

CCS 2010-11

CAHM Goal: Curriculum Redesigns: Career Pathways Certificate in Meeting, Convention, and Special Events Manager

Summary:

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.

Description

The field of Meeting, Convention, and Special 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.

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:

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

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 efficiency and productivity, including instructional learning outcomes; Revenue enhancement.

Department Priority:

5

Unit Resources:

Faculty support requested for Curriculum Development funding.
Faculty support requested for Carl Perkins funding.

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?

Career Pathways is an initiative that is being used by a number of community colleges in Oregon, as well as around the United States. They were developed in response to the Department of Education's initiative for community colleges to proactively adapt to the dynamically changing needs of students and employers. Several departments at Lane currently have Career Pathways Programs in place and these include: Business, Health Professions, Manufacturing Technology, and Coop Education EST/OST.
The Culinary Arts and Hospitality Management Program matriculated its Career Pathways

Certificate Programs in September, 2008 offering three distinct Programs in Baking and Pastry, Food Prep and Production, and Restaurant Ownership. For our Culinary Arts and Hospitality Management Program, the industry clearly and regularly dictates to us the ever changing employment and skills needs of industry employers; our Advisory Committee being the top source of information keeping our students and faculty current in our educational offerings.

We are painfully aware that, each year, a number of students experience personal hardships with both the tempo and demands of our current One-Year Certificate of Completion in Foodservice Management and the Two-Year AAS Degrees both in Culinary Arts and Hospitality Management. Because of this, we believe that the Culinary Arts and Hospitality Program has been well suited to the Career Pathways approach; the Baking and Pastry Certificate Program graduated 8 students in 2009, and is now currently filled-to-capacity with an anticipation of graduating 24 students in 2010. Our goal is to continue to provide students greater access to an education that will help advance them along their paths, at a pace that is both rewarding and sustainable in their lives. We hope to encourage these students to continue their education and accumulate one or all certificates as building blocks towards advancement in their career, as well as, ultimately, a Two-Year or Four-Year degree, if they chose.

In addition to the Career Pathways Certificate, students currently working towards obtaining the Restaurant Ownership Pathways Certificate are able to receive in several of the required courses, National Certifications issued through exam by the National Restaurant Association Education Foundation (NRAEF). These additional certifications only enhance the student's credentials; bringing them assured confidence of employment in an occupation they desire to pursue.

The occupation as a Meeting, Convention, and Special Event Planner or Manager is highly popular in today's current job market. Current Oregon state-wide predications confirm that this particular occupation will steadily increase in job availability through 2016. (See Attachment 1) Currently, the Two-Year AAS Degree in Hospitality Management offers several classes within the curriculum that satisfy an adequate amount of required education and skills specifically pertaining to meeting, convention, and event planning. (See Attachment 2)

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?

We are confident that creating additional educational offerings that are aligned with current hospitality management industry standards and career options are key towards sustaining a strong, newly-accredited Hospitality Management Program here at Lane. This new Career Pathways can truly be envisioned as a gateway to expansive opportunities in furthering a students' education and encouraging a well-developed skill set needed to achieve success.

The development of the new Career Pathways Program will primarily focus around a new course which will support the general core values and strategic directions that we embrace at Lane. This advanced course will further prepare students for meaningful employment in the occupation of Meeting, Convention, and Special Events Management by providing:

- o Effective student learning and expansion of knowledge in the field of event management.
- o Additional in-depth conversations and projects in the classroom beyond the introductory level.
- o Sequential learning outcomes which are embedded in the newly-adopted ACPHA accrediting standards, knowledge and competencies.
- o A final capstone class to promote completion success for the Certificate Program.
- o Curriculum topics supporting ADA accessibility for large groups of people as well as accommodating sight and hearing impairments.
- o Class focus on hiring and training new employees, which includes an expansive diversity of employees in the hospitality industry.
- o Addressing critical issues pertaining to the generation gap that we find in the hospitality industry as it relates to hiring, training and team building.
- o The inclusion of an entire section on sustainable meetings and special events, including but not limited to on-line registration, recycle stations, paperless agendas, and local, seasonal menu development.

EQUIPMENT \$

0

COMPUTER HARDWARE \$

0

COMPUTER SOFTWARE \$

0

MATERIALS & SUPPLIES \$

0

CURRICULUM DEVELOPMENT (Hours)

75

PART-TIME FACULTY \$

0

TIMESHEET STAFF \$

0

TRAVEL \$

0

Can this initiative be partially funded?

Yes

EQUIPMENT \$

0

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE \$

0

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE \$

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES \$

0

(MS) Explanation of effect of partial funding:

CURRICULUM DEVELOPMENT (HOURS)

75

(CD) Explanation of effect of partial funding:

This Initiative is also requesting funding from Curriculum Development.

PART-TIME FACULTY \$

0

(PF) Explanation of effect of partial funding:

TIMESHEET STAFF \$

0

(TS) Explanation of effect of partial funding:

TRAVEL \$

0

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

1. List the following information

- **Course Numbers (titles if not currently offered)**
- **Instructor Name(s) who will work on the curriculum development**
- **Whether each of the courses is in, or has been through, the curriculum approval process**

Course Numbers:

All courses listed as HRTM represent a current Hospitality Management course in the 2-Year AAS Degree and have been approved through the curriculum approval process:

HRTM 225, 279, 105, 109, 230, 110, 120, 280

CA 175 Culinary Arts

ONE course will be developed for the Career Pathways Certificate:

Advanced Principles of Meeting and Convention Management

Instructors Names: Dr. Lisa Benson Aherin and Joe McCully

Advanced Principles of Meeting and Convention Management will be proposed at the Curriculum Committee Meeting, March 4, 2010.

2. List each course number (or title) and the materials to be created for each class

- **Instructional goals, objectives, syllabi and outlines**
- **Lab instruction packets**
- **Practice, quiz, presentation &/or demonstration materials**
- **Other (specify)**

Attached to this Curriculum Development Proposal is the HRTM 109 Principles of Meetings and Conventions Management. (Attachment 3) This will provide the foundation to the course work development for the Advanced Principles of Meeting and Convention Management.

The following additional Attachements are also submitted:

Attachment 4 = CAHM Program Data Elements 09-10

Attachment 5 = Career Pathways proposed marketing description

Attachment 6 = Career Pathways curriculum matrix

Attachment 7 = Oregon Workforce Network Meeting and Conventions Management marketing video

3. List each course number (or title) and give your timeline for beginning and completing each course curriculum development.

Advanced Principles in Meeting and Convention Management will be developed as follows:

February 2010:

Develop new course proposal with evidence for Curriculum Committee approval and motion to proceed.

March 2010:

Proposal brought to Curriculum Committee. Motion approved or denied.

April to September 2010:

Once course is approved, the entire new Career Pathways Certificate Program in Meeting, Convention, and Special Events Manager will be motioned to approve by the State.

New Career Pathways Program projected to be implemented by September, 2010 fall term.

4. What are up to 3 departmental instructional goals that are met through the development of curriculum in each class?

- o Implement appropriate knowledge and competencies as dictated by the Hospitality Management Programs new accrediting commission (ACPHA) into the new course.
- o Advance theoretical and practical skills in meetings and conventions management in an upper-level Hospitality Management course.
- o Implement effective student learning outcomes in meetings and conventions management to support successful job placement in a growing industry.

5. List each course number (or title) and give the value of the development of curriculum in each course to other faculty members.

The development of Advanced Principles in Meeting and Convention Management will be value balanced between both full-time Hospitality Management instructors. Joe McCully, who has been the main instructor for HRTM 109 Meeting and Conventions Management and developed the course, will support Dr. Lisa Aherins proposal and development of the advanced, upper-level course offering based on his syllabus outcomes and the new accrediting competencies to be met in meeting and conventions management.

6. List each course number (or title) and say how many students will be served by the development of curriculum in each class.

We predict that 25-30 students will be served in the development of Advanced Principles in Meeting and Conventions Management. Current survey instruments and subjective assessment has revealed that students interested in hospitality management as a career are being drawn to the specific job sector in meeting, convention, and special events management. An advanced class will take the core curriculum class further into advancing the students job skill set.

7. List each course number (or title) and give the specific benefits to students that you expect from the development of curriculum in each class.

The development of Advanced Principles in Meeting and Convention Management will support:

- o Effective student learning and expansion of knowledge in the field of event management.
- o Additional in-depth conversations and projects in the classroom beyond the introductory level.
- o Sequential learning outcomes which are embedded in the newly-adopted ACPHA accrediting standards, knowledge and competencies.
- o A final capstone class to promote completion success for the Certificate Program.

8. List each course number (or title) and give the specific benefits for diversity that you expect from the development of curriculum in each class.

The development of Advanced Principles in Meeting and Convention Management will support diversity in several aspects including:

- o Curriculum topics supporting ADA accessibility for large groups of people as well as accommodating sight and hearing impairments.
- o Class focus on hiring and training new employees, which includes an expansive diversity of employees in the hospitality industry.
- o Addressing critical issues pertaining to the generation gap that we find in the hospitality industry as it relates to hiring, training and team building.

9. List each course number (or title) and give the specific benefits to sustainability that you expect from the development of curriculum in each class.

The development of Advanced Principles in Meeting and Convention Management will support:

- o The inclusion of an entire section on sustainable meetings and special events, including but not limited to on-line registration, recycle stations, paperless agendas, and local, seasonal menu development.

10. List each course number (or title) and give the specific effects on distributed learning that you expect from the development of curriculum in each class.

The development of Advanced Principles in Meeting and Convention Management will be supported by the addition of the CA 175 course Safety and Sanitation, which is currently planned to become an on-line course in 2010. The remainder of the curriculum consists of a rigorous practical experience education, which is appropriate for this particular career program.

Hours requested for Curriculum Development funding:

Please enter the amount of one of the following:

- **100 hours maximum for new development.**
- **70 hours maximum for course revision**
- **50 hours for 3-4 credit conversion**
- **other (use if multiple courses addressed in one initiative)**

Do not enter any characters other than numbers and a decimal.

How many hours are you requesting? If there are multiple courses addressed in the initiative, please list each course number (or title) and give the number of hours requested for each course.

75

Can this initiative be partially funded?

Yes

Partially funded curriculum development HOURS requested:

This Initiative is also being requested for Carl Perkins funding.

Explanation of effect of partial funding:

Funding Request: Technology Fee