

Hotel, Restaurant, Travel Management Consortium Statewide Instructors Meeting

November 19, 2012

Present: Steve Cagle, CPS
Brendan Ferrara
Jacqueline Harris
John Witherington
Wendy Wells-O'Rear

Call to Order and Welcome

The HRTM Consortium Statewide Instructor's meeting was held at Central Georgia Technical College, 3300 Macon Tech Drive, Macon, Georgia 31206, Building I, Quad B. The meeting was called to order at 10:00 a.m. by Steve Cagle, Curriculum Program Specialist at TCSG. All instructors provided personal introductions.

Program Overview Updates

Articulation is beginning to emerge at the high school and 4 year college level. The College and Career Academy in Rome, GA was referenced in providing technical colleges with the opportunity to become education partners. Career Pathways is a DOE initiative that maps out three courses required at the High School level. The career pathway initiative will be implemented next fall. Dual Enrollment is also growing in Georgia.

HRTM Issues

Mr. Cagle presented the instructors with current TCCs and discussed the need to update, change, or keep. The first is Social Media Marketing. Savannah Technical offers this particular TCC with the required 30 hours. The question was raised about why the TCC is 30 hours.

The Culinary Arts' Sanitation course was also examined. The attendees were informed that the credit hours were changed from four to two. This change affects results in some of the HRTM TCCs being reduced in credit hours.

The AY 2012 enrollment sheet statewide was handed out by Mr. Cagle. HIA1 is an embedded certification at Statesboro. At the current time, Columbus Tech is the only campus offering this major. Jacqueline Harris, Program Chair from Columbus Tech, stated this particular TCC is offered through economic hospitality and not HRTM.

Travel Agency Operations TCC stated that one student was enrolled. The data is out there in the business world but there are no job openings. It was determined that only corporate travelers use travel agencies.

Brendan Ferrara recommended that a five year graduation trend be researched to see whether the two TCC's, Travel and Tourism Associates and Travel Agency Operations are warranted.

Mr. Cagle suggested that all the TCCs need to be tweaked to follow along with PELL requirements and changes.

Program Name

The program is called Hotel-Restaurant-Travel Management. The degree and diploma names are Hotel-Restaurant-Tourism Management. There is a name difference of travel and tourism. Brendan Ferrara will research to recommend what name suits the program the best so that there can be consistency across the board.

Program Courses

The attendees discussed taking the course in Business Etiquette and adding Customer Service Skills. This will allow the course as well to cross-reference with Economic Development by using the highlights.

Customer Service videos develop a way to reach out to the students. John Witherington, Jacqueline Harris, and Brendan Ferrara will collaborate on creating a video project.

The question was raised on what type of instructor teaches Hospitality Law at each college. Some program chairs instruct while others have attorney's to teach the law class.

Curriculum Updates

HM13 requires 60 credit hours. The current difference in the Degree and Diploma is general education. The question was raised if HRTM 1170 should be added or an equivalent accounting course. A consensus was reached to have HRTM 1170

as an either/ or. option. This change would substitute for one of the required electives. A protocol would be to have MGMT 1135, BUSN 2220, or ACCT 1100 as the other choices. You would be specifying the accounting/ financial course in lieu of one elective.

SES1 Event Coordinator currently has 9 credit hours. Business Etiquette along with Customer Service Skills should be added to requirements therefore creating 12 credit hours needed for TCC.

HM21 Hotel Management Specialist is currently 15 hours. The hours were discussed and the attendees recognized a need to add a financial course to the requirements. The group recommended the addition of HRTM 1170 to the program. There would be 18 credit hours required. This would meet the PELL grant requirements.

Date of Next Meeting

Mr. Cagle would like a Cisco Telepresence Video Conference or Tanberg meeting to take place February 2013.

Marriott Tour

The attendees then proceeded to the Marriott City Center in Macon, Georgia for a tour, lunch, PowerPoint presentation of the current Hospitality Industry trends by Mrs. Wende Blumberg.

Adjournment

The meeting was adjourned at 2:40 p.m

Respectfully submitted,

Wendy Wells-O'Rear