

CCS 2011-12

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.

Description

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 contributing to the General Fund.

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 initiative is a continuation of a process started last year. This initiative advances the implementation of a long-term process improvement.

Describe the resources needed:

We are requesting full funding of \$3000 to create state-of the-art and updated marketing materials for the Culinary Arts and Hospitality Management program We are requesting funding to support the materials and supplies resources and human resources from Carl Perkin's moneys to successfully support this Initiative. Materials and Supplies request is for \$2500 and the Timesheet Staff request is for \$500 to support the Lane Printing and Graphics and Graphic Arts staff.

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.

Specific and measurable outcomes of the initiative are defined:

- *Further assures increased efficiency and productivity of staff that is involved in the initial processes of entering our program students.

- *Provides revenue enhancement for the program and the General Fund – creating marketing materials and products that are visually attractive, usable and purchasable.

- *Supports Lane's new Strategic Directions of: Optimal Student Preparation, Progression and Completion – promoting students' progression to goal completion by knowing our students and creating needed systems, processes and learning environments.

- *Supports Lane's previous Strategic Directions of: Transforming Students' Lives – fostering the personal, professional and intellectual growth of learners by providing exemplary and innovative teaching and learning experiences and student support services, and committing to a culture of assessment of programs, services and learning; Transforming the College Organization – building organizational capacity and systems to support student success and effective operations, and promoting professional growth and providing increased development opportunities for staff both within and outside the college; and Transforming the Learning Environment – creating a diverse and inclusive learning college.

- *Supports the ACF and ACPHA, the program's accrediting bodies, with highlighting their educational expectations on accurate and up-to-date marketing materials for the program.

- *Provides Lane's internal informational systems such as Enrollment Services, Financial Aid, Counseling, and our other Division departments that are in the position to promote and support the CAHM program with accurate and up-to-date information.

- *Learning Outcomes for students and staff:

 - Provides accurate and up-to-date information to current students and staff about the program's education, which is current to the industry standards as well as supporting Lane's Core Values and Strategic Directions.

 - Supports student leadership projects and co-op opportunities in the creation of marketing materials that are visually attractive, usable and

purchasable, such as canned goods or testing future Lane cookbook recipes.

Supports student leadership projects and co-op opportunities in the marketing materials development; working with the CAHM program staff member who will be responsible for the development to help advance the student's educational skills in written communications and industry marketing.

Department Priority:

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Unit Resources:

We are requesting funding to support the materials and supplies resources and human resources from Carl Perkin's moneys to successfully support this Initiative. Materials and Supplies request is for \$2500 and the Timesheet Staff request is for \$500 to support the Lane Printing and Graphics staff.

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?

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 (CAHM) 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 Lane's 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 and earnings potential with these significant 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. In 2010, a new CAHM Logo was created by a small committee which consisted of Media Design students with a faculty supervisor, the Lane marketing staff, and CAHM program faculty. The new logo has been imprinted on Tshirts for program students and staff. These Tshirts can now be sold at program events with moneys directed into the Student Club account.

Currently, the marketing materials, not including the Lane catalog brochures, consist simply 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 as well as 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 (CPC) in Food Prep and Production, Baking and Pastry, Restaurant Ownership, and Dietary Manager. A new CPC “Meeting, Convention, and Special Events Manager” was approved by Lane’s Curriculum Committee, and has now been submitted to the State DOE for approval, January, 2011. This CPC reflects study for a specialized career skill needed in the Hospitality industry. State workforce projections see these types of jobs in events management increasing in availability and wages in Oregon and Lane County through 2018. In addition to the CPCs, we also offer a one-year Certificate of Completion in Foodservice Management. None of these specific certificate programs are distinguished by their own marketing materials.

Currently, the Baking and Pastry CPC courses are filled to capacity. Interest in the CPC tracts before entering the two-year AAS degree programs is increasing. In support of Lane’s newly-adopted Strategic Direction for Optimal Student Preparation, Progression and Completion, our CPCs will help drive students to at least certificate completion, and will encourage students to continue their education into the AAS degree program or beyond if they so desire. An appropriate marketing brochure specific to the CPCs we offer through our program would greatly enhance the recruitment tactics; especially targeting high school students or community members interested in learning the basic skills for entry-level industry positions and/or personal enrichment.

The CAHM 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: supporting 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 CPC programs will greatly enhance this connection.

The demand for our presence at local high school career fairs and community events has increased. We annually participate in Lane Preview Night, the Lane ESD Career Fair, and the Thurston and Springfield HS Career Fairs sponsored by the Springfield Chamber of Commerce. We continue to attend various career fairs through June, and sometimes coordinate summer tours to prospective students. There are a variety of materials which can enhance our program's marketing tools used: new banners illustrating our accreditation status for both programs; updated culinary and hospitality pictures; appropriate marketing incentives geared towards our industry, such as small, usable kitchen utensils or canned goods with the Lane, Titan, or CAHM logo attached.

An idea has been generated from campus employees that the CAHM program could sponsor a Lane Community College Cookbook. Designed to honor all programs and departments at Lane, the LCC Cookbook "*A Taste of Lane*" (penned by Officer Bill Speicher from Public Safety) could feature not only recipes and culinary musings from the faculty/staff of the CAHM program, but recipes from all campus departments' beloved administration, 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 giving back to the General Fund.

The entirety of the marketing materials redesign can be produced internally at Lane with the talented staff in the Graphics and Media Design Departments 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 CAHM program's curricula richer and more rewarding for our students. As an example, the required sets of "competencies" from twelve to twenty different industry 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.

The non-competitive enrollment process for the CPC programs encourages students to become a part of the program without the demanding curricula that the two-year AAS degrees entail. The CPCs not only give the student an edge to obtaining entry-level positions in the industry, but allows the student to use those awarded credits immediately towards the AAS degrees. The coursework in the CPCs may inspire students to continue and develop even more specific skills,

including additional courses in the general education setting that support the technical skills learned with a sound liberal education.

Funding this initiative will successfully support our need to professionally update our marketing materials for the Culinary Arts and Hospitality Management program and the Career Pathways Certificate programs.

EQUIPMENT \$

COMPUTER HARDWARE \$

COMPUTER SOFTWARE \$

MATERIALS & SUPPLIES \$

2500

CURRICULUM DEVELOPMENT (Hours)

PART-TIME FACULTY \$

TIMESHEET STAFF \$

500 for Printing and Graphics and Graphics Design

TRAVEL \$

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