

2017 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2016 through September 30, 2017.**

Name Teran Haase, Naja Hogander and Sandra Miller Title Please see attached.

Association Washington Hospitality Association Email SandraM@wahospitality.org

City Olympia State Washington Zip 98501

Phone 360.956.7279 Fax 360.357.9232

Association Staff Size 50

Associations Annual Budget (not including AH&LA dues): ☒ Over \$500,000 ☐ Under \$500,000

Entry Category: ☒ Education and Workforce Development ☐ Events and Fundraising
☐ Government Affairs ☐ Member Programs ☐ Public Relations ☐ Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2017



HOSPITALITY HIRING EVENTS: A MODEL FOR SUCCESS

Spring 2017

PROJECT LEADERSHIP

Teran Petrina Haase, Chief Operation Officer, Washington Hospitality Association
Naja Hogander, Education Foundation Manager, Washington Hospitality Association
Sandra Miller, Workforce Development Manager, Washington Hospitality Association

GOALS

In 2017, the Washington Hospitality Association launched a series of hiring events with a unique set of goals. As an association representing a phenomenal industry, we are extremely proud that hospitality businesses offer careers and ladders to success, and we celebrate that first-time job seekers can find a promising future within our industry. Our Association has been committed to educating the public about career opportunities within our industry, and our Education Foundation has gone even further to try to bring these opportunities to members of our communities who face considerable barriers to successful employment.

Our main goal was to create wrap-around hiring events that would not only provide jobseekers with help in finding and applying for positions, but would send candidates home with job offers and specific services to help them be successful as new hires in a hospitality position.

“This hiring event, and Hospitality Month, is a chance to lift people up and even provide a new generation a chance at the American Dream.”

*- Anthony Anton, President & CEO
Washington Hospitality Association*

Another goal was to support our members who face an extremely tight labor market as our state enjoys its lowest unemployment rate in nine years. Although finding employees is one of their biggest business challenges, our hotel and restaurant members are also active in the communities they serve, and we wanted to provide them with an opportunity to change lives by hiring jobseekers who are set up to arrive each morning ready to work because they have the support they need to overcome barriers to attaining and sustaining employment.

Finally, we sought to share with the broader community our industry's commitment to helping employees succeed. We wanted to leverage the hiring events to spread this message and to increase awareness of the opportunities the hospitality industry provides and the contributions it makes to the health and economic wellbeing of local communities and to Washington state as a whole.

OBJECTIVES

1. To provide members in-person opportunities to quickly hire pre-qualified candidates interested in the hospitality industry.
2. To invite employers prepared to extend job offers to job seekers on the spot if they were interested in the candidate.
3. To build partnerships with public agencies and nonprofit organizations already working to reduce barriers to employment and to leverage their current services and relationships to create a wrap-around event.
4. To have public and nonprofit social service organizations bring to the event pre-screened candidates who were work-ready and prepared to apply for specific types of hospitality positions.
5. To have prospective employees leave hiring events with jobs and, if needed, services in place to help them overcome common barriers to successful employment such as inadequate child care, lack of transportation, lack of training and financial hardship.
6. To earn media coverage highlighting job opportunities in the industry and the commitment of hospitality businesses to the success of their employees and the communities they serve.

TARGET AUDIENCE

We had four distinct target audiences that aligned with the goals of the hiring events.

1. Hotels, restaurants and hospitality businesses willing to make on-site job offers to prospective employees who were ready to work and set up for success with barrier-reducing services.
2. Social service agencies and nonprofit organizations working to help their clients find and retain employment.
3. Jobseekers ready to work and curious about working in the hospitality industry.
4. The general public for messaging about the industry and our members.

RESULTS OF PROGRAM

Partnerships

Our staff developed effective partnerships with government agencies and non-profit organizations working in reducing barriers to employment including Goodwill, the Washington State Department of Social and Health Services (DSHS) Employment Pipeline, Washington's Employment Security Department (ESD), and ESD's WorkSource program, with funding from a Resources to Initiate Successful Employment grant administered by DSHS and funded by the U.S. Department of Agriculture Food and Nutrition Service. In addition to co-presenting the hiring events, these agencies brought pre-screened, ready-to-work job applicants who had been under their case management. These agencies also helped promote the events and were ready to coordinate and provide services and support including food assistance, bus passes and financial aid for childcare and clothing needs.

Outreach

Through the above-mentioned partnerships, we reached a broader audience of local nonprofit social services organizations such as Sound Outreach, which helps disabled, homeless and economically vulnerable individuals achieve sustainable, independent living; BEST Alliance, which provides services to survivors of human trafficking, and immigrant service organizations that assisted at the event with overcoming language and cultural barriers. These agencies and nonprofits all brought individuals in their case management to the events. We also received PSAs on a local radio station and this promotion brought in additional jobseekers, some of whom were connected with social service agencies for the first time and were enrolled to receive continued assistance to reduce their employment challenges.

In addition, our Association promoted the hiring events to members and the broader community through social media, on wahospitality.org and in weekly newsletters and in Washington Hospitality, our monthly print magazine.



Solutions

At two hiring events held in 2017, staff and experienced volunteers walked job seekers through the application process, lined them up with appropriate employers and helped them prepare for interviews. Jobseekers also had the on-site opportunity to obtain a food handler card and to sign up for additional employer-required training paid for by the Education Foundation.

Eligible jobseekers and new hires were enrolled to receive specific services for up to twelve months to remove roadblocks to successful employment. These included:

- Free enrollment in Education Foundation's certification courses such as ServSafe Allergens, ServSafe Alcohol and First Aid/CPR/AED
- Bus and light rail passes
- Childcare assistance vouchers
- Food assistance
- Scholarships to employers to assist with further training and uniforms

Our hiring events led to close to 200 jobseekers finding employment and gaining services they need to be successful in their first year of employment.

Public Awareness

Through our partnership with ESD and the DSHS Employment Pipeline, Washington State Governor Jay Inslee (D) declared May Hospitality Month. "Hospitality Month is a chance to celebrate all that the industry can offer Washington's workforce and the many contributions it makes to local communities," he stated in a press release. "Hospitality jobs are key to Washington's economy, pay more than \$5 billion in wages, provide important training and serve as a vital path to entrepreneurship for immigrant families."

Lasting Impact

Working with ESD's WorkSource gave us the opportunity to have a [microsite dedicated to hospitality jobs](#) created and maintained by ESD's WorkSource program and Monster.com. This "Welcome to Hospitality" site is co-branded with the Washington Hospitality Association Education Foundation and gives hospitality employers the opportunity to post free job listings. The Ed Foundation's training programs are also promoted on the site, and employers as well as jobseekers looking to boost their job prospects can easily access our training in First Aid/CPR, ServSafe Manager (advanced food safety), ServSafe Allergens and ServSafe alcohol.

In addition, the microsite is a public-facing platform that gives us the ongoing opportunity to provide education about the possibilities in our industry, including quick facts, career ladders and salary potential.

EVALUATION MEASURES

Engagement and Outcomes

April 13, 2017 Hiring Event in Tacoma:

- 15 hospitality employers representing ready-to-fill 300 positions
 - Over 20 state and local agencies and nonprofits working to reduce employment barriers
 - Approximately 150 jobseekers
 - 102 candidates found employment
- **68 percent of jobseekers who attended the Tacoma hiring event went home with a job.**
- **34 percent of positions available at the Tacoma hiring event were filled on-site, with employers gaining new employees who came with paid training and support to help them succeed.**

May 5, 2017 Hiring Event in Seattle:

- 14 hospitality employers representing ready-to-fill 370 positions
 - Over 10 state and local agencies and nonprofits working to reduce employment barriers
 - Approximately 100 jobseekers
 - 86 candidates found employment
- **86 percent of jobseekers who attended the Seattle hiring event went home with a job.**
- **23 percent of positions available at the Seattle hiring event were filled on-site, with employers gaining new employees who came with paid training and support services.**

Positive News Stories

[Heated local economy has employers working hard to fill jobs \(The Seattle Times\)](#)

[Washington's Hospitality Industry Needs Hundreds of Workers \(The Seattle Medium\)](#)

[Hospitality Association and Employment Security partner for hospitality month \(LinkedIn article by Chad Person, ESD communications officer\)](#)

KING COUNTY HIRING EVENT

Job offers made on the spot.

Entry level to management positions
available for a variety of skill sets.

Certifications and permits needed for
positions (food handlers card/MAST
permits) will be provided to all new hires at
no cost.

To register KING COUNTY contact:

Aleni Mang: 206-760-2372

Tracey French: 206-760-2312

Friday 5.5.17
9am - 3pm

contact: roxannel@wahospitality.org

We are excited to invite you to this event!



Event will be located at:
Motif Seattle
1415 5th Ave, Seattle, WA



The State of Washington



Proclamation

WHEREAS, 10 percent of workers in Washington state – nearly a quarter of a million people — are employed in the hospitality industry; and

WHEREAS, these jobs are a key contributor to our state economy and annually contribute more than \$5 billion in wages, \$1 billion in B&O taxes and billions in direct financial impact to our state; and

WHEREAS, the hospitality industry allows people to attain the American dream, as nine out of ten owners and managers started at entry-level hospitality jobs; and

WHEREAS, the hospitality industry serves as a vital path for entrepreneurship for first- and second-generation immigrant families, as more than 23 percent of its workforce is born outside the U.S.; and

WHEREAS, the hospitality industry serves as a pipeline for people entering the workforce, thereby providing valuable experience for teens and second chances for rehabilitated citizens; and

WHEREAS, the hospitality industry in Washington supports vital training programs such as ProStart, which develops and teaches skills to more than 1,500 high school students per year in our state; and

WHEREAS, hospitality is an industry that embraces diversity, gender equality, inclusiveness, and opportunities for all people; and

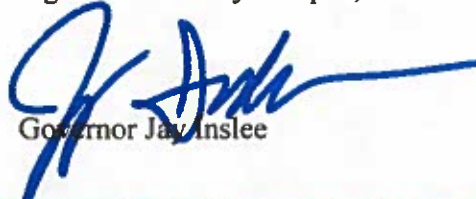
WHEREAS, the hospitality industry is key to Washington's economic health and the vitality of our communities;

NOW, THEREFORE, I, Jay Inslee, Governor of the State of Washington, do hereby proclaim May, 2017, as

Hospitality Month

in Washington, and I urge all people in our state to join me in this special observance.

Signed this 5th day of April, 2017


Governor Jay Inslee

