**Unit Strategic Plan**

**2017 – 2019**

**Name of Program/Department:** **Hospitality Management/Culinary Apprenticeship**

**Mission Statement:**

The Culinary & Hospitality Institute program is committed to offering high quality programs and services that supports the mission of the college. We strive to promote professionalism and leadership through quality educational learning experiences and hands-on experience that produces graduates that can grow into the hospitality profession successfully. Students leave the program equipped with the skills, knowledge and appreciation of service to others that allow them to become future leaders in the culinary and hospitality community.

**Summary of Access, Productivity and Effectiveness (Including, but not limited to, program load, success rate, retention rate, completion rate, employer surveys, student surveys and community projected growth):**

Analysis of data from the Student Profile Data Report by CIP code provided by the college’s office of Institutional Research (IRIR) demonstrates the Hospitality Management/ Culinary Apprenticeship program is maintaining steady enrollment numbers with a slight increase in apprentices and hotel students. Dual-enrollment student numbers have also increased significantly validating the need for **Hospitality/culinary program offerings to the community.**

The program under the hospitality umbrella offers 4-degree tracts, Foodservice/Culinary Management Option (AAS CO92), Culinary Apprentice Option (AAS C062), Baking/Pastry Option (AAS C030, and Hotel/Restaurant Management Option (AAS C115). Our program is offered at two of Jefferson State’s four campuses, Jefferson campus, and the Shelby campus. The Shelby campus serves as the main campus due to the enrollment demand and state of the art kitchen facilities.

The Culinary and Hospitality program works with many well-respected organizations in the community to help raise money for scholarships and other charitable causes including: IRON CHEF Competition (annually raises around $25,000) 10 years running; and Aldridge Gardens (Hydrias under the Stars) (annually raises $30,000)13 years running. These events offer students an opportunity to get hands-on experience and each event sponsor provides scholarship to JSCC-Culinary Hospitality Institute students. Additionally, the program offers Boy Scout Culinary Explorer program where students come in and spend 1 night a month working with our culinary instructors learning everything from how to handle a knife, baking cookies to fabricating a chicken. The program host High School summer culinary academies annually, and hosts the State-Wide ProStart culinary competitions in partnership with the Alabama Restaurant Association, as well as the State SkillsUSA culinary competition, in 2017 produced a National 1st place Gold Medalist winner.

**Projected Growth**

**2017 National Restaurant Association Restaurant Industry Outlook**

A gradually improving economy will help restaurant-industry sales continue to advance in 2017 and forward, even as restaurant operators face continued margin pressures, a tightening labor market and some lingering consumer uncertainty the industry continues to grow and the need for culinary and hospitality professionals will continue to be in demand. Highlights:

* The National Restaurant Association projects that restaurant-industry sales will reach $798.7 billion in 2017, a 4.3 percent gain over the industry’s estimated sales of $766 billion in 2016
* Adjusted for inflation, 2017’s projected restaurant-industry sales represent a 1.7 percent gain over 2016, up slightly from the 1.5 percent gain registered in 2016
* Food-and beverage sales in the table service-restaurant segment are projected to reach $263.0 billion in 2017, up 3.5 percent from 2016. Quick service and fast-casual sales are expected to total $233.7 billion in 2017, a 5.3 percent gain over 2016’s sales volume

The local Birmingham job growth market is projected to continue to grow and expand as the city and state gain in national exposure and more food related businesses move to the area, as example Food and Wine magazine moved from New York City to the Birmingham Market in part because of the reputation Birmingham has as a food city. This move is validation for the growth of the food scene in Birmingham and job opportunities for JSCC-CHI students.

Areas of concern related to enrollment include as the economy improves, community colleges generally see their enrollment numbers drop; however, the federal government has tightened the lending requirements for for-profit culinary schools and their enrollment numbers are sagging. This is positioning the community college systems that offer culinary programs a chance to capture these students. It is the goal and mission of JSCC-CHI to continue to focus on quality programming to ensure we have a stake in this market.

**Headcount Enrollment by Current Umbrella CIP program and Award Sought show the following:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **52.0901**  **Hospitality Services Management** | **Year** | **AAS** | **Year** |  | **CER** | **STC** | **Total** |
|  | **Fall 2012** | **149** | **Fall 2014** |  | **1** |  | **142** |
|  | **Fall 2013** | **160** | **Fall 2015** |  |  |  | **138** |
|  | **Fall 2014** | **141+1cer** | **Fall 2016** |  |  |  | **110** |

**Number of Awards/Degrees Conferred: IPEDS Year \*Summer, Fall and Spring**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CIP Program** | | Summer 2014-Spring 2015 | | | | Summer 2015-Spring 2016 | | | | | | Summer 2016-Spring 2017 | | | | | |
| STC | CER | Degree | Total | STC | | CER | | Degree | Total | STC | | CER | | Degree | Total |
| 52.0901 | AAS Degree | 29 | 28 | 27 | 84 | 35 | 35 | | 25 | | 99 | 23 | 24 | | 27 | | 74 |

The program has three-year average of 86% for rate of graduation.

**Employment within (1) year of Graduation –Hospitality/Culinary Management**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **#Grads AAS Degree** | **#Employed** | **%** |
| Su2014-Sp2015 | 27 | 24 | 88% |
| Su2015-Sp2016 | 29 | 26 | 89% |
| Su 2016-Sp2017 | 27 | 25 | 92% |

The JSCC-CHI program currently could be at a 100% placement rate, however, due to students that choose to continue in their education or chooses not to work due to family or other commitments employment percentages run lower than 100%. The program list job opportunities on its job posting board on a regular basis and normally has openings available year-round.

Data obtained from Employer jobsite performance evaluations show that employers are satisfied with the work performance and would rehire a JSCC-CHI student 100% of the time. Data results on student satisfaction on how satisfied in their preparation for employment in the industry shows that student rate consistently high on satisfaction. This validates from the perspective of the employer and student that the JSCC-CHI program is doing an excellent job preparing students for the culinary/hospitality industry.

**Employer Data**

|  |  |  |
| --- | --- | --- |
| **Employer Surveys** | **% responding as approval rating based on a scale of 1-10 with an average score of 6 or higher for acceptable work** | **% Responses to the question if employer would rehired JSCC-CHI graduate** |
| Su2012-Sp2013 | 98% | 98%-2% no reply |
| Su2013-Sp2014 | 96% | 98%-2%, no, 6% no reply |
| Su 2014-Sp2015 | 100% | 94%- 3% no, 3% no reply |

**Graduate Data**

|  |  |
| --- | --- |
| **Graduate Surveys** | **% student rating somewhat satisfied or higher on preparation for employment** |
| Su2014-Sp2015 | 66% 25 % no reply |
| Su2015-Sp2016 | 71% 14 % no reply |
| Su 2014-Sp2015 | 65 % 31 % no reply |

**Internal Conditions:**

1. **Technology**

The Hospitality Management/Culinary Apprenticeship classes are held at both the Shelby and Jefferson campuses. The Shelby campus labs are equipped with computer and PowerPoint compatibility. Lecture classrooms on the Shelby Campus are equipped with computer, PowerPoint capabilities, smart board and ability to record lectures and upload to web support. Lecture classrooms on the Jefferson Campus are equipped with computers and PowerPoint capabilities. Both Jefferson and Shelby campuses received computer upgrades for instructors and classroom use in 2014. Shelby campus laptop was upgraded in 2016. Both Jefferson and Shelby campuses are monitored closely for upgrades as needed to meet the needs of our faculty and student body. The program recently purchased updated (Spring 2016) to a new Point-of-Sale system (POS) for the student operated restaurant, Bistro ProVare, the old system was installed in 2008, was outdated and ran the risk of leaving guests credit information at risk due to the age of the equipment. The program also added software in support of curriculum to integrate nutritional concepts throughout the courses beyond the CUA 111 nutrition currently taught. Students now can perform nutritional analysis of recipes and develop menus based on USDA nutritional guidelines.

1. **Budget**

The budget for food lab supplies continues to remain consistent and meets/exceeds the teaching standards established by the programs accreditation body, The American Culinary Federation. The program is unique in the fact that food supplies needed for culinary lab classes requires a large allocation of the budget; however, with the operation of the Bistro ProVare, community events, and advisory luncheons, the program is able to recoup some of its cost through the service of these events. The uniqueness of this allows students to get firsthand experience in the preparation of food and to provide service tied to curriculum, while recouping a percentage of the food cost supplies. The program annually budgets funds in many areas to ensure quality educational programming to include:

1. Funds for continuing educational and training experiences for instructors to ensure updated skills and knowledge that reflects current industry needs.
2. Funding for small wares and kitchen equipment to ensure kitchen labs are updated and operational.
3. Funding for community outreach programs to include: The Hospitality and Culinary Academy, the Boy Scout Explorers program, SkillsUSA competitions, community cooking classes, and high school tours. Each year the program reaches out to the community to ensure we are providing services to meet multiple community needs and diverse populations while providing a visible presence in the community for the program and college.
4. Funding in support of the Jefferson campus (new ranges, fryer, cosmetic, i.e. paint, blinds, etc.) allows the program to ensure the classroom and labs will meet the needs of our students and faculty and ensure the program is staying in compliance with ACFEF accrediting standards.
5. The program will submit to hired a new pastry instructor position to be phased in as enrollment numbers increase to justify this request; the goal of this position is to support the growth of the pastry program and to allow for a greater number of course offerings at the Jefferson campus.
6. **Staffing**

Currently student teacher ratios do not exceed 15 (students) to 1 (instructor) in culinary labs. Lecture ratio averages 20-30 (students) to 1 (instructor) and is within the expected number to meet standards established by the program’s accrediting body, the American Culinary Federation. The program is currently seeking to add more course offerings in anticipation of growth on the Jefferson campus. Currently HS culinary programs in close proximality to the Jefferson campus are increasing in enrollment and this is a possible group of potential students that could be recruited at the Jefferson campus. The program is currently looking at adding similar programming held at the Shelby campus, Boy Scout Explorers program, HS summer academy, HS tours and teacher workshops to the Jefferson campus to further this effort. The program currently has three full-time faculty members, two Lab Assistants, a full-time restaurant Chef Instructor, a Purchasing/Catering/Instructor and an Office Manager. The program has an (2) adjunct instructors currently, however, the nutritional instructor has informed the program she will be retiring after teaching 20 years at Jeff State, this will take affect Spring 2018, and the CUA 101 orientation class formally taught by an adjunct instructor, which along with nutrition class the hours will be absorbed by current faculty and if approved, a new instructor to be phased in as enrollment numbers increase to help support the course load. The program plans to submit a request to add a new pastry instructor to its staff in part for implementation of plans for growth of the Jefferson campus and further growth of the pastry program, this position was vacated in 2009 and never filled, currently enrollment numbers do not justify this addition but if a projected (30%) growth occurs the program will move forward to make this request. Two additional Office Managers are available to assist this program as well as other programs within the Center for Professional, Career and Technical Education.

1. **Resources**

The Hospitality Management/Culinary Apprenticeship program continues to receive the needed funding to continue its attainment of staying current with industry trends and networking opportunities. The program continues to have support from administration in this area that allows faculty and staff to remain current regarding American Culinary Federation property membership (this membership covers faculty members only while employed by JSCC and membership is dropped if employment terminated. The college also provides support for local membership for the Program Director to Cahaba (Central Alabama Hospitality Attractions and Business Association) and the Alabama Restaurant Association. Affiliations with these organizations allow the college to remain involved in decisions that affects the hospitality and tourism industry for Birmingham and the State of Alabama. For all JSCC-CHI faculty the college supports continuing educational experiences through individual IAPs and Perkins (vocational education) funding when available, which are vital to the program’s success**.**

The program is unique in the fact that opportunities exist to partner with community businesses that share a common interest and values, producing quality graduates to live and work in the community. Examples of these partnerships follow:

Apprenticeship properties:

1. Renaissance Ross Bridge Golf and Resort Property, Mountain Brook Country Club, Vestavia Country Club, Greystone Country Club, and Westin Hotel.

Students complete academic class work at JSCC’s Culinary/Hospitality Institute and complete hands-on practical experience at the property site. Additionally, the program receives support through field trip opportunities, job fair participation, support through donations of furniture and supplies for the program’s hotel training room, and support with use of Ross Bridge property for apprentice’s fund raising. The program has recently added new properties for apprentices to work to include Elyton Marriott Hotel, and the Bohemian Marriott Hotel

Community Partners/Advisory:

1. Alagasco

This company has provided industrial equipment for the culinary labs, and as recent as Fall 2016 donation of a top-of-the line industry gas range, and it sponsors on an annual basis, scholarships for culinary students based on academic scholarship and community services more than $5000.00 annually.

1. Other

The program works with many well-respected organizations in the community to help raise money for scholarships and other charitable causes including: IRON CHEF Competition (annually raises around $25,000); and Aldridge Gardens (annually raises $30,000). These events offer students an opportunity to get hands-on experience and each event sponsor provides scholarship to JSCC-Culinary Hospitality Institute students.

1. Advisory members consist of community leaders from the culinary hospitality community. These members offer continued advice and guidance with respect to the program and its curriculum. Additionally, the program has formed an advisory consortium made up of surrounding area high school programs. This allows for networking and allows the institute to keep closely aligned with the local high school programs.

The program continues to seek out partnerships in the community in support of offering a full degree option based on healthy cooking principles, and will continue to reach out to the local universities to determine feasibility of collaboration and articulation of healthy culinary curriculum transferring into dietetic programs. The industry continues to rapidly change and trends show a stronger focus on foods prepared to meet consumer’s desire for “healthier” foods. This trend will continue to influence how we design and teach our curriculum. Community opportunities will be monitored on a continued basis. The program will continue to seek opportunities to add new partnerships from the community and will make sure to keep administration current of program needs to ensure quality programming.

1. **Enrollment**

Enrollment numbers have seen a decrease, the reasons for the challenges facing enrollment are varied to include graduates entering the restaurant industry normally start out at a lower wage than other trade programs, however the potential for growth is great, but students graduating must start out at lower pay. Also, as the economy improves, community colleges generally see enrollment number drops, also local culinary programs and making large investments in their kitchens to compete with Jeff State.

Graduation rates continue to remain consistent from year to year. The program has added Elyton Marriott, and Bohemian Marriott properties to the listing of apprenticeship properties that include Mountain Brook Country Club, Greystone Country Club, Vestavia Country Club and Westin Hotel property. The Hotel and Restaurant Option (AAS C236) has also seen an increase in enrollment due to in part, - changing the name of the degree track from Hotel/Motel to Hotel/Restaurant Management and offering more online course options. Additionally, the program is looking the Hotel/Restaurant curriculum to determine if changes to curriculum will make the degree option more attractive and viable to students. The high school summer academy, and the Boy scout programs used as recruitment tools remain solid and enrollment is strong.

1. **Facilities**

Facilities at the Shelby campus are State of the Art and are the newest of the facilities offering culinary and hospitality classes. Currently the program receives the greatest demand for classes on the Shelby campus. Labs are well-maintained and designed to offer the curriculum in an environment as close as possible to kitchens our graduates will find in the community. Our program offers a culinary kitchen dedicated to savory food preparation, and a culinary kitchen dedicated to pastry and baking curriculum. As students advance through the curriculum they have an opportunity to put their skills to the test in a fully operational restaurant/kitchen/classroom, the Bistro proVare. Here students meet, greet, seat guest, and take food orders. Food preparation and service is conducted in the hands-on practical restaurant. This “live” kitchen lab offers students an opportunity to learn in an actual work environment that is open to the public.

Facilities at the Jefferson campus have undergone many improvements to include: Painting identified areas, repainting kitchen floors, rearranging table space/work stations and removing no longer needed pieces of equipment. This effort will continue until the lab kitchens meet and or exceed the ACFEC accrediting standards. Under consideration is placement of a full-time lab tech to ensure the labs are maintained and to assist with the additional course offerings planned for 2017-18 semesters.

1. **Equipment**

The Shelby campus kitchen equipment was opened in 2008 and is considered the programs premiere culinary kitchen; the program has successfully met its objectives consistently. 2016-17 many new pieces of equipment were added to the program to include a sous-vide, reach-in freezer, POS system, dish machine internal heating element replacement. Ordering Small wares, i.e. spoons, ladles, bus tubs, and silverware will be an ongoing need the program has due to the nature of the wear and tear these items receive on a regular basis. It is the goal of the program to limit these items needed but will order as needed.

The Jefferson campus equipment is routinely maintained and serviced as needed. 2016-17 the program proceeded in moving/removing equipment no longer needed and placing current equipment where it can be utilized to best meet the needs of instruction and the program. 2016-17 the Jefferson campus updated and added equipment to include additional kitchen-aid mixers, microwave ovens, gas ranges and equipment for the ice sculpting class to include chain saws, and sanding discs which is used in the Garde Manger class. These additions along with cosmetic, i.e. paint, blinds, moving out old pieces of equipment has benefited the area. The program will continue to evaluation the Jefferson campus and is currently requesting additional painting, replacement of ceiling tiles, cleaning or replacement of student classroom chairs.

Equipment small wares packages will be reviewed on an annual basis with request made as needed to ensure curriculum objectives are met.

**External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):**

**Accreditation:** The Program is accredited by the American Culinary Federation Educational Foundation. In 2014 the program received “exemplary” Status and received full accreditation. The program will not be up for review until 2021.

**Health Department Permits:** The Institute is required to comply with specific regulations. All Health Department and city permits are current. 2017; Both Bistro Provare and the main kitchens received 100 health inspection score from the health department.

**Program Advisory Committee**: The Department of Hospitality Management and Culinary Apprenticeship has a fully engaged advisory committee representing all areas of industry and it meets the guidelines set forth by the ACF accrediting body. The Advisory Committee meets a minimum of twice per year.

**2015-2016 Accomplishments:**

* Successfully developed and added to course inventory- CUA “163 Foundations in Healthy Cooking Techniques.”
* Successfully competed in SkillsUSA culinary, JSCC-CHI student won 1st place, and then went on to represent the state of Alabama, place 3erd nationally.
* Successfully held High Academy 2016
* Successfully held Boy Scout Explorer program 2015-2016
* Successfully held community gingerbread class-Dec 2015
* Hosted successfully state wide Prostart HS culinary competition
* Successfully hosted local High School tours, food demos, and school site visits.
* Successfully offered dual enrollment classes
* Successfully helped raise fund by participating in community charity events; events have raised over $80,000 in 2015-2016. Event include Aldridge Gardens, Iron Chef and Apprentice Reception event.
* 100% passing rate for students entering practical class practicum class; capstone class.
* Successfully updated Jefferson campus culinary kitchen, i.e. Remove unused pieces of equipment, paint, added new commercial equipment, new small wares, new blinds.
* Successfully updated chef faculty jackets to continue promoting a professional image to the students and community.
* Successfully support program’s annual dues, ACF chef’s membership dues and local membership dues to Cahaba and Restaurant dues.

**2016-2017 Accomplishments:**

* Successfully entered discussion with UAB dietetics/nutrition program possible articulation agreement, still in progress.
* Successfully competed in SkillsUSA culinary, JSCC-CHI student won 1st place, and then went on to represent the state of Alabama, place 1st Gold nationally.
* Successfully held High Academy 2017
* Successfully held Boy Scout Explorer program 2016-2017
* Successfully held community gingerbread class-Dec 2016
* Hosted successfully state wide Prostart HS culinary competition
* Successfully hosted local High School tours, food demos, and school site visits.
* Successfully helped raise fund by participating in community charity events; events have raised over $100,000 in 2016-2017. Event include Aldridge Gardens, Iron Chef and Apprentice Reception event.
* 100% passing rate for students entering practical class practicum class; capstone class
* Successfully support program’s annual dues, ACF chef’s membership dues and local membership dues to Cahaba and Restaurant dues.
* Program represented in community, i.e. faculty member president of the ACF Birmingham chapter.

**Unit Goals for 2017-2018**

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| --- | --- | --- | --- |
| **2017-2018** | | | |
| **Unit Goals** | **Objectives** | **Method of Assessment** | **Additional Funding Requests** |
| **Goal 1:** Continue renovations at the Jefferson Campus Culinary Kitchen to reflect professional standards required by Jefferson County Health Department, Industry, American Culinary Federation Education Foundation (ACFEF) Accrediting Body, and JSCC-CHI Quality Standards.  **Program Outcome #2:**  Employers and graduates returning surveys will report 90% satisfaction with educational preparation. | 1. Purchase necessary equipment and supplies to ensure (Jefferson campus) JSCC-CHI students are meeting program objectives  2. Requisition/submit proper work orders to ensure (Jefferson campus) follow health department and ACFEF accrediting body requirements  3. Submit work orders to remove no longer needed equipment, move equipment, i.e. 3 compartment sinks, worktables, ovens to better utilize space | 1. Evaluate student’s surveys with 80%  approval rating  2. Health department rating of 95% or better (or qualify)  3. ACFEF Accrediting Compliance | 1. Submit work orders for the following improvements:  2. Funding for Paint, chairs- cleaning or replace, cleaning, pressure washing general cosmetic conditioning, moving of equipment @ est. cost of $5,000  3. Coffee dispenser, $450.00 |
| **Goal 2:** Maintain the student culinary labs to ensure labs (Jefferson & Shelby campuses) have up-to-date technology, industrial equipment, proper attire, small wares to properly deliver curriculum successfully.  **Program Outcome #2:**  Employers and graduates returning surveys will report 90% satisfaction with educational preparation**.** | 1. Purchase flex pan molds, bus tubs, pots, pans, airbrush, tea/water pitchers and general utensils  2. Ensure kitchen labs meet and exceed industry standards, and to promote learning in an environment that reflects industry standards. | 1. Student evaluations with overall satisfaction of course  2. Positive Health Department scores  3. Positive ACFEF accreditation compliance  4. Success will be measured by chef’s report of satisfaction  5. Outward positive comments from students, community partners; measurement will be reflected in positive comments from students on instructor evaluations and program satisfaction rating satisfaction 80% or greater. | Purchase the following items:  1. Miscellaneous and small wares including flex pan molds, bus tubs, pots, pans, air brush, food carts upgrade as needed, and small wares in need of replacement @ est. cost of $2500.00 |
| **Goal 3:** Support professional membership and professional certification for faculty and college adhering to the American Culinary Federation standards.  **Program Outcome #3:** Students will be able to exemplify the term professionalism and demonstrate this philosophy throughout the hospitality industry reflected in 85% of employer’s surveys. | 1. Comply with ACFEF and have all program dues paid on time  2. Keep all ACF membership dues for faculty members paid on time and remain in good standing (ACF professional/property/ institutional)  3. Keep local (Cahaba-Central Alabama Hospitality Attraction and Business Association) and state restaurant and hotel membership (Alabama Restaurant & Hospitality Alliance) dues paid on time and remain in good standing (Property/Institutional memberships)    4. Keep chef certifications current and in good standing to include the following certifications CEC, CEPC, CCE, CSC, CHE and CC. | 1. Continuance in meeting and exceeding all ACFCF compliance requirements and retaining “Exemplary”  Status  2. Student survey of satisfaction (80% or greater)of preparation for the industry | Request is made to pay accreditation fee, membership dues, chef certification fees for program faculty, institutional memberships @ estimated total cost of $3,200 to include:   * ACF membership dues for CHI faculty/staff (property membership) @ $140 per faculty x7 faculty/staff = $980.00 * ACF apprentice annual report fee $125.00 * ACF program accreditation dues/fee @ $1500.00 * Cahaba-Central Alabama Hospitality Attraction and Business Association (Property) membership @ $250.00 * Alabama Restaurant Association   (Property) membership @ $200.00   * Chef industry certification fee due for 2015-16 year for two certifications including CEPC, CCE @ $420.00 |
| **Goal 4:** Continue to expand program enrollment and support community outreach initiatives.  **Program Level Student Learning Outcomes #1:** Demonstrate an understanding of the hospitality industry and career opportunities in the field and articulate the duties of hospitality management | 1. Continue to support community outreach to include: Boy Scout Explorers, High School Summer Academy, Host State-Wide High School ProStart Culinary Competition.  2. Continue to offer community cooking outreach classes through JSCC Community Education  3. Work with area High School providing field trips, demos, and site visits opportunities | 1. Success will be measured by the number of HS students that attend Explorers culinary post and number of summer academy attendees rating 80% satisfaction or greater with programming.  2. Community Class members rating 80% or better with satisfaction with community programming. | Items needed include:  1. To cover food lab supplies (demos, snacks, community outreach efforts and selected meals served to visiting students and teachers, advisory members @ est. cost of $3000.00  2. $500.00 for ingredients to make gingerbread houses (JSCC-Community Ed does charge a fee to the public for this class) |
| **Goal 5: Support professional student hospitality/culinary competition through SkillUSA team participation.**  **Program Level Student Learning Outcomes #5:**  Demonstrate skills in knife, tool and equipment handling and apply principles of food preparation to produce a variety of food products. | 1.Continue development of SkillsUSA Hospitality/Culinary competition team to compete at the state and national levels-2017-18 adding a baking and pastry, and customer service component | 1. Students will place no lower than 3rd ranking at the state level.  2. Students will place no lower than 8th at the national level. | Request funding to cover development of team $6000   1. $1000.00 Request made to purchase SkillsUSA required Blazers and Chef Jackets for competition 2. $1000 to cover food supplies for practice sessions 3. $4000 to cover travel cost to National Competition- 2018 |
| **Goal 6:** Support office management and student needs | 1. Purchase office printer for the Shelby campus to replace worn-out printed currently in use | 1. Program will be able to print needed materials and carry out its mission to serve the college and students | 1. Request funding for $450.00 to purchase printer |
| **Submission date: 9-19-2017** | | **Submitted by: Joseph Mitchell, Program Director** | |

**Unit Goals for 2018-2019**

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| **2018-2019** | | | |
| **Unit Goals** | **Objectives** | **Method of Assessment** | **Additional Funding Requests** |
| **Goal 1:** Continue to expand program enrollment and support community outreach initiatives.  **Program Level Student Learning Outcomes #1:** Demonstrate an understanding of the hospitality industry and career opportunities in the field and articulate the duties of hospitality management | 1. Continue to support community outreach to include: Boy Scout Explorers, High School Summer Academy, Host State-Wide High School ProStart Culinary Competition, and Host National Restaurant Association Educational Foundation Teachers (NRAEF) Summer Academy 2016, and other community initiatives.  2. Continue to offer community cooking outreach classes through JSCC Community Ed.  3. Work with area High School providing field trips, demo, site visits opportunities | 1. Success will be measured by the number of High School students that attend Explorers culinary post and number of summer academy attendees rating 80% satisfaction or greater with programming  2. Number of Summer Institute attendees; survey forms rating 80% satisfaction or better with programming.  3. Community Class members rating 80% or better with satisfaction with community programming | Items needed include:  1. To cover food lab supplies (demos, snacks, community outreach efforts and selected meals served to visiting students and teachers, advisory members @ est. cost of $3000.00  2. The (NRAEF) will pay $500.00 per participant.  3. $500.00 for ingredients to make gingerbread houses (JSCC-Community Education does charge a fee to the public for this class) |
| **Goal 2:** Support professional membership and professional certification for faculty and college adhering to the American Culinary Federation standards.  **Program Outcome #3:** Students will be able to exemplify the term professionalism and demonstrate this philosophy throughout the hospitality industry reflected in 85% of employer’s surveys**.** | 1. Comply with ACFEF and have all program dues paid on time  2. Keep all ACF membership dues for faculty members paid on time and remain in good standing (ACF professional/property/ institutional)  3. Keep local (Cahaba-Central Alabama Hospitality Attraction and Business Association) and state restaurant and hotel membership (Alabama Restaurant & Hospitality Alliance) dues paid on time and remain in good standing (Property/Institutional memberships) | 1. Continuance in meeting and exceeding all ACFCF compliance requirements and retaining “Exemplary”  Status  2. Student survey of satisfaction (80% or greater)of preparation for the industry | Request is made to pay accreditation fee, membership dues, chef certification fees for program faculty, institutional memberships @ estimated total cost of $2,700 to include:   * ACF membership dues for CHI faculty/staff (property membership) @ $140 per faculty x7 faculty/staff = $980.00 * ACF apprentice annual report fee $125.00 * ACF program accreditation dues/fee @ $1500.00 * Cahaba-Central Alabama Hospitality Attraction and Business Association (Property) membership @ $250.00 * Alabama Restaurant Association   (Property) membership @ $200.00 |
| **Goal 3:** Support professional student hospitality/culinary competition through SkillUSA team participation.  **Program Level Student Learning Outcomes #5:**  Demonstrate skills in knife, tool and equipment handling and apply principles of food preparation to produce a variety of food products. | 1.Continue support of SkillsUSA Hospitality/Culinary competition team to compete at the state and national levels-2017-18 adding a baking and pastry, and customer service component | 1. Students will place no lower than 3rd ranking at the state level.  2. Students will place no lower than 8th at the national level. | Request funding to cover development of team $6000   1. $1000.00 Request made to purchase SkillsUSA required Blazers and Chef Jackets for competition 2. $1000 to cover food supplies for practice sessions 3. $4000 to cover travel cost to National Competition- 2018 |
| **Goal 4**: Hire new faculty member to teach baking and pastry and classes as needed.  **Program Outcome #2:**  Employers and graduates returning surveys report 90% satisfaction (6 or Higher) with educational preparation. | 1. Submit paperwork for new position Instructor Baking and Pastry Position | 1. Students will receive instruction in baking and pastry that will provide new perspective and elevate the baking and pastry program and with the goal of increasing enrollment | Submit paperwork to request hiring of new faculty member projected salary $50.000-$60.000 |
| **Submission date:**  **9-19-2017** | **Submitted by: Joseph Mitchell, Program Director** | | |