



Greetings! This message is being sent by the [ASCCC Open Educational Resources \(OER\) Initiative](#) on behalf of a faculty member who is seeking colleagues to collaborate on an OER proposal in response to the [ASCCC OERI's Request for Proposals](#). As the OERI requires that funded projects involve collaborators from at least three California Community College districts who would use the proposed resource or resources, we are assisting potential applicants who need collaborators. The need is described as follows:

OER for Introduction to Hospitality Management ([C-ID HOSP 100](#))

While [Introduction to Tourism and Hospitality in BC \(Westcott and Anderson\)](#) (CC BY 4.0) is intended for use to teach an introductory hospitality management course, it is lacking sufficient coverage of the following topics specified in C-ID HOSP 100:

- Club Organization and Operations
- Managing Marketing Communications
- Management Companies
- Franchising
- Ethics
- Floating Resorts: The Cruise Line Business
- Managed Services

In addition, the text needs to be revised to remove the Canadian emphasis and be focused on the U.S. Collaborators with industry experience and knowledge of IDEA principles are needed.

If you are interested in this opportunity or have any questions about it, [please contact Albert Yu at ayu@santarosa.edu](#). Please forward this message on to anyone who might be interested.

The [ASCCC Open Educational Resources Initiative](#) (OERI) provides statewide professional development and funding opportunities to support the expansion of the adoption of Open Educational Resources (OER) in the California Community Colleges. "OER" refers to teaching and learning materials that are freely available online for everyone to use and includes course modules, lectures, homework assignments, lab and classroom activities, pedagogical materials, games, simulations, and many more resources contained in digital media collections from around the world (as defined by [OER Commons](#)). OER most often refers to openly-licensed textbooks and ancillary materials that are available at little or no cost to students. The OERI facilitates and coordinates the curation and development of OER texts, ancillaries, and support systems. In addition, the OERI supports local OER implementation efforts by offering professional development, technical support, and technical resources.