

# CTEoc Regional Advisory Board Meeting

## Culinary Arts/Hospitality

### College Panel

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The Hacienda

1725 College Avenue

Santa Ana, CA 92706

**Kathy Johnson:** My name is Kathy Johnson, I am the President of Vital Link, and we are pleased to be facilitator of this year's culinary arts and hospitality advisory board. We have quite the guest list today with culinary expertise and the hospitality and management side of the house. I think you are going to find it fascinating. We are going to be starting out with our college panel. We have representatives here from 3 of our colleges. Cypress College, Orange Coast College and Saddleback College will be up on the stage first. They will be sharing with you the latest and greatest things that are happening at the community colleges. How their programs are growing and the new interesting projects that they are going to be working on. We will then going into our panel about trends in the industry skills, workforce demand, and all of the general topics. From there we will take a break and go into the industry specific Breakout sessions. The Culinary Arts Breakout will be in this room. The Hospitality/Tourism is out the back door and to the left. After the break, from there we will have lunch back in this room. Then we go into the Professional Learning Community session.

We are really excited about the speakers who are with us today. But first, I want to introduce you to Alycia Harshfield, she is with the California Restaurant Association Foundation. Some of you may already know her. Would you like to come up a say a few words?

**Alycia Harshfield:** Hey, it is very nice to be here this morning. I see so many wonderful, familiar faces. I look forward to meeting you all throughout the day. Particularly the administrators, if you have to leave around lunch time, I would love to connect with you and share with you a little bit about our programs, what we do to support high school culinary arts and restaurant management classes. Thank you.

**Kathy Johnson:** Now can you please introduce us now to Natalie Tong, is she here with you?

**Alycia Harshfield:** She is coming. She is on a field trip. She will be here a little bit later on in the morning.

**Kathy Johnson:** Great, so then you will be able to meet with her as well. She is the Southern California Program Coordinator. We look forward to you having you meet with them. Our PLC speaker is John Chiu. John is the director of food and beverage at Knott's Berry Farm. He will speak for the PLC portion which is after lunch.

I would like to ask our representatives from the colleges to come up to the front. We have, Cypress College. Here he comes. Jeremy. Yes, give them a round of applause as they walk up. Lisa from Saddleback. Do we have our Orange Coast College representative? No. Anybody from Orange Coast College to start. Jeremy, do you want to start us off? What do you have going on at Cypress?

**Cypress College: Jeremy Peters**

**Saddleback College: Lisa Inlow**

**Jeremy Peters:** I would like to introduce, we have a new full-time staff member, Amanda Gargano. Amanda joined us last year.

**Kathy Johnson:** Okay, there is Amanda.

**Jeremy Peters:** We have three full-time culinary faculty, and one full-time hospitality management faculty member. The program is growing. If you are not aware, the enrollment at most community colleges is down about 20 percent. The reason why, is the job market in Orange County is so strong that people are leaving to take jobs. That is the challenge of where we are now. Which is nice, 3 or 4 years ago, we were impacted. We were turning away students to other programs or students were waiting for classes, and instead of graduating in 2, 3 years, it was taking them 4 to 5 years to graduate with an associate's degree because programs were so impacted. One new exciting thing in our beverage management program, we introduced a new class that covers, wines and beers, spirits. Not really saying that we are doing wine tasting on campus, but we are. If you are not aware of our program, we are a hospitality and culinary program. We have a full hospitality program with degrees which guarantee transfer to either Cal Poly or Cal State Long Beach. We are growing our nutrition program with AST and Nutrition also. That guarantees the transfers to the Cal State systems, which is great for our students. We have a culinary program, baking and pastry program and now we have the beverage management program. Any questions? Yes.

**Audience:** Years ago, I will not tell you how old I was when I went to Cypress, the culinary program was on campus. It is not on there anymore is it?

**Jeremy Peters:** No, in 2003 they moved us to the district campus and they built us a new facility. We are in the talks of moving back to the Cypress campus within the next 5 years and building a new facility on campus for us. We are hoping that the bachelors of Science degrees will be offered in community colleges. Currently, we have a program that is going through certifications, our bachelor's degrees in science at community college level. The way it looks is, if that does go through and it is approved, then we will be looking at a culinary degree, bachelor's degree in culinary arts or community college level.

**Kathy Johnson:** Are there very many community colleges that are offering a bachelor's degree at this time?

**Jeremy Peters:** I think there are 18 that are part of a pilot program currently. Out of 110, 103 in California, there are probably 18 that are actually going through with it.

**Kathy Johnson:** Are you involved in any competitions?

**Jeremy Peters:** Currently, no competitions. I have a 6-month old baby at home. That is my focus.

**Kathy Johnson:** So, we need to have you come to the early childhood education Advisory Board and tell us about the process?

**Jeremy Peters:** Not yet. Any other questions?

**Kathy Johnson:** Do you have opportunities for the high school students to come see your campus?

**Jeremy Peters:** Yes, in the spring semester I try to host the high schools on campus on Thursdays. Chef Management and we brought back the international cuisine and that class is on Thursday. All week we will be hosting several high schools during the semester to have a day on campus at the college. They will come in, typically from 9 am to about 1 30 or 2, they come in and they meet the fall students and then they sit down and have lunch in our student-run restaurant, and then they are free to go about 1 30. The only limit on this is, you can only bring about 8 students. I know some high schools say they can't do it unless we take 30 students. Unfortunately, we cannot take 30, we can only take 8. It is a hands-on opportunity for the students to kind of see what it is like on campus. A lot of our students are first generation college students, and we like to introduce them to the current students on campus so they

get a view of how that looks. If you are interested in that send me an email and hopefully we can set up some dates and get that going.

**Kathy Johnson:** Lisa, talk to us about Saddleback.

**Lisa Inlow:** Hello, good morning. My name is Lisa Inlow, I am from Saddleback. I run the Culinary, Hospitality, and Travel and Tourism. Travel and Tourism is new, it was just added over the summer actually. We are kind of exactly the same as what Jeremy was talking about as far as enrollment goes. We are a little bit low but steadily growing. If you look at the numbers for the last 3 years, they are growing, but not by leaps and bounds. So, we are struggling with that a bit. We do have a new dual enrollment with a local high school, Silverado High School and that is turning out to be really successful. We love being there and I feel like they love having us there. It is also a nice pipeline directly into our program. I just completed curriculum for 3 special needs classes. So, we are building a separate kitchen on campus, specifically for our special needs community. The focus there is to develop life skills. Some of them actually do work in the industry. We have been just including them in our normal program, which has worked out fine for the most part. It kind of just depends on the disability and how functional they are. The DSPS, I cannot think of the new initiative that came through, but they had some money. So, they decided to build their own so we are assisting with that, and working on that as well. Also, we have about 12 - 15 new classes going through curriculum now. We are developing a baking and pastry certificate. So, 3 of those classes, once we are allowed to teach them, we will have a certificate that goes along with that. Our hospitality portion is also fairly new, we have about 6 or 8 classes underneath that umbrella, and we are waiting for state approval for that certificate. It is kind of a long process. I got a phone call last night about the possibility of a new facility and new lab. We are building a new building, so I am, fingers crossed, that I will be included. It was sort of a last minute phone call that I was so happy to receive last night. As far as competitions go, we always participate in the Shelton Farms competition. Which is, I do not know how familiar you are with that but it is chicken fabrication, and then the kids prepare a dish according to whatever theme is for that year, and that is really fun. They also have included Tablescape in that competition. We don't participate in Tablescape, but we do participate in the baking and pastry portion of that too. As far as tours go, we do field trips for high school students. We do, do a senior day where senior high school students come in. Although I would be happy to have senior citizens too. Well, that is part of the enrollment issues that we are having. In order to meet our needs, we need to meet our community's needs. So, our enrollment is very diverse. We do have a lot of

senior citizens, who are retired who just want to pursue a hobby. We try to support them as best we can. It is a professional program, so we still hold it to that standard.

**Kathy Johnson:** What percentage of your students, and Jeremy I did not ask you this, but what are the age demographics of your students?

**Lisa Inlow:** I am going to be guessing a little bit because I do not have those numbers fresh in my head, I would say about a quarter of them are retired and they want to pursue their passion and learn something more about cooking. Some of them are career changers so they are a little bit older than our younger students. Today we live so much longer right? So, we can have 3, 4, 5 careers. It is not the same as it was for our parents. So, we have about 25 percent are senior citizens and retirees in the program. I would say about 40 percent is high school students. Then about another 30 are just trying to get their feet wet and see if this industry is for them. I think the number one thing to teach those students that are sort of on the line and not understanding where they fit, is that there are 150 different jobs in this industry. You do not have to work a line. Which is very physically demanding. There are many other opportunities for you. We try to educate them on all the other opportunities as well. We also have an event planning class that just started last year.

**Kathy Johnson:** What about the percentage of those students that go directly to work versus those who go on to further education?

**Lisa Inlow:** I would say most of them go on to work. I can barely keep up with the industry demand. I probably receive 4 emails a week from industry partners begging for students. It is a difficult line to walk for me, I obviously want them to have the opportunity, but what happens part of the time is they do not come back to school. They have the job, and they do not come back to school. Clearly, that is their choice and I am not going to be the only one that is offering them those opportunities.

**Kathy Johnson:** It affects their completion rate, when we talk about certifications. That does deal with placement, which is the push-pull thing that you teachers have. You have got the placement requirements and the completion requirements.

**Lisa Inlow:** It is a problem, part of the time. I do feel like it is more important for them to get out there in the industry, because I cannot mimic that in the lab. Even when we do restaurant days, where we have a little restaurant that we run, it is not the same. When I was on the line, we did 400 covers. When they

are on the line we do 30 or 50, there is a big difference. It is important for them to have the industry experience as well.

**Audience:** Do you keep any data, or track long term success? So, if they leave Saddleback College because they have gotten a job, what is their long-term success rate? Do they then get job, they are promoted, do they stay in the industry? Are there trends? Do you know?

**Lisa Inlow:** There certainly are. We have a new system called Launchboard that is going to be tracking that. It is not completely up and running yet. The data is not all imputed, but we should soon have that.

**Kathy Johnson:** So, you are going to be tracking each individual student probably through some social security or some kind of identifier on that job tracker? Whether they stay in the industry or move into something else?

**Lisa Inlow:** Yes, that is the goal.

**Kathy Johnson:** Jeremy, what about your demographics?

**Jeremy Peters:** Age demographics, I would say anywhere from 18 straight out of high school, to 65. I would say 10 percent are of the 50 to 65. Our program really focuses on the industry standard teaching aspect of our program. When they come in on Thursdays they experience what it really feels like to work in a kitchen. I am not a nice Chef on Thursdays. Culinary 1 - I am nice, Culinary 2 - I am nice. But in the restaurant class, we are hard on them. We push them. We have high expectations. I have students that leave the kitchen crying, I have students that do not want to come back. Currently, we see a lot of students straight out of high school which is a challenge for us. The students who are 25 or 35, they are kind of ready to get their career started, they are very motivated. The high school students are a little bit lost. I am sure you guys feel that, right?

**Kathy Johnson:** When you say lost, does that mean lost in the way they want to go, or just lost they are just trying to figure out what the heck is in the kitchen?

**Jeremy Peters:** I would say career. They are kind of lost on the definition of the career that they want. They are kind of lost on how difficult it is going to be to get from point A to point B. They do not want to do the work. They think they should just go in the kitchen and be able to cook. We are like okay you are going to write an essay, I do not want to write an essay. You are going to do a research project, I do not want to do a research project. I just want to cook. In Chef Management we don't do a lot of cooking. As

you move up into management you step out of the kitchen, and you are not cooking as much. We try to teach them those skills. The demographic of our program, we are probably 50 50 when it comes to hospitality students and culinary students. 30 percent of our students transfer to Cal Poly Pomona or Cal State Long Beach or UNLB, to pursue a bachelor's degree. Probably 30 percent will go out in the industry and work. Then the other 40 percent they are uncertain of what they kind of want to do. They will get out in the industry and they will not like it. I have been at Cypress now for 10 years, I have seen the successes of our students. We have had lot of students that are now in management level positions with a lot of the major hotels. That is one of the things that we always focus on, Lisa, myself, Amanda, and Stephanie, are really good at pushing our students to work in hotels. I really do not like to push my students to work in restaurants. Do you know why? There is no structure in a lot of restaurants. On many of the restaurants, drugs and alcohol is a big problem. When you get in the hotels, there is a little more structure, there are higher expectations, and they are doing background checks. I come strictly from a hotel background. I worked for Paramount, I worked for Hyatt, I worked at Disney for 8 years before I began to teach. I am used to that form of structure and I want my students to get used to that form of structure. Then also, the promotions are there for them, in restaurants it really is not as much, especially in a family owned or a small chain. But, some of the larger cooperation's like Red Lobster, there is upward mobility. Another nice thing about hotels is that when they get on the line and they discover that they do not want to cook, they can change to front desk, room service, server or many other positions. We have a lot of students who have a lot of success with that. They will go from the prep end of the kitchen, to a hotel Starbucks, then to the front desk. Now they are like service managers for events, event planners, and they have done very well for themselves. So, we try to push that avenue, more than just a restaurant.

**Audience:** When the high school students come into the program, how long until they do get into the kitchen?

**Jeremy Peters:** They get into the kitchen in the first semester. As long as they can articulate safety and sanitation into our program, or they can start with safety and sanitation and a culinary class. So, they have to be currently enrolled in the safety and sanitation to take a culinary class. I know some programs want their students to have completed safety and sanitation, before they start the culinary classes. We tried that for 2 or 3 semesters. It really affected our enrollments and we decided to back away from that.

**Kathy Johnson:** They can do both at the same time as long as they are in that. You mentioned articulation, in order to accomplish that in a high school level, what other types of classes do you have that you are articulating?

**Jeremy Peters:** The only class we articulate from high school would be safety and sanitation. It has not changed in 20 years. I am working with Mike Canvas to try to do a 3 year articulation agreement. Most campuses want you to do every year, which is a lot of work. It is probably 15 hours for me, then 15 hours for you and then 15 signatures. It is really a difficult issue. So, I am pushing Mike Canvas see if we can do a 3 year articulation agreement with 6 pools. I have probably 6 or 7 of you that I am working on your articulation agreements. I have been working on them since November, and I am supposed to meet with the person in February.

**Kathy Johnson:** Do you think that is going to happen? Have you been getting push back or is it just going through process?

**Jeremy Peters:** Yeah, we do get a little pushback at the state level. It may not be here on campus, but at state level. The community colleges are quite interested. And, it takes time to develop curriculum. If I write a class today, it is 2 and a half to 3 years before I can teach it. We are also trying to speed that up at the state level. There is a lot of work going on.

**Audience:** Follow up to the safety and sanitation. Are you saying, if a student has a Serv Safe manager certification that would count towards your articulation?

**Jeremy Peters:** Not a handler level, it has to be the manager level, yes. Then that also transfers to the Cal states also. They will also accept that.

**Audience:** For Lisa, when do you have your restaurant days?

**Lisa Inlow:** This semester, in the spring semester, we do it every other Wednesday. If you want to reach out to me, I can give you the dates because I do not have them in my head. It is a lot of fun for the students to have that opportunity. They really enjoy the restaurant days.

**Kathy Johnson:** I see a question in the back. Jillian.

**Audience:** I was interested in any informational feedback and the value of the ProStart program.



**Jeremy Peters:** I think it is a great opportunity for our high school students. We see students that go through the ProStart program at the high school level, and they come into our program and they are already about a year ahead of the skill set than a new student. We definitely see the positives of the ProStart.

**Kathy Johnson:** Lisa, your experience with students have had ProStart?

**Lisa Inlow:** Exactly the same. We do not require it, we do not follow that, but we definitely see a difference in the students that arrive to us at our door that have experienced the ProStart program.

**Kathy Johnson:** I know that Lisa said she gets these emails about wanting and needing employees. Do you see a trend in the industry? Do you see any change in the demand from your side, Jeremy? What type of trends in that direction from demand?

**Jeremy Peters:** I know there is a lot of technology going into the restaurants because the minimum wage is going up. A lot of restaurants are trained to cut their wages. Hotels a little bit different, let us think about hotels. In Anaheim, we have Disney building an 800 room, 4 Star hotel it is going to open in 2020. We have W, which is a west end brand, building a 500 room hotel in Anaheim. We have the Marriot coming in building a 500 room hotel in Anaheim. Anaheim gave the corporations a tax break, so they do not pay all the rooms tax that they make off of these hotels for the next 20 years; it goes back the hotels. They had to build a 500 plus room hotel and it also had to be a 4 star hotel or higher. Disney is already having issues filling their existing open positions. We get feedback from Disney constantly, we need employees, we need to employee this,. I tell them, 'Then you need to raise your pay'. We have a lot of our students are now going to downtown LA, because they are making 20 to 24 dollars an hour as a cook. Disney wants to pay them 12 and hour. You cannot do it. Sorry. If one is 20 miles that way, or 10 miles that way, they are going to go 20 miles that way. I would do the same thing.

**Audience:** Is that the same with the jobs that they are asking for students? Is there is a high demand for jobs, whether it is hotels, lower entry-level?

**Jeremy Peters:** In Orange County, I think the employment rate is like negative 2 percent.

**Audience:** For lower paid?

**Jeremy Peters:** Most of our students will go into entry -evel positions, which are anywhere from minimum wage to a couple dollars more than that. That is the expectation. I tell my students, when you

get out of my program, you are not ready to be a sous chef, you are not ready to go into management. You are going to work the line. You may work as a dishwasher and work your way up to be a cook. That is just the reality of the industry.

**Audience:** Even after completing your course?

**Jeremy Peters:** Oh yes.

**Kathy Johnson:** I think that is probably universal in most degrees that we see. That the student, the graduate's expectation of the point of entry is much greater than the reality of the point of entry. There is a lot of things that they learn while they are in that entry-level position, that they have not developed those skills yet and they need to build them. I am going to ask you, trends, about food. We have had different kinds of food trends. Are things pretty stable? Are we getting any new kind of thoughts, or new types of food that are more popular than others that you are hearing about?

**Lisa Inlow:** The one thing that we are doing is that we have a sustainability class where we do the farm-to-table. We are partnering with our horticulture program and we have little culinary garden out in front of our lab. In addition to that, we just added an orchard. That is really becoming an important part of the farm-to-table movement. That is one of the biggest trends.

**Kathy Johnson:** There seems to be more of those coming up around the area.

**Jeremy Peters:** I think a lot more, people want food that is actually food. So, we are reducing a lot of the ingredients. We are using additive free things to simplify what is actually in the food product that we are serving. That is probably the latest trend that I have seen.

**Kathy Johnson:** Did anybody hear from Huntington Beach High School? Or any of the high schools that have the farming group programs? What school are you with? El Modena.

**El Modena Instructor:** We have a big farm to table program there in the city that is used by the students. The students commit to go once a month. There are area chefs who are there, there are farmers, they learn about seeds. The whole soup-to-nuts on the farm to table. It takes an entire year to do. Getting high school students to commit time to something like that is difficult. So, they keep it in small pieces, once a month so.

**Kathy Johnson:** It sounds like a really all-encompassing thing if it is a year. They meet once a month going out and really connecting with chefs and seeing that farm-to-table model. Yes, Huntington Beach High School.

**Huntington Beach High School Instructor:** We did have to rip it down this year because the school took over that land. But, they are relocating it and are in the process of rebuilding it. Ours was quite amazing, a large commitment from the educator. He spent his whole summer in the garden, they grew tilapia. We had 2 restaurants in the Huntington Beach area that worked with us, and they would take all of our tilapia and our produce first. Then they would order separate items. It was quite amazing.

**Valley High School Instructor:** Valley High School in Santa Ana, we just started our hydroponic garden. I guess we have 3 main goals. One is to serve it, two, is we were able to talk to nutritional services and three, we are going to be giving all of our lettuce to the cafeteria for our salad bar at the school. Then we do another program call '100 meals', so every other Friday we cook 100 meals for students in need. We do salads, pasta, we kind of partnered with Chef Bruno at the Anaheim White House. So, the hydroponic garden is helping. Then students learn, and it is a student-run garden, so the students go every day out

**Kathy Johnson:** So, there is a philanthropic element to it as well as providing food for their own kitchen, cafeteria?

**Kathy Johnson:** That is great. Again, that is at Valley High School in Santa Ana. So, there are a few of those that are out there. Excellent. If there is anything else you want to do to promote your campus, your program, this is the time to do it. Before we take our break. All right, well, let us thank our college Panelists. We appreciate them and we are going to take a break.

I have a couple other things to share with you before we take a break. In your packet there is a sheet that looks like this, it has the links to the different trends and statistics so you can get those electronically. Your ticket to being able to leave today is to fill out the evaluation form, you have to fill this out before you leave. Then lastly, I want to talk about a competition. So, it is not really asking you to change up what you are doing in your class room, but it is an opportunity for your students to demonstrate their culinary skills. This is to provide food for the CTEoc, which is what is allowing you to have these advisory boards, their summit meeting, which is taking place on April the 12th. Then that is aligned with an event called the VIP celebration, and it is at the Orange County Fair Grounds on April

12th. This takes place the day before the STEM & the Arts Career Showcase opens up at the Orange County Fair Grounds, which is a part of their Imaginology Youth Expo event. There is a flier in your packet and the contact person, Arantxa, is there if you have any questions. We are asking each team prepare 120 appetizers or desserts. They can enter this and the guests of the VIP Celebration will be judging. And will also have local Chef's as judges. Awards will be presented that day at the VIP celebration event. We are trying something that is easy for them to do, but also gives them an opportunity for a work-based project with the public.