



EDUCATION COMMITTEE MINUTES

San Antonio Hotel & Lodging Association
119 Heiman, Ste. 300 | 78205
Tuesday, August 13, 2019 | 9:00 a.m.

PRESIDING OFFICER: Dinesh Rao, CHAIRMAN

IN ATTENDANCE: Avinash Bhakta, Bridget Diaz, Justin Holley, Ashli Johnson, Kevin Latone, Neil Patel, Dinesh Rao, David Uminski

STAFF: Liza Barratachea, Penny LaMaestra, Michelle Whitlow

- I. Rao called the meeting to order at 9:02 a.m. Uminski motioned for approval of the previous meeting's minutes, Latone seconded, and the minutes were approved unanimously.
- II. Rao opened the meeting reporting that we have received the green light from Marriott to participate in our wage / benefit survey we contract from Lobby Lights with. However, we found out that Lobby Lights sold recently and the new company is not set up to do the benefits portion of survey. We are unsure how to proceed as this aspect of the data is very important to us so that we can have year over year data. We would also like to add an employee zip code question so that we can speak to the distribution of voters we represent in various districts. If we are unable to do the same survey, we may explore getting out of our two-year contract, especially since the reason they were so successful last year is how thoroughly they called and reminded members to complete the survey. A big sell for hoteliers to complete the survey is that they get to keep information for one year which and we need to better communicate that in the initial pitch to participate. However, Lobby Lights does not provide any analysis of the data or reporting on findings, only raw data; so we need them to process the data in some way or find someone that can.
- III. Rao asked Barratachea to update the committee on an externship program opportunity that SAHLA was recently approached with. ABH participated in one that was set up through Region 20 and Workforce Solutions Alamo. Moving forward, we want to serve as a connection resource for the program to help develop a curriculum that communicates our messaging to schools and students about the opportunities in our industry. ABH has had great response from the teachers that participated. THLA is working with individuals from their Board to develop a hotel internship contract that will create clear expectations for both employers and students seeking an intern at both the high school and university level. THLA will release their contract to us when it is approved by their Board. Students that completed the internship would receive a certificate that would be recognized by the industry. This, too, would need a component on our website where teachers can go to see which hotels are participating in the program with contact information.
- IV. Rao opened a follow up discussion about hosting another job fair. Our committee member who hosted the previous job fair has changed positions so right now we are kind of in limbo in terms of planning, as had wanted it to be in August. Now we will change focus to Feb. 2020 to hire for the Spring Break season. Concerns with the previous event and possible barriers to participation are that hotels don't hire from paper applications anymore; everyone attending would first be for host hotel first; and there was not enough advertising to employment candidates leading to apprehension about who would be there to interview. Areas for improvement were to expand opportunities for resume writing and interview classes and the opportunity to submit all documents online prior to the fair. We also need to clearly define goals for the fair, identify what success is, and decide on action plan to get there. There was discussion on creating a page with links to hotel career resource pages that is housed on the SAHLA or THLA website. We also have an opportunity for an op-ed piece in response to the job shortage article that highlights of the great jobs and benefits we have available using data from our survey.
- V. Under new business, Rao informed the committee he has a meeting with the principal from CAST Lead next week so will have an update for the committee at the next meeting.
- VI. There being no further business, Rao adjourned the meeting at 10:07 a.m.

Approved by:

Motion

Second