

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	2007-2008 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)		
1	2 6	1	Students will be able to demonstrate and apply an understanding of Hospitality Law	<ul style="list-style-type: none"> • 80% of students will score a "B" or higher in the Hospitality Law course. • 90% of employers will be satisfied program graduates' knowledge of laws related to hospitality industry. 	<ul style="list-style-type: none"> • Solicit feedback form Advisory board regarding skills that are most critical in the Hotel and Restaurant Management (HRM) Industry • Monitor student performance in a hospitality law course. • Monitor results of an employer survey conducted as part of the annual program review. 		

2	1 2 6	1	Students will be able to demonstrate and apply an understanding of problems associated with the Hospitality Tourism Industry	<ul style="list-style-type: none"> • 90% of students will score a "B" or higher in the Hospitality Management Problems course. • 90% of employers will be satisfied with the problem-solving abilities of graduates from this program. 	<ul style="list-style-type: none"> • Solicit feedback form Advisory board regarding skills that are most critical in the HRM industry • Monitor student performance in a hospitality management problems course. • Monitor results of an employer survey conducted as part of the annual program review.
3	2 6 9	1	Students will demonstrate and apply a basic understanding of the Housekeeping Department in a Hospitality operation.	<ul style="list-style-type: none"> • 90% of students will score 80% or higher on a housekeeping certificate exam administered by the American Hotel and Lodging Association (AHLA). • 90% of employers will be satisfied program graduates' knowledge of housekeeping standards. 	<ul style="list-style-type: none"> • Monitor test results from AHLA certificate exams. • Monitor results of an employer survey conducted as part of the annual program review.
4	6 9	1	Employers will be satisfied with the skills of graduates from this program.	<ul style="list-style-type: none"> • 95% of employers surveyed will indicate satisfaction with the overall skills of graduates from this program. 	<ul style="list-style-type: none"> • Continue to solicit feedback from advisory committee on those skills that are critical for employees in the HRM field. • Monitor results of employer surveys conducted as part of the Annual Program Review.
5	2 6	1	Graduates of this program will be satisfied with their preparation for employment in the hotel and restaurant management field.	<ul style="list-style-type: none"> • 95% of graduates surveyed will indicate satisfaction with the instruction in program area courses. 	<ul style="list-style-type: none"> • Provide quality instruction in all program area courses. • Monitor results of graduate surveys conducted as part of the Annual Program Review.

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.	100% of students surveyed indicated a high level of satisfaction with the Hospitality Law class (student survey) 100% of employers indicated a satisfactory level of skills and knowledge demonstrated by students for the Hospitality Law class (Employer survey)	Continue to solicit feed back from employers and students concerning the level of satisfaction with the Hospitality Law class Continue to solicit feedback form Advisory Board concerning critical laws in the Hospitality Industry
2.	90% of students completing the Hospitality Management Problems course passed the course with a "B" or higher. (gradebook) Employers indicated 100% satisfaction of the problem solving abilities of graduates from the program	Continue to monitor results of the graduate and employer survey. Continue to solicit feedback from the HRM Advisory Board
3.	85% of students taking the Housekeeping certification exam by the AHLA received certification with high honors (AHLA summary)	Continue to offer the certification exam for the Housekeeping course Continue to solicit feedback from Advisory Board and

	Employers indicated that they were satisfied to very satisfied with the basic skills associated with the Housekeeping course (employer survey)	Employers to offer critical skills necessary for the Housekeeping Course
4.	100% of employers indicated a satisfactory level of skills associated with the students in the HRM program (employer survey) 100% of students indicated a high level of satisfaction associated with the level of skills obtained form the HRM courses	Continue to solicit feedback form Advisory Board Continue to monitor certification exam scores
5.	100% of graduates surveyed indicated a high level of satisfaction of skills obtained from the HRM courses (graduate survey) 100% of employers surveyed indicated a high level of satisfaction of the skills graduates obtained form the HRM courses (employer survey)	Continue to monitor employer surveys Continue to monitor AHLA certification exam scores Continue to solicit feedback from Advisory Board on skills critical for the HRM industry