



EDUCATION COMMITTEE MINUTES

San Antonio Hotel & Lodging Association
119 Heiman, Ste. 300 | 78205
Tuesday, June 11, 2019 | 9:00 a.m.

PRESIDING OFFICER: Dinesh Rao, CHAIRMAN

IN ATTENDANCE: Avinash Bhakta, Jeffrey Chatham, Sherry Chaudhry, David Uminski, Liz Warren

STAFF: Liza Barratachea, Penny LaMaestra, Michelle Whitlow

- I. Barratachea called the meeting to order at 9:05 a.m. Uminski motioned for approval of the previous meeting's minutes, Bhakta seconded, and the minutes were approved unanimously.
- II. Barratachea opened the meeting reporting that recently there has been lots of momentum in our industry on the education front thanks to several committee members and their efforts with the Texas Education Agency and the Texas Workforce Commission. And now that we have some momentum, the challenge is to harness everything that is going on and to set some goals for our group and a direction for the Association. Barratachea reported that we had selected 3 recipients for SAHLA scholarships at the Pineapple Awards Gala and hope to grow the program more next year and find a way to host the recipients and their families at the awards.
- III. Barratachea opened discussion on ways we can build a pipeline of passionate, qualified individuals to work in hospitality by announcing that the development on a "hospitality academy" of sorts was in the works for San Antonio. CAST (Centers for Applied Science & Technology) will add a school to focus on Leadership in the Hospitality & Tourism Industry in East Central ISD. There are currently 3 CAST schools in town CAST Med, CAST Tech, & CAST Stem. CAST Lead will join these, opening in the fall of 2020. Essentially, HEB owner, Charles Butt wanted to create a program that will give students a more hands on, experiential based knowledge of the industry, rather than solely book study. Staff met with Jean Russell initially to offer our help and partnership with the endeavor. In the coming months, we will make suggestions to include hoteliers on the CAST Lead Advisory Board and have opportunities for our members to serve on committees.
- IV. Additionally, Barratachea discussed opportunities to assist NXT LVL Youth Opportunity Center. There are currently 30-35K young adults (16-24 years old) in San Antonio who are not in school or employed. This is our target market as an industry, so this is a great opportunity to partner with them and get people in jobs. They are still in beginning phase of getting established but have extended an offer for a SAHLA representative to serve on their advisory committee to get input on how to connect their constituents with hotel job opportunities. Chairman Rao will fill this role when they get established and the program will serve as a great pipeline for Restore Education so they can get more individuals certified and set up with hospitality jobs.
- V. Lastly, with respect to Memorial High School, Barratachea stated that we need to plug into their current efforts to make sure we are engaged and connecting them with the right partners to set them up for success.
- VI. Barratachea asked Chaudhry to report on her activities with the TEA, TWC, and Dept. of Labor. She and Warren will soon be meeting with other HR executives from major hotel brands that have reach farther into brand across the state than just San Antonio. The purpose of the meeting will be to educate them on the survey that gets sent twice year that determines SOC codes for the industry. We need to streamline the list of jobs, job description, and wages associated with each to ensure consistent SOC codes across the industry. Also, HR departments need to list all jobs in their hotel on TWC website to get target occupation job classifications to allow the creation of CTE programs in high schools. Finally, we have to recruit high schools to implement CTE programs for hospitality not just culinary.
- VII. Under new business, Uminski stated that St. Philip's College has added hospitality and hotel management to its grant funding, and he will soon be going on Great Day SA to promote.
- VIII. There being no further business, Barratachea adjourned the meeting at 9:50 a.m.

Approved by:

Motion

Second