

**HAWAII COMMUNITY COLLEGE
ANNUAL INSTRUCTIONAL
PROGRAM REVIEW**

Hospitality and Tourism

APRIL 2, 2007

James Lightner

ANNUAL INSTRUCTIONAL PROGRAM REVIEW
Hospitality and Tourism
April 2, 2007

I. Narrative and Analysis of Data

a. Statement on the mission or purpose of the program, including the target student population;

The Hotel Operations program is designed to provide job training for entry-level and first line supervisory level positions in the hospitality/visitor industry.

The program has no entry requirements.

b. Information on external factors affecting the program;

The relatively low rate of unemployment on the island has not helped enrollment. Particularly on the west side of the island, employers are finding it hard to find people to hire. As employment returns to normal levels the enrollment will increase to the expected level.

c. Attach PHI Report (CTE Programs only) See attached

d. Required external measures, if applicable (e.g.) Nursing Cert. None

e. Analysis of data

The program is cautionary. Data elements related to number of majors and class size are unfavorable; however, the average GPA for program paid classes and non program paid classes is close to averages for similar programs .

Number of Majors: The number of FTE student majors of 9.57 compared to the 26 unduplicated majors for the academic year appears reasonable. Unfortunately the number of students is well below the average for similar programs. For spring 2007, there are 19 HOST/HOPE majors working toward their certificates or degrees.

Average Class Fit & Student- Faculty Ratio: Class caps for the program are set at 18. The program's average class size is 10.33 and average class fit for the academic year is 35.8%. The student faculty ratio is 6.75. A majority of classes offered by the program are categorized as small; less than ten students. Cooperative Education courses presently have very low enrollment.

FTE Faculty: There is no faculty assigned to the program. The FTE of BOR appointed program faculty is 0 and the number of FTE faculty based on contact hours is .67.

GPA and Number of Graduates: The program paid course (PPC) average GPA is 3.03 and the non-PPC average GPA is 2.42. The program had 1 graduate.

II. Update or Create Your Action Plan including Budget Request with Justification, if needed.

Goals for 2007-2008 include:

1. Complete a comprehensive program review November 2007 and submit request for permanent status to the Board of Regents fall 2007
2. Review and develop as necessary student learning outcomes for the program and courses
3. Continue to actively recruit
4. Offer new courses when approved by the curriculum committee.
5. Add DVD training materials for an estimated cost of \$2,500 in fall 2007.

The following changes are before the Curriculum Committee:

- HOPE 20 to HOST 101 Introduction to Hospitality and Tourism
 - HOPE 42 to HOST 150 Housekeeping Operations
 - HOPE 45 to HOST 152 Front Desk Operations
 - HOPE 93v to HOST 193v Cooperative Education
 - HOPE 193v to HOST 293v Cooperative Education
- Once these changes are made HOST 101 will be articulated with the UH School of Travel Industry Management and Kapiolani CC, Kauai CC, Maui CC. HOST 150, HOST 152, HOST 193v and HOST 293v will be articulated with Kapiolani CC, Maui CC, and Kauai CC.

6. Work with local high schools in anticipation of HOST 101 being articulated statewide with the DOE

Data Chart

QUANTITATIVE TREND DATA CHART

Program Name: Hotel Operations rev 3-15-07

	Fall 2005	Spring 2006	AY
#1 Number of Unduplicated Majors	19	17	26
#2 Total Student Semester Hours	132	155	287
#3 FTE Student Majors	8.80	10.33	9.57
#4 Number of Graduates	-	-	1
#5 Number of classes	2	4	6
#6 Avg Class size	14.50	8.25	10.33
#7 Avg Class fit	48.3%	29.5%	35.8%
#8 FTE of BOR Appointed Program Faculty	-	-	0
#9 Number of FTE Faculty	-	-	.67
#10 Student semester hours for	48	87	135

all			
PPC class enrollments			
#11 Student-Faculty Ratio	-	-	6.75
#12 PPC Credits Earned Ratio	.56	.89	.72
#13 Non-PPC Credits Earned Ratio	.56	.60	.58
#14 PPC Avg GPA	3.09	2.96	3.03
#15 Non-PPC Avg GPA	2.47	2.38	2.42
#16 Budget	-	-	198.00
#17 Program Cost per SSH***	-	-	208.27

*** - calculated using rank 4 rate per credit hour of instruction

The Program Health Indicators Review provides a comprehensive, empirically based review of academic programs. Major sections of the report provide descriptive information about the development and history of a program, goals, faculty and advisory committees, admission and degree requirements, and graphic representation of the program's standing. The major clusters of program health indicators are program demand, program efficiency and program outcomes. Hawai'i Community College uses five data elements to develop these clusters: number of applicants and majors (program demand), class fit and average class size (program efficiencies) and graduates (program outcomes).

Chancellor : Rockne Freitas
Dean of Instruction: Doug Dykstra
Division Chair: James Lightner

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PROGRAM DESCRIPTION

The Hotel Operations program is designed to provide job training for entry-level and first line supervisory level positions in the hospitality/visitor industry. Offering educational training in the field of hospitality/visitor industry will ensure a skilled pool of workers is continuously available to meet the industry's employment demand on the Island of Hawai'i. Additionally, making a career path possible to local workers strengthens the human assets of our community. The objectives of the proposed program are:

- To meet the growing needs of the hotels and related hospitality/visitor organizations by training existing and future employees in basic skills needed to obtain entry-level and supervisory positions.
- To provide job upgrading skills necessary for career advancement in the hospitality/visitor industry.
- To develop skills in verbal and written communication.
- To develop skills in distance learning that will promote life-long learning.
- To enable students to become aware of and understand the ethics and values in the hospitality/visitor industry.
- To enable students to demonstrate proper work attitudes and work habits.
- To enable students to demonstrate general knowledge of hotel departmental functions and their relationship.
- To enable students to demonstrate general knowledge of the structure, function and operation of hospitality/visitor industry enterprises.
- To enable students to demonstrate entry-level proficiency in technical skills required in the hospitality/visitor industry.
- To enable students to choose an appropriate career path based on industry knowledge or requirements.
- To expose students to proper etiquette and enable students to practice proper appearance and hygiene techniques as required by industry standards.
- To enable students to demonstrate judgment and skills necessary in the job selection process.
- To enable students to become aware of Hawaii's history and culture and be able to integrate this knowledge in hospitality/visitor industry operations.

PROGRAM GOALS

The Hotel Operations Program provides students with a general overview of hospitality operations and is designed to develop skills necessary to obtain entry-level positions in the industry. Upon completion of the program, students should be able to:

1. Communicate effectively.
2. Demonstrate general knowledge of hotel departmental functions and their inter-relationships.
3. Understand the roles and functions of hotel personnel.
4. Gain a general orientation to basic work methods and procedures from entry level to management positions in the hospitality industry.
5. Practice proper etiquette, appearance, and hygiene techniques as required by industry standards.
6. Demonstrate proper work attitudes and work habits.
7. Demonstrate professionalism and self-assertiveness in interpersonal relationships.
8. Develop technical skills required in the hospitality industry as well as proficiency in guest service skills.
9. Demonstrate computer proficiency.
10. Display sensitivity to service excellence.
11. Demonstrate knowledge in Hawaii's history and culture and integrate this knowledge in guest service operations.

PROGRAM HEALTH INDICATORS

INDICES	MINIM UM LEVEL	ACTUA L LEVEL	SATISFACTO RY LEVEL
PROGRAM DEMAND/CENTRALITY: Fall 2006			
Number of Applicants	25	15	36
Number of Majors	18	21	36
Student Semester Hours	145	144	200
Class Credit Hours	9	12	15
Number of Classes Taught	3	4	4
PROGRAM EFFICIENCY: Fall 2006			
Average Class Size	20	12	22
Student Semester Hours per FTE Faculty)	241	180	333
Equiv. Class Credit Hours per FTE Faculty	30	15	30
Percentage of Small Classes	10%	0	0%
PROGRAM OUTCOMES: Fall 2005 (See Perkins III Core Indicators on Page 5)			
Credits Earned Ratio – General Education		00%	
Credits Earned Ratio – Vocational Education		00%	
Degrees and Certificates Awarded – AY 2001-2002		00%	
Placement into Further Education, Employ, or Military		00%	
Program Retention – Fall to Spring		00%	
Retention in Employment		00%	
Non-Traditional Program Participation – Males		00%	
Non-Traditional Program Completion – AY 2001-2002		00%	

2005-2006 PERKINS III CORE INDICATORS

Core Indicators	# in Denominator	# in Numerator	Adjusted Level	Actual Level
Academic Achievement	4	4	81.92	100
Vocational Skills	4	4	90.00	100
Degrees & Certificates	4	1	37.33	25
Placement/Employment	1	1	71.72	100
Retention/Employment	1	1	92.00	100
Nontraditional Participation	17	4	14.60	23.53
Nontraditional Completion	1	1	12.73	100

OCCUPATIONAL DEMAND
Hawai'i County

Occupational Title from EMSI Table	New	Replacement	Total
Food service managers/lodging managers	187	44	233
Marketing and sales managers	7	8	15
Office & admin support occupations	16	20	36
Sales and related occupations	21	16	37
Reservation and transportation ticket/travel agents	72	59	131
Total	303	147	450

ANALYSIS OF THE PROGRAM

Program Demand/Centrality

Program Efficiency

Program Outcomes

By spring 2006, two students earned their Certificate of Completion.

By spring 2007, eight students will earn their Certificate of Completion and three their Certificate of Achievement.

By fall 2007, eight students will have earned their Associate of Applied Science Degree when they complete the food service courses.

One student has her AAS in Food Service and by fall 2007 will be the first double major in Food Service and Hotel Operations.

Three students are members of the Phi Theta Kappa, the International Honor Society at Hawaii Community College.

Plan of Action 2005 – 2006 Response

Active recruiting has increased the number of majors to 21 mainly on the Hilo campus. International students are 7 of the 21 majors. The extremely tight labor market in West Hawaii has attracted potential students to work in the Kohala resorts, guest services, and restaurants. A retired Marriott general manager has been teaching two HOPE courses each semester adding a skilled lecturer with many years of hospitality industry experience.

Plan of Action

The Hotel Operations AAS degree program was approved by the UH board of Regents on June 15, 2004. Recruiting for the program did not actively start until the approval had been received. The small initial class has grown to 21 majors, and for fall of 2007 first year students should total 18 and 12 returning students working on their Associate of Applied Science degrees. Recruiting has continued by contacting HawCC guidance counselors, high school guidance counselors, English as a second language advisors, international student advisors, human resources directors in the hospitality properties, Chamber of Commerce members, Hawaii Hotel Association

members, Kohala Resort Association members, the Kohala Center, the Hospitality Advisory Council, and Workforce Development Division of the Department of Labor. Attendance at Career Fairs for high school students has provided personal contact with potential students.

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HOPE 45 to HOST 152 Front Desk Operations
HOPE 93v to HOST 193v Cooperative Education
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In Fall 2007 HOST 101 should be articulated statewide with the Department of Education.

These articulation agreements should attract additional students.

Appendix A: History and Admission Requirements

Program History

The Hotel Operations program was first introduced to Hawai'i Technical School in the early 1950s. The Hotel Operations program was part of Hawai'i Community College's Business Education Division, with facilities located on the main UHH campus. The program was started in West Hawai'i in the fall of 2001. 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 approved expanding the program to add Certificate of Achievement, and Associate of Applied Science degree.

Course offerings have been regularly reviewed and revised in an effort to keep abreast with current academic and industry theories and practices. The academic courses are offered at both the Hilo and West Hawaii campuses as a combination of classroom, videoconferencing and WebCT Web based learning system.

Program Admission Requirements

General admission requirements to the Hotel Operations program are consistent with established College policy. Admission is open to any high school graduate or person 18 years or older who can profit from the instruction offered. This open enrollment policy serves the purposes of Hawai'i Community College: to offer programs, courses and activities to fulfill the diverse educational, training, and community needs of residents of the island and State of Hawai'i. The program provides vocational training and education for individuals interested in entering, or reentering the work force in the hotel industry. The Hotel Operations program serves as an educational liaison between students and the hotel community. The program seeks to develop skills necessary to meet the short and long-term employment needs of the hotel industry.

Appendix B: Degree Requirements

First Semester	CC	CA AAS	
HOpE 20 Orientation to Hotel	3	3	3
HOpE 25 Guest Service Procedures	3	3	3
HOpE 42 Housekeeping Procedures	3	3	3
HOpE 45 Front Desk Operations	3	3	3
ICS 100 Computing Literacy & Applications	4	4	4
TOTAL	16	16	16

Second Semester	CC	CA AAS	
HOpE 47 Hospitality Marketing	-	3	3
HOpE 260 Hospitality Law		3	3
Eng 100 Expository Writing	3	3	3
**SpCo 151 Intro to Speech & Communication		3	3
HOpE 93V Cooperative Education		3	3
TOTAL	3	15	15

Third Semester	CC	CA AAS	
Mgt 20 Intro to Management		3	3
FSer 21 Food Service Sanitation			2
FSer 30 Purchasing and Control			3
FSer 50 Fundamentals of Cookery			6
FSHN 185 Nutrition			3
TOTAL	-	3	17

Fourth Semester	CC	CA	AAS
Acc 130 Hospitality Accounting	-	3	3
HOpE 44 Principles of Hotel Management	-	-	3
HOpE 193V Cooperative Education	-	-	3
Bus 120 Principles of Business	-	-	3
HwSt 231 Hawaiian Culture I	-	3	3
TOTAL	-	6	15
TOTAL	19	40	63

Appendix C: Faculty

Regular Faculty

<u>Name</u>	<u>Tenure Status and date</u>	<u>Degrees Held</u>	<u>Rank</u>
James Lightner C-3	Tenured 2006	B.S., MBA	

Part-time Faculty

<u>Name</u>	<u>Tenure Status and date</u>	<u>Degrees Held</u>	<u>Rank</u>
None			

Appendix D: Advisory Committee

Adi Kohler – Past GM, Mauna Lani Resort

Brian Berry – Food Writer, Hawaii Island Journal

Carrie Kuwada – Health Educator, State of Hawai‘i

Cathy Smoot-Barrett – Owner, Kailua Candy Co., President ACF

Daniel Thiebaut – Owner, Daniel Thiebaut Restaurant

Kathleen Horrigan – GM Four Seasons Resort

Diane Quitiquit – Parker Ranch VP of Marketing

Jean Hull – Culinary Arts Consultant

Kerwin white – Bed and Breakfast owner, AAS degree graduate 2006

Lei Lightner – Kona Village Resort Activities Director

Mark McGuffie – President, Hawaii Island Economic Development Board

Paul Mann – HRA Past President, Owner Korner Pocket Grill

Wilhelm Pirngruber - Executive Chef, Hilton Waikoloa

Appendix E: Definitions of Data Elements (All data includes West Hawai'i)

A. Program Demand/Centrality:

1. Number of Applications: Total number of applications received complete and incomplete.
2. Number of Majors: Major declared/on file during the semester.
3. Student Semester Hours: Total number of semester hours based upon class credits and student enrollment. Sum of all class credits multiplied by the enrollment for each class. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes cancelled, 99V, 199V, 299V, and all CVE classes.
4. Class Credit Hours: Sum of credits of all classes offered within the program/with the program/major code/alpha. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes cancelled, 99V, 199V, 299V, and all CVE classes.
5. Number of Classes Taught: Total number of classes conducted/run within the program/with the program/major code/alpha. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes 99V, 1 99V, 299V, and all CVE classes.

B. Program Efficiency:

1. Average Class Size: Average class size of all classes conducted/run within the program/with the program/major code/alpha. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes 99V, 199V, 299V, and all CVE courses. Total enrollment in each class excludes students with "DR" and/or "W" grades.
2. Student Semester Hours per FTE Faculty: Total student semester hours from A.3. divided by analytical FTE Faculty.
 - a. Analytical FTE Faculty: Teaching based upon a full load (15 or 12 credits depending upon the contact hours.) Division Chairpersons are assigned an analytical FTE Faculty equivalent of 0.70 FTE.
 - b. Each full-time faculty within a program is considered to be 1 FTE. FTE based upon lecturers are calculated by the number of credits each are assigned to teach.
 - c. Assigned time is to be extracted from FTE calculations... similar to calculating the FTE for a Division Chair. For example, if a Full-time faculty received 3 credits assigned time (out of a regular 15-credit load) it would be considered a .8 FTE rather than 1.

3. Equivalent Class Credit Hours per FTE Faculty: Total class credit hours from A.4. divided by total analytical FTE Faculty.
4. Percentage of Small Classes: Percent of classes within the program/with the program/major code/alpha that had less than 10 students. Includes practica and other classes where 5 students = 1 semester (credit) hour; however, these classes are considered to be Low-enrolled only if there are less than 5 students or between 6 and 9 students. Excludes 99V, 199V, 299V, and all CVE classes.

C. Program Outcomes:

1. Credits Earned Ratio (Remedial/Developmental): Percentage of program majors enrolled in ESL 9, ESL 13, ENG 20R, ENG 20W, ENG 51, LSK 51, MATH 22, and MATH 50 who passed with a grade of A, B, C, D or CR.
2. Credits Earned Ratio (General Education): Percentage of program majors enrolled in all LBART courses (excluding those in C.1.) who passed with a grade of A, B, C, D or CR. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes 99V, 199V, 299V, and all CVE courses.
3. Credits Earned Ratio (Vocational Education): Percentage of students enrolled in vocational courses who passed with a grade of A, B, C, D or CR. Includes practica and other classes where 5 students = 1 semester (credit) hour. Excludes 99V, 199V, 299V, and all CVE courses.
4. Credits Earned Ratio (Overall): Combination of C.1., C.2., and C.3. above.
5. Graduate Placement Rate: Students who graduated with a certificate/degree in the PAST academic year and found work in that field.
6. Degrees Awarded: The number of certificates and degrees awarded during the PAST academic year.
7. Retention Rate: New students within a program/major continuing or retained in that program/major from the past two or more terms. (Students registered in Fall 2000 who started in Spring 2000 or Fall 1999. Students registered in Fall 2001 who started in Spring 2001 or Fall 2000.)