

SECTION 8

EDUCATION

It is the mission of the TRA Education Foundation to provide essential educational resources that secure the future of the foodservice and hospitality industries of Texas.

HOW THE TRA EDUCATION FOUNDATION GOT STARTED

For more than 60 years, the TRA has served its members and the foodservice industry with political advocacy, industry education and foodservice training. Its non-profit status guarantees that the organizational focus remains supporting the business of the Texas restaurateur.

In 1994, TRA formed a 501 (c)(3) Foundation, the TRA Education Foundation (TRAEF). The 27-member Foundation Board is committed to providing the necessary resources to help restaurateurs successfully confront the challenges of a rapidly growing industry. TRAEF provides training that makes managers and employees more effective and efficient in business operations and develops career awareness by cultivating tomorrow's generation of labor and leaders.

There is little doubt that a qualified workforce is essential for a business's ability to compete, and ultimately to succeed. As business owners and as a community, it is in our best interest to prepare today's students and foodservice professionals for challenges.

TRAEF works in your favor to identify these challenges and provide solutions to benefit the industry and community as a whole. Our goals are simple:

- ✓ Expose young minds to the industry and expand career opportunities and

professional development for the best and brightest students.

- ✓ Create opportunities and professional development programs for the existing foodservice professional seeking to further his/her career or expand his/her knowledge base.
- ✓ We strive to create a long-term solution in lieu of a short-term fix.

TRA EDUCATION FOUNDATION PROGRAMS AND INITIATIVES

The FS Prep Culinary Curriculum



A two-year industry-based culinary curriculum for high school teachers. This program incorporates ServSafe certification training. Seventy schools to date have purchased the FS Prep curriculum. The average food production or culinary arts instructor in high school has 120 students per school year.

Entrepreneur 101



Is a non-traditional three-year high school program that creates a full-scale, student-managed business enterprise within a high school facility. A limited version of full-service fine dining restau-

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rant is constructed to be used as a model to teach students how to run and own a business.

ProStart



Introduces high school juniors and seniors to careers in the foodservice and provides them the basic skills and knowledge they need for success in the industry. This is accomplished through on-the-job training and experience, coupled with a dynamic and comprehensive curriculum.

Making the Transition



Making the Transition is an initiative developed by the TRAEF that assists school districts in understanding how to use current industry-based education and support programs in the context of current school facilities and curricula. As part of this initiative, a comprehensive Making the Transition guide takes school districts from enhancing current Nutrition & Food Science and Food Science Technology programs, to adding a Culinary Arts component in a high school or transitioning exclusively to a Culinary Arts program.

ServSafe ®



is a food safety program providing high-quality food safety education and training materials for the restaurant and food-service industry. It is recognized and accepted by more federal, state and local jurisdictions than any other food safety program.

Many Nutrition & Food Science, Food Production, and Culinary Arts instructors are adopting this certification across the state. With cutbacks due to lack of program funding, ServSafe is a way to enhance any program related to foodservice. It is recommended that the instructor be ServSafe certified to teach the ServSafe program.

TRAEF offers:

- ✓ A discounted rate to teachers on all Servsafe products ordered through TRA

- ✓ Training each year at the State Conferences and Educational Service Centers.
- ✓ Online certification incorporating Servsafe training
- ✓ Proctored exams in Dallas, Houston, San Antonio, or Austin
- ✓ Servsafe classroom at any Acemart Restaurant Supply as part of a partnership with Acemart

School districts can choose to implement the certification component as part of the ServSafe program. Schools can opt to either subsidize the cost of the exam answer sheet or place the responsibility on the student to purchase their own. If the school chooses to place the responsibility on the student, this may give the student ownership of his or her certification. Teachers receive a discount on all ServSafe products.

Culinary Educators Training Conference

The Culinary Educators Training Conference is a 2 1/2 day conference featuring culinary workshops for high school culinary arts teachers.

The Culinary Educators Training Conference (CETC) was developed to promote industry-based culinary arts to educators in an effort to reach new standards in high school foodservice education. The conference is designed for educators who want to increase their knowledge and improve their skills. The event is produced by the TRA Education Foundation, the Texas Beef Council and hosted by the Texas Culinary Academy every year in July.

Career Awareness

TRAEF staff exhibits at up to six secondary level conferences per year. Each July, we ServSafe certify over 100 instructors who teach Nutrition & Food Science and/or Culinary Arts and Food Production. These instructors are implementing the ServSafe program as part of their curriculum at the high school level, in turn, raising the standard of teaching.

W. Price, Jr., Memorial Scholarship Fund
High school seniors as well as students

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currently enrolled in restaurant management and/or hospitality programs in two and four-year accredited colleges and universities may apply for scholarship funds.

TRAEF Excellence Award

Give your most dedicated and hard-working staff more than a pat on the back and nominate them for one of these three annual awards. Each June, a panel of judges selects 1 Manager, 1 “Front of the House” and 1 “Back of the House” employee from across the state to win each award!

Each of the 22 chapters of the Texas Restaurant Association will award winners in each category at the chapter level as well.

Foodwire E-Newsletter

The TRAEF Foodwire E-newsletter is sent periodically to share news and information that will benefit culinary educators including the latest news in education, updates on events and initiatives

Legends Golf Classic

This annual event, held in conjunction with TRA's annual Southwest Foodservice Expo, is sure to offer the industry professional a challenging game. It's an open invitation to enjoy tasty fare and network with other industry professionals!

TRA President's Gala & Silent Auction

Each year the President's Gala benefiting TRAEF is held the Monday evening during Expo. The evening features a reception, silent auction, entertainment, classic cuisine, and exquisite desserts and cordials. The evening also includes the covenant Hall of Honor Award as well as the Outstanding Restaurateur of the Year Awards from each chapter. The TRAEF Excellence Award recipient is also honored. The Rapid Raffle has been a fun addition to the evening which gives the attendees an opportunity to win one of two wonderful prizes that are do-

nated. Items have included trips, jewelry and wines.



Boot Camp: Management for the Real World

This two-day training seminar gives employees who have management potential or who are currently in management the knowledge and techniques they need to handle the pressure and stress of frontline restaurant management. Key areas covered by Boot Camp are: Cost Control, Employee Relations, Customer Service and Risk Management.

ServSafe Training

This nationally accredited food sanitation protection course offers training to managers in compliance with all state and federal health code jurisdictions and provides certification to members at an affordable cost. Training is available at all Ace Mart locations, additionally, ServSafe is proctored at the TRA offices and all three metro offices.

Customized Seminars

TRAEF can provide custom delivery of any of our course seminars in formats tailored to suit your company's specific demands. Across the state, more and more companies are turning to TRA for all their training needs.

HOW TO COORDINATE AN EDUCATION COMMITTEE

The following checklist will get you started:

Recruit a Committee – Committee should consist of associate members, board members, and educators

- Recruit local officers/board members who are interested Education and would like to serve on Education Committee
- Invite association (purveyor) members to be a part of the Education Committee. (Vendors can sponsor

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- functions, assist in purchasing FS Prep curriculum for local schools, or secure field trips to their manufacturing plants etc.)
- ❑ Locate schools in your area that offer culinary arts classes (Request list from TRAEF)
 - ❑ Invite a few instructors to be a part of your chapter Education Committee and attend the meetings

Committee Functions

- ❑ Identify purpose for committee –
 - Is the committee's purpose to support local FS Prep programs, serve the needs of culinary arts instructors or FS Prep programs.
 - Focus first on reaching out to local FS Prep schools and invite other schools to discuss interest in TRAEF's FS Prep program
 - Speakers Bureau – This could also be part of a task force or subcommittee. It's important to recruit a variety of local volunteer speakers (members) - chefs, vendors, restaurateurs, board members. Speakers can also assist on teaching a class or specific lesson to a local high school class, i.e. cost control, knife skills, purchasing identification, employee relations, customer service etc.
 - ALL OF THE ABOVE AND MORE
- ❑ Determine how many education committee meetings and functions will be held each year
- ❑ Plan out your year – The following is an example of what other local chapters are doing:
 - One teacher event per year where you talk to them about programs
 - Three Education Committee Roundtable discussions – teachers are invited to have dinner at a local member restaurant or venue and discuss the chal-

lenges of their programs, administrative challenges etc. The discussion is led by the chairman of the Education Committee and Education committee members should be present.

- Teacher appreciation dinner
 - Scholarship banquet awards dinner
 - The possibilities are endless. Look to instructors for guidance and suggestions also.
- ❑ Assist in placing/hiring high school students of the above programs in restaurants or member employers

Creative Practices

- ✓ In Dallas, the GDRA assigned one committee member to serve as a liaison to every school to assist in developing relationships. If that instructor needed anything, they simply contacted their liaison and the liaison did what they could to assist (including pulling in other committee members or addressing issue during Education Committee meeting whenever necessary)
- ✓ Raise funds for education - Greater Dallas Rest Assn coordinates and annual gala that benefits the foundation – one of the things they also do is a “Dine Around” where they raise funds for scholarship.
- ✓ Inviting instructors to attend a Roundtable Discussion is key to determining the challenges they face with their programs.

HOW TO IDENTIFY VARIOUS HIGH SCHOOL PROGRAMS

We have identified four academic programs that relate to foodservice. Of course, every school district is different. A high school may have one or more components outlined below. The four program types below serve as a general guide-

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line to give school districts an idea of which components to enhance and/or transition.

The information below is referenced in the Making the Transition guide developed by the TRA Education Foundation to assist high schools in identifying their program type. The guide also includes recommended curriculum and resources for each program type (not listed here). You can find a detailed description of recommended resources in the guide at www.restaurantville.com.

Program Type One

Schools in this category will generally include programs titled Nutrition & Food Science or Food Science & Technology programs with limited food production.

Under this program type, schools include the following:

- Family and Consumer Sciences Teacher
 - Non-commercial equipment
 - Basic/limited food production
 - Career Awareness component
 - Nutrition/Sanitation
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Program Type Two

Schools under this category include *Nutrition & Food Science* **or** *Food Science & Technology* **AND/OR**

a *Culinary Arts* or *Food Production, Management and Services*. In this case, Nutrition and Food Science or Food Science & Technology would serve as a prerequisite course to Culinary Arts or Food Production, Management and Services program containing commercial equipment.

Under this program type, schools include the following:

Nutrition & Food Science or Food Science & Technology:

- Non-commercial equipment
- Basic/limited food production
- Career Awareness component
- Family and Consumer Sciences Teacher
- Nutrition/Sanitation

Food Production, Management and Services:

Career Preparation/Work-based Learning:

- Commercial equipment at assigned business/industry work-based training sites
- Food Production, Management and Services
- Family and Consumer Sciences Teacher

Culinary Arts or Food Production Management and Services:

Pre-employment Laboratory Education:

- Commercial Equipment (see Making the Transition Guide)
 - Culinary Arts
 - Food Production, Management and Services
 - Trade and Industrial Education or Family and Consumer Sciences Teacher
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Program Type Three

Schools in program type three include a *Nutrition & Food Science* or *Food Science & Technology* program **AND /OR** a *Culinary Arts* or *Food Production Management and Services*, component that includes a dining room or café. Again, the Nutrition & Food Science or Food Science & Technology program will serve as a prerequisite to a full-blown Culinary Arts or Food Production Management program. In addition, the culinary lab contains a separate dining room or café that can be utilized for catering or events.

Under this program type, schools include the following:

Nutrition & Food Science or Food Science & Technology Programs

AND/OR

have added or transitioned into offering Culinary Arts or Food Production, Management and Services program which includes dining room or café with the following components:

- Commercial Equipment
- Culinary Arts
- Food Production, Management and Services
- Trade and Industrial Education or Family and Consumer Sciences Teacher
- Dining room or café/restaurant

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Program Type Four

Schools under this category include a *Nutrition & Food Science* or *Food Science & Technology* program **AND** offer an entrepreneurial component as part of the *Culinary Arts* or *Food Production, Management and Services* programs. An example of this program is the TRA Education Foundation's Entrepreneur 101 Program (E-101).

Under this program type, schools include the following:

Nutrition & Food Science **or** Food Science & Technology Programs

AND

have transitioned into offering Entrepreneur courses and Culinary Arts **or** Food Production program which **includes a branded restaurant** with the following components:

- Commercial Equipment
- Culinary Arts
- Food Production, Management and Services
- Trade and Industrial Education or Family & Consumer Science Teacher
- Dining room or café/restaurant
- Entrepreneurial component accompany restaurant (see E-101)
- Marketing or Business instructor