

HOSPITALITY & TOURISM PROGRAM

PROGRAM MISSION & VISION

The Hospitality and Tourism program provides educational opportunities to a diverse community of learners: students who are preparing for careers in the hospitality industry and individuals currently employed in the industry seeking professional development. The Hospitality and Tourism program empowers students to achieve their highest potential as informed, responsible, and productive members of our island, national, and global societies.

PROGRAM STUDENT LEARNING OUTCOMES

1. Demonstrate the key functions required to successfully manage and lead a hospitality organization (i.e. planning, organizing, coordinating, staffing, supervising, financial analysis, sales/marketing, etc.)
 - Communicate effectively with diverse populations using visual, written, and oral skills required of daily activities in hospitality operations.
 - Identify levels of proficiency required for employment in the hospitality industry.
 - Apply the principles of human resource management within the context of industry and organizational standards.
 - Communicate host culture knowledge.
 - Work independently and interdependently in a team setting.
 - Develop and manage a work schedule.
 - Create, interpret, and analyze budgets and other operational reports to make recommendations and decisions to improve organizational performance.
 - Prepare and analyze financial statements.
 - Develop, use, and update procedures, criteria, and recommendations for equipment and supplies used in daily hospitality operations.
 - Follow and develop standards of operation (SOP) for safety/security in the hospitality industry.
 - Demonstrate leadership skills in team assignments.

2. Apply critical thinking skills and decision-making skills when analyzing hospitality related issues.
- Assess workplace issue(s), identify business strategies, develop plans for implementation, and evaluate implications of decisions.
 - Analyze information and apply quantitative reasoning methods appropriately to solve problems.
 - Analyze internal and external factors that influence the hospitality industry.
 - Describe the interrelationships of hospitality-related service industries.
 - Assess, interpret, analyze, and evaluate information using current technology (hardware and software) to make recommendations and solve issues in the hospitality and tourism environment.

College-wide standards are met by Hospitality & Tourism graduates in each of the following areas:

Standard 1: Written Communication

Standard 2: Quantitative Reasoning

Standard 3: Information Retrieval and Technology (Information Literacy)

Standard 4: Oral Communication

Standard 5: Critical Thinking

Standard 6: Creativity

PROGRAM HISTORY

The Hotel Operations Program at Maui Community College was established in 1970. Its first graduating class was in 1972. Over the past years, the program has provided education and training for students from Maui County, out-of-state, and countries including Japan, China, Canada, Germany, Brazil, Korea, and Argentina.

The name of the program was changed from Hotel Operations (HOPER/HOPE) to Hospitality and Tourism (HOST) in 2005. The name change aligns with similar programs within the University of Hawaii Community College system. The program is part of Maui Community College's Business & Hospitality Division.

CREDENTIALS

The HOST program offers various levels of certification: Certificate of Competence (Cert. Co.), Certificate of Completion (CC), Certificate of Achievement (CA), and an Associate in Applied Science Degree (AAS). Hospitality and Tourism majors must earn

a grade of C or better in all HOST courses to qualify for a Cert. Co., CC, CA, and AAS degree. A minimum 2.0 GPA is required.

- **Certificate of Competence (Cert. Co.) – 9 credits**
Students are required to complete courses in specific areas: English, Math and Hospitality and Tourism. This certificate was designed to allow students to earn certification while completing prerequisites for the 100+level hospitality courses needed to satisfy the CC, CA, and AAS degree requirements.
- **Certificate of Completion (CC) – 15 credits**
Students must complete coursework in English, Math, Business Computing, and Hospitality and Tourism.
- **Certificate of Achievement (CA) – 33 credits**
In addition to fulfilling the CC requirements, students must complete coursework in the following areas: Hospitality and Tourism, English, Speech/Communication, Supervision, and Hawaiian Studies.
- **Associate in Applied Science (AAS) – 63 credits**
In addition to fulfilling the CA requirements, students take additional courses in the following areas: Hospitality and Tourism, Accounting, Cooperative Education (450 hours), Economics, and Science. All students are required to complete a Hospitality Capstone course (HOST 298), which integrates skills and knowledge learned during the semesters through a culminating project-based assignment.

The sequence of courses leading to the Certificate of Competence, Certificate of Completion, Certificate of Achievement, and Associate in Applied Science Degree are designed to prepare students for supervisory and managerial positions in the hospitality industry. English and math pre-requisites were implemented to ensure students are prepared for the rigor involved in specific courses. The sequence of courses was designed and approved by Maui Community College's Hospitality Advisory Committee.

All courses counted toward the AAS degree are 100 level and above. General education courses are transferable to the baccalaureate level.

FACULTY

The Hospitality & Tourism program now has two full-time faculty members: Lorelle Peros (Program Coordinator & Assistant Professor) and Dr. Liping Liu (instructor).

Part I. Quantitative Indicators

Demand

1. Annual new and replacement positions (Hospitality & Tourism) in the State
(Based on EMSI Employment Demand data)

2008-2009 Annual New + Replacement Jobs (State)
347

2. Annual new and replacement positions (Hospitality & Tourism) in the County
(Based on EMSI Employment Demand data)

2008-2009 Annual New + Replacement Jobs
57

Based on data from the Maui County Tourism Strategic Plan 2006-2015, the economy of Maui County has the greatest reliance in the state on the visitor industry, with 39% of its Gross County Product (GCP) attributed to the visitor industry (other counties range from 19-29%). A total of 45% of all Maui County jobs are visitor related in the categories of Accommodations, Food Service, Arts & Entertainment, and Retail Trade.

The downturn in the economy has negatively impacted employment opportunities especially in the visitor industry during the past year. The decline in visitor arrivals and visitor days has resulted in layoffs as well as hiring freezes within the hospitality industry, particularly within the hotel sector. Thus, the annual new and replacement jobs continue to be limited for graduates.

3. Number of majors

F2006	F2007	F2008
50	51	42

The number of HOST majors during the period of F2008 – 09 has decreased. Strategies are being implemented to address the issues of enrollment and persistence.

4. Student semester hours for program majors in program classes

F2006	F2007	F2008-09
93	126	264

5. Student semester hours for non-program majors in program classes

F2006	F2007	F2008-09
87	75	171

6. Student semester hours in all program classes

F2006	F2007	F2008-09
264	180	435

7. FTE program enrollment

F2006	F2007	F2008-09
12	13	15

8. Number of classes taught

F2006	F2007	F2008-09
5	5	12

The average number of classes taught per semester is five. Classes have generally been taught through lectures, lecture/lab (front office), and via cable. In Spring 2009, a HOST course (Hospitality Law – HOST 260) was taught online for the first time.

9. Determination of program's health based on demand: Cautionary

Efficiency

10. Average class size

F2006	F2007	F2008
15	17	12

The decline in the average class size between F2007 & F2008 can be attributed to the decline in majors.

11. Class fill rate

F2006	F2007	F2008-09
52.63	58.77	47

The average number of seats available per HOST class is 30; with the exception of the front office lecture/lab class, which is 24 (based on computer stations available). A decrease in the fill rate is attributed to the decline in majors over the years.

12. FTE or BOR appointed program faculty: 1.0

13. Majors to analytic FTE faculty: 35.4

14. Overall Program Budget Allocation
Data not available

15. Cost per SSH
Data not available

16. Number of Low-Enrolled Classes: 4

The classes in 2008-2009 with less than 10 students were: Hospitality Capstone (HOST 298), Hospitality Law (HOST 260) and Orientation to the Travel Industry (HOST 20). The capstone and law classes were needed by HOST majors to fulfill graduation requirements for the Spring 2009 semester. The HOST 20 course in Fall 2008 was low enrolled due to student withdrawals.

Determination of program's health based on efficiency: Cautionary

Effectiveness

17. Successful Completion (Equivalent C or Higher): 76%

18. Withdrawals (Grade = W): 4

19. Persistence (Fall to Spring)

F2006	F2007	F2008-09
66.0	64.71	67.0

The persistence rate increased 3% from the previous year. The increase in the persistence rate can be attributed to group advising sessions scheduled for students in all HOST classes. During the group advising sessions, the HOST counselor, Transition Specialist, and Program Coordinator created educational plans and assisted students in applying for credentials.

20. Number of degrees and certificates earned annually
(Hospitality & Tourism - HOST)

Certificate of Completion

2006-07	2007-08	2008-09
4	6	5

Certificate of Achievement

2006-07	2007-08	2008-09
7	4	4

Associate in Applied Science

2006-07	2007-08	2008-09
9	5	5*

*AAS in Hotel Operations conferred

The decline in credentialing can be attributed to a decline in enrollment (in comparison to previous years).

Number of students transferred (enrolled) to a four-year institution: 1

One HOST major transferred to the University of Hawaii at Manoa School of Travel Industry Management for the Spring 2009 semester. The student completed HOST 101 and other general education requirements at MCC.

Effectiveness Health: Cautionary

- 21. Distance Education Classes Taught: 1
- 23. Enrollment Distance Education Classes: 10 students
- 24. Fill rate: 33%
- 25. Successful Completion (Equivalent C or higher): 90%
- 26. Withdrawals (Grade C= W): 0

Perkins IV Core Indicators

28-33.

Standard	Goal	Actual	Met
Technical Skills Attainment (1P1)	90.00	100.0	Met
Completion (2P1)	44.00	40.00	Did Not
Student Retention or Transfer (3P1)	55.00	74.36	Met
Student Placement (4P1)	50.00	83.33	Met
Nontraditional Participation (5P1)	25.00	14.29	Did Not
Non Traditional Completion (5P2)	25.00	25.00	Met

The effectiveness indicators show that the completion rate (2P1) and nontraditional participation (5P1) did not meet targeted goals. The decline in the completion rate may be attributed to factors such as students leaving the program without any credentialing to work full time or individuals taking specific courses for professional development and exiting the program after the course is completed. The nontraditional participation goal was not met; increased recruiting efforts are a strategy to address this issue.

Part II. Analysis of the Program

Strengths and weaknesses in terms of demand, efficiency, and effectiveness.

Demand

The tourism industry is an integral part of the State of Hawaii and is the chief generator of employment in the State. In Maui County, 45% of all jobs are visitor related. This data indicates that there are tremendous career opportunities for Maui Community College's Hospitality & Tourism graduates; however, the decline in visitor arrivals due to the economic downturn in the past year and the subsequent downsizing and layoffs of employees in the hospitality industry has negatively impacted the breadth of employment opportunities for students.

Visitor arrivals for 2009 are forecasted to decrease 5.9% as a whole in comparison to 2008. Beyond 2010 a gradual recovery for the visitor industry is expected to continue with modest job growth of around 0.8 percent for 2011. Visitor arrivals should show a healthier, 4.3 percent increase in 2011. This gradual recovery is projected to continue into 2012, assuming national and international economic conditions continue to improve. DBEDT, 8/09). The limited job opportunities affect not only graduates and current students but potentially impact the number of new students entering the program.

Recruitment and Students Served

The downward trend for the efficiency of the program is directly related to the number of majors in the program and the limited growth of majors over the years. Recruiting efforts over the years have been focused mainly on targeting Academy of Hospitality & Tourism (AOHT) students at the high school level. More aggressive recruiting efforts that target a wider audience are in place for continued growth of the program.

In order to address the issue of declining enrollment, a Transition Specialist (funded through Carl Perkins grant) was hired in the Fall 2008 semester. The primary role of the Transition Specialist is to collaborate with Student Services, faculty, counselors and other relevant resources to address the issues of declining enrollment, persistence, and credentialing in the HOST, Business Technology, and Accounting Programs. The Transition Specialist started in October 2008 and focused recruitment efforts in the high schools (juniors and seniors not necessarily affiliated with the AOHT program) as well as in career fairs. The recruitment efforts of the transition specialist, is expected to increase enrollment for the program.

Due to the limited number of new majors in the HOST program over the years, it is anticipated that within the next semesters that upper division HOST classes that are required for graduation will enroll less than ten students.

Academic Advising

Academic advising is an integral part of the Hospitality & Tourism program. Lisa Deneen, HOST counselor, has worked with the Program Coordinator and Transition Specialist in providing academic advising for HOST students. During the group advising sessions, students' educational plans are updated and students who will be earning credentials are identified. The 3% increase in persistence can be attributed to group advising sessions and early intervention strategies implemented by the HOST faculty, counselor, and Transition Specialist.

Faculty

During the Spring 2009 semester, Dr. Liping Liu was hired as a full-time faculty member for the HOST program. Liping's industry experience, combined with her knowledge of online class delivery and international ties to universities, will enable the program to expand and continually meet its program objectives.

Program Organization & Instructional Delivery

In the Spring 2009 semester, the HOST advisory committee approved and validated all program learning outcomes. Curriculum continues to be modified in response to feedback from the HOST advisory committee. These changes have improved the value, relevance, and effectiveness of the HOST program. Work has begun in preparing a preliminary report for program accreditation through the Accreditation Commission for Programs in Hospitality Administration (ACPHA). The targeted date for the accreditation visit is Fall 2010.

During the Spring 2009 semester, a HOST class (Hospitality Law) was offered online for the first time. This course included a national certification exam from the American Hotel & Lodging Association. The rationale for offering the Law class online was to provide a professional development opportunity for individuals already employed in the hospitality industry. Additional HOST classes will be offered online in subsequent semesters to meet the diverse learning needs of students and professionals in the industry.

In addition to online course delivery, the HOST program has an internship/practicum component integrated in the curriculum. Students must complete 450 hours of industry related work in order to obtain the AAS degree. Over the years the internship courses have been taught by Cooperative Education and Job Placement faculty; however, during the Fall 2009 semester, the HOST program coordinator has started teaching all HOST internship classes. This enables the program coordinator to evaluate students directly in the workplace. It will also be an opportunity to collaborate with industry leaders to possibly developing rotation-based internships or project-based internships, which can directly lead to the student's capstone class experience.

As part of the "class experience" site visitations continue to be incorporated in all HOST classes (with the exception of cable and online course offerings). This gives students an

opportunity to experience firsthand the complexity of managing a hotel. Specific learning outcomes for each of the courses are covered during the site visits. Students are able to begin networking with industry leaders early on as they prepare for a career in the hospitality industry.

Over the past years, numerous industry leaders from the hospitality industry have been invited to HOST classes to be guest speakers. Industry leaders cover specific course topics, which reinforces information taught in class and allows students to gain broader perspectives in the hospitality industry.

Selected courses in the HOST program are tied to industry certification through the American Hotel & Lodging Association curriculum. Students who take the Front Office Operations, Housekeeping Operations, Food & Beverage Operations, Hospitality Management courses are required to take a national certification exam at the end of the course to demonstrate proficiency in specific operational areas. The HOST advisory committee acknowledges the value of the American Hotel & Lodging Association certification in the employment process.

Job Placement

During the Fall 2008 semester, the Transition Specialist and Program Coordinator contacted graduates who earned an Associate in Applied Science degree in the Spring 2008 semester to track and verify employment status. Four of the five graduates were employed in a hospitality-related field. One graduate was actively seeking employment at the time.

Advisory Committee and Industry Ties

The HOST advisory committee is actively involved in the development of the HOST program. Committee members include hospitality leaders with a wide range of industry experience and expertise. Kai Pelayo, Director of Operations at the Grand Wailea Resort Hotel & Spa, serves as chair of the committee and he is assisted by Carol Reimann, Executive Director of the Maui Hotel & Lodging Association. The committee also includes a program graduate. A HOST student has been invited to join the committee. The committee has played an integral role in curriculum as well as resource development for the HOST program.

Partnerships and Professional Associations

Recognizing the importance of exposure outside the classroom environment, the HOST curriculum includes partnerships with the Maui Hotel & Lodging Association as well as hotels in the community. Students assist and/or organize hotel/community related events [i.e. Maui Hotel & Lodging Association Kupuna Dinner, Sheraton Maui (brand standards audit) and work with industry leaders in completing capstone course projects. These

partnerships allow students to begin the networking process early in their hospitality career at MCC.

Faculty membership with the Hawaii Hotel & Lodging Association allows the HOST program to have access to seminars, publications, articles, training, etc. These materials are continuously integrated into the course curricula.

The Program Coordinator has been on the Academy of Hospitality & Tourism (AOHT) board since 2001 and now serves as co-chair of the board. One of the major roles of this position is to serve as the post secondary liaison with the high school academies and Department of Education. In this capacity, there can be collaborative efforts on specific initiatives, which include recruitment and articulation.

The Program Coordinator has worked with Program Coordinating Council members from Kapiolani CC, Kauai CC), & Hawaii CC as well as Jean Hara and Carol Pang (UH system) to align student learning outcomes within courses. The PCC met in December 2008 and has updated its system-wide articulation agreement.

Assessment

Participation in BK Griesemer's Pilot Assessment Project (2007) enabled the program coordinator to focus on a selected HOST course (Food & Beverage Operations – HOST 154) and analyze data based on students' progress. The data was used to determine if specific student learning outcomes for the program and course were met. Based on the assessment project, in addition to developing more robust SLOs (2-3 robust SLOs instead of 19), it was determined that additional assessment tools to measure student success should be included. Thus, in addition to exams, other assessment tools to measure student success have been incorporated in subsequent classes (i.e individual/group project, portfolio, written reflections, article analysis, etc.).

Assessment of how well students are mastering the student learning outcomes that the HOST program requires is an important and ongoing activity. All HOST program courses have Student Learning Outcomes (SLOs) that are linked to course content requirements. These SLOs are tied to all assignments and presentations required for specific courses.

In order to ensure the HOST program reaches the proficiency level for Program Review, Planning, and Student Learning Outcomes by 2012, work has begun in developing a timeline for assessment. Starting in the Fall 2009 semester, the data from the HOST 298 (Hospitality Capstone) will be analyzed to determine if specific program learning outcomes have been attained. In the Spring 2010 semester, the program learning and Introduction to the Hospitality Industry course (HOST 101) will be assessed. Various HOST courses will be assessed each year of the program review cycle. Furthermore, a map of program learning outcomes by course and a map of general education outcomes (critical thinking, information retrieval and technology, quantitative reasoning, oral

communication, written communication, creativity) by course has been created (see Appendix).

Significant Program Actions

Curriculum.

Online course delivery.

Hospitality Law (HOST 260) was offered online for the first time in the Spring 2009 semester. Online courses in the HOST program are being planned for subsequent semesters to capture a broad range of students who are not able to attend day classes in the Kahului campus.

Curriculum modifications.

The HOST Program Coordinating Council (PCC) met in December 2008 and made modifications to the HOST articulation agreement. Each campus will submit curriculum changes by the Fall 2009 semester.

Student retention and persistence.

Formation of Hui Ho`okipa.

Hui Ho`okipa, Maui Community College's Hospitality Club, was formed in Fall 2008. Club members have participated in community service and fundraising activities. The objectives of the club include providing networking opportunities for students with hospitality and tourism leaders in the community, developing leadership skills, and gaining exposure within the different facets of the hospitality industry through site visitations and various activities.

Program Orientation.

A HOST program orientation was held in the Spring 2009 semester in collaboration with the Business Technology and Accounting programs. Although attendance was minimal due to several factors, orientation sessions will be scheduled for subsequent semesters to ensure students are familiar with program and college requirements.

Program Expansion.

Hale Haumana.

The vacancy of Hale Haumana in Fall 2008 presented a tremendous opportunity for the HOST program to grow and expand. As a potential "Teaching Laboratory," the Maui College Guest House would be a key component in providing an authentic learning experience for students. The 12-unit lab would include state of the art facilities, contemporary décor, green design, and cutting edge technology. The focus would be on sustainability.

The lab would serve as a vehicle through which MCC's Hospitality & Tourism Program would carry out its mission to provide "educational opportunities to a diverse community of learners who are preparing for careers in hospitality and seeking professional development while employed in the industry. . ." and offer students a hospitality education unparalleled in the State of Hawaii.

MCC's HOST advisory committee is committed to providing leadership to bring this project to fruition. Hospitality industry leaders have already committed numerous resources and worked on preliminary plans for this project.

Faculty and Student Exchange.

During the Fall 2008 semester Liping Liu and Vice Chancellor Suzette Robinson visited various universities and institutions in China to explore the possibility of expanding the scope of MCC's programs. Two universities in particular - Shanghai Normal University (SNU) and Zhejiang Forestry University have indicated interest in developing student and faculty exchange agreements with the HOST program. We will be moving forward to creating a proposed Memorandum of Agreement between SNU and MCC

Updates of Action Plan (Goals documented from last year's program review)

1. Curriculum

- a. Continue to align MCC's HOST program with the University of Hawaii at Manoa's Travel Industry Management curriculum.
 - Create TIM 100 course
 - Update program map
 - Change the A.A.S. degree offering to an A.S. degree.

➤ *The HOST program map has been updated to align with the Math and Economics requirements for the TIM School. Curriculum changes were submitted in Fall 2009. The components of the TIM 100 course will be integrated into the Hospitality Internship course (1 credit).*
- b. Work with employers to create a hotel department rotation program to allow students to explore different facts of the hotel industry while also fulfilling cooperative education requirements.

➤ *The program coordinator has begun teaching the Hospitality Cooperative Education courses in the Fall 2009 semester and is consulting with hotels on various strategies to allow students to complete required internship hours.*

- c. Expand the focus of the current course offerings (semester-long courses and modules)
To be addressed
 - d. Develop special topics courses tailored to industry needs (i.e. “Sense of place” – includes Hawaiian history, culture, language and values)
 - *Submitted curriculum changes in the Fall 2009 semester to replace requirement of HWST 107 (Hawaii: Center of the Pacific) to HWST 100 BCD (Introduction to the Hawaiian Culture: Basic Language, Values, Cultural Practices, Historical Events)*
 - e. Create a plan with the Lahaina Ed Center coordinator on how to best utilize resources to serve the training/education needs of students and industry professionals in Lahaina
 - *Discussions to continue in 2009*
 - f. Continue discussions with OCET/VITEC to develop credit/non credit certification courses that serve the needs of industry professionals; consult with Maui Hotel & Lodging Association on industry training needs and the development of possible partnerships for education and training seminars
 - *Discussions to continue in 2009*
2. Accreditation
- Continue to gather information and documents on the accreditation process and consult with 2-year colleges who have gone through this process
- *Information for the self-study report is being compiled by faculty members Lorelle Peros, Liping Liu, and counselor Lisa Deneen. The target completion date to submit the self study is June/July 2010. Debbie Nakama and Karen Tanaka will be reviewing the document.*
3. Enrollment and retention
- a. Work with the Transition Specialist to devise a recruiting strategy
 - *The Transition Specialist is working in collaboration with Student Services, the Retention Coordinator, and Counselors in recruiting students for the HOST program.*

- b. Expand the method of classroom delivery to build enrollment

Online course offerings have been scheduled for the Fall 2009 semester (2 courses) and Spring 2010 semester (1 course)

- c. Create a Hospitality & Tourism student club to allow students to continue to network in the industry and be involved in activities outside the classroom environment. The goal is to increase retention of students in the HOST program.

➤ *Hui Hookipa was formed in Fall 2008. Students are actively involved in the club and are assisting in various community service activities (i.e. Visitor Industry Charity Walk, Kupuna Dinner, Day of Hope) and participating in site visits (i.e. Kaanapali Beach Hotel) in order to expand their knowledge of hotel and resort operations.*

4. Graduates

Create an online survey which is to be sent out to students earning a CA or AAS degree in Hospitality & Tourism. The survey is currently being sent out by mail and needs to be available online for easier access.

➤ *Graduate surveys are being given to students in the Capstone class. Surveys still need to be put online.*

5. Work with webmaster to enhance HOST website

➤ *In progress. Researched various universities with Hospitality & Tourism program websites. A proposed layout needs to be created in consultation with a web designer so that students can easily navigate through the HOST website.*

6. Advisory Committee

Update the advisory committee membership (vacancies are due to relocations of managers due to career advancement)

➤ *The HOST advisory committee now includes 12 industry leaders (including a program graduate and a current HOST student) and 5 faculty/staff members from MCC. (See appendix)*

7. Enrollment

a. Recruit students nationally and internationally

- *In process of developing student exchange opportunities with Shanghai Normal University. Currently obtaining information on exchange opportunities with Lambton College in Canada. Need to recruit students nationally.*

b. Create articulation agreements and/or memorandum of agreements with Hospitality & Tourism programs nationwide and worldwide (i.e. University of Nevada Las Vegas and other leading Hospitality institutions)

- *Need to develop explore opportunities with other Hospitality Programs nationwide.*

8. Facilities

Design a classroom/learning lab specifically for Hospitality & Tourism students. In addition to instructional design, this lab needs to be designed accommodate front office as well as housekeeping simulations (i.e. computers with property management systems, equipment, etc.). A library of hospitality and tourism resources is needed in this classroom/learning lab.

- *Currently working with the HOST advisory committee and MCC administrators on the transformation of Hale Haumana into a Maui College Guest House, a “Laboratory,” that will provide authentic hands-on career-related job experience for students.*

9. UH System Collaboration

a. Work with TIM faculty/consortium to develop a comprehensive plan to share resources to develop the online TIM bachelor’s degree. This will allow students to take lower division courses at the community college level and complete the rest of the degree requirements (upper division courses) online.

The TIM School is currently offering a xx –credit Certificate online. Due to transitions, no discussions are scheduled at this time to further develop a TIM bachelor’s degree.

a. Articulate upper division hospitality & tourism courses with the TIM program.

Discussions need to be initiated.

- b. Create an online resource for Hospitality & Tourism faculty to share best practices related to instructional delivery.
To be discussed in future PCC meetings.

Part III. Action Plan

Fall 2009 – Spring 2010
Curriculum

Collaborate with MCC's Workforce Readiness Program and identify additional internship sites for Hospitality and Tourism majors

Re-evaluate the requirements for the Certificate of Competence, Certificate of Completion, Certificate of Achievement to ensure alignment with workforce standards.

Create a plan with the Lahaina Ed Center coordinator on how to best utilize resources to serve the training/education needs of students and industry professionals in Lahaina

Continue discussions with OCET/VITEC to develop credit/non credit certification courses that serve the needs of industry professionals; consult with Maui Hotel & Lodging Association on industry training needs and the development of possible partnerships for education and training seminars

Accreditation

Send in application for accreditation in the Fall 2009 semester.

Compile the information for the self-study report by the Fall 2009 semester and have information reviewed by HOST advisory program committee during the Spring 2010 semester. Send in accreditation report by June/July 2010.

Enrollment and retention

Work collaboratively with the Transition Specialist to ensure the HOST program is represented in college-wide recruitment efforts.

Ensure the progress of all HOST students are tracked by the end of the Fall 2009 semester

HOST website

Enhance HOST website to include updated program information. Include an interactive "HOST graduate site" (to be utilized for networking purposes)

Develop a Memorandum of Agreement between MCC's HOST program and Shanghai Normal University

Hale Haumana

Work through county processes to establish Hale Haumana as a "Teaching Laboratory" for the HOST program.

Continue to work with the HOST advisory committee in building design as well as in developing and securing resources for the project.

Part IV. RESOURCE IMPLICATIONS

Refer to Financial Plan (Appendix)

Marketing & Recruitment.

- Includes creating brochures, dvd presentation, and a HOST web page

Professional Development.

- Includes participation in conferences and seminars to enhance instructional delivery as well as memberships in hospitality-related organizations

Instructional Resources.

- Includes videos and dvds necessary to supplement instructional delivery; includes subscriptions to HOST-related publications

**RESOURCE IMPLICATIONS
OPERATIONAL EXPENDITURE PLAN
HOSPITALITY & TOURISM PROGRAM (HOST)**

DESCRIPTION	AMOUNT
MARKETING	
Program recruitment materials Printed media, digital frame, dvd, web design	\$5,000.00
EQUIPMENT	
Laptops	\$2,000.00
Resource library	\$1,000.00
STUDENT DEVELOPMENT	
Scholarships (4 total)	
2 @ \$500 each	\$1,000.00
2 @ \$1000 each	\$2,000.00
PROFESSIONAL DEVELOPMENT	
Conferences, workshops, seminars, memberships	\$6,000.00
SUPPLIES	
Publications	\$3,000.00
DVD/Video resources	\$3,000.00
TOTAL PROJECTED EXPENSES	\$23,000.00