

President's High Growth Job Training Initiative

Hospitality Career Spotlight

Grant amount: \$977,992

Grantee: Johnson & Wales University, Providence, Rhode Island

Key partners: Multicultural Foodservice & Hospitality Alliance (MFHA)

Leveraged amount: \$705,693, in cash and in-kind contributions.

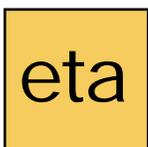
Location of Grant Activities: Nationwide

Challenge: The hospitality industry is projected to experience significant employment growth in the 10-year period ending in 2012, with more than 1.6 million new jobs expected to be in demand. Yet there is a projected shortage of qualified workers to meet these growing needs. In addition, the hospitality industry faces negative stereotypes, and employment in the industry is characterized as low-wage and entry-level with high turnover. One of the most promising labor pools to address this shortage is America's youth, but they are unaware of the range of career opportunities available and the potential for advancement up the hospitality career ladder.

Addressing the Challenge: Johnson & Wales University (J&W) will broaden the youth pipeline and promote careers in the hospitality industry through two primary program components. First, J&W will develop interactive career awareness and exploration-oriented content for an engaging, bilingual website targeting youth. This content will include web-based scenarios, self-assessment tools, defined career ladders, and educational requirements. Second, J&W will work with MFHA to broaden and enhance the Showcase of the Stars program, which highlights successful hospitality professionals and educates minority youth in urban areas about hospitality career opportunities. Information about the website and Showcase of the Stars program will be distributed to more than 600,000 youth annually through a variety of channels, including middle and high schools, alternative schools, the <http://www.careervoyages.gov> website, local One-Stop Career Centers and other publicly funded websites and portals.

Projected Outcomes:

- Over 600,000 youth exposed to meaningful career information about the hospitality industry in two unique and engaging formats;
- Double the number of annual Showcase of the Stars events from five to 10 in order to expose more youth around the country to hospitality careers;
- Measured progress on the number of youth entering education and training programs to prepare for careers in the hospitality industry.



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

*Hospitality Industry Demonstration Grants
Announced June 28, 2005*