

CCS 2010-11

CAHM Goal: CAHM Program Marketing Materials Redesign

Summary:

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.

Description

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 Most of the marketing materials used at student recruitment events, career fairs, and the like are extremely outdated.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.

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.**

Initial Goal. This initiative advances the implementation of a long-term process improvement.

Describe the resources needed:

Financial resources requested are listed in the Carl Perkins funding proposal for this Initiative.

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.

No General fund contribution needed. Fund 6 revenues will support training.

Department Priority:

6

Unit Resources:

Financial resources requested are listed in the Carl Perkins funding proposal for this Initiative.

No additional human resources within the department.

Funding Request: Carl Perkins

Is this a Career & Technical Education program approved by the state and offered through Lane for credit?

Yes

If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?

No

Do you have an advisory committee that meets 2-3 times per year?

Yes

If request is for personnel, will funds be used to replace an existing position?

No

How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?

The Culinary Arts and Hospitality Management Program was awarded with two distinct accreditations in July, 2009. The American Culinary Federation Foundation Accrediting Commission (ACFFAC) re-accredited the Culinary Arts Program for a maximum of seven years and distinguished our program with having Exemplary Status. The Accreditation Commission for Programs in Hospitality Administration (ACPHA) awarded an initial accreditation to the Hospitality Management Program for a maximum of seven years. Lane now boasts the only joint accredited Culinary Arts and Hospitality Management program in Oregon and the Pacific

Northwest. We believe that accreditation from both these prestigious industry organizations motivate, encourage and energize students to do their best in the program. It is meaningful in the culinary and hospitality industry to have graduated from programs that have accreditation and students have a better chance of a successful job placement with these credentials.

With the increased national exposure of our new joint accredited Programs as well as the whole of Lane Community College marketing our Programs with up-to-date information is essential. Currently, the marketing materials not including the Curriculum Program Brochure, consists of a small pamphlet. The pamphlet only mentions the Culinary Arts accreditation with the ACFFAC. The brief paragraphs about careers in Culinary Arts and Hospitality Management are outdated. The listed employment and salary projections and figures are incorrect. This pamphlet, which is heavily distributed at high school and middle school career fairs and student recruitment events both on and off campus, is a primary marketing tool for prospective students targeting the 7-12th Grades. It also provides immediate information to prospective Advisory Committee members, industry members, interested parties, and other schools which offer studies in Culinary Arts and Hospitality Management. By redesigning and enhancing our marketing materials for both distinct educational programs, beginning with this pamphlet, prospective students and interested parties will be better informed of the significance of enrolling in an accredited program at Lane. Along with the joint accredited Programs, we offer Career Pathways Certificates of Completion in Food Prep and Production, Baking and Pastry, and Restaurant Ownership. There is also a One-Year Certificate of Completion in Foodservice Management. None of these Programs are distinguished by their own marketing materials. Currently, the Baking and Pastry Certificate Program is filled to capacity. Interest in the Career Pathways tracts before entering the 2-Year AAS Degree programs is increasing. An appropriate marketing brochure specific to the Career Pathways Certificates we offer would greatly enhance the recruitment tactics; especially targeting high school students or community students interested in learning the basic skills for entry-level positions.

Our Program holds several articulation agreements with Lane County high schools in College Now and ProStart, including schools in the Medford and Klamath school districts. We also support these high schools by: sponsoring the annual spring culinary competition, providing recruitment support and culinary demonstrations to generate interest, offering an annual invitation to the Program's Open House, and encouraging an open-door policy of information and support between both parties faculty and staff. This vital connection with our articulated high schools actively increases our immediate exposure to our Program. The update of the marketing materials for the Two-Year Programs and the Career Pathways Certificate Programs will greatly enhance this connection.

The demand for our presence at local high school career fairs and community events has increased. Four separate career fairs have been scheduled for our Program just for February, 2010, including Lane Preview Night, the Lane County HS Career Fair, and an Elmira HS Career Fair. We continue to attend Career Fairs through June, and sometimes coordinate summer tours to prospective students. Currently, our marketing table only consists of our pamphlets and dated culinary and hospitality pictures displayed on foamcore. There are a variety of materials which can enhance our Program: new banners illustrating our accreditation status for both Programs; updated culinary and hospitality pictures; the creation of an official CAHM logo; appropriate marketing incentives geared towards our industry, such as small, usable kitchen utensils or canned goods with the Lane logo attached. An idea has been generated that the Culinary Arts and Hospitality Management Program could sponsor a Lane Community College Cookbook.

Designed to honor all programs and departments at Lane, the LCC Cookbook could feature not only recipes and culinary musings from the Culinary Arts Program, but recipes from campus beloved instructors and staff. Producing an LCC Cookbook and stylish culinary marketing incentives could generate revenue enhancements not only for the Program, but for the entire campus.

The entirety of the marketing materials redesign can be produced internally at Lane with the talented staff in Graphics Design and Printing and Graphics.

How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?

The rigorous standards that must be maintained to receive and sustain accreditation make our Culinary Arts and Hospitality Programs curricula richer and more rewarding for our students. As an example, the required sets of knowledge and competencies in twelve-twenty different categories holds both our Programs accountable for covering this comprehensive list of proficiencies. As a result, the student educational experience is enhanced. Marketing these accreditations gives prospective students an accurate foundation of program information, including its demanding requirements, course rigor, and high, professional standards. Funding this initiative will support our immediate need to professionally update our marketing materials for both the Culinary Arts and Hospitality Management Program and the Career Pathways Certificate Programs.

EQUIPMENT \$

0

COMPUTER HARDWARE \$

0

COMPUTER SOFTWARE \$

0

MATERIALS & SUPPLIES \$

2500

CURRICULUM DEVELOPMENT (Hours)

0

PART-TIME FACULTY \$

0

TIMESHEET STAFF \$

500

TRAVEL \$

0

Can this initiative be partially funded?

No

EQUIPMENT \$

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE \$

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE \$

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES \$

(MS) Explanation of effect of partial funding:

CURRICULUM DEVELOPMENT (HOURS)

(CD) Explanation of effect of partial funding:

PART-TIME FACULTY \$

(PF) Explanation of effect of partial funding:

TIMESHEET STAFF \$

(TS) Explanation of effect of partial funding:

TRAVEL \$

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

Funding Request: Technology Fee