TDM TECH – TECHNOLOGY PROFICIENCY AND WORKPLACE DEVELOPMENT

December 2022

Presented To

OUR COLLABORATION PARTNERS AND
BUSINESS MANAGERS

Presented By

THE TDM TECH TEAM:

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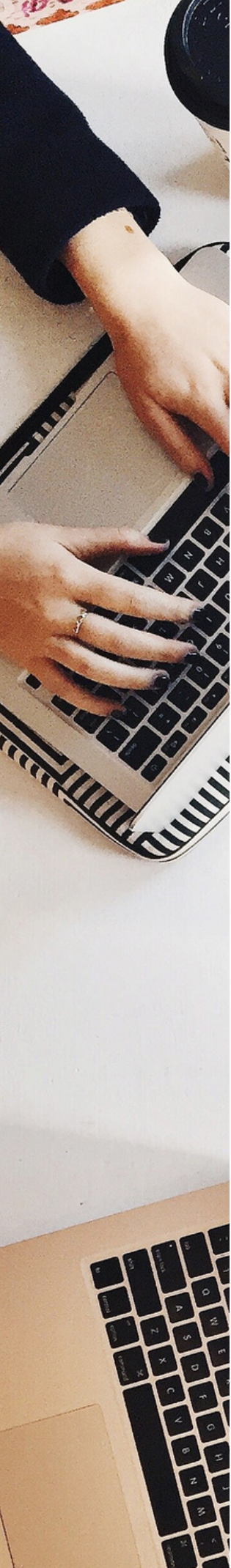
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OBJECTIVES

Participants will understand the benefits that come along with technological proficiency

Participants will develop new knowledge about specific software applications

Participants will be able to understand how to utilize the training website

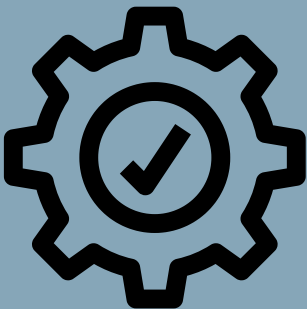Participants will understand how to smoothly incorporate technology training into their hiring/promotion process

ABOUT US

What is TDM?

- TDM is a collaborative organization that provides leaders and decision-makers in the tourism industry with the necessary resources, information, practices, and strategies to enhance diversity, equity, and inclusion in the workplace. TDM focuses on four primary pillars of activity which include:
  - Apprenticeships
  - Workforce Development
  - Diversity Equity and Inclusion
  - Research and Data

What does TDM Tech and what do we provide?

- TDM Tech is a branch of Tourism Diversity Matters
- TDM Tech provides technological proficiency training to develop excellent skill sets in order to advance productivity and confidence in the workplace. TDM Tech focuses on one of the four primary pillars of TDM that being Workforce Development.

TDM Mission Statement

"To be a diversity and inclusive resource that will educate, advocate, engage and empower the tourism and events industry, in collaboration and cooperation with all other industry initiatives."

TDM Tech Mission Statement

"We are dedicated to enhancing inclusion practices in the tourism and events industry by educating the aged workforce about frequently used technologies and applications in order to expand their confidence and productivity."

THE ISSUE

1. The problem is a lack of tailored training for older workers and technical proficiency and confidence in older workers.
2. Challenges around technological proficiency.
3. We want you as managers and business professionals, to engage and retain a valuable employee base.

TDM Tech acknowledges that the 55+ community now outnumbers teenagers in the workforce for the first time since 1948, and this trend isn't likely to change anytime soon (Aon Hewitt, 2015). The greatest growth in social network and web use has been among the older generations in the US, and the TDM Tech team wishes to provide additional workforce development for members of this demographic who are interested in taking a deeper dive into what technological proficiency has to offer.

The older workforce struggles with keeping up with technological advancements in the workplace as Eddy Ng and Alan Law states in their article titled "Keeping Up! Older Workers' Adaptation in the Workplace after Age 55" (NG & Law, 2013).

A "frequently reported loss among the interviewees [older workforce] was the loss of skills. The words 'keeping up' were common, and 'technology' was often referred to, which created significant anxieties among older workers. Older workers were concerned with losing their proficiency and usefulness, especially when they could not keep up with new technology" (NG & Law, 2013). It is clear that the advancement of technology is inevitable, but how does that affect those who struggle with technology to begin with? It is common for people ages 55 and over to have a lack of knowledge and pace with the tech world. We provide these training resources to deliver comfort and develop confidence as well as higher productivity in the elder workforce.

WHAT TDM TECH IS DOING

TECHNOLOGICAL PROFICIENCY

Digital skills may be the missing puzzle piece that would allow elder Americans to apply the other skills and assets they have to their jobs and other aspects of their lives.

BRIDGING THE GAP

Closing digital skills gap for older age workers could have an especially large payoff for the skills and earnings of older workers from historically oppressed groups.

FOCUS ON 55+ WORKFORCE

Targeted funding and programs are needed to meet the needs of older workers.

Elder Americans need digital skill training, and targeting efforts to occupations with large gaps of digital skills between older and younger workers and/or occupations with growing demand.
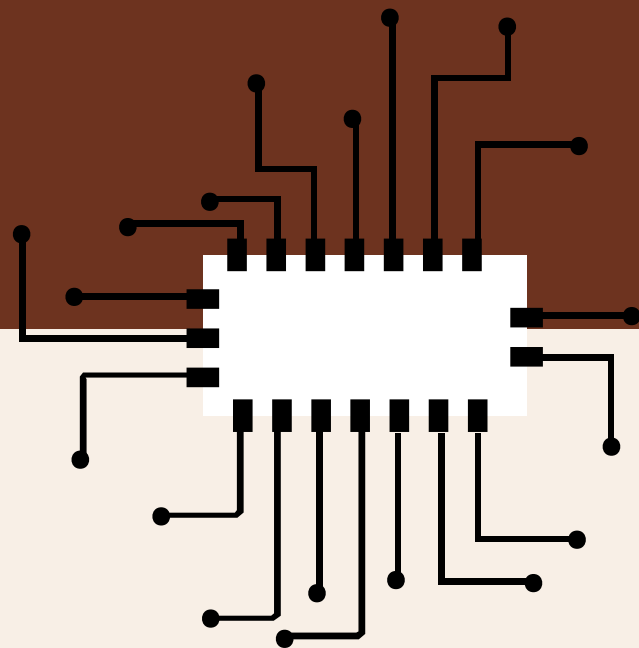
- How does it benefit 55+ community?
    - Build confidence
    - Leverage peer learning
    - Assess digital fluency
    - Teach digital skills in context (Hecker et al., 2021)

OUR SOFTWARES:

Adobe Photoshop

WHAT IS IT?

A digital design and graphics editing tool. With the advanced application, you can refine website design and layout and leverage customer engagement through the utilization of social media.

WHO USES IT?

Photoshop can be used by anyone! The ability to enhance, retouch, and edit your images yourself is a great skill to have. Utilization and proficiency in Adobe Photoshop can make you a very valuable asset to your company who will no longer need to outsources these skills

Be able to enhance, retouch, and edit images yourself!

BENEFITS

- The main benefit is that users become proficient in photo editing, graphic design and allows users to edit images. Whether it is enhancement, manipulation, restoration, product image editing or masking, this software covers it all.
- Restaurants often use Photoshop to create eye-catching graphics and GIFs to share in social media campaigns, so someone in the hospitality industry would enhance their proficiency in social media graphics by utilizing Adobe Photoshop.
- Video editing is also another benefit that comes with being proficient in Adobe Photoshop. This software saves hours of hiring a video editor, and ultimately creates powerful video-editing capabilities.
- Photoshop skills to create flyer templates, postcards, brochures, web pages, signage and business cards, among other products. Proficiency in this enhances marketing skills and ideas.
- Advanced editing
- Versatile file types
- Multiple uses

Microsoft Excel

WHAT IS IT?

Excel helps to organize, calculate, and analyze inventory or data of almost any kind.

WHO USES IT?

Microsoft's Excel application is an organizational and sometimes mathematical tool that benefits companies across a wide variety of industries. Learn how to organize, calculate, and analyze inventory or data of almost any kind to improve efficiency, reduce overhead, and eliminate errors in every project with Dr. Isaac Gottlieb.

Learn how to organize, calculate, and analyze inventory or data of almost any kind!

BENEFITS

This tool makes it easy to keep track of all the important events in your life. The spreadsheets are a helpful tool for collecting and managing medical data. Learning how to use excel will enhance proficiency in sales (sports ticketing, etc), concession revenue, and can even enhance consumers' needs. With the data tracking of excel, you now have data of consumers wants, needs, interests, dislikes and preferences. You can increase productivity and improve time management by having a command on all the frequently used shortcuts of Excel. All in all, the overall benefits of learning Excel include faster and more accurate decision making, quick calculations, seamless data visualization, and a lot more.
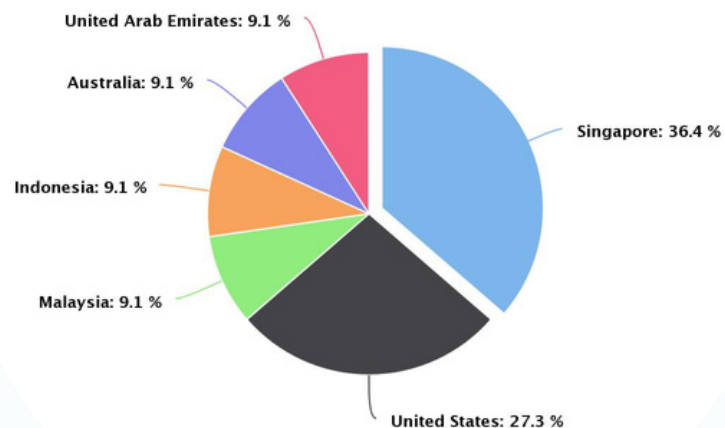
OPERA 5 PMS

WHAT IS IT?

Oracle Hospitality's OPERA 5 Property Management System is a cloud based system used in the tourism and hospitality industry to maximize an organization's effectiveness and efficiency. Property management systems are softwares used to "facilitate the day-to-day operations of any accommodation business such as reservations, front desk, housekeeping, maintenance, billing and invoicing, analytics, and reporting" (Protel, 2022). With our training, participants will generate a deeper understanding of the software, and be able to apply it to all businesses that use the Opera 5 Property Management System.

WHO USES IT?

- The Opera 5 PMS is used by many domestic and international hotel chains and casinos, and in 2021 "Oracle has seen a 300% increase in customers using OPERA Cloud" (PR Newswire, 2021).
- Some major partners include:
  - Best Western Hotels & Resorts
  - Jumeirah Hotels & Resort
  - Wyndham Hotels & Resorts
  - Accor Hotels
  - Lindner Hotels & Resorts
  - Mohegan Sun Casino & Resort
  - Circa Resort & Casino
  - Robinson Rancheria Resort & Casino

Breakdown of Oracle OPERA Cloud PMS customers by Country
Source: Apps Run The World

United Arab Emirates: 9.1 %
Australia: 9.1 %
Indonesia: 9.1 %
Malaysia: 9.1 %
Singapore: 36.4 %
United States: 27.3 %

BENEFITS

- This software, mainly used in the hospitality/event industry, is beneficial in many ways. This software utilizes built-in configuration options, it's a comprehensive solution designed to meet the needs of hotels of all types and sizes.
- A benefit of proficiency in this software is that it'll assist in time management and organization as it pertains to helping others. Examples of this include reservations, loyalty, and sales and catering—to elevate guest service and increase profitability. Another benefit of this product is that it will increase efficiency with integrated systems and improve business performance with reports.
- Improved housekeeping efficiency
- Oracle Reports
- Improved revenues with Rate Management

BENEFITS OF TECHNOLOGY PROFICIENCY

COLLABORATION

It has been proven that technology increases collaboration and communication in businesses Neddersen, J. (2021, July 21)
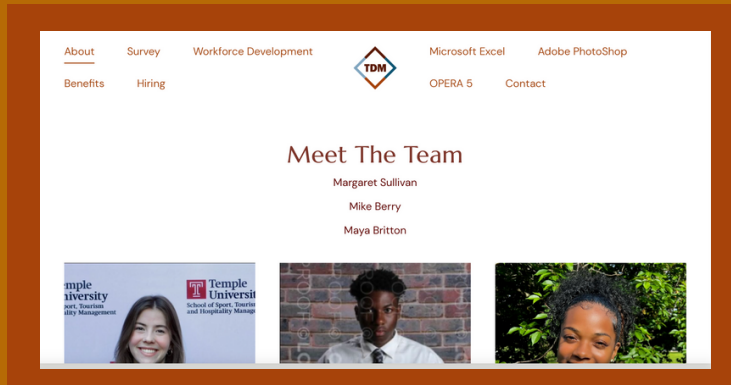
STORAGE

Technology also allows for better storage techniques in order to keep your business as organized as possible Neddersen, J. (2021, July 21)

REVENUE

The bottom line is that the use of technology increases overall revenue for businesses and has for decades Neddersen, J. (2021, July 21)

UTILIZING THE TRAINING WEBSITE

Features of our website:

About Page
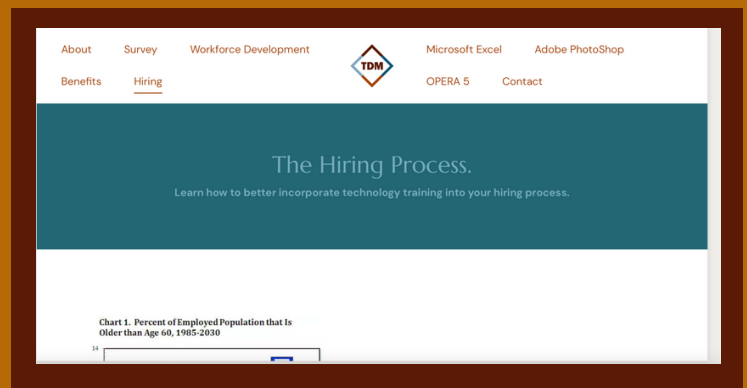
Learn about us and what
TDM Tech does!

Survey Page

Take our technology
proficiency assessment
to see if you will benefit
from our training!

Workforce Development Page

Learn about what softwares we
provide training on!

Hiring Page

Learn about how to incorporate
technology training into the workforce!

Check out our website here!

https://tdmtech.mailchimpsites.com/

TIPS FOR INCORPORATING TECHNOLOGY INTO THE WORKFORCE

Keep employees up to date on new technologies

Teach in small steps

Make training interactive

Explain the benefits of using the technology not just for the company but for the employees as well

Allow employees to give feedback

SUMMARY AND CONCLUSION

TDM Tech was created to solve the problem of a lack of tailored training for older workers and a lack of technology proficiency and confidence in older employees. We created a workforce development training where trainees will be able to learn about specific softwares used in the sport, tourism, and hospitality industries. Our softwares that we provide training on include Microsoft Excel, Adobe Photoshop, and Oracle Hospitality's OPERA 5 Property Management System. Our training includes a mix of how-to videos, examples, and hands-on practice to learn the concepts. Our training website features what TDM Tech is, information about our softwares, a proficiency assessment to gauge if the training is needed, and our specific trainings. Our training should be utilized by any employee who wishes to increase their professional development, or by any individual wishing to increase their technology skills and proficiency when re-entering the workforce.

Thank you,
The TDM Tech Team

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MAYA BRITTON

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ANNIE MEEHAN

MAGGIE SULLIVAN

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