

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFERS (BCCAT)
Tourism Management and Hospitality Management Articulation Meeting

MINUTES

Zoom Meeting hosted by Acsenda School of Management and Fairleigh Dickinson University

Wednesday April 26, 2023 @ 12:30 pm

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BC Hospitality Foundation	Alana Dickson	alana@bchospitalityfoundation.com

1. Meeting Called to Order at 12:30 PM

2. Introductions/welcome:

- Dr. Thomas Gomes (Tourism Management Articulation Committee Chair)
- Dr. Hiran Roy (Tourism Management Articulation Committee Co-Chair)
- Dr. Maloud Shakona (Hospitality Articulation Committee Chair)
- Dr. Sophie Farmani (Hospitality Articulation Committee Co-chair)

3. Approval of Agenda of the Joint Articulation Committee meeting April 26, 2023 Motion:

- To adopt the Agenda and Minutes of the April 26, 2023 meeting Moved: Brian White, Seconded: Mark Elliott, Carried.

4. Presentation of Institutional Reports (refer to the attached reports) Note: This year the institutional reports were collected using the xl file of shared drive.

5. BCCAT Update - Mike Winsemann:

- The Pandemic had no negative impact on articulation activities
- Joint Annual Meeting (JAM) – online over two-days this year in November, 2 and 3' 2023. Experience exceeded expectations with delegates and a lower cost than in the past. The event will be face-to-face and online.
- A few schools are in the boarding.
- BCCAT Spring Update 2023: <https://www.bccat.ca/pubs/Resources/ACUpdate202304.pdf>
- The BCCAT website updated <https://www.bccat.ca/>
- Research - BCCAT Spring Update: <https://www.bccat.ca/research/overview/>
- BC Transfer Guide is now Global in scope.
- The survey report published online, the report about the COVID impacts in Post-Secondary Institutions in BC.
- Challenge to maintain and update articulating agreements. New initiatives underway to review articulation agreements at a system level.
- Consultation underway to expand scope of course equivalencies to be more inclusive.
- If we have block transfer agreements, be sure to inform BCCAT so they may enter them in the system.
- Academic integrity issues and uses of Artificial Intelligence (AI).
- BC is ahead of all other provinces on tracking student mobility.

6. Fairmont Hotel, Vancouver – Manny Judge:

- Implementing Artificial Intelligence (AI) in operational level.
- Working closely with Partners in Tourism.
- Lots of young people having miss-perception about the hospitality jobs where the industry requires more young people.
- Organising one day event in late October 2023 to build the awareness around the hospitality and its call, "Future Link."
- Organised an event in March 2023, "Hospitality Rising Star 2023" which was very successful.

- More events are associating with post-secondary institutions in British Columbia and targeting high schools.
- Visit our website: https://www.fairmont.com/pacific-rim-vancouver/?goto=fiche_hotel&code_hotel=A585&merchantid=seo-maps-CA-A585&sourceid=aw-cen&utm_medium=seo+maps&utm_source=google+Maps&utm_campaign=seo+maps&y_source=1_MTIzNjE0MTQtNzE1LWxvY2F0aW9uLndlYnNpdGU=

7. Go2HR Update – Krista Bax (PPT attached): <https://www.go2hr.ca/>

- go2HR is BC's tourism and hospitality human resource and health & safety association.
- The new project incorporating Regional HR Consultant network
- 2-year project – building on the success of TOTA and DBC in the VCM
- Work is being done in collaboration with RDMOs
- Boots on the ground – all regions are up and running
- [HR Advisory Services & Consulting for Tourism & Hospitality | go2HR](#)
- Vertical / Areas of focus
- Immigration - communicate changes to immigration programs, create resources to help employers hire foreign workers, promote tourism jobs in target countries
- Equity, Diversity, Inclusion (EDI) – Launch EDI resource hub, support employers in implementing EDI initiatives in their workplaces, EDI training
- Compensation - Philosophy, living wage
- Student hiring - collaborate with post-secondary institutions to promote student hiring; connect employers
- FREE Online training course
 - employers, supervisors
 - workers (New March 2023)
- [Safer Spaces: Creating Sexual-Harrassment-Free Workplaces | go2HR](#)
- A few new trainings such as
- New worker orientation (online, asynchronous)
- Joint occupational health and safety committee
- Equity, Diversity and Inclusion (EDI)
- updated assets for Service for All

8. Go2HR Update – Sarah McCullough (PPT attached): <https://www.go2hr.ca/>

- BC's Tourism and Hospitality Labour Recovery Framework
- Tourism of Tomorrow Initiative: • 1.2 Experience Tourism Initiative • 1.3 Teaching Tourism Toolkit Initiative • 1.4 Post-Secondary Pursuit Initiative
- Our career awareness strategy is centred around on better use of three existing mechanisms at the high-school level:
- Tourism and Hospitality Career Exploration – effectively integrate tourism and hospitality careers into existing Career Life Education and Career Life Connections curriculum required for graduation in B.C.
- Teaching Tourism and Hospitality 11/12 – build updated and relevant Tourism 11 and Tourism 12 electives curriculum that showcases the career opportunities in the tourism and hospitality industry and improve enrolment in these courses
- Tourism and Hospitality Work Experience – effectively integrate tourism and hospitality work experience into existing provincial Work Experience and Career Exploration and Workforce Training Certificate programs.

9. BCHA Update – Ingrid Jarrett (PPT attached): <https://www.bcha.com/>

- Pillar 1: Advocacy & Industry Stewardship.
- Pillar 2: Communicate with Workforce.
- Pillar 3: Financial Stability via Education.
- 360000 needed to meet Summer 2023 demand.
- \$108 Million To Regional Development Agencies To Support Regional Tourism Projects
- 8000+ BC accommodation pipeline
- Co-op timing: June – September
- November – February (winter season)
- Bite-sized training that allows people to work and develop their skills.
- BCHA Fast Track Your Future Series:
- Over 250 participants
- Developing more BCHA education opportunities and we are looking for education partners.

10. BCHF Update – Alana Dickson (PPT attached): <https://bchospitalityfoundation.com/>

- The Foundation is also committed to supporting the industry's next generation by providing scholarships to selected students enrolled in BC's hospitality, culinary and wine programs.
- Scholarships Awarded Fall 2023.

- BENEFICIARY DISBURSEMENTS: 74% - 287 BENEFICIARIES HELPED \$1,150,456
- SCHOLARSHIP DISBURSEMENTS: 26% - 322 SCHOLARSHIPS AWARDED \$396,000
- Mark Elliott from Douglas College donated funds for scholarship

11. Election/Re-Election of Chair and Co-chairs:

As agreed at past meetings, the current Co-Chair will take the role of Chair for the following year.

Tourism Management Articulation Committee:

- Current Co-Chair Dr. Hiran Roy (FDU) will take the role of Chair for the coming year.
- Martin Keiserlingk (Selkirk College) will be Co-Chair of the Tourism Management Articulation Committee – by acclamation.

Hospitality Management Articulation Committee:

- Current Co-Chair Dr. Sophie Farmani (UCW) will take the role of Chair for the coming year.
- Dr. Adnan Sarwar (UCW) will be Co-Chair of the Hospitality Management Articulation Committee – by acclamation.

12. Next meeting: Location:

2024 Hospitality and Tourism Articulation Meeting

Location: BCIT

Date: 25th & 26th

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