



## Iowa Careers in Hospitality & Tourism Project

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November 17, 2022

Iowa Tourism Travel Partners (iTIP) Webinar Series

COMMUNITY COLLEGES &  
WORKFORCE PREPARATION  
*Prosperity Through Education*

# YOUR PRESENTER TODAY



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# AGENDA

- ◆ Project Overview
- ◆ Resource Review
- ◆ Additional Resources/Initiatives to Consider
- ◆ Next Steps & Recommendations



# MY ~~UN~~CONVENTIONAL STORY

IOWA STATE  
UNIVERSITY

Debbie and Jerry Ivy  
College of Business

2000 - 2005

KANSAS STATE  
UNIVERSITY®

2010 - 2012



Private sector work  
2005 - 2010

Iowa**WORKS**



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*PROSPERITY THROUGH EDUCATION*

Public sector work  
2013 - Present



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# PROJECT TIMELINE (2022)

March	Preliminary employer survey
04/11	Virtual Roundtable #1
04/13	Virtual Roundtable #2
04/15	Virtual Roundtable #3
04/19	Virtual Roundtable #4
04/21	Virtual Roundtable #5
May	Closing employer survey
July	Release of finished product





- ▶ An initiative to build Iowa's talent pipeline
- ▶ Goal: 70% of Iowa's workforce possessing postsecondary education and training credentials by 2025
- ▶ Interactive online portal provides career assessments, occupation information, regional data, education opportunities, employer resources/financial support, and much more at [www.FutureReadyIowa.gov](http://www.FutureReadyIowa.gov)
- ▶ Visit [Clearinghouse.FutureReadyIowa.gov](http://Clearinghouse.FutureReadyIowa.gov) to post projects for students to tackle and learn from to gain industry experience and join searchable employer database.
  - ▶ Food Depot Bar & Grill - effective restaurant management (2021)
  - ▶ Lansing Marina – marketing campaign project (2021)





# WHAT IS A CAREER PATHWAY?

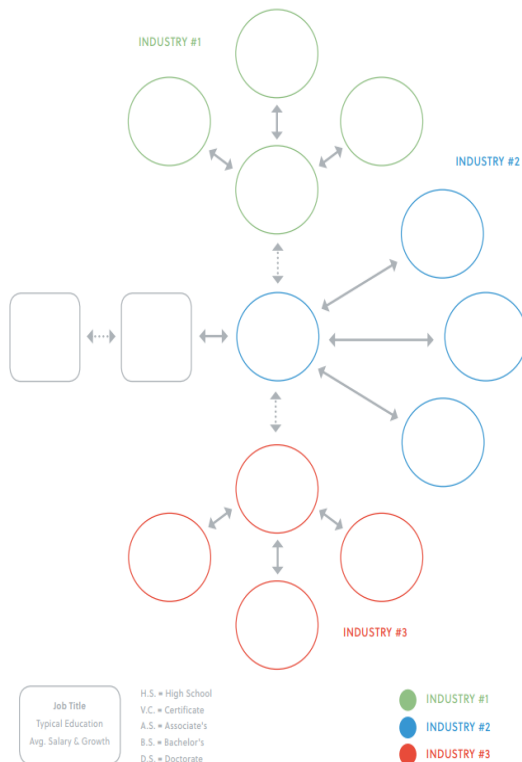
## TOOL: CAREER PATHWAY TEMPLATE #1

This template is meant to act as a consolidated visualization tool for mapping the path through a specific career or industry. Much more space is likely needed to cover an aggregate of employment data, career transitions, and associated employer feedback.



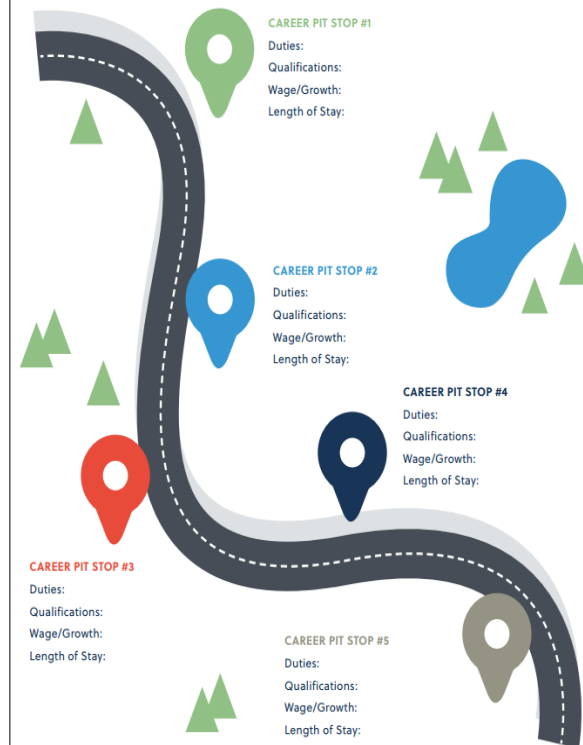
## TOOL: CAREER PATHWAY TEMPLATE #2

This is an example of a career pathway meant to help a student or job seeker visualize the interconnections between industries within their intended career path. Workers often transition between careers, and sometimes between entirely different industries.



## TOOL: CAREER PATHWAY TEMPLATE #3

This type of map is meant to show the different "pit stops" (i.e. positions) someone might plan to take while pursuing a dream career. A time aspect has been added to each career to help the user better understand and plan for a realistic time frame for achieving longer term goals.



# HOW DO WE LEARN ABOUT CAREER OPPORTUNITIES???

(ANSWER IN CHAT BOX)





# H & T CAREERS IN IOWA

## Why don't more people consider careers in hospitality and tourism?

- ▶ Seen as too difficult, low pay
  - Don't want to deal with rude people!
- ▶ Misunderstanding of types of careers
  - Don't want to work in fast food or front desk
- ▶ Not as “cool” or meaningful as some careers
- ▶ Parents, educators, and counselors hold biases and stereotypes
  - Must go to college, no future on this path, etc...





## OPPORTUNITIES IN HOSPITALITY & TOURISM IOWA CAREER PATHWAYS



### MIND, BODY & SPIRIT - IOWANS MAKE A DIFFERENCE, AS WELL AS A GREAT PSYCHE!

Iowa's hospitality and tourism professionals play a critical and often overlooked role to provide nourishment for our minds, bodies and spirits. Their actions, products and services provide the necessary rest, relaxation, entertainment, activities and food or beverages to keep everyone happy, healthy and productive. There are not many careers that offer this ability to make a direct and immediate difference in someone's life each and every day.

Although these professionals know the impact they may have on their communities, and sometimes visitors from around the world, they often don't boast about it enough. Iowans are no strangers to adversity like flooding, tornadoes and blizzards that are often difficult to predict or track. The unprecedented 2020 Iowa Derecho alone caused billions of dollars of damage across the state, leaving hundreds of thousands without food, water, power or shelter and afraid. Many families were also fleeing from a pandemic that continues to present challenges for access to food, supplies and services. Countless dedicated and courageous staff from hotels, restaurants, distilleries and other skilled professionals and businesses rallied together to provide temporary shelter, feed their neighbors, provide the specific services, develop hand sanitizer or other safety equipment and begin pulling our state back together piece by piece.

Hidden under these often stressful and impactful acts is another great benefit of this industry: job security. Unlike the extreme weather cycles here in Iowa, there will always be demand for safe, secure and reliable food, beverages, lodging, entertainment and other related products and services. Although technologies, user preferences and other aspects may change over time, skilled and trained professionals will always be needed to provide these products and services to maintain or improve our mental, physical and spiritual health.



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### TRAVEL & TOURISM

### THE PLANNERS



Occupations in the Travel & Tourism family help turn dreams into reality with top-notch planning and support before, during and following trips, vacations and other types of travel.

These professionals ensure the safe, secure and pleasurable travel for members of their community in addition to those visiting from across the state, nation and sometimes world. These professionals must stay on their toes to keep up with seasonal travel demands, changing customer preferences and potential disruptions or delays to travel from severe weather, travel restrictions, supply chain issues and other aspects.

Most of these professionals will work outside of the home or office, interacting with customers, partners and others within their communities or at identified tourist sites, monuments, resorts, wineries and other tourist attractions. Due to the nature and complexity of this work, many of these occupations will require education or training beyond high school, such as an associate degree or economic development certification.

Growing demand for travel is, within and outside of the state. In addition to continued advances in technology, will continue to change how these occupations are practiced in our physical, virtual and increasingly combined worlds. Attention to detail, troubleshooting and problem-solving skills are also necessary to ensure travel plans run smoothly. High quality services are provided and memorable experiences are delivered to customers.



### CAREER SPOTLIGHT:

Tiffany C., Community Sales Coordinator for the Fort Dodge Convention & Visitors Bureau (Fort Dodge, IA)

"I first learned about career opportunities in tourism from a friend who was also in tourism. As a Community Sales Coordinator, I work in different ways to promote our community and work with organizations to host their meetings and events here. I research potential conventions or sporting events that would fit here and then create unique itineraries for site visits. I really enjoy meeting different people, whether it's potential clients or colleagues. Each day is different and each day holds new challenges, opportunities, and successes. Currently, we are focusing on bringing groups and organizations to visit our community and stay and enjoy our restaurants, shops, and venues. Ultimately in my career, I want to move up in a leadership position within our organization."



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### TRAVEL & TOURISM

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\*Wages, education, job duties, & experience levels are estimated approximately. Refer to future publications for updated information.

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### HOSPITALITY & TOURISM OCCUPATION FAMILIES

There are many roles to play in the process for planning, managing and providing quality and safe lodging, food, beverages, entertainment, travel and tourism products, activities and support services in Iowa. Occupations have been grouped by general job duties within these broad roles. With a growing number of innovative solutions and services to help feed, house, entertain and otherwise improve the lives of those in our communities and their guests, which fits you best?

	<b>RESTAURANT &amp; FOOD SERVICE - THE PROVIDERS</b> You enjoy creating things? Your ability to work with your hands to cook, mix, refine, invest and serve are top-notch. From the point where a guest first enters until the time they leave, you provide great service and products with a smile and always strive to exceed expectations. You are truly a master of your craft and take great pride in seeing the direct impact you have on your community and around the world.	[Common Interest Types: Realistic, Conventional, Enterprising]
	<b>SPORTS, RECREATION &amp; ENTERTAINMENT - THE ENTERTAINERS</b> You are the star of the show! You can get people on their feet to have fun at venues like concerts, sporting events, museums and casinos or offer much needed rest and relaxation services to refresh and rejuvenate the mind, body and spirit. You enjoy working with people to provide amazing experiences and cherished memories.	[Common Interest Types: Enterprising, Conventional, Social]
	<b>LODGING &amp; FACILITY MANAGEMENT - THE KEEPERS</b> You're a stickler for the details! Your attention to even the smallest details and desire to follow the rules help to make sure your customers and guests are safe, secure and comfortable during their time with you. Whether resting or preparing before an experience or event, getting the most out of the big day or taking time to recharge afterwards, you're there every step of the way to make a difference.	[Common Interest Types: Conventional, Realistic, Enterprising]
	<b>TRAVEL &amp; TOURISM - THE PLANNERS</b> You makes dreams a reality! Your ability to plan trips, organize out of chaos and support travelers before, during and following trips, vacations and other types of travel make you a true Iowan. You can also work with a lot of different types of officials, vendors and other partners to ensure visitors to your community have a safe, secure and enjoyable experience.	[Common Interest Types: Enterprising, Conventional, Investigative]
	<b>SALES &amp; SUPPLY CHAIN - THE CONNECTORS</b> You seal the deal! You keep everyone and everything connected and equipped so they can perform at their best and live happy, healthy and productive lives. You provide a reliable, safe and secure method to purchase, store and access the foods, products, tools or services to customers, suppliers, coworkers, and other partners within your community and around the world. Without your problem-solving skills, everything else would fall apart.	[Common Interest Types: Enterprising, Conventional, Social]
	<b>MARKETING &amp; TECHNOLOGY - THE COMMUNICATORS</b> You can see the bigger picture! People present you with a problem, idea or goal and you find a way to get it done. Your outgoing personality, curiosity and creativity helps companies create new or improved products and services that will be valued and purchased. You also serve as the connector between your company and customers, providing support and services to that everyone else.	[Common Interest Types: Conventional, Enterprising, Investigative]

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### TRAVEL & TOURISM

### THE PLANNERS



WEDDING/EVENT PLANNER	MID LEVEL	ERC - ENTREPRENEUR, REALISTIC, CONVENTIONAL
Typical Education/Training: Associate Degree Plan, discuss and plan wedding, baptisms, funerals, reunions and other events with customers. Discuss requests, develop budgets and obtain necessary permits, providing recommendations and expertise to ensure smooth and enjoyable experiences for all. Directly supervise and coordinate the activities of staff, photographers, caterers, transportation and other personnel or vendors providing products or services safely and on-time for the event.	Work Experience: 4 - 7 years <b>Knowledge &amp; Skills:</b> 1 Event Planning & Management 2 Organization & Attention to Detail 3 Communication & Negotiation 4 Critical Thinking & Problem Solving 5 Computers & Technology 6 Customer & Personnel Service	<b>Wage Range:</b> \$15 - \$34/hr <b>Similar Roles/Titles:</b> Wedding Coordinator, Event Coordinator, Event Planner, Event Manager, Event Supervisor, Special Events Coordinator <b>Typical Work Environments:</b> Mobile, Attraction, Residential, Office, Lodging, Banquet Hall, Event Center, Education, Home
TOUR COORDINATOR	MID LEVEL	EE - ENTERPRENEUR, REALISTIC, CONVENTIONAL
Typical Education/Training: Associate Degree Oversee and direct the activities of travel agents, guides and other staff involved in providing transportation, food, entertainment and other services for individuals or groups on tours, cruises, excursions or other visits to places of interest, such as museums, historical sites and wineries. Monitor status of tour or group bookings, providing overnight and support services to address customer or staff issues, concerns, barriers and other aspects before, during and after the event or visit.	Work Experience: 4 - 7 years <b>Knowledge &amp; Skills:</b> 1 Tour Planning & Management 2 Travel Sales & Negotiation 3 Communication & Conflict Resolution 4 Critical Thinking & Problem Solving 5 Computers & Technology 6 Customer & Personnel Service	<b>Wage Range:</b> \$16 - \$32/hr <b>Similar Roles/Titles:</b> Tourism Planner, Travel & Tourism Manager, Tourism Supervisor, Community Planner, Visitor Services Manager <b>Typical Work Environments:</b> Mobile, Attraction, Residential, Office, Lodging, Banquet Hall, Event Center, Education, Home
CONVENTION/MEETING PLANNER	MID LEVEL	ECS - ENTREPRENEUR, CONVENTIONAL, SOCIAL
Typical Education/Training: Associate Degree Directly supervise and coordinate the activities of staff, suppliers, catering companies, travel agencies and other personnel or vendors involved in providing successful and enjoyable group meetings, conferences, trade shows, conventions and other events. Consult with customers to determine objectives, timelines, budgets and other requirements or requests. Ensure all safety and security protocols are followed at all times.	Work Experience: 4 - 7 years <b>Knowledge &amp; Skills:</b> 1 Event Planning & Management 2 Organization & Attention to Detail 3 Communication & Negotiation 4 Critical Thinking & Problem Solving 5 Computers & Technology 6 Customer & Personnel Service	<b>Wage Range:</b> \$16 - \$34/hr <b>Similar Roles/Titles:</b> Conference Planner, Conventions Services Manager, Event Planner, Convention Services Manager (CSM), Event Coordinator <b>Typical Work Environments:</b> Mobile, Attraction, Residential, Office, Lodging, Banquet Hall, Event Center, Education, Home

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**FUTURE READY IOWA**



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Work is underway to update/refresh the career pathways resources for a younger audience and/or lower reading levels.



Imaging & Diagnostics



Imaging & Diagnostics



Imaging & Diagnostics

**THE INVESTIGATORS**

You have an eye for detail. You're more comfortable working behind the scenes by running tests and evaluations that help to investigate, diagnose and treat patients. Your sharp mind and problem-solving abilities won't have you set to be a lab assistant or other facility with less direct contact with the general public.

There's more! Visit [HealthCareers.com/eye](http://HealthCareers.com/eye) for other potential careers.

**CLINICAL LABORATORY SCIENTIST**

The science of medicine would prosper and progress thanks to your keen observation and analytical skills. As a clinical laboratory scientist, you'll be in the lab setting, running tests and diagnoses. You may be in charge of a variety of types of tests and studies, including immunohistochemistry, immunology, pathology, microbiology, hematology, clinical chemistry, and clinical toxicology. You might develop solutions or produce them.

**MSL \$115k/hr**

**RADIOLOGIST**

Working with patients and health care professionals is a desirable task for diagnosing progressing problems. Research and analysis of x-rays, CT scans, & MRIs will directly contribute to better diagnosis in medical conditions. Courses through the use of technology in healthcare facilities, the use of imaging and analysis, the use of the technology in the laboratory and, finally, the use of the technology in the laboratory.

**MSL \$115k/hr**

**ANATOMY TECHNICIAN**

Human anatomy is the study of the structure and function of the human body. As an anatomy technician, you'll be in the lab setting, running tests and diagnoses. You may be in charge of a variety of types of tests and studies, including immunohistochemistry, immunology, pathology, microbiology, hematology, clinical chemistry, and clinical toxicology. You might develop solutions or produce them.

**MSL \$115k/hr**

**ANIMAL LABORATORY SCIENTIST**

Working with animals and health care professionals is a desirable task for diagnosing progressing problems. Research and analysis of x-rays, CT scans, & MRIs will directly contribute to better diagnosis in medical conditions. Courses through the use of technology in healthcare facilities, the use of imaging and analysis, the use of the technology in the laboratory and, finally, the use of the technology in the laboratory.

**MSL \$115k/hr**

**PATHOLOGY ASSISTANT**

Working with patients and health care professionals is a desirable task for diagnosing progressing problems. Research and analysis of x-rays, CT scans, & MRIs will directly contribute to better diagnosis in medical conditions. Courses through the use of technology in healthcare facilities, the use of imaging and analysis, the use of the technology in the laboratory and, finally, the use of the technology in the laboratory.

**MSL \$115k/hr**

**COMMON CAREER INTEREST TYPES:** *Research, Investigative, Conventional*  
 Not sure of your career? Take the test at <http://www.futureskills.com/assessment/>



# IOWA INTERMEDIARY NETWORK

- ▶ Dedicated and trained work-based learning professionals stationed across Iowa
- ▶ Visit [www.iowaIN.org](http://www.iowaIN.org) to learn more, view resources (including virtual events) & find local contact



IowaIntermediaryNetwork



@IowaIntermediaryNetwork



IowaIntermediaryNetwork



@Iowa\_insider



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# NEXT STEPS

- ▶ Review the resource at [CareerPathways.EducateIowa.gov](https://CareerPathways.EducateIowa.gov) and send feedback to Joe.Collins@iowa.gov
- ▶ Connect with your local community college, IowaWORKS office, and other partners to work together in your community
  - ▶ Watch the Future Ready Iowa site for funding opportunities and other assistance/resources
- ▶ Contact your local Intermediary at [www.IowaIN.org](http://www.IowaIN.org) to begin discussing work-based learning options in your area!
  - ▶ Discuss virtual/project-based learning opportunities with them & consider utilizing [Clearinghouse.FutureReadyIowa.gov](https://Clearinghouse.FutureReadyIowa.gov)







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More information on community colleges and the  
Division of Community Colleges & Workforce Preparation  
is on the Iowa Department of Education's website.

[www.educateiowa.gov](http://www.educateiowa.gov)

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