

Conference and Culinary Services (CCS) Division

The Culinary Arts and Hospitality Management Program (CAHM)

For 2010-2011 Implementation

Section III: Unit Planning Goals/Planning for efficiencies and productivity and revenue enhancements.

LIST GOAL-----	ACTIVITIES----- --	TIMELINE----- --	BUDGET IMPACT-- --
1. Develop Part-Time Faculty Handbook/Orientation Material	A Part-Time Faculty Handbook is currently being created and will be completed by the end of fall term 2009.	Completed end of Fall Term 2009; ongoing submissions afterwards	
2. Create Online Materials for Safety and Sanitation CA 175	Process has been implemented for the creation of an on-line Safety and Sanitation CA 175 course.	Moved forward from 09-10 Initiatives; Ongoing	\$5000 Carl Perkins moneys received
3. Refinement of First-Year and Second-Year Student Experience in the CAHM Program	Enrollment in the Culinary Arts Program has been increased to 76 students in continuing to maximize the number of students in the program. We would like to explore the opportunity to expand that number to 96 students.	Moved forward from 09-10 Initiatives; Ongoing	Bond moneys received
4. "Greening" of the CAHM Program	With greater national awareness of sustainability and current industry trends moving towards sustainable front-of-house and kitchen operations, the "greening" of the instructional programs is paramount.	Moved forward from 09-10 Initiatives; Ongoing	
5. CAHM Program Marketing Materials Redesign	With the increased national exposure of both instructional programs, the need for state-of-the-art and updated marketing materials is essential at this time.	Initial Goal	

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6. Bond Redesign and Equipment Procurement for Culinary Classroom and Renaissance Room in the Center Building	The Bond Measure has allocated funds for the redesign of the first floor kitchen facilities for the Center Building and Campus Food Services, which will affect the instructional programs.	Moved forward from 09-10 Initiatives; Ongoing	Bond Moneys received
7. Curriculum Redesigns: Program Electives Expansion	With the increased enrollment in the Hospitality Management Program and full-to-capacity enrollment of the Culinary Arts 2009 student cohort, as well as the inclusion of students from the Career Pathways Certificate Programs, the demand for entry into the required Program Elective classes is at a critical point.	Initial Goal	
8. Curriculum Redesigns: Career Pathways Certificate in Meeting, Conventions, and Events Management	By combining already existing courses from both culinary and hospitality curricula, and the development of new courses to specifically address events management, a new Career Pathways Certificate can be easily created and embedded into the instructional program offerings.	Initial Goal	
9. Curriculum Redesigns: Future 4-Year BS Programs	With increased national exposure of our accredited, reputable instructional programs, initial exploration and investigation will begin for the possible future of a 4-year Culinary	Initial Goal	

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	Arts and Hospitality Management Program.		
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Section III: Unit Planning Goals/Planning for efficiencies and productivity and revenue enhancements – Activity Details

1. Develop Part-Time Faculty Handbook/Orientation Material (Efficiencies/Productivity)

A Part-Time Faculty Handbook is currently being created and will be completed by the end of fall term 2009. The Handbook will be embedded in the Faculty Wiki Page. Increased sections have brought additional part-time Faculty to our ranks and the need for a detailed Handbook and orientation video is great at this time. Staff will continue to develop these materials to deliver a broad overview of instructional and equipment related concerns. Safety will be highlighted along with college emergency procedures.

2. Create Online Materials for Safety and Sanitation CA 175 (Efficiencies/Productivity/Revenue Enhancement)

Process has been implemented for the creation of an on-line Safety and Sanitation CA 175 course in which Carl Perkin's funds were allocated for in 2009. The demand for this course has increased because of the high enrollment in both instructional programs and the current Career Pathways Certificates. A new Pathways program in Nutritional Health Therapy also requires this class for their curriculum. Developing this course for an online application will enable us to offer this course in multiple terms increasing availability and flexibility to our students and students needing this requirement in other disciplines.

3. Refinement of First-Year and Second-Year Student Experience in the CAHM Program (Efficiencies/Productivity/Revenue Enhancement)

Enrollment in the Culinary Arts Program has been increased to 76 students in continuing to maximize the number of students in the program. We would like to explore the opportunity to expand that number to 96 students. Working with Campus Food Services for the redesign of the Center Building first floor facilities, we will develop new strategies and expand our footprint with the Bond remodel. If enrollment is to grow beyond our current numbers and the Second-Year student retention continues to improve, instructional human resources such as additional faculty members will be needed along with more instructional support specialists, student assistants, student ambassadors, and peer tutors. Currently, plans to successfully integrate the First-Year culinary student lab experience into the Food Services kitchen environment will greater facilitate "hands-on" practical experience and provide an overflow relief for both years' students.

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4. “Greening” of the CAHM Program (Efficiencies/Productivity/Revenue Enhancement)

With greater national awareness of sustainability and current industry trends moving towards sustainable front-of-house and kitchen operations, the “greening” of the instructional programs is paramount. The existing hospitality management curriculum will be expanded to include Sustainable Standard Operating Procedures (SSOP), and the culinary arts curriculum currently provides classroom opportunities to study sustainable food operations and the use of local farms and products, including Lane’s Learning Garden. Program surveys lead us to believe that “greening” of the instructional programs will lead to increased enrollment over time.

5. CAHM Program Marketing Materials Redesign (Efficiencies/Productivity/Revenue Enhancement)

With the increased national exposure of both instructional programs, the need for state-of-the-art and updated marketing materials is essential at this time. Most of the marketing materials used at student recruitment events, career fairs, and the like are extremely outdated. With new accreditations for both programs, we can now include this information on the new materials used. New materials include: a running "commercial"/power point presentation featuring the instructional programs; program brochures that feature our accreditation status; a Career Pathways Certificate Program brochure featuring these new programs offered in the Division; banners; the creation of an official CAHM logo; appropriate marketing incentives geared towards our industry; and a Lane Community College Cookbook for overall institutional revenue enhancements.

6. Bond Redesign and Equipment Procurement for Culinary Classroom and Renaissance Room in the Center Building (Efficiencies/Productivity/Revenue Enhancement)

The Bond Measure has allocated funds for the redesign of the first floor kitchen facilities for the Center Building and Campus Food Services, which will affect the instructional programs. The finished Center Building classroom room 130 is currently being used by the Physical Therapy Program for the academic year 09-10. Beginning in fall term 2010, the classroom will be used for the CAHM Program as projected. With the additional classroom space, the Program will then be able to successfully accommodate the influx of enrollment in both programs, and be able to conduct appropriately averaged student/instructor lab classes within a controlled, safe environment. The vision and goals of the new lecture/lab classroom include: ODA (Oregon Department of Agriculture) Certifications for a “green” organic, sustainable stamp; state-of-the-art equipment related to the current restaurant industry standards; the installation of a small hood system for proper ventilation; and Renaissance Room student-run dining room redesign.

7. Curriculum Redesigns: Program Electives Expansion (Revenue Enhancement)

With the increased enrollment in the Hospitality Management Program and full-to-capacity enrollment of the Culinary Arts 2009 student cohort, as well as the inclusion of students from the Career Pathways Certificate Programs, the demand for entry into the required Program Elective

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classes is at a critical point. A plan to expand the course program elective offerings from existing classes offered in other departments is already underway; identifying what appropriate classes from other areas of study would successfully satisfy Program Elective credit.

8. Curriculum Redesigns: Career Pathways Certificate in Meeting, Conventions, and Events Management (Revenue Enhancement)

The field of Meeting, Conventions, and Events Management is at the forefront of the hospitality industry. Oregon Workforce predictions state that these positions are at a steady increase in job market availability. A generated awareness of this field has encouraged new and returning hospitality management students to explore jobs in this area. By combining already existing courses from both culinary and hospitality curricula, and the development of new courses to specifically address events management, a new Career Pathways Certificate can be easily created and embedded into the instructional program offerings.

9. Curriculum Redesigns: Future 4-Year BS Programs (Revenue Enhancement)

With increased national exposure of our accredited, reputable instructional programs, initial exploration and investigation will begin for the possible future of a 4-year Culinary Arts and Hospitality Management Program. Beginning with the Hospitality Management program, a 4-year course curriculum could provide a student with enormous academic opportunities including: additional practical “hands-on” experience, advanced 300-400 level classes, a year internship/externship program with regards to sustainability and green energy, and a specific industry-related course of study.