

HAWAI`I COMMUNITY COLLEGE
ANNUAL
INSTRUCTIONAL PROGRAM REVIEW
TEMPLATE

Hospitality and Tourism

November 27, 2013

July 1, 2012 to June 30, 2013

Initiator: James Lightner,
Writer(s): James Lightner, James Ferguson

Program/Unit Review at Hawai'i Community College is a shared governance responsibility related to strategic planning and quality assurance. It is an important planning tool for the college budget process. Achievement of Program/Unit Outcomes is embedded in this ongoing systematic assessment. Reviewed by a college-wide process, the Program/Unit Reviews are available to the college and community at large to enhance communication and public accountability.

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CERC Comments and Feedback (If you submitted a Comprehensive Program Review in 2011 or 2012, please complete this section)

CERC gave recommendations intended as suggestions for improvement. Provide a brief response to the suggestions made. i.e. Were suggestion(s) valid? Were change(s) made as a result of the suggestion(s)?

HOST 2013 Annual Program Review CERC Comments

College Effectiveness Review Committee (CERC) report on the 2017 – 2012 Comprehensive Program Review had detailed suggestions to improve the HOST Program. The report was dated April 8, 2013 and received in early May 2013 by Initiator. The main concern was that data elements were insufficiently used to justify the comments and requests. The responses to other specific suggestions are as follows:

Table 3 Strength 2 – The Advisory Council has been expanded to include industry managers and the minutes of the August 2014 meeting has been submitted.

Table 3 Strength 3 – More detailed analysis of job placement has not been completed; however, will be in January 2014.

Table 3 Overall Recommendations/Comments – Detailed local job demand by the Department of Labor is not available for specific jobs. A survey of the top employers in the hospitality industry on the Island of Hawaii Island will be part of the HOST job placement analysis in January 2014.

Table 4: Program Assessment Data – A more detailed Assessment Plan with results is included in this Annual program Review.

Table 6: Goals and Alignment - Use of industry professionals is described in this 2013 Annual Program Review.

Table 7: Prioritized Top 3 Cost Items - No additional FTE faculty and Lecturers are requested at this time; however, will be needed when new Palamanui campus opens in Fall 2015.

Cancelling the 5 year Comprehensive Program Reviews process will improve the writing, reviewing and effectiveness of the Annual Program Reviews.

Program Description (Use the official description from catalog then give more in depth explanation of what the program does, who it serves and generally describe it's accomplishments)

The Hospitality and Tourism 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

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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 program was established 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.
- Provide job upgrading skills necessary for career advancement in the hospitality/visitor industry.
- Develop skills in verbal and written communication.
- Develop skills in distance learning that will promote lifelong learning.

Part I: Quantitative Indicators

NO ENTRY

Part II: Analysis of the Program

Alignment with College Mission and ILOs

Write a brief narrative describing the program and how it supports the College's mission and Institutional Learning Outcomes (ILOs).

College's mission:

Hawai'i Community College (Hawai'iCC) promotes student learning by embracing our unique Hawai'i Island culture and inspiring growth in the spirit of "E`Imi Pono." Aligned with the UH Community Colleges system's mission, we are committed to serving all segments of our Hawai'i Island community.

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.

Describe how this program supports the College's mission.

Our students learn the importance of the Hawaiian culture to the Hospitality Industry. Student demographics are diverse with a large percentage of students with Hawaiian heritage. Our students visit hotels, bed and breakfasts, and world-class resorts to see first-hand the opportunities to develop satisfying careers on our island.

Striving for righteousness is the key to success in serving others in the world of hospitality.

Describe how this program supports the College's Institutional Learning Outcomes below.

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ILO 1: Our graduates will be able to communicate effectively in a variety of situations.

Describe how the Program supports ILO1:

Verbal and written reports on projects are required. Verbal responses to discussions in class are required. Laulima, which requires contemporary communications skills, is used for assignments and reports, and projects in each course.

ILO 2: Our graduates will be able to gather, evaluate and analyze ideas and information to use in overcoming challenges, solving problems and making decisions.

Describe how this Program supports ILO 2:

Research on hospitality topics such as management, leadership, marketing, front desk procedures, and planning are required. Case studies and discussion of personal observations builds problem-solving skills.

ILO 3: Our graduates will develop the knowledge, skills and values to make contributions to our community in a manner that respects diversity and Hawaiian culture.

Describe how this Program supports ILO 3:

Our students become informed observers of business practices in our Big Island community. They understand both the legal and moral requirements of management and development of co-workers.

Annual Report of Program Data (ARPD)

Based on the data from this Program's ARPD, analyze this program's strengths and weaknesses in terms of demand, efficiency, and effectiveness.

Overall Health-- Cautionary

Demand -- Healthy

#2 is low based on casual surveys of the 12 world-class resorts and clubs along the West Hawaii coast.

#3a is 67% which is considerably higher than 46% at HawCC

Efficiency -- Cautionary

#10 will increase as number of enrollments increase to 8 in West Hawaii and remained steady at 15 in Hilo resulting in 23/30 or 77%

#12 should be 1 since Lightner is now the Hospitality and Tourism (HOST) Program Coordinator and not assigned as HOST Division Chair.

The changes will result in a Healthy rating in Efficiency

Effectiveness -- Cautionary

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#3 will remain at Cautionary until another FTE BOR is appointed; hopefully before the new Palamanui Campus opens in Fall 2015

#20 will increase with 10 majors earning an unduplicated AAS or CC divided by 18 annual new and replacement positions #2 equals 10/18 or 56% which is Cautionary

The combination of Healthy Demand, Healthy Efficiency and Cautionary Effectiveness would give an Overall Health score of 4 with is almost the 5 needed for Healthy.

Distance Education: Completely On-Line Classes

If applicable, based on the data on Distance Education (DE) from this Program's ARPD, analyze this program's strengths and weaknesses in terms of its DE offerings. Include future plans (i.e. will increase/decrease offerings; CARP 100 was not effective online, will try CARP 101 instead; increase professional development for faculty).

NA

Perkins IV Core Indicators

If applicable, provide an analysis for any Perkin's Core Indicator for which this program did not meet the goal.

#29 will increase from 80% to goal of 90% due to more academically skilled students enrolling in HOST due to the increased requirements of English and Math 100 or higher level.

#30 is will increase from 26.27% to the goal of 50% with 10 studentns earning CC or AAS by May 2014.

Performance Funding

Briefly describe initiatives/strategies that this program has or will implement to increase any or all of the Performance Funding outcomes.

#38 shows 40 Pell Recipients compared to 55 number of majors which is 72.7% is high compared to Hawaii CC.

Previous Program Actions

From the Academic Master Plan (AMP), list the Program Actions for this program. Give a progress report for each Program Action, describe the degree of achievement. Indicate "Delete" if this Program Action will no longer be a priority Program Action

Program Actions	Progress Evaluation
18.1 Move into new facilites at Hawaii Community College - Palamanui starting Fall 2015 with continued classroom, online Laulima, and videoconferencing instruction to	11/12/13 Construction started on Palamanui campus, 11/21/13 funding of \$2.4 million released for culinary equipment, laboratory equipment and solar power. Contractor has 18 months to complete campus, so occupancy starting in Aug. 2015 is very likely. Palamanui Academic Masterplan discussed

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and from Hilo	with faculty and is posted on UH System Web site and the HawCC Web site.
18.2 Establish closer relationships with world-class Kohala resorts, including cooperative programs and internships	Added to HOST Advisory Council: HR Director of Four Seasons, Asst. HR Director of Hilton Waikoloa Village, General Manager of Kings Shops, Owner of Personal Butler Service, and Executive Director Big Island Visitors Bureau. Students experience field trips to resorts once a semester. Cooperative education opportunities are available in resorts or resort restaurants annually.
18.3 Utilize the skills and talents of resort staff experts in offering presentations and workshops to HOST students at West and East Hawaii campuses.	Fairmont Orchid Resort Director of HR and Executive Sous Chef visited both campus classrooms physically and by videoconference to discuss job opportunities and the culture of Fairmont Orchid.

Significant Program Actions for 2012-2013. (include curriculum changes, new certificates, stopout, gain/loss of positions)

1. For Fall 2013, Math and English requirements were raised to 100 or above level.
2.
3.

Analysis of Strengths and Weaknesses

Briefly describe this program's top 3 strengths and 3 weaknesses. Provide an explanation and supporting evidence for each strength and weakness (e.g. assessment results, data elements from ARPD, surveys, etc.)

Strengths	Using supporting evidence, describe why this is a strength
S1. Job availability good in world-class Kohala resorts and restaurants	Of the top 25 employers on the Big Island 11 are the resorts along the West Hawaii Coast.
S2. Persistence strong 1st semester to 2nd semester.	#19 is 76.7% which is higher than HawCC average and due to possibility of earning a CC in two semesters.
S3. Videoconferencing and Lulima make low enrollment classes possible in West Hawaii	Classes are usually 80% Hilo and 20% West Hawaii which reflects ratio of total students in HawCC

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Weaknesses	Using supporting evidence, describe why this is a Weakness
W1. videoconferencing technology still erratic between Hilo and West Hawaai.	Media technicians working on problem; however loss of sound or video during classes persists on both sides
W2. Math 100 or higher and English 100 or higher requiremnts discourage students with limited academic preparation	New requirements effective Fall 2013 and resulted in lower enrollment.
W3. Few industry training DVDs are available with captions for students with hearing disability	Disability counselors will not apporve purchase of training DVD without captions. At least eleven DVDs are needed for the HOST Program.

Trends and Other Factors

Describe trends including comparisons to any applicable standards, such as college, program, or national standards from accrediting associations, etc. Include, if relevant, a summary of Satisfaction Survey Results, special studies and/or instruments used, e.g., CCSSE, etc. Describe any external factors affecting this program or additional program changes not included elsewhere.

HOST 2013 Annual Program Review Draft

Trends and Other Factors

The Hospitality and Tourism Program has had three significant changes since becoming an established program in 2008.

- First, the culinary arts courses were deleted as a requirement and HOST courses were added. Student resistance to buying culinary uniforms, cooking equipment and longer laboratory hours prompted this change.
- Second, the HOST courses were all raised to 100 levels or higher to be articulated with Kapiolani CC, Kauai CC and Maui College.
- Just this Fall 2013, the Math and English course requirements were raised to 100 level or higher as suggested by the UH System to qualify for ACCJC Accreditation.

These changes, while necessary to improve the HOST Program, have been confusing to the students both present and potential. Also, counselors, the faculty, Curriculum Review Committee, and lecturers have had difficulty in guiding the students to making the right choice of majors. Now seeing the proper academic path will be enhanced by a clearer sequence of courses.

With the modifications now made, the HOST program should by the end of 2015 have 65 students

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enrolled and award 15 degrees or un-duplicated certificates annually as was planned when the program was approved by the Regents in 2008.

Working with Kauai CC and Maui College, the Hawaii CC HOST Program is in the process of applying to the Regents to modify the program from awarding an AAS to an Associate of Science, which Kapiolani CC already has.

Hawaii Community College - Palamanui is now fully funded for the first two phases and has been under construction since Nov. 11, 2013. The synergy of its location above the Kona International Airport and the 12 world-class resorts and clubs along the Kohala Coast will stimulate greater interest in starting a career in the world of hospitality. It will also provide opportunities to secure private partnerships with the hospitality industry.

Hawaii Tourism Authority (HTA) Dec. 2012 Report showed annual visitor expenditures up 17.7% at \$1.7 billion on the Island of Hawaii. HTA September 2013 Report showed total expenditures of our Big Island visitors up 17.1% to \$1.4 billion for the first 9 months of 2013.

A new 75-room Holiday Inn Express is being built in Kailua Village and is due to open in October 2014. This is the first hotel built on our island since Hapuna Beach Prince Resort in the 1994. Hilton Grand Vacations at Waikoloa Beach Resort have added 98 new vacation ownership (time-share) units in the past 12 months. The August 2013 completion of another section of the Saddle Road takes 30 minutes off the drive from Hilo to the high-paying jobs in Kohala Resorts. It also eliminated an extremely dangerous part of the road. This will increase the attraction of the HOST Program to students from the East side of our island.

New grants have funded three new positions: a Career Counselor, Intern Coordinator, and Prior Learning Assessment Transcript Evaluator who are working island-wide to help our students build satisfying careers. The HOST Program is assisting them in developing relationships with West Hawaii employers.

A "Life Plan" mentoring program has been successful at Kealakekua HS sponsored by the Hualalai Ohana Foundation, an organization of homeowners at Hualalai Resort. The HOST Program will be participating in Life Plan starting in Fall 2014.

The HawCC Office of Continuing Education and Training now has a West Hawaii Coordinator who knows the community and is building a study of the needs for many different demographics. An active OCET program will stimulate interest in in HawCC and the HOST Program.

The Rotary Club of Kona has just approved a total of \$8,000 annually in scholarships for students who have completed their first two semesters at Hawaii Community College – West Hawaii. These scholarships will encourage completion of a two-year degree. The scholarships will be effective for Fall 2014 and distributed at the rate of \$500 per student in their third and fourth semesters at Hawaii

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Community College – West Hawaii. This is in addition to other scholarships already established by the Rotary Club of Kona.

James Lightner was Hospitality Division Chair until August 1, 2013 when his duties as Division Chair were assigned to Robert Yamane and Lightner's re-assigned time was reduced from 6 credits to 3. Lightner's 11-month assignment will be changed to 9 months effective August 1, 2014. This change will result in a savings to the Hospitality and Tourism program of:

- 3 credits of HOST courses taught by Lightner instead of a lecturer for a savings of about \$9,000 annually.
- \$3,600 Division Chair annual stipend not charged to the HOST Program.
- Commencing Aug. 1, 2014, 11-month to 9-month reduction in pay resulting in a savings to the HOST Program of about \$16,190 annually.
- Total annual savings of \$28,790 starting in August 2014 to the Hospitality and Tourism Program.

These savings will reduce the Overall Program Budget Allocation on Line 14, and likely help show Efficiency Indicators as "Healthy".

Lightner's duties as Hospitality Division Chair were both for the Culinary Arts Program and the Hospitality and Tourism Program in both Hilo and West Hawaii with well over half of the duties for the Culinary Arts Programs. Line 13a of the Efficiency Indicators show 1.3 Analytic FTE Faculty, which is Lightner and a lecturer, James Ferguson. A more realistic allocation of Lightner's time would have been to allot half to the Culinary Arts Program, which would help the HOST Program Efficiency Indicators to show "Healthy".

Improvement Plan for 2013-2014

- Give feedback to programs other than HOST about the learning needs of HOST students.
- Assist in Designing English and Math courses 100 level or higher that are effective for HOST students' career needs.
- Assist in scheduling Accounting courses that are available to HOST Students.
- Schedule Housekeeping lab days in nearby hotels.
- Encourage continued improvement in reliability of Laulima and Videoconferencing by keeping logs of difficulties in those systems.

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- Continue to build industry membership on HOST Advisory Council.
- Track career progress of HOST students and alumni by requesting the aid of the HOST Advisory Council and HawCC Student Services.
- Increase Line 20 Unduplicated Degrees/Certificates awarded to 10 by May 2014, due to progress of present students.
- The new requirement for English and Math courses to be 100 level or higher will attract better academically qualified students and thereby increase Line 25 Fill Rate and Persistence Rates Lines 19 and 19a.
- Purchase new training DVDs for each HOST course, 11 at \$150 each = \$1,650. Presently all new DVDs are required to have subtitles to accommodate students with hearing difficulties unless in signers are provided in class. Industry training videos do not come with subtitles, so we have been unable to purchase contemporary ones. We request the subtitle requirement be waived, since new hospitality industry DVDs are necessary for proper instruction.

Part III: Action Plan

Goals and Planning

List additional Program Action(s), not included in the AMP to be implemented for program success. Identify the AMP Priorities, College's ILOs, Strategic Plan Action Strategies, and UH System collaboration (if applicable) to which these Program Action(s) align.

Program Action 1		ILO Alignment (select up to 3)	Strategic Plan Alignment (select best alignment; max 3)		UH System Collaboration
			Performance Measure	Action Strategy	
Continue to build industry membership on HOST Advisory Council	Program Development	ILO 2	A2.1	New Strategy	
	Workforce	ILO 3	A2.2	New Strategy	
	Graduation	None	B.1	New Strategy	

[Link to Hawaii Community College Institutional Learning Outcomes](#)

[Link to Hawai'i Community College Strategic Plan](#)

[Link to Hawaii Community College Academic Master Plan](#)

Narrative of New Strategy for Strategic Plan:

1. Three new members will be recruited from Hospitality suppliers and HawCC Alumni

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2.
3.

Briefly explain how **Program Action 1** aligns to the College's AMP Priorities, ILOs, Strategic Plan, and UH System collaboration (if applicable):

Builds closer relationships between HOST Program, HawCC and the Big Island Hospitality industry which is the largest employer on our island. Advisory Council enables more job opportunities for students and builds enrollment in HOST Program

Calendar of planned activities for **Program Action 1** – In chronological order, briefly describe the procedures/activities planned to achieve **Program Action 1**

Activity(ies)	When will the activity take place
Example: Nursery design development Shade replacement Irrigation design and installation	September 2014 Fall 2014 Spring 2015
Identify willing new Advisory Council members	January 2014
Ask present Advisory Council members for suggestions of new members	January 2014
Recommend new members to Chancellor	March 2014

Program Action 2		ILO Alignment (select up to 3)	Strategic Plan Alignment (select best alignment; max 3)		UH System Collaboration
			Performance Measure	Action Strategy	
Encourage continued improvement in reliability of Laulima and videoconferencing by keeping logs of difficulties in those systems.	Program Development	ILO 1	A2.1	New Strategy	Technical support and increased connectivity may be needed
	Workforce	ILO 1	A2.2	New Strategy	
	Graduation	ILO 1	A2.5	New Strategy	

Narrative of New Action Strategy for Strategic Plan:

1. HOST uses High Definition videoconferencing between Hilo and Kona campuses. It has been greatly improved over the past three years when physical and technical changes were made. Presently frequent periods of blurred video and audio silences mar the class learning environment. Complete loss of reception occurs less frequently.
2. Both the Hilo and the Kona classes will keep detailed logs of the difficulties to aid in identifying corrections to the system.

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3. The new Palamanui campus will rely more heavily on videoconferencing than the present campus. The equipment and technical support will need to be more reliable for courses from UH-Hilo, Hawaii CC, and other campuses in the UH System

Briefly explain how **Program Action 2** aligns to the College's AMP Priorities, ILOs, Strategic Plan, and UH System collaboration (if applicable):

Access to a wide variety of courses requires reliable videoconferencing.

Calendar of planned activities for **Program Action 2** – In chronological order, briefly describe the procedures/activities planned to achieve **Program Action 2**

Activity	When will the activity take place
Record videoconferencing difficulties	January 2014
Report weekly to media support on both campuses	Spring 2014
Discuss progress at end of semester	April 2014

Program Action 3		ILO Alignment (select up to 3)	Strategic Plan Alignment (select best alignment; max 3)		UH System Collaboration
			Performance Measure	Action Strategy	
Schedule Housekeeping lab days in nearby hotels.	Program Development	ILO 2	A1.1	New Strategy	
	Workforce	ILO 3	A1.2	New Strategy	
	Underserved Popula	ILO 3	A2.3	New Strategy	

Narrative of New Strategy for Strategic Plan:

1. Housekeeping needs regular hands-on lab work to understand basic skills and knowledge . No space is available for a guestroom mock-up. Hotel management is anxious to increase interest in their houseskeeping departments and will cooperate on use of rooms that are not in use.

2.

3.

Briefly explain how **Program Action 3** aligns to the College's AMP Priorities, ILOs, Strategic Plan, and UH System collaboration (if applicable):

Housekeeping is a high skills, low turnover career that offers well paying jobs for workers with limited academic ability, and a foot-in-the door for students who are starting their careers.

Calendar of planned activities for **Program Action 3** – In chronological order, briefly describe the procedures/activities planned to achieve **Program Action 3**

Activity	When will the activity take place
Contact hotel	Jan 2014
Schedule housekeeping lab time	Jan 2014 - April 2014

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Housekeeping skills assessment	April 2014

List specific action plans for any Perkin's Core Indicator for which this program did not meet the goal.

Perkin's Indicator	Action Plans	When will the activity take place
1P1	Technical Skills Attainment: Increasing number of students earning Certificates or Degrees from 5 to 10 will result in meeting the goal.	May 2014
1P1	Completion: Increasing students earning Certificates or Degrees from 5 to 10 will result in meeting the goal.	May 2014
1P1		
1P1		
1P1		
1P1		

Part IV: Resource Implications

List Top 3 Cost Items needed for program success. Identify alignment to the AMP Program Actions, Strategic Plan Action Strategies and/or Strengths and/or Weaknesses to address.

Cost Item 1	Type	Cost	Strategic Plan Alignment (select best alignment; max 3)		Academic Master Plan Alignment (select best alignment; max 3)	Strength	Weakness
				Action Strategy	Program Action from AMP (ie 4.3) or write "New Strategy"	From Part II above	From Part II above
Program Action Four: Purchase new training videos for 11 HOST courses at \$150 each.	Equipmen	\$1650.	A1.1	New Strategy		S1	W1
			A1.3	New Strategy		S1	W1
			B.2	New Strategy		S1	W1

[Link to Hawaii Community College Institutional Learning Outcomes](#)

[Link to Hawai'i Community College Strategic Plan](#)

[Link to Hawaii Community College Academic Master Plan](#)

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Briefly explain why **Cost Item 1** is necessary to meet priorities of program and/or to address strengths and/or weaknesses.

Presently all new DVDs are required to have subtitles to accommodate students with hearing difficulties unless in class signers are provided. Industry training videos do not come with subtitles, so we have been unable to purchase contemporary ones. We request the subtitle requirement be waived, since new hospitality industry DVDs are necessary for proper instruction.

Cost Item 2	Type	Cost	Strategic Plan Alignment (select best alignment; max 3)		Academic Master Plan Alignment (select best alignment; max 3)	Strength	Weakness
				Action Strategy			
					Program Action from AMP (ie 4.3) or write "New Strategy"	From Part II above	From Part II above
	Equipmen		A1.1	New Strategy		S1	W1
		A1.1	New Strategy		S1	W1	
		A1.1	New Strategy		S1	W1	

Briefly explain why **Cost Item 2** is necessary to meet priorities of program and/or to address strengths and/or weaknesses.

Cost Item 3	Type	Cost	Strategic Plan Alignment (select best alignment; max 3)		Academic Master Plan Alignment (select best alignment; max 3)	Strength	Weakness
				Action Strategy			
					Program Action from AMP (ie 4.3) or write "New Strategy"	From Part II above	From Part II above
	Equipmen		A1.1	New Strategy		S1	W1
		A1.1	New Strategy		S1	W1	
		A1.1	New Strategy		S1	W1	

Briefly explain why **Cost Item 3** is necessary to meet priorities of program and/or to address strengths and/or weaknesses.

Part V: Program Student Learning Outcomes

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List the Program Learning Outcomes and check mark those assessed for the 2012-2013 program year.

	Check mark if Assessed this year	Program Student Learning Outcomes
1	<input checked="" type="checkbox"/>	1. Effectively and purposely use verbal and nonverbal language about HOST topics with confidence and appropriate to the audience.
2	<input checked="" type="checkbox"/>	2. Use critical thinking skills to effectively synthesize and evaluate information from assigned readings and articles through written memos, reports, reflective notes, and essay exams.
3	<input checked="" type="checkbox"/>	3. Conduct presentation projects that include Internet research and visual media.
4	<input checked="" type="checkbox"/>	4. Interact with others through team-building speeches and visual-oral presentations, which are designed to promote teamwork solutions and teach teamwork principles. Values such as respect for diversity, the need for fairness, empathy, and human dignity are stressed.
5	<input type="checkbox"/>	5. Demonstrate self-management related to the Hospitality industry through practices that promote physical, mental and emotional health.
6	<input type="checkbox"/>	
7	<input type="checkbox"/>	
8	<input type="checkbox"/>	
9	<input type="checkbox"/>	
10	<input type="checkbox"/>	

A) Evidence of Industry Validation for CTE Programs – Provide documentation that the program has submitted evidence and achieved certification or accreditation from an organization granting certification in an industry or profession. If the program/degree/certificate does not have a certifying body, the recommendations for, approval of, and/or participation in, assessment by the program’s advisory council can be submitted. – Describe the documentation; i.e. 9/27/2013 Minutes of ACC Advisory Council; Completed Rubrics by Advisory Council Members.

Local industry advisors meet annually to provide opinions of the ILO, PLO, and SLO process. They discuss course applicability to industry needs.

They advise on the trends in the hospitality industry locally, statewide and internationally.

Advisory Council members are on assessment team for annual PLO assessments.

Hospitality and Tourism Advisory Council Meeting Aug. 21, 2013

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10am to 12:30 at Palamanui construction meeting room.

Attending: Cathy Barrett, Annie Howes, Jean Hull, James Lightner, Carrie Phipps, Steve Schwartz, Mitch Sipiala, Scott Wiitala

Ideas for increasing HOST enrollment: Action items underlined>.

- Organize summer program to prepare for college.
- Create Facebook for student information.
- Organize focus groups with students and potential students.
- Schedule student visits to King's Shops as well as resorts.
- o Annie will help Steve coordinate
- Solicit resort scholarship.
- Culinary and Housekeeping workers are always needed. Korean workers/students are being hired on one year visas.
- Servers after one year are making more in wages and tips than junior managers on salary while working less hours.
- Four Seasons and Hualalai Resort have created a "Life Plan" program with Kealakehe HS. This could be expanded or enhanced by HawCC.
- o Mitch will talk with Life Plan committee.
- Add high school counselor to HOST Advisory Council.
- o Annie will work with Konawaena and Kamehameha Schools
- Arrange for FAM trips for high school counselors.
- o Annie and Scott will start planning.
- Arrange for successful HOST grads to speak to high schools.
- o Annie and Jean will suggest grads.
- Find grants or gifts for HOST training events or equipment.
- Northern Arizona University offers excellent HOST bachelor's program.
- Many family inter-generational groups work at resorts.

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- Hilton has 270 workers who have been employed over 20 years. How do we replace these skilled people when they retire?
- Organize an annual event celebrating success in the world of hospitality similar to the TIM night on Oahu.
- o Annie, Carrie, Cathy will start planning.

Noncredit courses or workshops needed:

- Cashiering
- Retail sales
- Upselling
- Sales skills of goods and services.
- Customer service
- Public speaking and communication
- o Jim will work with HawCC

Texts and Course Outlines of HOST 100 Career and Customer Service skills, HOST 101 Introduction to Hospitality and Tourism, HOST 150 Housekeeping Operations, HOST 152 Front Desk Operations, HOST 154 Food and Beverage Operations, were reviewed. Program Learning Outcomes (PLO) and Student Learning Outcomes (SLO) explained.

Volunteers for assessment panels are needed later this semester.

A brief tour of the West Hawaii Community College – Palamanui future site was conducted.

Next meeting will be scheduled after Thanksgiving and before week of Christmas. A meeting room at convenient location is requested.

B) Expected Level of Achievement – Describe the different levels of achievement for each characteristic of the learning outcome(s) that were assessed. What represented “excellent,” “good,” “fair,” or “poor” performance using a defined rubric and what percentages were set as goals for student success; i.e. 85% of students will achieve good or excellent in the assessed activity.”
70% of competencies used.

C) List Course(s) Assessed – List the courses assessed during the reporting period.

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HOST 258 Hospitality Marketing
HOST 260 Hospitality Law
HOST 261 Hospitality Meeting and Convention Management
HOST 290 Hospitality Management

D) Assessment Strategy/Instrument – Describe what, why, where, when, and from whom assessment artifacts were collected.

Students were assigned to teams of 4 or 5 in March 2013 for presentation April 19, 2013.

Results of assessment showing rubric is attached at end of this form.

Team study and presentations to Assessment Team of:

Student Learning Assessment for 2013 Instructions

TOPIC

“Staffing a Resort and Marketing it”

The Hilo and Kona students are to form “TEAMS” of 4/5 students on each team.

(All the Kona students from all the classes will make one (1) team.)

INSTRUCTIONS

Each team will develop the procedures needed for staffing the following departments and the action plan to market the resort. In doing so, the team needs to follow the basics of these departments and maintain the principles, values and cultures in the areas.

AREAS COVERED

Career, Customer Service and Culture in the Hospitality Industry

The team members need to be aware of the above areas in the hiring of the staff in Management and in the Departments of Front Desk, Housekeeping and Food and Beverage.

The teams need to develop an action plan in Marketing, Destination Planning Meetings, Conventions, and for the Leisure Tourist.

When compiling all of the above, the teams will follow the expressed Laws of the Hospitality Industry as they apply to each area.

The teams will select their Resort name, size and location.

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When any team or its members have any questions, at any time, please contact Jim Ferguson, at jferg@hawaii.edu or 965-7351.

The team projects need to be completed and a copy sent to Jim Ferguson by April 10, 2013.

Three teams will be selected to make a personal presentation on April 24, 2013 to the HOST Advisory Council Members. The Kona Team will be one of the three. These presentations will also be videoed to be presented to the College Administration.

E) Results of Program Assessment – The % of students who met the outcome(s) and at what level they met the outcome(s).

They were very well done and presented professionally. Most looked at the audience thought the entire presentation, well-rehearsed. Everyone spoke clearly using good English. Some could speak more slowly. The students did a great job, spoke with conviction. Some could use more eye contact. More presentations like this to overcome the butterflies.

F) Other Comments – Include any information that will clarify the assessment process report. Team presentations from Hilo and Kona in classroom and videoconferencing

Hospitality and Tourism (HOST)

Program Assessment for the Students Learning Outcomes 2012-2013

Student: All Teams

Date: April 24, 2013

Grading: low 1 to high 5: 1 2 3 4 5

The Assignment: "Staffing a Resort and Marketing it"

The students worked in Teams learning to: "Interact with others through team-building speeches and visual-oral presentations, which are designed to promote teamwork solutions and teach teamwork principles. Values such as respect for diversity, the need for fairness, empathy, and human dignity are stressed."

1. Were the students properly prepared and ready to present? 5

Comments: All the team members were prepared to present. They had very nice brochure, printed material and power point. They were ready to start on time. Some could do less reading of their report.

2. Did the students present the assessment with understanding and confidence? 5

Comments: Good eye contact by most speakers, knowledgeable in each presentation.

3. Did the students speak clearly using proper English? 5

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Comments: Understood and informed for everyone speaking English.

4. Did the students make a professional appearance? 5

Comments: All the students were dressed for success.

5. Did the students clearly state the objective of the assignment "Staffing a Resort and Marketing it"? 4

Comments: Very impressive groups, the objectives were clearly stated. Pet friendly hotel was a good marketing niche.

6. Did the students clearly describe how the team did the assignment? 1 2 3 4 5

Comments: No real mention

7. Did the student clearly present his/her personal lesson learned in this assignment? 4

Comments: It is apparent that the students did learn from this assignment. There presentations implied the lessons that were learned in the courses.

8. Did the students clearly explain their inclusion of the objectives of the assignments for their presentation? 5

Comments: Their affiliations, Pet Friendly Market and with Disney were well stated.

9. Did the students use visual aids that correlate to the presentation? 5

Comments: Both power point and written presentation were done well.

10. Overall were the student's presentations on the topic, connected, understandable and interesting? 5

Comments: They were very well done and presented professionally. Most looked at the audience thought the entire presentation, well rehearsed. Everyone spoke clearly using good English. Some could speak more slowly.

11. Recommendations to the students if any: The students did a great job, spoke with conviction. Some could use more eye contact. More presentations like this to overcome the butterflies.

Advisor: Barbara Anderson, Shipman House

Kendall Kelson, Hilo Hawaiian Hotel

HOST Instructor: Jim Ferguson

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G) Next Steps – Describe what the program will do to improve the results. “Next Steps” can include revision to syllabi, curriculum, teaching methods, student support, and other options. Urge students to take Speech and Communication course as soon as possible in the first or second semester.

Assign team study and presentation in first semester.

Assign individual presentation in classroom and videoconferencing in first semester and third semester.

Ask for critiques of videoconferencing technique of instructors.

To be evaluated at middle and end of Fall 2013 semester

END of 2013 ANNUAL PROGRAM REVIEW TEMPLATE