



2024 Annual Report of Program Data

Hospitality

1. Program or Unit Mission

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.

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.

Hospitality courses have been outsourced to neighboring campuses (specifically UH Maui College) while Hawaii Community College works on building a home campus presence for the program. As such, no courses and/or associated learning outcomes have been assessed. The Program is planning to begin assessment as early as Spring 2025 on at least two of the three courses being offered through HawCC (HOST 100 and HOST 152).

3. Analysis of the Program/Unit

Part One: ARPD Data

2024 ARPD - HOST

The demand for Hospitality positions remained steady at eighty-seven. Class fill rates increased to 60%, which is a 20% increase from its lowest point in 2020-2021 (efficiency). Fall to Spring persistence has also increased by 24%, which is just 10% short of the 67% realized in 2019-2020 (pre-Covid). Degrees awarded remained steady at one (effectiveness).

Number of majors increased from three to seven as did the number of Native Hawaiian majors, which increased from 1 to two. Successful completion rates increased by 24% and the program was able to successfully offer two courses through its Early College offerings as well as its partnership with UH Maui College.

The program was not able to meet 1P1 – *Postsecondary Placement* but was able to meet 2P1 – *Earned Recognized Credential*. The program has already begun outreach to local High Schools through pipelines like ClimbHi and Early College and will increase outreach efforts in the coming months.

Part Two – Supplemental Information/Data

State of Hawaii Demographics - HOST Employees in Hospitality Industry

The HOST program has successfully created an advisory council that met in Spring 2024 and expressed the need for quality employees and the value of a HOST credential. In response, the HOST program is focused on ensuring the revitalization of the program to properly support the needs of both industry and the community.

State Level Data

Between the years of 2017 – 2021, 239,307 individuals were employed in the tourism sector in the State Hawaii. Of those 239,307 individuals an average of 47,431 (or 19.8%) were Native Hawaiian. These Native Hawaiian workers were younger with 67.6% falling within the 20 – 49 year range. A majority (71.2%) of the Native Hawaiian workers were also credentialed with either a high school diploma (45.7%) or an Associate's Degree (25.5%). When combined with all workers, a vast majority (59.7%) held either a high school diploma or an Associate's Degree.

Hawaii Island Data

Of the 186,738 people living on Hawaii Island, 89,431 work in the hospitality industry (47.9%) of which 24,506 are Native Hawaiian (27.4%). This is excellent news for the future of the Hospitality program on Hawaii Island. Understanding that most individuals employed in hospitality are either credentialed with a high school diploma insinuates that at least a portion of those individuals have an interest in pursuing a career in hospitality. It also hints that even if initial interest in hospitality

Hospitality

may be low for some, high school graduates are being employed in the industry and may therefore grow their interest or find a career path unintentionally.

When paired with the insight shared at the HOST Advisory Council meeting that promotion decisions are based (on average) on a mix of education and experience, employees looking to obtain a credential to assist with promotion can greatly benefit from the HOST program credential offered exclusively at Hawaii Community College.

The amount of high school graduates being employed in hospitality also present an excellent opportunity to partner with high schools and attract students before they graduate. Successfully attracting students prior to graduation provides students with the opportunity to maximize their time in industry through the creation of an intentional career path supported by both experience and education. This career path positions students for promotional opportunities and equips them with the ability to afford Hawaii's high cost of living.

4. Action Plan

Action Plan Update

Currently, the Program has benefited greatly from an APT Hawaii Island HOST Coordinator obtained and financed through a UHMC Perkins grant (since December 2022). This Coordinator is responsible for conducting outreach, providing student and lecturer support, arranging site visits, assisting with internship and job placement, and revitalizing the Program's advisory council. Unfortunately, the position will no longer be available once the grant ends in June 2025 and a permanent full-time faculty member is needed to ensure that the momentum and Program revitalization continue at a level needed to appropriately meet the demands of industry.

In order to obtain that full-time faculty position, the Program will need to build a solid presence demonstrated through consistent student participation measured by and through number of majors and class fill rates. This requires substantial and consistent outreach focused on rebuilding trust and attracting and retaining students. An APT Hospitality Student Outreach and Marketing Specialist dedicated to maintaining industry relationships and creating and implementing marketing strategies would provide the exact support needed to appropriately build the Program and allow it to grow to the level required to make a case for a dedicated, full-time faculty member.

Revised Action Plan

Based on the data presented in section three, it is undeniable that the Hospitality program at Hawaii Community College is not only important, but essential. With close to half of the Hawaii Island population being employed in the industry, Hawaii Community College has a unique opportunity to provide a substantial amount of the population with the ability to obtain a relevant credential that can feed directly into potential wage increases provided through, and increased by, employment and promotional opportunities.

Hospitality

This data directly ties into the program's revised action plan:

1. Update the program's description and learning outcomes.
2. Consistently offer HOST courses through the Hawaii Community College campus and build up the community of students that consider Hawaii Community College their home.
3. Strengthen relationships with industry partners and high schools to build a brand of consistency and reliability that encourages collaboration and participation.
4. Develop a strong brand for the Hospitality program at Hawaii Community College that successfully communicates the importance of Hawaiian culture to both attract Hawaii Island residents into the industry and benefit industry partners looking to serve visitors with a unique and authentic experience.
5. Hire an APT Hospitality Student Outreach and Marketing Specialist dedicated to maintaining industry relationships and creating and implementing marketing strategies with the goal of increased student majors (50 by Fall 2026) and class fill rates (90%).
6. Hire a BOR appointed full-time faculty member to dedicate the time needed to maintain and support this exceptionally important program.

If adhered to, this action plan has the potential to build and grow the Program in a sustainable way mending connections that have been severed through and by the program's inconsistent industry presence. This action plan will also lead to the fulfillment of both 1P1 and 2P1 by attracting and supporting high school students to and through their academic journey in the field of hospitality.

This action plan aligns directly with the mission of Hawaii Community College as well as with **Ka'ika'i Kuleana – Fulfill(ing) kuleana to Native Hawaiians and Hawaii Island**. The Hospitality program is branding itself as a program that supports and requires the knowledge and understanding of the Native Hawaiian culture focusing specifically on Native Hawaiian values and traditions. The Hospitality program is also aimed specifically at providing credentials (and the opportunity that come with said credentials) to individuals interested in pursuing hospitality as a career or as a method for successful job placement.

As stated in section three, 47.9% of the population of Hawaii Island works in the hospitality industry of which 27.4% are Native Hawaiian. Not only is the Hospitality program requiring its participants to study and understand Native Hawaiian culture, practices, and history it is also directly serving the people of Hawaii Island and a substantial amount of the Native Hawaiian population by allowing them to use their skills, talents, interests, and abilities to not only support themselves but to support their families and communities through higher paying positions and increased employment opportunities.

This action plan also aligns directly with **Ka'ika'i Haumāna – Develop(ing) successful students for a better future**. The goal of the Hospitality program is to develop and educate students who are focused on ensuring that the history, culture, ocean, and land of Hawaii Island are cared for and maintained while also providing those students with the ability to make a living wage that allows them to remain in and on Hawaii Island, **and Ka'ika'i Oihana – Meet Hawaii Island's workforce needs of today and tomorrow** through its focus on ensuring that students are not only employable but promotable upon graduation.

5. Resource Implications

Special Resource Requests not included in your operating “B” budget

- I am NOT requesting additional resources for my program/unit.
- I AM requesting additional resource(s) for my program/unit.

Total number of items being requested: 1 (4 items max.)

Item Description: An APT Hospitality Student Outreach and Marketing Specialist

Justification: The need for and benefits of the Hospitality program have been clearly detailed in this report. There is substantial demand demonstrated through the high level of industry employment on Hawaii Island and this demand deserves to be filled with high quality employees educated on elements of hospitality and Hawaiian culture. Students of Hawaii Community College’s HOST program will not only learn the importance of protecting, preserving, and maintaining the beauty of Hawaii Island, they will also bring that awareness to the properties and people that they serve.

The loss of the APT Hawaii Island HOST Coordinator makes Program outreach without a full-time faculty member difficult if not impossible. As such, we are requesting an APT Position focused on marketing and student recruitment to build the Program to the levels required to make a case for a full-time faculty member. This Program has the potential to affect the wages of nearly half of the Hawaii Island population directly improving their quality of life. It is an essential Program that our College has a responsibility to rebuild.

Alignment to the [Ka’ao Ka’ika’i Strategic Plan AY2023 - AY2029](#):

Each resource request must align with one or more of our Strategic Plan Core Commitments:

Ka’ika’i Kuleana	Fulfill kuleana to Native Hawaiians and Hawai’i Island.
Ka’ika’i Haumāna	Develop successful students for a better future.
Ka’ika’i Oihana	Meet Hawai’i Island’s workforce needs of today and tomorrow.
Ka’ika’i Noi’i	Diversify Hawai’i Island’s economy through innovation and multi-sector partnerships.
Ka’ika’i Kauhale	Build and Maintain the Wellbeing of the College Kauhale.

Core Commitment One: Ka’ika’i Kuleana – *Fulfill(ing) kuleana to Native Hawaiians and Hawaii Island.* The Hospitality program is branding itself as a program that supports and requires the knowledge and understanding of the Native Hawaiian culture focusing specifically on Native Hawaiian values and knowledge. The Hospitality program is also aimed specifically at providing credentials (and the opportunities that come with said credentials) to individuals interested in pursuing hospitality as a career or as a method for successful job placement.

Hospitality

As stated in section three, 47.9% of the population of Hawaii Island works in the hospitality industry of which 27.4% are Native Hawaiian. Not only is the Hospitality program requiring its participants to study and understand Native Hawaiian culture, practices, and history it is also directly serving the people of Hawaii Island and a substantial amount of the Native Hawaiian population by allowing them to use their skills, talents, interests, and abilities to not only support themselves but to support their families and communities through higher paying positions and greater employment opportunities. This also aligns with **Core Commitment Three Ka'ika'i Oihana** – *Meet Hawaii Island's workforce needs of today and tomorrow* through the program's focus on ensuring that students are not only employable but promotable, financially supporting Hawaii Island families and intrinsically providing the next generation with opportunities better realized through the creation of historical success.

Core Commitment Two: Ka'ika'i Haumāna – *Develop(ing) successful students for a better future*. The goal of the Hospitality program is to develop and educate students who are focused on ensuring that the history, culture, ocean, and land of Hawaii Island are cared for and maintained while also providing those students with the ability to make a living wage that allows them to remain in and on Hawaii Island. This has regional, national, and international implications that serve both Hawaii Island residents and visitors alike. The Hospitality program has the potential to assist in the preservation of Hawaii Island, and to educate visitors of and on the importance and significance of the Hawaiian culture, land, ocean, and people. Without a dedicated full-time faculty member, the Hospitality program will not be able to fulfill its aforementioned potential or to efficiently and effectively serve its Hawaii Island community. Without demonstrated demand, the Hospitality program cannot make a case for the need of and for a full-time faculty member and without help, the current resources being poured into the Program cannot support the amount of marketing and outreach required to rebuild the Program.

ALLOWED CATEGORIES	Category-Specific Information Needed			
Personnel Resource	Estimated Date Needed Fall 2025	FTE; Position Type; Position Title APT Hospitality Student Outreach and Marketing Specialist	<u>Estimated Salary</u> \$21.24/ hour	Was an Existing Position Abolished? (Y/N); Position # No