



Massachusetts Gaming Commission

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Panel Discussion: Workforce Development

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UMassAmherst

Who Are We

- Department of Hospitality & Tourism Management (HTM) is part of the prestigious Isenberg School of Management (ISOM) at UMass Amherst.
- Established in 1938, HTM is one of the top ranked programs in the world.
 - Historically ranked in top 10 in USA (top 20 internationally) but recently hit #6!
- Spring 2007, opened the Marriott Center for Hospitality Management, a \$6.2M F&B Teaching & Research Facility.
- One of only 50 four-year hospitality management programs accredited by ACHPA (Accreditation Commission for Programs in Hospitality Administration)

Hospitality & Tourism
Management



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- Bachelor of Science and Ph.D. degree programs
- Typical areas of concentration:
 - Casino Management
 - Club Management
 - Food & Beverage Management
 - Lodging Management
 - Tourism, Convention & Event Management
- We offer our B.S. degree program online, as well as 2 online Certificate Programs:
 - Casino Management
 - Meeting and Event Management



What Our Alum Do

- Over 6,500 alumni in New England, over 15,000 worldwide
 - UMass 2011 survey to all grads: HTM 96% placement!
- Our program prepares managers and leaders for career opportunities in the areas of:
 - Hotel & Restaurant Mgt., Resort & Club Operations, Casino Mgt., Tourism Planning & Development, Accounting & Finance, Human Resources, Sales & Marketing, Event & Convention Planning, and more
- Look around most hospitality companies and you'll find our alum, active and engaged in the industry and with HTM!



Working with Students



- We have articulated agreements with 5 community colleges; students automatically enrolled in HTM upon graduation (based on given criteria)
 - Eager and willing to expand this successful model
 - CC focus on technical skills for entry level “plus”; so take that 2 year degree & come to us, or go to work in the casino *then* come to us for additional training/education to make step up to supervisory/management positions
- We graduate 200 +/- folks a year who are ready to take key supervisory and management jobs throughout the “casino resort” environment
 - Looking for: (1) internships, (2) mentoring, (3) jobs while they are in school, & (4) jobs when they graduate

Working with Industry

- Language in §18 requires applicants address certain aspects of workforce development including:
 - Utilizing existing workforce
 - Hiring from the unemployed
 - Method for access to employment
 - HR hiring & training practices for developing career advancement and promotion to increase responsibility & pay grade (**some great language in there for employee access to additional resources including tuition reimbursement and job training for career advancement, as well as on-site day-care**)
 - Affirmative action
 - ID workforce training programs
- So lots of opportunities to create partnerships.

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- The industry is good at training dealers and the probability side of things, but to promote from within, they need people with strong management skills, and that is where UMass comes in.
- Employees can come to us or we can come do intensive training seminars on-site at the casinos.
- Alternatively, our online certificate program is highly customizable to the needs of the industry.
 - Mohegan Sun example
 - We can modify the content, length, class size
- Would like to see each licensee have internal or out-sourced MT/ED program for in-house talent pool and/or recent college grads to move into management.

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- I strongly encourage potential licensees to work with UMass.
 - Great examples out there: UNLV and Univ. of New Orleans both work closely with the casinos.
 - Industry provides significant funding to public institutions and gets great quality workers.
 - Next generation job creation! (Good PR, too.)
 - MGC should expect to see Memorandum of Understanding for training and development that shows licensee understands the value of what the state has to offer in this area.
 - 70% of our students come from MA, so we are creating jobs for OUR next generation!
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Closing thoughts

- One thing is certain. We have the resources in state *now* to build the casino industry.
- We just need a commitment on the part of the industry to “hire local” if you will.
 - MGC has the ability to encourage that commitment.
- In CT, we saw people come from out of state to take those jobs, as saw the problems that go along with that, i.e. sub-standard housing, educational drains, etc.
 - On flip side, don’t want to see a sudden cannibalization of workers when jobs get “posted”
- So need to do long-term strategic planning on workforce development at every level of job, bringing lots of folks to the table, including the industry!

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