



# First Impressions

Make Yours Count

## First Impression Priority Projects and Teams

The 4 P's	Priority Project	Lead/Team	Mission Statement
People	1 <sup>st</sup> Impressions Student Orientations & welcome	<i>Cindy Gouveia</i> , Kurt Stavrou, Trisha Ewens, Ray Harripaul	Ensure 1 <sup>st</sup> impression principles consistently incorporated into all orientation activities
People	Student leadership & Dean's Recognition Program	<i>Cindy Gouveia</i> , Chandi Jayawardena, Sameer Farjan, Suzanne Caskie, Karen Moss, Ray Harripaul	1 <sup>st</sup> Impression training and development of student leaders
People	Support staff development & tools for success	<i>Morag McKenzie</i> , Joe Baker, Katherin Florio, Hercilia Medeiros, Kurt Stavrou, Heather Dyer	Through training & related means, ensure 1 <sup>st</sup> Impression principles become support staff's service standard. (ICC, LSS, Chef's House, Con Ed., Admin etc.)
People	Student Success	<i>Suzanne Caskie/Herme Villaparedes</i> , Karen Moss, Anthony Scarlato, Candace Rambert, Sameer Farjan	At the Centre for Hospitality and Culinary Arts we embrace the fact that our students are a direct reflection of our centre, our programs, our education and training. We also know that positive recognition can be contagious! The objective of this First Impressions Committee is to be dedicated to the celebration and sharing of successes and feedback of our student body.
Program	Integration of 1 <sup>st</sup> Impressions into Career Readiness & Externship Prep. course	<i>Morag McKenzie</i> , Sameer Farjan, Hilde Zimmer, Christopher Bain	Re-design of CHCA-wide course to include 1 <sup>st</sup> impression principles and student-focused training.
Program	Faculty Engagement	<i>Chandi Jayawardena</i> , A. Caravello, M. McKenzie, D. Tomaselli, H. Zimmer, M. Watson, K. Muller, A. Scarlato, S. Farjan	Through training & related means, fully integrate 1 <sup>st</sup> Impression principles into all relevant academic courses and learning activities
Program	Hands-on 1 <sup>st</sup> Impression Workshops for students	<i>Adrian Caravello</i> , Hercilia Medeiros, Morag McKenzie, Heather Dyer, Dario Tomaselli, Katherin Florio, Joe Baker	Specialized workshops for students training in 1 <sup>st</sup> impression principles
Place	Dale Information hub	<i>Dale Pratley</i> , Morag McKenzie	Creating positive 1 <sup>st</sup> impression for all students, faculty, staff and guests when entering CHCA building.
Place	Student Event Standards	<i>Susanne Caskie</i> , Karen Moss, Kurt Stavrou,	The Centre for Hospitality and Culinary Arts are leaders in the field

		Heather Dyer, Julie Egan, Dale Pratley	of planning and hosting events, large or small. Seeing this is core to our business it is essential that any event held in our facilities reflects the expertise that our reputation commands. The objective of this First Impressions committee is to communicate event standards and expectations in advance to both students and staff to ensure the quality of events are met.
Profession	1 <sup>st</sup> Impression Guest speaker protocol, gifts & systems	<i>Morag McKenzie</i> , Dario Tomaselli, Barb Dunlop, Adrian Caravello, Hilde Zimmer	Standardized system for guest speaker internal and external communication and appreciation.
Profession	Business cards for students	<i>Sameer Farjan</i> , Geof Swift, Karen Moss	Following a successful pilot, create CHCA or equivalent business cards for students
Profession	Communications standards for email, voice mail etc.	<i>Susanne Caskie</i> , Morag McKenzie	Standardization of email and voice mail communication with industry partners, faculty, staff & students

## How we showcase ourselves to the world!