

West Hills College Lemoore

Program Title: Hospitality Management Certificate of Achievement

Title of proposed program: Hospitality Management Certificate of Achievement

Contact Person: James Preston

Title: Vice President of Educational Services

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Email address: jamespreston@whccd.edu

Projected start date: Spring 2018

Type of change requested: Add new Major or Area of Emphasis

Projected annual completers: 25

Units for degree major or area of emphasis: 19 units

Total units for certificate: 19 units

Criteria A: Appropriateness to Mission

1. Program Goals and Objectives

The Hospitality Management certificate of achievement prepares students for the workforce through the acquisition of key entry-level skills and applications which promote success in a variety of hospitality environments. Students will receive knowledge and skills that are utilized within travel, lodging, event management, restaurant management, and recreation. The curriculum prepares students for a number of job titles including Hotel, Motel, or Resort Front Desk Agent/ Representative, PBX Operator, Concierge, Reservation Agent, Event and/or Banquet Attendant, Bellperson, Night Auditor, Sales Assistant, Spa Attendant, Receptionist, Retail Attendant, Valet, Room Attendant, Restaurant Host/ess, Restaurant Server, Rental Car Agent, Airline Representative, tour coordinator. Additionally, skills will be gained to do clerical work in a variety of settings such as courts, shipping and receiving, and hotel and resort management. Program level outcomes include the following:

- Demonstrate a basic understanding of operations in all main and sub-categories of the hospitality umbrella and the organizational charts within them.
- Understanding of strategic planning and marketing strategy development.
- Demonstrate a basic understanding of accounting procedures, cost control, inventory, and forecasting.
- Understanding of regulatory agencies, loss prevention, ethics, safety and sanitation, and laws specific to the hospitality industry.
- Demonstrate positive leadership characteristics and techniques.
- Demonstrate a working knowledge of Point-of-Sale (POS) and Property Management System (PMS) software.
- Exemplify an excellent knowledge of service-spirit and guest service philosophy, including *Guest Service Gold* (AHLEI.)

2. Catalog Description

The Hospitality Management Certificate guides students toward successful employment in the hospitality industry. The hospitality management certificate of achievement, developed in conjunction with local employers, provides students with a broad range of entry-level skills and applications which promote success in a variety of hospitality environments. With a solid foundation in lodging, event management, restaurant management, and recreation, the hospitality certificate holder brings knowledge and efficiency to the workplace. Completion of the certificate brings indispensable critical thinking, problem solving and service-spirited individuals. Students who complete the certificate will be ready for the workforce and the certificate provides a stepping stone to continue their education.

3. Program Requirements

Course Dept./Number	Course Title	Units
HRCM-1	Introduction to Hospitality	3
RM-11	Food & Beverage Service/ Sanitation & Safety	3
RM-12	Hospitality Cost Control	3
RM-10	Introduction to Food Services Operations	3
HM-10	Introduction to Hotel Management	3
HM-12	Hotel, Motel, & Restaurant Laws & Regulations	3
HRCM-15X	Occupational Work Experience Education	1
	Total Units	19 units

4. Background and Rationale

The hospitality management pathway is a statewide program designed with faculty involvement to prepare students for entry-level jobs and to inform industry of the rich capabilities that exist at every California Community College campus. This pathway utilizes existing academic programs and courses.

The pathway represents a set of skills in demand by industry throughout the state based upon interviews with placement agencies and cross-referenced with advisory groups and other Labor Market Information.

Advantages to industry are to have a known skill set detailed and communicated consistently across the state. The advantage to students, who need employment sooner rather than later, is a clear and definitive pathway that leads to an entry-level job.

Criteria B: Need for Program

5. Enrollment and Completer Projections

CB01: Course Department Number	CBO2: Course Title	Year 1		Year 2	
		Annual Sections	Annual Enrollment Total	Annual Sections	Annual Enrollment Total
HRCM 1	Introduction to Hospitality	2	50	2	50
RM 11	Food & Beverage Service/ Sanitation & Safety	1	25	1	25
RM 12	Hospitality Cost Control	1	25	1	25
RM 10	Introduction to Food Services Operations	1	25	1	25
HM 10	Introduction to Hotel Management	1	25	1	25
HM 12	Hotel, Motel, Restaurant Laws & Regulations	1	25	1	25
HRCM 15X	Occupational Work Experience Education	2	25	2	25

6. Place of Program in Curriculum/Similar Programs

The college currently has a Chef Apprentice Certificate of Achievement with a variety of local certificates. The new Hospitality Management certificate is a new certificate of achievement that has been developed within the Hospitality field to match changing industry needs. In addition to the Hospitality Management certificate, the college has developed local certificates of achievement in hotel management, restaurant management, beverage management, dining room management, and baking. The Hospitality Management certificate is modeled after hospitality management pathway that was established by the Sector Navigator. The Hospitality Management certificate has the support of the local CTE advisory committee and meets growing demand of a variety of hospitality jobs in the college's service area and across California.

7. Similar Programs at Other Colleges in Service Area

The Hospitality Management certificate is offered in various formats at numerous colleges throughout the state to meet the high demand in this field. Colleges in the Central/Motherlode region have been working the Deputy Sector Navigator to align programs. Although there are other similar programs in the region, the labor market data in the region and the ability to use the skills acquired in this certificate program outside of the region make it a needed and marketable certificate.

8. Labor Market Information and Analysis (CTE only)

Attachment Required: Labor Market Information & Analysis (CTE only)

The growth rates in this area reflect job growth rate for the area and reinforces the need for a program that prepares students for this occupation. Furthermore, students often travel outside the Central San Joaquin Valley to gain employment and have access to employment outside the region. Information listed below from the Centers of Excellence shows the projected occupational growth for the South Central Valley for a wide variety of occupations related to this certificate.

Exhibit 2 shows the employment outlook for each of the 14 culinary, dietetics and nutrition occupations in the South Central Valley. The data are sorted in descending order by projected annual openings.

Exhibit 2 – Projected Occupational Growth for the South Central Valley

SOC Code	Description	2016 Jobs	2021 Jobs	2016-2021 % Change	Annual Openings
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	5,152	5,761	12%	288
35-2014	Cooks, Restaurant	5,065	5,769	14%	287
35-2012	Cooks, Institution and Cafeteria	1,834	2,011	10%	88
11-9051	Food Service Managers	2,231	2,370	6%	77
51-3011	Bakers	1,410	1,470	4%	49
35-2015	Cooks, Short Order	1,177	1,211	3%	39
35-1011	Chefs and Head Cooks	764	850	11%	30
29-1031	Dietitians and Nutritionists	482	533	11%	14
13-1121	Meeting, Convention, and Event Planners	296	335	13%	12
35-2019	Cooks, All Other	208	219	5%	8
29-2051	Dietetic Technicians	240	263	10%	7
11-9081	Lodging Managers	175	164	-6%	5
11-9071	Gaming Managers	34	37	9%	-
35-2013	Cooks, Private Household	<10	<10	-	-
Total for All 14 Occupations		19,073	20,998	10%	906

*Growth refers to net change over the period, i.e. new job creation or job decline, and does not factor in replacement jobs.

**Annual openings represents the annual average number of new jobs plus replacement jobs projected for the five-year period.

9. Employer Survey (CTE only)

Attachment Required: Employer Survey (CTE only)

Faculty does not believe a survey is needed as labor market data indicates a demand for employees with these skill sets. Valuable input was gathered from industry partners in recent advisory committee meetings and in collaboration with industry partners in the Career Pathways Trust grant.

10. Explanation of Employer Relationship (CTE only)

This program is available to all interested students who are not already employed in that industry to obtain entry-level employment or for employees who wish to obtain a promotion in their current workplace. Through the advisory committee, faculty contacts with industry, and through the Work Experience instructor the college is developing relationships with multiple businesses within the area to develop relationships for internship and job placement.

11. List of Members of Advisory Committee (CTE only)

David Rengh-West Hills College Lemoore-CIS Instructor
Sean Reil-West Hills College Lemoore-Vocational Instructional Aide
Teresa Quilici-West Hills College Lemoore-Counselor
Miguel Reyes-Quesadilla Gorilla-Owner
Mikaela Reyes- Quesadilla Gorilla- Owner
Larry Orth-West Hills College Lemoore-AOJ Adjunct
Doug Snell-West Hills College Lemoore-AOJ Adjunct
Eric Anderson-West Hills College Lemoore-AOJ Adjunct
Kathy Defede-West Hills College Director of Heath Careers
Debbie Muro- LUHSD- Superintendent
James Preston-West Hills College Lemoore- Dean of Educational Services
Naomi Popoff-United Health Centers-Volunteer Program Manager
Santiago Rodriguez-Toshiko's-Floor Manager
Amy Babb-West hills College Lemoore-Hospitality Adjunct
Kathlene Brookshire-Kings County Human Service-ETW
Maribel Guzman- Kings County Human Service-ETW
Xuchitl Rodriguez- Kings County Human Service-ETW
Giselle Simon- West Hills College Lemoore Career Pathways Director
James Preston-West Hills College Lemoore- Vice President of Educational Services
April Betterson-West Hills College Lemoore-Academic Advisor
Jennifer Cadena-West Hills College Lemoore-Advisor
Maria Gonzales-West Hills College Lemoore-Counselor
Angela Barginear-West Hills College Lemoore- Career Tech
Brian Kron-West Hills College Lemoore-Business/CIS Instructor
Christian Raia-West Hills College Lemoore-Culinary/HRCM Instructor
Christopher Leach-Kern Medical Center-IT Manager
Diana Schartz-West Hills College Lemoore-Vocational Instructional Aide Business

12. Recommendation of Advisory Committee (CTE only)

During the CTE learning area advisory committee meeting in November 2016 the Hospitality Management certificate of achievement was discussed and met a positive response. This certificate will be beneficial to the students because it will give them credibility when applying for beginner position

employment and at the same time they will be able to continue with their studies to achieve higher level certificates and degrees.

Attachment Required: CTE Advisory Committee Approval Meeting Minutes (CTE only) Attached

Criteria C. Curriculum Standards

Narrative Items #13 - 14

13. Display of Proposed Sequence

The initial offering of the Hospitality Management certificate of achievement will be in an academy format with cohort classes that encourages co-enrollment in all of the courses in the program. The students will take classes on a two-day or three-day a week schedule with work experience built in during the final semester to provide an opportunity to put their newly acquired industry skills into action. If the students follow the recommended pathway they can complete the certificate in two semesters.

Course Dept./Number	Course Title	Units
HRCM 1	Introduction to Hospitality	3.0
HM 10	Introduction to Hotel Management	3.0
HM 12	Hotel, Motel, & Restaurant Laws & Regulations	3.0
RM 11	Food & Beverage Service/ Sanitation & Safety	3.0
RM10	Introduction to Food Services Operations	3.0
RM 12	Hospitality Cost Control	3.0
HRCM 15X	Occupational Work Experience Education	1.0
	Total Units	19.0

Course Sequence

HRCM 1: Introduction to Hospitality.....Fall & Spring Semester
 HM12: Hotel, Motel, & Restaurant Laws & Regulations.....Fall Semester 1st 9 weeks
 HM 10: Introduction to Hotel Management.....Fall Semester 2nd 9 weeks
 RM11: Food & Beverage Service/ Sanitation & Safety.....Spring Semester 1st 9 weeks
 RM12: Hospitality Cost Control.....Spring Semester 1st 9 weeks
 RM10: Introduction to Food Services Operations.....Spring Semester 2nd 9 weeks
 HRCM 15X: Occupational Work Experience Education.....Spring or Summer Semester

14. Transfer Applicability (if applicable)

N/A

Criteria D. Adequate Resources

Narrative Items #15 – 18

15. Library and Learning Resources Plan

No additional library and learning resources will be required beyond the college's current resources.

16. Facilities and Equipment Plan

West Hills College Lemoore has submitted plans for a walk-in refrigerator and a request for appropriate equipment and software as part of Strong Workforce funding to support the new certificate.

17. Financial Support Plan

No additional financial support resources will be required beyond the college's current resources.

18. Faculty Qualifications and Availability

No new faculty will be needed, and no additional costs will be incurred. All of the faculty that will teach in this program meet the State minimum qualifications and possess knowledge and experience in this program area. However, the growing offerings in the Hospitality and Culinary programs tied to this certificate will become a priority for new faculty hires in the next two years.

Criteria E. Compliance

Narrative Items #19 - 21

20. Based on Model Curriculum (if applicable)

The Hospitality Management Certificate of Achievement is based on the statewide template that was designed by the Chancellor's Office with input from Deputy Sector Navigators and faculty.

21. Licensing or Accreditation Standards

There are no licensing or accrediting standards that apply to this program. No additional student selection criteria is required, this program complies with California Code of Regulations, title 5 section 55201 and 58106.

22. Student Selection and Fees

There are no additional fees required beyond those identified in California Education Code section 76300.

West Hills College Lemoore CTE Advisory Committee Meeting
West Hills College Lemoore- Room 256
November 8th, 2016
11:00 a.m.-1:00 p.m.

1. Call to Order @ 11:10p.m.

2. Additions to the Agenda

There were no additions or changes to the agenda.

3. Members Present:

David Rengh-West Hills College Lemoore-CIS Instructor

Sean Reil-West Hills College Lemoore-Vocational Instructional Aide

Teresa Quilici-West Hills College Lemoore-Counselor

Miguel & Mikayla Reyes-Quesadilla Gorilla-Owners

Larry Orth-West Hills College Lemoore-AOJ Adjunct

Doug Snell-West Hills College Lemoore-AOJ Adjunct

Eric Anderson-West Hills College Lemoore-AOJ Adjunct

Kathy Defede-West Hills College Director of Heath Careers

Debbie Muro- LUHSD- Superintendent

James Preston-West Hills College Lemoore- Dean of Educational Services

Naomi Popoff-United Health Centers-Volunteer Program Manager

Santiago Rodriguez-Toshiko's-Floor Manager

Amy Babb-West Hills College Lemoore-Hospitality Adjunct

David Rengh-West Hills College Lemoore-CIS Instructor

Kathlene Brookshire-Kings County Human Service-ETW

Maribel Guzman- Kings County Human Service-ETW

Xuchitl Rodriguez- Kings County Human Service-ETW

Giselle Simon- West Hills College Lemoore Career Pathways Director

James Preston-West Hills College Lemoore- Vice President of Educational Services

April Betterson-West Hills College Lemoore-Academic Advisor

Jennifer Cadena-West Hills College Lemoore-Advisor
Maria Gonzales-West Hills College Lemoore-Counselor
Angela Barginear-West Hills College Lemoore- Career Tech
Brian Kron-West Hills College Lemoore-Business/CIS Instructor
Christian Raia-West Hills College Lemoore-Culinary/HRCM Instructor
Christopher Leach-Kern Medical Center-IT Manager
Diana Schartz-West Hills College Lemoore-Vocational Instructional Aide Business

4. Introduction of members

J. Preston had everyone introduce themselves and give job title and employer.

5. Approval of minutes from March 29th, 2016

Motion: **Approve** **Approve w/Corrections** **Move to** **Deny**

First: D. Rengh

Second: G. Simon

Vote: **Carried** **Denied** **Abstentions -** **No**

6. JP Updates

a. Campus Updates (Student Center, OER Initiative, Workplace Liaison Coordinator/CTE Center)

J. Preston announced that the Student center will have a soft opening during finals week and the Grand Opening will be at the beginning of the Spring 17 semester. J. Preston announced that West Hills College received a grant for OER, Open Educational Resources. Students will be able to receive a Z degree, zero cost degree. The district will be hiring a Workplace Liaison Coordinator to work with both college campuses and the communities they are in. There will also be a CTE center in the student center.

b. Accreditation Visit- March 6th-March 8th, 2017

J. Preston announced that the accreditation visit will be March 6th-8th. A self-study has been done and final revisions are being completed.

c. CTE Funding- VTEA (16-17), CTE Enhancement, [Strong Workforce](#)

J. Preston talked about the Strong Workforce web site. He also reported on some of the items CTE funding has purchased, new tablets and surface pro class sets, networking academy and professional development. The new CTE slogan is More & Better CTE. Mr. Preston would like to build programs that are connected to industries and create internships.

d. Process for Developing a CTE Certificate

J. Preston went over the process for developing a CTE certificate.

e. [CTE Academies @ West Hills College Lemoore](#) Update

J. Preston reported on how the CTE Academies have been doing. The program leads to a certificate of achievement is offered in an academy format with cohort classes that require co-enrollment in all the courses in the program. The results have been great with 25 students completing all of the requirements.

Lunch Provided by West Hills College Lemoore Culinary Program!

7. New Business/Action Items- presentation, input, discussion, consideration of approval

a. Corrections- Certificate of Achievement- Doug Snell

Doug Snell gave a presentation on Correctional Rehabilitation Certificate of Achievement. This certificate prepares students for the workforce through the acquisition of key entry-level and promotional skills required for success in a Correctional Rehabilitation setting. This program will give students an overview of corrections and help improve their chances to promote in the correctional field. It was suggested that a computer class be added to the list of required courses and ENG 51A be removed as a requirement in case someone tests higher in English.

Motion: **Approve** **Approve w/Corrections** **Move to** **Deny**

First: D. Muro

Second: L. Orth

Vote: **Carried** **Denied** **Abstentions -** **No**

b. Hospitality- Certificate of Achievement- Amy Babb

Amy Babb gave a presentation on Hospitality Management. This industry specific certificate is intended to prepare students to work in the unique environment of the hospitality industry. Students will receive knowledge and skills that are utilized within travel, lodging, event management, restaurant management, and recreation. A combination of hospitality courses and industry specific classes will prepare students for an entry-level position to an entry-level supervisory position. Upon completion of this certificate the student will have a working knowledge of Point of Sale (POS) and Property Management System (PMS) software. It was suggested to development partnerships with businesses that are in the industry for internships and potential job placements.

Motion: **Approve** **Approve w/Corrections** **Move to** **Deny**

First: D. Snell

Second: E. Anderson

Vote: **Carried** **Denied** **Abstentions -** **No**

c. Medical Assisting- Certificate(s) of Achievement- Kathy Defede

Kathy Defede gave a presentation on Medical Assisting Front office, Back office and Comprehensive Certificate. This industry specific certificate is intended to prepare students to take the state exam for Medical Assisting certification. This certificate provides transferable college credit for coursework. A combination of pre-requisite courses, core program courses and clinical placement experience will prepare students for a position to work in health care as front office, back office or front/back office Medical Assistant. In this program the students will learn how to do electronic charting. Extra points are awarded for medical certificates when applying to nursing program.

Motion: **Approve** **Approve w/Corrections** **Move to** **Deny**

First: L. Orth

Second: N. Popoff

Vote: **Carried** **Denied** **Abstentions -** **No**

8. Open Forum and Feedback

J. Preston explained that the courses for these certificates will move forward before the certificates. Christopher Leach would like to talk to Mr. Preston about creating a certificate for medical system technician. Bilingual people are in high demand in the medical field. Another suggestion was to have modules for training and offer boot camps on medical systems.

9. Agenda Items for Future Meetings and Upcoming Events

- a. **Strong Workforce Update**
- b. **Next CTE Advisory Committee Meeting- Late February (evening event)**
- c. **Save-the-Date- CTE Connect, Friday, March 17, 2017- 11:00 a.m.-3:00 p.m.**

10. Adjourn @ 12:59 p.m.

11. Minutes by: Sheryl Shortnacy