PROGRAM NAME: _____Hospitality & Foodservice Management_____

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WORKFORCE PROGRAM REVIEW

1. WHAT DOES YOUR WORKFORCE PROGRAM DO?

A. What is the workforce program and its context? Provide evidence to make a case for each assertion made.

Instructional Efforts by Program Faculty

Currently the A.A.S. 60-credit Degree in **Hospitality & Foodservice Management** offers two distinctive areas of study: **Hotel/Restaurant Management** and **Meetings/Event Management**. In addition to the A.A.S. degrees two certificates are offered: **Hotel & Restaurant Management** (24 credits), and **Meetings & Event Management** (24 credits). All major core classes are within the control of the program.

To date the program offers three major core courses in an **online format**: HAMG 1340 Hospitality Legal Issues, TRVM 2301 Introduction to Meetings and Conventions Management, and TRVM 2341 International Meetings & Conventions. CHEF 1305 Sanitation & Safety will be developed for implementation summer or fall 2016. The online courses are developed and taught by faculty within the Hospitality and Foodservice Management program.

Each course within the Hospitality & Foodservice Management Degree has its own distinctive **Student Learning Outcomes (SLO's)**, prescribed by the Workforce Education Course Manual (WECM). The SLO's, no matter the instructor or learning modality, must be met in all Hospitality & Foodservice Management courses. Additional SLO's are added by the instructor on the instructor's syllabus.

Related Scholarships Efforts by Program Faculty

Several scholarships are available to IHCE students through the Collin College Foundation.
http://www.collin.edu/foundation/students/index.html Collin College Foundation, the fundraising arm of the college, is a separate 501(c) (3) nonprofit organization. Gifts from friends, alumni, corporations and foundations help provide access to high quality education through scholarships, assist vital student programs and support innovation across our seven campuses.

The Foundation provides student scholarships and supports Collin College's mission of a student and community-centered institution committed to developing skills, strengthening character and challenging the intellect. As a fiscally and legally independent organization, Collin College Foundation is governed by 35 community leaders who volunteer generously of their time, talent, and resources by serving as a member of Collin College Foundation Board of Directors.

Through the Collin College Foundation, those scholarships particular to students studying under the IHCE umbrella for 2015:
- Karen Musa Engaged Faculty Scholarship $1,250
- Linda Wee Engaged Faculty Scholarship $1,250
- Hospitality & Culinary Career Fair Scholarship
    - o Hospitality $1,250
    - o Culinary $1,250
    - o Pastry $1,250
- American Hotel & Lodging Association $3,000
- Hospitality & Culinary Student Association
    - o Hospitality $ 500
    - o Culinary $ 500
    - o Pastry $ 500
- Texas A&M AgriLife Extension –Healthy Cooking Schools $1,700
- The Hotel Association $ 200

Additional scholarship resources for Hospitality students: http://www.collin.edu/department/ihce/Professional%20Resources.html

In addition, students are alerted to other industry related scholarships through the program website and emails sent out by the Program Chair. These scholarships range from local associations such as the Greater Dallas Restaurant Association to national association scholarships from Meeting Professionals International.

Outreach and Engagements Efforts by Program Faculty
There are many opportunities for outreach and engagement by program faculty teaching in the Hospitality & Foodservice Management discipline.

Courses offered under the IHCE umbrella remain relevant due to industry involvement by faculty and staff. Guest speakers, field trips, and local industry/community events are a normal part of the curriculum. Students engaged in these aforementioned activities in classes gain a broader appreciation of the Hospitality Industry as well as continuing the enhancement of hard and soft skills. **See Industry Integration in the Classroom ~ Appendix A.** Another example of industry support of the Hospitality & Foodservice Management Program is the annual Hospitality & Culinary Career Fair where approximately 35 companies, universities, and professional organizations visit Collin College to recruit and hire students. The IHCE Advisory Board is also made up of 19 industry professionals who offer expert guidance and suggestions for program direction and improvement.

The Hospitality & Foodservice Management curriculum includes lab experiences, a cooperative work experience (internship), and classroom activities. The curriculum emphasizes professionalism in both attitude and personal dress.

Service Across the Campus by Program Faculty
The two full-time faculty who teach in the Hospitality & Foodservice Management area serve on several committees on campus:
Karen Musa: All College Council - 2013-2015, Council on Excellence - 2015-2019, QEP - 2013-2014 Faculty Hiring - Search Committee Grid (Dr. Matkin) 2015-present, Collin College Foundation Scholarship Committee 2013-present, Advising Brainstorming Session (Dr.

Shuman) 2015 , Committee Chair for the Accreditation Commission for Programs in Hospitality Administration (ACPHA) accreditation self-study and site visit 2014-present.

Linda Wee: Core Objectives Assessment Team (COAT) 2015–current, Grade Appeal Board 2015-current, Program Review Steering Committee (2013-2015), Study Abroad (2015-current), and ACPHA committee.

2. WHY WE DO THE THINGS WE DO: PROGRAM RELATIONSHIP TO THE COLLEGE MISSION, CORE VALUES & STRATEGIC PLAN

A. Provide program-specific evidence of actions that support the case that the program and its faculty contribute to fulfillment of the college mission.

> **The mission of the Institute of Hospitality & Culinary Education is to prepare students for the demands of the fast-paced hospitality and foodservice industry. We are committed to developing skills, strengthening character and work ethic, and challenging the student's intellectual and creative curiosity**

The program mission statement is derived from the Collin College's mission statement. Key words can be found in both the program mission statement and college mission statement: **developing skills**, **strengthening character**, and **challenging student's intellect**. Both the program and the college's mission statement are appropriate for higher education.

All workforce education courses within the Hospitality & Foodservice curriculum cover different aspects of the Hospitality Industry. Courses are rigorous requiring students to complete a variety of quizzes, exams, individual projects, group project, and assignment work. The program stays up to date with the ever changing Hospitality Industry by participating in professional industry related associations, guest speakers, and field trips. Project **work skills**, **people skills**, **time management skills,** and **presentation skills** are some of the skills-sets that are reinforced. All classes have an attendance grade and require students to complete their projects and assignments by an exact date indicated in the course agenda. The student's **intellectual** and c**reative curiosity** is challenged through individual and group project work, discussion boards through Blackboard, and case studies.

B. Provide program-specific evidence of actions that support the case that the program and its faculty contribute to fulfillment of the college core values**.**

Learning   The faculty and staff who work within the Institute of Hospitality and Culinary Education (IHCE) at Collin College are dedicated to the success of the students studying within the discipline. Faculty strives to develop relevant skill sets through classroom theory, practical lab application, and industry experience. Responsibility and accountability are required by the students in order for them to complete their various course works and to earn their grade. A student's character and intellect are strengthened through various in-class activities, assignments, individual, and group project work. Course attendance is a great predictor of success; each course has an attendance grade as part of the final grade.

Service and Involvement   Students are involved in several projects on and off campus. On campus – the program career fair, student life activities through two registered student organization: the Hospitality & Culinary Student Association and Meeting Professionals International Student Club. Off campus: HAMG 2305 requires a **Service Learning** project which is part of the final grade for the course.

Creativity and Innovation   Students are required to participate in class projects which often require a great deal of creativity and innovation. The faculty utilizes creative and innovative ways to present lecture material through guest speakers, field trips, and case studies.

Academic Excellence The Hospitality program set benchmarks for project and exam grades for the last CIP. The standard of an average score of 75 was established for exams and projects. An average grade of 79.65 was achieved for exams for academic year 2011/2012, and an average grade of 79.76 was achieved for academic year 2013/2014. An average project grade of 87.06 was achieved for 2011/2012, and an average project grade of 86.81 was achieved for academic year 2013/2014. Recently the program underwent an accreditation site visit with the **Accreditation Commission for Programs in Hospitality Administration (ACPHA).** Of the 49 standards assessed, only 4 standards required amending.

Dignity and Respect   All students are treated with dignity and respect. The Hospitality and Foodservice Management program does not discriminate based on race, color, religion, age, sex, national origin, disability or veteran status.

Integrity   Faculty provide a clear example for the students when it comes to integrity. Each syllabus reflects a listed protocol that students should follow in class. In addition, several courses discuss ethics and corporate social responsibility as part of the narrative.

C. Provide program-specific evidence that supports how the program supports the college strategic plan.

Collin College Strategic Goal #1:   **Improve academic success by implementing strategies for completion.** The IHCE has implemented the following strategies to help increase student completion rates:

1. A communication network that includes approximately 1,300 students. This database keeps students informed regarding program updates, hospitality jobs, and industry events.
2. Posted full-time Faculty office hours, to enable students to visit with faculty regarding course work and program questions.

Collin College Strategic Goal #2:   **Provide access to innovative higher education programs that prepare students for constantly changing academic, societal and career/workforce opportunities.** The IHCE has implemented the following strategies to prepare students for the rigors of the Hospitality Industry:

1. All Hospitality courses have an element of industry engagement, through guest speakers, projects, and or field trips **See Appendix A**
2. The types of courses offered as part of the Hospitality & Foodservice Management degree are reviewed during IHCE Advisory Board Meetings.
3. IHCE maintains and expands on articulation agreements with Universities within the state of Texas. Currently the program articulates with the University of Houston's Conrad N. Hilton College of Hotel and Restaurant Management and the University of North Texas's College of Merchandising, Hospitality, and Tourism. The program is finalizing an articulation agreement with Texas Tech University (BAAS Hospitality).

Collin College Strategic Goal #3: **Engage faculty, students and staff in improving a district-wide culture of adherence to the Collin College Core Values.** The IHCE has implemented the following strategies to help faculty, students, and staff adhere to the Collin College Core Values.

1. New Faculty orientation addresses the Collin Colleges' Core Values initially.
2. Classroom protocol listed on the IHCE syllabi aligns itself to the Collin College Core Values for students.
3. Faculty and staff are reminded of the Collin College Core Values during division meetings which take place twice per academic year.
4. Students and faculty in the Hospitality Management program are involved with community activities, college activities, and professional activities.

Collin College Strategic Goal #4: **Enhance the College's presence in the community by increasing awareness, cultivating relationships, building partnerships and developing resources to respond to current and future needs.** The IHCE has implemented the following strategies to build Hospitality Industry partners and community awareness of the IHCE program.

1. The IHCE program is contacted frequently by local Hospitality businesses for talented students pursuing a degree in Hospitality & Foodservice Management. The Program Chair, Full-time and Associate Faculty reaches out to new Hospitality businesses to build an early partnership
2. IHCE faculty and staff are active in local and state hospitality professional associations such as the Texas Restaurant Association Education Foundation, Greater Dallas Restaurant Association, Meeting Professionals International, International Council Hotel, Restaurant & Institutional Education, The Hotel Association, American Hotel & Lodging Association, and the International Exhibition & Events Association.
3. The program has responded to Hospitality Industry trends over the years growing from a lodging management program to a multi-disciplined institute.

3. WHY WE DO THE THINGS WE DO: PROGRAM RELATIONSHIP TO MARKET DEMAND BY EMPLOYERS

Make a case with evidence to show that employers need and hire the program's graduate.

Entry level hospitality jobs in the DFW Metroplex: It has been evident over the past year that there is an abundance of hospitality and foodservice jobs available to students while they are studying Hospitality and Foodservice Management. The program chair is frequently contacted by employers in the area to assist in communicate hiring needs. **Please see Job Opportunities ~ Appendix B.** Some jobs do require management experience or a baccalaureate degree. Currently the Hospitality and Foodservice Management program articulates with the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, and the University of North Texas College of Merchandising, Hospitality, and Tourism. The program is finalizing an articulation agreement with Texas Tech. University with the plan to offer junior and senior level hospitality classes at the Preston Ridge Campus.

Collin College is the only post-secondary institution to offer Hospitality and Foodservice Management classes in Collin County. Collin College is the "go-to" college for hospitality and foodservice management students within Collin County and beyond. Other schools that Collin College considers as "friendly" competition: Richland College which offers a Travel and Exposition Management program and El Centro College which offers a Culinary and Pastry program. The University of North Texas offers a B.S. in Hospitality Management, and Dallas Baptist University offers a bachelor of business administration with a focus on hotel and hospitality management.

The majority of students graduating with a degree in Hospitality and Foodservice Management or a certificate in either Hotel and Restaurant Management or Meetings and Event Management gain employment within 6-months. According to the IRO report: **Percentage of Program Completers Employed in the Fourth Quarter of the Year Following Completion and Median Fourth Quarter Wages by CIP Code for FY2010-FY2014.** The percentage of employed has grown from an average in 2010 of 48% to an average in 2014 of 82%. Much of the increase can be attributed to the robust growth of restaurants and hotels in the Collin County area and beyond. Source: THECB Web Site, Gainful Employment - Placement Rate data (http://www.txhighereddata.org/reports/performance/ctcasalf/gainful.cfm) extracted on 10/1/2015.

The IHCE has a very industry diverse advisory board representing different sectors of the hospitality and foodservice industry. **Please see 2015-2016 IHCE Advisory Board Members ~ Appendix C.** Most of the IHCE advisory board makes every effort to attend the two advisory board meetings each year. In addition, advisory board members contribute to **All College Council** fundraisers, **Rose**

Award recipient prizes, conduct classroom visits, sit on committees for **ACPHA accreditation**, and hire our students. The program chair also visits with advisory board members one-on-one when necessary.

Program graduates do not currently exceed local demand, it is quite the opposite. There are currently more hospitality and foodservice jobs that require qualified individuals than the program has to offer. The program recently hired an **IHCE Recruiter** to help bring more students to the program. The IHCE Recruiter position is funded by **Carl Perkins** grant monies. The goal is to increase enrollment in fall 2016 by 10% over fall 2015. **Please see IHCE recruiter job description ~ Appendix D.** The other post-secondary schools in the area that offer training in hospitality and foodservice management are: Richland College, El Centro College, Tarrant County Community College, UoH, UNT, and DBU. Two for-profit schools, The Art Institute and the Le Cordon Bleu offer mostly courses in culinary arts and charge almost eight times the tuition of that of Collin College. Le Cordon Bleu just announced it will be closing all its North American campuses over the next year.

4. Why do we do the things we do: Program relationship to market demand by students

Make a case with evidence to show that students want the Degree or Certificate using the enrollment history. Include any plan for increasing program enrollment.

The only method used currently to track the intent of students enrolled in an AAS or certificate in the Hospitality & Foodservice Management discipline is to look at enrollment in the capstone courses. The capstone class HAMG 2332 for the certificate program indicates a steady increase in average class size from 17 to 25 students. The capstone class HAMG 2305 for the AAS degree has shown a decline since pre-requisites have been placed on this course. HAMG 2305 only had an enrollment of 6 students in 2013-2014, however, this increased to 14 students in 2014-2015. It is anticipated that the enrollment for 2015-2015 will increase too. Enrollment overall has remained steady in the Hospitality & Foodservice Management program. **Please see figure 4.1 Average Hospitality Class Enrollment.**

Figure 4.1
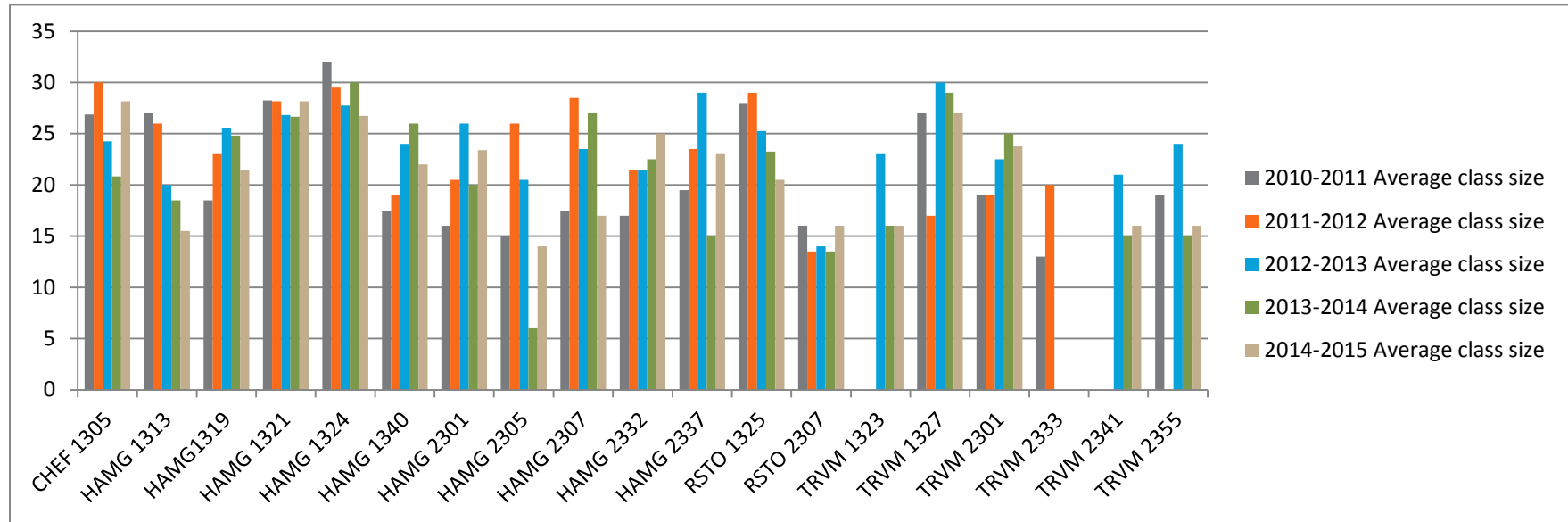
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Enrollment is sufficient to allow the required courses in the program to be offered at least once within a 2-year cycle. Some courses such as CHEF 1305, HAMG 1321, HAMG 1324, and RSTO 1325 are also required courses in the AAS Culinary and AAS Pastry degrees. The majority of courses are offered during the daytime and evening to accommodate students work schedules. Courses are typically offered based on the sequence listed in the Collin College catalog. Only courses required by more than one program are offered more frequently, such as in the fall, spring, and summer.

If the following enrollment pattern continues there will be no increase in the number of sections offered per semester. If enrollment does grow, additional course sections more than likely will be offered to accommodate student demand.

Recently the Hospitality & Foodservice Management program underwent an accreditation site visit with **Accreditation Commission on Programs in Hospitality Administration (ACPHA).** ACPHA stressed that the Hospitality & Foodservice Management program at Collin College needed to do a better job of requiring students to "declare" their major in entry level courses such as HAMG 1321 or TRVM 2301. Starting the fall 2016 HAMG 1321 and TRVM 2301 will be the pre-requisite classes for many other courses in the Hospitality & Foodservice Management curriculum. In addition, a spread sheet will be implemented to track students as they move through the program.

5. WHY WE DO THE THINGS WE DO: DOES THE PROGRAM CURRICULUM LEAD TO COMPLETION?

Make a case with evidence to show the program offers a clear pathway to completion. Include any plan for raising the number of completers.

Students have three options for completion under the 520901 CIP: A.A.S. Hospitality & Foodservice Management, Certificate ~ Hotel/Restaurant Management, or a Certificate ~ Meeting/Event Management.

YEAR	A.A.S.	Certificate	Total Awards
2011	5	32	37
2012	8	14	22
2013	11	16	27
2014	6	25	31
2015	13	17	30

The number of completers has remained steady since 2011. The program continues to look for ways to encourage completion of either a certificate or AAS degree. Initiatives such as faculty involvement in registered student organization, career fairs, industry out-reach, and consistent communication by the Department Chair and Faculty through emails and other communication methods such as the IHCE facebook page.

The percentage of students who are completing a certificate or degree prior to transferring out is difficult to assess as not all Hospitality students declare their majors. The program will initiate a "declare your major" campaign starting the fall 2016. Students

enrolled in the HAMG 1321, TRVM 2301, CHEF 1305 courses will be asked to complete the REQUEST FOR DEGREE PLAN/CERTIFICATE form.

Assessing the percentage of students dropping out of the program is currently difficult to assess as Hospitality, Culinary, and Pastry students start in the same courses such as HAMG 1321 Introduction to Hospitality and CHEF 1305 Sanitation & Safety. Asking students to declare their major's in these entry level course may help delineate the students into their respective disciplines so that they may be tracked more easily. In addition to completing the REQUEST FOR DEGREE PLAN/CERTIFICATE, the program will explore having the students sign up with **Linkedin** during the HAMG 1321 and CHEF 1305 courses. Tracking student's progress in the program and why they do not complete was highlighted during the recent ACPHA site visit. In response to the site visit the program has submitted an action plan to the ACPHA commission. **Please see Post Visit Program Response Report Template ~ Appendix E**

The following looks at data taken from courses that are only taken by students pursuing an A.A.S. Hospitality & Foodservice Management, Hotel/Restaurant Management certificates, and or Meeting/Event Management certificates.
After reviewing **course enrollment**… the majority of courses have remained steady with an average enrollment of 30 students per semester. Some of the more advanced classes, such as HAMG 2305 Hospitality Management & Leadership (capstone) , TRVM 2341 International Meetings & Conventions, and TRVM Exhibition & Trade Show, have a lower enrollment.   **See Figure 5.1 ~ Courses for Hospitality & Foodservice Management Majors**
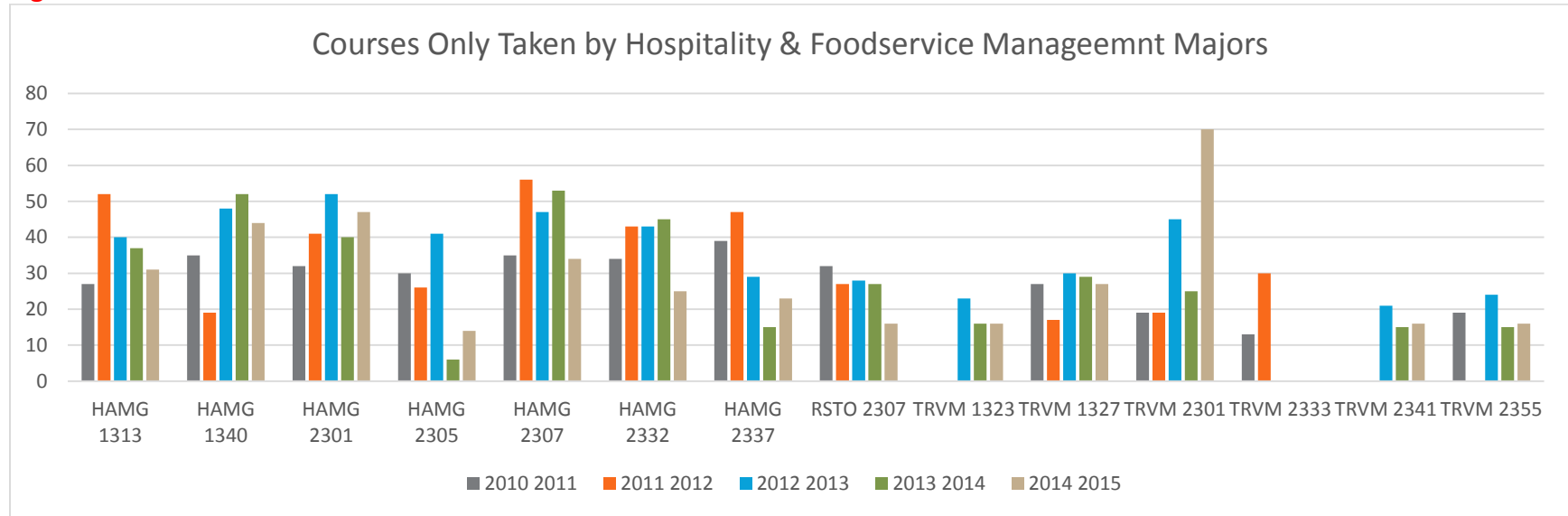
Figure 5.1

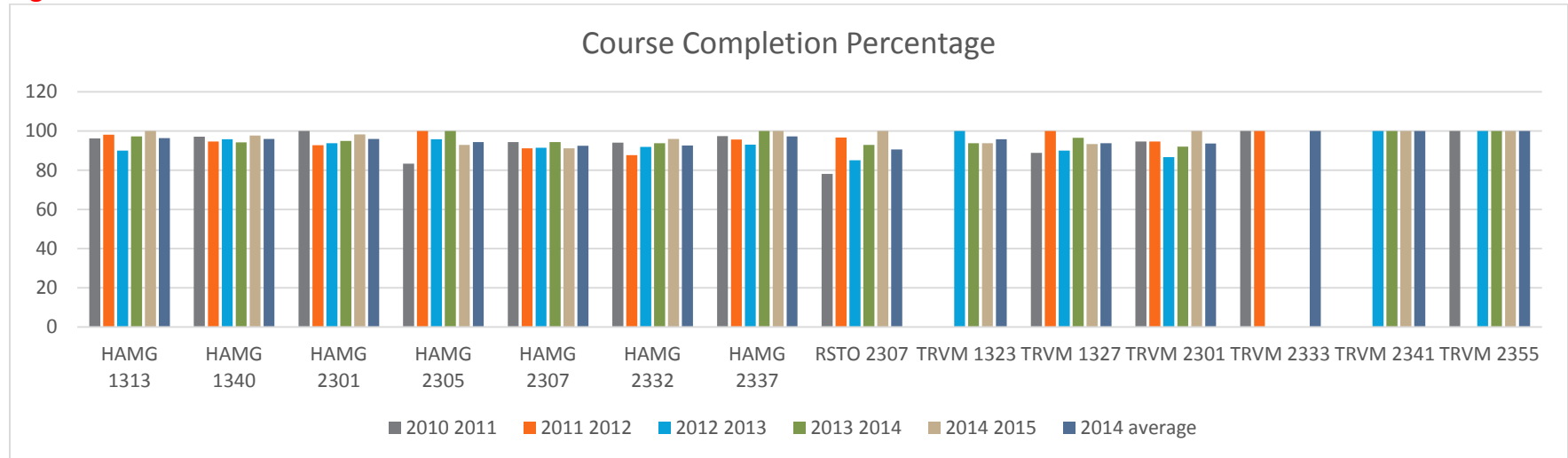Courses Only Taken by Hospitality & Foodservice Manageemnt Majors

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The **course retention/completion** rate has remained high overall in the past five years surveyed with an average completion rate for specific Hospitality & Foodservice Management classes averaging **95.63%. See Figure 5.2 ~ Course Completion Percentages**
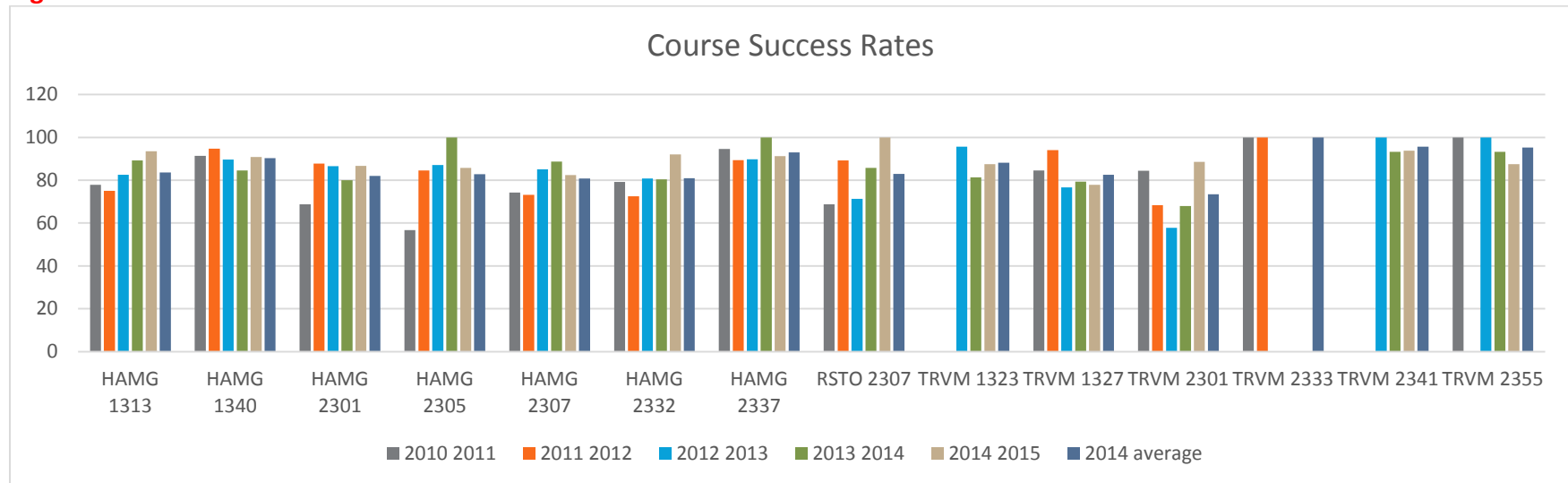
Figure 5.2

Collin IRO dl; 12/7/2015; Page 1 of 46 J:\IRO\Liska\Program Review Supporting Docs\Measure 6\Measure 6_Grade Distribution By Course_AY2011-2015_20151207.xlsm

The **course success rate** has also remained high over the past five years surveyed for specific Hospitality & Foodservice Management classes averaging **86.52%. See Figure 5.3 ~ Course Success Rates**

Figure 5.3

Course Success Rates

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A lot of thought is put into building the course schedule for the Hospitality & Foodservice Management classes. Courses are scheduled following the prescribed sequence in the Collin College catalog. Popular courses such as HAMG 1321, TRVM 2301, HAMG 1324, RSTO 1325 and CHEF 1305 are offered more frequently, either each semester or offered in multiple sections. The time that the classes are offered work for the majority of students.

The only **barrier to completion** is the cancelation of courses that are below 15 in student enrollment. If an exception to run a course at below 15 is not allowed, the course is cancelled which is often detrimental to the students' ability to complete either a certificate or degree in a timely manner.

6. HOW WELL DO WE DO CURRICULUM THINGS AND WHO THINKS SO?

A. Show evidence that the THECB standards listed below have been met. For any standard not met, describe the plan for bringing the program into compliance.

1. **Credit Hour Standard: There are no more than 60 credit hours in the program plan.**
   Number of semester credit hours (SCH) in the program plan: 60 credit hours. The program went from 64 credit hours to 60 credit hours fall 2014. The HAMG 1319 Computers in Hospitality and the PHED/DANC general education class was removed from the curriculum.

2. **Completers Standard: Average 25 completers over the last five years or five completers per year.**
   Number of completers: There has been an average of 29.4 completers (those achieving a certificate of degree) each year over the past five years. These numbers exceed the state standard.

3. **Licensure Standard: 90% of first time test takers pass the Licensure exam.** Not applicable

4. **Retention Standard: 78% of census day students should earn a grade in the class.**
   Include the retention rate: **95.68%** in Hospitality & Foodservice Management course. This exceeds the 78% required retention standard.

B. Make a case that the program curriculum is current.

Catalog year 2012/2013: The Hospitality & Foodservice Management curriculum offers two technical tracks based on the students' interest of study. Students can now select either Hotel/Restaurant Management as a focus, or Meeting/Event Management as a focus.

Catalog year 2014/2015: The Hospitality & Foodservice Management curriculum changed to reflect the required state standards of 60 credits. Two courses were eliminated at that time: the PHED/DANC (1 credit), and the elective (3 credits).

Catalog year 2015/2016: Based on feedback from SACS, HAMG 1319 was being taught by a faculty member with no Hospitality Management experience. Following discussions with faculty and our Advisory Committee, and based upon the entry level of computer knowledge our students have, it was decided that it would be more advantageous to our students to replace HAMG 1319 with a 3-credit elective option, to make up for some of the coursework lost due to the mandated reduction to 60 credit hours. Electives are selected from HAMG, TRVM, IFWA, CHEF, PSTR, or RSTO options.

The program compares well against other Community Colleges with Hospitality Management programs. The following is the degree plan from St. Phillips in San Antonio which is an ACPHA accredited Hospitality program

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St. Phillips: Hospitality Management A.A.S.

Total Credit Hours Required: 60

Year 1

Semester I

HAMG 1321 - Introduction to the Hospitality Industry
ENGL 1301 - Composition I
CHEF 1205 - Sanitation and Safety
HAMG 1170 - Professionalism in the Hospitality Industry
MATH 1314 - College Algebra
COSC 1301 - Introduction to Computing

Semester II

HAMG 1340 - Hospitality Legal Issues

SPCH 1311 - Introduction to Speech Communication

ECON 2301 - Principles of Macroeconomics

PHIL 2306 - Introduction to Ethics

Select 1 3-credit course from Department Electives in consultation with your advisor.

Year 2

Semester III

ECON 2302 - Principles of Microeconomics

ACCT 2301 - Principles of Financial Accounting

HAMG 2307 - Hospitality Marketing and Sales

RSTO 2307 - Catering

Select 1 3-credit course from Department Electives in consultation with your advisor

Semester IV

HAMG 2305 - Hospitality Management and Leadership

RSTO 2301 - Principles of Food and Beverage Controls

HAMG 2366 - Practicum-Hospitality Administration Management

ACCT 2302 - Principles of Managerial Accounting

Select 1 3-credit course from Department Electives in consultation with your advisor

http://myspccatalog.alamo.edu/preview_program.php?catoid=98&poid=7983&returnto=4238

In order to be in line with professional association standards or guidelines the program recently (Fall 2015) underwent an accreditation site visit with **ACPHA.** ACPHA required that 49 prescribed standards be adhered to; Collin College's Hospitality & Foodservice Management program met or exceeded 45 of the ACPHA standards. The four standards not met are in the process of being addressed in order to receive the ACPHA accreditation.

One of the standards not met was regarding **prerequisites for classes.** After dialog with the faculty and program advisory board the following proposal was sent to ACPHA. These changes were submitted to CAB and were approved by CAB. Prerequisites will go into the 2016/2017 catalog. **Please Table 6.1 Suggested Pre-requisites for Hospitality & Foodservice Management Courses.**

Table 6.1

COURSE			PREREQUISITE(S)		
CHEF	1305	Sanitation & Safety	None - entry level course		
HAMG	1313	Front Office Management	**HAMG 1321** - students should have an understanding of the scope of the hospitality industry before taking this course		
HAMG	1321	Introduction to Hospitality	None - entry level course		
HAMG	1324	Hospitality Human Resources Management	**HAMG 1321** - students should have an understanding of the scope of the hospitality industry before taking this course		
HAMG	1340	Hospitality Legal Issues	**Corequisite: HAMG 1321** - offered in the same semester		
HAMG	2301	Principles of Food & Beverage Operations	**HAMG 1321.** *ACPHA suggested CHEF 1305 also, however, meeting event/planning track students are not required to take CHEF 1305. Sanitat...*		
HAMG	2305	Hospitality Management & Leadership (capstone)	**HAMG 1324, HAMG 1340, HAMG 2301, HAMG 2307, TRVM 2301; or consent of Department Chair**		
HAMG	2307	Hospitality Marketing & Sales	**HAMG 1321** - students should have an understanding of the scope of the hospitality industry before taking this course		
HAMG	2332	Hospitality Financial Management	**HAMG 1321** - students should have an understanding of the scope of the hospitality industry before taking this course		
HAMG	2337	Hospitality Facilities Management	**HAMG 1321** - students should have an understanding of the scope of the hospitality industry before taking this course		
HAMG	2380	Cooperative Work Experience - Hospitality Admin	**CHEF 1305, HAMG 1313, HAMG 1324, HAMG 1340, HAMG 2337, RSTO 1325, TRVM 2301; or consent of Department Chair**		
RSTO	1325	Purchasing for Hospitality Operations	**HAMG 1321 & CHEF 1305**		
RSTO	2307	Catering	**HAMG 2301.** *ACPHA suggested CHEF 1305, Meeting event/planning students are not required to take CHEF 1305. Sanitation & Safety is discu...*		
TRVM	1323	Group Tours	None - entry level course		
TRVM	1327	Special Event Design	None - entry level course		
TRVM	2301	Introduction to Meeting & Conventions	None - entry level course		
TRVM	2341	International Meetings & Conventions	**TRVM 2301** - students should have an understanding of the meeting/event industry before taking this course		
TRVM	2355	Exhibtion & Trade Show Operations	**TRVM 2301** - students should have an understanding of the meeting/event industry before taking this course		
TRVM	2380	Cooperative Work Experience - Travel/Tourism	**HAMG 1324, HAMG 1340, TRVM 1323, TRVM 1327, TRVM 2301, TRVM 2341, TRVM 2355; or concent of Department Chair**		

C. Make a case with the Advisory Minutes that the Advisory Committee has employers who are active members that are representative of Collin County employers.

1. How many employers does your Advisory Committee have? **19**
2. How many employers attended the last two meetings?   **March 27, 2015 = 6, October 2, 2015 = 10**
3. Include any resources they contribute to the program (time, equipment, supplies, money, co-op spots) in the Partnership Table in section 8.

- Hospitality & Foodservice Management advisory board members donate their time by attending advisory board meetings, participating in HAMG or TRVM class presentations, and mentoring students.
- The Hospitality & Foodservice Management advisory board generously donates gifts to the All College Council silent auction and the Rose Award recipient. They also support the two Registered Student Organizations: Hospitality & Culinary Student Association (HCSA) , and the Meeting Professionals International (MPI) Collin College Student Club with food supplies and gifts for fundraising activities.
- Many of the companies represented on the Hospitality & Foodservice Management advisory board are also Cooperative Work Education or employment sites for students: Renaissance Hotel, Eurest Dining Services, Raising Cane's Chicken Fingers, Bridal Shows Inc., Arden Group, Channel Point Hospitality L.L.C., Friday's, and PDQ. In addition, several of the companies represented on the Hospitality & Foodservice Management advisory board have afforded students practicum experience for either the HAMG 1313 Front Office Management course or the HAMG 2301 Principles of Food & Beverage Operations course.

4. **Briefly summarize the curriculum recommendations made by the Advisory Committee over the last four years.**

10/2/15:   Discussed the possibility of some of the entry level HAMG and TRVM courses allowing a certain number of seats for CE students.

3/27/15:   *Discussed and approved* - the elimination of the HAMG 1319 course – replace with elective option.

9/26/14:   *Discussed and approved* - adding more online course to the curriculum. Discussed the possibility of an entrepreneurial class to the curriculum. It was assessed that some entrepreneurial elements are covered in HAMG 2307 Hospitality Marketing & Sales, HAMG 1324 Hospitality Human Resources Management, and HAMG 2332 Hospitality Financial Management.

3/28/14:   *Discussed and approved* – change capstone course in the meeting/event planning track to HAMG 2305 Hospitality Leadership & Management. Reduce contact hours of RSTO 2307 Catering from 80 to 64 contact hours.

9/22/13:   *Discussed and approved* – reducing the AAS Hospitality & Foodservice Management from 64 contact hours to 60 contact hours. Eliminate PHED/DANC and elective.

3/22/13:   *Discussed and approved* - prerequisites for the HAMG & TRVM capstone courses.

9/21/12:   *Discussed and approved* - changes to certificate capstone for Hotel/Restaurant Management and Meeting/Events Management.

3/23/12:   No curriculum discussion required.

9/23/11:   *Discussed and approved* - delete three certificates and add a new Meetings and Event track to the Hospitality & Foodservice Management program

D. For any required program courses with enrollment below 15, explain a plan to grow enrollment or revise the curriculum.

Advanced hospitality courses sometimes struggle to achieve the targeted 15 students registered. Sometimes an exception is approved for classes that only have 12-14 enrolled. If a course is canceled due to low enrollment it often jeopardizes the student's ability to complete their degree or certificate in a timely manner. As progression in the Hospitality & Foodservice Management program is a challenge; several factors have been explored such as advising, rigors of courses, and student engagement.

E. Make the case with evidence that the required courses in the program are offered in sequencing or at intervals appropriate to enable students to complete "on time" if a student was enrolled full-time and followed the degree plan.

- **Dates and times of courses being offered.** Various sections are offered morning, afternoon, and evening. Daytime classes are often offered in an eight week express format. Most evening classes are offered in sixteen week format. The courses are scheduled per the Collin College catalog – degree plan and certificate plan(s). Great care is taken not to schedule classes that conflict, as this could hinder a student completing their degree or certificate.

- **Sequencing of courses**. The courses are sequenced so that the capstone courses for either the degree of certificate can be achieved in a timely manner.

- **Course pre-requisites.** This recently became a challenge from the ACPHA site visit team, who recommended that the program put in place prerequisites on classes. Most of the recommendations ACPHA offered were feasible; a couple of the course prerequisites recommended by ACPHA site visit team were not required for the TRVM track. Prerequisites have been recommended with faculty and IHCE Advisory Board input. The recommended prerequisites were presented to CAB on January 13th, 2016 and will go into effect catalog year 2016/2017.

F. Make a case with evidence that students are satisfied with the program.

The program now surveys students in the A.A.S. Hospitality & Foodservice Management capstone course HAMG 2305. **See Figure 6.2 Capstone Course Survey Results.**

Figure 6.2 Capstone Survey Students Perceptions of the Hospitality and Foodservice Industry as it relates to the Program Learning Outcomes 2015

Results Capstone Survey 2015

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree ■
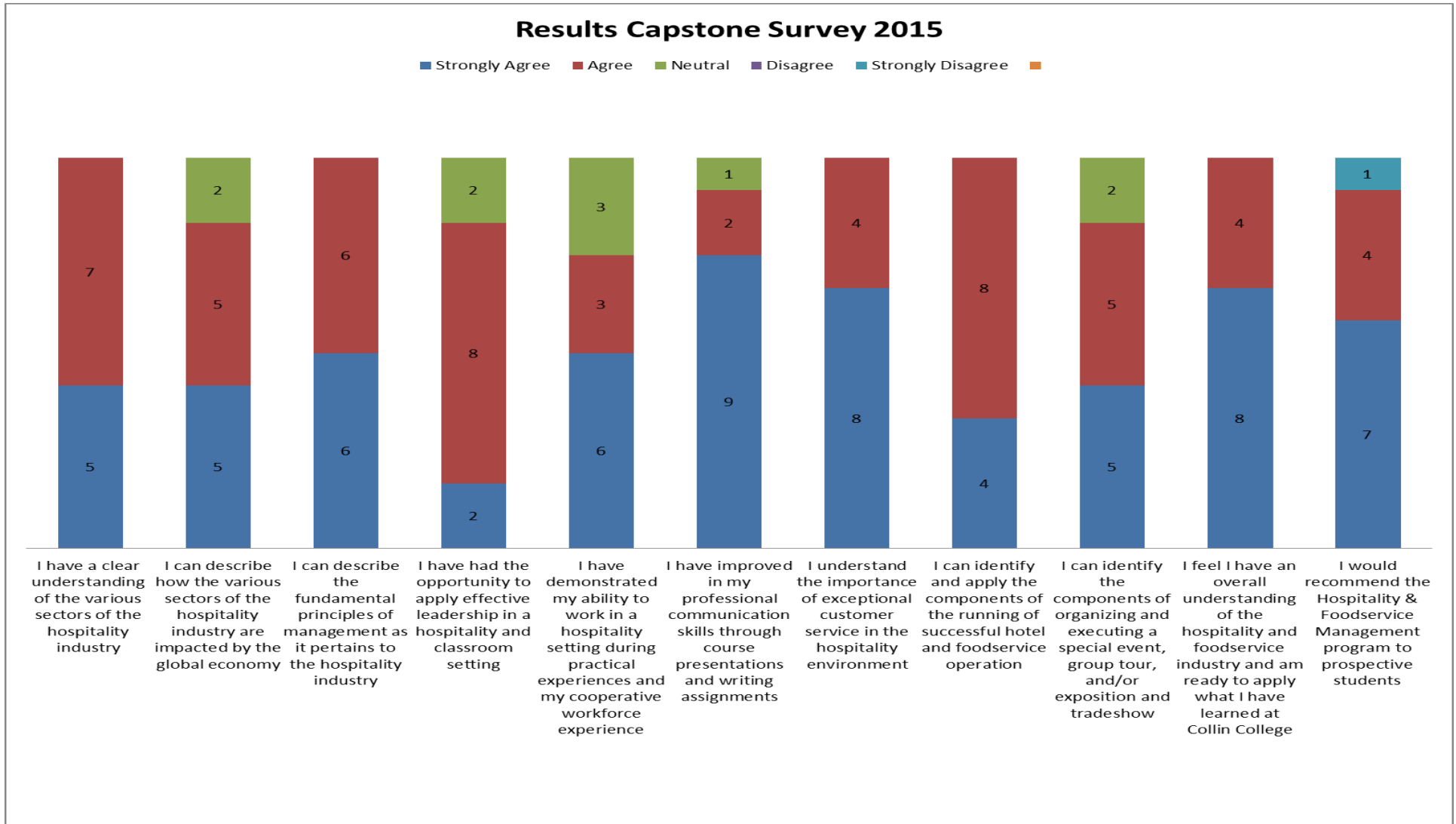
Students in the HAMG 2305 Hospitality Management & Leadership capstone course were also asked to complete a SWOT analysis for the Hospitality & Foodservice Management Program. **See Table 6.2 IHCE SWOT Analysis**

As you conclude your time at Collin College please assess what your feel are the Strengths, Weaknesses, Opportunities, & Threats of the Hospitality & Foodservice Management program?

Table 6.2 IHCE SWOT Analysis

Strengths (internal)	Weaknesses (internal)
• Professors having different industry backgrounds • Hands on projects • Opportunities to present to projects to industry professionals • Field Trips • Professors invest interest in their students • Cooperative work experience–choices of hospitality work environment • Curriculum – variety of topics • Small class sizes	• Field trips are sometimes repeated in different classes • Limited course offerings – number of sections and variety offered each semester • Cooperative work experience – seminars not offered at convenient times • Lack of training of some new professors • Some textbooks need to be more updated • Marketing to incoming students – non-traditional
Opportunities (external)	**Threats (external)**
• Introduction to industry jobs • Local chapters of MPI and HSMAI • Partnerships/articulation with other universities – in place for University of North Texas, and University of Houston	• Stigma of attending a community college • Credits don't always transfer • Partnerships/articulation with other universities – advising at some to universities are not familiar with established articulation

Findings from the Hospitality & Foodservice Management Capstone Survey were presented and discussed at the IHCE Advisory Board meeting in the fall 2015.

G. Make a case with evidence that the program is well managed.

Student to faculty ratios in the Hospitality & Foodservice Management program have stayed consistent for the past five years.

- 2010/2011 = 21:1
- 2011/2012 = 23:1
- 2012/2013 = 24:1
- 2013/2014 = 21:1
- 2014/2015 = 21:1

Please see **Figure 6.3 Average Hospitality & Foodservice Management class sizes over the course of the past five years.**

Figure 6.3 Average class sizes
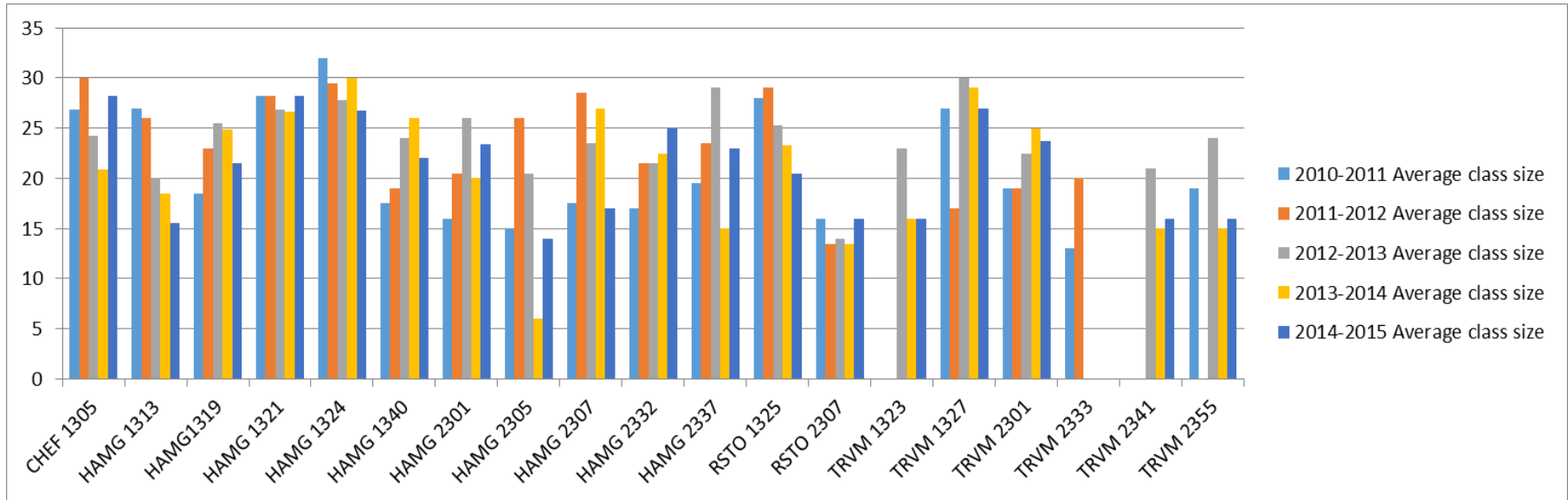
J:\IRO\Program Review\FY2016\Measure 4\Measure 4 Average Class Size_20151015A.xlsm

Course such as CHEF 1305, HAMG 1319 (deleted), HAMG 1321, HAMG 1324, and RSTO 1325 are required courses for students also studying Culinary Arts and Pastry Arts, therefore, the average class size for these particular courses tends to be higher.

Unduplicated, actual annual **enrollment data statistics** were looked at for courses that were particular only to the Hospitality & Foodservice Management program. Please see **Figure 6.4 Enrollment in Hospitality & Foodservice Management Courses**

Figure 6.4

Enrollment in Hospitality & Foodservice Management Classes
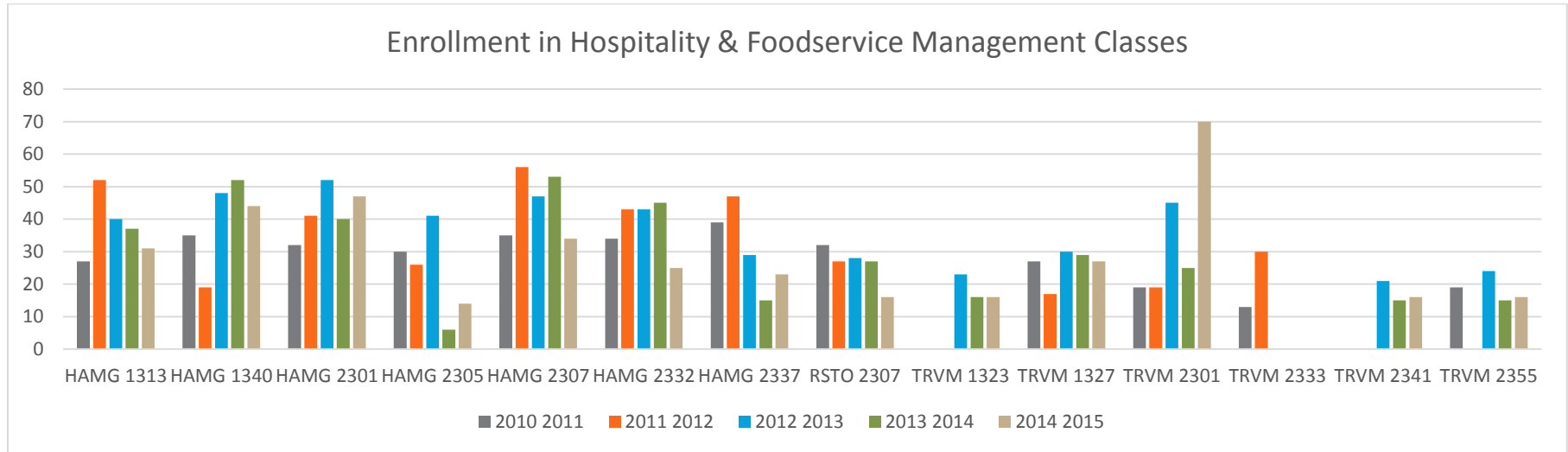
J:\IRO\Program Review\FY2016\Measure 1a\Measure 1a Duplicated Course Enrollment_20151013.xlsm

Course enrollment has fluctuated by course over the past five years. Offering online courses such as TRVM 2301 has allowed for an uptick in enrollment.

Grade distribution: Grades for courses in the Hospitality & Foodservice Management program are distributed as follows:

- Grade A = 44.89
- Grade B = 29.31
- Grade C = 10.89
- Grade D = 3.22
- Grade F = 7.64
- Grade W = 4.72

Please see **figure 6.5 for patterns in course grade distribution.**
Figure 6.5
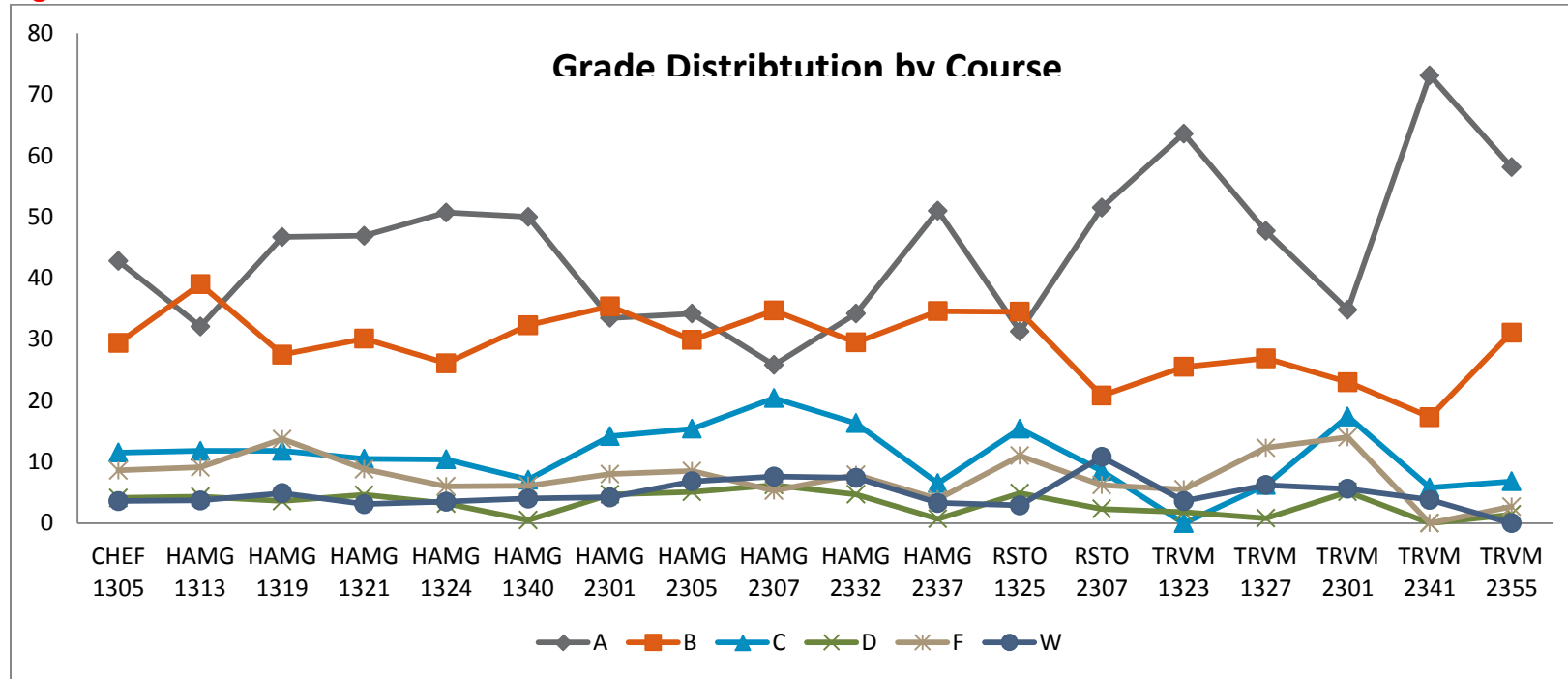
Certified CBM-009 & CBM-00M reports for respective years

There is consistent distribution of grades in most of the courses with higher than average distribution of "A's" in a few of the TRVM courses: TRVM 1323, TRVM 2341, and TRVM 2355.

Contact hours taught by Full-time and Part-time Faculty are as follows:

Fall 2010 FT: PT	Spring 2011 FT:PT	Fall 2011 FT:PT	Spring 2012 FT:PT	Fall 2012 FT:PT	Spring 2013 FT:PT	Fall 2013 FT:PT	Spring 2014 FT:PT	Fall 2014 FT:PT	Spring 2015 FT:PT	Fall 2015 FT:PT
35:65 6 classes FT 11 classes PT	**29:71** 4 classes FT 10 classes PT	**44:66** 7 classes FT 9 classes PT	**19:81** 3 classes FT 13 classes PT	**50:50** 10 classes FT 10 classes PT	**50:50** 10 classes FT 10 classes PT	**45:55** 9classes FT 11 classes PT	**56:44** 10 classes FT 8 classes PT	**50:50** 9 classes FT 9 classes PT	**47:53** 8 classes FT 9 classes PT	**47:53** 8 classes FT 9 classes PT
17 sections	**14 sections**	**16 sections**	**16 section**	**20 sections**	**20 sections**	**20 sections**	**18 sections**	**18 sections**	**17 sections**	**17 sections**

Source: Program Chair program schedules.

Fall 2012 – a second FT Faculty was hired to teach in the Hospitality & Foodservice Management Program this resulted in a better ratio of FT:PT Faculty. The number of sections of courses in the Hospitality & Foodservice Management program has changed very little since Fall 2010.

The majority of courses taken in the Hospitality & Foodservice Management program have a **high success rate, above 75%.** Please see **figure 6.6 ~ Course Success Rates**. The following courses had a success rate of below 75%: HAMG 2301 (2010/2011), HAMG 2305 (2010/2011), HAMG 2332 (2011/2012), RSTO 2307 (2010/2011), TRVM 2301 (2011/2012, 2012/2013, 2013/2014). Changes to course learning outcomes and weighted grading particularly for project work have resulted in no courses below the 75% success rate for 2014/2015.

Figure 6.6

Course Success Rates
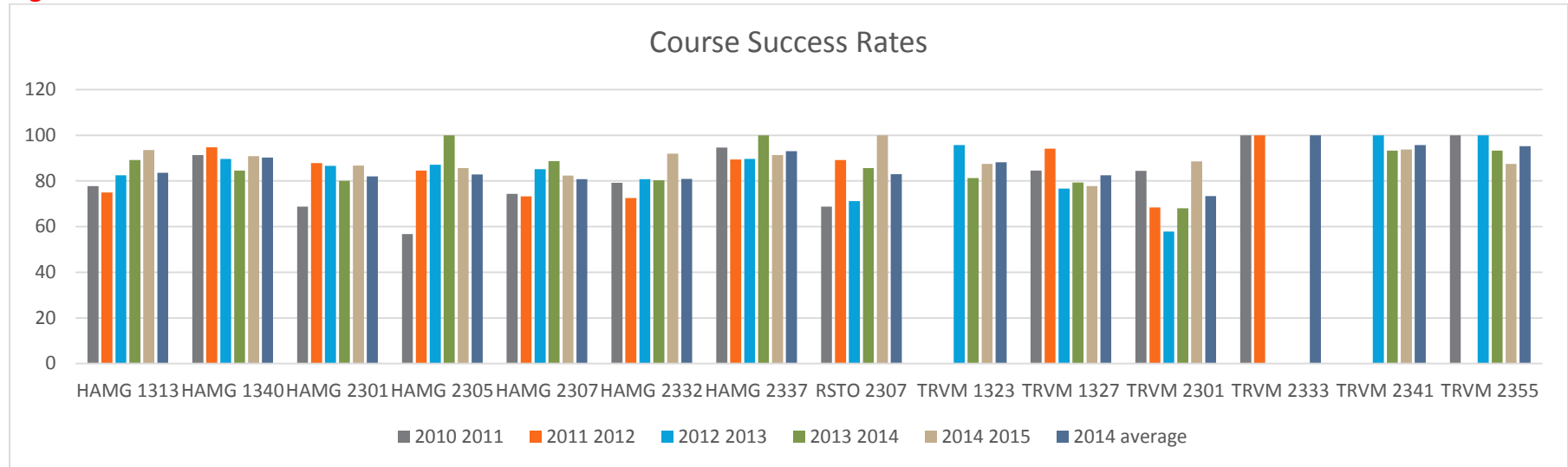
The structure of the AAS Hospitality & Foodservice Management degree has four components:

- General Education Course   15 credits
- Technical Track Courses   **18 credits**
    - Hotel/restaurant Management or
    - Meetings/event Management
- Hospitality & Foodservice Management Courses   **24 credits**
- Elective   **3 credits**

> **Technical specialty equals 75% of course credit**

General Education Academic Experience
The remaining 25 percent to 50 percent of an AAS degree should consist of support courses and **general education courses**. Coordinating Board rules and guidelines are aligned with the Principles of Accreditation: Foundations for Quality Enhancement of the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). To meet SACS guidelines, each degree must have a minimum of 15 semester hours in general education. **The 15 hours of general education must include at least one course in each of the following three areas: humanities/fine arts, social/behavioral sciences, and mathematics/natural sciences. Each**

degree program must also include math and communication competencies. These competencies should be built into every course and program to the extent that they are appropriate and relevant. Courses depicted in "red" are the recommended courses for an AAS degree in Hospitality & Foodservice Management. The general education component also has core objectives that are taught and assessed through the Core Objectives Assessment Team (COAT).

Table 6.2 Examples of acceptable general education requirements.

General Education Areas (ACPHA Standards)	Required General Education Courses in Hospitality & Foodservice Management per The Texas Higher Education Coordinating Board	
Natural and Physical Science	**Natural Sciences/ Mathematics**	
Quantitative Reasoning	Mathematics	MATH 1314 or 1414, 1316, 1324, 1325, 1332, 1342, 1350 1351, 2305, 2312, 2318, 2320, 2413, 2415, 2417, 2419
	Biology	BIOL 1406, 1407, 1408, 1409, 1411, 1411, 1414, 1415. 2401, 2402, 2404, 2406, 2416, 2420, 2421
	Chemistry	CHEM 1405, 1411, 1412, 2401, 2423, 2425
	Environmental Science	ENVR 1401, 1402
	Geology	GEOL 1401, 1402, 1403, 1404, 1445, 1447
	Physics	PHYS 1401, 1402, 1403, 1404, 1405, 1410, 1415, 1417, 2425, 2426
Social Science	**Social/Behavioral Science Component**	
	Anthropology	ANTH 2302, 2345, 2351
	Economics	ECON 1301, 2301, 2302
	Government	GOVT 2305, 2306
	History	HIST 1301, 1302, 2301
	Psychology	PSYC 2301
	Sociology	SOCI 1301
Communication (oral and written)	**Speech Options & English Component**	
	English	ENGL 1301
	Speech	SPCH 1311, 1315, 1321
Art and Humanities	**Humanities/Fine Arts Component**	
	Dance	DANC 2303
	English	ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, 2351
	French	FREN 2303, 2304
	History	HIST 2311, 2312, 2321 2322
	Humanities	HUMA 1301

	Music	MUSI 1306, 1307, 1310
	Philosophy	PHIL 1301, 1304, 2303, 2306, 2307, 2321
	Theatre	DRAM 1310, 2361, 2362, 2366, 2367
	Visual Arts	ARTS 1301, 1303, 1304, 1313

Students are required to complete 15 credits in the general education core in order to earn a Hospitality & Foodservice Management degree. The general education requirements are integrated with the technical coursework. This is reflected through some of the SCANS requirements such as: F1 Reading, F2 Writing, F3 Arithmetic and Mathematical Operations, F5 Speaking.

Students completing their A.A.S. Hospitality & Foodservice Management rarely seek out a meeting with the Dean of Business & Computer Science unless it pertains to an issue with a Full-time Faculty member.   Most concerns are resolved by the Department Chair. Please refer to **Table 6.2 IHCE SWOT Analysis.**

7. **HOW WELL DO WE <u>COMMUNICATE</u> AND WHO THINKS SO?**
Make a case that the program literature and electronic sites are current, provide an accurate representation, and support the program's recruitment plan, retention plan and completion plan.

The Hospitality & Foodservice Management program uses the following means of disseminating program information:

IHCE program website: www.collin.edu/hospitality

IHCE Facebook page: https://www.facebook.com/CollinCollegeHospitality

IHCE Student Email Database: A database of all current students and alumni is used to disseminate updates to the program, job openings, industry events, and campus event.

The process used to keep all program literature and electronic sites updated and aligned with district-wide college literature and sites is as follows:

IHCE program website is maintained by a staff member with the majority of updates being initiated by the Program Chair. The website template was initiated by the Collin PR department. The new website was lunched the fall of 2014. The new website was highlighted at an IHCE Advisory Board meeting to solicit input.   No additional suggestions were extended by the IHCE Advisory Board.

IHCE program Facebook page is maintained and updated by the Program Chair with news feeds coming in for Hospitality, Culinary, and Pastry online magazines and professional association newsfeeds. The idea for a program Facebook page came from an Associate Faculty member. The Program Chair, with assistance from Collin College's PR department launched the IHCE Facebook page summer 2015.

IHCE student email database is maintained and updated by the Program Chair with the support of faculty teaching the IHCE program. Faculty are asked to collect the email addresses of students interested in receiving program updates, job openings, industry event, and campus events. There are currently approximately 1,300 students in the database.

The **Program Literature Review Table** below shows the elements of information listed on the website and in brochures are checked and updated for accuracy and are available to the public.

Program Literature Review

Title	Type	Date Last Reviewed and Updated
2015-2016 Collin College Catalog	Online and print format	Spring 2015
Degree plans, Core, Areas of Study	Collin main website and program website	Spring 2015
Degree plans and Programs Cost of Degree and Certificates	Collin main website and program website PDF file updated	Spring 2015 Summer 2015
Syllabi	Collin main website – syllabus depot HB2504	Spring 2015 Week before each semester starts
Hospitality & Foodservice Management Program	Color – tri-fold brochure	Fall 2015
IHCE Program Website: • Program schedule for current and following • Mandatory culinary/pastry orientation dates • The Red Room • IHCE Faculty • IHCE Advisory Board Members • Accomplishments and awards • Meeting Professionals International Collin College Student Club • Hospitality & Culinary Student Association • Resources from Baking to Travel • Link to Program Chair and Program Academic Advisor • Link to Facebook Page • University Partners (articulation agreements)	www.collin.edu/hospitality	Ongoing

• Program Learning Outcomes		
Accreditation Commission on Programs in Hospitality Administration	Self-study Site visit	June 2015 October 2015
Hospitality Open House	Presentation with power point	April 4, 2015
IHCE Career Fair	Posters and flyers	April 2, 2015
IHCE Facebook Page	Online	Ongoing

8. HOW WELL ARE WE LEVERAGING PARTNERSHIP RESOURCES AND BUILDING RELATIONSHIPS, AND HOW DO WE KNOW?

Make a case that the program enlists university/business and industry partnerships to advance the program outcomes; complete the Partnerships Resources Table below.

Partnership Resources

University/Business & Industry	Partnership Type	Estimated Market Value, if any
University of North Texas	Articulation ~ Hospitality Management	Students save approximately $35,000 by completing their first two years in Hospitality & Foodservice Management at Collin College
University of Houston	Articulation ~ Hospitality Management	Students save approximately $35,000 by completing their first two years in Hospitality & Foodservice Management at Collin College

Example of Industry Partnerships for Spring 2015: • L.I.S.D Southridge Elementary • Pizzeria Testa • Aimbridge Hospitality (Aloft) • Bisous Bisous Patisserie • Le Meridien Dallas • Matt's Ranato Martinez • Hilton Plano at Granite Park • Homewood Suites by Hilton • La Quinta Inn & Suites • Mango Thai Cuisine (Banya Tree Cooperate LLC) • Holiday Inn & Suites McKinney	Cooperative Work Experience HAMG 2380 or TRVM 2380	
IHCE Advisory Board	Industry professionals advising and supporting the direction of the IHCE program	Priceless.
IHCE Student Database ~ example of jobs forwarded to students in March 2015: **The Donut Kitchen** Cooks **Courtyard by Marriott** All Positons **Gaylord Hotel** Food Runner **Hyatt Regency** Cooks **Young Chefs Academy** Demo **Pro Sports Catering** All Positons **Holiday Inn** Steward **Omni - Texas Spice Restaurants** Cooks **Cowboy Chicken** All Positons **Celebrity Bakery / café** Decorators and Bake **Courtyard by Marriott** All Positons	Communicate job opportunities to students	Priceless.

Pyrotex Camp	All Positons		
Nothing Bundt Cakes	Foster / Baker		
Gaylord Texan	All Positons		
Rosewood Crescent	All Positons		
Embassy Suites - Frisco	HR		
Capital Grill	Hosts		
Brook Hollow CC	All Positons		
Frost it café	Cooks		
SMU	Catering		
Highland Springs	Culinary		
Holiday Inn	Front Desk		
American Airlines Conference Center	Conference Services		
Marriott Courtyard	Sales & Rooms Division		
Hampton Inn Suites	All Positons		
Texas Health	Food service		
Elkes Market Café	Food service		
BJ's Pub	Servers + kitchen		
Marriott Courtyard	Guest service Manager		
Crescent Court Hotel	Pools		
Guest Speakers and Hospitality Site Visits	Guest speakers provide relevant insight into the course subject matter. Site visits allow students to see behind the scenes of various hospitality venues. Please see **Appendix A** for industry integration in Hospitality & Foodservice Management courses.	Priceless	

9. DO WE SUPPORT THE PROGRAM WELL WITH FACILITIES, EQUIPMENT, AND THEIR MAINTENANCE AND REPLACEMENT, AND WHO THINKS SO?

Make a case with evidence that current program facilities, equipment, maintenance and replacement plans are adequate and will advance the program over the next five years. Complete the Resource Tables below *as support for* your narrative.

Physical and Learning resources are important for the completion of Program Learning Outcomes at Collin College. The students attending Institute of Hospitality & Culinary Education (IHCE) at Collin College have the necessary facilities to accomplish their education at a high level of success. Collin College maintains its modern buildings superbly.

Office Space:
All full-time Faculty have their own office space on their respective campus close to the classrooms. The office space allows for student consultations and privacy. All offices are adequately furnished with a computer that has internet access. Full-time Faculty is required to post their schedules on their office doors reflecting a minimum of six office hours per week. Space is provided for associate Faculty members in the form of Faculty lounges where they have access to computers, printing, office supplies, and copy machines. Associate Faculty often needs to find an empty classroom to consult with students in privacy. The program Student Assistant shares the Program Chair's office, but often works out of the associate Faculty lounge area when space is available.

Lecture Classrooms:
Classroom facilities assigned to the Hospitality & Foodservice Management classes range from lecture classrooms that can accommodate up to 35 students to a culinary lab that can accommodate 16 students. Some lecture rooms are tiered which offers limited flexibility on seating arrangements, to those classrooms where desks can be repositions to create a different learning environment. All lecture classrooms have a built-in podium with a computer, access for flash drives, a DVD player, and LCD ceiling mounted projector. Internet access can be found in all lecture classrooms along with Wi-Fi access.

Lab Classrooms:

IHCE has three fully equipped teaching kitchens that are used on a daily basis. The hospitality students have the opportunity to take classes in these commercial kitchens in order to learn how to manage the food and beverage component of their degree. Additionally, one course, RSTO 2307- Catering is taught exclusively in the kitchen. The class size is limited to 16 students so that one-on-one teaching is a possibility. The kitchens are inspected by the local health authority and have the necessary equipment for a high degree of learning. Being that lecture and lab take place in the lab classrooms, a media cart is utilized for power point presentations or internet access.

Practical Experiences and Site Visits:

Off campus facilities are used in relation to tours of industry establishments, those facilities range from event centers, hotels, restaurants, country clubs, and vendor warehouses. Collin College does not have the luxury of running its own hotel, however, the program offers courses like HAMG 1313 Front Office Management and HAMG 2301 Principles of Food & Beverage Operations, where students have the opportunity to spend time in a local hotel observing and helping in the rooms division or food and beverage departments.

To date, the following resources are particular to students studying under the IHCE umbrella at the Preston Ridge Campus Library where all IHCE course are offered:

526	-	Reference & Circulation Books – Hospitality/Foodservice Management
87	-	Circulating & Classroom Videos – Hospitality/Foodservice Management
1504	-	Reference & Circulation Books - Cookbooks
286	-	Circulating & Classroom Videos – Cooking & Baking
373	-	Videos on hospitality, cooking and baking

This collection grows significantly each year and is driven by faculty requests.

Table 9.1 – Hospitality Periodicals Available through the Libraries

American Cake Decorating Magazine	Food Network Magazine	Lodging
American Journal of Clinical Nutrition	Hotel business	Managing leisure
Applied physiology, nutrition, and metabolism	Hotels	Martha Stewart Living
Art Culinaire	International journal of Gastronomica	Meeting ProfessionalNational Culinary Review
The Art of Eating	Hospitality	Nation's Restaurant News
Bon Appétit	Hospitality Design	Nutrition Reviews
Chef	Hotel Management	Restaurant Startup & Growth
Contract	gastronomy and food science	Saveur
Cooking Light	Journal of outdoor recreation and tourism	So Good
Cook's Illustrated	Journal of the Academy of Nutrition and Dietetics	Travel & Leisure
Cuisine at Home		Vegetarian Journal
Dessert Professional	Journal of Travel Research	Vegetarian Times
Eating Well: The Magazine of Food & Health	Leisure sciences	
Fine Cooking		
Food & Travel		
Food & Wine		

Students usually start their studies in Hospitality & Foodservice Management with the HAMG 1321 Introduction to Hospitality course. The HAMG 1321 course includes a tour of the library at the PRC. The purpose of the tour is to familiarize the students with the layout of the library and acclimate them to the resources available for their field of study. The Library Liaison has compiled a hand out which lists all the appropriate resources available for students. **See PRC-LRC Introduction to Hospitality ~ Appendix F**

LibGuides have been created by the Library Liaison to aid students in completing course project work. Examples of LibGuides:
http://collin.libguides.com/WeeHospitality and **http://collin.libguides.com/HospitalityIndustry**
Faculty is always consulted with regarding books, journals, and online databases. Students can also make requests for materials via the Faculty. Library policies and procedures are implemented by the Library Director and the Collin College Leadership Team.
http://www.collin.edu/library/aboutus/procedures_c.aspx

All course IHCE textbooks are placed on reserve in the PRC Library which allows a student to utilize a textbook for two hours at a time. Many students take advantage of the textbooks on reserve as the cost of a new textbook can exceed the cost of a course at Collin College

Program Facilities

Room/Office Location and Designation	Size	Type	Special Characteristics (i.e. permanent like ventilator hood)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	Describe additional needs for any "N" answer in columns 5 or 6.
PRC H 231 (primary hospitality classroom)		Classroom	Tiered classroom with podium/computer/DVD player and LCD ceiling mounted projector	Y		
PRC H 238 (secondary hospitality classroom)		Classroom	Tiered classroom with podium/computer/DVD player and LCD ceiling mounted projector	Y		
PRC ~ additional rooms are added when several sections are offered at the same time		Classroom	Regular classroom set up with podium/computer/DVD player and LCD ceiling mounted projector	Y		
PRC Full-Time Faculty Offices L 229 & J		Offices	None	Y		

Primary self-study questions were adapted from Academic Program Review "Structuring the Six Self Study Questions ", Michigan State University, 2008.   41

				N	N	
PRC Associate Faculty Office Library Building		Shared Office Space	None	N	N	Often Associate Faculty Stations are tied up. It would be a benefit to students and faculty to have a designated swing office for Associate Faculty teaching in the Hospitality and Foodservice Management program.
PRC Basic Skills Lab		Commercial Kitchen Lab	4 x 6 burner ranges 1 deck oven 1 single bank fryer 1 tilt skillet 2 double door reach-in refrigerator 1 single door reach-in freezer 1 blast chiller 6 prep tables 1 x 3 compartment sink 1 x 2 compartment prep sink 2 handwashing stations Assorted smallwares to accommodate food production	N	N	More catering smallwares needed to pull off higher end events.

Program Equipment, Maintenance/Repairs - *List all equipment required by the program that you do not consider supplies*

Current Equipment Item or Budget Amount	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, justify needed equipment or budget change
4 x 6 burner ranges 1 deck oven 1 single bank fryer 1 tilt skillet 2 double door reach-in refrigerator 1 single door reach-in freezer 1 blast chiller 6 prep tables 1 x 3 compartment sink 1 x 2 compartment prep sink 2 handwashing stations Assorted smallwares to accommodate food production	Y	Y	
Catering Smallwares	N	N	More "trendy" catering presentations pieces needed for the two catering events facilitated by the RSTO 2307 Catering course.

Financial Resources

Source of Funds (i.e. college budget, grant, etc.)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, explain why	For any no in columns 2 or 3, identify expected source of additional funds
College Budget	Y	Y		
Perkins Grant	Y	Y		

10. WHAT DIFFERENCE WILL IT MAKE IF WE DON'T CONTINUE TO DO THE THINGS WE'VE BEEN DOING?

Discuss and analyze the intellectual and scholarly value of the program, its activities and functions, and the extent to which those activities are still appropriate.

The Hospitality Industry is currently booming in the Dallas/Fort Worth area. Collin College is a valuable resource for qualified hospitality orientated employees, and is often sought out to post local job and career opportunities. According to the EMSI 2015 Data Set report, there is projected need through 2018 for the following jobs:

- **Foodservice Managers** in Collin, Denton, Rockwall ~ 8.7% growth with a median earnings of $20.47/hr
- L**odging Managers** in Collin, Denton, Rockwall ~ 11.2% growth with a median earnings of $21.62/hr
- **Meeting, Convention, and Event Planners** in Collin, Denton, Rockwall ~ 13.8% growth with a median earnings of $24.09/hr

The number of hospitality establishments continues to grow nationwide which means more hospitality industry jobs from entry level to management. The following table is taken from www.BLS.gov

Occupations assigned to the hospitality and tourism cluster projected to have the most job openings, 2012–22
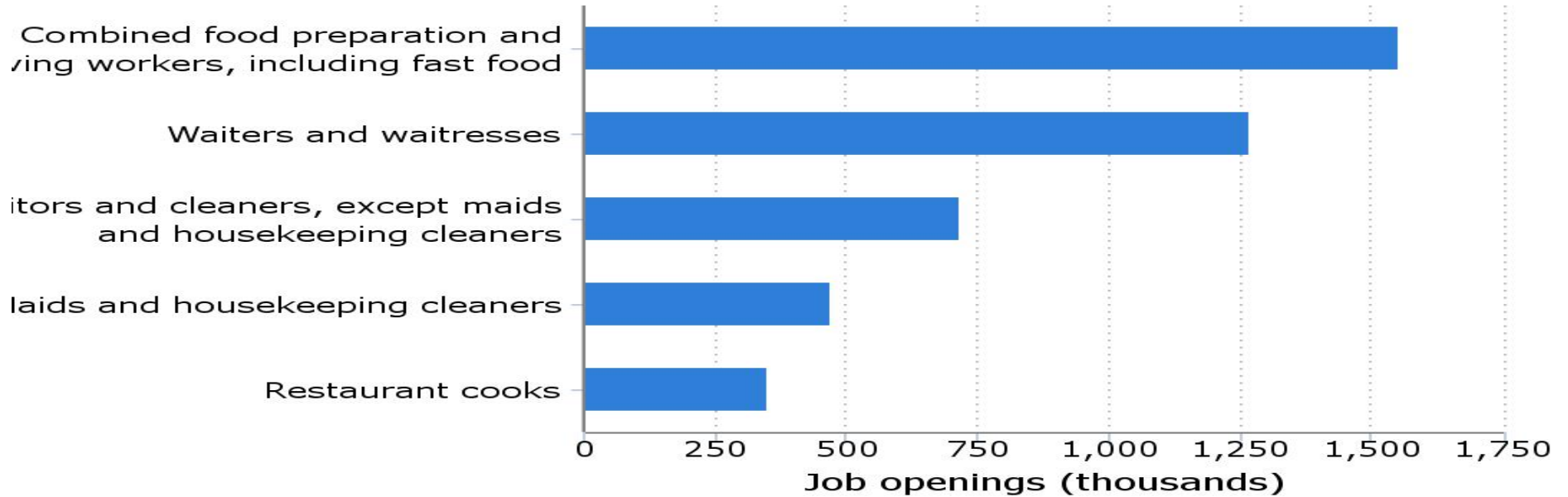
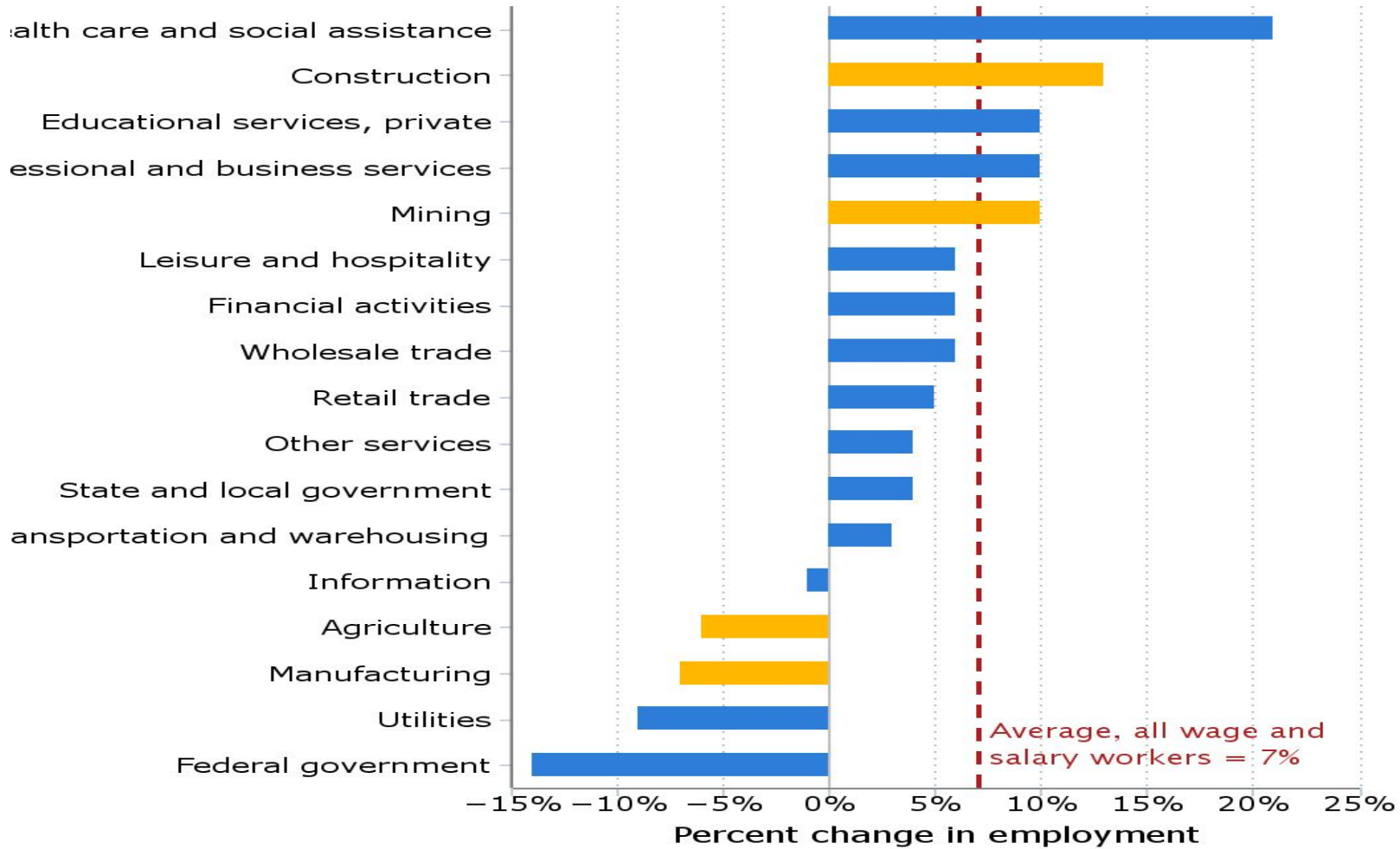Sources: National Association of State Directors of Career Technical Education Consortium (Career Cluster);
Bureau of Labor Statistics, Employment Projections program (projected job openings).

Growth by major industry sector

Percent change in employment of wage and salary workers, projected 2014–24

■ Service-providing industry ■ Goods-producing industry

Source: U.S. Bureau of Labor Statistics.

COLLIN COLLEGE

AHLA
AMERICAN HOTEL & LODGING ASSOCIATION

TEXAS
LODGING ECONOMIC OVERVIEW 2015*

THLA
TEXAS HOTEL & LODGING ASSOCIATION

AMERICA'S HOTELS: STRENGTHENING THE ECONOMY IN EVERY STATE.

Texas' hotels are an important segment of the state's economy. **6.6%** of all jobs in the state are directly or indirectly related to the lodging industry, as part of the greater travel sector, with hotels, motels, resorts, or lodges helping to generate **$3.9 billion** in tax revenue for state and local governments.

Many of our properties are small businesses, a segment of the economy responsible for **45.7%** of jobs in the state.

Our industry reaches far beyond just providing our guests with comfortable rooms or convenient meeting spaces—we are interlinked with many other industries, such as transportation, restaurants, agriculture, manufacturing, and recreation supporting **$21 billion** in total sales throughout the state.

STATE ECONOMIC FACTS

JOBS
112,373 LODGING JOBS IN 2014
$3.2 BILLION IN EMPLOYEE WAGES

PROPERTIES
8,940 LODGING PROPERTIES
422,000 HOTEL ROOMS

*Figures are derived from industry statistical research, Small Business Administration, Source Strategies, Inc., STR, U.S. Bureau of Labor Statistics, U.S. Census Bureau data, U.S. Travel Association, World Travel and Tourism Council (WTTC), and DKSA. Figures are based on properties with 15 rooms or more, as of July 2014.

AMERICA'S LODGING INDUSTRY
2015 BY THE NUMBERS*

53,432 LODGING PROPERTIES IN THE U.S.

4,978,705 GUESTROOMS IN U.S. LODGING PROPERTIES

1.9 MILLION EMPLOYED BY HOTEL PROPERTIES WITHIN THE TRAVEL & TOURISM INDUSTRY

4.8 MILLION AVERAGE NUMBER OF GUESTS EACH NIGHT IN ALL COMBINED U.S. HOTELS

$1.4 TRILLION TRAVEL REVENUE GENERATED THROUGHOUT THE ECONOMIC CHAIN OR 8.0% OF GDP

$280.2 BILLION SPENDING BY BUSINESS TRAVELERS IN 2014

$176 BILLION TOTAL LODGING SALES REVENUE IN 2014

$141.5 BILLION COMBINED TAX REVENUE GENERATED EACH YEAR BY BUSINESS TRAVEL

COLLIN COLLEGE

Texas

RESTAURANT INDUSTRY AT A GLANCE

Restaurants are a driving force in Texas's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of Texans. Restaurants also provide healthful options for their guests, give back to their communities and work to reduce their impact on the environment. Visit Restaurant.org for more information.

42,523
LOCATIONS

In 2014, there were 42,523 eating and drinking places in Texas.

$44.5 billion
IN SALES

In 2015, Texas's restaurants are projected to register $44.5 billion in sales.

1,182,900
TEXANS

In 2015, restaurants account for 1,182,900 jobs in Texas — 10% of employment in the state.

↓

EVERY $1 SPENT ...

EVERY $1 MILLION SPENT ...

AND IN 2025 ...

The Hospitality Industry has a high demand for entry level jobs, there is also an increased demand for supervisory and management positions in the hotel sector and the restaurant sector. The A.A.S. in Hospitality & Foodservice Management prepares students for entry level supervisory or management positions which, according to the American Hotel & Lodging Association and the Texas Restaurant Association, are going to be plentiful.

The Hospitality & Foodservice Management program retains memberships in the following professional organization:

American Hotel & Lodging Association (AHLA): The Program Chair is a Certified Hospitality Educator, Collin College receives $3,000 in affiliated scholarships, Collin College receives the monthly Lodging Management magazine, and daily industry updates which are sorted and posted to the program Facebook page.

Texas Restaurant Association (TRA): The Program Chair serves on the TRA Education Foundation Board of Trustees, daily industry updates are sorted and posted to the program Facebook page from the National Restaurant Association. Students have notification and access to scholarships.

Meeting Professionals International (MPI): Collin College launched the first student club in the state of Texas. Faculty and student membership have allowed participation at the local chapter level (Dallas Fort Worth MPI), and the opportunity to attend national conferences.

The Hotel Association: Faculty and students can attend local educational workshops.

International Association of Exhibitions & Events: Faculty and students at Collin College are members of this organization. The local chapter offers educational workshops and hosted a "lunch and learn" workshop at the Preston Ridge Campus.

International Council of Hotel, Restaurant, Institutional Education: An academic driven organization which promotes scholarly engagement and research.
Membership and participation in the aforementioned professional associations help faculty and students stay up with hospitality business developments and trends, not just in the Dallas Fort Worth area, but on the global stage.

The program supports institutional initiatives as a Workforce Program by graduating hospitality industry savvy students. Recently the program underwent ACPHA accreditation through a rigorous self-study and a well-coordinated site visit. There were two reasons why the Hospitality & Foodservice Management program engaged in the ACPHA accreditation: 1) to put the Hospitality & Foodservice Management program under the microscope and see where improvements could be made, which ultimately would mean a better program for the students. 2) to give Collin College's Hospitality & Foodservice Management program more credibility in the eyes of its current and future university partners. The ACPHA report found that 45 of the 49 standards were met. The following areas are currently being worked on by the Hospitality & Foodservice Management faculty and staff: Strategic planning, pre-requisites on certain classes, and academic advising.

11. GIVEN OUR PRESENT STATUS, HOW DO WE INTEND TO CHANGE IN WAYS THAT HELP US ADVANCE?

Strengths: What strengths can this program build on in the near future?

- The program has remained steady over the past five years, the number of hospitality class sections has not significantly increased, however the number of completers of certificates and degrees has increased slightly.

- ACPHA accreditation, Collin College will be one of 64 schools globally with this accreditation. http://www.acpha-cahm.org/accredited-programs/

- Affiliation with the local Hospitality Industry through professional associations and networking. This keeps the Hospitality & Foodservice Management program and course material relevant.

Weaknesses: What program weaknesses must be addressed in the near future?

- The robust employment opportunities in the Hospitality Industry could result in fewer students staying with the program as they are able to find meaningful employment in the Hospitality Industry without completing a certificate or degree.

- The cancellation of classes with less than 15 students. This will continue to hinder the students' ability to graduate in a timely manner.

What are the perceived consequences if the weakness(es) is(are) not addressed?

The Hospitality & Foodservice Management program needs to communicate to the students currently in the program the importance of completing either a certificate or degree. Additional ways must be looked at to keep the students engaged and excited about the merits of working in the Hospitality Industry.

Threats and Opportunities: Describe any forecasted trends or changes in the following areas that may impact

the way this program functions five to ten years from now:

- **Legal** - Employees and employers have many potential liability issues working in the Hospitality Industry. Students completing their certificate or degree at Collin College are made aware of the plethora of potential legal challenges in the Hospitality Industry through courses such as Hospitality Legal Issues, Food Safety & Sanitation, and Hospitality Human Resources Management.

- **Political** - Healthcare reform has had a profound impact on the Hospitality Industry. Fewer employers are hiring full-time positions or cutting hours to stay under the FTE threshold. This could impact the types of jobs available or make them more competitive.

- **Demographic** - Frisco and the surrounding areas continue grow which is a good opportunity for the Hospitality & Foodservice Management program at Collin College. The challenge is the advertising and promotion of the program to various demographics. The program has very limited resources in this area. A Perkins grant position was approved for 2015/2016 to focus on recruiting at the high schools in the Collin College catchment area.

- **Educational** - Currently there are only two universities that have a written articulation agreement with Collin Colleges Hospitality & Foodservice Management program. Texas Tech University will be the third university to articulate in the short-term. The ACPHA accreditation stamp of approval should garner more articulation agreements. The more universities articulated the better for Collin College students.

Offering dual credit courses (Introduction to Hospitality, Food Safety & Sanitation, Catering, and the Principles of Food & Beverage Operations) may bring in more high school students to the program. The only challenge is ensuring that the courses are being taught to the same standards as taught by Collin College faculty.

- **Technological** - The program currently offers three online courses, with one being developed for the summer or fall 2016. This does add to the number of students overall in the program. The usual pros and cons to online education for hospitality classes may need to be assessed.

- **Economic** - When the economy and the Hospitality Industry is booming, there is a high demand for employees which ultimately means less students finishing out their certificates or degrees or not contemplating college in the first place.

- **Environmental** -There is a lot of opportunity for including sustainability initiatives undertaken by Hospitality companies in various courses throughout the Hospitality & Foodservice Management curriculum. The "Greening" of the Hospitality Industry is a topic that many students are eager to learn more about. Students in the Hospitality Facilities Management class participate in Earth Day at PRC showcasing sustainability initiatives undertaken by leading hospitality companies**.**

- **Social & Cultural** - "Flippin' burgers" or "my son or daughter is not going to wear an apron". These are comments that are often heard when talking to individuals who do not understand the merits or the potential of a career in Hospitality Management. This is an opportunity to dispel the myths associated with the Hospitality Industry by not just educating potential students, but also the parents of those potential students. http://www.americaworkshere.org/

12. HOW WILL WE EVALUATE OUR SUCCESS?

Date: 1/14/16   Name of Administrative or Educational Support Unit: Hospitality & Foodservice Management

Contact name:__Karen Musa_____   Contact e-mail:___kmusa@collin.edu_____   Contact Phone:__1672_____   Office Location:__PRC L 229_____

Mission:

> **The mission of the Institute of Hospitality & Culinary Education is to prepare students for the demands of the fast-paced hospitality and foodservice industry. We are committed to developing skills, strengthening character and work ethic, and challenging the student's intellectual and creative curiosity**

PART I: **Might not change from year to year. If this is an academic or workforce program, you must have 3-4 long-term student learning outcomes. You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

A. Program Learning Outcome(s)	B. Measure(s) The instrument or process used to measure results	C. Target(s) The level of success expected
Identify the various sectors within the hospitality industry, and describe their relationship with the global economy	HAMG 2305 Capstone Survey – students perspective	Majority of responses Strongly Agree or Agree
Describe the fundamental principles of management and apply effective leadership in a hospitality industry setting	HAMG 2305 Capstone Survey – students perspective	Majority of responses Strongly Agree or Agree
Demonstrate the ability to work in the hospitality industry by completing practical and cooperative work experiences with a satisfactory supervisor's evaluation	HAMG/TRVM 2380 Employers evaluation and course grade.	Majority of Average to Above Average ratings on the employers evaluation form. Meet or exceed overall course grade of B or higher

Demonstrate effective professional communication skills through presentations and business writing	HAMG 2305 Capstone Survey – students perspective	Majority of responses Strongly Agree or Agree
Appropriately use and express the importance of exceptional customer service skills in any hospitality environment	HAMG 2305 Capstone Survey – students perspective or	Majority of responses Strongly Agree or Agree
Expansion of enrollment through Dual credit And Continuing Education	Add dual credit courses such as HAMG 1321, CHEF 1305, RSTO 2307, and HAMG 2301 Add continuing education opportunities for HAMG 1321, CHEF 1305 and other Hospitality courses.	Articulation agreements with 6 high schools Offer 3-5 seats per semester when courses are offered

Expansion of the number of completers in the Hospitality & Foodservice program
  a. Curriculum: Use pre-requisites on identified classes to improve sequence of student progression
 	
  b. Implement techniques for early identification of intended program majors
	Add pre-requisites to Hospitality & Foodservice Management classes
	
	Increase the number of "declared" majors taking Hospitality Management courses.
		Increase number of completers in degrees or certificates each year.
		
		Increase the number of declared hospitality majors for easier institutional tracking.

PART II: **For academic year 2015/2016_____ (enter year i.e. 2014-15)**

F r o m   P a r t   I

A. Outcomes	D. Action Plan Years 5 & 2	E. Implement Action Plan Years 1 & 3	F. Data Results Summary Years 2 & 4	G. Findings Years 2 & 4
Results expected in this department/program	Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses.	Implement the action plan and collect data	Summarize the data collected	What does data say about outcome?
Students have an increased awareness and understanding of the five **Program Learning Outcomes**			Results are the ACPHA recommendations from the ACPHA site visit Fall 2015. **See appendix E.**	The CIP for 2016-2021 will be aligned with the three of the standards not met in the ACPHA self-study and the Program Learning Outcomes.
Expansion of enrollment through Dual credit And Continuing Education				
Expansion of the number of completers in the Hospitality & Foodservice program a. Curriculum: Use pre-requisites on identified classes to improve sequence of student progression b. Implement techniques for early identification of intended program majors				

13. HOW DO OUR IMPROVEMENT PLANS IMPACT THE PROGRAM BUDGET?

> **A. Within the program's base budget, what are the plans to do one or more of the following within the next five years? Check all that apply.**
>
> x   Increase and retain enrollment   ☐ Expand curricular opportunities
>
> x   Increase completes   ☐ Partner to increase post-graduation employment opportunities
>
> ☐   Develop resources
>
> ☐   Update facilities

x	Increase transfers to related baccalaureate institutions	☐	Expand services
☐	Increase effectiveness and/or efficiency	☐	Transform services
☐	Improve student performance levels	☐	Anything else? Briefly describe Enter response here.

B. **What additional resources beyond the program's base budget are needed to implement your Continuous Improvement Plan? Briefly describe what resources you will develop to secure these funds.**

In order to increase enrollment and ultimately the number of completers a part-time or full-time recruiter dedicated to the IHCE department is necessary. Currently, through Perkins Grant funding, a part-time IHCE recruiter is employed. Results of the success of this position should be evident by the number of students entering the IHCE fall 2016.

WHAT HAPPENS NEXT? THE PROGRAM REVIEW REPORT PATHWAY

Completed Program Review Reports should be submitted for evaluation by the appropriate deans and Program Review Steering Committees. Following approval by the Steering Committee, Program Review Reports will be evaluated by the Leadership Team who will approve the reports for posting on the intranet. At any point prior to Intranet posting, reports may be sent back for additional development. Program responses to the Program Review Steering Committee recommendations received within 30 days will be posted with the Program Review Report at the request of the deans.

Leadership Team members will work with program supervisors to incorporate Program Review findings into program planning and program activity changes during the next five years.