

**CULINARY ARTS/PROFESSIONAL BAKING COMBINED ADVISORY COMMITTEE - MINUTES**

**Tuesday, November 5th, 2019 2:30 – 4:30 p.m.**

**GHL 213**

**Members Present**: Ron Onslow (Committee Chair) Mayor of Ridgefield & Retired Restaurateur; Dave Angell, Ft. Vancouver HS; Rebecca Angell, Ft. Vancouver HS; David Finnie, Ft. Vancouver HS; George Langevin, Providence Portland; Paul Lemke, Quarry Senior Living; Daniel Miles, MarkeTeam; Warren Neth, Slow Food (Remote)

**Members Absent:** George Akau, Retired Instructor; Russell Brent, Mill Creek Pub Owner; Tom Cook, Pacific Bells; Andrew Otteraaen (Committee Vice Chair), VA; Tom Wright, Tommy’s Catering

**Clark College**: Aaron Guerra, Culinary Arts; Shannon Jackson, Advising; Armetta Burney, Interim Dean – Workforce/PTE; SueAnn McWatters, Program Specialist – Advisory Committees

Ron Onslow opened the meeting at 2:38pm and introductions were made.

**MINUTES OF THE PREVIOUS MEETING**

*The minutes of April 9th, 2019 of the previous meeting were presented for approval; George Langevin motioned to approve, David seconded and was unanimously approved.*

**NEW MEETING DATE**

The next meeting will be **Tuesday, April 7th, 2019 at 2:30pm.**

*Due to COVID-19, the meeting was rescheduled to Tuesday, May 26th, 2020 at 2:30pm.*

**OFFICE OF INSTRUCTION ANNOUNCEMENTS**

There is an interim President for the 19-20 academic year while the college does a search for a permanent president. Previous Dean Genevieve Howard has moved to Interim Associate Vice President of Instruction and Armetta Burney has taken over as Interim Dean of Workforce and Professional Technical Education.

The college recently switched over to the new PeopleSoft system. It has come with its challenges, but seems to be going well. Hopefully, the college will be able to navigate through this in the coming months.

**CHANGES IN INSTRUCTION**

Aaron explained that last June, they graduated their first group of 2-year management students. The program is currently in their first quarter of 2nd year management students. The first classes are done and the second classes are about halfway through.

What was set up in the beginning was an AM cohort in the first year and an AM cohort in the second year. Earl’s classes were similar as far the PM wave; one in the 1st year and one in the 2nd year. However, the continuity wasn’t working or efficient. The program decided to separate the two. They’ve combined the two 1st year classes so there is no am/pm; it’s a 9am-2:50pm. Aaron is doing the same with the 2nd years. The timeframe seems to be more malleable. Both have a support technician. Chef Sunny is also another helpful resource. This allows Aaron to be able to float around to the other kitchen and see how the other classes are performing. The other chefs do the same as well and help out. The bottom line is understanding what didn’t go well the first time by adjusting and streamlining the process.

At the same time, there was a RIF (reduction in force). The food service operation was impacted so they are working with the instructional core to figure out the steps moving forward.

Ron Onslow asked about serving the public and how that’s working. Aaron stated that there’s definitely been an increase. Marketing throughout the campus hasn’t been very high. They are currently working with Kelly love and ComMark to get more concentrated marketing for the program. Aaron has also implemented a to-go program that has really helped increase sales. Ron agreed that the social media game is definitely the important piece.

Daniel Miles agreed that the take-out and delivery is great experience for the students. Aaron did a pop-up sushi menu that the students had ever done before. It was a big wake up call to the students on the first day (about $230). It was great experience for them to see the communication needed and the importance of working together. The second day was even better with more sales (about $600).

David Finnie asked if the 1st year student’s learning is getting expedited having to work with the 2nd years. Aaron explained that he does a managing course where the 2nd years have to go and help the 1st years. The students also have a capstone where they have to go out to the public and teach a course. David suggested a lot of marketing for this type of offering. He also questioned if there is a possibility to start an online app for to go orders. Aaron spoke on how it’s been mentioned and even doing something with work study students to deliver to others on campus.

Warren Neth asked about the progress about the local procurement with farms (Red Truck and April Joy). Aaron explained the status is still the same. In order to do any purchasing, the program has to go through purchasing to start creating POs and requisitions. Until purchasing has a process that is smoother, the program is at the mercy of the new system. They can also do net30 and do the same purchasing paperwork and are interested in working with the college. The program does want to work with them, it’s just the logistical issues behind it. RedTruck said that they would be happy to meet up with the purchasing department to learn about what it is they are working with.

**ATTENDANCE OF COMMITTEE MEMBERS**

Aaron spoke on attendance at these meetings. We would like to have a healthy committee and appreciate their attendance. Feedback from the committee industry members is key.

Ron mentioned that needing a refresh is a good thing. Having members that contribute is what’s needed. Getting new people is also very healthy.

Aaron stated that if there is anyone else that wants to be involved, mention it to them.

**Action Items:**

* **RedTruck should be in attendance at these advisory committee meetings. Aaron and Warren will communicate to move forward with RedTruck.**

David stated that with all these new restaurants coming in, they’ll need a lot of new employees that are retrained. Ron spoke on calling someone at Ilani (Bill McKibbon). Aaron said that some of their students went up there (Ilani) to the Wine and Food festival and they were partnered up and able to work with big chefs from all different companies.

**Action Item:**

* **Ron Onslow to get someone from Ilani and talk to Kelly Love**
* **Aaron will reach out to warehouse 23 (Mark Holbourgh) and Brandon Marsh. Warren asked about** **Brandon Marshy (FSA). Aaron hasn’t asked him about being on the board.**
* **Committee to send a list of suggestions on who would be great. Ron stated that it would be even better if they just asked them to join. Please send to me or Aaron.**

**BETTER MARKETING FOR THE PROGRAM**

Ron asked about groups being able to come into their restaurant or eating area for a meeting. Aaron confirmed that they do some of that to a degree. Regularly, the foundation brings people in. They have also had groups in the past that use the area not during working hours and then go out to use the kiosk. As the program grows and moves forward, they will be able to manage the needs better.

Ron spoke on many people just not knowing.

Armetta Burney spoke on the program meeting with Kelly Love and her team to explore a marketing strategy that the program can move towards. David Finnie spoke on many high schools and students wanting more. If it’s not a visual experience for the students, handing them a pamphlet will do nothing. But if they get to visually get to know you (the program and a face), it’s vital to enrollment into the program.

Dave Angell mentioned that many target chefs or dining room managers, but talk with the GMs. They have two different perspectives; chefs are too busy, but GMs might be able to come. GMs know the significance of having an employment resource like this program.

Rebecca Angell spoke on having an intern from the program and how he was already working in the industry. Aaron stated that they put out an orientation for the new program and he was one of the first to attend. Without any marketing, but word of mouth, there were 14 students in the culinary program and 26 in the professional baking. Cap size is 40 students, but they have never been full. The program hasn’t been full yet because many people don’t know that the program is here in the school.

David Finnie suggested Britt Pedler. He’d be a great person to get ideas from. He would do fantastic, does high energy demonstrations across WA and OR. More students are coming from the SW region than before. There are already 13 students from Fort that are wanting to compete. David also agreed that the growth and excitement around here is high.

Daniel asked about the social media. Aaron stated that Clark College has its own page. The culinary students started a Facebook page and another one is a Clark Instagram page. We need to get students into the program; how are they going about it, and what’s been done? He asked about LinkedIn and their connection to that. It’s a great resource.

Having someone come to the high schools that have culinary programs to give a small workshop would be beneficial while also being able to market the program.

Warren Neth asked about potentially adding the curriculum piece of marketing the restaurant or a business. Aaron stated that there is not a specific class for resume writing. Shannon stated that there is a general education requirement called Professional Self Development that includes the resume building. The college also does a lot of student success workshops that include using LinkedIn.

Paul Lemke asked about what the percentage of students that are just out of high school or if they are older. Aaron explained that 60% were high school or within a couple years out in the first cohort. However there was also a man in his 60s. The range can go from high school up to the second career. Many big companies help fund the extra education. It is difficult because the program runs off of cohorts. They will be offering some smaller courses that will be pieced separately outside of the certificate or the degree. The new classes (an essentials class; similar to a 101 and also a BBQ class) will be open to the public.

Warren asked about the video that was recorded previously, is it aged or can it still be used? It was a great production. It was on the Clark College website at one point. He also asked if there could be a quarterly meet up where students could meet restaurant chefs and managers. He tries to pass on Aaron’s email and promote the program, but he isn’t sure how much it really helps.

The committee all agreed that Facebook/Instagram would be the biggest push to get out that marketing.

**Action Items:**

* **SueAnn to invite com mark (Kelly) at the next meeting (Aaron will reach out first)**
* **The members of the committee will give a shout out to the culinary restaurant**

Rebecca stated that they appreciate the program so much.

Meeting adjourned at 3.58pm.

Prepared by SueAnn McWatters