

## CCS 2011-12

### CAHM Goal: Curriculum Enhancement: Career Pathways Certificate in Meeting, Convention, and Special Events Management

#### Summary:

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.

#### Description

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.

#### 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:**

**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:**

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**Unit Resources:**

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee