

**Minorities in Hospitality**

**Strategic Plan 2019-2021**

**Vision**

The vision of Minorities in Hospitality is to elevate, educate and extend support to qualified diverse candidates for advancement in the professional arena

**Mission**

The mission of Minorities in Hospitality is to develop and support individuals of diverse backgrounds in hospitality by building industry relationships and partnerships

**Who We Are**

For 20 years, the mission of Minorities in Hospitality has been to inspire excellence in hospitality through industry leadership, business connections and community partnerships.

In 1998 in Indianapolis, Indiana a groups of hospitality professionals came together to discuss a need for more education and networking opportunities for minority industry professionals. Lead by Jeanna Conner-Bates, the group wanted to create an Indiana based organization that would develop and support individuals of diverse ethnic and cultural backgrounds in event planning, tourism and conference management. Minorities in Hospitality (MIH) was created to inspire excellence for minority hospitality professionals.

Minorities in Hospitality is a multicultural professional organization that works to develop and support individuals and organizations to enhance the pool of qualified candidates in the industry. MIH provides a networking environment for career and business growth; educational programming for professional and leadership development; and opportunities for community engagement through philanthropy.

In June 2018, MIH received 501c3 nonprofit status.

**Who We Serve**

MIH is a statewide membership association made up of individuals, businesses, companies and other organizations that values hospitality, customer service and the growth of minorities leadership. MIH members represent a geographic diversity and range of programs

**Our Programs and Services**

MIH accomplishes its mission in five ways:

* Education and professional development for mangers and leaders in hospitality
* Philanthropic opportunities to strengthen relationship in the community
* Networking programming to build strategic partnerships
* Advocacy of minority leadership at the local, state and federal level
* Mentoring of youth and young professionals

**Our Goals 2019 - 2021**

1. Quality educational and mentor programming for professional development
2. Deepen relationships among membership to increase knowledge and effectiveness
3. Build bridges between members and key institutions to increase partnership and cooperation
4. Strengthen community engagement through philanthropy and advocacy

Minorities in Hospitality embarked on developing a strategic plan with the understanding that MIH would play a central role to support diversity in hospitality management. MIH understands that in today’s environment there is a need to provide more opportunities for professional growth for minorities. Diversity, although a broad term, can be defined as “the collective mixture of differences and similarities that include, for example, individual and organizational characteristics, values, beliefs, experiences, backgrounds, preferences and behaviors”. (Society for Human Resource Management, 2014, sect. d). The United Nations (1995)

According to the Journal of Hospitality and Tourism Education, there is a shortage of minorities in hospitality leadership positions. Minority employees mainly fill lower, hourly jobs in the hospitality industry. The literature identifies that the lack of a hospitality education degree may disqualify these employees from upper level management positions; however, few researchers have examined this phenomenon. The current study suggests that hospitality education programs are inadequately recruiting and retaining minority students who are qualified to fill leadership positions. (Journal of Hospitality and Tourism Education, Minorities in Hospitality Management: The State of Diversity in Hospitality Education, Volume 27, 2015 - Issue 3)

This 2019-2021 strategic plan is designed to ensure that Minorities in Hospitality provide the practical resources, educational information, and civic engagement that organizations and professionals need to effectively promote and engage minorities in leadership opportunities.

MIH’s organizational competencies are:

• Provide timely, relevant and accessible education and training. Topics covered include best practices in customer service, qualities of leadership, building networks, proper etiquette and effective communication. MIH provides the resources and support that needed to effective leaders.

• Build the capacity for individuals to be their own best voice. MIH builds the capacity of professionals and non-professionals to be confident and competent voices on issues that impact their careers by providing them with workshops, briefings and other resources. MIH is also increases the ability of everyone to be involved in nonpartisan civic engagement activities with information, training and resources.

• Extend access to building professional networks. MIH draws upon the expertise and knowledge of its network to develop programs and services. MCN members receive discounts on publications, reduced rates on workshops and conferences, and access to member only workshops and resources.

**Our Goals: 2019 – 2021**

**Goal 1: Quality educational and mentor programming for professional development**

MIH members ask MIH for current trends information, practical resources and ongoing support to help them navigate within the hospitality industry. MIH is uniquely positioned to play a role as a leader in this area statewide providing thought leadership, resources and tools that drive the discussion about retention and recruitment of minorities into hospitality. Members need access to information on current conditions facing the sector, how to demonstrate and communicate their impact and to imagine what a redesigned sector will look like. Strategies:

1. Create practical tools and applications to increase the operational capacity of individuals to deliver effective customer service.
2. Deliver timely fiscal data, trends and projections on the growth of minorities in leadership.
3. Build industry connections between members to strengthen skills and knowledge of leadership in management.
4. Provide guidance through mentoring and practical hands on experiences that enhance engagement in the growth of their own careers.

**Goal 2: Deepen relationships among membership to increase knowledge and effectiveness and capacity for collective action**

MIH members turn to MIH as a natural convener for the sector. MIH will intentionally foster connections between members both geographic, within interest areas and between interest areas. MIH members have a great deal to gain by sharing information and working together on issues of common interest. Strategies:

1. Establish and leverage existing collaborative online channels for MIH members to contribute information, exchange goods and services, and evaluate ideas and resources.
2. Facilitate opportunities for networks of hospitality to organize coalitions around issues or constituencies to increase their leverage.
3. Convene MIH members in cooperation with other existing infrastructure organizations in critical issue discussions on the hospitality sector and sub-sectors.
4. Expand the number of MIH chapters and strengthen their role in building influence for their communities.

**Goal 3: Build bridges between members and key institutions to increase partnership and cooperation**

MIH needs to work effectively and has an interest in ensuring that different sectors understand and act in the best interests of building qualified diverse minority leaders. MIH will work to promote opportunities for education and understanding between and among these groups. Strategies:

1. Provide education and improve understanding around key issues of common interest and importance to build healthy professionals in the hospitality industry.
2. Strengthen connections and where appropriate promote policy changes with key groups that interface within the hospitality sector.
3. Create venues so that minorities have a place at the table regarding future changes in hospitality leadership.

**Goal 4: Strengthen community engagement through philanthropy and advocacy**

Hospitality and customer service are the base of building trusting relationships within our communities. MIH is positioning members to educate and mobilize around the issues that matter to them. To effectively do this, MIH will need to build the skills and experience that will enable them to effectively engage with and adapt to address the changing needs of their constituents and communities. MIH will play a critical role in providing a framework, information and resources, and education and support so these organizations can fully realize their power to affect change. Strategies:

1. Increase the capacity of members to influence issues that impact their constituents and communities.
2. Increase member commitment, skills and capacity to be civically engaged leaders in their communities.
3. Promote network leadership as an effective means for members to mobilize their communities.

**About MCN’s Strategic Planning Process**

MIH’s 2019-2021 strategic planning process began in January 2019. The process was intentional about gathering information from a variety of sources and people that would help provide important insight into MIH’s future direction.

Strategic Planning Committee Members

Need names of business and title for each person on the board.

Teresa Campbell

Patrice Bey, Events to Envy, LLC, Founder, Vice-Chair MIH

LaShanta Johnson

Hollis Thomas

Kim Pennycuff

Nate Lofton

Robert Hill

Susie Urai

Thomas Griffin

Robin Brown

Nickiya Brown