

Unit Planning for Instruction, Student Services & CEWD
Division: C&CS-Culinary Arts and Hospitality Management Instruction

INITIATIVE NARRATIVE
FOR 2007-08 Implementation (pending funding approval)

Division Priority: 1

Initiative Title: Career Pathways and High School Connection

1. How is the initiative linked to your 2005-2006 unit plans or Plans for Budget Development? What program level outcomes do you expect to achieve?

This initiative, to develop career pathways and high school connections within the Culinary Arts and Hospitality Management Program, is related to our “student recruitment and retention” priority in the 2005-2006 unit plan. Increase in enrollment through course development, high school connection, retention efforts, and target marketing are identified as our plans for budget development in Section III of the 2006-2007 unit plan.

This initiative is an innovative and efficient way to build upon the success of our program and to provide students, both high school and adults, with the skills they need to enter the workforce or to further their education. As part of this initiative, we would design a mini-certificate program (12-44 credits for each certificate) and develop new curriculum, if necessary, to fit the needs of high school students and adults who are interested in employment in the culinary and hospitality industry. At the same time, the program would fill the gaps of our existing program and be responsive to the demands of the industry. The program level outcomes include:

- Increased FTE generation;
- Increased student retention rate; and
- Increased usage of the program’s demo kitchen/classrooms and multi-media lecture rooms.

2. Describe the initiative

This initiative involves the following components:

- A. Design a mini-certificate program and develop related curriculum with Career Pathways and High School Connection in mind.
- B. Renovate and equip the southeast corner of the Center Building to serve as the demo kitchen/classroom for the new program.
- C. Create an identity for the Culinary Arts and Hospitality Management Program in order to strategically grow learning opportunities in the department. While we position our program to grow and develop in response to the learning needs of the community, we would like to create an identity for the program and the ability to effectively and efficiently communicate the program offerings to potential students in order to increase and sustain a healthy enrollment over time.

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▪ ***How does this initiative align with the college priorities?***

Enrollment Management

○ Recruitment and Retention

This initiative provides high school students and adults with multiple entrances into the Culinary Arts and Hospitality Management Program and allows them to gain the skills, education, and certification they need for employment. We think that the mini-certificate program would interest a target population who otherwise would not be interested in our existing program, increasing our enrollment and providing opportunities to retain students.

○ Workforce Development

The state of Oregon views Career Pathways as a strategy to address Oregon's economic recovery. It integrates high school students, adults in career transition, community colleges, and related support services to develop an educated, skilled workforce.

○ International Education

Discussions are underway with a community member, who has connections in China, to provide a culinary program to groups of Chinese students during the summer months, when the culinary kitchen/classrooms are not in use and our students are gaining work experience in the industry. A possibility may be to offer an enhanced version of the Pathways curriculum to international students.

○ Increase Credit Enrollment Level

We anticipate that the mini-certificate program will attract high school students and adults in career transition, who otherwise may not be interested in continuing their education or able to commit to a two-year degree program. In addition, their success in a mini-certificate program may lead to their continuation toward an associate degree or their return to school after being employed for awhile.

Mandates

○ Assessment

This proposal to develop curriculum that fills the gaps of the existing program is an outcome of our assessment process that involves student, faculty, and advisory committee input.

Efficiencies

The new program would provide students with the skills and education they need over a short period of time and prepare them for employment. At the same time, we would be using the courses we offer in our existing curriculum as the basis for the mini-certificates, making efficient use of our existing resources.

Responding to unit plans/council plans

○ Innovation

Across the country and in the state of Oregon, community colleges are sharing program ideas that evolve around this model. We are

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- Curriculum Development

The new program would enhance our existing curriculum, filling the gaps and addressing the needs that have been expressed by the industry.

Instructional Redesign

The new program would build on the success of our existing program by offering short-term (less than one year) courses and training that would lead to employment. There is simplicity in the design and implementation of this new program. At the same time, it could have tremendous impact on the livelihood of students and the growth of our program in the future.

- ***What will the product, innovation, or change of this initiative be? Please be as specific as possible.***

The innovation in this initiative is that we are efficiently building on the success of our existing program by offering short-term (less than one year) courses and training that would lead to employment in a specific job area in the culinary and hospitality industry or further education in Lane's Culinary Arts and Hospitality Management Program.

- ***Given college resources, is it feasible? Is it an efficient use of college resources?***

Yes, this initiative is feasible and an efficient use of college resources. Once the mini-certificate programs are designed and the curriculum is developed, demo kitchen/classroom is equipped, and p/t faculty hired to teach the courses, the program would be off and running.

- ***What would be the campus location of this request/project?***

This program would operate from the first floor of the Center Building on Lane's main campus. The previous Student Health Clinic space has been designated as the Culinary Arts demonstration kitchen classroom.

- ***How many students (per year) will benefit? How will students benefit?***

An estimated 50 students would benefit from this program during the first year, with numbers increasing thereafter to an estimated 150 students per year.

3. Describe the resources needed

- A. Design mini-certificate program and develop related curriculum with Career Pathways and High School Connection in mind. This would require 240 hours of Carl Perkins curriculum development. 240 hrs @ \$27.97/hr + OPE = \$8,800.48
- B. Equip the southeast corner of the Center Building to accommodate the new program. Equipment needs include: instructor demonstration table, up to four cooking stations,

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ventilation, commercial refrigerator/freezer, stainless steel work tables, sinks, and small wares totaling \$85,000 in Carl Perkins funding.

- C. Create an identity for the Culinary Arts and Hospitality Management Program in order to strategically grow learning opportunities in the department. While we position our program to grow and develop in response to the learning needs of the community, we would like to create an identity for the program and the ability to effectively and efficiently communicate the program offerings to potential students in order to increase and sustain a healthy enrollment over time. This would total \$8,000 in Carl Perkins funding to create the program identity and marketing materials.

4. List the possible funding sources

- *Can this project be partially funded?*
Yes.
- *If so, what portion could be funded at what minimum cost?*
This project can be partially funded through:
 - A. Decreased curriculum development hours to 100 hours.
 - B. Phasing of equipment needs over two years, with \$50,000 requested as the minimum.
 - C. Decreased funding for identity and marketing materials to \$4,000.
- *If the funding source is Carl Perkins, how does the request meet one or two of the Carl Perkins act goals?*
 - Carl Perkins Measurable Goal #3 - Non-Traditional Training And Employment
The mini-certificate program would train high school students and adults in different aspects of the culinary and hospitality industry and prepare them for employment.
 - Carl Perkins Measurable Goal #6 - Post-Secondary Connections
Through Lane's RTEC program, we would partner with interested local high schools to develop corresponding measurements in culinary and hospitality courses, which would then be offered through Lane to high school students.

5. Provide ORG & PROG codes

452100-112000

6. Do you have an active advisory committee that meets 2-3 times per year? What are your advisory committee plans for the coming year?

The Culinary Arts and Hospitality Management Advisory Committee is an outstanding "model" committee that meets on a monthly basis during the academic year. The advisory committee plans to advise the program on curriculum development activities as

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well as the needs of the industry. Committee insights could lead to the development of new short courses as well as areas of focus for mini-certificates.

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INITIATIVE NARRATIVE
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Division Priority: 2

Initiative Title: Instructional DVDs, Online Coursework, and Smart Classrooms

1. How is the initiative linked to your 2005-2006 unit plans or Plans for Budget Development? What program level outcomes do you expect to achieve?

This is a new initiative that addresses the college priorities dealing with student retention, instructional redesign, and classroom enhancements. These instructional and classroom enhancements were identified as needs in Section II of our unit plan in 2006-2007. It allows the Culinary Arts and Hospitality Management Program to evolve and continue on as a state-of-the-art facility and program.

2. Describe the initiative

This initiative: (A) provides students with the ability to repeatedly, if they desire, review culinary/hospitality demonstrations in order to hone their skills and techniques away from the classroom; (B) allows the safety and sanitation component of the Culinary Arts curriculum to go online, making the coursework available to students at anytime without direct faculty contact; and (C) promotes multi-media presentations in the classrooms, impacting the different learning preferences of students.

- *How does this initiative align with the college priorities?*

Student Retention/Instructional Redesign

One of the issues we hear about from students is their struggle to balance school and work. Having access to these instructional materials would free up time for students to review coursework and demonstrations on DVD at their convenience away from the classroom and work hours.

Enhancing Classrooms

Enhanced technology in the classrooms will provide faculty with a range of multi-media instructional tools that are appropriate to the different student learning styles.

- *What will the product, innovation, or change of this initiative be? Please be as specific as possible.*
This initiative provides students with additional instructional materials (products) with the ability to review them at any time. The instructional materials allow for repetition, a key factor in developing strong culinary/hospitality skills, without the direct involvement of faculty.
- *Given college resources, is it feasible? Is it an efficient use of college resources?*
Yes, it is feasible and an efficient use of college resources.
- *What would be the campus location of this request/project?*
Program areas on the main campus in Building 19 and the Center Building.

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- *How many students (per year) will benefit? How will students benefit?*
All of the students in the Culinary Arts and Hospitality Management Program will have access to these resources. The total would range from 150 to 200 students per year.

3. Describe the resources needed

- a. \$12,000 for the purchase of three video cameras and computer/DVD equipment to edit and create DVD instructional materials for students (Technology Fund).
- b. 30 hours of curriculum development to develop an online safety and sanitation course for students (Curriculum Development Fund). 30 hrs @\$27.97 +OPE = \$1,100.06
- c. \$60,000 for four “enhanced technology” classrooms including in Building 19, Rooms 109 and 203, and in the Center Building, the Renaissance Room (if enhanced technology is mobile) and the new Culinary Arts demonstration kitchen classroom in the SE corner (Technology Fund).

4. List the possible funding sources

- *Can this project be partially funded?*
Yes.
- *If so, what portion could be funded at what minimum cost?*
 - A. Rather than purchase three video cameras, two of them plus the computer DVD equipment could be purchased for \$8,500.
 - B. Although the preference would be for 30 hours of curriculum development to do a good job, at least 20 hours of curriculum development would be desirable.
 - C. Enhanced technology in the classrooms can be done one or two at a time for a cost of \$15,000 - \$30,000 each year, spanning 2-4 years.
- If the funding source is Carl Perkins:
 - How does the request meet one or two of the Carl Perkins act goals?
This request meets Carl Perkins Measurable Goal #1 of improving academic and technical skills. The Carl Perkins eligible requests, as defined above, improve the academic and technical skills of students participating in the Culinary Arts and Hospitality Management Program. The requests will definitely strengthen the technical components of the program by providing students with culinary and hospitality demonstrations on DVD that can be reviewed over and over again and online course work in safety and sanitation that is accessible to students at any time.

5. Provide ORG & PROG codes

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- 6. Do you have an active advisory committee that meets 2-3 times per year? What are your advisory committee plans for the coming year?**

The Culinary Arts and Hospitality Management Advisory Committee is an outstanding “model” committee that meets on a monthly basis during the academic year. The advisory committee plans to advise the program on curriculum development activities as well as the needs of the industry. Committee insights could lead to the development of new short courses as well as areas of focus for mini-certificates.

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Division Priority: 3

Initiative Title: Facilities and Equipment

1. How is the initiative linked to your 2005-2006 unit plans or Plans for Budget Development? What program level outcomes do you expect to achieve?

This initiative was presented in our 2005-2006 unit plan. It continues to be a need we identified in our 2006-2007 unit plan and Plans for Budget Development.

2. Describe the initiative

Program space and equipment needs:

- A. Continuation of the remodel of the first floor Center Building to accommodate the expanding program needs: baking and pastry expanded classroom area, upgraded food storage area, and expanded Renaissance Room (student-run restaurant).
- B. Repairs to unite the HVAC system in Kitchen/Classroom 109. Currently the classroom is divided into two different systems, causing ineffective air conditioning, loud fan noises, and dangerous dynamics with regards to the gas stoves.

- *How does this initiative align with the college priorities?*

Student Recruitment and Retention

The remodel of the first floor Center Building would allow the program to continue to expand as a state-of-the-art facility in the state of Oregon. Our new facilities in Building 19, Kitchen/Classroom 109 serve as huge attraction to students and provide a learning and working environment that meets the standards of the industry.

Safety

The HVAC system in Kitchen/Classroom 109 poses serious safety issues. The repairs need to be addressed soon.

- *What will the product, innovation, or change of this initiative be? Please be as specific as possible.*

The outcome of this initiative would be the successful recruitment and retention of students in the Culinary Arts and Hospitality Management Program.

- *Given college resources, is it feasible? Is it an efficient use of college resources?*
This project is probably not feasible at this time. It would involve funding from the General Fund as well as a bond measure.

- *What would be the campus location of this request/project?*
First floor Center Building on the main campus.

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- *How many students (per year) will benefit? How will students benefit?*
An estimate of 200+ students per year will benefit. Students will benefit from a program that is equipped with commercial grade, state-of-the-art equipment that is used in the industry.

3. Describe the resources needed

The total remodel of the first floor of the Center Building would involve funding from the General Fund as well as a future bond measure.

4. List the possible funding sources

The funding source for the first floor remodel would involve the General Fund and a future bond measure.

5. Provide ORG & PROG codes

452100-112000

6. Do you have an active advisory committee that meets 2-3 times per year? What are your advisory committee plans for the coming year?

The Culinary Arts and Hospitality Management Advisory Committee is an outstanding “model” committee that meets on a monthly basis during the academic year. The advisory committee plans to advise the program on curriculum development activities as well as the needs of the industry. Committee insights could lead to the development of new short courses as well as areas of focus for mini-certificates.