



TEXAS CTE *In Action*

A College and Career Planning Guide

BOOK YOUR Trip to the Top

**[YOUR GUIDE to CAREERS in
HOSPITALITY & TOURISM]**

- Showcasing 25 Careers
- High School Personal Graduation Plans
- Inside College Admissions

Dear Texas Student,

You are probably tired of people asking, “What do you want to be when you grow up?” Some students know exactly what they want to do, but most haven’t got a clue. The idea of choosing a career is intimidating, and it feels like it’s far in the future. There’s little time in the commotion of classes, activities, sports, work, and fun to think about what career you want to pursue after graduation from high school or college.

It pays, though, to take the time to think about your future career. The truth is that you’ll save a lot of time and money if you have a direction in life, as opposed to just finishing high school and worrying about it later. It’s really a matter of dollars and sense. If you choose a career direction now, you can select classes and activities that will make you highly marketable—and highly paid—when you look for work. And it only makes sense to have an idea of what you want to do rather than just wandering aimlessly through school.

Nobody wants that. Not your parents. Not your teachers. Not your friends. They want you to be somebody.

They want you to use your talents, follow your interests, and pursue your ambitions to become great at what you love to do in life. That’s what you should want, too.

So the time is right to take charge of your life and think about the future. You need a plan of action for how to get from where you are today to where you want to be in a few years: starting out on a personally and professionally rewarding career.

That’s what Texas CTE is all about. The guide you are holding is one of 16 guides to different career clusters. It is designed to help you make smarter decisions about your education and career options.

You’ve heard the phrase, “Information is power.” Well, this guide is power. It puts you squarely in charge of your future, from creating High School Personal Graduation Plans (see page 5) to choosing college or some other form of education or training after high school. Work with your parents, teachers, and counselors to make decisions, but remind everyone that it is your future at stake and that you are taking charge of it.

Get information. Get a plan. Get a clue about your career direction. It’s alright if that direction changes; choosing a direction now is better than having no direction at all. Just promise yourself that you’ll make smart choices about where to focus your time, energy, and passion.

We’re proud that you are taking steps to plan your career direction, and we pledge that your school, teachers, and counselors will do all they can to help you make wise choices on your plans for success. We wish you the best of luck on your journey.

**YOU’VE HEARD
THAT ‘INFORMATION
IS POWER.’ WELL,
THIS GUIDE IS
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IN CHARGE OF YOUR
FUTURE.**



Go Global

TEXAS IS A TOP DESTINATION. People from around the globe come here to visit attractions such as the Alamo, Six Flags Over Texas, and Padre Island National Seashore — all ranked among the top draws for tourists in the state. Untold millions enjoy our wealth of hotels, restaurants, theaters, museums, zoos, aquariums, rodeos, campgrounds, state and national parks, racetracks, cruises, and more. The job of keeping all those people happy falls to workers in Hospitality & Tourism. Whether chefs or concierges, travel agents or tour guides, park rangers or players for sports teams, the professionals in this cluster are experts at pleasing the public. If you want to see the world, enjoy serving others, or dream of opening a restaurant or bed and breakfast someday, then Hospitality & Tourism may be the right cluster for you.

DURING 2013, TRAVEL SPENDING
IN TEXAS DIRECTLY SUPPORTED
601,000 JOBS
AND GENERATED \$4.7 BILLION
IN STATE AND LOCAL TAXES.

HOT Career Areas

Texas has launched a strategic plan that targets state efforts on six industry clusters that economists say will be the engines of economic growth in Texas. As you plan your future, think about a career in one of these new and emerging sectors.

- Advanced Technologies & Manufacturing
 - Molecular technologist
 - Sensor/robotics engineer
- Aerospace & Defense
 - Aerospace engineer
 - Unmanned autonomous vehicle engineer
- Biotechnology & Life Sciences
 - Bioinformatics specialist
 - Biocontainment technician
- Information & Computer Technology
 - System integrator
 - Computer game developer
- Petroleum Refining & Chemical Products
 - Petrochemical engineer
 - Refinery process design engineer
- Energy
 - Wind/solar energy engineer
 - Geophysical (oil and gas) prospector

THE FIRST STEP toward success is making smart decisions about your education and career options.



Plan for Success

When I was in high school," says Sheryl Kovach, human resources director for the environmental services division at Philips Services Corporation in Houston, "the only job that I even knew about was receptionist work. I didn't aspire to be a manager or entrepreneur because I really didn't know about those disciplines. I was just looking forward to graduating. That was it. I really didn't know what it was I wanted to do."

Sound familiar? You, too, may not have a clue about what to do with your life. Don't worry, though. Help is right here in your hands. This magazine is your guide to education and career choices that can shape your future. It's one of 16 career cluster guides published by Texas CTE (www.txcte.org). This edition is all about Hospitality & Tourism. Let's start with some basic steps you should take to get organized, plan for the future, and start on the road to success.

Assess Your Talents and Abilities

First, you need to figure out some things about yourself. This step can be as simple as writing down a list of your interests (like video games or rock climbing), your hopes and dreams (like helping others), your talents (like writing or math ability), and your weaknesses (if you're squeamish at the sight of blood, for example, you might not want to be a doctor).

Follow up on this informal exercise by taking some formal assessments to determine your interests and abilities. Common assessments include Texas Genuine (www.texasgenuine.org) and CareerTech (www.careertech.org).

Ask your principal or counselor about the career assessments available at your school.

Research Your Career Options

Once you've learned about yourself, learn more about your career options. There are thousands of occupations out there of which you may never have heard, and others that do not yet exist because the technologies have not been developed. Fortunately, there are plenty of resources (see inside back cover) for you, and they are as close as the nearest computer.

One of the most helpful is the Texas Career Check from the Texas Workforce Commission. It is a vast database of information about hundreds of professions. You can find Texas Career Check at www.texascareercheck.com.



IN 2013, TEXAS HOSTED
233.5 MILLION U.S. TRAVELERS
 AND 1.57 MILLION OVERSEAS
 VISITORS FROM EUROPE AND ASIA
 ALONE.



Hospitality & Tourism CTSOs

One of the best ways to acquire experience in your chosen career is by joining a career and technical student organization (CTSO). In Hospitality & Tourism, the most helpful CTSOs are:

- Business Professionals of America (BPA)
www.texasbpa.com
- DECA, Texas Association
www.texasdeca.org
- Family, Career and Community Leaders of America (FCCLA)
www.texasfccla.org
- Future Business Leaders of America (FBLA)
www.fblatx.org
- SkillsUSA
www.skillsusatx.org/

com. Another good place to start is O*NET (www.onetcenter.org).

Gather information about what you can earn in the careers in which you are interested. Find out whether the careers you are considering have a promising future—are they adding or losing jobs? Check out the education you'll need to enter those careers.

The chart on pages 10–11 presents data on 25 possible professions. Remember, though, that these are just a sampling of careers available in the cluster. Go to Texas Career Check, O*NET, or another resource to investigate other careers.

Create Your High School Graduation Plan

Once you have a better idea of your interests and abilities, you are ready to plan for high school and beyond. The High School Personal Graduation Plan, is your plan for preparing for the career of your choice.

First, you should choose a career cluster and an endorsement, not a particular occupational goal. In the eighth grade you might choose Hospitality and Tourism leading to a Business and Industry Endorsement and then later become interested in a narrower field such as restaurant management or hotel management.

The program of study you choose—your plan—does not stop with graduation from high school. You could then pursue a two-year degree as a tourism manager or a four-year degree in Restaurant, Hotel, and Institutional Management

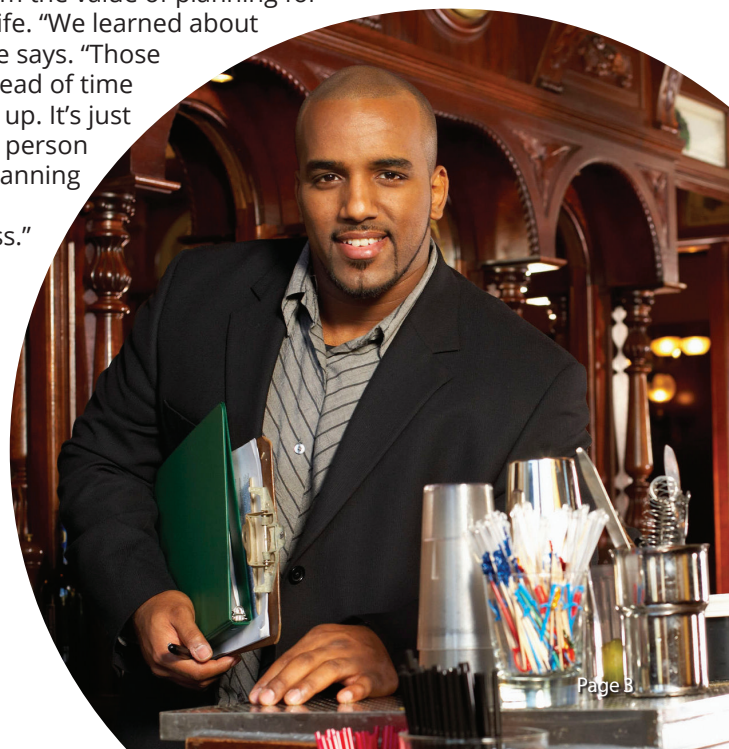
You should set up a High School Personal Graduation Plan that takes you through career preparation after high school, revising your blueprint as needed as you go along. If your career plans include college study, ask your counselor about tests required for admission to college, such as the PSAT, SAT, or ACT.

Many Texas schools offer innovative programs to prepare students for specific career areas. These include career and technical education (CTE) programs, academies, and magnet schools. Once you've decided on a career direction, ask your counselor about special programs in your area that may provide related experiences in your chosen career.

Samuel Odamah enrolled in the architecture program at the University of Texas at Arlington, having found his career calling at Dallas' Skyline Career Development Center, a high school with career programs in a number of different fields.

"Skyline is one of the few schools in the country that offers programs in architecture," Odamah says. "In some careers, Skyline students could even get professional certifications or licenses right in high school. It was a great place because you could find out whether you really wanted to enter a career."

Odamah says that the career cluster system at Skyline taught him the value of planning for his career and his life. "We learned about planning ahead," he says. "Those who plan things ahead of time don't have to catch up. It's just a matter of what a person wants out of life. Planning gives you a better platform for success."



WHAT ARE

Career Clusters & Programs of Study

In Texas, High School Personal Graduation Plans will guide students' high school and college experiences (see next page). As part of this process, students focus their studies within a chosen career cluster and program of study that lead to an endorsement.

A career cluster is a group of occupations and broad industries that share certain features. The Hospitality & Tourism cluster, for example, includes chef and tour guide. Texas has adopted 16 Career Clusters (see back cover), the same ones designated and developed by the U.S. Department of Education.

As the graphic below shows, within each cluster are programs of study, which are more specific groupings of similar occupations. Think of a program of study as being like a college major. In Hospitality & Tourism, you might choose to focus on Restaurants and Food/Beverage Services in high school and college.

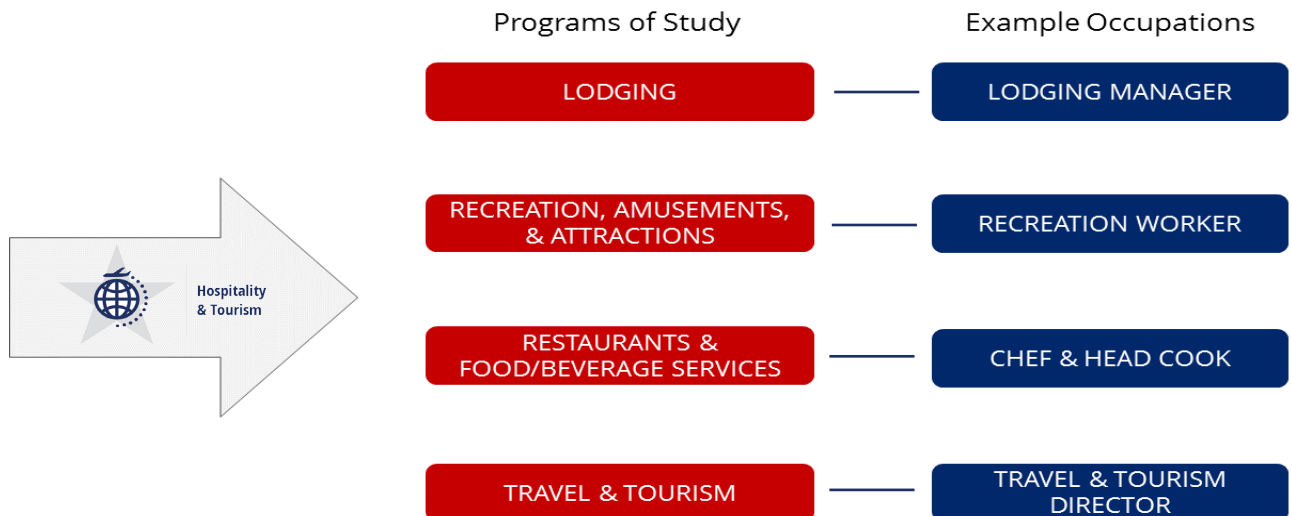
Related Occupations

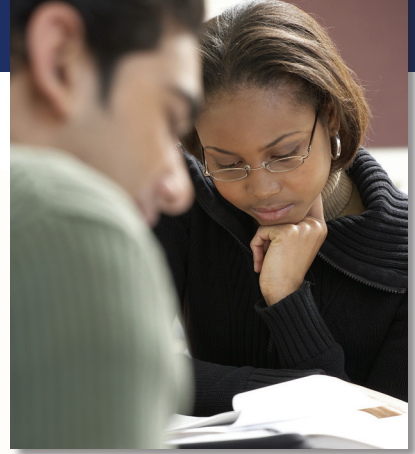
Each career pathway in a particular cluster includes a range of related occupations; chef and head cook is an example of an occupation that falls within Restaurants and Food/Beverage Services.

Choosing a career cluster and career pathway will help you acquire the knowledge and skills you'll need to enter your chosen career. It will allow you to follow a seamless course of study from high school into college or other postsecondary education or training. The electives you choose can complement your core academic classes to prepare you for the challenges of the real world of work

Review Your High School Personal Graduation Plan Each Year

Don't get locked into a cluster and program of study you don't like. You should reexamine your 4-year plan at least once a year and change programs or clusters if your interests have changed. Choosing a cluster and program of study, even if it changes later, means that you'll have a direction in life. The idea is to be aware of what's going on in your life and take control of your future. When you know where your education is going and why, your classes will become more meaningful. You'll make contact with students, teachers, and employers who share your interest in a particular career area. You'll have experiences that are fun and exciting. You'll be on your way to success in school, in a career, and in life.





WHAT IS A High School Personal Graduation Plan ?

It's a smart idea to create a High School Personal Graduation Plan, or 4-year plan, to guide your studies through high school and into college or other postsecondary education or training. Your 4-year plan represents your chance to take control of your education and career choices. Working with your parents/guardians and guidance counselor, you can pick the cluster on which you want to focus your studies as well as your career and

postsecondary education goals. Don't worry. You aren't locked into your choices. You should revisit your 4-year plan at least once a year to update it. You can change clusters, programs of study, and career and postsecondary goals as your interests and ambitions change. Having a plan—even if it changes—is smarter than having no idea of what you want to do and why you are attending school. Here's how to fill out your 4-year plan.

CHOOSE a career cluster on which to focus your high school and college or postsecondary studies. The idea is to offer you a seamless route to follow from high school, through college or other postsecondary education, and into a career. Not all Texas schools offer all clusters, so ask your guidance counselor which clusters are available at your school.

LIST basic information such as your name and school.

PICK a program of study within the cluster. There are four programs within the Hospitality & Tourism cluster (see page 12).

CHOOSE one or more occupations for which you would like to prepare. Use resources such as Texas Career Check (www.texascareercheck.com) to research your options.

PLAN for what you want to do after high school. Your goal may be to attend a four-year university or two-year college, join the military, or enter an apprenticeship program. Your postsecondary goal should influence the classes you take in high school; for example, you will need certain course credits to qualify for admission to a college.

SKETCH out your schedule of classes for your high school years. You will spend time completing requirement for the Foundation High School Program including electives to earn your endorsement in Business & Industry (26 credits). Planning your 4-year plan will help you get the education and experience you need to start your postsecondary and career goals.

PICK extended learning activities that complement your classes (see page 14). Work on community service projects. Plan for paid and unpaid career learning experiences, such as job shadowing and internships. All these extracurricular activities can give you experience that will help you get into college or land a job.

High School Personal Graduation Plan
 Name: Taylor Jones, West High School
 Endorsement: Business and Industry
 Cluster: Hospitality & Tourism
 Program of Study: Travel and Tourism
 Career Goal: Travel and Tourism Director
 Postsecondary Goal: Travel Agent Certificate, Bachelor's Degree in Tourism Management

Foundation High School Program Requirements (22 Credits)	Business and Industry Endorsement Requirements (26 Credits)
English Language Arts (4 Credits) <ul style="list-style-type: none"> English I English II English III Advanced English Course Mathematics (3 Credits) <ul style="list-style-type: none"> Algebra I Geometry Advanced Mathematics Course Science (3 Credits) <ul style="list-style-type: none"> Biology IPC or Advanced Science Course Advanced Science Course Social Studies (3 Credits) <ul style="list-style-type: none"> U.S. History U.S. Government (one-half credit) Economics (one-half credit) World Geography or World History Physical Education (1 Credit)	Math (1 Additional Credit) Science (1 Additional Credit) Career Related Electives (2 Additional Credits) EXAMPLE CAREER RELATED ELECTIVES Principles of Hospitality and Tourism Interpersonal Studies Travel and Tourism Management Hospitality Services Human Resource Management Advertising Practicum in Hospitality and Tourism DISTINGUISHED LEVEL OF ACHIEVEMENT 4 Credits in Mathematics (Must complete Algebra II) 4 Credits in Science Requirements for at least the Business and Industry Endorsement Remaining requirements PERFORMANCE ACKNOWLEDGEMENT Outstanding performance <ul style="list-style-type: none"> in a dual credit course in bilingualism and biliteracy on an AP test or IB exam on the PSAT, the ACT-Plan, the SAT, or the ACT Earning a nationally or internationally recognized business or industry certification

Curricular Experiences: Business Professionals of America (BPA); DECA; Family, Career and Community Leaders of America (FCCLA); Future Business Leaders of America (FBLA)
 Extracurricular Experience: Language Immersion Programs, School Newspaper, UIL Academic Competitions, Student Government, Yearbook
 Career Learning Experiences: Career Preparation—Internships, Job Shadowing
 Service Learning Experiences: Boy Scouts of America, Campus Service Organizations, Community Service Volunteer, Dynamic Leadership, Girl Scouts of the USA, Peer Tutoring/Peer Mentoring

A CAREER PORTFOLIO (see page 15) is a good way to organize information about your educational experiences, record results of career interest and abilities assessments, and hold examples of your best work. Include a 4-year plan in your portfolio.



Make a Splash

**HOSPITALITY
& TOURISM**
offers rapid career
advancement.

There are more opportunities in Hospitality & Tourism—and they are more varied—than in any other industry in the world,” says Paul Serff, president emeritus of the Texas Travel Industry Association. “It’s also one of the most accessible to all levels of education—this is one industry where you can start out waiting tables, and end up running the restaurant.”

Serff, who has been in Hospitality & Tourism for nearly 40 years, is full of examples of rags-to-riches tales: “I know one young lady who got a part-time job as a sweeperette at a Busch Gardens park, and ended up as the CEO of a major theme park,” he says. “I know someone else who got a job as a bellman at a hotel to support himself while he earned his

undergraduate degree in psychology, and ended up loving it so much that he forgot all about becoming a psychiatrist and went into the hotel business. Today, he runs a 200-hotel chain.”

What’s the moral of these stories? “If you love this industry, and you have a passion for it, you can go all kinds of places,” Serff concludes.

Texas Travel

Statistics vary, but by most accounts, the Hospitality & Tourism cluster is projected to have the nation’s third-largest employment increase, among all job sectors in the U.S. According to Shane Blum, Chair of the Hospitality and Retailing Department at Texas Tech University, by the year 2022 the Hospitality

& Tourism industry is expected to employ over 10 million people and to generate \$1.47 trillion in revenue in the U.S. alone.

A Growing Field

“There are incredible opportunities



Q

U I Z

Is Hospitality & Tourism the right cluster for you? Take this quiz to find out. Answer “yes” or “no” to the following questions.

- | | | | | | | | | | |
|--|--|--|--|---|---|--|--|--|--|
| <p>1.
Do you enjoy working with people?</p> | <p>2.
Are you comfortable talking in front of groups of people?</p> | <p>3.
Do you work well as part of a team?</p> | <p>4.
Would you be interested in living in a foreign country?</p> | <p>5.
Can you juggle several tasks at the same time?</p> | <p>6.
Do you consider yourself a “high-energy” person?</p> | <p>7.
Are you able to work long hours, weekends, or evenings?</p> | <p>8.
Can you handle intense deadline pressure?</p> | <p>9.
Do you value diversity?</p> | <p>10.
Can you put the needs of the customer before your own needs?</p> |
|--|--|--|--|---|---|--|--|--|--|

If you answered “yes” to five or more of the above questions, Hospitality & Tourism may be the right cluster for you. To get a more specific and scientific measurement of your attitudes and abilities, ask your guidance counselor or teacher about taking a career assessment test or interest inventory.

10 Fast-Growing Careers

Occupation	Growth Rate (2012–2022)	Avg. Annual Openings (2012–2022)
Meeting & Convention Planners	41%	415
Cooks, Restaurant	34%	4,580
Concierges	34%	165
Combined Food Preparation & Serving Workers	32%	20,155
First-Line Supervisors of Food Preparation & Serving Workers	31%	4,490
Bartenders	26%	2,220
Food Servers, Non-restaurant	26%	585
Travel Guides	25%	5
Hotel, Motel & Resort Desk Clerks	24%	1,300
Hosts & Hostesses, Restaurant, Lounge & Coffee Shop	23%	2,890

This is a projection of 10 fast-growing careers in Hospitality & Tourism in Texas from the year 2012 to 2022 and the number of average annual openings in each occupation. Note that whereas the percentage of growth in jobs may be high, the actual number of jobs created may be low.
Source: Texas Workforce Commission.

in the lodging and hospitality industry,” says Scott Joslove, president and CEO of the Texas Hotel and Lodging Association. “In the lodging business, people taking entry level jobs are more likely to become managers than in just about any other career. We tend to promote from within, and the opportunities are bountiful for students who apply themselves and stay in the industry.”

Industry wages are variable, beginning at minimum wage for unskilled non salaried employees, and growing with skills, experience, and education. Salaries average around \$45,800, though the potential to earn more money is certainly there. “Earning potential can be huge,” Joslove says. “Managers in hotels, for instance, can earn anywhere from \$33,000 to above \$64,000, depending on the location and the size of the property.”

“There is a huge demand for employees in every aspect of hotel administration,” he continues, “from starting at the front desk, to working in food service at an area hotel or restaurant, to managing just about any function of the business— accounting, sales, personnel, security, operations, computer technology, marketing.



THE TEXAS RESTAURANT ASSOCIATION
HAS 23 LOCAL CHAPTERS AND 6,300 MEMBERS.

No matter what your interests are, there’s a place for you in hotels and lodging.

Marketing Texas

Aaron Demerson is the executive director of the Economic Development and Tourism Division, Office of the Governor. His job is to market the state to travelers from the U.S. and abroad. “Hospitality & Tourism is a huge industry, with a significant impact, and the opportunities within it are nearly endless in Texas,” says Demerson. In 2013, the total impact of the Texas travel industry was \$67.5 billion in earnings.

When Demerson begins to list some of the job opportunities within the Hospitality & Tourism cluster, he runs out of breath: “Chefs, catering businesses, anything having to do with restaurants, sporting events, theme parks, cruise lines, any sort of arts and entertainment festivals, museums, visitor and convention bureaus, campgrounds, accommodations of all sorts from the front desk to behind the scenes—if it has to do with

travel or dining or entertainment or hotels, it fits in this cluster. And you can easily have a very successful career in Texas. You’re only limited by your imagination.”

“Hospitality & Tourism is a great field for students who have a lot of energy and who are looking for a career that’s fast-paced, that’s creative, and that lets them work with people,” adds Marilyn Wragg, former director with the Curriculum Center at Texas Tech University. “But what really makes the careers

in this cluster unique is that they are nearly always a lot of fun.”

10 Top-Paying Careers

Occupation	Average Wage	Entry-Level Wage	Experienced Wage
Athlete and Sports Competitor	\$44.36	\$11.13	\$60.97
Lodging Manager	\$26.05	\$16.05	\$31.05
Food Service Manager	\$25.58	\$16.86	\$29.94
Curator	\$24.35	\$14.18	\$29.44
Chef and Head Cook	\$21.70	\$12.05	\$26.53
Meeting and Convention Planner	\$21.70	\$12.05	\$26.53
Travel Agent	\$19.51	\$12.75	\$22.89
Travel Guide	\$17.51	\$11.72	\$20.40
Reservation & Transportation Ticket Agent & Travel Clerk	\$16.53	\$9.95	\$19.82
First-Line Supervisor of Personal Service Worker	\$16.37	\$10.71	\$19.20

This is a chart of hourly wages for 10 of the top-paying careers in the Hospitality & Tourism cluster in Texas. Note how entry-level wages are often much lower than pay for the average worker and experienced workers in each profession. Source: Texas Workforce Commission.

What Employers Want

PEOPLE SKILLS

"We look for the life experiences that demonstrate that a candidate can have positive interactions with people—this will always give students the edge," says Caren Albarian, senior vice president of human resources at SeaWorld San Antonio, where she oversees the hiring and firing of the park's nearly 3,000 seasonal and full-time employees.

"For example," Albarian says, "if we're hiring two prep cooks at entry level, we are more concerned about whether they can work well with others than we are about their culinary experience. Experience helps, but the interview matters more. And an ability to interact well with people is the most important skill in this business."

PROFESSIONAL PERSONAL APPEARANCE

Attractive, professional personal appearance is critical—no tattoos or facial piercings are allowed. Dress conservatively, starting with the interview. "You would be shocked at the way people come to an interview dressed," says Bernay Sheffield, owner of Zentner's Daughter Steakhouse in San Angelo, which has around 100 employees.

WILLINGNESS TO LEARN

"I meet a lot of students who want to zoom right to the top without learning what is in between," says Scott White, executive director of the San Antonio Convention and Visitors Bureau. "In this business, it's important to spend time in different areas to understand how your decisions impact others, and how they interconnect. It's important to try to do some different kinds of jobs in a business, even the ones that might not seem appealing. Look at those jobs, and ask, 'What can I learn? How can this job prepare me for the future?' You'll be surprised at how it might make you a better manager in the long run."

WORK ETHIC

"The thing I look for is commitment and a strong work ethic," says Sheffield. "I can't stand to hear anyone say, 'It's not my job.' To be successful in this business, you have to help, you have to have an attitude of teamwork, and you have to be willing to learn. People who love it and are willing to work hard thrive in this business. But we get others who say, 'Too hard, too hot, too long.' They'll just quit."

Go with the

FLOW

There's no such thing as a TYPICAL DAY in Hospitality & Tourism.

It was a late Monday morning like any other when Bernay Sheffield, owner of San Angelo's Zentner's Daughter Steakhouse, got some bad news: just as the lunch rush started, one of the flat grills broke. This was a problem, since the restaurant's famed chicken-fried steak depended on this grill, but Sheffield didn't panic.

"The first thing you do is coach everybody to anticipate problems," he says. "You prepare everyone in the restaurant to expect a few delays, just in case." If he managed the situation well, Sheffield knew, it's possible that no one besides his staff would even notice a problem.

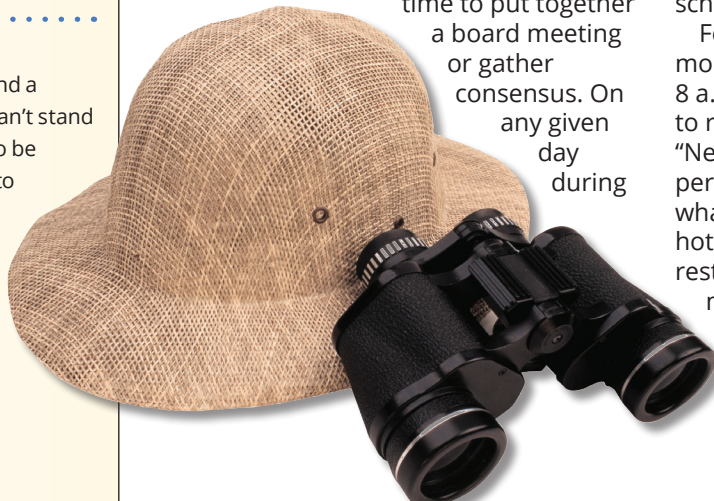
"That's not a typical day, but there really is no typical day," Sheffield says. "You have to make a lot of snap decisions—you don't have time to put together a board meeting or gather consensus. On any given day during

lunch rush, I have to make 30 on-the-spot decisions, each one of which will affect the business. I tell students who are considering this career that you get to make more decisions in an hour than the average banker or business executive does in a day."

Think on Your Feet

In Hospitality & Tourism, you have to learn to go with the flow. "I have the best job in the entire industry," says Yale Feldman, general manager of the Intercontinental Dallas Hotel in Addison, which offers 528 guest rooms, 31 suites and 36 meeting rooms. "I have control over all aspects of the hotel from guest hospitality to sales to operations to community relations to reporting profitability to the ownership. I love it, it's exciting—but there is never a set schedule."

Feldman gets in at 7 a.m. every morning and walks around the hotel. "At 8 a.m., I meet with the sales department to review the pace of business," he says. "Next, I meet with key management personnel so that everyone knows what to expect in every aspect of the hotel today, from the front desk to the restaurant to the parking garage. Then a million different things happen. By 2 in the afternoon, who knows what I



PROSTART
INTRODUCES TEXAS HIGH
SCHOOL JUNIORS AND
SENIORS TO THE FOOD
SERVICE INDUSTRY.

will be doing? I finish the day between 6 and 7 in the evening. Hotel management is a minimum of 10 hours a day, five or six days a week. The compensation is very good, but you have to work hard."

Remain Flexible

Flexibility is the key to staying positive in the face of such hard work, says Jackie Ray, sales manager for the Omni Corpus Christi Hotel. "Once the office opens, my day is not my own," she says. "We book events through the year 2018, so at any given point I might have a client calling about something that's happening next month or a meeting that's happening in 2016," she says. I attend several meetings every day—my focus is making sure everything is clear and concise and everybody knows what is expected."

For Ray, the reward is in making the client happy. "If you think about it, where else can you get the instant gratification from working extremely hard and having an event planner come up and hug you because you just got her a promotion?" she asks. "I love this job."

Energy Matters

"It takes a lot of energy to be successful in Hospitality & Tourism," says Scott White, executive director of the San Antonio Convention and Visitors Bureau. White manages a team of 75 people responsible for bringing upward of \$300,000,000 in tourism-related dollars into the San Antonio economy.

"In this business, you never know how the day will start or end," he says. "You have to have a positive attitude

and enjoy working with people, and you have to be very flexible and mobile. Because of my job, I've been all over the country—I've been to Europe and to Mexico, places I wouldn't have gotten a chance to see if it weren't for this industry. It can be grueling—late hours and working around the clock. But you meet a lot of neat people and you make a lot of friends. I would not trade it for anything."



5 Cool Careers

CHECK OUT THESE EXCITING CAREERS IN HOSPITALITY & TOURISM.

1. MEETING/EVENT PLANNER
Money magazine recently picked meeting planner as one of its top jobs for young people, predicting 22 percent growth in the field through the year 2017. Says Peg Wolschon, a certified meeting professional in with the Dallas/Ft. Worth area, often helping coordinate up to 400 meetings and conferences around the U.S. each year. As a meeting/event planner, "We do everything from selecting the venue to sending out thank you notes and processing the final bill. It is rewarding and fun, but it can be tedious and it takes a lot of time. It is definitely not a 9-to-5 job!"

2. CRUISE DIRECTOR
From poolside games to Las Vegas-style shows, there's a whole lot to see and do aboard the kinds of cruise ships that come and go from the Port of Galveston. It's the cruise director's job to keep the good times rolling. "The cruise director is the most visible employee on board," says Vance Gulliksen, public relations manager for Carnival Cruise Lines. "A fun-loving attitude is essential for the job, but so are great organizational skills. The job is to make sure that guests are entertained and informed about the various activities aboard ship."

3. PASTRY CHEF
The life of a pastry chef is challenging, artistic, and exhilarating. It's also very precise, says Galveston's celebrated pastry chef Becky Kastelz. In describing her work, Kastelz emphasizes "In baking, it has to be exact—if you get to the end and you left something out, there's nothing you can do about it," she says. "At the same time, you can use creativity with the appearance and the combination of different flavors. There is more demand for trained pastry chefs than there are pastry chefs. If you have the skills, this field is wide open to you."

4. RESTAURANT OWNER
Richard Chamberlain is the executive chef and owner of Chamberlain's Steak and Chop House, recently rated the best steakhouse in Dallas. "I never work a day in my life," he says. "It's pure pleasure." Still, he notes that many aspiring owners might be surprised at all he does in a day: "When you're running a restaurant, you're as involved in marketing as you are in making sure the food is good. You are involved in the maintenance of the kitchen, hiring of the kitchen staff, running the front of the restaurant—you have to be able to do everything."

5. CONCIERGE
"This job is about performing—we are dancing on our feet all day long, playing the parts of psychologist, investigator, confidant, executive assistant, magician, friend," says Lorley Musiol, chief concierge for the Four Seasons Hotel in Austin. For 25 years, Musiol has handled special requests from her hotel's guests. "You get to know a lot about people," she observes. "It's an art form—people aren't all the same. When you serve people, you learn something new every day."

25

CAREER CHOICES

Hospitality & Tourism

Listed below are 25 careers you might consider in the Hospitality & Tourism cluster. These are not all the careers available at different education levels. Turn to the "Online Info" on the inside back cover to research all career options and for an explanation of the kind of information presented in each column.

SOC: Stands for Standard Occupational Code, which organizations like the U.S. Department of Labor use to categorize career information. Sometimes you can find data on a career faster by searching for its SOC.

GROWTH: This is the projected annual growth in Texas for the career between 2012 and 2022. Fast-growing occupations may offer greater career opportunities for young adults.

OPENINGS: This is the projected number of job openings for the career in Texas each year. Even though a career may be fast growing, there may not be a lot of positions available. Careers with more openings will give an entry-level worker a better chance of getting a job and greater job security.

WAGES: This is the amount the average person in the career earns in Texas per year. Naturally, entry-level wages are lower than the average, and those for workers with years of experience are generally higher.

SOC	Occupation	Growth	Openings	Wages	Education
13-1121	Meeting and Convention Planner	41%	415	\$45,140	Bachelor's degree
39-9032	Recreation Worker	21%	545	\$23,390	Bachelor's degree
11-9081	Lodging Manager	10%	150	\$54,193	Work experience in a related occupation
11-9051	Food Service Manager	17%	930	\$53,212	Work experience in a related occupation
39-1021	First-Line Supervisor of Personal Service Workers	17%	655	\$34,045	Work experience in a related occupation
35-1011	Chef and Head Cook	19%	240	\$45,408	Work experience in a related occupation
35-1012	First-Line Supervisor of Food Prep and Serving Workers	31%	4,490	\$31,401	Work experience in a related occupation
37-1011	First-Line Supervisor of Housekeeping and Janitorial Workers	25%	770	\$32,931	Work experience in a related occupation
27-2023	Umpire, Referee, and Other Sports Official	20%	30	\$29,886	Long-term on-the-job training
27-2021	Athlete and Sports Competitor	21%	20	\$106,455	Long-term on-the-job training
27-2022	Coach and Scout	23%	685	\$41,120	Long-term on-the-job training
35-2014	Restaurant Cook	34%	4,580	\$21,559	Long-term on-the-job training
39-6021	Tour Guide & Escort	19%	110	\$23,184	Moderate-term on-the-job training
43-4051	Customer Service Representative	23%	10,695	\$30,251	Moderate-term on-the-job training
39-6012	Concierge	34%	165	\$22,794	Moderate-term on-the-job training
35-2012	Cook, Institution and Cafeteria	21%	1,190	\$21,676	Moderate-term on-the-job training
43-4181	Reservation & Transportation Ticket Agent & Travel Clerk	8%	340	\$34,389	Short-term on-the-job training
35-9031	Host/Hostess, Restaurant, Lounge, and Coffee Shop	23%	2,890	\$18,338	Short-term on-the-job training
43-4081	Hotel, Motel, and Resort Desk Clerk	24%	1,300	\$19,936	Short-term on-the-job training
39-3091	Amusement and Recreation Attendant	21%	1,250	\$19,015	Short-term on-the-job training
35-3031	Waiter/Waitress	22%	13,855	\$19,775	Short-term on-the-job training
39-6011	Baggage Porter and Bellhop	20%	100	\$20,262	Short-term on-the-job training
35-3041	Food Server, Non-Restaurant	26%	585	\$20,309	Short-term on-the-job training
35-2021	Food Preparation Worker	19%	2,505	\$19,714	Short-term on-the-job training
35-2015	Cook, Short Order	12%	545	\$19,059	Short-term on-the-job training

Source: Texas Workforce Commission (TWC)

Note: This chart is a sampling of careers in the cluster, not recommendations from TWC or any other agency or organization. Always do thorough research and consult with your parents/guardians before making a career choice.

career options in the cluster—they are just a sampling showing the variety of occupations available to you in the cluster of your choice and decide on the ones that best fit your talents and ambitions. Here's an

EDUCATION: This is the minimum preferred level of educational attainment for people working in the career in the United States. This can range from short-term on-the-job training to a doctoral degree taking several years of college.

EDUCATION LEVELS: The color bars show the mix of education levels attained by people actually working in the profession in Texas (see bars at right). If a bar features mostly one color, that means that level of education is likely the one you'll need to reach to work in the profession. Look at meeting and convention planner, for example, and you'll see that most people in the field have a college degree or better. If the three colors in the bar are roughly equal in size, that means that there are opportunities in the profession for people of all education levels. For example, about 42 percent of the people working as tour guides have a high school diploma, while 24 percent have some college, and 34 percent have four-year degrees or better.

High School	Some College	College or Better
Percentage of people in the occupation who have at most high school diplomas	Percentage of people in the occupation who have some college	Percentage of people in the profession who have a four-year college degree or better

JOB DESCRIPTION: These are brief descriptions of each career from O*NET Online (<http://online.onetcenter.org>).

Education Levels	Job Description
	Coordinate activities of staff and convention personnel to make arrangements for group meetings and conventions.
	Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members.
	Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.
	Plan, direct, or coordinate activities of an organization or department that serves food and beverages.
	Supervise and coordinate activities of personal service workers, such as flight attendants, hairdressers, or caddies.
	Direct the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. May participate in cooking.
	Supervise workers engaged in preparing and serving food.
	Supervise work activities of cleaning personnel in hotels, hospitals, offices, and other establishments.
	Officiate at competitive athletic or sporting events. Detect infractions of rules and decide penalties according to established regulations.
	Compete in athletic events.
	Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Some may be required to hold teaching degrees.
	Prepare, season, and cook soups, meats, vegetables, desserts, or other food in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.
	Escort individuals or groups on sightseeing tours or through places of interest, such as industrial establishments, public buildings, and art galleries.
	Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.
	Assist patrons at hotel, apartment, or office building with personal services. May take messages; arrange or give advice on transportation, business services, or entertainment; or monitor guest requests for housekeeping and maintenance.
	Prepare and cook large quantities of food for institutions, such as schools or hospitals.
	Make and confirm reservations and sell tickets to passengers and for large hotel or motel chains.
	Welcome patrons, seat them at tables or in lounge, and help ensure quality of facilities and service.
	Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.
	Perform variety of attending duties at amusement or recreation facility. May schedule use of recreation facilities, maintain equipment and provide equipment to participants in sporting events or recreational pursuits, or operate amusement concessions and rides.
	Take orders and serve food and beverages to patrons at tables in dining establishment.
	Handle baggage for travelers at transportation terminals or for guests at hotels or similar establishments.
	Serve food to patrons outside of a restaurant environment, such as in hotels, hospital rooms, or cars.
	Perform a variety of food preparation duties other than cooking, such as preparing cold foods and shellfish, slicing meat, and brewing coffee or tea.
	Prepare and cook to order a variety of foods that require only a short preparation time. May take orders from customers and serve patrons at counters or tables.



HERE ARE the programs of study available within the Hospitality & Tourism cluster in Texas high schools.* The State has created descriptions of each of these programs of study. These documents detail high school classes you might take, extended learning opportunities, and postsecondary programs.

LODGING

Professionals in this field take care of guests who stay at hotels and motels. They provide services that make their guests' stay pleasant.

RECREATION, AMUSEMENT, & ATTRACTIONS

Professionals in this area plan, organize, and direct activities in playgrounds and recreation centers, parks, community centers, theme parks, and tourist attractions.

RESTAURANT & FOOD/ BEVERAGE SERVICES

Food service managers are responsible for the daily operations of restaurants. They oversee the ordering, preparation, and service of food and beverages to patrons.

TRAVEL & TOURISM

Employees in this field make sure travelers have good experiences. They help travelers plan and arrange trips.

* Not all schools offer all programs of study or clusters. Ask your counselor which programs are available at your school.



Keeping it REAL

Hospitality & Tourism programs let high school students get **HANDS-ON EXPERIENCE.**

When I started here, I was so timid," remembers Gannel Cordero, who attended the culinary arts program at the Center for Career and Technology Education in El Paso. But a teacher, Sharon Erwin, told him how he had grown a lot, and "I don't doubt it", says Cordero. I went out and got a job at a restaurant. I've been accepted to three culinary schools. I will own my own restaurant someday."

For students like Cordero, Texas high schools offer a world of opportunities to build confidence, get experience, and learn the basics of the Hospitality & Tourism industry.

Academic Foundations

Career preparation starts with mastering English, math, and other academic subjects.

"You might not think much about it, but English language skills and public speaking skills are crucial in Hospitality & Tourism," says Yale Feldman, general manager of the Intercontinental Dallas Hotel in Addison. "Employees are talking to people all the time, and their job is to make guests feel important. Employees also need to listen, and be able to negotiate when necessary."

Many Hospitality & Tourism jobs also involve serious number crunching. Lorraine Hamilton, who teaches Hotel Management and Travel and Tourism Marketing at the Guthrie Center, a high school in Houston, says her students "gain real skills. It does help them get ahead—for example, a former student of mine is now the assistant director of finance at the Omni Houston Hotel at Westside."

Elective Choices

Electives in Hospitality & Tourism usually fall into two areas at Texas high schools: hospitality (also called hotel management), and culinary arts (sometimes called food production or restaurant management). Of the two,



THE BUSINESS INSIDER LISTS TEXAS AS THE
FOURTH MOST POPULAR STATE
 AMONG TOURISTS.



hospitality is the broader, says Marilyn Wragg, former director with the Curriculum Center at Texas Tech University. "Multiple programs of study [see "Program Profiles" on page 12] feed from the hospitality course—Restaurants & Food/ Beverage Services; Lodging; Travel & Tourism; and Recreation, Amusements & Attractions," she explains.

Courses in Hospitality Services are offered at Klein Oak High School near Houston, in partnership with the Marriott Greenspoint Hotel. "The first year, students rotate through six different departments in the hotel," says Brenda Stoeck, who has been a part of teaching these courses for many years. "They include engineering, housekeeping, loss prevention, banquets, kitchens, restaurants, front desk, phone system, accounting, and sales. The second year students pick two areas to gain experience in more depth. Working with industry

and getting real work experience is invaluable."

Cooking Up Success

As with hospitality classes, some food production and culinary arts programs are taught in coordination with corporate partners in the community.

Take, for instance, Wylie High School near Dallas—the first school in the state to be accredited by the American Culinary Federation, according to Yvonne Loya, program director for the Texas Restaurant Association Education Foundation.

Wylie partners with the Texas Restaurant Association to offer a two-year comprehensive culinary program called FS Prep, headed by Chef Steve DeShazo.

DeShazo, however, does far more than classroom teaching: "We set up a student-run restaurant called Pirate's Cove café. We're open to the

public "and serve about 100 guests a day with a menu of 28 items in a 90-minute lunch service." It is stressful, high pressure, and quick. But we have 100 percent quality engagement among our students, and that's what has made the program successful."

DeShazo also makes ServSafe certification integral to his program—as do most Texas culinary programs. "ServSafe certifies that you know basic sanitation and safety skills," he explains, "and most restaurants require that their employees have it."

"When you walk in with a ServSafe certification, it will always give you an edge," Loya adds. "It's something you carry with you throughout your entire career as a chef."

SPOTLIGHT

REALLY COOKING

The E 101 Program Teaches Students How to Run a Restaurant

E101 is a program started by the Texas Restaurant Association Education Foundation to give students a hands-on look at what it's like to run a business," says Chelsea Barton, the culinary arts and entrepreneurship instructor at Houston's Westside High, the latest school to join the program. "We operate a mini-Outback Steakhouse location serving lunch. The only difference is that all the servers, cashiers, management team, kitchen staff, and chefs are high school students."

Barton says her role in the restaurant is limited: "I am here to observe."

After a year of learning the basics of restaurant safety, sanitation, and operations in culinary arts classes, Westside students can apply to participate in E 101 the next year.

"This is a senior management course," says Barton. "I teach cost analysis. Students learn to price items. They book catering events, staff them, develop menus, and do profit-and-loss statements. They are in charge of finding out whether the restaurant is making any money—they own every success and failure. It's just like the real world. A business cannot be successful if the

employees aren't responsible."

Jonathan Parker, participated in the Westside High School E 101 program before attending Culinary Institute of America - the world's premier culinary college, with campuses in New York and California. "I gained serious leadership skills through the program," he says. "I got to manage the whole kitchen today. It gives you a real feeling of accomplishment. I get to go home and feel like I actually accomplished something."



HEAD OUTSIDE
the classroom to get
experience in
Hospitality & Tourism.

After School **Specials**



When Monica Martinez, Michelle Lopez, and Reyna Martinez got together to come up with a winning Hospitality & Tourism program, they thought about a lot of things: cruise ships, five-star hotels, innovative amusement parks. As seniors in the culinary arts program at San Antonio's John Jay High School, the three were preparing to compete in the Family, Career and Community Leaders of America (FCCLA) state-level hospitality STAR Event (see "Be a Star" at right). They needed a winning idea—in fact, they needed a wowing idea.

"We wanted to present something that would show what hospitality was about, and something that was coming from the heart," remembers Reyna Martinez. "We wanted an aspect of the industry that's not recognized very often. So we picked charitable services. We invented a shelter for families and created a complete

portfolio for it, including a website. We wanted to show that you don't need a huge amount of money to give hospitality services to those in need."

It was a good idea—so good, in fact, that it won the three students first place in the state, with an opportunity to compete at a national level.

Getting Experience

In Hospitality & Tourism, gaining real-world experience as early as possible is a must. Internships, job shadowing, service learning, part-time work, and participation in career and technical student organizations (CTSOs) are all out-of-class education, called "extended learning."

"I get students out in the industry and get them seen; I give them real life experience," says Tim Kelly, teacher at John Jay High School. "I encourage them to

talk to lots and lots of people. Students don't know where the next job offer or the next scholarship will come from, or when a business relationship will pay off years and years in the future."

He also urges students to compete in local, regional, state, and national competitive events, including STAR Events. "Competition among their peers will improve their skills the most; it will give them an edge," Kelly believes. "It will allow students the opportunity to see what others are doing in the marketplace."

Show Your Skills

Another CTSO related to Hospitality & Tourism is SkillsUSA, a professional student organization focused on helping students in career and technical education programs develop leadership, communication, networking, and social skills. SkillsUSA sponsors competitions that feature students working as individuals, rather



TEXAS CULINARY ARTS STUDENTS CAN APPLY
FOR THE TEXAS RESTAURANT ASSOCIATION'S
W. PRICE, JR. MEMORIAL SCHOLARSHIP,
WORTH UP TO \$5,000.

THE TOP METROPOLITAN AREA

FOR LEISURE TRAVEL IN TEXAS IS DALLAS/
FORT WORTH.



than in teams. “We have programs in culinary arts, food and beverage service, and baking and pastry, as well as in the leadership area,” says Janet Conner, executive director of SkillsUSA Texas. “The competitions are all judged by businesspeople. We are giving students avenues to know what to expect when they get into the world of work.”

Prestigious postsecondary schools such as the Culinary Institute of America and Johnson and Wales University, two leaders in the field of culinary arts, consistently provide scholarships to STAR Event and SkillsUSA event winners.

Get to Work

Kelly encourages his students to pursue part-time jobs, which are plentiful for students beginning in Hospitality & Tourism.

“I recommend that students work while they’re in high school,” he says. “If they can balance family life, school life, and a job, it makes them respect people who are busy, it makes them respect a dollar, and respect family relationships. They learn to be contributing members of family and community. They not only learn the business, they learn to function as well-rounded young adults.”

CREATE a Career PORTFOLIO

One valuable tool that can help you get ready for college and beyond is a career portfolio—a collection of items that document your achievements both in and out of school, assembled in one convenient package.

A career portfolio is not simply a resume, although it can certainly include one. So what should go in a career portfolio? A variety of things, depending on your own personal experiences. It could include transcripts and grades; writing samples; letters of recommendation from teachers, mentors, or employers; awards you’ve received; and items that document other activities, such as internships and job shadowing experiences.

“You need to be specific—dates, how many years, any awards, what they meant, and who you received them from,” says Grace Brauchle, who helps students put their portfolios together as the career center coordinator for Lehman High School in Kyle.

Brauchle says portfolios come in handy when students apply for jobs or admission to college. “First impressions are a very big thing,” she says, “and you want to be the one whose papers get passed around the office. You want to be the one where the admissions counselors say, ‘Wow, look at this one!’”

SPOTLIGHT

BE A STAR

Family, Career and Community Leaders of America

Do you have what it takes to be a STAR? To find out, join Family, Career and Community Leaders of America (FCCLA) and compete in its regional, state, and national Students Taking Action with Recognition (STAR) Events.

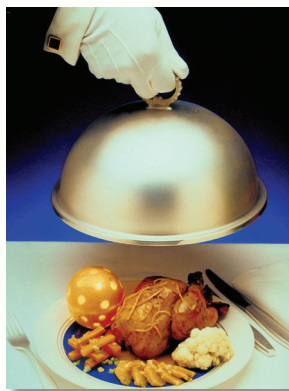
FCCLA is a national student organization dedicated to career development, but it’s also much more than that, says Sharon Pierce, state advisor for Texas FCCLA. “We teach students in the organization to be good family members, great community leaders, and we let them focus on their Hospitality & Tourism careers in a way that’s really fun,” she says. “We teach them how to be a productive member of society and a good wage earner.”

Tied tightly to hospitality and culinary arts curricula in many Texas schools, FCCLA activities include community involvement, volunteer work, leadership and communication skills development, and competitions with opportunities for recognition and scholarships. “We have hospitality, culinary arts, and customer service competitive events, as well as entrepreneurship events that could encompass any hospitality or tourism business,” says Pierce. “It’s exciting!”

You don’t have to tell that to Michael Moya, who was a student in the culinary arts program at the Center for Career and

Technology Education (CTE) in El Paso. As a senior he competed in the culinary STAR Event and not only win at regional competition—he also won at state. “It’s like an Iron Chef competition—you get the whole menu, and you have an hour to create everything,” he says. “I went to national and received a gold rating. It was totally crazy. I was really proud.”

“And that is the point,” says Moya’s teacher, CTE Culinary Arts Instructor Sharon Erwin: “Participating gives the student a good background in the social and professional skills, as well as the leadership abilities, they’ll need when they go into the culinary field. It’s a competitive field, and competing in programs like STAR Events lets them see they have to consider putting the food on the plate in time, food flavor, personal appearance, presentation—everything.” Students are also given the opportunity to participate in a state level competitive event, Serving Up Success, which focuses on customer service in the hospitality industry.



Room To Grow

Getting an education after high school broadens **YOUR OPTIONS** in Hospitality & Tourism.

From the time he first plopped down on the couch and watched James Brolin striding down the corridors of the St. Gregory on the TV series *Hotel*, young Arthur James knew what he wanted to be when he grew up: a hotel general manager. That was 1986, when James was a freshman in high school. It also happened to be the very night before his application to the Dallas area Skyline Magnet School was due.

"Up until that moment, I wasn't sure what I wanted to do," James remembers. "Then I saw James Brolin holding his briefcase, and I

thought, 'I can do that!' So I signed up for the hospitality program at Skyline. As soon as I set foot into a real hotel, I knew. This is really what I wanted to do with my life. I never regretted that decision."

This is a story James shares regularly in his capacity as hospitality management coordinator for North Lake College in Irving.

"The beauty of high school programs like Skyline's is that they let students discover whether this is something they want to do with their lives before they pay for a college degree," he says. "Skyline lets students get hands-on experience, and there's no substitute for that. But if students learn they love it, they need to go to college and learn the skills needed to succeed in the career. Without a degree, professionals eventually hit a glass ceiling in this business. That's why students need to pursue a higher degree."

Two-Year Options

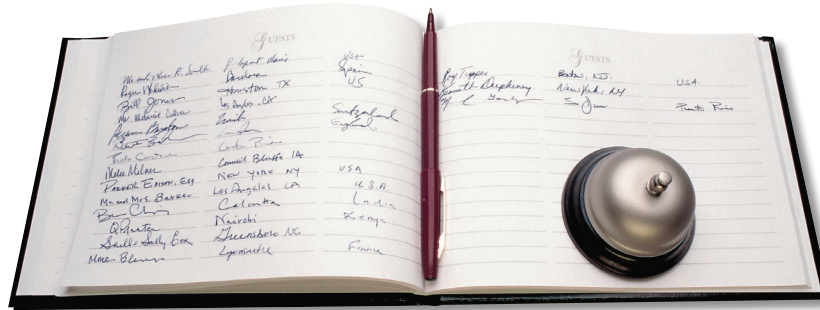
North Lake College is part of the Dallas County Community College District; one of many community-based postsecondary schools across the state offering associate's degrees in hospitality management. "I think students are highly prepared when they leave," James says. "A lot of what we teach is from the textbook, but we do cooperative education, too, which means they get hands-on experience. And with my background, I'm able to share a lot of real-life examples." Similar programs are also available at Austin Community College, South Texas Community College, Central Texas College, Alvin Community College, Del Mar College in Corpus Christi, and many other institutions.

Certification

In addition to offering associate's degrees, community colleges often offer specialty certifications for those



THE ALAMO
 IN SAN ANTONIO WAS THE MOST POPULAR
 TEXAS ATTRACTION FOR NON-TEXAN LEISURE
 TRAVELERS SURVEYED SINCE 2003.



seeking specific skills.

For example, Richland College in the Dallas area offers an associate's degree in travel, expositions, and meeting management for students seeking to learn how to become meeting planners, and a certificate in meeting planning for hospitality professionals seeking to broaden their skill set.

"The certificate in meeting planning is useful for people who want to be a conference or convention planner," says M. T. Hickman, Richland's travel, exposition, and meeting management program coordinator.

"The strength of this program is that there's a lot of applied learning. Students participate in an internship—they actually work at a conference. The students work behind the scenes, from sunup to sundown. It's never boring."

Community colleges are also an excellent route for those seeking culinary careers. Mary Kunz is the department chair of tourism, hospitality, and culinary arts at St. Philip's College, part of Alamo Community Colleges in the San Antonio area. The culinary arts program is among the best in the nation and is accredited by the American Culinary Federation.

The curriculum at St. Philip's is not only focused on food, but also on building academic skills students may not realize they need: "We require English, sociology, and math. A professional manager must know how to communicate with people and understand them," Kunz says. "As for math, a professional chef may be asked to take a recipe that feeds eight and make it work for 450. Students don't necessarily think about that."

Four-Year Degrees

Beyond working in the kitchen, there is a world of food management that requires a bachelor's degree, says Shane Blum, chair of the Restaurant, Hotel, and Institutional Management Department at Texas Tech University.

Blum worked in hotel management before he turned to teaching. And like James, he says a college degree is an asset. "I think students need one to really achieve," he says. "They can spend four years working in the business and getting paid as an assistant manager, or four years going to school. And yes, with the first choice, they'll make some money. But with a degree, their options will be open down the road—they'll go farther in the long run."

Danny Arocha absolutely agrees with Blum's assessment. He would know—he's director of enrollment at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. "If students want to be successful in the industry, they absolutely need a degree to get to where they want to be—that's even if they want to open their own restaurant," he says.

The Hilton College is consistently ranked among the top three hospitality programs in the nation. The college attracts students from all over the United States and around the world, though Arocha estimates that 65 percent of all graduates choose to work in Texas.

"We are preparing our kids to be the future chief executive officers [CEOs] and chief financial officers [CFOs] of the Hospitality & Tourism industry."

Get the CREDIT You Deserve

Dual credit in Texas is a great way to earn college credits toward a postsecondary degree while you're still in high school. Dual credit programs center on "articulation agreements," contracts between the student, his or her high school, and postsecondary institutions the student would like to attend. While most students take basic core courses such as English, history, math, science, and social science, coursework may include areas in Career and Technical Education.

Dual credit courses cover the same material as the equivalent college course, allowing the student to receive credit toward the college degree. It's like a bank account. The credit is banked for you at the college, and you withdraw it when you enroll.

Ask your counselor about advanced placement, dual credit, or articulated courses and other opportunities to earn college credit.

ACCEPTED!

SIX THINGS Texas students should know about getting into college

Applying to college is a lot like looking for a job or trying out for a team. You choose something that interests you, and then try your best to convince whoever is in charge that you have what it takes to be part of their organization. But whereas there might be only a few spots open on your high school's varsity football squad, there are thousands of places available in hundreds of colleges each year. Whether you are the first in your family to apply to college or both of your parents have advanced degrees, going through the admissions process can be stressful. Fortunately, there are plenty of free resources available for Texas college-bound students. The best is College for All Texans (www.collegeforalltexas.com), which features a list of all the state's colleges and universities, a checklist for selecting a school, and a link to the online Texas Common Application. To help you get started on your own college search process, here are six steps you should take.

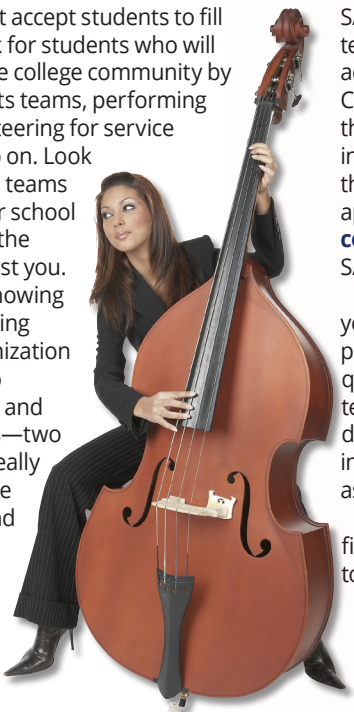
1. Make School Your Job

The first thing college admissions officers look for on your application is your grade point average. It's simple—you have to make the grades in high school to earn your spot in a college. The easiest way to do that is to think of school as your job, starting in your first year. If you show up late for work, slack off, and talk back to the manager, you'll get fired faster than you can say, "Do you want fries with that?" But if you always arrive on time, work really hard, and try to learn from management, then pretty soon you'll probably get a raise or a promotion.

What works on the job works in the classroom, too. Take challenging courses. Turn in all your work on time. Pay attention in class. Contribute to discussions. Ask for help when you don't understand something. By treating school as a career, you'll have a better shot at earning the grades and teacher recommendations that you need to move to the next level.

2. Get Involved in Activities

Colleges don't accept students to fill seats. They look for students who will add to the entire college community by playing on sports teams, performing on stage, volunteering for service projects, and so on. Look at the clubs and teams available at your school and sign up for the ones that interest you. In addition to showing school spirit, being part of an organization is a great way to build teamwork and leadership skills—two traits that can really help your college application stand out from the pack.



3. Build a Resume Portfolio

What if you had to take a final exam on the last three years of a subject and didn't have any notes to study? Well, that's exactly what it's like trying to complete a college application if you haven't kept an ongoing file of all your activities, honors, and employment.

Start your first year and build a career portfolio (see page 15). It's also smart to create a computer file called "college resume" and add to it each time you participate in a service project, win an award, get a new job, and so on. Use technology to create a resume format or ask your parents or guidance counselor for help. When you sit down to complete your college applications, review your career portfolio and call up the resume—all the information you need will be right at your fingertips.

4. Prep for Tests

Most colleges use scores from the SAT, SAT II, or ACT tests in making their admissions decisions. Check which tests the schools you're interested in require and sign up to take them in time to include the scores in your application. College for All Texans (www.collegeforalltexas.com) also has a free ACT, SAT, and GRE prep course.

Spend time preparing for the tests before you walk into the room with your No. 2 pencils and calculator. Go through sample SAT questions at www.collegeboard.org or ACT tests at www.actstudent.org. There are also dozens of test-prep books you can buy, some including software that tracks your progress as you go through sample exams.

Remember: If you don't do well on a test the first time, you usually can take it again and try to improve your score.



Inside College Admissions

5. Make a List of Colleges

Do you want to stay in Texas for college or see another part of the country? Would you be more comfortable at a big university or a small college?

Think about what you would like to study and what matters most to you (like location, size, or religious affiliation), and then start developing a list of colleges that fit your criteria.

Use online tools like www.collegeforalltexas.com or www.collegeboard.org to learn more about each school and take online campus tours. Buy or borrow from the library some of the many college guides available. If possible, schedule visits to the schools you are interested in, or, through the school's admissions office, arrange an interview with a recent grad who lives in your area so you can ask questions about courses, faculty, or anything else.

By the fall of your senior year, narrow the list down to the top five or six choices. While some online applications are free, it can cost up to \$70 per school to apply, so be realistic about how much you can spend on applications.

6. Submit Polished Applications

Once you send in an application to a college there's no taking it back, so make sure you get it right the first time. Double-check your spelling. If you use the same essay for multiple schools, remember to change the name of the school to fit each application. Make sure you have any required standardized test results (ACT, SAT, SAT II) sent to each school.

Be neat and complete, and meet every deadline. Make copies of each application before you hit the send button or pop it in the mail. If you don't receive an email or postcard confirming that your application was received, contact the college to make sure it arrived. Items can get lost or misdirected, especially when thousands of students are sending in applications at the same time. By having copies, you can easily submit again.

EVEN IF you get accepted to college, you'll never be able to pay the bill, right? Wrong! There's financial aid available if you know where to look.



Financial Aid BASICS

College isn't cheap. With tuition and room and board at private schools often topping \$40,000, and even in-state, public schools costing several thousand dollars a year, you may wonder why you should even apply.

Well, don't worry. Every Texas student can afford to go to college.

"Access and affordability of higher education can be intimidating to students and parents; however, there are numerous resources available to walk you through the process and into an exciting future," says Heather V. Crowson, vice president for enrollment management at Sam Houston State University.

The secret to getting the aid you need to go to school is in filling out the necessary forms, getting good grades, and applying to schools that offer generous financial aid packages. (A financial aid package consists of need- or merit-based scholarships and grants plus work-study jobs and low-interest student loans.)

Here's a quick overview of steps you can take to get the financial aid you need to continue your studies after high school. For more information about the aid available at a specific college or university, go to the school's website and click on the "Admissions and Financial Aid" link. Many schools provide an online form you and your parents can fill out that will give you the estimated financial aid package you might receive if accepted to that school.

Apply: You definitely won't get any financial aid if you don't apply. To figure out how much grant money (which you don't pay back) and loans (which you do pay back) you'll need to afford school, colleges use a formula that factors in your parents' income and investments, your income, the number of kids in the family who will be in college at the same time, and other financial information. Families of all income levels may receive aid, so fill out the forms.

All schools require the Free Application for Federal Student Aid (FAFSA), which determines eligibility for federal aid, such as work-study, Pell grants, and the Stafford loan program; and for college grants and, sometimes, merit scholarships. Complete the application as soon as possible at the beginning of October your junior year. FAFSA forms and instruction booklets are available in your guidance counselor's office, or you can complete the form online at www.fafsa.ed.gov.

Most private schools also require applicants to complete a school financial aid application and, in some cases, the CSS/Financial Aid Profile form (<https://student.collegeboard.org/css-financial-aid-profile>) which is used to award nonfederal student aid funds. Carefully read each college's application to determine financial aid deadlines and what forms you will need to submit.

Study In-state: Whether you choose a public or a private school, staying in-state for college will cut your costs considerably. Plus, since Texas covers 267,339 square miles, you can "go away" to college without ever leaving the state.

To help ensure that qualified Texas high school graduates with financial need can go to college, the State Legislature established the TEXAS (Towards Excellence, Access, and Success) Grant Program. Grants can be used to study at any public college or university in the state and are equal to the student's tuition and required fees. In 2012-2013, approximately 33,100 students received TEXAS Grants. To apply, fill out the FAFSA.

Another way to score some serious state aid is to get good grades in high school. Texas students who are in the top 10 percent of their graduating class are eligible for automatic admission to any public university in the state. With that automatic admission comes the opportunity to apply for merit scholarships and special programs available at each school.

Take Two at a Community College: The first two years of many college programs are filled with core courses that could easily be taken at a local community college for a lot less money. If you fill out all the forms, do the math, and still can't afford a four-year school, enroll in a community college for the first two years, then transfer to a four-year school.

By living at home, working part-time, and getting required courses out of the way, you could save tens of thousands of dollars in tuition and room and board, and be able to afford to attend the college of your choice for junior and senior years. For a complete list of the state's community colleges, go to the Texas Association of Community Colleges website at www.tacc.org.

Target Your Search: Applying to a couple of colleges where your grades and talents put you near the top of the typical talent pool makes it more likely you'll qualify for merit aid and other special school scholarships and grants. Do a little research on college websites to find schools where your standardized test scores and grade point average rank you in the top 25 percent or so of the most recently accepted first-year class. Colleges want to attract the best and brightest students available, and often will offer attractive scholarship/grant/loan packages to convince those students to come to their school.

There are also more than 1 million local, national, and college-specific scholarships available each year. The trick is to find and apply for scholarships that best fit your strengths and talents. FastWeb (www.fastweb.com) is a free college scholarship search source. Register online and you will start receiving email notices about scholarships, internships, and other opportunities that fit the profile information you submit.



LOOK IT UP! Here are key words and phrases used in this guide that you may not already know.



What does that mean?

Articulation agreements: formal agreements between or among educational organizations (high schools, community colleges, and universities) that align courses and majors in a way that allows students to transition from one institution to another without loss of course credit or time.

Associate's degree: a two-year degree awarded by a community or technical college.

Bachelor's degree: a four-year degree awarded by a university.

Career and technical student organizations (CTSOs): curricular organizations for students that offer activities and competitions related to particular careers.

Career cluster: a way of organizing curricula, instruction, and assessment around specific occupational groups (for example, Information Technology or Health Science) that offers students core academics, coursework related to specific occupations, and extended learning experiences.

Master's degree: a degree awarded by universities for study beyond a bachelor's degree.

Career guidance: structured developmental experiences presented systematically from kindergarten through 12th grade that help students analyze and evaluate abilities, skills, and interests.

Career portfolio: a collection of student work indicating progress made in subjects, activities, or programs. In career cluster systems, portfolios are often used to assess student performance in extended learning experiences.

Doctoral degree: a degree awarded by universities for study beyond a master's degree. Also referred to as a Ph.D. or professional degree.

Dual credit: credit given in both high school and college for college-level courses taken while in high school.

Extended learning experiences: participation in career and technical student organizations, extracurricular activities, job shadowing, internships, or service learning.

Financial aid: scholarships, grants, loans, and work-study funds awarded to students to pay for college expenses.

Internship: an extended learning experience in which students work temporarily at entry-level jobs in careers that interest them.

Job shadowing: an extended learning experience in which students observe professionals in particular careers as they go through a day on the job.

Postsecondary education: education beyond high school. Middle school and high school are referred to as secondary education, so postsecondary means after high school.

Program of study: a way of organizing the curricula and educational activities within a career cluster related to a student's specific academic and career goal.

Service learning: an extended learning experience in which students do volunteer work related to their career goals.

Targeted industry clusters: six industry clusters that have been identified by Texas as high-demand, high-growth sectors paying high wages. As they are developed by the State, these may be hot areas in which to build a rewarding career.

Program of Study: an education plan suggesting the high school courses a student should take to prepare successfully for graduation and transition into postsecondary education. The vision for Texas CTE is that eighth graders, in consultation with their parents/guardians, counselors, and teachers, will select a program of study and create a plan. Plans are to be reviewed and revised at least once each school year.





Online Info

Explore these Internet resources for more about your education and career options.

America's Career InfoNet www.acinet.org/acinet

This is the place to search for occupational information, industry information, and state-specific labor market information.

College for All Texans www.collegeforalltexans.com

Here is everything a Texan needs to know about preparing for, applying for, and paying for college or technical school. And it's all in one up-to-date, easy-to-navigate mega-site almost as big as the state itself. Remember: \$4 billion is available every year to help Texans attend college.

Employability Skills Framework <http://cte.ed.gov/employabilityskills/>

Employability skills are general skills that are necessary for success in the labor market at all employment levels in all sectors. The Employability Skills Framework is a one-stop resource for information and tools to inform the instruction and assessment of employability skills.

My Next Move www.mynextmove.org/

This is a career planning resource for students, parents, career changers, and career advisors.

TEXAS CAREER CHECK

The State of Texas has created a special website for students and others researching careers. It's called Texas Career Check. Texas Career Check lets you explore higher education options by looking at detailed information by school and program of study, AND you can explore careers, occupational information, and postsecondary education options. You'll find a wealth of information about hundreds of career choices. To explore Texas Career Check, go to www.texascareercheck.com.

O*NET (Occupational Information Network) online.onetcenter.org

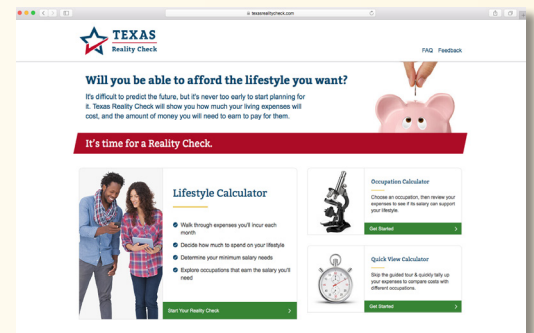
Also available in schools and libraries, O*NET provides full information on occupations, including compensation, employment prospects, and skill matching for students. Information on compensation is available on a state-by-state basis.

U.S. Department of Labor Occupational Outlook Handbook www.bls.gov/home.htm

This nationally recognized resource offers information on job responsibilities, earnings, working conditions, and job prospects for the future.

Take a Reality Check

The Texas Workforce Commission has created an online resource called Reality Check to help you understand how much money you'll need to live on your own after high school or college and how you can earn it. There are three ways to explore careers, expenses, and earnings. For the first option, which is called "Get a Reality Check," you choose an area you'd like to live in, such as Austin. You then go through a series of screens with real-world costs for items such as housing, clothing, transportation, health care, and personal expenses. The site automatically adds up your estimated monthly expenses, then uses salary information for Texas to show you careers that will make you that much money. The second option, called "Future Salary," starts with the wages you expect to earn, what education you plan to pursue, and the career cluster that interests you. Then it generates a list of careers in which you can make that amount of money. The third option, "Occupation Direct," begins with your occupational choice and the area where you want to live, then shows how your estimated expenses subtract from the salary for your chosen job. The site, which is at www.careerwise.mnscu.edu/careers/realitycheck.html, is a great way to play "what if" when it comes to mixing your job, earnings, and expense options.



The results of Reality Check show you how expenses add up quickly when you are living on your own.

Texas CTE Career Clusters



**Agriculture,
Food &
Natural
Resources**

Processing, production, distribution, and development of agricultural commodities and natural resources



**Architecture &
Construction**

Designing, managing, building, and maintaining the built environment



**Arts, A/V
Technology &
Communications**

Creating, exhibiting, performing, and publishing multimedia content



**Business
Management &
Administration**

Organizing, directing, and evaluating functions essential to productive business operations



**Education &
Training**

Providing education and training services, and related learning support services



Finance

Financial and investment planning, banking, insurance, and business financial management



**Government
& Public
Administration**

Executing governmental functions at the local, state, and federal levels



Health Science

Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research



**Hospitality
& Tourism**

Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services



**Human
Services**

Providing for families and serving human needs



**Information
Technology**

Designing, supporting, and managing hardware, software, multimedia, and systems integration



**Law,
Public Safety,
Corrections
& Security**

Providing legal, public safety, protective, and homeland security services



Manufacturing

Processing materials into intermediate or final products



Marketing

Performing marketing activities to reach organizational objectives



**Science,
Technology,
Engineering &
Mathematics**

Performing scientific research and professional and technical services



**Transportation,
Distribution
& Logistics**

Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

About Texas CTE

You may have seen the name Texas CTE on the cover of this magazine. What exactly is that?

Texas CTE is the name of Texas' college and career education initiative. The idea behind it is simple: Planning for the future so that students achieve lifelong success. As Texas CTE grows, you'll see how subjects such as English, math, science, and social studies are relevant to your personal goals and ambitions. You'll get the chance to begin a plan that gets you where you want to go in life. You'll have the opportunity to take courses and engage in extended learning experiences that give you marketable skills. Best of all, you'll be in control of your future. Read all 16 editions of Texas CTE in Action (available through your counselor) to explore Texas' career clusters and start on the road to success.