

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:		Ceretta Davis		Curriculum/Department:		Hotel & Restaurant Management	
Purpose/Mission Statement:				Vision Statement: (3-5 years)			
The Hotel and Restaurant Management program will prepare graduates to understand and apply the administrative and practical skills needed for supervisory and managerial positions in hotels, motels, resorts, inn, restaurants, institutions, and clubs.				The vision of the Hotel and Restaurant Management at Southwestern Community College is to gain recognition as a provider of the type of training in Western North Carolina			
Program Strengths:				Program Weaknesses:			
We do have operations in the area that recognize and promote our program to their employees. For example, we have had been invited to do in house training to operations in a continuing education setting.				We do not have a lab setting for the Hotel and Motel management (front desk, housekeeping) segment of the curriculum. Although we have numerous operations in the area, most are only looking for "free labor" when called upon to offer some lab settings.			
Program Opportunities:				Program Threats:			
By offering an articulation opportunity with WCU we will be more attractive to potential students. We will continue to offer additional classes with certification from the AMHA and the American Lodging Association				Lack of job opportunities in entry-level management positions in the area. Most operations are privately owned and require little outside management labor.			
Goal #	Values for Teaching	College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)		
1			Graduates will indicate satisfaction with the skill obtained from this program	90% of graduates will indicate satisfaction with the skill obtained from this program	Monitor results of survey conducted as part of the annual program review		
2			Employers will indicate satisfaction with the entry level skills of graduates from this program	95% of employers will indicate that are satisfied with the entry level of skill of graduates from this program	Monitor results of survey conducted as part of the annual program review		

3		Majors in the program will demonstrate a satisfactory level of proficiency in this program	90% of HRM majors will earn a "B" or better in all HRM and CUL classes	Continue to solicit feedback from advisory committee on important skills. Monitor survey results conducted as part of the annual program review
4		Majors in the program will demonstrate proficiency in sanitation and safety procedures as evidenced by passing the National Restaurant Association (NRA) Sanitation and Safety Exam.	90% of test takers will pass the Sanitation and Safety exam from the NRA.	Monitor exam results from the NRA exams in Sanitation and Safety course

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-	0		
Equipment-	0		
Travel-	0		
Program Accreditation-	0		
Other-	0		
TOTALS	0		

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	<p>100% of graduates surveyed indicated that they were satisfied to very satisfied with skills obtained at Southwestern Community College</p> <p>100% of graduates indicated that they would recommend Southwestern Community College to others</p>	<p>The goal was met. Continue to monitor survey results and a make adjustments to curriculum as necessary to improve the program. Student survey results indicate that our program of study currently meets entry level skills needed in the industry.</p> <p>Facilities Management (HRM 135) class was offered as an on-line class for 2006. Will return to seat based class for 2007.</p>
2.	<p>90% of employers surveyed indicated that they were satisfied to very satisfied with the entry level skills of graduates from the Hotel and Restaurant Management program.</p>	<p>The goal was met. Continue to monitor results and make necessary adjustments as needed for improvement. Employer survey results indicate that our program currently meets most entry level skills as desired by employers.</p>
3.	<p>95% of students in fall and spring semesters earned B or better grades in their CUL and HRM classes</p>	<p>The goal was met. Continue to monitor survey results and adjust curriculum as necessary for improvement.</p>
4.	<p>None of the students were successful in passing the sanitation and safety exam.</p>	<p>The goal was not met. All of the students taking the exam were part of a cohort of international students. While the students' demonstrated adequate communication skill in class - and were successful in course assignments and assessments - their abilities to comprehend written English on a standardized exam proved to be a challenge. We believe they did not understand that they could seek clarification on the test items, and the context of a formal exam in a secondary language may have resulted in anxiety that affected their performance. Next year we will implement several additional practice exam sessions in the class to better familiarize the students with the examination process. We will schedule a session on test taking / stress management strategies for these students from our Learning Assistance Center. Finally, we will also recommend English as a Second Language courses for students who demonstrate significant communication difficulties.</p>

