

SAN DIEGO
MESA COLLEGE



Program Review

Summary and Reflections with Unit Goals, Action Plans,
and Updates

Instructional Program - Hospitality (HOSP)

Executive Summary

Describe the successes and challenges your unit has faced since the last comprehensive review.

Covid-19 had an astronomical impact on our industry, in ways we are still researching. With that said the interest and excitement the students have for what is to come shows the resiliency of the industry and our program. Being a small program, the modality of our courses posed issues. Choosing to remain asynchronous was successful for our working students trying to get back on their feet, but caused significant changes to the 2022-2023 program review cycle. We are still hoping to be more adaptive, but require the college IT to equip the classroom with proper hyflex technology.

At the beginning of the pandemic when the hospitality industry was shuttered, we saw a staggering number of new students flood our program, to build their resumes during the downtime, that said as the industry opened we saw the opposite impact on the decline of students and success rates. We also, based on advisory board feedback, decided to convert 90% of our program to hybrid requiring students to come back to campus to complete our program. We know this was the correct decision but students left the San Diego area, applied for jobs with open availabilities, and adapted their lives to a 100% asynchronous program, with that said we saw a loss of students due to this decision. Without the technology to teach in a hyflex modality, we think we will continue to see students who cannot excel personally in our modality. We hope in the future BT-215 can be equipped with adequate hyflex technology.

On a more positive note, we saw an increase in salary by \$4.00 an hour since the last program review cycle and a stable job market. This is fantastic for our graduating population but concerning for future enrollments.

In the last year, we have seen increasing excitement from employers about an AS degree and many employers are removing BS requirements from job postings.

The San Diego Tourism Industry Research states an increase in average daily rates, occupancy percentages, transient occupancy tax, and event participation. This establishes an increase in tourism since the last program review cycle and in turn a stable job market.

If applicable, describe any major curricular or service changes your unit has engaged in and the impact of those changes since the last comprehensive review.

We had a comprehensive curriculum change before Covid-19 that was disrupted by the pandemic. Our program successfully changed many of our classes to Hybrid to create an industry-focused schedule for our students. With hybrid classes, we could schedule our courses now on Monday and Tuesday from 9:00 AM – 5:30 PM creating open availability for students to work in the industry Wednesday – Sunday based on advisory board comments.

We were able to implement this schedule for one semester before the pandemic, this is our third term with this modality. We have seen an increase in students adding courses the first week and an increase in our enrollment numbers in the Spring of 2023, no classes were canceled and we feel that this schedule modality is a reason for this success. We will continue to monitor this modality and consider future curriculum changes after more data is gathered.

If applicable, describe the impact of any new resources (human, fiscal, etc) on the unit and/or action plan implementation.

We received funding from SWF to create a lounge space in BT 215. The purpose of the space was twofold. First, to create a VIP area of our classroom for our employers and classroom guests. We have had Viejas, Hyatt, Marriott, San Diego Zoo, SeaWorld, KOA, San Diego State, and the University of Redlands since the lounge was created. Providing a VIP hospitality experience to our guests just shows our students and community the rigor that we take aligning our classroom with real-world experiences. Second, it has created a community space for students and faculty. We consistently see students using the space before and after class.

If you assess OUTCOMES, please confirm that the outcomes have been reviewed for accuracy. If you do not assess Outcomes, skip this question.

Reviewed & Accurate

Summary and Reflection

Related Documents for Charts and Graphs

Executive Summary Complete

Yes

Data Reflection

Trends observed in program/service area's data.

Legend: HOSP/CAMPUS

2021/2022 – 175 Students

Wage: \$23.00

23 graduates from 2020-Present

Degree Efficiency:

Years: 5.5/4.2

Terms: 10.1/7.8

Units: 103/97

Success Rate:

Overall: 71.8/73.1

Success Rates to Note:

Black/African American: Retention Rate – 83.9, Success Rate: 52.7

Latinx: Retention Rate - 86.8. Success Rate: 69.9

30-39: Retention Rate - 86.9, Success Rate - 65.5

Male: Retention Rate - 87.1, Success Rate – 65

Less than 6 Units: Retention Rate – 81.9, Success Rate 67.7

First Time Student: Retention Rate - 87.2, Success Rate 56.6

Educational Goal:

BS: 50.9/53.6

AS: 19.6/10.3

Skills: 14.1/5.8

Student Status:

SDCCD

Part-time: 68/78.5

Full-time: 35.4/36

Student Status

MESA

Part-time: 74.2/92.2

Full-time: 30.2/17.9

Units:

.5-5.9: 31.6/63.7

4/22/2025

Summary and Reflection

6-11.9: 49.1/41.9
12-14.9: 22.7/14.0
15+: 9.6/6.2

*If <2% from campus, data not recorded.

Describe any equity gaps in the data. Are there differences and/or patterns observed by demographics (e.g.race/ethnicity, gender, age, etc.)

Gender:

.7 – Non-Binary
40.2/42.8 – Male
58.8/56.1 – Female

Ethnicity:

African American/Black: 6.2/6.5
Asian: 4.5/10.6
Filipino: 7.2/4.6
Latinx: 36.1/38.4
White: 32.0/30.0
Multi-Ethnicity: 7.9/7.6

Age:

Under 18: .7/8.4
18-24: 54.3/56
25-29: 14.1/16.8
30-39: 22/13.8
40-49: 6.9/4.8
50+: 2.7/3.6

First Generation:

Yes: 31.6/27.1
No: 57.4/61.7

*If <2% from campus, data not recorded.

Related Documents for Charts and Graphs

Describe the discussion(s) that took place about the unit's learning outcomes assessment data.

After looking at our department outcomes we have decided to consolidate our outcomes for the following classes. HOSP 101, 102, 111,115,130.

The rest of our class roster was completely revamped in 2018 when our program awards were changed to Hospitality Management from Event and Hotel Management.

Our advisory board requests we add more digital content to our classes. HOSP 190, 121, and 112 which we are currently being adapted.

HOSP 190 has added a digital live event as a final project.
HOSP 121 has added an extensive digital marketing component to the Final Marketing Plan.
HOSP 112 now requires the hotel and resort concept - final project be presented as a website.

Data Reflection Complete

Yes

Summary and Reflection

Practice Reflection

Describe current practices your program/service area has engaged in that you believe impact the above data trends and equity gaps.

We are requesting funding for a digital conference focusing on DEI in hospitality education. All HOSP faculty have shown interest in attending. Our focus will be on our class offerings, syllabus, and our data reflection above.

After completion of the digital conference faculty will be certified hospitality educators which will align with our focus on industry standards, the certification is through the American Hotel and Lodging Association.

Reactions from data reflection include:

Years of completion – 5.5 years

Struggling Student Populations:

First-time students
Students aged 30-39
Latinx
Black/African American
Male
Asian

Program Trends:

BS to Transfer: 50.9% of students
Enrolled for skills: 14% of students
AS Only: 19.6% - HOSP 111,112,115,121,152,162,166,190
Aged 30-39 is 8% higher than the campus

What other factors (internal or external) might also impact the above data trends and equity gaps?

Outreach Factors:

We have focused on high school recruitment this year by going to the SDUSD hospitality high school event. In 2024 we did not see any successes from this recruitment effort, the amount of time and energy spent needs to be rethought.

Strong Work Force will be launching a marketing campaign for the hospitality department, starting in the fall of 2023. In 2024, no new student has mentioned the ad campaign, so it is hard to gauge the success. We hope to see a larger impact in 2025.

Internal Department Factors:

We have dedicated time during prep week to have a hospitality department open house to create community, answer questions, and be sure students are properly enrolled in classes.

We have also dedicated similar time to the last week of each semester to offer extra credit for reviewing students' education plans.

We have seen success during these events that we hopefully link to data reflection.

Related Documents for Charts and Graphs

Practice Reflection Complete

Yes

Summary and Reflection

Mid-Cycle Updates

YEAR 2 Updates (2023 - 2024)

Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 2. With advisory board support we have made two curriculum updates since our Executive Summary was written.

As a department in an outcomes assessment meeting we determined that our Hospitality Human Resources class was not a relevant course due to duplicate information being taught in Hospitality Law and Strategic Leadership this two credit course was removed from the catalog in November of 2024 after a successful curriculum process. We are currently working with District Curriculum to create a streamline process for students applying for graduation.

We have also decided to change the focus of Special Events Management and Consulting to broaden the context of the class. After our last Advisory Board Meeting, our members spoke about entry level industry professionals lacking the skills to critically think through real life issues impacting the industry. With this information we updated the curriculum and changed the name of the class to Operations Management and Consulting. This class will allow students to "consult" with real employers in San Diego Hospitality and help them with real problems they are having. We already have the San Diego Convention Center, Estancia Hotel, Evans Hotels, Hotel del Coronado, Trust Restaurant Group and Artistic Florals and Events lined up to be "clients" for Spring of 2025. This course will serve two purposes, one to introduce students to issues these major hospitality players are facing in the industry today and two, introduce the employers to our student's amazing critical thinking skills. This change was made to the catalog in November of 2024.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 2. Please see the 2024 comments in the Data Reflection section

Review Outcomes Report. Review the unit's outcomes assessment process for 2022 - 2023. Discuss connections to unit goals/action plans/resource requests.

We have since streamlined our outcomes for HOSP 101, 102, 111, 115 and 130 to include five outcomes for each course.

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 2. N/A

YEAR 3 Updates (2024 - 2025)

Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 3. This will be the first semester that we will no longer offer HOSP 152 and the updates to HOSP 166 based on the conversation in Year 2 has been completed. Patrick Higgins will be teaching the class and has five employers lined up for Spring 2025 to "consult". The class has a solid attendance as of 1/1/25 and we look forward to offering and modifying the class in the next few years. This class replicates a course that SDSU Payne School offers and we hope that the industry will see the value of Mesa students in the community based on their critical thinking skills that will be shown in this class.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 3. Please see 2025 comments in the Data Reflection section.

Review Outcomes Report. Review the unit's outcomes assessment process for 2023 - 2024. Discuss connections to unit goals/action plans/resource requests.

We have reviewed HOSP 130 and HOSP 190 in Fall of 2024. We have two classes each semester until the cycle is completed.

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 3. N/A

YEAR 4 Updates (2025 - 2026)

Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 4.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 4.

Summary and Reflection

Review Outcomes Report. Review the unit's outcomes assessment process for 2024 - 2025. Discuss connections to unit goals/action plans/resource requests.

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 4.

Unit Goals, Action Plans, and Updates

Goal 1: Department Clinics for Students

Unit Goal: Goal 1: Department Clinics for Students - Updates made in 2024

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2024 - 2025

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- **Community - Objective 1:** Use technology to improve communication and accessibility across campus. (X)
- **Community - Objective 2:** Develop activities, spaces, and programs that support a sense of belonging with a focus on antiracism, historically minoritized groups, and inclusion. (X)
- **Community - Objective 3:** Build a culture of communication that is evidence based, race conscious, institutionally focused, systemically aware, and equity advancing (X)
- **Community - Objective 4:** Remove barriers to equitable participation by developing, incentivizing and creating structures for all employees to engage in and design professional learning (X)
- **Community - Objective 5:** Increase opportunities to be an asset and resource to the external community (X)
- **Stewardship - Objective 1:** In collaboration with students, develop a climate action plan aligned with state and city goals that includes a timeline to reduce Mesa College's carbon footprint, focuses on climate literacy and student action, and mitigates Mesa's impact on climate change (X)
- **Stewardship - Objective 2:** Support processes and initiatives that prioritize environmental sustainability and reduce Mesa College's impact on climate change (X)
- **Stewardship - Objective 3:** Increase student access and schedule efficiency by coordinating schedules among departments/disciplines (X)
- **Stewardship - Objective 4:** Establish a college-wide practice and schedule that addresses routine maintenance and renewal of equipment, facilities and technology to ensure access to adequate resources and better serve students (X)
- **Stewardship - Objective 5:** Increase campus understanding, communication of and transparency in budget and resource allocation (X)
- **Stewardship - Objective 6:** Develop a proactive hiring plan that includes a review of advertising, screening, and interviewing with a goal of establishing a diverse and competent workforce that is reflective of the student population and the local community (X)

Action Plans	Action Plan Update
<p>Action Plan Status: Active</p> <p>Action Plan: Semester-long clinics that provide hands-on industry activities presented by industry professionals or faculty. (i.e. Resume workshops by Hyatt Hotel Recruiter or Floral Design Seminar by Adjunct Faculty).</p>	<p>Submission Date: 01/16/2024</p>

Unit Goals, Action Plans, and Updates

Action Plans	Action Plan Update
<p>Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Action Plan Update: Semester calendar was developed in 2024. We currently have had the following clinics and networking events.</p> <p>Women in Tourism and Hospitality - Empower Hour (3 separate events) Hyatt Hotel Spotlight - Mock interviews, hiring fair and corporate culture conversation Evans Hotel Spotlight - Mock interviews, hiring fair and corporate culture conversation Hilton/Hotel del Coronado Spotlight (12/9/24) - Mock interviews, hiring fair and corporate culture conversation San Diego Airport Tour - Campus Networking with various departments San Diego Convention Center Tour - Industry Networking San Diego Zoo Tour - Industry Networking Women in Tourism and Hospitality Conference</p> <p>Campus Events: Spirit of Mesa - Foundation Event Golden Scissors Fashion Show Taste of Mesa</p> <p>Update Year: 2024 - 2025 Action Plan Progress: On Track</p>
<p>Action Plan Status: Active Action Plan: Request SWF funding for materials for various clinics. Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Submission Date: 01/16/2024 Action Plan Update: Will request funds in SP 24 Update Year: 2024 - 2025 Action Plan Progress: On Track</p>

Goal 2: Certificate of Performance (Hotel, F&B, Events and Wellness)

Unit Goal: Goal 2: Culinary Event Operations Certificate

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- **Completion - Objective 1:** Develop pathways that provide students with clarity about degree, certificate, and transfer requirements. (X)
- **Completion - Objective 2:** Develop cross - functional teams that support student success and include integrated career and transfer counseling. (X)
- **Completion - Objective 3:** Design and promote programs and services that intentionally target a reduction in equity gaps in completion outcomes (X)

Unit Goals, Action Plans, and Updates

- **Completion - Objective 4:** Support students' access to resources to mitigate the impact caused by technological and basic needs insecurity (X)
- **Stewardship - Objective 1:** In collaboration with students, develop a climate action plan aligned with state and city goals that includes a timeline to reduce Mesa College's carbon footprint, focuses on climate literacy and student action, and mitigates Mesa's impact on climate change (X)
- **Stewardship - Objective 2:** Support processes and initiatives that prioritize environmental sustainability and reduce Mesa College's impact on climate change (X)
- **Stewardship - Objective 3:** Increase student access and schedule efficiency by coordinating schedules among departments/disciplines (X)
- **Stewardship - Objective 4:** Establish a college-wide practice and schedule that addresses routine maintenance and renewal of equipment, facilities and technology to ensure access to adequate resources and better serve students (X)
- **Stewardship - Objective 5:** Increase campus understanding, communication of and transparency in budget and resource allocation (X)
- **Stewardship - Objective 6:** Develop a proactive hiring plan that includes a review of advertising, screening, and interviewing with a goal of establishing a diverse and competent workforce that is reflective of the student population and the local community (X)

Action Plans	Action Plan Update
<p>Action Plan Status: Active Action Plan: Create a new curriculum for a new HOSP Certificate of Achievement focusing on catering and event food and beverage operations. Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Submission Date: 01/16/2024 Action Plan Update: We have decided to shift our certificate changes to hospitality courses only, due to advisory board recommendations and FERM 130 changes. Update Year: 2024 - 2025 Action Plan Progress: Barriers Encountered</p>
<p>Action Plan Status: Active Action Plan: Introduce culinary faculty and practices to HOSP students focusing on food and beverage Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Submission Date: 01/16/2024 Action Plan Update: We are looking to create short HOSP certificates which may cause us to pause this action plan</p> <p>In 2024 we have received approval from Hospitality, Culinary and Personal Wellness Coaching Advisory Boards to move forward with four Certificates of Performance.</p> <p>Hotel Operations Event Operations Food and Beverage Operations Wellness Operations</p> <p>We will start the curriculum process in Fall 2025 Update Year: 2024 - 2025 Action Plan Progress: Barriers Encountered</p>

Unit Goals, Action Plans, and Updates

Goal 3: Certified Hospitality Educator – DEI Class for Faculty

Unit Goal: Goal 3: Certified Hospitality Educator – DEI Class for Faculty

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- **Completion - Objective 1:** Develop pathways that provide students with clarity about degree, certificate, and transfer requirements. (X)
- **Completion - Objective 2:** Develop cross - functional teams that support student success and include integrated career and transfer counseling. (X)
- **Completion - Objective 3:** Design and promote programs and services that intentionally target a reduction in equity gaps in completion outcomes (X)
- **Completion - Objective 4:** Support students' access to resources to mitigate the impact caused by technological and basic needs insecurity (X)
- **Pathways and Partnerships - Objective 1:** Develop and implement frameworks to create communities that can provide more targeted delivery of educational resources and support services. (X)
- **Pathways and Partnerships - Objective 2:** Expand partnerships with K-12 institutions to enhance program offerings and increase access for minoritized students. (X)
- **Pathways and Partnerships - Objective 3:** Increase community engagement, experiential learning, integrated career planning, and workforce training to prepare students for future careers (X)
- **Pathways and Partnerships - Objective 4:** Expand intersegmental pathways to create a seamless transition between Mesa and k-12, non-credit, Universities, and careers (X)
- **Pathways and Partnerships - Objective 5:** Develop and implement technologies, including website redesign, that will make pathways information available to students so that they can effectively utilize this information in their educational and career planning (X)

Action Plans	Action Plan Update
<p>Action Plan Status: Active</p> <p>Action Plan: The American Hotel and Lodging Association has introduced a new curriculum to their Certified Hospitality Educator coursework and conference, specializing in DEI for hospitality education. Although Mesa does a remarkable job training in these topics, industry-specific content would benefit all faculty. The goal is to have all HOSP faculty go through the training.</p> <p>Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Submission Date: 01/16/2024</p> <p>Action Plan Update: We received funding from SWF, unfortunately, it was one week prior to the training which caused us to not be able to register for 2024. The registration was closed when we obtained the funds. The training for 2025 has been paid in full and we will register as soon as the 2025 dates are released. This training will be attended by Nicole Matthews, Tim Dillon, Patrick Higgins and Brian Lesson.</p> <p>Update Year: 2024 - 2025</p> <p>Action Plan Progress: On Track</p>
<p>Action Plan Status: Active</p>	<p>Submission Date: 01/16/2024</p>

Unit Goals, Action Plans, and Updates

Action Plans	Action Plan Update
<p>Action Plan: Course curriculum changes based on DEI policies will be reviewed in this training.</p> <p>Action Plan Cycle: 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p>Action Plan Update: We received funding from SWF, unfortunately, it was one week prior to the training which caused us to not be able to register for 2024. The registration was closed when we obtained the funds. The training for 2025 has been paid in full and we will register as soon as the 2025 dates are released. This training will be attended by Nicole Matthews, Tim Dillon, Patrick Higgins and Brian Lesson.</p> <p>Update Year: 2024 - 2025</p> <p>Action Plan Progress: On Track</p>