



EDUCATION COMMITTEE MINUTES

San Antonio Hotel & Lodging Association
119 Heiman, Ste. 300 | 78205
Tuesday, September 10, 2019 | 9:00 a.m.

PRESIDING OFFICER: Dinesh Rao, CHAIRMAN

IN ATTENDANCE: Bridget Diaz, Justin Holley, Ashli Johnson, Dinesh Rao, David Uminski

STAFF: Liza Barratachea, Penny LaMaestra, Michelle Whitlow

- I. Rao called the meeting to order at 9:01 a.m. Diaz motioned for approval of the previous meeting's minutes, Uminski seconded, and the minutes were approved unanimously.
- II. Rao opened the meeting reporting that he and Holley attended the first meeting of the CAST Lead Advisory Board with Barratachea to represent hotel & hospitality interests. Determining the student curriculum is the next step and the committee talked about converting principles into real world applications that will also fulfil required academic criteria. The program will be complicated because retail will also be layered on top of the hospitality component and other elements. They will have host industry driven committees that will be the base of what they do to build curriculum. The Advisory Board also met with the designer of CAST facilities that would be charged with conceptualizing the new campus and offered our expertise given that Uminski, Johnson, and Rao all have experience creating new educational facilities for hospitality with St. Philip's College, the University of Houston, and Marriott respectively. They were able to tour CAST Tech and Rao and Barratachea were both inspired by the level of thought and detail that goes into the look and feel of the design rooms. Every wall, piece of furniture, and angle is meant to inspire innovation and creativity.
- III. Rao asked staff to update the committee on the status of the Wage / Benefit Survey we are conducting with Lobby Lights. LaMaestra reported that 177 surveys were sent out but only 45 have been completed. Of those incomplete, 7 are in progress, 40 have started the survey but allowed it to expire before completion, and 85 have not even opened it. We have sent a mass reminder out and are preparing to send personalized ones to groups of hoteliers to knock out chunks (Hyatt, Marriott, Baywood, Drury, etc...). Staff and Holley were also preparing to make calls to individual hotels to remind them to take the survey and answer any questions they have. Rao mentioned that the process for completion of the survey is not as straight forward and "easy to upload" as Lobby Lights staff has made it out to be. Thus, moving forward with future surveys we need to make sure we are asking the right questions to get the relevant data points we need without being overly complicated and asking for too much info. Once we have the raw data, we need to engage someone to help us interpret it to come up with the message we want to communicate to the community and elected officials. In order to prove that the hospitality industry is a desirable career path we need to show that wages are better than people perceive them to be and that there are advancement opportunities for people of all educational backgrounds and experience levels. This message will hopefully be incorporated into the media kit the membership committee is developing and the biannual economic development report.
- IV. Rao opened a follow up discussion about creating an externship program with school districts for teachers to learn about the available careers in hotels. We need to develop a relationship with superintendents that have teachers interested in teaching the new CTE certifications and hotels willing to host them for a few hours. Discussion was also held on doing some sort of "teacher short course" where educators could attend seminars at existing conference like the H.E.A.T. Annual Meeting focused on hotel operations and career opportunities.
- V. There being no further business, Rao adjourned the meeting at 10:25 a.m.

Approved by:

Motion

Second