January 30, 2008

MEMORANDUM

TO: Suzette Robinson
   Vice Chancellor for Academic Affairs

FROM: Karen Muraoka, Ad Hoc Program Review Committee Convener and UH Center Director
      Lisi Vehikite, HOST Graduate and Maui Beach Hotel Employee
      Terryl Venci, Executive Director Maui Visitors Bureau
      Tets Yamazaki, Hotel Manager Sheraton Maui Resort

SUBJECT: Committee Report for 2001-2006 HOST Comprehensive Program Review

The Review Committee met on January 29, 2008, to discuss the HOST Program’s 2001-2006 Comprehensive Program Review Report. The committee members are Lisi Vehikite, Terryl Venci, Tetsuji Yamazaki, and Karen Muraoka. Lisi is a graduate of the HOST program (she earned an A.A.S.) and is employed by Maui Beach Hotel as their front desk supervisor; Terryl is Executive Director of the Maui Visitors Bureau; and Tets is the Hotel Manager at the Sheraton Maui and Chair of the HOST Advisory Committee. Karen served as committee convener and the Chancellor’s Executive Committee representative. HOST Program Coordinator Lorelle Peros was also in attendance to answer questions and provide additional information as necessary.

Our committee discussions and recommendations are summarized in this memorandum as follows:

1. Program Goals and Objectives
   • Commendations:

The committee commends Assistant Professor Lorelle Peros for serving as HOST program coordinator and the only full-time faculty member for the HOST program. Through Lorelle’s leadership, the program met the following goals and objectives:

➢ Initiated student group advising sessions in 2002.
➢ Formed an Advisory Committee in 2004.
➢ In response to Advisory Committee feedback, redesigned HOST curriculum to shift focus away from entry level technical skills development to higher level management skills and raise rigor of program by adding 100+ level courses.
➢ As required by new accreditation policies, developed Student Learning Outcomes for the program.
➢ Added student visitations to industry work sites to strengthen partnerships with hotels.
Joined the UH systemwide consortium to further articulate and improve transfer of courses between UH campuses and, in particular, student transfer into the UH Manoa School of Travel Industry Management BS TIM program.

Increased outreach offerings by scheduling HOST courses at Lahaina Education Center and through on-line and cable TV technologies.

Developed a comprehensive set of program goals and objectives (pp. 16-18 in program review document) for the 2007-2012 period.

- Recommendations:

  - The vacant HOST faculty position should be filled as soon as possible to address the 2007-2012 program objectives as well as the additional recommendations made by this committee. Without the additional faculty position, the magnitude of these activities appears overwhelming for a single individual to handle in addition to teaching responsibilities.

  - The college should provide funding for the proposed HOST budget (see separate spreadsheet which includes accreditation, student recruitment, professional development, and operational costs).

  - The college should dedicate facilities space for the HOST program to create a sense of place with which students can strongly identify the HOST program with (e.g., HOST program office, HOST student seminar room).

1. Program Effectiveness

- Commendations:

  - Curriculum continues to be modified in response to feedback from the HOST advisory committee and other stakeholders. These changes have improved the value, relevance, and effectiveness of the HOST program.

  - To address the stated industry need of filling middle management jobs with local hires, the HOST program is working on curricular alignment with the BS TIM degree so that the transfer rate into this bachelor's program should improve and graduates can qualify for those jobs.

  - To the extent a single faculty member can offer a diverse array of course offerings, a variety of classes have been scheduled regularly.

- Recommendations:

  - The committee surmised that the HOST enrollment drop-off might be largely attributable to the very low unemployment rate in Maui County and the very strong job market for hotel services employees. Industry needs surveys and information gathering would help to confirm this hypothesis and develop a strategy as to how to change program delivery and offerings so that HOST can reach more students under these circumstances. The changes may include use of on-line technologies or developing new basic skills modules offered primarily as non-credit, workforce development education (committee suggestions were: computer/software training for hotel workers, report writing). To this end, our
review committee recommends HOST collaborate with the MCC Office of Continuing Education and Training VITEC division on goal setting.

➢ Although the program has made considerable progress in terms of articulation to bachelor’s programs, the committee recommends that a stronger “bridge” relationship be established between the program and high schools, specifically the high school Academies of Hospitality and Tourism (AOHT). When the second faculty member is hired, efforts to work closely with Maui High School AOHT faculty should receive more time and effort. The committee also felt career exploration and student mentoring activities which bridge over to the high schools should be initiated.

➢ Networking with industry groups such as the Hotel Sales and Marketing Association (HSMA) and Society for Human Resources Management Education Foundation (SHRM) is necessary to continuously provide exposure for the program.

➢ The prospect of recruiting international and out-of-state students should be examined as a means of increasing program enrollments.

➢ A review of students classified as liberal arts should be undertaken to determine the extent to which these students are registering in HOST classes yet not credited to the HOST program since they are not categorized as HOST majors.

To sum up, we found the HOST program is meeting its mission and community needs. The committee recognizes there are many external economic factors which affect program enrollment and are out of the direct control of the program. We look to the larger institution to develop coordinated strategies to deal with these factors.

The committee wishes to express its appreciation for the opportunity to comment on the HOST program. Should you have any questions or require further clarification from the committee, please do not hesitate to contact committee convenor Karen Muraoka at kmuraoka@hawaii.edu or x591.

c: Lorelle Peros, HOST Program Coordinator