UHCC December 2009 Coversheet –
Annual Report Program Data

College: Hawaii Community College in Hilo and Kona

Program: Hospitality and Tourism (HOST)

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	APC
				x	X	X			

Introduction: <u>Brief</u> description of the program and program mission.

Program Mission

The mission of the Hospitality and Tourism Program is to provide students with a general overview of hospitality operations to help them develop the technical and interpersonal skills necessary for them to be valued employees in the industry and contributing members of the community.

Program History

The Hotel Operations program was first introduced to Hawai'i Community College's predecessor, Hawai'i Technical School, in the early 1950s. It later became part of the college's Business Education Division and was primarily taught by lecturers. The program was transferred to the college's West Hawai'i campus in the fall of 2001 with Hilo based students being offered classes via distance education based in Kealakekua.

In the spring of 2002 the Food Service program and the Hotel Operations program became part of the Hospitality Division and the Hospitality Training Institute. In June 2004, the Regents gave provisional approval to expand the program. This resulted in the addition of a Certificate of Achievement and an Associate of Applied Science degree to the existing Certificate of Completion. Spring 2007 the program's name was changed from Hotel Operations (HOPE) to Hospitality and Tourism (HOST) in accordance with other Hawaii Community Colleges. The HOST program was approved by the Regents as Established in July 2008.

Part I.
Quantitative Indicators (Reported on 2009 Summary Report Program Data excel sheet --includes health calls based on system scoring rubric).

Overall Program Health				Cautionary

Demand Indicators	Academic Year			
	Fall 06	**Fall 07**	**08-09**	
1 New & Replacement Positions (State)	138	190	347	
2 New & Replacement Positions (County Prorated)	39	24	18	
3 Number of Majors	19	23	28	**Demand Health**
4 SSH Program Majors in Program Classes	87	111	291	Healthy
5 SSH Non-Majors in Program Classes	57	72	54	
6 SSH in All Program Classes	144	183	345	
7 FTE Enrollment in Program Classes	10	12	12	
8 Total Number of Classes Taught	4	4	9	

Efficiency Indicators	Academic Year			
	Fall 06	**Fall 07**	**08-09**	
9 Average Class Size	12.0	15.3	12.8	
10 Fill Rate	44%	68%	43%	
11 FTE BOR Appointed Faculty	0.0	0.0	0.0	
12 Majors to FTE BOR Appointed Faculty	0.0	0.0	0.0	**Efficiency Health**
13 Majors to Analytic FTE Faculty	23.8	28.8	29.7	Unhealthy
13a Analytic FTE Faculty	0.8	0.8	0.9	
14 Overall Program Budget Allocation	$37,728	$39,471	$49,409	
14a General Funded Budget Allocation	n/a	n/a	$46,979	
14b Special/Federal Budget Allocation	n/a	n/a	$2,430	
15 Cost per SSH	$262.00	$215.69	$143.21	
16 Number of Low-Enrolled (<10) Classes	1	0	1	

Effectiveness Indicators	Academic Year			
	2006	**2007**	**08-09**	
17 Successful Completion (Equivalent C or Higher)	n/a	n/a	83%	
18 Withdrawals (Grade = W)	n/a	n/a	2	
19 Persistence (Fall to Spring)	84%	78%	66%	
20 Unduplicated Degrees/Certificates Awarded	n/a	n/a	3	**Effectiveness Health**
20a Number of Degrees Awarded	0	0	3	Unhealthy
20b Certificates of Achievement Awarded	0	1	1	
20c Academic Subject Certificates Awarded	n/a	n/a	0	
20d Other Certificates Awarded	n/a	n/a	1	
21 Transfers to UH 4-yr	0	0	0	
21a Transfers with degree from program	n/a	n/a	0	
21b Transfers without degree from program	n/a	n/a	0	

Distance EducationCompletely On-line Classes		Academic Year			
		Fall 06	Fall 07	08-09	
22	Number of Distance Education Classes Taught	n/a	n/a	2	
23	Enrollment Distance Education Classes	n/a	n/a	17	
24	Fill Rate	n/a	n/a	28%	
25	Successful Completion (Equivalent C or Higher)	n/a	n/a	59%	
26	Withdrawals (Grade = W)	n/a	n/a	0	
27	Persistence (Fall to Spring Not Limited to Distance Education)	n/a	n/a	0%	
Perkins IV Core Indicators					
	Perkins IV Measures 2007-2008	Goal	Actual	Met	
28	1P1 Technical Skills Attainment	90.00	75.00	Did Not	
29	2P1 Completion	44.00	50.00	Met	
30	3P1 Student Retention or Transfer	55.00	92.86	Met	
31	4P1 Student Placement	50.00	0.00	Did Not	
32	5P1 Nontraditional Participation	25.00	50.00	Met	
33	5P2 Nontraditional Completion	25.00	100.00	Met	

Part II Analysis of Program

James Lightner should be included as 50% HOST and 50% CULN in item #11 FTE BOR Appointed Faculty, and was incorrectly listed under Hawaiian Studies. Indicator #15 Cost per SSH should be adjusted by this change.

The number of HOST majors as of October 28, 2009 is 27 plus 9 students changing majors to HOST effective January 2010.

Of the 27 students presently enrolled, 6 identify Native Hawaiian or Part Hawaiian as their ethnicity, 6 are International students, 16 are from Island of Hawaii high schools, and 19 are female and 8 male.

In 2008 -2009 academic year, 4 students earned their AAS degree and one a Certificate of Completion. By May 2010, 11 students have the potential to earn their AAS degree, one CA, and three CC.

Hilo has 21 students enrolled and Kona 6. The economic recession caused major unemployment in the West Hawaii workforce where about 75% of the jobs are directly related to the number of visitors coming to our island. Students did not enroll in the HOST program due to fear of no jobs being available after graduation, families moving out of state, lower family disposable income, no financial support from employers, and difficult transportation from the center of population to the Kealakekua Campus.

The Fill Rate Indicator #10 is based on 15 students in Hilo and 15 in Kona for a total of 30. In more normal economic times, Kona would have had 15 students as expected. In Hilo, less International students were enrolled due to economic recession abroad and difficulty getting student visas.

Indicator #19 Persistence (Fall to Spring) is low due to the economic recession factors previously described. HOST 101 Introduction to Hospitality and Tourism and HOST 25 Guest Service Procedures have no prerequisites and attract some students who are just curious about the hospitality industry, or want to earn some additional credits. Many have not previously used Laulima Web based learning system, or video conferencing. Since the HOST courses are delivered in hybrid format, the first year learning experience is more difficult than some students expected.

Indicator #22 Number of Distance Education Classes Taught does not measure the HOST courses taught in the hybrid format of Laulima, video conference and classroom. More academically skilled students are able to go completely on-line with the instructor's permission.

Indicator #28 Technical Skills Attainment is low due to the factors described for Indicator #19, plus the CULN 120 Fundamentals of Cooking in the second year which requires the purchase of texts, uniforms and knife sets which could total over $400. This 6 credit course requires 12 contact hours which is 6 hours more than taking 6 credits in lecture classes. Only two second year students in Kona are taking the course and none in Hilo in Fall 2009. This is unfortunate since over 30% of a resorts revenue is from food and beverage sales.

Indicator #31 Student Placement is affected by students earning their CC, CA, or AAS then are no longer participating in the HOST program. It is also a measure of those students who go into jobs tracked by the federal and state government. In our heavily cash economy, tracking students who are working for cash or in family businesses is difficult. Presently 16 of our students are working either part or full time. Even in the economic recession, major resorts are continuing to build their workforce with dedicated, skilled people who have grown up on our island.

Over the past academic year, a $3,400 Perkins grant enabled purchasing video recording equipment to record role play in developing the students' guest service and front desk skills and record artifacts for the assessment plan.

The 2008 Action Plan results:

A clerk/typist was hired in fall 2008 in West Hawaii to handle 50% West Hawaii Campus work and 50% HOST and CULN program work for both Kona and Hilo. She has limited Word, Excel and basic business skills. She has made considerable progress in telephone procedures and communications with the college and the public.

The Palamanui Campus may be available in fall 2011 if the Supplemental Environmental Impact Statement and building permits applications go well. If not, fall 2012 is the next target date for opening the new campus in 24,000 square feet of occupied building space. "Potential partnerships with Natural Energy Laboratory of Hawaii Authority and area resorts should boost the college's hospitality, nursing, environmental studies and business programs." as reported by newspapers on Nov. 23, 2009.

Academy of Hospitality and Tourism representatives visited our island in fall 2007 and found good interest; however, the budget crunch has delayed establishing of any new programs or clubs in the high schools until the economy rebounds.

Requesting raising the remaining HOST courses to the 100 level was not done as planned due to the delay in the new Palamanui Campus.

Part III Action Plan

Offer an alternative to CULN 120, by establishing two new 3 credit HOST courses, possibly ethics, human resource, special events, green operations, or food and beverage management.

Continue to use the HOST brochure to recruit both high school and non-traditional students.

Work with Workforce Development for Career Change Program assistance for student's tuition, books and expenses.

Participate is career talks and career fairs in high schools and hospitality businesses.

Encourage hospitality businesses and resorts to encourage their employees both laid-off and presently employed to build their hospitality skills at HawCC.

Cooperate with the West Hawaii administration to help the clerk/typist increase her office skills using Microsoft Tutorials.

Continue to cooperate with the IT staff in Hilo and Kona to provide reliable, clear video conferencing service to our students and instructors.

Keep high school and Hawaii CC counselors informed of the opportunities available in hospitality and tourism.

Jim Ferguson's plan for the HOST classroom in Hale Aloha is as follows:

1. **FRONT DESK AREA**

This area is perfect for the training of the front operations and learning the skills of front desk agent with the guest. We are using this area now with the front desk simulation program in the laptop and printer. We video tape the practice, then play it back in our classroom through the computer over the poly com to the class in Kona.

If we had the poly DVD in the laptop, we could show it directly to the students in Kona. We also have a separate web cam that focuses on whoever is speaking automatically. Yes, this new equipment is very high tech.

Current challenge: The wireless in Hale Aloha does not always have the power to enable us to use the direct feed. I have learned that the building has hard wire to UH in it. This is good news.

2. **CLASSROOM**

I have three possible suggestions.

1. There is a room number 101 which is currently being used as a storeroom and study area for "up bound" I think it is called. It is a large room that has a bathroom in it. The bathroom is not being used due to a flooding problem, not sure it is from this bathroom or the one above it. When it flooded it went in to the room and they had to remove the carpet. It is a bare concrete floor now. We could get it fixed; however it still could be used for training how to clean a bathroom. The room has air conditioning and is hard wired for the computer to the UH system.

This room is large enough to be set up as a guest room and still seat 20/25 students at tables in it.

My thought is for the following set up:

One queen or double bed / headboard
Two night stands /lamps a telephone and alarm/radio
One desk/dresser with a TV and a desk chair
One lounge chair with a floor lamp
Two waste baskets
Several pictures and a carpet
One room attendant's cart
One vacuum
A broom, toilet brush
Linens, terry, pillows, blankets and bed spread

All of this will be donated by the Hilo Hawaiian Hotel and Uncle Billy's.

The equipment that HCC would need to provide to make this a classroom is as follows:
Poly Com system of the Poly com DVD for our laptop
Computer/ monitor (we have a printer)
Elmo
Two monitor screens
Projector /screen
Six schoolroom tables
Twenty four chairs

Lectern (we have one)
Clock
Whiteboard

With this set up administration meetings can also be held in the room and have good transmission and sound to and from Kona.
This room locks and would secure all of the equipment.
The result would be that HOST would have its own classroom and would no longer need to take up other classroom space currently needed by larger classes.

2. The meeting room which is off the lobby. It has air conditioning, tables and chairs. It is used by different groups and is currently booked through J C in Hale Aloha room 118. She was okay with us using it however we would need to learn if there are any times already booked and book it for our classes for the semester.

The down side of meeting room:

The one wall is a by-fold wall and the room would not be secure. I am not sure that we would want other groups using the room if we had it set up with <u>all the above mentioned equipment which would also be required.</u>   <u>The cables for the computer to connect to the UH/ HCC system would need to be run to this room.</u>
An option would be to install a permanent wall to replace the by-fold wall.

3. Enclose the area across from the front desk and next to the current meeting room. A permanent wall would need to be installed to replace the by-fold wall. <u>In addition to the above equipment an air conditioning unit would need to be installed and the computer cables to connect to the UH/HCC system would need to be run to this room.</u>

HOST needs its own area in which we can provide both classroom and actual demonstration teaching to our students. Currently we cannot provide this to all of our students in Kona and Hilo at the same time.
Our industry and our advisory council members want new employees that have both book and practical training. Our teaching will provide this training and learning to our students and make them more competitive for the open positions. (There are current openings for qualified students on this Island).
We have a new program that is still in the ramp up stage and we need to be able to get into the schools and Hotels/Resorts and promote this type of education to the students and employees who will require these skills in the real world.

What is needed is a meeting with all concerned with this project at HCC. Then have the understanding of what is needed and how we are going implement all the related departments to get this project completed before the spring semester and achieve our goal. I would also like to give a tour those interested and show them these facilities that I am talking about.

To some I may have an unattainably dream. To me being in the Hospitality Industry for 47 years and teaching Hospitality Management off and on for 20 years it's a Real World expectation that can produce top level students for current positions and also allow those desiring to go on to receive a four year degree in Hospitality and Tourism Management.

Part IV Resource Implications

The plan for the HOST classroom in Hale Aloha Kea would require limited funding, since the hotel room equipment will be donated. Video conferencing equipment could be provided though the distance learning technology- upgrade funds.

The combination of faculty and lecturers is adequate until Palamanui Campus is operational in fall 2011 0r fall 2012.

Annual Report Program Data and analysis located on college website at:

AY 2009 Completed Annual Program-Unit Reviews