

Education Workforce Leadership Award

Please respond by December 17, 2010

Please complete the following information to nominate your school and its industry partner for this award.

School Name: Erie County Technical School

Contact person: Robert Craft; phone (814) 464-8635; e-mail bcrafft@ects.org

1. **Your industry partner:** Scott Enterprises

2. **CTE program & CIP code in the partnership:**

Tourism & Hospitality Management, CIP 52.1905

3. **Number of CTE students involved:**

This partnership involves a ten-year relationship that includes all of our Tourism & Hospitality Management students, plus some students in Culinary Arts and the Transition Center. Over 350 students have received direct internship experience through this partnership. Countless others have benefited from hearing company representatives who serve as guest speakers at SkillsUSA Leadership Workshops and National Technical Honor Society Induction ceremonies.

4. **Length of time this school/industry partnership has been in existence:** 10 years.

5. **Explain how the partnership works:**

Scott Enterprises owns 20 companies (hotels and restaurants) with five more projects under development. On Tuesdays and Thursdays, The Courtyard by Marriott becomes our Tourism and Hospitality Management laboratory. Over the period of two years, our students work with Scott Enterprise staff rotating through ten departments (Front Desk; Preventive Maintenance; Food & Beverage-Hotels; Food & Beverage-Banquets; Rooms; Laundry; House person; Banquet Setup; Banquet Service; Sales & Marketing).

This experience has evolved into paid part-time opportunities for many of my students. Scott Enterprises also invites ECTS students to apply for full-time employment upon graduation.

6. **Benefits of the partnership to the students and/or CTC:**

“Ask me anything,” says CEO Nick Scott to my students. With raised eyebrows, I look around to see who has his or her hand up.

“Aren’t you rich enough, why are you still growing and expanding your Company?” asks one of my more vocal students. I cringe and then breathe a sigh of relief as a hint of a smile crosses Mr. Scott’s face. He walks over to the nearest chair and picks it up.

“How much do you think this chair costs?” he inquires.

“Bout ten bucks,” a boy in the back row chimes in.

“You’re right!” Nick says, “And you know I don’t even own this chair. The bank does.”

With that impromptu introduction, Mr. Scott gives a lesson to my students on financing, economics and business management. So goes the monthly seminars presented to the Tourism and Hospitality students who are interning at Scott Enterprises. They have learned about such topics as franchising, communications, and public relations through discussions with this fascinating entrepreneur. They will see him for a final time as an ECTS student, as he partners with me in presenting certificates on-stage and congratulating our seniors with gift cards and his best wishes.

Scott Enterprises supports our school through active involvement and reviewing curriculum and equipment on my Occupational Advisory Committee. They are there for us with shadowing experiences and field trips. We annually receive an orientation to their Splash Lagoon Indoor Water Park. With remodeling nearing completion, this facility will become the largest indoor water park in North America. Our Culinary Arts students were recently invited to be a part of Scott Enterprises’ involvement in the March-of-Dimes “Chef Auction” charity event. This was a nice introduction to special events and charitable community service and a perfect example of how Scott Enterprises reaches out to provide unique learning opportunities to our students.

Scott Enterprises was also instrumental in the development of the Erie County Technical School Transition Center. This Center is designed to train special needs students to work in the Restaurant and Hospitality Industries. A large open area was remodeled to create the campus facilities (four fully-furnished hotel rooms and a café). The furniture and appliance layout was reviewed by the Maintenance and Management Staffs of Scott Enterprises and the corporation furnished the rooms with donated items - linens, bedding, towels and much of the furniture and appliances (coffee makers, alarm clocks, washer & dryer, etc.).

7. Benefits of the partnership to the industry partner:

Erie is a heavily traveled area, as it is centrally located within the triangle formed by Buffalo, Pittsburgh and Cleveland. We have Presque Isle State Park, a new convention center, a casino and horse racing track and shopping centers. We’re proud to be a grape growing center and host of many local harvest festivals. Through our partnership with Scott Enterprises, ECTS students have the opportunity to interact with travelers and guests and be a part of all this.

This Partnership gives Scott Enterprises a chance to make a difference in the development of our future workforce. The corporation benefits through student assistance in setting up for live banquets and events, as well as day-to-day help with reservations, housekeeping and maintenance. Front Desk Office Manager Cheryll Clausen says that investing in Mr. Craft’s students is an investment in future employees of Scott Enterprises.

“We get better employees through this program. One of the students we worked with years ago went on to Slippery Rock and earned a Hotel & Resort Management Degree. He

returned to the Erie area and is now our Front Desk Agent Auditor. He is on the fast track and will soon enter our management training program. He will then be in line to manage a property when a position becomes available.”

Clausen continues, “We treat the students as if they are regular employees. They’re a great help as they learn to greet and interact with our guests. It’s fun to watch the passion of the hospitality industry get into the blood of these students.”

Kathy Dey, Banquet Manager adds, “These students energize our current employees. The staff enjoys working with the students and finds a great deal of satisfaction in knowing they are making a difference in the lives of young people.”

If applicable: N/A

8. Your postsecondary partner:
9. Number of articulated credits students can earn through this partnership:
10. Name of diploma, certificate or degree awarded at the post-secondary level:

EMAIL APPLICATION TO: Cynthia Gross at: cygross@state.pa.us
Call 717-772-4864 for any questions regarding this application.



