

2018-19 Hospitality and Tourism Management Annual Program Plan

I.A. Program Profile: Purpose

Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

Narrative

The Hospitality and Tourism Program is an instructional program that provides stackable credentials for students who are interested in entering the hotel, hospitality, food service and meeting and event industry. This program responds to the continued growth of the industry in San Mateo County including the San Francisco Airport and acts as a mechanism to establish a quality pipeline of talent for projected job openings over the next 2-4 years.

I.B. Program Planning Team

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

Narrative

Christine Roumbanis

Andrea Vizenor

Lisa Krone

II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities

Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

Narrative

The hospitality and tourism management academic program pathway has continued to be offered as an adult school bridge program and has had 10 students complete the Career Certificate: Guest Services - Entry-Level Professional.

One evening course continues to be offered on campus.

II.B. Analysis: Program Environment

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

Narrative

Due to the vacancy of the DSN/Director of the Retail, Hospitality and Tourism Program and only one adjunct faculty member the program has struggled with minimal support, advocacy and visibility.

II.C. Analysis: Student Learning Outcomes (SLOs and PSLOs)

- (1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.
- (2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

Narrative

SLO's were not assessed this academic year.

III.A. Reflection: Considering Key Findings

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

Narrative

At this time the only adjunct faculty member that supports this program is a professional from industry that works full-time at the SFO Marriott Hotel.

A full-time faculty member is needed to provide the growth and nurturing necessary to support this programs success.

III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:

- (1) What are the findings and/or conclusions drawn?
- (2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

Narrative

IV.A. Strategy for Program Enhancement: Continuation/Modification

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

Narrative

The strategy for advancing the Hospitality and Tourism Management academic program is the need for a full-time faculty member to lead the program development on campus.

IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests

Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

- (1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
- (2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals. Need help? Contact the PRIE Office for further instructions.

Narrative

Hire a full-time faculty member.

Prepare the memo for the MTC for the Associate Degree in Hospitality and Tourism Management and move through the curriculum approval process.

Expand offerings and strategically partner with the International Student Program, Adult School and High School Dual Enrollment partnership and local businesses to increase enrollment in the Hospitality and Tourism Management Pathway Program.