Fermentation Program

Brian Lesson
Hospitality Economic Impact

- The visitor industry employs directly and indirectly 199,800 San Diegans.
- Visitors spend nearly $11.6 billion annually.
- San Diego hosts nearly 35.1 million visitors each year, and is a top U.S. travel destination.
- The industry generates $855 million annually in state and local transient occupancy, sales, and property taxes.
  - *San Diego Tourism Authority

Fermentation Economic Impact

- The Craft Beverage Industry in SD
- Growing local AVAs (Am. Vin. Reg.)
- CA 4th largest wine producer
- Greater economic impact than:
  - San Diego Padres
  - Comic Con
  - Balboa Park
  - *San Diego Brewers Guild

Why Select the Major?
Degree and Cert. Changes

- Event Management & Hotel Management have merged
- New Hospitality Management Degree and Certificate
- All students take all classes
- Modification of Major for ’18 students
- On-Ground to Hybrid
- Increased numbers = reduced canceled classes

Why Class Structure Changes?

- Wider interest in program
- Students were leaving program after first promotion
- Classes and schedules conflicted
- Students were unable to work, resulting in drops
- It’s expensive to live in San Diego
- Spring/Fall class schedule resulted in postponed graduations
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 9:00</td>
<td></td>
<td>HOSP 190</td>
</tr>
<tr>
<td>9:00 - 10:00</td>
<td>HOSP 101</td>
<td>HOSP 166</td>
</tr>
<tr>
<td>10:00 - 11:00</td>
<td>HOSP 101</td>
<td>HOSP 166</td>
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<tr>
<td>11:10 - 12:00</td>
<td>HOSP 115</td>
<td>HOSP 121</td>
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<tr>
<td>12:00 - 1:10</td>
<td>HOSP 115</td>
<td>HOSP 121</td>
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<tr>
<td>1:20 - 2:00</td>
<td>HOSP 102</td>
<td>HOSP 112</td>
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<tr>
<td>2:00 - 3:20</td>
<td>HOSP 102</td>
<td>HOSP 112</td>
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<tr>
<td>3:30 - 4:00</td>
<td>HOSP 130</td>
<td>HOSP 101</td>
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<tr>
<td>4:00 - 5:30</td>
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<tr>
<td>5:40 - 6:40</td>
<td>HOSP 152</td>
<td>HOSP 162</td>
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<tr>
<td>6:50 - 7:00</td>
<td>HOSP 111</td>
<td>HOSP 162</td>
</tr>
<tr>
<td>7:00 - 8:50</td>
<td>HOSP 111</td>
<td>HOSP 185</td>
</tr>
</tbody>
</table>

HOSP 270 - Recommended Summer

HOSP 101 - Online (FA, SP, SU)

All classes meet 1 or 2 hours on-ground & 1 hour online

10 minute break in between each class

All classes meet in BT 215

Wednesday - Sunday Work schedule

All classes offered FA & SP*

*classes need to fill
Certificate

- Beverage Sales Professional
- Offering all courses by FA
- D-205 Lecture and Tasting Room
- Stackable Cert. for HOSP Majors
- FERM 101 - co-requisite

Degree

- Beverage Production Professional
- CHEM*, BIO* & FERM pre-requisite for labs
- Timeline for D-200
- Brewery and R&D Lab – FA 2020
- Winery and Roastery – SP 2021
- Membership – SP 2021
  *based on transfer

FERMENTATION 2020-2021
Kearny Fast Track

A Partnership Program Between San Diego Mesa College
& Kearny High School
Program Goals

• To extend the opportunity for Kearny High School students to take courses on the Mesa College Campus
• To provide Kearny High School students the opportunity to take core and elective college-level courses
• To work collaboratively to transition students seamlessly from high school to college without the need for remediation
**Program History**

- Fast Track started spring 2003 with only seven students
- The program grew over the years to 200 students
- Currently, there are 200 spaces for Kearny students (50 per school, with 25 juniors and 25 seniors)

<table>
<thead>
<tr>
<th>Year</th>
<th>Subjects</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP 2003</td>
<td>FA 2003</td>
<td>SP 2004</td>
</tr>
<tr>
<td>7</td>
<td>47</td>
<td>66</td>
</tr>
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</table>
Guidelines

• Completed 10th grade
• Must have at least a 3.0 GPA in high school
• One course per semester on campus at Mesa College
• All courses CSU/UC transferable
• No remedial courses
• Students must meet all pre-reqs for courses
• No D, F, W, I or NC grades at Mesa College to continue in Fast Track
Guidelines Cont.

• Students only take courses offered at specific times
• 10% cap max
• High school purchases books for students
Total Number of Fast Track Students by Semester

- Fall 2017: 171
- Spring 2018: 340
- Fall 2018: 176
- Spring 2019: 92
- Fall 2019: 167
Case Study

- Fall 17 – CCAP Mesa
- Fall 18 – Fast Track Mesa
- Spring 18
  - HIST 110 – Fast Track Mesa
  - BIOL 131 – CCAP Miramar
  - GISG 110 – Credit by exam Mesa
- Fall 19 – Fast Track
- Spring 2020 – “Early Grad” Mesa
Questions?

Kirsten Pogue-Cely
Associate Professor/Counselor
kcely@sdccd.edu, x5977
CAREER SERVICES

Presented by:
Counselors & Career Co-Coordinators
Kristy Carson
and
Raquel Sojourner

Joint School Meeting – Spring 2020
How many of you have met a student who…

• Doesn’t know their major…

• Are feeling lost…

• Don’t have a clear direction in life…

OUR GOAL: Meeting students where they’re at in their Career & Major exploration and readiness journey.
Today’s Objectives:

- **New!** Career Tools & Services
- Spring 2020 Career Fest Events
- Career Technology & Resources
- Career Ambassador Program
- Work Based Learning
- Swag & Prizes
The Career Ready Guide

- Students can get the skills employers want!
- Build their Resume!
- 8 self-paced career readiness tutorials
- Earn a Career Ready Guide certificate
- Alternative to workshops as Extra Credit!

Visit our website: [www.sdmesa.edu/career-center](http://www.sdmesa.edu/career-center)
CAFÉ con LECHE

New Service!

- Students can openly chat with Career Counselors
- Start Major & Career Exploration Conversations
- Learn about Career Services
- Enjoy coffee and pan dulce! (Mexican sweet bread)

Located at Mesa Breezeway

- March 9th @ Resume Review Tent
- March 10th @ Resume Review Tent
- April 15th (stand alone event)
Spring 2020 Career Fest!

• March 9th & 10th
  Resume Review Tents + Café con Leche

• March 9th -13th
  Employer Meet & Greets

• March 11th
  Internship & Service Learning Fair

• March 12th
  Job Fair
CAREER SERVICES OVERVIEW

• Major & Career Exploration and Readiness
• Career Assessments (MBTI & Strong Interest)
• Online Career Preparation Tools
• Job & Internship Board – Job Network
• Fall & Spring Career Fest
• Peer-to-Peer Resume & Cover Letter Review
• Interview Preparation
• Computers Available for Research

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

-Steve Jobs
CAREER SERVICES TECHNOLOGY

Visit our website: www.sdmesa.edu/career-center

Online 24/7 ChatBot

Career Ready Guide

Job Network

TCE Event App

Perfect Interview Prep

Informational Video Interviews

CandidCareer.com
CAREER AMBASSADOR PROGRAM

Mesa Career Ambassadors

- Peer-to-Peer Resume Building
- Job Searching Techniques & Strategies
- Career Resources

Helen Ma
Malik Shabazz
Carolina Chavez
Erin Nicole Vedar
Sadie Wager
Luiza Rodrigues
WORK-BASED LEARNING

Connecting Real World Experiences with Academics

INFORMATIONAL INTERVIEWS • JOB SHADOWING • WORK EXPERIENCE
• INDUSTRY VISITS • INDUSTRY PANELS • SERVICE LEARNING • INTERNSHIPS

INTRODUCING OUR NEW PARTNERSHIP!

Work-Based Learning

Shawn Fawcett
WBL Coordinator

Katlin Choi
WBL Coordinator

Pavel Consuegra
Internship Coordinator

Melanie Davidson
Employer Relations
WORK-BASED LEARNING

CTE RACK CARD WALL
@ Career Center

- Info Cards on CTE Programs
- Info on Work Based Learning
- Bring your students over!
- Grab some cards for your office!
CONTACT US!

Phone: 619-388-2777
Email: mesacareer@sdccd.edu
Hours: Mon - Thurs: 8:00 a.m. – 6:00 p.m.
       Friday: 8:00 a.m. – 3:00 p.m.

Kristy Carson: kcarson@sdccd.edu
Raquel Sojourner: rsojourn@sdccd.edu
QUESTION TIME!

1. What is the NEW Online tool students can use for Job Preparation?

2. What are 2 Activities or Events happening at Career Fest?

3. What is one career service our Career Ambassadors offer students?
THANK YOU!

WE ARE Mesa