Program Review Final Report

for

Hotel and Restaurant Management

Submitted to

Dr. Amanda Lee, Vice President of Instruction

by

Program Review Committee Chair:
Pat Hogan, Dean of Vocational/Technical Education

Program Review Team:
Diane Withrow, Hotel and Restaurant Management Lead Instructor
John Ward, Department Chair Public Services
Kim Lawing, Vice President of Institutional Effectiveness
Amanda Lee, Vice President of Instruction
Matthew Thomas, Career and Job Placement Specialist
Kellee Stacks, Director of Medical Sonography
Regina McBarron, Department Chair Allied Health
Patsy Lackey, Administrative Assistant to the VP of Institutional Effectiveness

Signatures:

Lead Instructor: 

Department Chair: 

Instructional Dean: 

(Handwritten signatures)
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Tuesday, April 12, 2011, 1:00 p.m.

I. List of Team Members

Diane Withrow, Hotel and Restaurant Management Lead Instructor
John Ward, Department Chair Public Services
Pat Hogan, Dean Vocational and Technical Programs
Kim Lawing, Vice President of Institutional Effectiveness
Amanda Lee, Vice President of Instruction
Matthew Thomas, Career and Job Placement Specialist
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II. Analysis of Results:

A. Strengths

Program enrollment is strong and steady with good diversity in both gender and ethnicity distribution in the program.

FTE is consistent.

There are two full-time and 4 part-time faculty teaching in the program. They all meet SACS credential guidelines and participate in professional development activities to remain current in their field.

Program planning (SPOL) is excellent and is used as a model for other programs.

The program curriculum was revised in 2010 and is in accordance with the North Carolina Community College Standards.

The program offers the opportunity for an Associate in Science degree or an 18 hour certificate.

Program provides excellent public relations opportunities for the college by showcasing CFCC with program events (Bluewater Restaurant fundraising dinner to raise funds for students to attend their national restaurant convention.) and the lunches and dinners served as part of the curriculum in “Our Place,” the Hotel & Restaurant Management lab.
On the Graduating Student Opinion Survey, 80% of respondents indicated they were satisfied with the quality of the program. 13% indicated a neutral response and 7% multi-marked the question on the survey.

On the Currently Enrolled Student Survey, 90% of respondents indicated they are satisfied with the quality of instruction and the overall program.

B. Weaknesses

The graduation rate is low in comparison to enrollment numbers. This is attributed to the fact that employers do not require a degree for employment. Many students attend long enough to gain the skills they want and leave for employment.

The CFCC HRM program has the smallest restaurant lab in the state and has no lodging lab.

The hospitality industry is a very transient industry. Therefore it is very hard to keep an active Advisory Committee.

C. Opportunities

Contact new hospitality industry people in the area to cultivate them as possible Advisory Committee members.

Work with the Registrar’s office in obtaining a graduate readiness report to use when advising students to try and increase the graduation rate.

Commission on Accreditation for Hospitality Management (CAHM) is a voluntary accreditation for hospitality programs. HRM follows the guidelines for this accreditation even though it is not currently accredited by the program. If HRM were accredited by CAHM, it would garner much respect in the hospitality industry and students would increase employability status.

As new classroom buildings come on line, remind leaders that program growth is limited by the smaller classrooms now being used and to keep HRM in mind as space is being allocated so that the program can continue to grow.

Threats

The Hotel Restaurant Management program shares the kitchen and dining room labs with the Culinary program thus limiting the growth of the program because lab space time is limited.

The lab is aging. Cabinets are falling apart and a new counter top is needed.
All classes for the HRM program have been moved to the W-Building which has smaller classrooms. This has limited enrollment as these smaller classrooms have a limited capacity.

It is hard to find adjunct faculty who meet SACS guidelines because many people in the hospitality industry are not required to have degrees. This could create a lack of a faculty pool to select from if the current faculty should leave.

III. Committee Recommendations

The team recommended that the college:

Continue program without recommendations.

Notes:
- Explore ways to increase the graduation rate such as encouraging students to apply for a certificate when they have completed the required number of hours and work with the Registrar’s office to obtain a graduate readiness report to use when advising students.
- Submit proposal for obtaining CAHM accreditation for the program listing cost of initial process and the cost of keeping the accreditation current.
- Cultivate contacts for serving on the Advisory Committee and as possible adjunct faculty.
- Get prices for new cabinets and counter tops so that requests can be made to replace aging equipment.

Review again in five years.