

January 27, 2017

Industry Advisory Meeting

Hospitality, Tourism and Recreation

Industry Representatives Present:

Chef Matthew Sloman
Culinary High School Representative-The Art Institute of California
Twisted "G" Catering
7650 Mission Valley Road
San Diego, Ca 92108
858-598-1242
masloman@aii.edu

Other Non-Industry Persons Present:

Marianne Styron
High School Diploma Teacher, San Ysidro Adult School

Teachers Present:

Mirna Ventura-Schaaf Montgomery Adult School/National City Adult School
Adriana Ventura-Montgomery Adult School
Yessenia Martinez-National City Adult School

The meeting began with introductions and a brief discussion of Chef Matt's industry experience. Marianne Styron approached the section and asked if we were the Hospitality, Tourism and Recreation. She also asked if she could participate in our discussion as she was from another industry sector but had always wanted to learn about the culinary program. She mentioned that several of her students had expressed an interest to her in opening restaurants and she wanted to learn more about the industry. We then showed Chef Matt our course outlines, and began our discussion. Matt was pleasantly surprised by the level of work being produced by the students in the culinary program. He also complimented Adriana and Mirna for their breakfast table display and how professional the work was. He also asked if the students had prepared the items served and Adriana and Mirna confirmed that in fact the students prepared the food and were helping with the service. We reviewed the course outline and explained to Chef Matt the way the course was broken down, how many hours our students spend in the classroom and the types of projects that were required of the students in our program. He noted that it was important that we teach the latest trending techniques as the industry is constantly changing and this gives our students a strong basis to possibly obtain employment.

With regards to teaching styles and emphasizing the basic professional baking and cake decoration techniques, he felt that no matter what style of teaching, the core should be the same. He commented that it was great that each teacher had their own teaching style but that the core basic techniques for the students should be a priority. We showed him how the course was broken down into 2 semesters. He liked the way the semesters were broken down and that the content was specific and beneficial to the student. We asked him if he thought our student population would benefit from a third semester. He asked what our focus would be for this third semester, what would we cover or possibly cover that would differ from what our courses are offering now. We shared that possibly adding an "Advanced"

course that focused on all of the techniques the students had learned in the previous 2 semesters and being combined with the business side of the industry. He thought that would be a good idea. He suggested we combine the techniques taught with business and marketing, sales and accounting all on a basic introductory level that would help the students begin to understand this side of the industry. He noted that students who would enter bakeries as employees, start their own businesses, or continue on to pursue a degree in the culinary field would need to begin to have a basic understanding. He mentioned price costing, how to properly order food products, how to get the most financially out of the food products ordered to maximize profit, the importance of minimizing food waste in the industry to maximize profits, teaching students to market themselves using social media or Yelp, teaching students to use computer software for recipe conversions and ordering efficiency. He emphasized that all of this should be done using the skills and techniques the students have already learned. For example, bread making, cake decoration, chocolate work and creating a series of projects where the student could have "mock" orders and events to manage. He felt this way the students would take more interest in the course and feel they were taking what they had learned to the next level.

Chef Matt offered to visit the Adult sites to present the various options offered at the Art Institute. He also offered to arrange tours of the kitchen and campus for students both in the morning and in the evening. The Art Institute features a student kitchen where potential students can observe the professional kitchen in action and then enjoy the lunch that was prepared. This is important for our student population to explore options for possibly continuing their education and receiving a college degree.

We found the meeting to be extremely valuable and informative. And, would like to begin work on implementing some of the ideas we received. All teachers for our industry were not present and with these notes would like to share our experience with Chef Matt and invite those not present to contact him for a meeting or the possibility of visiting your campus.

Mirna Ventura-Schaaf
Adriana Ventura
Yessenia Martinez

Breakout Session

Industry: Arts, Media & Entertainment

Industry Representatives

NAME	COMPANY
Jason Raya	

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification?
2. What are the basic skills someone must have to gain employment in this industry?
3. What is the hiring process? How does your company advertise the available jobs?
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?
5. What are future projections for jobs in the industry?
6. Are there opportunities for internships or job shadowing?

- 1.) Not needed, but will give the applicant a competitive advantage by displaying & demonstrating a level of competence. A license or certification from software developers that are industry standard (Adobe/Apple) will give this competitive advantage. A Bachelor's degree can be required at some employers, but as an industry, many of the skills can also be acquired through internships.
- 2.) Basic skills needed would include basic knowledge of art, design, and a certain level of creativity. The creation of a portfolio is important for the applicant to be able to showcase their work either in a physical portfolio with hard copies, or a digital/online portfolio. Analytical skills, Artistic ability, Communication skills, computer skills, creativity & Time management skills
3. Application → Resume → Interview to showcase work/portfolio.
4.
 - Incorporate Art & Design classes/lessons to teach concepts of layout/color/design
 - If possible provide certification for Adobe/Apple or be able to point students in the direction of those certification for work in the industry. Testing for Certification?
5. Future projections are excellent, but applicants will need the skills to be able to work almost completely with digital media, as there will be a continuing decline in print media.
6. Internships and job shadowing are definitely available, mostly unpaid, but skills gained from the real world will be invaluable for moving forward.

Breakout Session

Industry: Marketing, Sales & Services

Industry Representatives

NAME	COMPANY
Rene Mendoza	

Rene has a contact with a realtor who had limited English she passed the test and focuses on spanish speaking home buyers

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

Do field trips to Escrow, office, places

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? 3 classes Practice Principles
2. What are the basic skills someone must have to gain employment in this industry? Computer application soft skills firm handshakes
3. What is the hiring process? How does your company advertise the available jobs?
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?
5. What are future projections for jobs in the industry?
6. Are there opportunities for internships or job shadowing?

Lacking communication skills no accountability of agents
Get tested on principles \$6000 for certificate

Really make good income flexibility

Once they have certificates many are invited to follow the teacher

1 semester 3 certificates

Soft Skills

Breakout Session

April 20

Industry: Transportation

Industry Representatives

NAME	COMPANY
Pene	Estate

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification?
2. What are the basic skills someone must have to gain employment in this industry?
3. What is the hiring process? How does your company advertise the available jobs? *communication-accountability*
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?
5. What are future projections for jobs in the industry?
6. Are there opportunities for internships or job shadowing? *→ license first...*

re the 70% soft & social skills
3 classes - principle communication
practic applications

principles tested on...

field trips
escross office
title

Breakout Session

Industry: Marketing, Sales & Services

Industry Representatives

NAME	COMPANY
<i>Rene</i>	

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? *principles of actres*
yes 3 classes computer APP software
 2. What are the basic skills someone must have to gain employment in this industry? *communication, trust worthy, dependable*
 3. What is the hiring process? How does your company advertise the available jobs? *company website - referrals.*
 4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths? *ethics. trust fund handling.*
 5. What are future projections for jobs in the industry?
 6. Are there opportunities for internships or job shadowing? *strong.*
- yes - open houses*

Breakout Session

Industry: Information Technology

Industry Representatives

NAME	COMPANY
Melissa Hernandez	Greek Squad Best Buy

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? *No / Yes depends on type of*
2. What are the basic skills someone must have to gain employment in this industry? *Basic Comp. Knowledge + in depth knowledge of what they are selling*
3. What is the hiring process? How does your company advertise the available jobs? *Company also provides in-house training*
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths? *→ see book*
5. What are future projections for jobs in the industry? *200 new positions*
6. Are there opportunities for internships or job shadowing? *No (customer data, security, privacy etc)*

Networking - Nt cert
 Comp Repair - At 1
 Auto Install - certification \$20.00/hr
 - Inhome Entertainment, PC, within home theaters
 Theaters Install / Industry / businesses

Retail operational basics \$13.00/hr
Basic in how equipment works (upto date with latest Technology)
Communication Skills

sales points of ^{new & latest} features of devices)
TV, PCs, Laptops, etc both
Windows, MAC + Linux

Test working with others - Soft Skills
other language + \$1.00 / more - ^{to teach & help}
~~Interviewing~~ - drive + willingness ^{new paths}
were to go - (leaders), ~~Teamwork~~
Best buy . com , Indeed . com (Managerial)

need Skill set → Customer skills
200 new positions coming up -
Students - software/hardware discounts
- from Personality test

Breakout Session

Industry: Arts, Media & Entertainment

Industry Representatives

NAME	COMPANY
CTE ~ IT	Adult school
	In service Co.
	Best Buy

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? *students enrolled in computer classes*
A + Certification
2. What are the basic skills someone must have to gain employment in this industry? *Basic skill in Computer Repair*
Networking
3. What is the hiring process? How does your company advertise the available jobs? *Internet*
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths? *training*
5. What are future projections for jobs in the industry? *Very good but high pay*
6. Are there opportunities for internships or job shadowing? *No*
no internships

April 20 Visa
Vida

Michelle

Breakout Session

Industry: ~~Marketing, Sales & Services~~

Manufacturing

Industry Representatives

NAME	COMPANY
Gary Pence 858-663-5792 NASCO - Union	Maritime
Sandiego ship repair . com	

160 different companies

Maritime Alliance
Craftsmen Drones

Non-union shop RAE
no age discrimination - need "skilled" people.

290 ships now - maintain

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification?

2. What are the basic skills someone must have to gain employment in this industry?

3. What is the hiring process? How does your company advertise the available jobs?

4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?

5. What are future projections for jobs in the industry? -

6. Are there opportunities for internships or job shadowing?

Collaboration
w/ (Ed) Bree
Smith
Spec
grants

Safety training, Welding S.M.A. W/6MAW/FCAW/6TAW
Osha, workplace readiness

9 wks on Fri/Sat

NASCO - new construction
Certifies instructors/curriculum being developed
Intro to Maritime
ABE-ASE
Math
IB

20% workers
cross border
"U.S. person"
w/ greencard

- English courses
- El Cajon Valley HS
* Tech manuals
* Math

* Osha 10 hr
rapid gate

(Can't go on aircraft carrier)

Breakout Session

ONET online

Industry: Education, Child Dev, & Family Services

Industry Representatives

NAME	COMPANY

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? *Yes, Certificate via SHL*
2. What are the basic skills someone must have to gain employment in this industry? *HS diploma / certificate or 9/10 units*
3. What is the hiring process? How does your company advertise the available jobs? *Customer Service / computer skills / soft skills !!*
NHA has good website for available jobs
panel interviews
4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?
5. What are future projections for jobs in the industry?
6. Are there opportunities for internships or job shadowing? *Yes - day*

Workforce Readiness / Soft Skills: class
& embedded thru all courses

- resumes
- interview prep
- research company

Prosetta license in Spanish
ask Cynthia

Cares!
Head Start
Common
Agency
Part
Res
ymet
boys
Girl
clubs

CPR / 1st Aid

Breakout Session

Industry: Health Science & Medical Technology

Industry Representatives

NAME	COMPANY
<i>Katelin Trant</i>	<i>SIATech Independent Study High school</i>

Discussion Topics (Please cover the following four discussion items below and write your notes on this paper. Please do not limit your discussion to these topics.):

1. Is there a certification needed for entry level employment in the industry? If so, what is the certification? *Yes, School, certificate of completion.*
 2. What are the basic skills someone must have to gain employment in this industry? *160 hour externship, volunteering.*
 3. What is the hiring process? How does your company advertise the available jobs? *Resume, fillout job application, interview*
 4. What can we do to produce a well-rounded potential employee in this industry? What do you see as lacking? What are the strengths?
 5. What are future projections for jobs in the industry?
 6. Are there opportunities for internships or job shadowing? *yes*
- 4. Certified with the California Certifying Board for Medical Assistants.*