



Napa HIP Action Plan 2020 – 2021

OBJECTIVE: Expand and strengthen the local hospitality workforce

Strategy 1: Identify the Demand

Goal 1: Creation of Demand Assessment

Tactics:

- Survey Business community to identify new workforce patterns and trends in skills, quantity, etc.
- Gather Napa County Economic and Department of Labor Data
- Use CareerPoint Hospitality Fair as a demand indicator
- Assess how the demand has changed due to COVID-19

Goal 2: Elected Official Engagement

Tactics:

- Engaged with elected officials on workforce issues
- One on One meetings, attend Public Meetings, etc.

Strategy 2: Improve Training Offerings in the Region to Enhance Soft and Job-Specific Skills

Goal 1: Successful Curriculum Development in K-12 and Community College

Tactics:

- Assist in the development and enhancement of hospitality curriculum in K-12 and community college

Goal 2: Increase Participation in Hospitality Training Programs and Napa HIP Programs

Tactics:

- Marketing of hospitality training programs (CANVAS, NVV, etc.), Napa HIP programs, for both employee and business participation

Goal 3: Market ESL Training Opportunities to Workforce and Business Community

Tactics:

- Identify ESL offerings for Hospitality employees
- Connect businesses to ESL offerings for Hospitality employees

Goal 4: Promote Napa Valley College Luxury Service Standards Class to HIP Members and community

Tactics:

- Promotion of class each semester

Goal 5: Creation of Hospitality Stackable Credentials (Longer Term Goal)

Tactics:

- Create/encourage adoption of "Napa Valley Hospitality Specialist" stackable credentials that incorporate desired soft and specific skills, and allow for continuing education
- Get "buy in" from business members to recognize credentials as asset for current/future employees



Strategy 3: Increase Awareness and Exploration of Hospitality Careers Among Youth

Goal 1: Completion of Student Survey

Tactics:

- Create student survey to assess job information sources, internship interest, hospitality career awareness, etc.

Goal 2: Increase knowledge of Career Pathways One Pagers

Tactics:

- Utilize Bright Futures platform
- Have HIP members help to create robust hospitality one pagers
- Distribution strategy for promoting pathway one pagers

Strategy 4: HIP Member Program Participation

Goal 3: Increase of Student and Business Participation in Internship Program **ON HOLD**

Tactics:

- Continue to support, promote, and grow Internship Program
- Develop a mentorship program for students with Business Leaders

Goal 4: Increase of Participation and Awareness of Workforce Readiness Certificate **ON HOLD**

Tactics:

- Support and promote Workforce Readiness Certificate with business community
- Expand Workforce Readiness Certificate program throughout Napa County

Goal 5: Growth of Business and Teacher Participation in NEXT Napa **ON HOLD**

Tactics:

- Continue to support, promote, and grow NEXT Napa

Goal 6: Growth of Student and Business Participation in Explore: Napa **ON HOLD**

Tactics:

- Continue to support, promote, and grow Explore: Napa

Goal 7: Growth in Business and Student Participation in Resorting to Opportunities **ON HOLD**

Tactics:

- Continue to support, promote, and grow Resorting to Opportunities

Goal 8: Growth in Napa Learns Virtual Academy

Tactics:

- Continue to support, promote, and grow Napa Learns Virtual Academy

Goal 9: Growth in CareerPoint Hospitality Career Fair/ Virtual Career Fairs

Tactics:

- Grow business participation