

Hospitality Program

MEMORANDUM OF UNDERSTANDING


This MEMORANDUM OF UNDERSTANDING ("MOU") is entered into by and between the SAN LUIS OBISPO COUNTY COMMUNITY COLLEGE DISTRICT ("District") and the CUESTA COLLEGE FEDERATION OF TEACHERS, AFT Local 4909 ("Federation").

Now, therefore, the District and the Federation have agreed as follows:


1. To meet the needs of the students, staff and faculty in the Hospitality Program, a part-time faculty member will serve as Lead Faculty.
2. The faculty member will receive a stipend of \$2,402 per semester for their coordination and leadership in the Hospitality area. The stipend is to be distributed in equal payments over the semester.
3. The areas of responsibility and tasks for the lead designation are appended in this document.
4. This MOU is aligned with other part-time lead faculty designations as outlined in Appendix B of the Collective Bargaining Agreement.

By their signatures below, the signatories certify that they are the authorized representatives of either the District or the Federation and that any and all actions necessary for the parties to ratify and accept this MOU as a binding agreement have been completed in the manner required by that party. Upon the affixing of the signatures below, this MOU is entered into without the need for further ratification and acceptance.

ACCEPTED AND AGREED TO:

  
Allison Merzon, President  
CUESTA COLLEGE FEDERATION OF TEACHERS, AFT Local 4909

2/02/2012  
Date

  
Gilbert H. Stork, Ed.D.  
Superintendent/President  
CUESTA COLLEGE COUNTY COMMUNITY COLLEGE DISTRICT

2/3/2012  
Date

### **Lead Faculty Hospitality Program**

Under general supervision, serve as the Cuesta College Lead Faculty for tourism courses and programs such as Hospitality and customer service.

- Promote the programs and courses related to the tourism industry.
- Serve as a liaison between the college and properties.
- Develop newsworthy topics and opportunities by collaborating with advisory board members, students and staff.
- Compile and compose news releases and related information for College Media Relations Coordinator.
- Initiate and maintain positive relations with the tourism community, faculty, staff and students.
- Attend division and department meetings to promote tourism courses.
- Provide input to the Division Chair regarding all aspects of the IPPR that pertains to Hospitality.
- Attend community meetings and/or tourism related events and activities.
- Develop and maintain current phone and mailing lists of property tourism owners and managers.
- Develop program recruitment and outreach materials.
- Coordinate and oversee bulk mailings.
- Organize and participate in phone solicitation.
- Establish and maintain a cooperative working relationship with community chambers, city governments, visitor bureau, industry associations and special interest groups (WIB/One Stop).
- Conduct outreach and recruitment activities.
- Meet with property employers and employees.
- Present information about industry programs to prospective employers.
- Identify and incorporate needs of employers and employees to college curriculum.
- Communicate effectively orally and in writing.
- Schedule and arrange semi-annual community promotional seminars.
- Establish and maintain an Advisory Board.
- Schedule and attend Advisory Board meetings.
- Perform other related duties as required.

