

Unit Planning: Instruction
Conference and Culinary Services/Culinary Arts and Hospitality Management
For 2008-2009

Section I: Data Elements

1) Five-Year Enrollment and Future Trends

Student FTE for Culinary Arts and Hospitality Management (5-year history)

2002-03:	186.30
2003-04:	162.10
2004-05:	179.40
2005-06:	161.11
2006-07:	172.72

Student FTE by Program

	2003-04:	2004-05:	2005-06:	2006-07:
CA	109.36	116.42	104.37	108.77
HRTM	<u>52.71</u>	<u>62.97</u>	<u>56.74</u>	<u>63.95</u>
TOTAL	162.07	179.39	161.11	172.72

Future Trends

Increase in enrollment is projected for Culinary Arts and Hospitality Management due to program changes in response to industry demands. Program changes involve adding course options that would be attractive to more people and that would prolong second-year students' stay in school for additional certifications. We plan to offer an existing course, Introduction to the Hospitality Industry, in Spanish to test the waters in a niche market. In addition, work is underway to offer a food preparation and production certificate, baking and pastry certificate, and restaurant ownership certificate as career pathways. Required electives are also being added to the program to allow students to specialize in areas of interest.

2) Cost-per-FTE

	2004-05:	2005-06:	2006-07:
CA	\$2,690	\$ 7,609	\$2,123
HRTM	\$ 6,058	\$ 12,681	\$5,278
AVERAGE	\$3,514	\$ 8,927	\$2,924

3) Revenue per FTE (Program)

2005-06:	\$6,420
2006-07:	\$4,210

4) Course Completion Rates

2005-06:	93.89%
2006-07:	95.78%

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5) **Capacity Analysis**

2003-04:	76.2%
2004-05:	72.1%
2005-06:	77.5%
2006-07:	74.0%

6) **Student FTE/Faculty FTE Ratios**

	Student FTE	Total Faculty Appointments FTE	Ratio of Student FTE/ Faculty Appointment FTE
2006-07:	154.0	4.1	37.4

7) **Student Enrollment in Required Courses (Essential Courses Required for Degree/Certificate)**

	2003-04:	2004-05:	2005-06:	2006-07:
CA	88.68	94.45	82.02	86.89
HRTM	<u>28.97</u>	<u>31.72</u>	<u>21.85</u>	<u>33.40</u>
TOTAL	117.65	126.17	103.87	120.29

8) **Employment Department Data (for CT Programs)**

Availability of Jobs

Statewide, 385 annual openings for first-line supervisors/manager of food preparation and serving workers are projected in Oregon, and 33 openings are projected annually in Lane County; statewide, 65 annual openings for chefs and head cooks are projected in Oregon, and 4 openings are projected annually in Lane County; and statewide, 615 annual openings for restaurant cooks are projected in Oregon, and 54 openings are projected annually in Lane County.

Wages

Graduates qualify as first-line supervisors/manager of food preparation and serving workers with an hourly range from \$10.86 to \$17.10 and average annual salary of \$29,662; chefs and head cooks average \$13.24 to \$18.81 an hour with an annual salary of \$35,450; and restaurant cooks with an hourly range from \$8.84 to \$11.09 and an annual average salary of \$21,341.

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From 2006-07 Fiscal Year

Section II: Accomplishments

1. STUDENT SUCCESS AND RETENTION

In the summer of 2007, 75 new students were admitted into the Culinary Arts Program. A total of 67 students enrolled in the program in September. This created a need to restructure courses and welcome the largest class in recent years.

The revised curriculum for both the Culinary Arts and Hospitality Management programs were implemented in September 2006.

The membership on the Culinary Arts and Hospitality Management Advisory Committee was expanded to include more diversity and a broader representation from the industry. The advisory committee continues to provide valuable input on the knowledge, skills, and demands required by the industry.

New Culinary Adventuring courses were developed and offered during the year. New courses included At Your Service, International Baking and Pastry, and Composition of Cake. The courses were developed in response to student, community, and industry interests and needs.

The number of scholarships available to students was increased. The program continues to make scholarships available to students throughout their two years in the program, in support of student success and retention.

Section III: Planning for efficiencies, productivity and revenue enhancements:

2008-2009 (FY 09)

1. Efficiencies and Productivity: (Include impact, consequences, and comments)

A. Offering Existing Hospitality Management Courses in Spanish

Beginning in Spring Term 2008, we will offer our Introduction to the Hospitality Industry course in Spanish to see if there is a market niche for this. If there is, we will determine what existing courses can be offered in Spanish and work with the local community to market these courses.

2. Revenue Enhancements: (Include impact, consequences, and comments)

A. Restructuring of First-Year Student Experience in the Culinary Arts Program

Enrollment in the Culinary Arts Program has been increased to 70 students in order to continue to maximize the number of students in the program over the next two years. We are noting that the kitchen classrooms are filled with students and that additional work stations, equipment, and space will be needed in the near future.

In 2007-08, 75 students were admitted into the program in the fall and 67 actually enrolled. The first-year courses were restructured in order to accommodate the larger number of students in the existing kitchen classrooms. Student assistants, program ambassadors, and tutors provided faculty with assistance in the classroom and in the preparation for class.

B. Reorganizing of Hospitality Management Program

The existing curriculum of the Hospitality Management Program has been reorganized so that students are able to take core hospitality management classes and then specialize in an area of emphasis. Areas of emphasis include general hospitality management, food and beverage management, lodging, travel and tourism, and convention and event planning. This brings more clarity to the program and provides students with a focused study that is compatible with their professional interest. In addition, a student would have the option to work on a one-year certificate in food and beverage management. We think that this will lead to increased enrollment over time.

C. Implementation of Three Career Pathways

Three Career Pathway Certificate programs will be implemented in Fall 2008. They include career pathways for Baking and Pastry, Food Preparation and Production, and Restaurant Ownership. These certificate programs provide our students with the opportunity to “specialize” in an area of interest or gain adequate skills in a short period of time for entry-level employment.