Instructional Program Review 2018/19 (Comprehensive)

Hospitality

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General Information (Instructional Program Review 2018/19 (Comprehensive))

2018/19 Instructional Program Review

Program Review Data and Resources

Submission Information (REQUIRED)

- Brian S. Lesson
- Bruce Naschak
- Mark Abajian and Tracy Tuttle
- Dean Danene Brown
- Is this a CTE program? **Yes**

Faculty/staff (REQUIRED)

- Number of T/TT Faculty 1
- Number of Adjunct Faculty 5
- Number of sections taught by T/TT Faculty 6
- Percent of FTEF taught by T/TT Faculty 43%
- Number of Pro-Rata Faculty 0

Program Mission (REQUIRED)

Mission Statement:

To enlighten and support student success, influence confidence and embrace equity while stimulating ethic responsibility, strategic leadership and cutting-edge critical thinking. To provide students with the intellect to support stellar customer interaction, responsible management morals and financial understanding.

Program Summary:

This program supports transfer and CET educational goals. At San Diego Mesa College, The Hospitality Department, part of the School of Business & Technology, grants certificates and Associates Degrees in Hotel Management and Event Management. The Department also supports the Associate Degree for Transfer.

Program Vision:

The Hospitality Program is committed to creating strong and influential relationships with organizations in the hospitality, event and tourism industries, both nationally and locally. The program is devoted to collaborating with other college departments on campus to maximize the understanding of the campus vision.

Program Overview (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional Program Overview Section (See appendix)

Form: "2018/19 Comprehensive Program Review Instructional Program Overview Section"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program name

Hospitality Department

(REQUIRED) Program strengths

Discuss strengths of the program.

- 82% success rate in 2017-2018 and 79% success rate from 2013 - 2018.
- 91.25% retention rate in 2017 - 2018 and 89% retention rate from 2013 - 2018.
- Program GPA is 2.99 for 2017-2018 and 2.97 from 2013 - 2018.
- 79% course success rate and 89% course retention rate in 2017 - 2018
- 80% On campus class success rate
- 87% Success rate for age 50 plus
- 83% Success rate for age 40-49

(REQUIRED) Program challenges

Discuss challenges to the program.

- -5% in equity gap for students between age 30-39
- -9% in equity gap for Black/African American students
- -3% in equity gap for Filipino students
- -3% in equity gap for other students

We continue to see students leaving our program for various reasons: Schedule conflicts, job opportunity or career advancement, personal matters. We have created a new degree, course material and class schedule that will allow students to to balance school and work. In the Fall of 2019 with the course material that has been approved by the state curriculum board we will be offering all courses in a hybrid fashion which will allow on ground classes to meet only on Monday and Tuesday which are traditionally the slowest days in the industry. This will hope to allow students to balance work and school and focus on equity in the program.

With the hospitality industry changing at such a rapid pace our school's curriculum process is inadequate to keep up the demand of new courses and course changes to maintain relevance in the industry.

(REQUIRED) External influences

Discuss external influences (Collegewide and beyond).

- Our industry is seeing growth in the hotel, restaurant, event and tourism sectors. There are suplus of positions, although wages still remain flat since 2016.

San Diego Tourism Authority stated the following in their July 2018 quarterly report. The first quarter of 2018 exhibited strong growth, as both visitors to San Diego and expenditures within the destination increased. Hosting nearly 7.7 million visitors, yearover-year growth registered 8.4%, the fastest pace seen in over 5 years. Day visitors led the charge with 13.4% growth, while overnight visitors increased 4.1%; however, it should be noted that more visitors still tend to stay overnight in San Diego than visit for the day. Expenditures increased by 5.3% in Q1; like visitation, growth was led by day visitor expenditures (15.8% vs 4.4%). Day visitors from Mexico rebounded in the first quarter, following a year of declines. Expenditures followed suit, increasing 10.7%. In the hotel sector, demand growth outpaced supply, increasing 3.0% to supply's 0.8%, and occupancy unsurprisingly increased 2.2%. Revenue per available room (RevPAR) expanded 2.8% in Q1 2018 after a slight decline in Q4 2017, and average daily room rate (ADR) grew 0.6% for the first quarter, increasing to $154.10

(REQUIRED) Areas of Focus

Describe one or more areas that your department is focusing on. You will refer to this response in the Program Analysis Section.

The Hospitality Department will be focusing on the Fermentation Management Associates Degree and Certificate in 2019. We will be looking into a marketing campaign to drive student interest and community awareness. This will increase the course offerings by seven classes focusing on the business of fermentation management.

The Following Questions are for CTE Programs ONLY.

Enter "not applicable" if your program is not CTE.

_____

(REQUIRED) Describe how the program's industry partners (including advisory committee) assist with program improvement including curriculum advice, obtaining equipment, providing internships and finding or providing other funding (limit 500 characters) (P.N. 1.b.). Please upload Advisory Committee minutes from the last year here.

Enter "not applicable" if your program is not CTE.

Debbie Thomas, School for the Service Arts

Adrian Lizano, Youngs Market

Tim Dillion, DMC Consulting

Mia Sailing, Saber Hospitality Law

Nicole Matthews, Henley Company

Stacie Maier, Area Director of HR, Marriott International

Kevin Rhodes, Groundswell Brewery

(REQUIRED) Describe how your program connects to High Schools, Universities and Continuing Education, creating career pathways in your field. Include articulation, specific projects, collaboration with teachers/professors, etc. (limit 500 characters) (P.N. 3)

Enter "not applicable" if your program is not CTE.

Articulation Agreements:

San Diego Unified School District

San Diego State University

Cal Ploy Pomona

Cal State Long Beach

University of Nevada Las Vegas

New to 2019: National University and UC Davis

Form: "2018/19 Comprehensive Program Review Instructional Curriculum Section"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program Name

Hospitality

(REQUIRED) What degrees and certificates are offered?

Hotel Management, AS Degree

Event Management, AS Degree

Hotel Management, Certificate

Event Management, Certificate

(REQUIRED) How many of each degree and certificate have been earned in the past 4 years?

Total Degrees and Certificates - 95

Hotel Management, AS Degree - 23

Event Management, AS Degree - 20

Hotel Management, Certificate - 30

Event Management, Certificate - 22

(REQUIRED) If you have no (or very few) degrees/certificates, what other paths do you offer? (for example, GE, transfer)

We offer several paths for transfer for SDSU, Long Beach, Cal Poly and National University

(REQUIRED) Have you developed any new courses in the past 4 years? Please give details.

These courses have been created and approved by the state curriculum board and will launch in FA 2019

- HOSP 121 Hospitality Sales and Marketing
- HOSP 112 Lodging and Resort Management
- HOSP 162 Special Events Management and Consulting
- HOSP 180 Facilities and Production Management
- HOSP 190 Hospitality Capstone

All Hospitality courses have been approved for distance education and will be offered as hybrid in FA 2019

These courses have been created and approved by the state curriculum board and will start to launch in FA 2019

- FERM 101 Introduction of Fermentation and Yeast
- FERM 110 Importing and Distribution
- FERM 160 Flavor and Form
- FERM 120 Fundamentals of Sprits
- FERM 140 Production I
- FERM 150 Production II
- FERM 170 Retail and Marketing

(REQUIRED) Have you made other curricular changes? (for example, renumbering, sequence change, co-reqs or pre-reqs)

HOSP 102 has been written to transfer to SDSU in 2019 after articulation has been grated.

All Hospitality courses have been approved for distance education and will be offered as hybrid in FA 2019

Removed Math and English pre/co reqs as requested by the district.

The Following Questions are for CTE Programs ONLY.

Enter "not applicable" if your program is not CTE.

(REQUIRED) List any licensure and/or accreditation associated with your program.

Enter "not applicable" if your program is not CTE.

N/A

(REQUIRED) Indicate the program TOP codes for your AA, AS, COA and COPs.

Please find TOP Code Link in the Directions.

Enter "not applicable" if your program is not CTE.

1307.00 Hospitality

(REQUIRED) Indicate the SOC codes and title associated with your program's AA, AS, COA and COPs.

Please find SOC Code Link in the Directions.

Enter "not applicable" if your program is not CTE

13-1120 Meeting, Convention, and Event Planners

11-9080 Lodging Managers

11-9050 Food Service Managers

11-1020 General and Operations Managers

(REQUIRED) Select the sector associated with your program.

Link to sectors list: In process of being developed

- Retail/Hospitality/Tourism 'Learn and Earn'

Form: "2018/19 Comprehensive Program Review Instructional Outcomes and Assessment Section"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program name

Hospitality

(REQUIRED) We are halfway through our 6-year cycle. Is your department/program on target to complete CLO assessment by Spring 2022? Please attach your schedule for CLO assessment, with explanations as needed.

Refer back to Direction #3 on how to attach documents.

CLOs for the following classes have been assessed in 2017 and 2018: HOSP 101, HOSP 102, HOSP 115 and HOSP 120

CLO 2022 Schedule

2019: HOSP 130, HOSP 111, HOSP 180, HOSP 270

New Program Curriculum will be introduced and assessed.

2020: HOSP 112, HOSP 121, HOSP 152

2021: HOSP 166, HOSP 176, HOSP 180, HOSP 190

(REQUIRED) Please list your PLOs.

PLO # 1: Assess and apply the concepts of hospitality business management.

PLO # 2: Produce and present effective written and oral communication for the hospitality industry.

PLO # 3 Evaluate ethical leadership and differentiate situations calling for ethical decision making.

PLO # 4 Demonstrate and articulate a global perspective.

(REQUIRED) What progress have you made in your PLO assessment? Please attach your schedule, with explanations as needed.

Refer back to Direction #3 on how to attach documents.

PLOs have been assessed and mapping is complete.

(REQUIRED) What have your completed assessments revealed about your courses or program?

We feel that as a collective group we need to add more of the following topics into our program:

- Critical thinking exams
- Focus on globalization
- Current event topic (CET) papers focusing on ethical managment

(REQUIRED) If issues or problems were identified, what is your plan for implementing change?

N/A

(REQUIRED) Based on your assessments, have you identified resource needs?

- None

Please provide any other comments.

No answer specified

Form: "2018/19 Comprehensive Program Review Instructional Program Analysis Section"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program name

Hospitality

(REQUIRED) Using the data dashboards, discuss how students are doing in your program. Please refer to indicators of success, retention, persistence, etc.

- 82% success rate in 2017-2018 and 79% success rate from 2013 - 2018.
- 91.25% retention rate in 2017 - 2018 and 89% retention rate from 2013 - 2018.
- Program GPA is 2.99 for 2017-2018 and 2.97 from 2013 - 2018.
- 79% course success rate and 89% course retention rate in 2017 - 2018
- 80% On campus class success rate
- 87% Success rate for age 50 plus
- 83% Success rate for age 40-49

(REQUIRED) How does your program help to prepare students for success beyond your classrooms?

- We introduce students to industry professionals and professional organizations to encourage networking.
- We encourage students to research material that is specific to their industry interests to help them pinpoint their career path.
- We have a strong network of employers that constantly update us with career opportunities.
- We spend countless hours during our office hours, mentoring and guiding individuals to pursue their career paths
- We allow our students to define their leadership strengths and weaknesses

(REQUIRED) Given your stated area(s) of focus in your program overview section, has your program introduced new or different actions that may have affected changes in these indicators? Please describe.

We are opening up our students ability to chose an emerging career path in Fermentation Management.

(REQUIRED) Has your program introduced any new actions specifically focused on issues of equity? Please describe.

Our program will be drastically changing our schedule and classes to introduce a two day on ground class schedule which will allow students to work in the industry while attending Mesa. We are doing this in hopes to allow students to be able to increase their financial stability and speed up the time it take them to graduate on average. We hope this will be a more equitable way of helping students succeed.

(REQUIRED) Describe the trends in enrollment for your program. What changes might you foresee in the next 2-3 years?

Since 2014 we have averaged 312 students in the fall and spring semesters, the current semester has dropped to 274 which we assume is due to the current economy. The current job positions in our sector increased to 194,000.

(REQUIRED) Are there any data sets that are not already provided in the dashboards that you could use to inform your program?

Job placement and salary information

(REQUIRED) In what ways can the college support your program in our effort to encourage major and career exploration early on in a student's college experience?

The ability to email students with job fair information.

The Following Questions are for CTE Programs/Services ONLY.

Enter "not applicable" if your program/service is not CTE.

_____

(REQUIRED) For CTE programs ONLY: Provide specific labor market information showing: 1) Number of jobs available or projected in San Diego County 2) Number of other institutions offering the program 3) How many Mesa students completed the program in the last three years 4) The pay rates for those in the industry (limit 500 characters) (P.N.2.A)

Enter "not applicable" if your program is not CTE.

1. The tourism industry employs 194,000 in San Diego

2. San Diego State, Mira Costa, Art Institute, Alliant University

3. 95

4. $40,612 2 Years After

(REQUIRED) For CTE Services ONLY: How are CTE students identified and tracked for service? (limit 500 characters) (P.N.2.B)

Enter "not applicable" if your service is not CTE.

See Attached Document

(REQUIRED) For CTE programs/services ONLY: Upload the report from Launchboard that includes at least three (3) of the following Strong Workforce metrics for your BASELINE year.

Please use the Cal-PASS Plus Launchboard Link available in the Directions.

Refer back to Direction #3 to #6 on how to attach documents.

Strong Workforce Program Metrics
a. Number of Enrollments
b. Number of students Who Got a Degree or Certificate
c. Number of Students Who Transferred

d. Percentage of Students Employed in Two Quarters After Exit
e. Percentage of Students Employed in Four Quarters After Exit
f. Median Earnings in Dollars Two Quarters After Exit
g. Percentage of Students Who Achieved a Job Closely Related to Field of Study
h. Percentage Change in Earrings
i. Percentage Who Attended a Living Wage.

Enter "not applicable" if your program/services is not CTE.

No answer specified

(REQUIRED) For CTE programs/services ONLY Upload the report from the CCCO Perkins site for the College Aggregate Core Indicator Information by 6 digit TOP Code.

Please use the Core Indicator Reports Link available in the Directions.

Refer back to Direction #3 to #6 on how to attach documents.

Enter "not applicable" if your program/service is not CTE.

No answer specified

Curriculum (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional Curriculum Section (See appendix)

Outcomes and Assessment (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional Outcomes and Assessment Section (See appendix)

Program Analysis (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional Program Analysis Section (See appendix)

File Attachments:

1. **Cal-Pass CTE Success Rate.pdf** (See appendix)
2. **CCCC TOP CODE HOSP.oxps** (See appendix)
   6 Digit TOP CODE

Program Goals (REQUIRED)

Articulation Agreement

Goal

Goal	Mapping
Articulation Agreement with National University Successfully create an articulation agreement with National University for a BS in Hospitality Administration	**CA- Mesa College- Hotel Management SLO's (Copy 1):** Communication, Critical Thinking, Ethics & Interpersonal Interactions, Global Awareness
Fermentation Program Successfully launch the AS and Certification in Fermentation Management	**CA- Mesa College- Hotel Management SLO's (Copy 1):** Communication, Critical Thinking, Ethics & Interpersonal Interactions, Global Awareness
Hospitality Schedule Successfully launch the M/T Hospitality hybrid class schedule	**Program Learning Outcomes for Hospitality:** PLO #1, PLO #2

Fermentation Program

Goal

Action Plans for Non CTE Programs (REQUIRED)

Actions

Program Learning Outcomes for Hospitality

Outcome

Goal: PLO #1
Assess and apply the concepts of hospitality business management.

No actions specified

Goal: PLO #2
Produce and present effective written and oral communication for the hospitality industry.

No actions specified

Goal: PLO #3
Evaluate ethical leadership and differentiate situations calling for ethical decision making.

No actions specified

Goal: PLO #4
Demonstrate and articulate a global perspective.

No actions specified

Project Plan for CTE Programs Only (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional CTE Project Plan Section (See appendix)

Closing the Loop (REQUIRED)

Form: 2018/19 Comprehensive Program Review Instructional Closing the Loop (See appendix)

Form: "2018/19 Comprehensive Program Review Instructional CTE Project Plan Section"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program or Service Name

Hospitality / Fermentation

Strong Workforce

(REQUIRED) Description: Describe your project and your project outcomes.

Our department is requesting help from Strong Workforce to create a Fermentation Management Laboratory. With this laboratory we would be able to create an environment where students could practice their skills in the art of fermented beverages, with the help of dedicated faculty. Curriculum has been written, approved and supported by the District Board. This laboratory would allow the program to created beer, wine, cider, kombucha, coffee, etc. to sell to the community and provide program funding. Project outcomes would include construction of the space, installation of equipment, receiving permission from the Department of California Alcohol Beverage Control to produce and serve and successful launch of FERM 101, 140, 150 and 170 which requires laboratory space for hands on instruction.

(REQUIRED) What needs motivate this project?

As mentioned in the description, the curriculum has been created with this space in mind to support the local need to educate professionals for the regional beer, wine and fermented beverage industries throughout San Diego. This project was presented and requested to faculty by the past Vice President of Instruction and has been conceptualized since the Fall of 2016.

(REQUIRED) Risks: Describe the associated risks that may prevent successful completion of your project.

This is multistep project with many moving parts. Without all the necessary pieces falling in to place the program will suffer. The district support on the construction project and obtaining of our local ABC permits is crucial. The campus support of purchasing equipment, construction management and overall support of the curriculum is necessary. A strong marketing campaign to drive enrollment and attract distinguished faculty will help the successful launch of the laboratory classes and the overall success of the Associate Degree.

(REQUIRED) Investments: Briefly describe investments you will make and explain how these will result in improved performance in the Strong Workforce Metrics.

The cost of the project is estimated at $420,000, using an existing building on campus. The success of program will directly link the Strong Workforce's More and Better Metrics. More: The degree and certificate have been created to attract a wide range of students and current industry professionals and not focusing on one beverage, ie, a beer program will widen the student interest, involvement and their overall success. Teaching students a broad range of skills and topics will allow them to have extensive possibilities in respect to job placement and the

obtaining a living wage. Better: The degree and certificate were designed with current hospitality and culinary students in mind. This will increase our cohort of departments overall image and interest in San Diego. We hope to launch the first degree in this discipline in the country allowing the school to have better student outcomes. The degree and certificate are stackable to current students studying hospitality and culinary arts.

(REQUIRED) Major Activities & Outcomes

The funding requested from Strong Work Force will allow the successful launch of a monumental program for our institution and the creation of a new Certificate and Associate Degree that we anticipate will attract high enrollment and strong student success.

Perkins

_____

(REQUIRED) Describe the program project's intent and how it addresses SLO's and how it aligns with Program Review. (P.N.1.A) (limit 500 characters).

N/A

(REQUIRED) Briefly describe program improvement issue(s) concerning the program's TOP code and cite specific examples. Include the specific deficits provided in the Perkins Core Indicator Report (CIR) data for the program by referring to those below the state negotiated levels and special populations (P.N.4.A) (limit 2000 characters).

N/A

(REQUIRED) Briefly describe how the issue(s) will be addressed (objectives) specifically referencing activities in Perkins. Explain how deficits described in the response above will be rectified by planned program improvements (P.N.4.B.1) (limit 2000 characters).

N/A

Perkins for Services ONLY

_____

(REQUIRED) Describe the assistance this service will support the success of CTE students (P.N.2.C) (limit 500 characters).

N/A

(REQUIRED) Explain what evaluation measures will show the success of the service (P.N.2.B and P.N.3.B) (limit 500 characters).

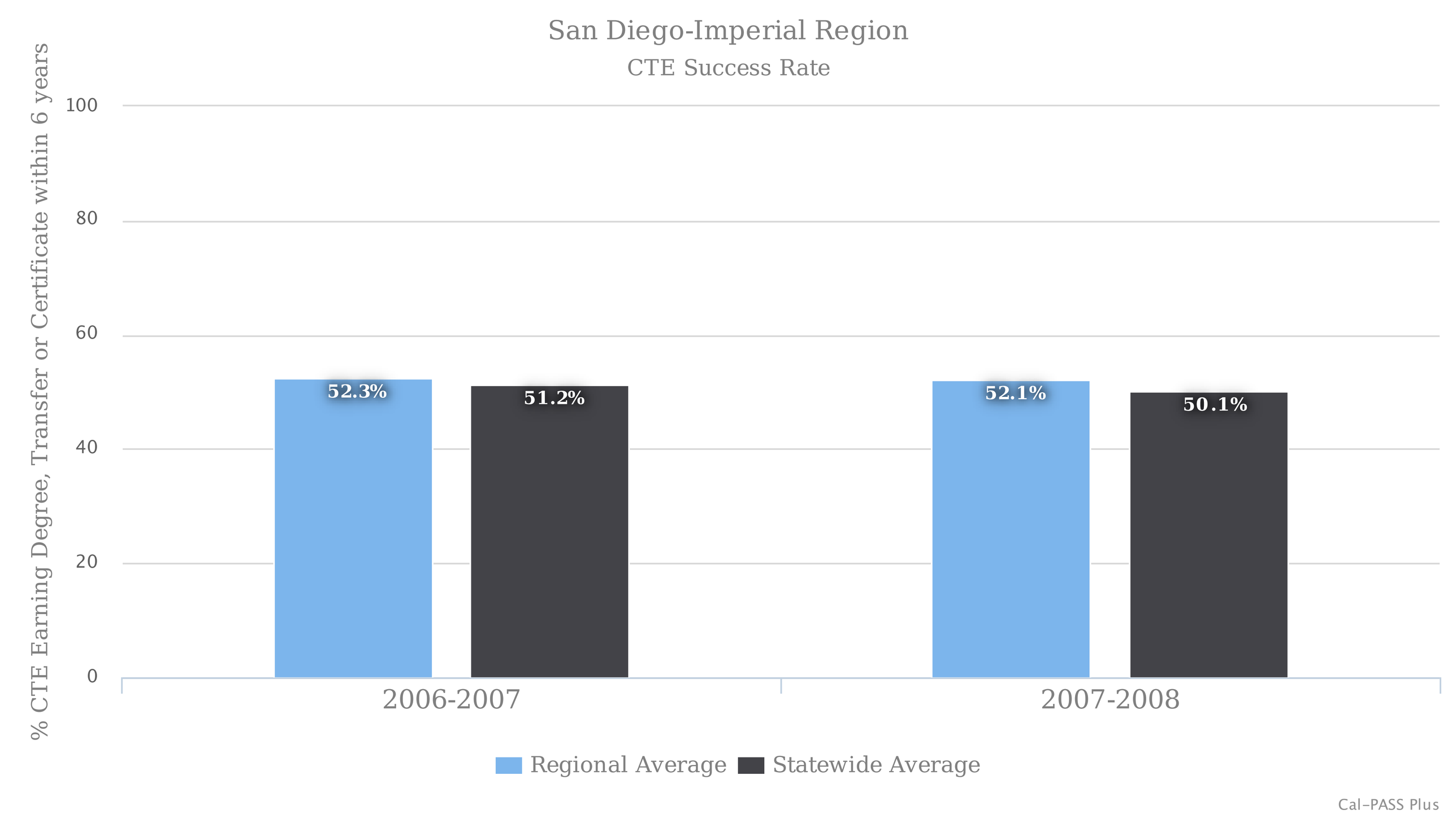
N/A

(REQUIRED) Briefly describe the service improvement issue(s) that requires funding (P.N.4.A.2) (limit 2000 characters).

N/A

(REQUIRED) Briefly describe how the service issue(s) will be addressed (objectives) specifically referencing activities. (P.N.4.B.2) (limit 2000 characters).

N/A


San Diego-Imperial Region
CTE Success Rate
% CTE Earning Degree, Transfer or Certificate within 6 years
100
80
60
40
20
0
52.3%
51.2%
52.1%
50.1%
2006-2007
2007-2008
Regional Average
Statewide Average

Form: "2018/19 Comprehensive Program Review Instructional Closing the Loop"

Created with : Taskstream
Participating Area: Hospitality

(REQUIRED) Program name

Hospitality

(REQUIRED) Which one(s) of the following were received in past year?

- Classified Professional

(REQUIRED) How have these resources benefited your program and your students?

The Hospitality/Culinary ILT has allowed faculty to spend more time in the classroom which has lead to more one on one student interactions in the culinary labs.

Request Forms

- **BARC & Facilities Requests**
- **Classified Position Request**
- **Faculty Position Request**

Reviewers

Liaison's Review

Form: Instructional Program Liaison's Review 2018/19 (Comprehensive)

Manager's Review

Form: Instructional Program Manager's Review 2018/19 (Comprehensive)

Appendix

A. **2018/19 Comprehensive Program Review Instructional Program Overview Section** (Form)
B. **2018/19 Comprehensive Program Review Instructional Curriculum Section** (Form)
C. **2018/19 Comprehensive Program Review Instructional Outcomes and Assessment Section** (Form)
D. **2018/19 Comprehensive Program Review Instructional Program Analysis Section** (Form)
E. **Cal-Pass CTE Success Rate.pdf** (Adobe Acrobat Document)
F. **CCCC TOP CODE HOSP.oxps** (Unknown File)
G. **2018/19 Comprehensive Program Review Instructional CTE Project Plan Section** (Form)
H. **2018/19 Comprehensive Program Review Instructional Closing the Loop** (Form)