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CHRIE *Communique*

INTERNATIONAL CHRIE — THE HOSPITALITY & TOURISM EDUCATORS

Contract Services Management S.I.S. To Offer Up to 8 Faculty Internships Next Summer for Member Educators

Applications Will Be Available at Hotel Show

CHRIE's Contract Services Management Special Interest Section will offer between six and eight faculty internships next summer for CHRIE member educators, according to David Tucker, the group's chair.

Now in its fourth consecutive year, the CHRIE Faculty Internship in Contract Services Management program is designed to increase educators' understanding of contract services management (contract/institutional foodservice) so they are better prepared to teach their students about this segment of the hospitality industry and encourage them to explore career opportunities in it.

Sponsored jointly by CHRIE Platinum Partners ARA Services and Marriott International, the internships are also intended to build partnerships between educators and industry executives so they can continue to call upon each other for resources and expertise in the future.

The program will be administered by the Contract Services Management S.I.S. Members of the group said they hope that in future years additional companies will participate as sponsors. The Seiler Corp., a large regional foodservice management company with contracts mostly on the East Coast of the United States, sponsored two faculty internships last summer.

5 Components

The Faculty Internship will consist of five components:

1. *Orientation Meeting.* This meeting is tentatively scheduled for June 6-10, 1994, partly at Marriott International world headquarters in Bethesda, Md., and partly at ARA Services world headquarters in Philadelphia, Pa.

2. *Company Visits/Experiences.* Following the orientation meeting, each faculty intern will spend 15 days or more visiting and getting hands-on experiences in Marriott and ARA operations. While most visits are accomplished over the summer, they can be extended into the fall.

3. *Follow-Up Meeting.* This two-to three-hour meeting will be held during the 1994 Annual CHRIE Conference in Palm Springs, Calif.

4. *Internship Project.* This project will be determined at a later date.

5. *Ongoing Relationships.* Faculty interns build lasting relationships with industry executives and colleagues from other colleges and universities who have similar interests. In this sense, the Faculty Internship never really ends.

\$2,000 Stipend

The stipend for the Faculty Internship will be \$2,000. Additionally, all travel and other expenses related to the internship will be paid.

Selection of the interns will be made by a committee comprised of the chair of the Contract Services Management S.I.S. and a representative from

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2. *Company Visits/Experiences.*

■ **Revised Advance Schedule of CHRIE Meetings and Events to Be Held during the Upcoming Hotel Show in New York, p. 3**

Skills Standards

Incumbent Workers Aid in Developing Task Lists during Focus Groups

Front-line workers from lodging and foodservice operations convened in a two-day series of focus groups to develop comprehensive lists of tasks performed in their positions which will be instrumental in developing skills standards.

The focus groups, held Sept. 9 and 10 in Washington, were attended by workers who represented the range of positions involved in frequent guest contact and customer service. The sessions assumed a round-robin approach, as participants went in turn, detailing the full scope and range of the tasks performed in their various positions. This exhaustive approach yielded detailed task lists and also lent itself to lively discussions among the other attendees about the commonalities of tasks shared in their differing positions.

"No one knows better, or can communicate more clearly, about what it is that they do than the workers themselves," according to **Dean Prigelmeier**, who facilitated the two focus groups. Prigelmeier, an expert in job/task analysis with over 15 years of experience in human resources and certification program development, skillfully or-



Dean Prigelmeier (right) with Cornelius Phillip during focus group of front-line foodservice workers last month.

chestrated the high level of communication and participation which characterized the sessions.

Future Research

Surveys compiled from these task lists will be distributed nationally and are designed to measure the levels of frequency and criticality behind the performance of the tasks. Once the survey results are tabulated, a trend will emerge indicating which tasks are crucial in providing high-quality guest service.

A second set of focus groups, scheduled to convene in November, will determine the levels of knowledge, skills and abilities needed to successfully perform the tasks considered most crucial from the survey results, thereby yielding the skills standards. The participants in these focus groups will be

incumbent workers from operations selected by the National Skills Standards Board for the Hospitality and Tourism Industry which are recognized as exemplary high-performance work organizations and renown for providing high-quality service.

For more information, contact Bill Talbot at the CHRIE office.

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