

## Advisory Committee Meeting Minutes

CHAIRPERSON: Mark Burden		
MEETING DATE: 11/14/03	MEETING TIME: 9:00am	MEETING PLACE: SCC F 109
RECORDER: Karen Musa		PREVIOUS MEETING: 5/12/03

### MEMBERS PRESENT:

Name and Title		Name and Title		Name and Title	
	Brooke Brantley Professor - Culinary		Sheila Kao Instructional Associate - Culinary		Bill Blitt Dean - Business & Science
	Joel Lunde Regional Sales Manager National Accts. Roland		Jim Hever Sales Representative Forbes, Hever, &		Mark Burden District Sales Manager Edward Dan & Co.
	Will a s		Jeffrey Robinson Certified Executive Chef Associate Faculty -		Lydia Gober Director Cooperative Experience
	Sue Grofie Director of Sales - Former Student		David Pomponio General Manager - Nortel		Russell Kunz Program Chair - Marketing
	Steven Zipkoff President - Zipkof		Karen Musa Program Chair - Hotel/Restaurant		
Agenda Item		Action Discussion Information		Responsibility	
Old Business:					
Hospitality & Foodservice Management Facility		No new developments in this area. A site may have been decided upon by the college.		Karen Musa	
Program update - Dietary Management		The updated Dietary Management Certificate will sent to the DMA (Dietary Managers Association) in the Spring of 2004 for approval.		Karen Musa	
Continuing Business:					
UNT Hospitality Management B.S. articulation		Final wording is being to the agreement. The proposal will be sent to UNT by the end of the Fall 2003 semester. Reverse articulation will allow CCCC Hotel/Restaurant		Karen Musa Stephanie Hanson	
MINUTES		Management Program to capture more completers.			

	Students will only have to complete approx. 41 upper level courses to receive a B.S. in Hospitality Management and a Business minor.	
Hotel/Restaurant & Culinary Program Newsletter	<p>The newsletter is in full swing again.</p> <p>The newsletter will go out the beginning of each month.</p> <p>The distribution list is growing.</p> <p>The newsletter is also available on the Hotel/Restaurant Managements program website <a href="http://www.ccccd.edu/hospitality">www.ccccd.edu/hospitality</a>.</p>	<p>Karen Musa</p> <p>Yumiko Miyajima (Student Assistant)</p>
Name change for the Hospitality & Culinary Arts Student Association	<p>The group has changed its name to HCSA (Hospitality &amp; Culinary Student Association).</p> <p>There website is being updated and should be uploaded by the end of the Fall 2003 semester.</p>	<p>Jeremy Smith - President HCSA</p> <p>Yumiko Miyajimi</p>
<b>New Business:</b>		
Introduction of Bill Blitt - new Dean of Business & Computer Science	Greater Dallas Restaurant Association -	<p>Karen Musa</p> <p>Bill Blitt</p> <p>Patsy Pattern - PR</p>
Marketing Initiatives	<p>Target high school counselors in the Collin County service area.</p> <p>Partnering with the Greater Dallas Restaurant Association, the Dallas Hotel Association, and the Texas Chefs Association.</p> <p>Focus will be to educate the high school counselors as to the merits of a career in the hospitality industry.</p>	<p>Karen Musa</p> <p>Public Relations</p>
	Participate in CCCC orientations for the Spring 2004	<p>Karen Musa</p> <p>Brooke Brantley</p>
<b>Curriculum Decisions:</b>		
Catering Management Specialization Meetings & Event Management Specialization	<p>Per the approval and modification by the Hospitality Advisory Board, the two certificates went to the Coordinating Board Committee on November 7.</p> <p>The two specializations will go into effect Fall 2004.</p>	Karen Musa

## MINUTES

Key Discussion Points	Discussion
Old Business:	
Hospitality & Foodservice Facility	<p>It was agreed upon that if the program is to move forward then a new facility is needed.</p> <p>In addition, Allen High School Hospitality program is requesting the use of the kitchen on Fridays starting Spring 2004. This takes away another opportunity to run culinary classes. Allen Continuing Education program also continues to demand the use of the kitchen on Monday and Friday evenings, another lost opportunity to run culinary classes.</p>
Continuing Business:	
UNT Hospitality Management B.S. articulation	<p>This is going to be another strong selling point for the CCCC's Hotel/Restaurant Management program, especially with UNT set to raise their tuition.</p>
New Business:	
Marketing Initiatives	<p>Targeting and educating high school counselors could definitely capture more students for the Hotel/Restaurant Management program.</p> <p>Good idea to partner with recognized associations.</p>
Curriculum Decisions:	
Proposed changes to the Culinary Arts AA.S specialization and the Culinary Arts certificate	<p>The advisory board will be kept informed of the progress in this area. It was recommended that the Garde Manger class reflect what is going on in industry today as well as the classic preparation and presentations.</p>
Other:	

CHAIRPERSON SIGNATURE: DATE: / I ic k ~ NEXT MEETING: