Initiative Report for CCS 2009-10

CAHM: Revenue Enhancements of the Implementation of a Green Hospitality Management Program

Summary:

To follow suit with LCC's Mission and Core Values, there is a need to promote Sustainability in the Hospitality Management program by restructuring the curriculum to incorporate green practices and education.

Description

The existing curriculum will be expanded to include Sustainable Standard Operating Procedures (SSOP). Many areas of Hospitality will be addressed including include general hospitality management, food and beverage management, lodging, travel and tourism, and convention and event planning. Program surveys lead us to believe that this will lead to increased enrollment over time.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. **How does it continue the achievement of those goals?**
2. **If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. **How does it continue the achievement of these plans?**
2. **If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This is a new initiative request.

Describe the resources needed:

Existing faculty resources.

No General fund contribution needed.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Increased enrollment. Surveys conducted from potential hospitality management students have measured results of a Green interest. The surveys state that the inclusion of sustainability into the hospitality management curriculum is an attraction in choosing LCC for their education.

Department Priority:

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Unit Resources:

100 hours of unit resources with Hospitality Management faculty.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee