

Conference and Culinary Services (CCS) Division

The Culinary Arts and Hospitality Management Program (CAHM)

For 2011-2012 Implementation

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

LIST GOAL-----	ACTIVITIES----- --	TIMELINE----- --	BUDGET IMPACT-- --
1. Execute Online Course Modality for CA 175 Sanitation and Safety.	Processes have been completed for the creation of the Online Course Modality for CA 175 Sanitation and Safety.	Moved forward from 10-11 Initiatives; Ongoing	
2. “Greening” of the CAHM Program	With greater national awareness of Sustainability and the current industry movement focused upon sustainable front-of-house and kitchen operations, the “greening” of the instructional programs is paramount.	Moved forward from 10-11 Initiatives; Ongoing	
3. 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.	Moved forward from 10-11 Initiatives; Ongoing	
4. Curriculum Enhancement: Career Pathways Certificate in Meeting, Convention, and Special Events Management	Carl Perkin’s Curriculum Development funds for 2010-11 were approved for the development stages of a Career Pathways Certificate Program in Meeting, Convention, and Special Events Management.	Moved forward from 10-11 Initiatives; Ongoing	
5. Curriculum Enhancement: Career Pathways	Initial collaboration between Health Professions and the	Initial Goal	

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Certificate Program in Dietary Management	CAHM Program has proved successful in matriculating a new Career Pathways Certificate Program in Dietary Management that will support additional career opportunities for both Culinary Arts and Hospitality Management students.		
6. Procurement of a “Green” Energy Efficient Catering Vehicle for the CAHM Program			

Section III: Unit Planning Goals/Planning for efficiencies and productivity and revenue enhancements – Activity Details

1. Execute Online Course Modality for CA 175 Sanitation and Safety (Efficiencies/Productivity/Revenue Enhancement)

Processes have been completed for the Online Course Modality of CA 175 Sanitation and Safety, in which Carl Perkin’s funds were allocated in 2009. The demand for this course has increased because of the high enrollment in both instructional programs and the current Career Pathways Certificates. An additional section was added to the course in Fall Term 2010 to accommodate 91 students. A new Pathways program in Dietary Management also requires this class for the curriculum. The Online Course Modality 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. The goal is to have a pilot term offering the new course modality in 2011. Complete term-by-term implementation will be as dictated by the availability of budgeted human resources.

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

With greater national awareness of Sustainability and the current industry movement focused upon sustainable front-of-house and kitchen operations, the “greening” of the instructional programs is paramount. The Hospitality Management curriculum will be expanded to include Sustainable Standard Operating Procedures (SSOP), and the Culinary Arts curriculum currently provides

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classroom opportunities to study sustainable food operations and the use of local farms and products, including Lane's Learning Garden. A "Sustainability and Green Practices" chapter has been added to all current student and part-time faculty handbooks. Additional special events and conference opportunities in local foods, food justice, and industry sustainability are currently being implemented into the overall student experience. Program student surveys and prospective student interest lead us to believe that "greening" of the instructional programs will lead to increased enrollment, improved student retention, and degree/certificate completion over time.

3. 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. During the 2009-10 academic year, a Media Design faculty member monitored the work of Media Design students with the branding of the CAHM Program with a new logo. The logo was approved by the Division and Lane Marketing and Public Relations. With prestigious accreditations for both programs and a new logo, we can now include this information on newly-created materials. Proposed materials include: a running "commercial"/power point presentation featuring the instructional programs; program brochures that feature our accreditation status and new logo; a Career Pathways Certificate Program brochure featuring these programs offered in the Division; banners; appropriate marketing incentives geared towards our industry; and a Lane Community College Cookbook for overall institutional revenue enhancements.

4. Curriculum Enhancement: Career Pathways Certificate in Meeting, Convention, and Special Events Management (Revenue Enhancement)

Curriculum Development funds through Carl Perkin's for 2010-11 were approved for the development stages of a Career Pathways Certificate Program in Meeting, Convention, and Special Events Management. The new Career Pathways Certificate will be embedded into the instructional program offerings for the 2012-13 academic year upon DOE and Lane Curriculum Committee approvals. Currently, the funding is covering the development of an advanced course in Meeting and Convention Management. The course is proposed to be offered in Winter Term 2012 in order to support existing students already in the Hospitality Management Program that will want to complete the Certificate once approved. The new course will be approved for inclusion in the 2011-12 Catalog. 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. We are confident that this Career Pathways Certificate Program will increase student enrollment, retention, and degree/certificate completion.

5. Curriculum Enhancement: Career Pathways Certificate in Dietary Management (Revenue Enhancement)

Partnership between Health Professions and the CAHM Program has proved successful in matriculating a new Career Pathways Certificate Program in Dietary Management that will support

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additional career opportunities for both Culinary Arts and Hospitality Management students. Approved by DOE in Winter Term 2010, the 12-credit Career Pathways Certificate gives program students the opportunity to earn additional industry credentials and certification. Industry trends dictate that these career opportunities are increasing, and graduates will be able to direct and control or assist with the dietary departments of hospitals, long-term care facilities, schools, and many other settings. We are confident that this Certificate Program will greatly enhance our Culinary Arts curriculum and increase Program student enrollment, retention and degree/certificate completion.

6. Procurement of a “Green” Energy Efficient Catering Vehicle for the CAHM Program (Efficiencies/Productivity/Revenue Enhancement)

The successful execution of external events supported by the CAHM Program such as the Whiteaker Dinner, the Mt. Pisgah Mushroom Festival, Project Homeless Connect, and Chefs’ Night Out, continues to generate a positive response in the Community. In order to expand upon efficiencies for external events that use the complete scope of the CAHM Program offerings (i.e. catering, equipment, décor, staffing, etc.), a “green” energy efficient catering vehicle is desired. Continued research by the CAHM staff includes the viability of participating in other off-site community events and the extent the CAHM Program could provide services; identifying a vehicle appropriate for the CAHM Program’s vision and needs; and exploring grant opportunities for vehicle funding. Exploration for these grant opportunities is top priority for the 2011-12 academic year.