

SAN DIEGO  
MESA COLLEGE



# Program Review

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

Instructional Program - Hospitality (HOSP)

### Executive Summary

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**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.

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

## Summary and Reflection

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

### Related Documents for Charts and Graphs

#### Executive Summary Complete

Yes

## Data Reflection

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### 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

## Summary and Reflection

Student Status

MESA

Part-time: 74.2/92.2

Full-time: 30.2/17.9

Units:

.5-5.9: 31.6/63.7

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.

**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.

## Summary and Reflection

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

### Related Documents for Charts and Graphs

#### Data Reflection Complete

Yes

## Practice Reflection

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**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.

Strong Work Force will be launching a marketing campaign for the hospitality department, starting in the fall of 2023.

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.

## Summary and Reflection

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

### Related Documents for Charts and Graphs

### Practice Reflection Complete

Yes

## Mid-Cycle Updates

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**Are there any edits or updates to the Executive Summary above?**

N/A

**Are there any edits or updates to the Data Reflection above?**

N/A

**Are there any edits or updates to the Practice Reflection above?**

N/A

## Summary and Reflection

### Goal 1: Department Clinics for Students

**Unit Goal:** Goal 1: Department Clinics for Students

**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: X
- Community - Objective 2: X
- Community - Objective 3: X
- Community - Objective 4: X
- Community - Objective 5: X
- Stewardship - Objective 1: X
- Stewardship - Objective 2: X
- Stewardship - Objective 3: X
- Stewardship - Objective 4: X
- Stewardship - Objective 5: X
- Stewardship - Objective 6: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> 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><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> Semester calendar will be developed during spring prep week department meeting.</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> On Track</p>
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> Request SWF funding for materials for various clinics.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> Will request funds in SP 24</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> On Track</p>

### Goal 2: Culinary Event Operations Certificate

**Unit Goal:** Goal 2: Culinary Event Operations Certificate

## Summary and Reflection

**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: X
- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Stewardship - Objective 1: X
- Stewardship - Objective 2: X
- Stewardship - Objective 3: X
- Stewardship - Objective 4: X
- Stewardship - Objective 5: X
- Stewardship - Objective 6: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> Create a new curriculum for a new HOSP Certificate of Achievement focusing on catering and event food and beverage operations.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> We have decided to shift our certificate changes to hospitality courses only, due to advisory board recommendations and FERM 130 changes.</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> Barriers Encountered</p>
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> Introduce culinary faculty and practices to HOSP students focusing on food and beverage</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> We are looking to create short HOSP certificates which may cause us to pause this action plan</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> Barriers Encountered</p>

### 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: X



## Summary and Reflection

- Completion - Objective 2: X
- Completion - Objective 3: X
- Completion - Objective 4: X
- Pathways and Partnerships - Objective 1: X
- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> 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><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> We are waiting for SWF approval and open registration</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> On Track</p>
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> Course curriculum changes based on DEI policies will be reviewed in this training.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 01/16/2024</p> <p><b>Action Plan Update:</b> We are waiting for SWF funding and open registration</p> <p><b>Update Year:</b> 2024 - 2025</p> <p><b>Action Plan Progress:</b> On Track</p>