

Minutes for Culinary Arts/Hospitality Breakout Sessions  
Central Arkansas CTE Regional Advisory Council  
UACCM  
March 29, 2016

### **Breakout Session #1:**

Council members in attendance:

Jennifer Park, Culinary Arts Instructor, Conway High School  
Sherry Logan, Business & Marketing Instructor, Heber Springs High School  
Shannon King, Business & Marketing Instructor, Quitman High School

Business and Higher Education Partners/Panel in attendance:

Amy Morehead, Chip Porter, Joe Brickley, Christie Ison, and Mitch Berlin

Also in attendance: CTE teachers from Arch Ford Education Service Cooperative

**Action:** Jennifer Park welcomed everyone to Breakout Session #1. She introduced the panel and stated the purposes for the breakout sessions:

1. Bring real world into the classroom
2. Get feedback from panel
3. Establish business partnerships
4. Help meet the needs of our local economy

**Action:** Viewed testimonial video clip of former Quitman High School student, Kaylee Freeman. In it, she described her experience as a dual completer in both the Digital Communications and Hospitality programs of study. In addition, she described her experiences as a local FBLA officer and as a competitor on the national level. Kaylee is now a student in the Walton School of Business.

**Action:** Q & A with Business and Higher Ed Partners/Panel

Q: What challenges do you see when it comes to hiring young people right out of high school or college?

A:

M.B.-lack of experience, maturity level, unreachable expectations right off the bat

C.I.-encourage real world, part-time jobs while in high school, sees less teenagers working today than 10 years ago because parents put more emphasis on student education than student work

A.M-attitude versus work skills

All-attendance/punctuality big problem

Q: How sustainable are careers in hospitality?

A:

C.I.-most rapidly, upwardly mobile jobs/careers, \$50,000 median salary for chefs/cooks

J.B.-100+ employees at PJSP, 50 in restaurant alone, recommends young people get part-time jobs now for the experience=chances to fail/fall, learn, and improve=better employee, home life has great impact on future of students

Q: What training or education is required in your career field?

A:

C.I.-need training for those who may want to stay in a community, recommends Prostart program in schools (culinary and hospitality tracks)

A.M.-recommends ServSafe, highly recognized certification in food service industry=more employable

M.B.-discussed the program at Pulaski Tech, kids bused in from all parts of the state for competitions, online classes offered, annual training for educators through ProStart

M.B.-suggested students build a portfolio of the experiences that were significant to them, example, state park cleanup and how participating changed career focus

M.B.-lifestyle of hospitality employees viewed as not desirable (work weekends and holidays), more full time jobs are now available

All-recommends being more versatile with course offerings and certifications available to students

Q: What jobs are in demand?

A: management jobs

Q: What skills are needed?

A: ability to follow directions, to stay on task, willingness to learn, communication/speaking/eye contact, grooming/appearance, able to read a recipe and follow it, to understand it's work that requires endurance, how to hustle

C.I.-fast food experience very important

M.B.-personal presentation

All-very lacking in math skills, recommends NRAEF (National Restaurant Association Education Foundation) to help teach real world math situations, for example, breaking recipes down

All-ACF (American Culinary Federation) shows what they are going to have to do to take certifications

All-suggests structured challenges in class, for example, to work toward an event/competitions, suggests CTE/FBLA, FCCLA students be allowed to help with preparing/serving/cleaning up with breakfast and lunch in the school cafeteria

Q: In dismissing an employee, what is the most frequent reason?

A: poor attendance

Q: What is the number one reason a resume is thrown in the trash?

A: incomplete, job hopping, grammar errors, gaps in employment, recommends making sure kids know how to properly write a resume and keep it to one page

Q: What changes do you see in the industry in 5-10 years?

A: the role of technology/software, software systems to learn now: Aloha for food, Mistro for lodging

Q: Are there career people in the industry?

A: not seen often, a lot of career burnout, need career waiters and hotel people, industry trying to create a culture of staying in the service/hospitality industry, some national restaurants going tipless to create less inequality between front and back of house employees

Q: What role does technology play in the industry?

A:

social media apps use: students need training for appropriate use, can be a great marketing tool  
phone/device use: students need to be aware of privacy rules/laws, company policies, safety concerns

## **Breakout Session #2:**

Council members in attendance:

Jennifer Park, Culinary Arts Instructor, Conway High School

Shannon King, Business & Marketing Instructor, Quitman High School

Business and Higher Education Partners/Panel in attendance:

Amy Morehead, Chip Porter, Christie Ison, and Mitch Berlin

Also in attendance: CTE teachers from Arch Ford Education Service Cooperative

**Action:** Jennifer Park welcomed everyone to Breakout Session #2. She introduced the panel and explained the format for the second session.

1. watch industry video clips
2. final group discussion

**Action:** Watch and discuss videos

M.B.- introduced a promo video for the hospitality industry "Culture of Excellence"

-hospitality #1 employer in state of Arkansas

-need good, available, smart, capable employees

-need to find people who care and want to cook

-arfoodjobs.org: matches jobs with people, can post on job board, weed out nonfits, helps network

-What are employers looking for? At Capitol Hotel in Little Rock, they established core values for employees.

-As educators, teach a love for learning, offer structured challenges to prove passion and to allow personality to come out in a positive way.

-instant gratification generation; however, suggests praising work habits, ethics, not smarts

J.P.-introduced the ProStart video

- highly recognized in the industry
- increases hireability
- is a collaboration of teachers nationwide
- most user-friendly curriculum per J.P.

A.M.-promoted Arkansas Hospitality Association

- recommends ProStart through AHA
- puts on a yearly event for teachers at Pulaski Tech
- hosts a competition for students at Pulaski Tech
- says a ServSafe certification is VIP, food service companies must have at least one ServSafe certified on premises at all times

J.P.-Prostart curriculum is by Pearson

S.K.-Which successful/famous people from the hospitality industry should we have our students study?

A: Alton Brown, Rachael Ray, Dave Thomas, Guy Ferrari  
locally-Jason Knapp

**Action:** Final discussion with Business and Higher Ed Partners/Panel

C.I.- "Soft skills aren't in your frameworks but that's what the kids need."

C.P.- "Real life applications are great opportunities."

M.B.- "Not all students have the interpersonal skills needed in the industry. I have my students work together in small groups to assist one another so that both improve."

S.K. Any final words of wisdom from our panel?

A:

- better quality of life now for hospitality careers
- money to be made
- get kids hooked into the industry
- always do the next right thing
- teach them to be dedicated to what they want to do
- don't turn down opportunities
- don't be afraid to fail
- be willing to start small
- be willing to improve and to learn
- do more than is expected, more than the minimum

**Action:** Jennifer Park and Shannon King thanked panel and audience for taking part.

Minutes prepared by Shannon King

