

Vermont Hospitality Workforce Development

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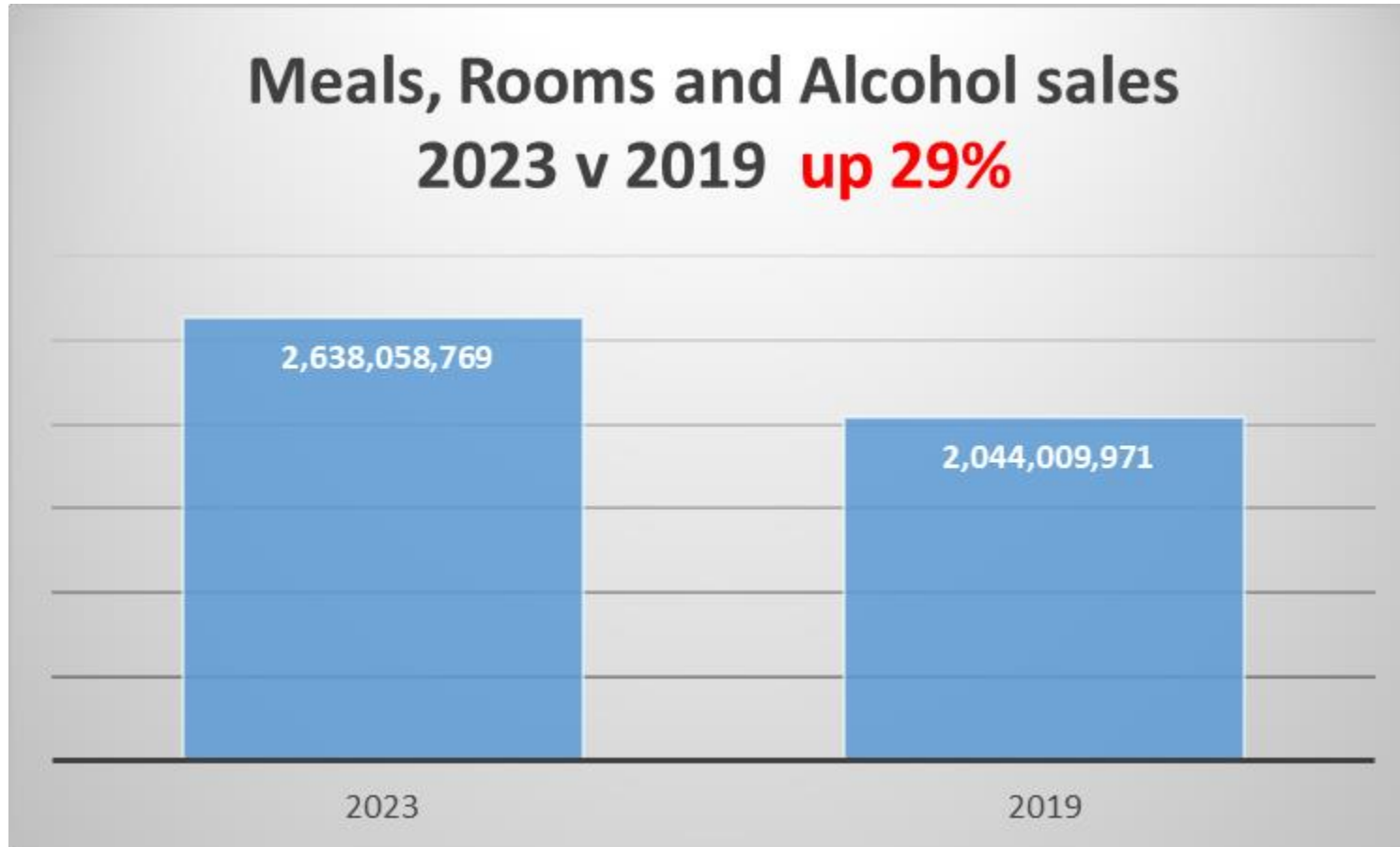
Hotel Vermont

Vermont Lodging Association

The Vermont Tourism Economy

- Vermont: \$3 Billion
- Greater Burlington Area: \$750 Million
- Over 35,000 direct jobs in Leisure and Hospitality
- Gross Receipts Taxes are a significant portion of Vermont's state budget revenues: (quantify). Growing the tourism economy critical component of balancing state budgets
- Post COVID work force challenges
- Hospitality NOT included in Dept of Labor critical job shortage categories along with Health Care, Construction and Technology

The Hospitality Economy



Leisure and Hospitality Workforce

11.5% of Vermont's Workforce

6% down from 2019

Employment by Year	2019	2020	2021	2022	2023
Total Number of Jobs in Leisure and Hospitality (and Percentage of Vermont's Workforce)	37,893 (12.2%)	25,993 (9.2%)	29,541 (10.1%)	33,140 (11.1%)	35,643 (11.5%) ¹

The Challenge

- Vermont needs future leaders in the Tourism and Hospitality Industry, our industry is aging out like many other industries
- Vermont lost its focus on post-highschool hospitality education.
Examples:
 - Hospitality major at VSC (Johnson): closed.
 - New England Culinary Institute (NECI, two campuses): closed.
 - Champlain College Hospitality program: closed.

Hospitality Education in Vermont

Need for hospitality education at college level as well as professional development level.

Customers:

- a. **high school graduates** not enrolled in further education
- b. those in the workforce interested in making a **career change**
- c. **career advancement** opportunities for those working in hospitality (retention and growth)

The Highschool cliff

Percentage of high school graduates who planned to continue education or training in fall dropped to 70% ([VSAC](#))

What about the remaining 30%?

Offer a GAP year on the job training and education opportunities in various professions, including Tourism and Hospitality

Career changers

For those stuck in unsatisfactory careers and wanting to make a change

Advantages:

Job satisfaction, achievement

For some: bridge out of poverty to better earning jobs

Career Advancement

Those already working in the industry

Advantages:

Professional development

Income growth

Mobility

Industry can grow

Growth in taxes (income, gross receipts)

Perception of a Hospitality Job

Specifically **Hotel Industry** perceived difficult profession to access

Often unnoticed and under-appreciated

Not many young people have access to hotels or resorts and its leaders

The educational opportunity

- Lodging industry professionals have worked together with UVM Professional and Continuing Education to develop a **Professional Certificate Program in Hospitality Management**
- Five courses (incl 2 electives), 20 hours each, asynchronous, online
- Program and core curriculum approved by UVM
- **Includes a paid Capstone Internship (120 hours) and guaranteed Job Placement**
- Next steps:
 - Refine curriculum
 - Hire professional education staff (from industry)
 - Marketing
 - **Funding:** financing development, marketing, operations and provide scholarships

A Pathway to Professional Success

Students have full access to top rated hotels and resorts in Vermont with commitments from top leadership in the industry

Guidance and mentoring by industry leaders

Well thought out and practical curriculum

Capstone experience will provide opportunity to develop strong work ethic and necessary people skills and hard skills to succeed in the hospitality industry

Career path and fulfillment

What is needed from our legislature

Initial Funding:

- Curriculum development
- Staffing
- Logistics/technology
- Marketing
- Scholarships

Three years of \$150,000 per year.

Goal: between scholarships and Capstone **no cost to students**

Thank You

Hospitality Certificate

November 2024

Overview

The Vermont Lodging Association (VLA), UVM Professional & Continuing Education (PACE), UVM Rubenstein School's Parks, Recreation and Tourism program, and the Vermont Department of Tourism and the Vermont Chamber have partnered to expand opportunities for non-traditional students with a specialized certificate program in Hospitality Management with the goal of creating an expanded pool of workers trained in management specifically for the hospitality industry.

The partners already have strong connections with leaders in industry and state government to support instruction in these courses, marketing the program, and potentially funding students to participate through job-training scholarships and professional development.

The Hospitality Management certificate program will be 100% ONLINE, with the exception of a required capstone residential internship at a full-service lodging property.



Program

CORE COURSES - 3

Introduction To Sustainable
Operations

Introduction To Marketing And
Sales

Introduction To Hospitality
Accounting/Finance

ELECTIVES – Pick 2

Introduction To Front Office

Introduction To Food And
Beverage

Introduction to Event Planning

Introduction To Facilities
Mangement

Introduction To Human
Resources

INTERNSHIP CAPSTONE– 120 HRS

This internship is designed to provide students with a unique hands-on learning experience at a participating hospitality property in Vermont. The student will be paired with a mentor from the company who will be responsible for guiding the student through this internship process.

Timeline

- April 2025 start for the first
- May 2025 start for the second cohort
- Internships will start in May-June
- Registration for both cohorts opened in January 2025 - 14 enrolled to date with marketing outreach starting Feb 11th
- Website: LEARN.UVM.EDU/go/hospitality-certificate



UVM and Employers working together

- 14 Host sites for Capstone internship confirmed, 6 pending
- Enroll current employees that could benefit from this program
- Advisory board made up of employers
- Help market the program in communities



Capstone Host Sites include:

- Hotel Vermont
- Courtyard Burlington
- Hotel Champlain
- Jay Peak Resort
- Topnotch Resort
- Trapp Family Lodge
- The Inn at Manchester

- Mountaintop Resort
- Basin Harbor Resort
- Swift House Inn
- Talta Lodge
- Sun and Ski Inn and Suites
- Hello Burlington
- Farrells Distributing

Awaiting confirmation:

- HULA
- Woodstock Inn
- Smugglers Notch Resort
- The Lodge at Stowe
- Killington Resort
- Stratton Mountain Resort

UVM PACE's portfolio



Youth Programs, STEM
Ambassadors, State
Math Comp., + more



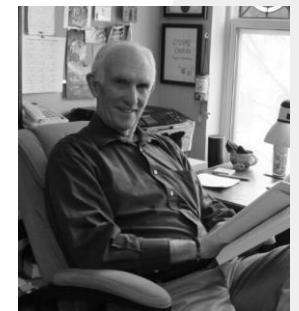
Pre-College Program,
Summer Academy



Summer University: UG, Grad,
Non-Degree, FTFY, Visiting UG



Professional Education &
Graduate Degrees



Osher Lifelong
Learning Institute

Our mission is to provide accessible, high-quality educational experiences for lifelong success.

Thank you.