

HFTM/HAFA Alumni Association Meeting

Location: Centennial College

December 9, 2016

1. Welcome Attendees

Present: Dave Grant, Yonnie Wong, Adam Fikis, Lora Bender, Daniel Chang, Chris Moulton, Melody Lau and Statia Elliot

Absent: Karen De Leon

2. Fall Social

- The flow of the evening went well and everyone seemed to enjoy it
- location was well received
- final attendee numbers were 49; 20 did not show as 70 had signed up;
 - high no show rate but Chris said this was normal for a free event
 - there were only three attendee surveys returned however they were all positive
 - Final cost of event was approximately: \$3000 (in budget)
- To consider: cut event to 2 hours instead of 3 hours in terms of critical mass
 - We could do doors open at: 6:30, awards at 8:00pm or something along those lines (timeline or agenda)
- Negative: a lot of food left over at the end
 - we forecasted and ordered for 70 but since only 50 attended there was leftover
 - Guarantee a smaller number next year based on the wash rate of 2016
 - i.e. 20 people if 70 sign up and then if we need to order more then we can
- microphone glitches
- different types of name tags with larger fonts
- Overall: It was an awesome event and we're happy with the way the event ran – Thank you to Chris and Lora for running the event
- For next year: would like to see more Alumni “regulars”
 - why were we down from last year
 - liked having the Eat. Sleep. Travel. Shirts there to link students & alumni
 - Cut down length of Biographies for Award Winners
 - we would just do bullet points – winners can expand if they wish
- Nomination Selection Committee: Michelle, Bryan, Matt, Joey
 - only two ended up on the selection call: Michelle & Bryan
 - Matt was in the US and wasn't able to call in because of the number
 - Joey was in Spain and wasn't able to call in
 - Adam to send out thank you cards
- Good number for selection committee is 5
 - Select the committee further in advance and plan the call in advance
 - Maybe with a back-up

3. Financials

- Biggest concern: Investment Fund (has gone into negative)
 - loss of \$550 in 2016

- YE 2015 \$9600 (positive)
- University investment usually uses a 3.5% investment
 - endowment is usually invested quite conservatively
- Golf tournament profit: \$1500
 - Chris is still working through financials for golf tournament he isn't sure the numbers were 100% correct
- Are we able to survive without the golf tournament in this current market?
 - No, we need to come up with a revenue generating event
 - \$6000-7000 needed to run the association = break-even
 - can come from endowment or event revenue
- Solution: Look for a sponsorship for career night
- Must take a closer look
- Daniel and Chris to look into the financials more deeply and clarify the numbers?
 - We need a better picture of the financial viability this next year and what we can play with in regards to sponsorship and fundraising dollars.
- Question to consider: if we don't give out awards/scholarships in 2017 does that bring us back in balance
 - If so: when do we have to make decisions on given out the awards (January)
- Option: we could carry a loss for a year and look to raise money at the Fall Social and/or add another event to do so

4. School Update

- College celebrates 10th Anniversary Business & Alumni News letter was handed out for update at the college
 - went out with the Guelph Portico
- Brand new Mac Hall – to be used for Alumni Careers Night
- New Major: Hospitality and Tourism Management
- Recruiting two new faculty:
 - lots of interest from Americans as the posting went up right after the Trump election
 - New faculty to start: July 1, 2017
 - One for Strategy and one for Food

5. HFTMSA

- New strategies to market the NYC trip
 - they were able to sell out both trips and are sitting at about \$1200 in the positive now
- think pink, first year pumpkins – trying to put a new spin on it to get more students involved
- the week before job expo they teamed up with the business and career development centre and are going to run different workshops for resumes and cover letters with drop-in sessions
 - also having a networking workshop on networking and appropriate clothing
 - really gearing towards first and second years to bump attendance
- HFTM Week (really trying to put emphasis on the week pre-HFTM to get students ready and hyped)
 - Monday: Talk Tourism; sustainable travel Me to We and G Travels

- Tuesday: Mentorship Social with a mentorship program with an upper year student paired with a younger year student – help with coop
- Wednesday: Alumni Night
- Thursday: Smart serve sessions
- Friday: HFTM Social – likely at Brass Taps

6. Alumni Careers Night

- HFTMSA
 - class announcements will be done the week before by HTMSA to get people excited
 - Presentation on projectors or slides
 - Dave questioned if it would benefit to have logos for each person attending on where they work. i.e. Four Seasons – Yonnie agreed and is going to work with Lisa to get this completed
 - student invite sent out
- Questions: student registration day of, where should it be?
 - For Chris: he just needs to know where you'd like to have it – Yonnie to speak with Lisa and email Chris on the decision
 - For alumni, should be at the entrance to Mac hall perhaps?
 - Two sections maybe left alumni, right students but Yonnie & Lisa will figure that out
 - Lisa and Chris to have a direct conversation on details
- Registrants: we don't have a number but quite a few have mentioned signing up
 - Word of mouth mainly – its gone on social media
 - Email is scheduled to go out next week
 - Attendees: approximately 40 last year
 - Aim to have a similar number this year
- Job Expo: 20 + registrants
 - typically those that are alumni will stay for careers night
- If we could figure out the alumni groups before it would be beneficial for talking points
- Pros from last year:
 - the skype session was popular – she was working for Director of Sales for Sheraton in Australia – look to arrange something similar.
 - sales and hotel alumni are always a hit.
- Chris sent Email has been sent to all attendees from last years event
- a few predetermined questions to learn about the Alumni
 - Introduce yourself first and tell them what you are doing now and what their first job was
 - Roadmap to success

7. Social Media Strategy

- Nina has been working on the social media strategy for the association
 - it was decided to start an instagram account trying to focus on #EatSleepTravelWork to get Alumni engaged
 - it was also decided to move from the HFTM Facebook Group to a Page where the association is able to push out real-time information and receive insights into which posts are gaining the most attention.
 - Ad hoc posts are being posted in real time

- Wednesday's are to profile an Alumni of the school starting with the Board
- Friday's have a hospitality #FridayFunFact
- Association members to help with content for page, reach out to individuals who we may be able to profile on the page in 2017.
- Engagement: HFTMSA start to blast HFTM Instagram handles & Facebook Page
 - Adam coming to 4th year classes to give awareness
 - Yonnie and Adam to work together to see how to engage those recent grads
- Nina to send Yonnie the Facebook Page Info & Instagram handle
- Grad Formal will also boost awareness
 - ensure we are saying we are looking to engage alumni for opportunities and not for their money – correct perception
- Alumni Night – handouts have where to connect: Facebook & Instagram
- Idea: #TBT to How the Association was started – Nina to reach out to Heidi

8. Strategy

- Adam and Dave to work on strategy
- Mission: HFTM/HAFA Alumni Association is a volunteer based association who wants to engage other hospitality, food and tourism management alumni from the University of Guelph. The goal is to form a relevant network in the industry for job opportunities, collaboration and working with hospitality leaders of the future.
- Goal: Add another 2 events – 1 per quarter including one to replace the golf tournament
 - Really want to build a base of people to look forward to coming to reconnect with the network and want to attend
 - SPRING SOCIAL & SUMMER SOCIALS (for example)
 - Looking for a unique event
 - Are we looking for a consistent type of event e.g. Always golf tournament or wine tasting? - something we will have to determine after success of first one
 - Networking with another school e.g. Competition like Trivia Night
- Piggyback on Gryphons on Bay
 - At Stratus Restaurant – networking event with approximately 200 alumni
 - Could we attend in future and try to engage our HFTM
 - Melody has attended its a very unstructured event, it was on a Thursday
 - Another one coming up in May
 - Update from college – primarily a networking event
 - promote on college event and make this one of our networking event
 - college pays for the event
- Also plans for a Gryphons on Spark street (In Ottawa) and maybe even one in Vancouver
 - again, consider piggybacking on it
- Spring 2017: Event will be piggybacking on Gryphons on Bay – we really push attendance for hospitality individuals
- Summer 2017: Pay to taste: Craft beer tasting/whisky tasting with stations with Industry & University Profs, etc. 50/50 draw
 - To iron out timing and details at a later
- Adam & Dave to write strategy and we will input and make changes as we see fit
 - Send Adam new title and job description for Strategy
- Adam is sitting down with President of Hospitality School at Ryerson's Alumni board for ideas and discuss best practices

9. Nominees for the University of Guelph Alumnus Award for Chris

- Recognizes alumni for lifetime achievement
- Looking for someone with a national or international reputation
 - A few names were tossed in the mix but more information to be sent to Chris
- application needs to be done by the end of January
- Chris to send us the description of the award and we can try to come up with a few names for the awards

Next meeting: End of February