

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>		Ceretta Davis		<b>Curriculum/Department:</b>		Hotel & Restaurant Management	
<b>Purpose/Mission Statement:</b>				<b>Vision Statement: (3-5 years)</b>			
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			
<b>Program Strengths:</b>				<b>Program Weaknesses:</b>			
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.			
<b>Program Opportunities:</b>				<b>Program Threats:</b>			
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	2009-2009 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)		
1	1 2 5 6 9	1 2	Graduates will indicate satisfaction with the entry level of skills obtained from the Hotel and Restaurant Management Program	<ul style="list-style-type: none"> <li>90% of graduates will indicate satisfaction with the level of skills gained from this program</li> </ul>	<ul style="list-style-type: none"> <li>Monitor results of the survey of graduates as conducted as part of the annual program review process</li> </ul>		
2	1 2 5 6 9	1 2 8	Employers will indicate satisfaction with the entry level of skills of graduates from this program	95% of employers will indicate that they are satisfied with the entry level skills of graduates from this program	<ul style="list-style-type: none"> <li>Continue to monitor the results of the survey of employers as conducted as part of the annual program review process</li> </ul>		

3	1 2 5 6 9	1 2	Graduates of the program will be prepared to successfully pass the Housekeeping certification exam administered by the American Hotel and Lodging Association	<ul style="list-style-type: none"> <li>• 90% of graduates will pass the certification exam with a "B" or high</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor the test results from the AM&amp;HA certification exam</li> </ul>
4	1 2 5 6 9	1 2	Graduates of the program will be able to apply a basic understanding of Food and Beverage Cost Control	<ul style="list-style-type: none"> <li>• 95% of graduates will pass the Food and Beverage Cost Control class with a Grade "B" or high</li> </ul>	Monitor graduate and employer surveys and part of the annual program reviews.
5	1 2 5 6 9	1 2	Graduates of the HRM program will be able to identify and make recommendations based on skills obtained from the Hospitality Management Problems course	<ul style="list-style-type: none"> <li>• 80% of graduates will pass the Hospitality Management class with a grade of "C" or higher</li> </ul>	<ul style="list-style-type: none"> <li>• monitor test results, graduate and employer surveys as part of the annual program review</li> </ul>

<b>Goal</b>	<b>Criteria Results</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.		
2.		
3.		
4.		
5.		