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| **Unit Strategic Plan****2021 – 2023** |

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

**Mission Statement:**

The Culinary Nutrition & Hospitality Institute 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. We advocate sustainability in food preparation practices and strive to educate our students both personally and professionally of an understanding of how healthy food choices and food preparations affects both themselves and society. 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 numbers that allow classes to meet, results with enrollment have been mixed in part due to COVID-19, As a result of COVID-19 numbers have decreased but overall the numbers have remained comparable to previous reporting period; normally when the economy suffers the community colleges generally see their enrollment numbers increase; however the recent downturn in the economy, 2020-2021, greatly affected the restaurant/hospitality industries. A high percentage of restaurants and hospitality businesses shut down or were limited in the services they could provide. Through this pandemic Jefferson State Community College Culinary & Hospitality Institute (JSCC-CHI) numbers have remained steady in entry level classes but have shown a decrease in students finishing, i.e., discontinuing due to loss of job, family concerns or COVID related concerns.

 **Hospitality/culinary program offerings to the community.**

The program under the hospitality umbrella offers 4-degree tracks, Culinary/Nutrition Management Option (AAS C252), Culinary Apprentice Option (AAS C062), Baking/Pastry Option (AAS C030), and Hotel/ Restaurant Management Option (AAS C236). The program is offered at two of Jefferson State’s four campuses, the Jefferson campus, and the Shelby campus. The Shelby campus serves as the department’s main campus due to enrollment demand and state-of-the-art kitchen facilities completed in 2008. The institute is required to comply with specific regulations to include: All Health Department and city permits which are current. The program also offers a certificate in each of these areas as well. Currently the Hotel/Restaurant Management Option (AAS C236) is under review, Summer 2021 all hotel classes were offered online with some positive results with enrollment, the program will continue to review and determine if this trend continues and adjust as needed.

The Culinary and Hospitality program has a long history of working 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) 11 years running; and Aldridge Gardens (Hydrias under the Stars) (annually raises $30,000)14 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 has offered the 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 also normally hosts High School summer culinary academies annually. Many of these traditional activities were cancel due to COVID-19 2020-2021 and greatly limited the programs community involvement. Despite the number of canceled events the JSCC-CHI program was still able to host several culinary competitions to include the Cattleman’s Association Beef Cook-off, and the HS Family and Consumer Culinary Competition.

**Projected Growth**

**2021 National Restaurant Association Restaurant Industry Outlook/KEXY**

The restaurant industry/sector in 2021 experienced the worst business conditions due to unpredictable lockdowns, mandated closing, cratered economy, and capacity limits. The food sector loss about $240 billion in sales. Eight million employees went jobless or furloughed during the peak of lockdowns in April 2020. According to Fortune magazine, over 110,000 restaurants, including eating and drinking places, in the U.S. closed for business for good. However, the restaurant industry is expected to grow in 2021 and continue to recover as COVID restriction loosen up and the economy rebounds.

* Total foodservice and restaurant sales thus far in 2021 are less than $240 billion and much below the expected levels in 2020 but positive data is showing sales are increasing as the economy improves.
* Nearly six in ten people say that restaurants and foodservice are vital to their lifestyle and social fabric.
* Restaurants are trending in curb service, carryout/meals prepared for home delivery.
* The restaurant industry is projected to employ 15.3 million people in 2019, (last available data number) about one in 10 working Americans.
* In Alabama 199,600 Restaurant and foodservice jobs equaling 10% of employment in the state, $9.0 billion estimated sales in Alabama’s restaurant in 2019. This number dropped in 2020 and first part of 2021, but the market is returning and by 2029, that number is projected to grow by 10.8%, equaling 21,200 additional jobs, for a total of 221,200. Source National Restaurant Association.

While COVID-19 has had a negative impact on the restaurant and hospitality businesses the local Birmingham job market is currently exploding and expanding as the city and state’s restaurant and hospitality businesses rebound and reopen, the number of jobs available far exceed the number of student/graduates available to take these positions. The city of Birmingham continues to thrive and gets national exposure as more food related businesses move to the area. The reputation Birmingham as a food city continues to grow and currently is faced with continued shortage of culinary and hospitality workers. The growth is validation for Birmingham and job opportunities for JSCC-CHI students.

Current enrollment numbers for start of Fall 2021-2022 is strong and indicate that interest is back and growing in the culinary and hospitality programming.

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **52.0901****Hospitality Services Management** | **Year Ave** | **AAS** | **Year** |  | **CER** | **STC** | **Total** |
|  | **Su2018-Sp2019** | **98** |  |  |  |  | **98** |
|  | **Su2019-Sp2020** | **160** |  |  |  |  | **160** |
|  | **Su2020-Sp2021** | **124** |  |  |  |  | **124** |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **CIP Program** | Summer 2018-Spring 2019 **Enrollment:98** | Summer 2019-Spring 2020 **Enrollment:160** | Summer 2020-Spring**Enrollment:124**  |
| STC | CER | Degree | Total | STC | CER | Degree | Total | STC | CER | Degree | Total |
| 52.0901 | AAS Degree | 21 | 20 | 15 | 56 | 28 | 27 | 23 | 78 | 17 | 17 | 20 | 54 |

The program has three-year average of 49% for rate of graduation.

**Employment within (1) year of Graduation- 2-year AAS Degree, Hospitality Certificate and Advanced Certificate-Hospitality/Culinary Management**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **#Grads AAS Degree** | **% Graduated**  | **#Employed** | **%** |
| Su2018-Sp2019 | 15 | 15% | 9 | 60% |
| Su2019-Sp2020 | 23 | 14% | 12 | 52% |
| Su2020-Sp2021 | 20 | 16% | 14 | 70% |
| **Year** | **#Grads STC**  | **% Graduated**  | **#Employed** | **%** |
| Su2018-Sp2019 | 21 | 21% | 11 | 52% |
| Su2019-Sp2020 | 28 | 18% | 13 | 46% |
| Su2020-Sp2021 | 17 | 14% | 15 | 88% |
| **Year** | **#Grads CER** | **% Graduated**  | **#Employed** | **%** |
| Su2018-Sp2019 | 20 | 20% | 11 | 55% |
| Su2019-Sp2020 | 27 | 17% | 11 | 41% |
| Su2020-Sp2021 | 17 | 14% | 11 | 88% |

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 job site performance evaluations show that employers are satisfied with the work performance and would rehire a JSCC-CHI student in the 80 percental range. 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**

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| --- | --- | --- |
| **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 rehire JSCC-CHI graduate**  |
| Su2018-Sp2019  | 79%  | 79%  |
| Su2019-Sp2020  | 87%  | 81% |
| Su2020-Sp2021  | 92%  | 81%  |

**Graduate Data**

|  |  |
| --- | --- |
| **Graduate Surveys**  | **% student rating somewhat satisfied or higher on preparation for employment**  |
| Su2018-Sp2019  | 64%, No response: 36% |
| Su2019-Sp2020  | 51%, No response: 49% (only 5/15 responded Spring 2020, height of pandemic) |
| Su2020-Sp2021  | 62%​, No response: 38% (only 4/11 responded Summer 2020, midst of pandemic) |

**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, smartboard, and ability to record lectures and upload to Blackboard. Lecture classrooms on the Jefferson Campus are equipped with computers and PowerPoint capabilities. Both Jefferson and Shelby campuses received new Microsoft Surface Hubs to better facilitate classroom delivery 2021. Instructors on both Jefferson and Shelby campuses received laptop computer upgrades 2021. Due to COVID and the need to offer more programming online and distance education has prompted the program to start the process of installing/requesting new technology in the lecture classroom with the capabilities to record professional demos and classes to help improve online/blackboard lectures and presentations and to further offer community educational programming.

1. **Budget**

The budget for food lab supplies continues to remain consistent and meets/exceeds the teaching standards established by the program’s 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 can 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 initiatives for the implementation of curriculum based on enhancing online/recording delivery of content.
5. **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 currently has Three full-time faculty members, two Lab Assistants, a full-time restaurant Chef Instructor, a Purchasing/Catering/Instructor, and an Office Manager. 1 additional Office Managers are available to assist the 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 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, Ashley Macs, Vestavia Country Club, The 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.

1. Spire (Gas Company)

Spire has provided industrial equipment for the culinary labs and continues show interest of support in updating equipment as needed.

1. Other

The program normally 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. 2020-2021, these events were cancelled due to COVID, while this was not the fault of the program but due to city/government ordinances, both these events have taken place over the past 10-15 years and is anticipated to again resume when allowable.

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 implement change to reflect 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**

The 2019 National Restaurant Association Restaurant Industry Outlook showed a gradually improving economy helping restaurant-industry sales to continue to advance in 2019 and forward. However, with the COVID-19 Pandemic in Spring 2020, the restaurant and hospitality industry closed a great number of properties which drastically reduced employment opportunities. Yet, even as restaurant operators face continued margin pressures and lingering consumer uncertainty related to COVID-19, the Birmingham/Alabama area continues to grow and the need for culinary and hospitality professionals continue to be in demand. Jeff State continues to see a fair enrollment and graduation rate despite the pandemic.

As a result of COVID-19, moving forward, when the economy suffers the community colleges generally see their enrollment numbers increase. Jefferson State Community College Culinary & Hospitality Institute (JSCC-CHI) numbers have remained steady while other programs in local and national markets have declined. We believe this will allow the community college systems offering culinary programs a chance to capture these students. It is the goal and mission of JSCC-CHI to continue to focus on quality programming at a fair value to ensure we have a stake in this market.

1. **Facilities**

Facilities at the Shelby campus are State of the Art 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. 2019-2020- the program purchased installed stainless-steel siding in its kitchen labs, repairs/improvements to the commercial dish machine. 2021, recommended from our ACF accrediting body walk-in cooler floor needs to be replace, the program has initiated the steps to have this repaired/replaced, additionally the program is reviewing replacement of reach in coolers. 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 are well equipped, clean, and monitored for any needed repairs or improvements. These efforts will continue keeping the kitchens in the status of exceeding the ACFEC accrediting standards.

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. 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. 2021 a new Microsoft Surface Hub to better facilitate classroom/meeting delivery 2021 purchased and installed.

The Jefferson campus equipment is routinely maintained, 2021 a new Microsoft Surface Hub to better facilitate classroom delivery was purchased and installed.

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 July 2021 the program received “exemplary” Status and received full accreditation. The program will not be up for review until 2028.

**Health Department Permits:** The Institute is required to comply with specific regulations. All Health Department and city permits are current. 2020-2021; Both Bistro Provare and the main kitchens received 99, 97 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.

**2019-2020 Accomplishments:**

* Successfully recruited and started SkillsUSA culinary training, postponed due to COVID
* WOW community customer service class
* Successfully held High Academy 2019
* Successfully held Boy Scout Explorer program 2019
* 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 $80,000 in 2019. Events include Aldridge Gardens and Iron Chef competition.
* 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.

**2020-2021 Accomplishments:** (many community events, HS torus, scholarship fund raisers were canceled due to COVID-19)

* Hosted Cattleman Beef Cook-off
* Held JSCC-CHI Job Fair
* Successfully transition to online programming due to COVID-19
* Successfully held High School Academy 2021
* Hosted Family and Consumer Statewide culinary Competition-2021
* 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.

**Unit Goals for 2021-2022**

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| **2021-2022** |
| **Unit Goals** | **Objectives** | **Method of Assessment** | **Additional Funding Requests** |
| **Goal 1**: Request stainless steel floor to be installed on in walk-in cooler at Shelby Campus Culinary Kitchen Based on recommendations from the Health Department and the American Culinary Federation Education Foundation (ACFEF) Accrediting Body, and to uphold JSCC-CHI Quality Standards.  **Program Outcome #2:**Employers and graduates returning surveys will report 90% satisfaction with educational preparation. | 1. Request quote and submit for installation of stainless-steel floor to ensure (Shelby campus) JSCC-CHI kitchen labs are professional and exceeds ACF and health department standards (Request is made due to warping of the floor). 2. Requisition/submit proper work orders to insure (Shelby campus) following health department and ACFEF accrediting body requirements    | 1. Evaluate student’s surveys with 80% approval rating 2. Health department rating of 95% or better and compliance  3. ACFEF Accrediting Compliance   | 1. Submit work orders for the following improvements: 2. Funding for stainless steel floor approximately $4000.00 to $6000.00 |
| **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 industrial chocolate molds, sugar noodles, flex pan molds, bus tubs, pots, pans, tea/water pitchers and general utensils as needed to keep current and for wear and tear.  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 course2. Positive Health Department scores 3. Positive ACFEF accreditation compliance 4. Success will be measured by chef’s report of satisfaction5. 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, Molds, food carts upgrade as needed, and small wares in need of replacement @ est. cost of $1500.00   |
| **Goal 3:** Support professional membership and professional, professional appearance, certification and continuing educational opportunities for faculty and staff 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, CC and ServSafe certifications.  5. Provide funding for continuing educational opportunities for faculty and staff in supporting the mission of the college while promoting educational experiences that advance the program and college. Funding would be used to supplement IAP funding of instructors**.** 6. Purchase/update Chef Jackets to uphold the professionalism/appearance of chef instructors | 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, and continuing educational experiences @ estimated total cost of $10,180 to include: * ACF membership dues for CHI faculty/staff (property membership) @ $140 per faculty x7 faculty/staff = $980.00
* ACF apprentice annual report fee $250.00
* 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* Funding for continuing educational opportunitiesfor faculty and staff not met by IAP funding at $3000.00
* Purchase new chef Jackets at $4000.00
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| **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, and Culinary Competition. 2. Continue to offer community cooking outreach classes through JSCC Community Education 3. Work with area High Schools 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 $3000.002. $500 to cover cost of food supplies (fee will be recouped for teaching community classes) |
| **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-2020-2022; withholding the program has well qualified and dedicated student competitors and COVID allows competitions to take place  | 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 $52001. $200 Request made to purchase SkillsUSA required s and Student Chef shirts, etc., for competition.
2. $1000 to cover food supplies for practice sessions
3. $4000 to cover travel cost to National Competition- 2022
 |
| **Goal 5: Support technology to offer more online classes and recording demo for blackboard and community education****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.Seek professional guidance from JSCC Chief Information Officer, Outside bid from Diversified to update and equip culinary lecture classroom/ remote lab cart (Shelby campus) with technology to deliver online/Blackboard programming at level of quality to meet and exceeds that program and colleges standards | 1. Satisfaction with online/blackboard instruction/delivery will be evident with student survey of satisfaction of 80% or better. | Request funding:Bid from Diversified: $75,021.38 |
|  **Submission date: 9-3-2021** |   **Submitted by: Joseph Mitchell, Program Director**  |

**Unit Goals for 2022-2023**

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| **2022-2023** |
| **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, Support HS Advisory meetings2. Work with area High Schools 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.    | 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   |
| **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 3. The culinary and hospitality program will have an accreditation site visit scheduled for 2021     | Request is made to pay accreditation fee, membership dues, chef certification fees for program faculty, institutional memberships @ estimated total cost of $2,855 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

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| **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-2020-2021 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 $60001.$1000 to cover food supplies for practice sessions2.$4000 to cover travel cost to National Competition- 20213.$1000.00 Request made to purchase SkillsUSA required Blazers and Chef Jackets for competition |
|  **Submission date:** **Sept 3, 2021** |   **Submitted by: Joseph Mitchell, Program Director**  |