

# ANNUAL

REPORT OF PROGRAM DATA

# 2023

A photograph of a campus landscape featuring a winding paved path, green grass, and modern buildings in the background. The image is overlaid with a purple geometric design consisting of several overlapping triangles.

UNIVERSITY of HAWAI'I  
**HAWAI'I**  
COMMUNITY COLLEGE

**July 1, 2022 through June 30, 2023**

**<<Hospitality and Tourism Program>>**

## **1. Program or Unit Mission**

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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 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.

## **2. Program Student Learning Outcomes or Unit/Service Outcomes**

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- PLO 1: Demonstrate essential hospitality operations and management skills, including accounting, marketing, and information technology.
- PLO2: Communicate effectively with guests and coworkers through writing, speech, listening, and nonverbal expression appropriate for the hospitality workplace.
- PLO3: Analyze diverse and dynamic hospitality workplace situations to solve problems and achieve goals through leadership and teamwork.
- PLO4: Assess personal work performance through various lenses, including Hawaiian cultural values, multicultural global perspectives, ethical reasoning, legal principles, and sustainability.

Since the program is collaborating with UHMC to offer its HOST required courses to majors, there were no learning outcomes assessed at Hawaii Community College. Please refer to the UHMC Annual Program Review for information on their assessments. The assessment schedule will be updated and restarted if/when the college restarts the program.

## **3. Analysis of the Program/Unit**

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The HOST program currently does not have a full-time HOST faculty. Previous requests to hire a faculty have been denied. The program has been working closely with the UH Maui College HOST program through the support of a Perkins grant. Through this grant funding, Hawaii CC has a dedicated liaison who works with HOST majors, connects with industry and works on promoting the program. The program has plans to submit a request to hire a HOST faculty.

The CIP code for this program is aligned to Food Service Managers, Entertainment and Recreation Managers, Lodging Managers, and Service Managers. This is in line with Kapiolani CC, Kauai CC, and UHMC. It may be time to review the CIP code/SOC code to see if this is still the most appropriate workforce alignment for graduates of the HOST program at Hawaii Community College.

### **DEMAND**

For these workforce alignments, the 2022-23 State and County demand indicators are similar to the prior year of 2021-22. Despite not having a full-time faculty and not offering HOST classes through Hawaii Community College, there were 3 majors listed as part of the program in 2022-23. If the college is preparing students for the positions listed in the CIP/SOC codes, there is demand available for graduates. Of the three HOST majors, one student was listed as identifying as a Native Hawaiian. One consideration for the program is to have a stronger curriculum relating to Hawaiian culture and history. This change may make things more attractive for Native Hawaiians as well as for Hawaii Island industry partners.

### **EFFICIENCY**

The only classes that were offered in the HOST program were the Early College and the CULN required HOST class. Thus, the class size and fill rate were positive. As noted in the indicator chart, there are no BOR appointed faculty for the HOST program.

### **EFFECTIVENESS**

Since there were only three students as majors in the program and since the HOST classes the students enroll in are not reflected in Hawaii Community College data, the indicators in the effectiveness category do not illustrate the effectiveness of the HOST program.

### **PERKINS INDICATORS**

- 1P1 – Postsecondary Placement – MET
- 2P1 -- Earned Recognized Credential -- MET

In Fall 2022, the HOST program became more closely aligned with UHMC offerings to allow students to take classes from other campuses and earn a degree. Additionally, through a Perkins grant, in collaboration with UHMC and Kauai CC, we were able to hire a program liaison for Hawaii Community College to focus on the needs of the HOST program. This liaison and program coordinator performs and completes some of the duties that a faculty would be expected to perform including development of relationships with industry partners, sharing program information with middle school and high school teachers and students, working with UHMC and Kauai CC HOST faculty, and supporting the declared HOST majors at Hawaii CC. Most importantly, the coordinator is reviewing current program requirements and determining what changes might be appropriate to help the program move in a direction that is valuable to both potential students as well as potential employers.

HOST ARPD Data: <https://uhcc.hawaii.edu/varpd/index.php?y=2023&c=HAW&t=CTE&p=2778>

## 4. Action Plan

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### Action Plans from Program Review 2022 and its updates

1. Hire a Hawaii Island Coordinator for HOST Internships in collaboration with UHMC.
  - The program liaison has been hired.
2. Hire a HOST faculty:
  - The program is still in progress to hire a full-time faculty.

Since the vacancy of a full-time HOST faculty the past few years, there was not a comprehensive program review with meaningful action plans. The following action items were based on the high school survey that was conducted earlier this year, as well as conversations with community members, industry professionals, and public school students, faculty and staff that the program liaison had since she came on board in December 2022.

### Situational Awareness

- Lack of awareness of HCC's HOST program from the community and the industry.
- Lack of interests/awareness in hospitality and tourism among public school students, faculty, and staff.
- Negative perception towards hospitality and tourism related jobs among surveyed public high school students. (see attached one)
- No clear pathways stated on our program related write-ups, especially pathways to bachelor programs, internship opportunities or jobs.
- Labor shortage across the board resulting in employers recruiting high school graduates directly.
- Businesses in general are very open to partnering with the HOST program, if we can address their labor shortage issues through the partnership.
- Businesses and employers emphasize soft skills of employees, e.g., strong communication, punctuality, good work ethic.
- Public school faculty and staff emphasize the pathway of entrepreneurship.
- Public schools are looking for industry recognized certifications for their students.

### Action Items

- Continue the outreach to middle and high schools, through college and career fairs, in-class presentations, and special class projects. (*HGI Action Strategy 1 & 4*)
- Continue the outreach to the industry, making the HOST program known to the business community, through chamber of commerce's and personal connections, and participating in community service learning opportunities. (*HGI Action Strategy 2 & 4*)
- Continue the conversations with high school career and college counselors, advocating for more HOST early college courses. (*HGI Action Strategy 1 & 4*)
- Identify and state viable pathways for HOST students, in terms of transferable bachelor programs, quality internships and good job opportunities. (*HGI Action Strategy 1 & 4*)
- Re-evaluate and modify the HOST program's Description, PLO's and curriculum. (*HGI Action Strategy 2, 3, & 4*)

- Identify business partnership opportunities and integrate the partnership into the teaching and the program, e.g., PLA opportunities, tuition reimbursement, guest speakers, internship, site visits, social networking events. (*HGI Action Strategy 2 & 4*)
- Create industry recognized certification non-credit programs (*HGI Action Strategy 2, 3 & 4*)

*HGI Action Strategy 1: Strengthen the pipeline from K-12 to the university to improve college readiness and increase college attendance.*

*HGI Action Strategy 2: Implement structural improvements that promote persistence to attain a degree and timely completion.*

*HGI Action Strategy 3: Anticipate and align curricula with community and workforce needs.*

*HGI Action Strategy 4: Solidify the foundations for Hawaii CC at Pālanui and establish large-scale student support services for Native Hawaiians, low-income students, and the under-represented populations served.*

## 5. Resource Implications

### Special Resource Requests **not included in operating “B” budget \***

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**XX** I AM requesting additional resource(s) for my program/unit.

Total number of items being requested: \_\_\_\_\_1\_\_\_\_\_ (4 items max.)

*\*For each item requested, make sure you have gathered the following required information and all relevant documentation before you upload this Review; you will submit all information and attachments for your **Resource Request** as part of your Review document submission via the*

[Hawaii CC - Program & Unit Review Submission portal](https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run)  
<https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run>

✓ **Item Description:** Full Time Faculty

✓ **Justification:** A full-time faculty is required to run this program. Without a dedicated faculty, we cannot offer this necessary program.

✓ **Priority Criteria** (must meet at least one of the following):

1. Ensure compliance with mandates and requirements such as laws and regulations, executive orders, board mandates, agreements and contracts and accreditation requirements.
2. Address and/or mitigate issues of liability, including ensuring the health, safety and security of our Kauhale.
3. Expand our commitment to serving all segments of our Hawaii Island community through Pālanui and satellite centers
4. Address aging infrastructure.
5. Continue efforts to promote integrated student support in closing educational gaps.
6. Leverage resources, investments with returns, or scaling opportunities
7. Promote professional development.

2023 Hawai'i Community College ARPD  
Program: Hospitality and Tourism

CATEGORY	Category-Specific Information Needed			
<b>Equipment</b>	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing
<b>Facilities Modification</b>	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
<b>Personnel Resource</b>	Estimated Date Needed : Fall 2024 or sooner if possible	FTE; Position Type; Tenure Track Position Title HOST Faculty	Estimated Salary \$64,896	Was an Existing Position Abolished? (YES); Position # Position #83156

## External Resources

1. [High School Students' Career and College Awareness Survey Preliminary Results, August 2023, Wen \(Echo\) Yu](#)