manager Sanitation and Safety
 2. HOSP 014: Culinary Principles
 3. HOSP 015 or HOSP 140 – Industry Culinary or Baking Foundations I
 4. HOSP 121 or HOSP 141 – Industry Culinary or Baking Foundations II
 5. HOSP 050 – Hospitality Law
 6. HOSP 045 – Guest Service Management
 7. HOSP 021 – Food, Beverage, and Labor Cost Control
 8. BUS 070A/B – Work Experience Internship (paid/unpaid)
- Course Substitutions:
 1. For HOSP 030 and HOSP 060 for Hospitality AS and ADT
 - BUS 070A/B – Work Experience Internship (paid/unpaid)
 - HOSP 101- Hospitality Internship
- Online hospitality resources due to remote instruction with the understanding that students need to take a Work Experience Internship course to be exposed to commercial industry pacing and environment.
- Vital for students to receive industry certifications such as ServSafe and other NRA sanctioned certifications

- Tutoring for students and providing courses with the necessary support personnel for student success. Ie: Lab technicians.
- **Question #1: If you look into a crystal ball, where would you see your industry in 5 years?**
 - Social media is taking this industry by storm and creating opportunities for a younger generation of individuals to pursue entrepreneurial endeavors.
 - Offering a class that speaks to and mentions various hospitality entrepreneurial segments: Pop ups, food trucks, farmer's market, online sales, cottage licensing (those things mentioned in Hospitality Law briefly)
 - Providing Certified Dietary Manager certification possibly within or a pathway to receiving this within the Medical Sector Certificate of Achievement.
 - Incorporating larger batch cooking or introducing modern equipment that exists in hospitals, hotels, etc into the classes.
 - Love the collaboration with the PSBDC to assist individuals with their entrepreneurial needs for free.
- Business Administration Department asks the advisors for their vote of support to recommend the following certificates and courses
 - **All Advisors approve and provide their heartfelt recommendations and votes of support for all proposed certificates and courses presented above**
 - All advisors were provided with a document that detailed the proposed Certificates and their subsequent courses included in each certificate 1 week prior to the Advisory meeting
- Heartfelt thanks to all advisors and Business Administration Committee Members
- Meeting adjourned at 12:47pm.