



The CSU Hospitality Management Education Initiative (HMEI)

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Timeline

- November 2004
 - CSU Industry Impact Study
- June 2005
 - CSU Hospitality and Tourism Partnership Symposium
- May 2008
 - Appointed by Chancellor Reed to the post of CSU Director of Hospitality Management Education
- HMEI is born

HMEI Mission

**To provide an uninterrupted supply
of hospitality leaders in California**

HMEI Objectives

- Establish a Chancellor's Hospitality Industry Advisory Board
- Establish a CSU Hospitality Management Program Leaders Committee
- Raise awareness

Hospitality Industry Advisory board

- Board Composition
 - <http://www.calstate.edu/hospitality/explore/csu/industry-advisors.shtml>
- Annual meeting held in late spring
 - 21st century literacies
 - Leadership
 - Sustainability
- Adopt-a-campus program
- HMEI Updates

Hospitality Management Program Leaders Committee

- Committee Composition
 - <http://www.calstate.edu/hospitality/explore/csu/leadership-committee.shtml>
- Annual meeting held in late spring
 - Articulation
 - Collaboration
- HMEI Highlights

Raising Awareness

- CSU HMEI Website
 - <http://calstate.edu/hospitality>
- Postcards
- Video Testimonials
- Facebook
- Articulation

CSU Standard Articulation Process

- Applications arrive at CSU campuses in seemingly random fashion
- Articulation officers forward applications to faculty reviewers
- Faculty reviewers do not know what to expect

Our Expedited Process

1. Classify CSU courses by subject area
2. Identify candidates for articulation
3. Obtain course outlines for candidates
4. Collate candidate course outlines into packets
5. Process each packet as a single application

Classify CSU Courses by Subject

Introduction to Hospitality Industry

CPP	HRT 101	Introduction To The Hospitality Industry
CSUC	RECR 250	Hospitality Industry Introduction
CSUEB	REC 1000	Introduction to Leisure and Hospitality
CSULB	HFHM 270	Introduction to Hospitality Foodservice and Hotel Management
SDSU	HTM 201	Introduction to Hospitality and Tourism Management
SFSU	HM 110	Introduction to Hospitality Management
SJSU	HRTM 1	Introduction to Hospitality Management

Sanitation, Safety

CPP	HRT 225	Hotel & Restaurant Sanitation And Safety
CSULB	HFHM 173	Applied Foodservice Sanitation
SJSU	HRTM 20	Sanitation and Environmental Issues in the Hospitality Industry

Identify Candidates

- Included ~30 community college programs with both lodging and foodservice programs

Community College	Hotel Resort	Food-service	Nutrition	Wines, Viticulture	Travel, Tourism	Recreation, Leisure, Special Events
Cerritos College	x		x			
Cerro Coso Community College	x	x			x	x
College of The Canyons	x	x				
College of the Desert	x	x				
College of the Redwoods	x	x				
	x	x		x	x	

Identify Candidate Courses for Each Subject Area

Introduction to Hospitality Industry

College	Course	Title	Sem. Units
Canyons	HRMGT 101	Introduction to the Hospitality Industry	3
CCSF	CAHS 100	Introduction to Hospitality	3
Mission	FDRST 50	Hospitality Management	3
MPC	HOSP 51	Introduction to the Hospitality Industry	3
MTSAC	HRM 51	Introduction to Hospitality	3
OCC	HTT A100	Introduction to the Hospitality Industry	3
Pasadena	HOSP 1	Introduction to the Hospitality Industry	3
Redwoods	HRC 1	Introduction to Hospitality Industry	3
Shasta	HOSP 10	Introduction to the Hospitality Industry	3
WestLA	TRAVEL 300	Introduction to the Hospitality Industry	3

Obtain Course Outlines

- Identified courses already articulated at one campus but not others
- Requested course outlines from the 30 community colleges

Collate Outlines Into Packets

- Email with attached zip file sent to multiple CSU campus articulation officers.
- Cover letter w/ links to course outlines

Results

- 109 new courses articulated and added to ASSIST.org
- 11 approved, not yet posted

HMEI Future

- CSU Hospitality Industry Advisory Board
 - 2nd annual meeting June 1st
 - Graduation Initiative
- CSU Hospitality Education Leadership Committee
 - Summer internship coordination

Opportunities for Collaboration

- What issues confront community college programs?
- How can the CSU help?
- How can we work together?