

# STPB Annual Report Top Ten

June 2016

- 1) Unemployment rates do matter, churn is constant; therefore recruitment and retention must be constant
- 2) Approaches have to be varied and consistent
- 3) Balance of workforce is critical; need to match seasonal, temporary, students and more long term TC residents (various demographics)
- 4) Businesses with corporate training are interested in tourism/ambassador training/experiences
- 5) Online learning must be blended or facilitated with required project or learning deadlines
- 6) Sharing a career pathway model is critical to expand perspectives of the industry (stop gap, bridge jobs)
- 7) Hospitality STAR is better with invested partners; CVB, TC3, WFNY, DIA, Businesses, SHRM, HETP, ReUse, etc
- 8) Constant contact must be improved, robust follow up and options must meet current challenges
- 9) Importance of cultivating business and job seeker relationships and ongoing communication; WIIFM
- 10) Certifications are valued and set apart job seekers, ServSafe Food Server, Alcohol and Manager

As always, we appreciate your support, ideas and involvement. We'll continue to explore ambassador programs and additional certifications in 2016-17.



Check us out on Facebook! Just launching a new "go to" site;

Hospitality  
STARS



**Purpose:** more regular contact, updates and details of local events, training announcements, fun facts and recognition of outstanding customer service

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