

2020-2021

# BACK-TO-SCHOOL E-RESOURCES + DIGITAL CONTENT



As distance learning begins this fall, the California Restaurant Association Foundation (CRAF) is here for you. CRAF developed complimentary online e-resources and digital content to support our ProStart schools. If you are looking to add more oomph to your curriculum, you can purchase the **Premium e-Resource Package** outlined below. Our content is focused on bringing the industry to your digital classroom. Punch up your lesson plans and keep students engaged from a far!

## Complimentary e-Resources to Prostart Schools\*

- FIT—job readiness training + certificate
- CA Beef Council—curriculum training
- Culinary Clash—quickfire videos + recipes
- Food Safety—content + videos
- CRA Workforce Ready Certificate
- Experience Hospitality—explore CA's top venues & hotels
- CA ProStart Educator Resource Hub
- Interviews with CA ProStart Alums
- CRAF Career Services—resume refresh + mock interviews
- NRAEF Educator Webinars

## Premium e-Resource Package

- Discovery Days—video tours
- Chef demos
- Interviews with Industry Executives
- Educator Professional Development
- College access tools and tours
- Downloadable companion student assignments

\$199 confirmed CA ProStart school\*  
\$499 non ProStart school

## DISCOVERY DAYS

**8 videos, each ranging from 20-30 minutes**  
Distributed once a month beginning September  
*Accompanied by a student activity*

Taking students inside restaurant operations! This video tour will give students a behind-the-scenes peek of CA's top restaurants. Tours will feature BOH, FOH, corporate offices, and more. This series of videos will broaden students' ideas of what's possible in the hospitality industry.

## CHEF DEMOS

**4 videos, each ranging from 20-60 minutes**  
Distributed quarterly, beginning in October  
*Accompanied by a student activity*

Leading chefs will demonstrate topics ranging from butchery to specialty dishes, to an overview of kitchen basics.

## INTERVIEWS WITH AN INDUSTRY EXECUTIVE

**4 videos, each ranging from 20-30 minutes**  
Distributed quarterly, beginning in September  
*Accompanied by a student activity*

We'll get one-on-one and hear first-hand how they navigated their career and their secrets to success! These interviews will give students insight into the hospitality industry and offer mentorship and guidance.

## EDUCATOR PROFESSIONAL DEVELOPMENT

**2 virtual meetings, each ranging from 1-2 hours**  
One in Fall 2020, one in Winter 2021

Sessions will be focused on educator needs. These interactive sessions will include guest speakers, peer to peer networking, maximizing learning on Foundations textbooks, and breakout discussion rooms.

## EXPERIENCE COLLEGE HOSPITALITY PROGRAMS

**2 videos - 1 Cal State University, 1 Community College**  
One distributed in Fall 2020, one distributed in Winter 2021  
*Accompanied by a student activity*

Can't go on that college tour you planned for your students? We'll bring the college to you! CRAF brings the college experience to the students through in-depth tours of the college campus, sneak peeks at clubs and campus life and will include a financial workshop.

## The Premium e-Resource Package is a value!

*Here's what you get!*

- 18 interactive video lessons
- Corresponding student activities
- Complimentary e-Resources listed in the orange box

## How it works

1. Purchase the CRAF Premium e-Resource Package
2. CRAF will provide you with a login and password to access premium e-Resource website
3. CRAF will send an email update once a new video is released
4. You will have access to all video content until June 30, 2021

**Questions?** CONTACT NATALIE TONG AT [NTONG@CALREST.ORG](mailto:NTONG@CALREST.ORG)

\*qualifying confirmed CA ProStart schools complete the annual NRAEF fall database survey (2019 and Fall 2020)