

## HRTM Instructional Faculty Consortium Committee (IFCC)

### Agenda for April 14, 2017

Gwinnett Technical College  
5150 Sugarloaf Parkway  
Building 700 – Culinary Dining Hall  
Lawrenceville, GA 30043

#### Attendees:

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#### Welcome & Introductions

Gwinnett Technical College (Nancy and Akua) had a lovely breakfast waiting for us when we arrived.

#### Curriculum Issues

We had a display table for textbooks and lists of textbooks were distributed. Many thanks to Michael Tisdale for sending us a list of his textbooks.

We reviewed existing courses and made some major curriculum modifications to HRTM 1110. We decided to split the course into 2 parts: HRTM 1110 is now going to be called *Travel Industry and Travel Geography: Americas*. A new course HRTM 1115 will be called *Travel Industry and Travel Geography: International*. Colleges may elect to offer one or both of these courses. In existing TCCs that require HRTM 1110, HRTM 1115 will be an alternative course. These TCCs include *Travel and Tourism Associate- TAT1*, and *Travel Agency Operations TAO1*.

We made a slight modification to HRTM 1230 to incorporate options if the student is having problems getting an internship. The underlined portion of the following sentence shows the change: *This course introduces students to the application and reinforcement of hotel/restaurant/tourism operational principles in an actual job placement or practicum experience.*

The KMS changes are attached to these minutes.

We discussed other possible course offerings including a course on Food Trucks (Wendy) and a second course on event planning (Akua) that would include CVB and Venue Management.

No one has yet offered HRTM 1105 *Tourism in Georgia*. We discussed creating our own textbook. Some of the topics suggested were historical tourism, cultural tourism, sports tourism and entertainment tourism.

### **HRTM Student Issues**

We discussed recruitment tactics including, visiting high schools, bringing in guest speakers from hotels, and having students work on projects in the community to foster retention and a sense of belonging.

Nancy talked about the importance of networking in local hospitality groups including: ProStart Schools, Hospitality Education Foundation of Georgia (HEFG.org), WFF (Women's Food Service Forum - \$225/year membership), Georgia Restaurant Association (GRA) – free membership, SKAL (International Tourism Group that provides scholarships to \$2,500), National Restaurant Association (NRA - \$75/year), Meeting Planners International (MPI - \$175/year), Food Service Systems Management Educators Council (\$55/2 years – FSMEC.org).

Tamoura has had three students transfer to Georgia State and all their HRTM credits were taken. Athens Tech also has this articulation agreement. Other consortium members are going to check to make sure their courses will transfer. Check this website: [gosolar.gsu.edu](http://gosolar.gsu.edu)

We discussed the importance of preparing students for interviews. Gwinnett Tech's hospitality community was concerned about the way students dressed. Nancy and Akua are going to have their students wear uniforms. They showed samples (blue golf shirt with program/school logo).

### **Networking**

Nancy discussed her advisory committee's participation in career day interview competitions. A professional hospitality person looks at the student's resume and each student is scored on their presentation, attire, interview skills, etc. There are also round tables, and workshops on mentoring and using LinkedIn.

Tamoura has collaborated with Georgia State and Hospitality Industry Professionals of Atlanta. Students are involved in a speed network with four rotations where professionals asked them questions and gave advice, tips, and feedback. Invited professionals do presentations on networking.

Nancy talked about the Marco Polo Hospitality Studies in Italy and distributed collateral on this program.

### **Election of New Consortium Chair**

Tamoura Jones (Atlanta Technical College) is our new Consortium Chair. Thank you, Tamoura!