MOUNT DIABLO BUSINESS
EDUCATION ALLIANCE

CULINARY & HOSPITALITY

MDUSD
CAREER
PATHWAYS

CULINARY & HOSPITALITY

MDUSD offers digital media pathways at most of its schools. While the arts pathways are sometimes overlooked in favor of health care or engineering, according to the California Department of Education, the Arts, Media, and Entertainment industry sector requires perhaps the greatest cross-disciplinary interaction because the work in this sector is largely project-based, requiring both independent work and interdependent management skills for career success. New technologies are also constantly reshaping skill sets of many arts career pathways. Consequently, arts-sector occupations demand constantly varying combinations of artistic imagination, metaphoric representation, symbolic connections, and technical skills. To help prepare students to pursue careers within this industry sector requires both broad and in-depth academic and technical preparation as well as the cultivation of twenty-first-century skill assets, such as flexibility, problem-solving abilities, and interpersonal skills. MDUSD digital media pathways include instruction in graphic design, video production, website design, and game design. These areas tend to be high interest areas for students and it is an opportunity to integrate the career readiness with the technical skills of the industry sector. In all of the pathways, students have an opportunity to provide digital media services to community partners, learning how to meet a clients' needs. Industry partners include Red Dog Graphics, the Greater Concord Chamber of Commerce, Sun Valley Mall, and Signature d'Sign. Through the manipulation of sight, sound, and motion, those choosing a pathway from this sector reach out in unique ways to enhance the quality of life for those around them.

SAMPLE PATHWAY CAREERS

- FOOD DEMONSTRATOR
- FITNESS NUTRITIONIST
- REGISTERED DIETICIAN
- CHEF
- SERVER

WORK READINESS SKILLS	TEACHER ACTION	INDUSTRY SUPPORT	EVIDENCE STUDENT HAS MASTERED SKILL
Communication: Students are able to communicate with clarity, using written, verbal, electronic and/or visual methods. Students consider audience in their communication.	• Students design communication materials and plan for introducing/onboarding customers/clients to a mock business. • Teachers facilitate design of materials and onboarding plan.	• Industry act as new customers, students take industry members through onboarding process. • Industry provides feedback.	• Students update their onboarding portfolio based on feedback from industry, portfolio demonstrates understanding of key concepts to future employers
Apply Technology: Students enhance productivity by using appropriate technology to accomplish workplace tasks and solve workplace problems.	• Students access software that provides a virtual simulation of running a Marriott Hotel. • Students are taken through different scenarios and are asked to develop a response.	• General manager, HR director, and executive chef of the Marriott Hotel came as guest speakers to kick off simulation. • Students will spend a day at the Marriott shadowing in different jobs within the hotel.	• Students will complete the simulation and take a test at the end of each unit showing that they have mastered each level..
Problem Solving: Students develop plans to solve problems in the workplace. They understand the root of the problem and explore different solutions. Once a solution is decided upon, they pursue that solution to ensure problem is solved.	• Teachers provide instruction on structured problem solving and root cause analysis (i.e. SWOT). This includes estimate of costs and resources needed to implement solutions.	• Industry provides scenarios for students to work on based on their experience. • Industry reviews reports of student solutions and discussed how problem was actually discussed in industry for comparison	• Student teams will be given a situation to solve and present their solution together as a group.
Act as a responsible person in the workplace: Students understand the responsibilities and obligations of the workplace and demonstrate this understanding through their interactions with others. They consistently go beyond minimum expectations.	• Students are assigned responsibilities in their stations and are expected to follow the Health Department Laws.	• Guest speaker from the Health Department comes and speaks to students about the importance of sanitation laws and how a commercial kitchen operates. Also talks about different jobs in his industry.	• Students show they mastered the skill by taking the California's Safety and Sanitation Test and receiving a certificate.
Collaboration: Students contribute positively to the team as both leaders and members. They are sensitive to cultural differences to promote a positive workplace.	• Working in groups, students develop lesson plans around foods and nutrition based on a rubric. The lessons will be delivered to a neighboring elementary school.	• Teachers from neighboring school review the Lesson plans and quizzes and provide feedback to the students..	• Students will be assessed based on rubric

WORK READINESS SKILLS	TEACHER ACTION	INDUSTRY SUPPORT	EVIDENCE STUDENT HAS MASTERED SKILL
Creativity: Students identify situations that require unique solutions. Students consider new & innovative ways for accomplishing their goals	• Teachers create a rubric and break down the project, so students can plan each part of the project carefully. Projects include posters/brochures. Ex. Creating a tourist "brochure" based on traveling through the digestive tract. Must be colorful, and look like a 'tourist map guide".	• Community partners act as a board to listen to each group's proposal and determine the best proposal. • Community members provide feedback to all groups.	• Students will set up and execute the event for the freshmen. • Creativity will be graded based on the rubric, and freshman will critique, teachers will assess.
Self Direction & Persistence • Creating a plan • Identifying the end game • Taking initiative	• Students plan an event that involves community members.	• Have an event planner come in and provide a critique of the steps in the process	• Students present to community partners
Time Management in General	• Provide timelines and time management structures in class	• Guest speaker Erin Larkins on importance of time management and eliminating procrastination at school, work, home, life, etc.	• Improvement on time management

INDUSTRY SPECIFIC SKILLS	TEACHER ACTION	INDUSTRY SUPPORT	EVIDENCE STUDENT HAS MASTERED SKILL
Customer Service ● Listening skills ● How to speak to customers ● Body Language ● Anticipate other's needs ● Phone etiquette ● Accountability ● Upsale	● Dress for Success workshops ● Role Playing ● Have students develop questions for an informational interview of an industry partner	● Students interview industry partners	● Evaluation while working at Serendipity ● Students provide a transcript of the interview and it is reviewed by industry partner to assess listening skills ● Industry partner provides feedback on the interview
Knowledge of food allergies and their potential harmful impact ● Food Safety	● Instruction on food allergies and special diets	● Guest speaker to discuss food preparation and how to prevent cross contamination ● Guest speaker to discuss harmful impact of food allergies	Students do a report on ● Dangers of food contamination ● Special Diets ● Allergies
Time Management in a restaurant setting ● Food Safety	● Time Management workshop ○ Can it be modified to more closely align with a restaurant setting?	● Help provide time management training ● Guest speaker to discuss impact of time management in a restaurant setting ● Work with students to set goals	● Attendance improvement ● Provide feedback to students on efficiency
Following Health Department Guidelines ● Food Safety ● Food posters ● Hand sink requirements ● Sanitizing requirements	● Sheets from county health department ● Have students critique each other ● Practice responding to health department visit ● Teach 3 main food violations (most common)	● Community Partners could come in and go over protocol to ensure safety ● Ecolab posters ● Health Department Spreadsheets	● Serve Safe Certificate ● Passing evaluation with health department or industry partner ● Students act as "in house" health inspector. ○ Testing ability to recognize and correct violations

INDUSTRY SPECIFIC SKILLS	TEACHER ACTION	INDUSTRY SUPPORT	EVIDENCE STUDENT HAS MASTERED SKILL
Use of Social Media as a tool ● Documenting what is being done in the process ● Digital Marketing	● Workshop and review dangers/responsibility of social media	● Bring in HR person who can talk about impact of social media	● Students can present on how social media can be helpful and harmful
Employee Rights	● Workshop	● Labor Lawyer guest speaker ● HR Manager guest speaker ● PCFMA can provide speakers	● Report on laws and rights