HAWAI'I COMMUNITY COLLEGE
COMPREHENSIVE PROGRAM REVIEW
REPORT

NAME OF PROGRAM
Hospitality and Tourism (HOST)

November 30, 2012

Reporting Period: July 1, 2007 to June 30, 2012
Assessment Period: July 1, 2009 to June 30, 2012

Initiator: James M. Lightner
Writer(s): James M. Lightner, James H. Ferguson

Program 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 Outcomes is embedded in this ongoing systematic assessment. Reviewed by a college-wide process, the Program Reviews are available to the college and community at large to enhance communication and public accountability.

HAWAI'I COMMUNITY COLLEGE
COMPREHENSIVE PROGRAM REVIEW REPORT
Hospitality and Tourism (HOST)

Part I: Insert Annual Program Review.

2012 Annual Program Review is 4 pages, and seems to be unable to be copied into Word or pdf format for insertion in this document. It is available on the Assessment Web site.

Part II:

A. Program Effectiveness
1.   In Table 1, write a brief narrative describing the program. Clearly describe how the program supports the College's mission and Institutional Learning Outcomes (ILOs).

Table 1: Description and Alignment with Mission and ILOs

Program Description:

HOST 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.

How does this Program support 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.

ILO: #1 Our graduates will be able to communicate effectively in a variety of situations.
How does the Program support the ILO:

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.

How does the Program support the ILO:

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.

How does the Program support the ILO:

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.

2.   In Table 2, list the Program's top 3 goals/plans from the last **Comprehensive Review period: AY-2006/07 to AY-2011/12.** Evaluate the accomplishments of each goal.

Table 2: Previous Goals: HOST Program was established by Board of Regents effective August 2008, therefore there is no previous Comprehensive Program Review.

3. In Table 3, list the Program's Strengths and Weaknesses
   a. Briefly describe the program's top 3 strengths and 3 weaknesses to include:
      1) An analysis of data elements - demand, efficiency & effectiveness (Data may be determined by UHCC System or campus)
      2) Other pertinent information

Table 3: Strengths and Weaknesses

Strengths

S1:

Distance learning skills with videoconferencing and Laulima.

Evaluation:

James Lightner has been using the videoconferencing and Web based learning systems of UH since 1999 and James Ferguson has been teaching with videoconferencing and Laulima since 2006. Both have been active supporters of improving the systems and feel comfortable giving their opinions to the media personnel. There is a strong base for expanding and improving distance learning at HawCC.

S2:

Flexibility to frequently update the course material to meet hospitality industry needs.

Evaluation:

Since 2008, the HOST Program has been frequently modified to meet UH System, HawCC and our students' needs. The design of PLO and SLO with assessments has been successful with industry participation.

S3:

Relationship with hospitality businesses to support field trips and placement of students in cooperative education and jobs.

Evaluation:

Each year the students visit a hotel, a bed and breakfast, and two world-class resorts to see first-hand the opportunities in hospitality. The hospitality industry is the largest private business on our island and in the State of Hawaii. Job opportunities at resorts and restaurants are shared with our students.

Weaknesses

W1:

Weak support in high school counseling for careers in the world of hospitality.

Evaluation:

Talented, academically skilled students are steered away of careers in hospitality by well meaning high school guidance counselors. The world-class resorts along the Kohala Coast are ideal starting points to develop skills and networks in hospitality. The HOST Program Coordination Committee that meets Nov. 30, 2012 will be discussing this situation with the Hawaii Visitors Bureau, hoping to stimulate early interest in the world of hospitality in the DOE and private school students.

W2:

Limited promotional material and media advertising from HawCC.

Evaluation:

More flyers and promotional material is needed to spread the word about opportunities in hospitality. Press releases for local media should be frequently distributed, also on placed in Kauhale.

W3:

Need for relevant Accounting, Math and English courses at 100 level or above.

Evaluation:

The UH System is now requiring all courses for an AAS to be at the 100 level or above. We are planning to work with the Accounting, Math, and English Departments to create relevant courses in which our students would have successful learning.

4. List the Program Outcomes in Table 4. Indicate the assessment method for each outcome, summarize the data gathered and briefly describe any changes made based on assessment and results of the change from the prior year (closing the loop).

5.

AY 2011-2012 HOST PLO Assessments
PLO 1, 2, 3, 4, 5
Description: Five presentations to students in both Hilo and Kona of the student's selection of three leaders in the hospitality industry, and what they learned from studying those leaders.
Method: verbal presentation using videoconferencing
Data: observations by Assessment Committee: More speech presentations needed Explain research resources Use more visual aids Speak-up Most well spoken Reading script OK Appearance too casual Selection of hospitality industry leaders appropriate for the student
Changes: Additional student presentations will be given next semester with instruction in speaking techniques, use of visual aids, and proper clothing.
Results: Students are learning to overcome discomfort of speaking in class and on videoconferencing. Directional camera focus controlled by microphones is a distraction and will be eliminated.

Table 4: Program Assessment Data

       Report on assessment of program outcomes for the past five years. Use the sample
       format shown below or use your program-specific format.

Program Name: Hospitality and Tourism (HOST)
Date: One example of most recent Assessment process is shown in the Annual Program Review
in Part I of this report. Due to limiting the number of pages in this report, copies of the PLO
Assessments for the past 5 years will be sent separately if requested.

6. Insert grid showing alignment of courses to program outcomes:
HOST PLO and Course Table

Courses Required for CC, CA or AAS Degree	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
HOST 101 Career & Customer Service Skills	x	x		x	x	x
HOST 101 Intro to Hospitality & Tourism	x	x		x		x
HOST 150 Housekeeping Operations	x				x	
HOST 152 Front Desk Operations	x		x	x	x	
SPCO 151 Intro to Speech & Communications	x	x	x			
HOST 154 Food and Beverage Operations	x			x		
HOST 193v Cooperative Education						x
HOST 258 Hospitality Marketing	x	x	x	x		x
HOST 260 Hospitality Law	x	x			x	x
HOST 280 Hospitality Management	x	x	x	x	x	x
Accounting 100 level or above		x				
English 100 level or above		x				
Hawaiian Studies 100 level or above	x				x	x
HOST 261 Meeting & Convention Management	x	x	x		x	
HOST 265 Tourism & Destination Management	x	x	x		x	
BUS 120 Principles of Business		x			x	
ICS 100 level or above		x				
HOST 293v Cooperative Education						x
HOST 295 Hospitality Capstone	x	x			x	x
Social Environment Elective 100 level or above						
Natural Environment Elective 100 level or above						

Program Learning Outcomes, upon successful completion, students are prepared to:

1) Effectively and purposely use verbal and nonverbal language about Hospitality and Tourism topics with confidence, and appropriate to the audience.

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) Conduct presentation projects that include Internet research and visual media.

4) Interact with others through team-building speeches and visual-oral presentations, which are designed to promote teamwork solutions and teach teamwork principles.

5) Values such as respect for diversity, the need for fairness, empathy, and human dignity are stressed.

6) Demonstrate self-management related to the Hospitality Industry through practices that promote physical, mental, and emotional health

Other Important Considerations
In Table 5, provide other considerations that could affect the program during the next three academic years (e.g. trends noted over the review period, comparisons to any applicable standards, summaries of Student and/or Employer Satisfaction Surveys, Program Advisory Board recommendations, external factors, etc. (if applicable)

Table 5: Other Considerations Affecting the Program.

The new campus of Hawaii Community College – Palamanui, after years of delay, went out to bid this November, biding is closed on Dec. 12 and the construction contracts are to be awarded on Dec. 14, 2012. Present planning is for the students to start the Fall 2014 semester at Palamanui Campus.

The new campus will be: ideally located above the Kona International Airport; within 20 minute drive to world-class Kohala resorts that offer excellent pay and benefits; of a highly sustainable operations design; and within easy driving access from the center of West Hawaii population. Enrollment in the HOST Program will blossom from the present 48 majors to over the 65 majors planned back in 2008. With 30 students entering annually, 15 should be able to earn their AAS in two years.

The modification of the HOST Program that went into effect August 2012, has attracted a 33% increase of students from 36 to 48. The Palamanui Campus will attract even a greater increase for Fall 2014.

With a Math 100 level or above requirement added in Fall 2013, Kauai CC, Maui College, and Hawaii CC will be jointly applying for our AAS Degree to be changed to Associate of Science (AS). This will attract more students interested in earning their the Bachelor's Degree in the UH system or online.

Part III Goals and Program Improvement

1. **Goals for AY 2013 – 2017**

   List the **Program's top 3 goals for Program success in the next Comprehensive Review period: AY 2012/13 to AY 2017/18**. Explain how these goals align with the mission, ILOs, UH Program counterparts, etc. (if applicable). Describe how these goals might improve the program and student learning.

Table 6: Goals and Alignment

Goal 1

Enable our HOST students to learn in the contemporary Hawaii Community College Campus – Palamanui starting Fall 2014 and continue using classroom instruction, Laulima and videoconferencing with Hilo.

ILO alignment

ILO #1, #2, #3

UH Collaboration

Open Palamanui Campus to students starting Fall 2014.

Innovations

Highly sustainable campus will be a living laboratory.

Goal 2

Enable our HOST students to start building their careers in the world of hospitality by establishing closer relationships with the world-class Kohala resorts. Cooperative programs will be the foot- in-the-door to part-time jobs and full time employment.

ILO alignment

ILO#2 and #3

UH Collaboration

Not required

Innovations

Easy access to resorts, restaurants and clubs that want to hire workers who have grown-up on the Big Island and want long time careers.

Goal 3

Enable a rich, rigorous, relevant learning environment for our students by accessing the skills and talents of resort staff and visitors to offer presentations and workshops at Palamanui Campus with high-speed videoconferencing to Hilo.

ILO alignment

ILO #1, #2, #3

UH Collaboration

Not required

Innovations

Regular speaker and workshop program bringing industry experts to the Palamanui Campus students.

2. Action Plan for Program Improvement

Complete Table 7 to provide justification for Program budget requests

Table 7: Prioritized Top 3 Cost Items ("G" funded requests only)				
(examples given in *italics*; delete & replace with Program's items) Budget Categories: P=Personnel; E=Supplies Enhanced; EQ=Equipment (>= $5k); S1x=Program Review Special Fund; Budget Guidelines: Position requests should be listed separately; NO B Budget requests should be included				
Priority	**$ amount & budget category* Except R/M**	**Best fits which Action Strategies in the Strategic Plan and how? If it does not match to any of the existing Action Strategies, you may write a new one for recommendation.**	**Addresses which strength or weakness?**	**If currently grant funded, please explain: put date when funding ends and indicate HawCC commitment to support, if any**
1.hire 1 FTE-Faculty	*$55yr*	The 2008 to 2015 HawCC Strategic Plan is not specific on the needs of HOST. Presently a Palamanui Curriculum Strategic Plan is being prepared by a contracted planner and is due in Spring 2013.	*S1*	NA
2.hire 2 FTE-lecturers 18 credits total	*$ 25,200/ yr*	Increased student enrollment	*S1 and S3*	NA
3. equip faculty and lecturers with updated laptop computers or iPads	*$3000. Every 4 years*	Needed for distance learning and communications	*S1 and S2*	NA

**Strategic Outcomes Goals and Performance Measures are: A1.1, B4., C1., D3., E2., etc.

3. Use Table 8 to indicate staffing levels needed Fall 2014.

Table 8: Staffing

Faculty/Staff	Number of Positions
Faculty	1.5
Lecturers	2
APT	0
Clerical	1

FORMAT FOR ALL PROGRAM REVIEWS

7)   Font: New Times Roman Font, 12 cpi

2)   Margins: 1" top, bottom, left, right

3)   Text Spacing: Single Spaced

4)   Paragraph spacing: Double Spaced, no indentations

5)   Page numbers: bottom/center

6)   Program Review Title and Part Numbers and Titles in Bold

7)   NO Table of Contents

8)   NO Appendices

9)   NO Pictures

10)   Avoid Headers/Footers (if needed, bottom-left footers only)(0.5)

11)   Title Page: see Template

12)   Program Review page length: approx. 8 pages w/out Budget sheets;

Submission:

Submit one electronic copy to the CERC Chair, suggest PDF format, if possible.

Part I: Insert Annual Program Review

Part II: Complete Attached Comprehensive Program Review Template