



AY 2009 – 2010
Program Review

Culinary Arts

Program Review

Colorado Culinary Academy

Mesa State College
(Western Colorado Community College)

Prepared by:

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A. Program History and Overview

The Colorado Culinary Academy offers the following paths of study:

- Technical Certificate in Culinary Arts
- Associate of Applied Science in Culinary Arts
- Articulation to the Bachelor of Applied Science Degree in Business Administration

The idea of creating a post-secondary culinary arts program in Grand Junction was conceived in the summer of 1990 between Dan Kirby and then Mesa County Valley School District 51 (SD51) Vocational Director Kerry Youngblood. As a marketing associate with Sysco Foods Company, Kirby was intimately aware of the ongoing need for trained employees in the local restaurant industry. Previous experience as a culinary educator had exposed Kirby to other communities where a tourism-based economy and a culinary school benefited one another. Youngblood was, at that time, engaged in the process of developing a secondary/post-secondary technology campus as a collaborative effort between SD51 and Mesa State College (MSC) that would become UTEC, and later Western Colorado Community College (WCCC). Youngblood was also aware of the demand for hospitality workers, and believed that a culinary arts program would be successful and a highly visible addition to the new campus.

Kirby was tasked with forming an industry Advisory Committee, determining program needs, hiring a staff, opening the restaurant, adopting curriculum, recruiting, and advising. During this time, plans for making the campus a stand-alone community college were being discussed. To avoid confusion over a possible future name change, it was decided that the culinary school should have its own brand, and under the name Colorado Culinary Academy (CCA) opened its doors to students in January of 1998 with seven full-time students enrolled.

Today the CCA has three full-time and five adjunct instructors serving approximately 75 full-time students. In our eleven years of service the program has lost only four (adjunct) instructors to other opportunities, all others have continued, passionate about culinary education and devoted to the students of MSC/WCCC. The program has benefited from this longevity with continuity in the delivery of education to students, which is reflected in program evaluations. The advisory committee continues to be active, meeting two to three times per year. Students are required to complete an internship as part of the A.A.S. degree, and it is an elective for Certificate students. Most internships are paying jobs. A large percentage choose to work in Mesa County businesses either during the school year, or on summer break, and have had a positive impact on the local restaurant economy. Because approximately 65% of culinary students are drawn to the program from outside of MSC's service area (50% Front Range, 15% out-of-state), some return to their homes to complete internships during the summer break. Members of our advisory committee and the local chapter of the Colorado Restaurant Association are supportive of our efforts to grow enrollment in the program. Demand for trained food industry workers continues to grow, and is quite competitive.

WCCC/CCA has had strong participation in the junior culinary competition team, which is sponsored by the culinary club and coached by faculty volunteers. The club has been successful in raising funds to sponsor the team through special dinners, bake sales, and the annual Colorado Mountain Winefest V.I.P. Experience, a collaborative effort between the culinary school and the Winefest that has been

successfully operated by WCCC/CCA for the past five years. Our best showing to date was as Colorado State Junior ACF champions in 2008 (silver medal) for which our team earned the right to represent Colorado at the ACF Western Regional Conference in Seattle (again winning silver medals).

In the spring of 2008 and 2009 faculty and students put together multi-course dinner events to raise funds for culinary scholarships. Beginning in 2010 we will join with members of the Colorado West Chapter of the Colorado Restaurant Association (CWCCRA), area ProStart high school programs, and area FHA programs to take the annual scholarship fundraiser out into the community. At this point we have met with the Downtown Development Authority and the Visitors and Convention Bureau and have their tentative approval to move forward with the project. The CWCCRA will be meeting monthly over the next year to bring this plan to fruition. It is hoped that substantial money can be raised to build an endowment through this proposed annual event.

B. Program goals and objectives, and their relationship to the role and mission of Mesa State College

Mesa State College's mission, established by the Colorado Legislature, is contained in Colorado Revised Statutes (C.R.S) 23-53-101: (as posted on the website and listed in the catalog)

"There is hereby established a College at Grand Junction, Colorado, to be known as Mesa State College, which shall be a general baccalaureate and specialized graduate institution with moderately selective admissions. Mesa State College shall offer liberal arts and sciences programs and a limited number of professional, technical, and graduate programs. Mesa State College shall also maintain a community college role and mission, including vocational and technical programs. Mesa State College shall receive resident credit for two-year course offerings in its commission-approved service area."

Program Goals:

- Provide students with the skills and knowledge to become productive employees in the hospitality industry.
- Work with business and industry stakeholders to continually enhance the quality and timeliness of technical content.

Program Objectives:

Although on-the-job training is common to hospitality industry businesses, it tends to be specific to the particular company, its product-service mix, and the job for which the training is taking place. The culinary arts program serves as an educational resource for students, offering them an opportunity to acquire a broad foundation of skills, exposing them to the techniques, policies, and best-practices of industry in the areas of: food and beverage preparation, dining room management, bartending, safety and sanitation, nutrition, supervision, cost controls, purchasing, menu planning and marketing, and to:

- Demonstrate an understanding and appreciation of the liberal arts including the humanities, social sciences, mathematical and natural sciences.
- Practice a commitment to student learning and achievement including, but not limited to, demonstrating hands-on skills, problem solving techniques, using multiple strategies, and the latest technology innovations.

- Demonstrate subject matter knowledge and pedagogy including, but not limited to, creating effective learning environments, and practicing teaching both as a science and providing contextual learning activities.
- Manage and monitor student learning, based upon best practices including, but not limited to, using a variety of teaching methodologies, involving support personnel and community members to maximize student success, and following ethical responsibilities of teaching.
- Organize teaching practices and learn from experiences including, but not limited to, using current research to improve practice, accept teaching as a lifelong learning process, and interacting with various education, personnel and professional associations.
- Participate in learning communities including, but not limited to, using the community to enhance programs, interact with parents and businesses, and participate in local, state, and national professional associations to maximize learning.
- Use technology and concepts to enhance learning and personal/professional productivity including, but not limited to, implementing curriculum that includes technology-enhanced methods and strategies.
- MSC/WCCC values teaching, learning, and student-faculty interaction. This program provides the students with expanded opportunities to participate in research and active hands-on learning as supplement to the classroom. MSC/WCCC is dedicated to assisting students in achieving their goals and dreams.

C. Program Need:

In their 2008-09 edition, the Department of Labor - Bureau of Labor Statistics reported that: "over the 2006-2016 period, employment in the service sector is expected to grow by 408 million jobs, or 16.7%, tied with professional and related occupations for the fastest rate of growth among the major occupational groups. Food preparation and serving occupations are expected to add the most jobs among the service occupations." In their "job outlook" report, the Bureau reported that: "employment of chefs, cooks, and food preparation workers is expected to grow by 11% between 2006-2016." This occupation will have among the largest numbers of new jobs arise, about 351,000 over the period.

Other considerations include:

- The staff and faculty receive constant anecdotal data to support the need for this program through regular contact with area businesses, supplier organizations, the local chapter of the Colorado Restaurant Association, and Advisory Committee.
- With the exception of the recent economic downturn, there has traditionally been a long list of job openings for students to choose from.
- Only a small percentage of internships have been non-paying, most notably the 2002 Winter Olympic Games where 20 of our students prepared food for athletes.
- Industry journals have predicted that up to 25% of food service jobs will go unfilled in the next decade.
- The short-term and long-term projections for continued development of the region indicate that there will be an increasing demand for the skill sets provided through this program.

i) Other Considerations:

Enrollment rates in the CCA steadily increased between 1998 and 2006. From 2007 to 2008 enrollments leveled off, and then started increasing again in the spring and fall of 2009, a trend that has been common among other culinary programs in Colorado. Due in large part to our residential campus, the CCA attracts a high percentage of traditional students, a group that is actively pursued by Colorado's two private culinary schools, Johnson and Wales University and the Art Institute of Colorado. Although there are three area high schools with ProStart programs, graduates seeking post-secondary culinary education tend to relocate, attracted by marketing efforts from private schools, scholarship offers, and/or simply the desire to move away from home. The CCA has been successful in recruiting students from outside of our immediate service area because of low in-state and WUE tuition rates, institutional reputation, and residential campus capabilities. Our efforts to recruit students have included:

- Participation in the Colorado ProStart annual conference every year since its inception in 2000, (average of two instructors and/or admissions representatives) as guest speakers, competition judges, and recruiters.
- Our annual West-Slope ProStart culinary competition, held every year since 2001, allowing regional schools to prepare for state conference (an effort that is now emulated at two Front Range locations).
- Participation in the Mesa State Admissions recruiting tours in Denver and Loveland, CO for the past three years by Dan Kirby.
- Annual direct faculty to student recruiting trips to Colorado vocational schools, ProStart schools, and college recruiting fairs at locations including: Denver, Colorado Springs, Longmont, Fort Collins, Broomfield, Olathe, and Durango.

D. Narrative Summaries of Resources

i) Unique characteristics of the program influencing the need for resources

The Culinary Arts Program includes multiple emphases that present a unique set of challenges and opportunities for students. Many of these areas have common needs for equipment, and each has a requirement for equipment unique to that area of study. Most of the equipment in these disciplines can be expensive yet necessary to offer the required training in each area. Due to the size, type and stability of most of this equipment, it cannot be easily moved to allow for other use of the space. As technology advances, our program needs to keep abreast of these advances to ensure that our students are keeping up as well.

In our Action Plan for Program Changes and Improvements 2009-2014, we outlined plans to begin researching the addition of an A.A.S. Degree in Baking and Pastry in the year 2010, which, if there is adequate demand, would call for the addition of a bakery lab to be built adjacent to the existing kitchen labs beginning as early as 2014. Equipment unique to the baking industry would be featured in this lab, and a full-time baking instructor would be added to the staffing pattern.

A cooking school by its nature requires an ongoing investment in perishable foodstuffs, non-food supplies and smallwares (hand tools). The culinary program has been able to offset much of these expenses through student lab fees, but smallwares cannot be purchased with these funds.

Students have the opportunity to become student chapter members of the American Culinary Federation. Through this organization they may also participate in junior ACF team competitions. Junior team practices create an additional need for kitchen lab space and time, as well as extracurricular faculty supervision. Team practices traditionally take place between 5:00 A.M. and 7:30 A.M. to avoid conflict with regularly scheduled lab classes. The funds necessary to afford food, supplies, registration, travel and accommodations is raised by the student organization, again with volunteer faculty supervision.

ii) Faculty and staff

The faculty in the Culinary Arts Department includes three full-time instructors and five adjunct instructors.

- Daniel Kirby, Assistant Technical Professor and Culinary Arts Program Coordinator, has many years experience in the restaurant industry including a 15 year period as a restaurant owner/operator, five years experience as a marketer of restaurant supplies, and a combined nineteen years experience as a secondary and post-secondary culinary arts educator. Kirby holds an A.A.S. Degree in Culinary Arts from Mesa State College, a Colorado State Board of Community Colleges and Occupational Education credential for Career and Technical Education, and is a Certified Culinary Educator. He currently teaches Hospitality Marketing, Supervision, and Purchasing, and supervises all student interns. He is a Board Member of the Colorado Restaurant Association.
- Wayne Smith, Assistant Technical Professor, has many years experience in the hospitality industry including a three year period in which he owned and operated his own restaurant. He has been a chef instructor at this institution for all of our 11 ½ years. He holds an A.A.S. Degree in Culinary Arts from Mesa State College, is a Certified Executive Chef, a Certified Culinary Educator, American Culinary Federation (ACF)/Colorado Chefs Association Competition Chair for 2009, and an ACF Certified Practical Examiner. He is currently teaching Advanced Line Cooking and Menu Planning, and has previously taught Introduction to Foods, Center of the Plate, Introduction to Baking and Computers in Foodservice. Smith is a member of the Mesa State Faculty Senate, and a past Board Member of the Colorado Restaurant Association.
- Jonathan St. Peter has been an adjunct and/or full-time chef instructor at this institution for a combined total of eight years. He holds an A.A.S. Degree in Culinary Arts from Colorado Mountain College, is a Certified Executive Chef, and an ACF Certified Practical Examiner. St. Peter currently teaches Food Safety and Sanitation, Introduction to Foods, Center of the Plate, and Introduction to Baking. He is the coach of our 2008 state champion ACF Junior culinary team, which also earned a silver medal at the Western Regional ACF Conference in Seattle, WA.
- Diana Tarasiewicz has been an adjunct instructor at this institution for over nine years. She has over 25 years experience in the culinary industry, including 13 years as owner/operator of the highly successful DMT Culinary Adventures Catering Co. of Grand Jct. She holds a degree in Fine Arts from the University of Michigan and currently teaches Introduction to Foods and Center of

- the Plate. In the past she has taught numerous continuing education courses through our community education program, and is a past adjunct instructor of Dining Room Management.
- Angela Arreola has many years experience in the restaurant industry including 19 years as the Service Director for the highly successful G. B. Gladstone's Restaurant of Grand Jct. She has been an adjunct instructor at this institution for the past four years, teaching two mods of Dining Room Management each semester. She holds a Bachelor of Science Degree in Biology from the University of Utah, and a Teaching Certification in secondary education.
 - Robert Clarke has been an Adjunct Instructor at this institution for all of our 11 ½ years. He holds a Bachelor of Arts from Seton Hall University and a Masters Degree in Biochemistry/Microbiology from SUNY in Buffalo, NY. Before coming to MSC, Clarke taught for a total of seven years at SUNY, SAMRA, and Exxel Colleges, and was a chef at the Ramada Inn of Grand Jct. He currently teaches our Nutrition and Cost Control courses, and has previously taught Hospitality Purchasing.
 - Tammi Kauffman has worked in the hospitality industry for the past five years as a Bartender, Server, and Assistant Deli Manager. She holds an A.A.S. Degree in Culinary Arts from Mesa State College and has been an adjunct instructor of Bartending at this institution for the past year.
 - George Kelly has worked in the hospitality industry for the past three years as a baker and caterer. He holds an A.A.S. Degree in Culinary Arts from Mesa State College, a Colorado State Vocational Teachers License, and is currently working on his Bachelors Degree In Business Administration. Kelly has been an adjunct instructor of Baking at this institution for the past year and has also taught the ServSafe Food course at Central High School.

iii) Physical facilities

The Colorado Culinary Academy, located at the Western Colorado Community College, currently comprises two kitchen laboratories, a dining room laboratory with connecting meeting room, an adjacent conference room, and a shared-use classroom which accommodates our bartending lab and several lecture classes.

The "first year" kitchen lab was designed to accommodate a 16-to-1 ratio of students to instructors and is used for: Introduction to Foods, Center of the Plate, and Introduction to Baking courses. These courses are currently taught in the following time periods: 8:00 A.M. until 11:55 A.M. (section 001), and 1:00 P.M. until 4:55 P.M. (section 002). Enrollment in these courses is offered during both the spring and fall semesters, and a 5:30 P.M. to 9:25 P.M. (section 003) was offered during the 2008-09 school year but was canceled due to low enrollment. The night (section 003) courses are expected to be utilized to accommodate future enrollment growth, and/or non-traditional demand. This lab also accommodates the ACF Junior competition team practices between the hours of 5:00 A.M. and 7:30 A.M. three to four mornings per week during the competition season. During the summer of 2009 the entire kitchen saw a new tile floor installed, and a pot-and-pan sink added in the first-year lab. Connected to this lab are a dry storage room, two walk-in cooler/freezer combination units, and two offices. One office is occupied by the program coordinator, the other serves as central office for six of the other seven faculty members. The location of these offices is convenient for students to locate faculty.

The second kitchen lab was designed to accommodate the production of food for Chez Lena Restaurant and all catering that is produced by the program. It includes a server's station with beverage equipment, a short order cooks line, a preparation kitchen, and a dish room. This kitchen lab is home to the Advanced Line Cooking course which meets Monday through Friday between 9:30 A.M. and 1:30 P.M., and the Dining Room Management course which meets Tuesday through Friday from 9:30 A.M. until 1:30 P.M. The chef instructor has a desk placed in the kitchen so that they can observe student activities at all times.

Chez Lena Restaurant and the attached multi-purpose room are designated as the lab for the Dining Room Management course. It is open to the public for lunch Tuesday through Friday from 11:30 A.M. until 1:00 P.M. In addition to the restaurant, this lab serves as a catering facility with seating up to 100 and a meeting room for campus-wide staff gatherings.

Room 136 is a traditional lecture classroom with a row of cabinets and sinks across the back of the room, which doubles as a lab for the Bartending course. We have traditionally left a row of student desks out of the back of this room, so that roll-away bars could be pulled out of an adjacent store room to teach bartending. With enrollment in our Sanitation course reaching 40 students in the fall of 2009, additional desks were moved into this room to accommodate the class, presenting logistical challenges for the Bartending course.

iv) Instructional equipment, including information technology and its use

In the "first-year" cooking lab, individual butane burners are utilized by students and instructors for cooking projects, augmenting the two gas ranges which are located under an exhaust hood. Although this practice allows students to spread out and work at individual stations, the butane stoves have small burners and pans can easily tip over, increasing the risk of injury. Additionally, when the class is deep frying or sautéing on the butane burners, the air in the lab becomes smoke filled.

The equipment package in the Chez Lena cooking lab has served our needs well. The equipment is now 12 years old however, and we are experiencing an increasing need for repairs. The procurement of new equipment should be a continuous process.

The Chez Lena dining room and attached multi-purpose room were originally designed to accommodate a variety of campus uses ranging from study hall to banquets. Furniture, fixtures, china and glassware have been purchased over the years as necessity demanded and with economy in mind. A designated storage space for stack-chairs, folding tables, coat racks, podlums, catering equipment, linens, table skirting, and seasonal decorations was not foreseen, and this creates many challenges.

I have observed that every program in Colorado which offers a bartending class has a designated lab to accommodate the unique equipment needs of this class. The CCA utilizes roll-away bars to teach the hands-on piece of this course, and they are of good quality, but the need for more equipment and a designated laboratory is evident.

The Dining Room Management course was able to purchase a replacement Point-Of-Sale (POS) system in 2008. Included in the system were two hand-held "pocket pc's" for order entry. Several of our classes utilize computer labs located in Building B, including: Cost Controls, Purchasing, and Nutrition. Classrooms in Building B are supplied with Power Point and internet access, and updating of equipment and software is ongoing.

Several pieces of equipment in our kitchens were donated to the program, the rest were purchased. The list of donated equipment includes: all three of the hoods and fan motors, the vertical cutter/mixer, a pot-and-pan sink, a gas range with griddle and a convection oven.

v) **Library, including DVD, video, etc.**

The library, located at the main campus, has staff supportive of the WCCC campus and work well with the program and the students. The library provides good reference and material to support core courses for the Culinary Arts Program. Although a computer laboratory dedicated to student use exists at the library, its location does not allow easy access to students while they are taking classes at the WCCC campus. The library has extended hours to accommodate all students for MSC.

vi) **Unique sources of revenue and expenditures**

- The expense of training and traveling for the ACF Junior team averages close to ten thousand dollars per year. This amount doubles when the team also participates in the Western Regional ACF Conference. The culinary club, with support from faculty, raises an average of seven to ten thousand dollars in September catering the VIP experience at the Colorado Mountain Winefest, and additional funds through smaller functions and events.
- The need for scholarship money far outstrips the sources of funds available. The culinary club together with faculty raised \$3800 in 2008 and \$2100 in 2009 by hosting "Equinosh, A Culinary Celebration of Spring", scholarship dinner.

E. **Effectiveness:**

i) **Accreditations by professional, regional, or national associations**

- Daniel Kirby is an American Hotel & Lodging Educational Institute Certified Hospitality Educator.
- Wayne Smith is an American Culinary Federation Certified Executive Chef, and Certified Culinary Educator.
- Jonathan St. Peter is an American Culinary Federation Certified Executive Chef.
- The American Culinary Federation has certified Wayne Smith and Jonathan St. Peter as Practical Examiners. In 2009 the CCA became a regional ACF Practical Exam site.
- The National Restaurant Association has certified Wayne Smith, Jonathan St. Peter, and George Kelly as Proctors for the Serve-Safe Food Exam.
- The National Restaurant Association has certified Tammi Kaufmann as a Proctor for the Serve-Safe Alcohol course.

ii) Changes since the most recent program review

In the fall of 2004 we introduced a revamped Dining Room Management course. The former CUAR 138 course had been offered as a 3 credit hour lecture/lab that was a full semester long. This meant that students were only available to do hands-on dining room service for two hours per week, requiring the school to hire dining room servers to do most of the serving at Chez Lena Restaurant during its five-day per week schedule. The new CUAR 138 course (course number was changed to CUAR 190 in the fall of 2007) is a 4 credit hour modular lab class, where students meet from 9:30 A.M. until 1:30 P.M. Tuesday through Friday (15 hours per week for 8 weeks). The restaurant schedule was reduced from five days per week to four to match student availability. These changes were positive in several ways, including: allowing the program to eliminate the labor cost of staffing the restaurant, giving students a more intensive hands-on experience as dining room servers, and allowing more interaction between students and customers.

In the fall of 2005 we added CUAR 233, Advanced Line Cooking to our curriculum. It too is a 4 credit hour modular lab course, and allows us to do all the food preparation for Chez Lena Restaurant with students, and as a mod class, students could now complete both CUAR 233 and CUAR 138 in one semester, learning both front and back of the house operations in one semester.

iii) Assessment of student academic achievements within the program, based on the program assessment plan

See Table 10 – Section v.

iv) Faculty success data

1. Teaching

The students have great respect for the faculty members in the Culinary Arts Program. An outstanding rapport exists between the students and faculty. The extensive field experience the faculty brings to the classroom has given the students an advantage in the classroom and in the obtainment of positions in the workplace upon graduation. The teaching skills demonstrated in the classroom show a firm, but fair teaching style going above and beyond what is required.

2. Advising

The faculty advises all program students. This includes many freshman orientation dates during school holidays, weekends and summer break. Faculty continue to advise Culinary Arts Degree graduates through the completion of a students Bachelors Degree upon request. If the student has a personal issue, the faculty will direct the student to the appropriate department on campus to ensure the student receives the advice and support necessary to successfully complete his/her education.

3. Scholarship

Daniel Kirby:

A.A.S. Degree in Culinary Arts, Mesa State College
Certified Culinary Educator, AH&LEI
Colorado Credential for Career and Technical Education
ACF Western Regional Conference, February 2, 2006
ACF Western Regional Conference, February 25, 2004
ACF Western Regional Conference, February 24, 2000
Foodservice Educators Network International Conference, January 29, 1999

Wayne Smith:

A.A.S. Degree in Culinary Arts, Mesa State College
ACF Certified Executive Chef through 2012
ACF Certified Culinary Educator through 2012
ACF mystery basket competition March 2009, Bronze Medal
ACF Western Regional Conference, April 2009
ACF Colorado Chefs Association Competition Chair 2009-10
ACF Certified Practical Examiner
Certified Master Chef Clinic, Culinary Institute of America, December 2007

Jonathan St. Peter:

A.A.S. Degree in Culinary Arts, Colorado Mountain College
ACF Certified Executive Chef through 2012
ACF Certified Practical Examiner
ACF mystery basket competition March 2009, Bronze Medal
*Asked to be a member of the 2010 ACF National student competition committee

4. Service

The faculty serves in the following activities and groups:

Culinary Arts Advisory Committee
School District 51 Consumer and Family Studies Advisory Committee
Mesa State Faculty Senate
Culinary Arts Student Body Association Culinary Club
ACF Colorado Chefs Association
Colorado Restaurant Association (CRA) Board of Directors
Colorado ProStart
Colorado West Chapter, CRA
Colorado DiscoverAbility
Colorado Mountain Winefest
W.C.C.C. Curriculum Committee
Mesa State College Degree Distinction Committee
Mesa State College Faculty Professional Development Committee

v) Student success data

Awards:

- 2009 – ACF Western Regional Junior Team Competition, Silver Medal
- 2008 – ACF Colorado Junior Team Competition Champions, Silver Medal
- 2007 – ACF Colorado Junior Team Competition, Bronze Medal
- 2006 – ACF Colorado Junior Team Competition, Certificate
- 2005 – ACF Colorado Junior Team Competition, Bronze Medal

Other accomplishments:

2002 Winter Olympic Games, Salt Lake City, UT. , 20 student interns under the direction of Program Coordinator Dan Kirby worked for the official foodservice supplier Compass Group LLC , preparing food for world athletes for five weeks in the Olympic Village and other venues.

F. Strengths identified by the review.

Appendix A

Program Statistics

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**Table 1 Undergraduate Enrollment by Major Code, Summer Terms 2004 - 2008
Mesa State College**

Level	Major Code	Program Name						
			2004	2005	2006	2007	2008	
Certificate								
	1351	Culinary Arts - C						
		New Majors	0	0	0	0	0	
		Continuing Majors	2	0	0	1	0	
	Sub-Total		2	0	0	1	0	
Associates								
	1350	Culinary Arts - AAS						
		New Majors	0	0	0	0	0	
		Continuing Majors	7	16	4	0	5	
	Sub-Total		7	16	4	0	5	
Undeclared								
	1352	Culinary Arts - Undeclared						
		New Majors	1	2	0	1	2	
		Continuing Majors	0	2	0	0	2	
	Sub-Total		1	4	0	1	4	
	All Culinary Arts							
		New Majors	1	2	0	1	2	
		Continuing Majors	9	18	4	1	7	
Grand Total			10	20	4	2	9	

**Table 1 Undergraduate Enrollment by Major Code, Fall Terms 2004 - 2008
Mesa State College**

Level	Major Code	Program Name						
			2004	2005	2006	2007	2008	
Certificate								
	1351	Culinary Arts - C						
		New Majors	14	8	8	3	7	
		Continuing Majors	3	8	7	6	4	
	Sub-Total		17	16	15	9	11	
Associates								
	1350	Culinary Arts - AAS						
		New Majors	38	18	7	26	10	
		Continuing Majors	34	36	22	20	21	
	Sub-Total		72	54	29	46	31	
Undeclared								
	1352	Culinary Arts - Undeclared						
		New Majors	1	4	29	4	16	
		Continuing Majors	1	3	5	7	5	
	Sub-Total		2	7	34	11	21	
All Culinary Arts								
		New Majors	53	30	44	33	33	
		Continuing Majors	38	47	34	33	30	
Grand Total			91	77	78	66	63	

**Table 1 Undergraduate Enrollment by Major Code, Spring Terms 2005 - 2009
Mesa State College**

Level	Major Code	Program Name						
			2005	2006	2007	2008	2009	
Certificate								
	1351	Culinary Arts - C						
		New Majors	7	6	3	1	6	
		Continuing Majors	12	8	9	6	6	
	Sub-Total		19	14	12	7	12	
Associates								
	1350	Culinary Arts - AAS						
		New Majors	10	9	10	7	15	
		Continuing Majors	50	37	21	34	19	
	Sub-Total		60	46	31	41	34	
Undeclared								
	1352	Culinary Arts - Undeclared						
		New Majors	1	10	3	8	1	
		Continuing Majors	2	5	16	6	12	
	Sub-Total		3	15	19	14	13	
	All Culinary Arts							
		New Majors	18	25	16	16	22	
		Continuing Majors	64	50	46	46	37	
Grand Total			82	75	62	62	59	

Table 2. Undergraduate Culinary Arts Majors, Summer Terms 2004-2008
Mesa State College

Level	Major Code	Program Name					
			2004	2005	2006	2007	2008
Freshman							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	0	2	0	0	1
	1352	Culinary Arts - Undeclared	1	2	0	1	3
	TOTAL		1	4	0	1	4
Sophomore							
	1351	Culinary Arts - C	2	0	0	1	0
	1350	Culinary Arts - AAS	7	14	4	0	4
	1352	Culinary Arts - Undeclared	0	2	0	0	1
	TOTAL		9	16	4	1	5
Junior							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	0	0	0	0	0
	1352	Culinary Arts - Undeclared	0	0	0	0	0
	TOTAL		0	0	0	0	0
Senior							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	0	0	0	0	0
	1352	Culinary Arts - Undeclared	0	0	0	0	0
	TOTAL		0	0	0	0	0
ALL CLASSES							
	1351	Culinary Arts - C	2	0	0	1	0
	1350	Culinary Arts - AAS	7	16	4	0	5
	1352	Culinary Arts - Undeclared	1	4	0	1	4
	TOTAL		10	20	4	2	9

Table 2. Undergraduate Culinary Arts Majors, Fall Terms 2004-2008
Mesa State College

Level	Major Code	Program Name					
			2004	2005	2006	2007	2008
Freshman							
	1351	Culinary Arts - C	11	9	9	5	5
	1350	Culinary Arts - AAS	34	14	4	18	7
	1352	Culinary Arts - Undeclared	1	5	24	5	16
	TOTAL		46	28	37	28	28
Sophomore							
	1351	Culinary Arts - C	6	6	4	4	6
	1350	Culinary Arts - AAS	17	25	6	28	24
	1352	Culinary Arts - Undeclared	0	0	4	6	5
	TOTAL		23	31	14	38	35
Junior							
	1351	Culinary Arts - C	0	1	2	0	0
	1350	Culinary Arts - AAS	16	8	16	0	0
	1352	Culinary Arts - Undeclared	0	0	5	0	0
	TOTAL		16	9	23	0	0
Senior							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	5	7	3	0	0
	1352	Culinary Arts - Undeclared	1	2	1	0	0
	TOTAL		6	9	4	0	0
ALL CLASSES							
	1351	Culinary Arts - C	17	16	15	9	11
	1350	Culinary Arts - AAS	72	54	29	46	31
	1352	Culinary Arts - Undeclared	2	7	34	11	21
	TOTAL		91	77	78	66	63

Table 2. Undergraduate Culinary Arts Majors, Spring Terms 2005-2009
Mesa State College

Level	Major Code	Program Name					
			2005	2006	2007	2008	2009
Freshman							
	1351	Culinary Arts - C	14	8	4	5	7
	1350	Culinary Arts - AAS	11	3	4	5	8
	1352	Culinary Arts - Undeclared	2	9	5	8	6
	TOTAL		27	20	13	18	21
Sophomore							
	1351	Culinary Arts - C	5	6	8	2	5
	1350	Culinary Arts - AAS	49	43	27	36	26
	1352	Culinary Arts - Undeclared	1	6	14	6	7
	TOTAL		55	55	49	44	38
Junior							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	0	0	0	0	0
	1352	Culinary Arts - Undeclared	0	0	0	0	0
	TOTAL		0	0	0	0	0
Senior							
	1351	Culinary Arts - C	0	0	0	0	0
	1350	Culinary Arts - AAS	0	0	0	0	0
	1352	Culinary Arts - Undeclared	0	0	0	0	0
	TOTAL		0	0	0	0	0
ALL CLASSES							
	1351	Culinary Arts - C	19	14	12	7	12
	1350	Culinary Arts - AAS	60	46	31	41	34
	1352	Culinary Arts - Undeclared	3	15	19	14	13
	TOTAL		82	75	62	62	59

Table 3. Culinary Arts Registrations and Credit Hours by Academic Year - AY 2005 - AY2009

	AY 2005		AY 2006		AY 2007		AY 2008		AY 2009		5 Year Change - Credit Hours	
	Registrations	Credit Hours	Registrations	Credit Hours	Registrations	Credit Hours	Registrations	Credit Hours	Registrations	Credit Hours	#	%
Lower - 100	938	1433	917	1396	819	1254	276	896	310	1003	-430	-30.01%
Lower - 200	103	415	130	486	108	391	166	568	130	451	36	8.67%
Total Undergraduate	1041	1848	1047	1882	927	1645	442	1464	440	1454	-394	-21.32%

**Table 4. Degrees Awarded by Major Code, Academic Years 2004 - 2008
Mesa State College**

Level	Major Code	Program Name					
			2004	2005	2006	2007	2008
Baccalaureate							
Cert	1351	Culinary Arts	1	1	1	3	3
AAS	1350	Culinary Arts	17	15	15	9	18
TOTAL			18	16	16	12	21

Table 5. ONE-YEAR RETENTION RATE FOR FIRST-TIME, FULL-TIME STUDENTS 2004 - 2008
Mesa State College

Level	Major Code	Program Name	Retained or Graduated Subsequent Fall #	Retained or Graduated Subsequent Fall %	Not Retained Subsequent Fall #	Not Retained Subsequent Fall %	Total #	Total %
	1351	Culinary Arts - C	13	44.8%	16	55.2%	29	100.0%
	1350	Culinary Arts - AAS	36	53.7%	31	46.3%	67	100.0%
	1352	Culinary Arts - Undeclared	12	48.0%	13	52.0%	25	100.0%
TOTAL			61	50.4%	60	49.6%	121	100.0%

Table 6. Headcount and Average Cumulative Credit Hours to Degree for Culinary Arts Majors Graduating AY 2004 - 2008

Type of Entry into MSC	Headcount	Average
Certificate		
Student Type		
Began at MSC	7 77.8%	64.1
Transferred in to MSC	2 22.2%	93.0
Total Subtotal	9 100.0%	70.5

Type of Entry into MSC	Headcount	Average
Associates		
Student Type		
Began at MSC	54 73.0%	86.9
Transferred in to MSC	20 27.0%	98.6
Total Subtotal	74 100.0%	90.1

Table 7

Program/Department	Full-time Faculty in Academic Year -				Four-Year Average
	2005	2006	2007	2008	
Culinary Arts					
Total Full-time HC					
Total FTEF	5.30	5.93	5.27	4.37	5.22
SCH:FTEF	274.72	250.79	249.87	263.82	259.80

Notes: 1) WCCC faculty workload based on 15 course credit hours per semester.

2) Developmental English and Mathematics included in totals for AY 2007 & 2008.

Table 8

term	Student Credit Hours	Headcount
Fall 2004 Total	941.00	539
Spring 2005 Total	879.00	498
Summer 2005 Total	22.00	5
Fall 2005 Total	956.00	547
Spring 2006 Total	904.00	495
Fall 2006 Total	977.00	563
Spring 2007 Total	668.00	364
Summer 2007 Total	24.00	5
Fall 2007 Total	743.00	227
Spring 2008 Total	697.00	210
Summer 2008 Total	16.00	4
Fall 2008 Total	714.00	208
Spring 2009 Total	724.00	228
Summer 2009 Total	2.00	1
Fall 2009 Total	1,019.00	310
Grand Total	9,286.00	4,204

Table 9

term	Iname	Crhr	Student Credit Hours	Headcount	FTEF	FTES	FTEF/FTES
	Clarke Total	7.00	163.00	47	0.5	10.9	23.3
	Kennedy Total	2.00	22.00	11	0.1	1.5	11.0
	Kirby Total	22.00	251.00	77	1.5	16.7	11.4
	Smith Total	12.00	184.00	184	0.8	12.3	15.3
	St Peter Total	15.00	137.00	84	1.0	9.1	9.1
	Tarasiewicz Total	8.00	64.00	16	0.5	4.3	8.0
	Webb Total	8.00	120.00	120	0.5	8.0	15.0
	Fall 2004 Total	74.00	941.00	539	4.9	62.7	12.7
	Clarke Total	6.00	129.00	43	0.4	8.6	21.5
	Kennedy Total	4.00	36.00	18	0.3	2.4	9.0
	Kirby Total	29.00	176.00	58	1.9	11.7	6.1
	Smith Total	15.00	243.00	209	1.0	16.2	16.2
	St Peter Total	12.00	137.00	48	0.8	9.1	11.4
	Tarasiewicz Total	8.00	48.00	12	0.5	3.2	6.0
	Webb Total	11.00	110.00	110	0.7	7.3	10.0
	Spring 2005 Total	85.00	879.00	498	5.7	58.6	10.3
	Arreola Total	8.00	64.00	16	0.5	4.3	8.0
	Clarke Total	11.00	163.00	45	0.7	10.9	14.8
	Kennedy Total	2.00	32.00	16	0.1	2.1	16.0
	Kirby Total	17.00	152.00	43	1.1	10.1	8.9
	Smith Total	11.00	81.00	22	0.7	5.4	7.4
	St Peter Total	17.00	272.00	213	1.1	18.1	16.0
	Webb Total	12.00	192.00	192	0.8	12.8	16.0
	Fall 2005 Total	78.00	956.00	547	5.2	63.7	12.3
	Arreola Total	8.00	48.00	12	0.5	3.2	6.0
	Clarke Total	6.00	108.00	36	0.4	7.2	18.0
	Kennedy Total	2.00	22.00	11	0.1	1.5	11.0
	Kirby Total	36.00	216.00	59	2.4	14.4	6.0
	Smith Total	19.00	93.00	26	1.3	6.2	4.9
	St Peter Total	17.00	241.00	175	1.1	16.1	14.2
	Webb Total	12.00	176.00	176	0.8	11.7	14.7
	Spring 2006 Total	100.00	904.00	495	6.7	60.3	9.0
	Arreola Total	8.00	52.00	13	0.5	3.5	6.5
	Clarke Total	5.00	125.00	52	0.3	8.3	25.0
	Kennedy Total	2.00	34.00	17	0.1	2.3	17.0
	Kirby Total	21.00	266.00	70	1.4	17.7	12.7
	Menard Total	4.00	64.00	64	0.3	4.3	16.0

term	Iname	Cntr	Student Credit Hours	Headcount	FTEF	FTES	FTEF/TEF
	Smith Total	15.00	184.00	182	1.0	12.3	12.3
	St Peter Total	14.00	124.00	37	0.9	8.3	8.9
	Webb Total	8.00	128.00	128	0.5	8.5	16.0
	Fall 2006 Total	77.00	977.00	563	5.1	65.1	12.7
	Arreola Total	8.00	48.00	12	0.5	3.2	6.0
	Clarke Total	6.00	84.00	28	0.4	5.6	14.0
	Kennedy Total	2.00	26.00	13	0.1	1.7	13.0
	Kirby Total	25.00	137.00	41	1.7	9.1	5.5
	Menard Total	4.00	16.00	16	0.3	1.1	4.0
	Smith Total	17.00	228.00	191	1.1	15.2	13.4
	St Peter Total	11.00	94.00	28	0.7	6.3	8.5
	Webb Total	8.00	35.00	35	0.5	2.3	4.4
	Spring 2007 Total	81.00	668.00	364	5.4	44.5	8.2
	Arreola Total	8.00	36.00	9	0.5	2.4	4.5
	Clarke Total	3.00	24.00	8	0.2	1.6	8.0
	Kennedy Total	2.00	34.00	17	0.1	2.3	17.0
	Kirby Total	21.00	170.00	55	1.4	11.3	8.1
	Menard Total	4.00	64.00	16	0.3	4.3	16.0
	Smith Total	14.00	228.00	71	0.9	15.2	16.3
	St Peter Total	11.00	65.00	19	0.7	4.3	5.9
	Tarasiewicz Total	1.00	2.00	2	0.1	0.1	2.0
	Webb Total	8.00	120.00	30	0.5	8.0	15.0
	Fall 2007 Total	72.00	743.00	227	4.8	49.5	10.3
	Arreola Total	8.00	64.00	16	0.5	4.3	8.0
	Kennedy Total	2.00	34.00	17	0.1	2.3	17.0
	Kirby Total	18.00	248.00	72	1.2	16.5	13.8
	Smith Total	12.00	141.00	48	0.8	9.4	11.8
	St Peter Total	11.00	118.00	34	0.7	7.9	10.7
	Webb Total	8.00	92.00	23	0.5	6.1	11.5
	Spring 2008 Total	59.00	697.00	210	3.9	46.5	11.8
	Arreola Total	8.00	52.00	13	0.5	3.5	6.5
	Clarke Total	3.00	18.00	6	0.2	1.2	6.0
	Kauffman Total	2.00	22.00	11	0.1	1.5	11.0
	Kelly Total	4.00	52.00	13	0.3	3.5	13.0
	Kirby Total	21.00	143.00	41	1.4	9.5	6.8
	Smith Total	11.00	79.00	22	0.7	5.3	7.2
	St Peter Total	14.00	244.00	76	0.9	16.3	17.4
	Tarasiewicz Total	8.00	104.00	26	0.5	6.9	13.0
	Fall 2008 Total	71.00	714.00	208	4.7	47.6	10.1

term	Iname	Crrhr	Student Credit Hours	Headcount	FTEF	FTES	FTES/FTEF
	Arreola Total	8.00	48.00	12	0.5	3.2	6.0
	Clarke Total	6.00	87.00	29	0.4	5.8	14.5
	Kauffman Total	4.00	52.00	26	0.3	3.5	13.0
	Kelly Total	6.00	52.00	16	0.4	3.5	8.7
	Kirby Total	18.00	150.00	46	1.2	10.0	8.3
	Smith Total	11.00	90.00	26	0.7	6.0	8.2
	St Peter Total	15.00	173.00	55	1.0	11.5	11.5
	Tarasiewicz Total	8.00	72.00	18	0.5	4.8	9.0
	Spring 2009 Total	76.00	724.00	228	5.1	48.3	9.5
	Arreola Total	8.00	52.00	13	0.5	3.5	6.5
	Clarke Total	3.00	57.00	19	0.2	3.8	19.0
	Kauffman Total	2.00	38.00	19	0.1	2.5	19.0
	Kelly Total	4.00	68.00	17	0.3	4.5	17.0
	Kirby Total	21.00	250.00	70	1.4	16.7	11.9
	Smith Total	11.00	114.00	34	0.7	7.6	10.4
	St Peter Total	14.00	280.00	90	0.9	18.7	20.0
	Staff Total	2.00	32.00	16	0.1	2.1	16.0
	Tarasiewicz Total	8.00	128.00	32	0.5	8.5	16.0
	Fall 2009 Total	73.00	1,019.00	310	4.9	67.9	14.0
	Grand Total	886.00	9,286.00	4,204	59.1	619.1	10.5

Table 10. COURSE COUNT BY COURSE LEVEL AY 2009

Level/Course Level	Summer Courses	Fall Courses	Spring Courses	Total Courses
Undergraduate				
Remedial - 000	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Lower - 100	0 0.0%	12 60.0%	15 65.2%	27 60.0%
Lower - 200	2 100.0%	8 40.0%	8 34.8%	18 40.0%
Upper - 300	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Upper - 400	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Subtotal Undergraduates	2 100.0%	20 100.0%	23 100.0%	45 100.0%
Graduate				
Graduate - 500	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Subtotal Graduates	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Total	2 100.0%	20 100.0%	23 100.0%	45 100.0%

Appendix B

Finance and Budget

Culinary Arts -- Cost Data

	Credit Hours	Total Variable	Var/CH	Total Fixed	Fixed/CH	Total	Total/CH
FY06	1,848	\$183,859	\$99	\$300,034	\$162	\$483,893	\$262
FY07	1,645	\$195,559	\$119	\$317,496	\$193	\$513,055	\$312
FY08	1,440	\$202,211	\$140	\$303,693	\$211	\$505,903	\$351
FY09	1,438	\$244,417	\$170	\$329,277	\$229	\$573,694	\$399

Appendix C

Library Assessment

iii) Library Assessment

**Library Program Assessment
John U. Tomlinson Library
Mesa State College**

Date of Assessment: September 3, 2009

Purpose of Assessment: Analysis of Library Resources

Program under review: Culinary Arts

Program Level/s: Associate of Applied Science and Certificate

Liaison Signature: Assessment done by Aimee Brown

1. Collection Assessment

For this assessment, several Library of Congress classification ranges were examined, including:

TX341-641 Nutrition. Foods and food supply

TX642-840 Cookery

TX851-885 Dining-room service

TX901-946.5 Hospitality industry. Hotels, clubs, restaurants, etc. Food service

The library has a total of 747 titles in these four subject areas combined. The numbers of titles for each area are below.

Titles	Section
278	TX341-641 Nutrition. Foods and food supply
276	TX642-840 Cookery
13	TX851-885 Dining-room service
158	TX901-946.5 Hospitality industry. Hotels, clubs, restaurants, etc. Food service

a. Reference Support

The reference collection has 65 titles that fall into the call number ranges listed above. These include specialized dictionaries, handbooks and encyclopedias. A few of the more recent titles added to the collection include: *The Food Encyclopedia: Over 8,000 Ingredients, Tools, Techniques, and People* (2006), *Culinary Biographies: A Dictionary of The World's Great Historic Chefs, Cookbook Authors and Collectors, Farmers, Gourmets, Home Economists, Nutritionists, Restaurateurs, Philosophers, Physicians, Scientists, Writers, and Others Who Influenced The Way We Eat Today* (2006); and *International Dictionary Of Hospitality Management* (2008).

b. Monographic Sources

Age Analysis of Culinary Arts materials.

Library of Congress Classification Area	Age Analysis of materials
TX341-641 Nutrition. Foods and food supply (278 total titles)	9% published 2005-2009 18% published 2000-2004 17% published 1990-1999 56% published before 1990
TX642-840 Cookery (276 total titles)	3% published 2005-2009 7% published 2000-2004 9% published 1990-1999 81% published before 1990
TX851-885 Dining-room service (13 total titles)	11 titles published 2005-2009 2 titles published before 1980
TX901-946.5 Hospitality industry. Hotels, clubs, restaurants, etc. Food service (158 total titles)	3% published 2005-2009 9% published 2000-2004 32% published 1990-1999 56% published before 1990

In addition to our collection, the Tomlinson Library is a member of the *Prospector* consortium. This provides a unified catalog of twenty-three academic, public and special libraries in Colorado and Wyoming. At the click of a link, members of the Mesa State community can take a search from the MSC online catalog into this unified catalog. *Prospector* allows user initiated loan requests. Using a statewide courier system, materials are delivered in three to five business days, on average.

Tomlinson Library also has a very active and efficient Interlibrary Loan department. This provides national and international access to monographic and periodical literature.

c. Periodicals

A subject search for "food and nutrition" in our Journal Finder yields a list of 30 periodicals that the library owns and/or has access to full-text online. These titles include *Delicious Living*, *Tufts University Health & Nutrition Letter*, and *Vegetarian Journal*.

d. Electronic Resources

LexisNexis Academic provides access to full-text articles, although usually not illustrations, in major US and international newspapers, periodicals, legal materials, and business information in all subjects. It includes full text articles on cooking, restaurants, and related topics. For example, a search for the keywords "New York Times Cooking" brought up 1,000 results,

some full-text articles and some abstracts. Some of the most recent articles from the *New York Times* include "Food Magazines Begin to Consider Cooks' Budgets" (March 2, 2009), "Enlisting Fish and Chips To Fight Climate Change" (February 22, 2009), and "For a Perfect Roast, Stick a Spoon in It" (March 18, 2009).

In addition, the online database *Oxford Reference Online* provides access to the following e-reference books online:

An A-Z of Food and Drink

Food and Fitness: A Dictionary of Diet and Exercise

A Dictionary of Food and Nutrition

2. Evaluation of the total collection

a. Strengths

- The portion of the book budget which is designated for the Western Colorado Community College allows the library to do substantial updating of the culinary arts portion of the collection this year
- The Culinary Arts faculties are very helpful in terms of recommending areas of the collection which need to be updated and work well with the library staff.

b. Weaknesses

- Only 15% of our holdings in this subject area were published in 2000 or later.
- Subscriptions to culinary magazines are limited.

3. Recommendations

- That the library staff seeks additional advice from the Culinary Arts faculty on updating our collection. This participation is a necessary component in the building of a collection that is both current and retrospective in its support of the curriculum.
- Subscribe to and provide online access to some culinary magazines and related databases.
- Continue to weed and update material on food service sanitation as these materials become out of date quickly.

Library Director: Elizabeth W. Brodak Date: 9/3/2009

Appendix D

Faculty Vitae

Robert D. Clarke
810 Samoan Dr.
Grand Junction, Colorado 81506
970-242-6067

EDUCATION

SUNY/Buffalo, Buffalo, NY
Master's Degree, Biology/Biochemistry

Seton Hall University, South Orange, NJ
Bachelor of Arts, Biology

WORK EXPERIENCE

Community Hospital, Grand Junction, CO 1997 – Current
Administrative Support, Biofeedback

Mesa State College, Grand Junction, CO 1998 - Current
Instructor, Culinary Arts

Private Practice, Los Angeles, CA 1981 – 1995
Acupuncturist

Specialty Labs, Inc., Santa Monica, CA 1981 – 1995
Laboratory Technician

UCLA School of Medicine, Los Angeles, CA 1979 – 1980
Staff Research Associate

USC School of Pharmacy, Los Angeles, CA 1978 – 1979
Research Associate

LA County Arboretum, Arcadia, CA 1977 – 1978
Research Associate

TEACHING EXPERIENCE

Mesa State College, Grand Junction, CO 1998 – Current
Instructor, Culinary Arts

ORGANIZATIONS

Culinary Arts Advisory Board, Grand Junction, CO 1998 - Current
Mesa State College

Mesa County Community Health Assessment 1998
Grand Junction, CO Civic Forum

Curriculum Vitae

Wayne Smith
Mesa State College, Bishop Campus
2508 Blichmann Ave.
Grand Junction, CO 81505
970.255.2633
wasmith@mesastate.edu

Professional Preparation

Associate of Applied Science, Culinary Arts, Mesa State College 2007

Professional Certifications

Certified Executive Chef, American Culinary Federation 2007

Certified Culinary Educator, American Culinary Federation 2007

Professional Credentials

State of Colorado

Professional Organizations

American Culinary Federation, Colorado Chapter Competition Chair 2009-2010

National Restaurant Association, Past President, Western Colorado Chapter

Appointment

Mesa State College, Grand Junction

Faculty, Assistant Technical Professor, Culinary Arts (1998-present)

- Inaugural department faculty member
- Developed block schedule curriculum for culinary lecture/lab courses
- WCCC Faculty Senate representative 2009-2012

Professional History

Grits Restaurant, Grand Junction

Executive Chef/Proprietor (1994-1997)

Sheraton Harbor Island, San Diego, CA

Sous Chef Apprentice (1991-1993)

Tamarron Resort, Durango, CO

Banquet Chef (1985-1990)

Mauna Lani Resort, Kawaihae, HI

Steward (1984-1985)

Awards

Gold Medal, Contemporary Hot Food-Fish, ACF sanctioned culinary salon, Denver, CO	2009
Bronze Medal, Two-man Market Basket, ACF sanctioned culinary salon, Denver, CO	2009
Silver Medal, Contemporary Hot Food-Lamb, ACF sanctioned culinary salon, Denver, CO	2008
1 st Place, Colorado Lamb and Wine Pairing Competition, Denver, CO	2007
Presidents Award, American Culinary Federation, Colorado Chefs	2006
Outstanding Educator of the Year	2002
3 rd Place, Knoebel Cup (team event), Governor's Symposium on Colorado Cuisine, Keystone, CO	2001
1 st Place, Colorado Wine and Food Pairing Competition, Denver, CO	2000
Premiere Chefs in America, American Dairy Association	1996

Publications

Barbecue and Beverage Magazine – The Inside Edge Department

“Grilled Beef”	BBQ Special 2002
“Grilling with Spirits”	Holiday/Winter 2002
“HACCP for Civilians”	Late Winter 2003
“Grilling for a Crowd”	June/July 2003
“New Adventures in Big Barbecue Tactics”	Oct/Nov 2003
“Put Another Pan on the Fire”	Early Spring 2004
“Spicy Symphony: Heat Up Your BBQ Without Cutting Flavor”	Summer 2004
“Eating with Your Eyes: A Chef's Hints for Food Presentation”	Fall 2004

Internet Blog – “Food and Wine Expert” www.visitgrandjunction.com

2009

JONATHAN A. ST.PETER

EDUCATION

1996-1999 Colorado Mountain Culinary Institute Keystone CO
Associates in Applied Science, ACF Certified Executive Chef

CMCI is a three year apprenticeship program fulfilling the required 6000 hours of working experience. It is designed around the Keystone Resort allowing students in six different kitchens for six month rotations.

- 16 years of practical restaurant experience in a variety of food service establishment with a strong background in fine dining
- Culinary competition experience as a junior, professional and student coach

PROFESSIONAL EXPERIENCE

August 2002-May 2009 Colorado Culinary Academy - Mesa State College
Position: Chef Instructor

- Preparation and delivery of lectures, demos and lab exercises for Sauces, Soups, Stocks, Garde manger, Hot food and Baking classes.
- Coach 2002- 2007 Mesa State Junior Culinary Team
- Team awards, 2 silver medals, 2 bronze medals, 2008 ACF Colorado junior competition champions

CCA is a two-year culinary department affiliated with Mesa State College

August 2005-2008 Community education classes were taught to interested members of the community over a variety of topics, 20 classes in all were offered

August 2005-2008 "Culinary Advantage" a partnership between Hilltop Services, the Department of Youth Corrections and WCCC offered 5 week culinary sessions for disadvantaged youth

May 2001-August 2001 Keystone Ranch – Keystone Resorts

Position: Chef Tournant

- Assisted Chef and Sous-Chef with all kitchen production. Maintained broiler and sauté stations. Supervised and instructed lower level cooks, students and employees.

The Keystone Ranch is a Four-diamond property seating 75 guest and featuring a six course prix fixe menu.

October 1999-July 2000 Instructional assistant Colorado Culinary Academy – Mesa State College

PROFESSIONAL MEMBERSHIPS

American Culinary Federation Member

LANGUAGES

Survival Spanish

EXTRACURRICULAR ACTIVITIES

Back Packing, Rock Climbing, Fishing, Bow hunting, Snow boarding, Do it yourself projects etc.

AWARDS RECEIVED

Medals: Two gold, three silver and two bronze ACF sanctioned competition.

Coach 2008 ACF Colorado student team of the year, Silver medal

Third place 2001 Governors symposium team hot food competition,

First place 2001 Governors symposium one pot cooking competition

Member: 1997-99 CMCI Junior culinary team member, captain during 1999 season.

ACF Certified Executive Chef

Appendix E

Employer Survey Results

**EMPLOYER SURVEY RESULTS
INTERNSHIPS – 2005-06**

Intern Objective Evaluation Scale: Old Form

- 1 = Excellent: Intern has mastered skills
- 2 = Good: Intern performs adequately
- 3 = Needs improvement

NAME	BUSINESS	Question number		
		2 & 11 Ave. score	4,5,7,9 & 10 Ave. score	1,3 & 6 Ave. score
Applegate, Katherine	Chik-Fil-A	1.5	2	1.3
Castellano, Naomi	Creations Catering	1	1	1.3
Cuthriell, Ruth	Red Lobster	1	1.2	1
Duggins, Aubrey	Outback Steakhouse	1	1	1
Engdahl, Matthew	Disney World	1.5	1.2	2
Farrington, Russell	Dolce Vita	1.5	1.2	1.3
Hamill, Kurt	Ale House	2	1.8	1.5
Keating, William	Denny's	1	1	1
Smith, Nicole	Café Biltmore	1	1	1
Reuss, Vinny	Ale House	2.2	1.8	2.5
Average Score		1.37	1.32	1.39

EMPLOYER SURVEY RESULTS
INTERNSHIP – 2005 – 06

Intern Objective Evaluation Scale: New Form

- 4 = Can teach the task to others
- 3 = Completes the task without supervision
- 2 = Completes the task with supervision
- 1 = Learning objectives incomplete

NAME	BUSINESS	2, 11 & 12 Ave. score	4,5,7,9 & 10 Ave. Score	1,3 & 6 Ave. Score
Arbaugh, William	Chile's	4	3.8	4
Burton, Daniel	Elk Mountain	3.5	3.4	2.5
Dann, Cynthia	Community Hospital	3	3.8	3.6
Dankievitch, Zach	Decadence	3.6	3.8	3.6
Ebrecht, Gandalf	Cabaret	3.3	3	2.8
Elliott, Jeff	Chez Lena	3	3	2.8
Hill, Nicholas	Nick-N-Willy's	3.6	3.4	3.6
Kauffman, Tammi	Rum Bay	3.3	4	3.6
Kirby, Kevin	Applebee's	4	3	3
Levine, Nicole	Natural Harvest	3.3	3	2.9
Livingston, Jamie	Xin Wei	3	2.6	2.3
Lockwood, Shauna	Elk Mountain	2.7	3.4	3.6
Maruca, Daniel	Junction Square	3	3.4	3.3
Myers, Jolene	Pancho's	4	2.8	3.1
Nedvecki, Meghan	the Commons	4	3.4	3.8
Nix, Gary	Chez Lena	3	2.2	2
Rath, Andy	Ale House	3.6	2.8	2.6
Salazar, Nick	Two Rivers Plaza	4	3.4	3.8
Witzeman, Rose	Decadence	2.3	2.6	2.1
Woods, Nathan	Chez Lena	3.3	3	3
Average Score		3.38	3.19	3.1

MESA STATE COLLEGE
CULINARY PROGRAM REVIEW REPORT

By:
Professor/Chef G. Michael Harris

November 9, 2009

TABLE OF CONTENTS

- I. Strengths Identified by Reviewer
 - A. Mesa State College connection
 - B. Availability of dormitories for students
 - C. Bachelor of Applied Science for students
 - D. Loyal students
 - E. Committed faculty and staff
 - F. Location
 - G. Local wine industry connections
 - H. Recreation and ecotourism niche
- II. Weaknesses Identified by reviewer
 - A. Branding
 - B. Facility design
 - C. Nomenclature
 - D. Curriculum
 - E. Faculty
 - F. Baking and pastry program
 - G. Statistical analysis and institutional research
 - H. Educational technology
 - I. Restaurant
- III. Opportunities Identified by Reviewer
 - A. Competing with proprietary programs
 - B. Wine industry connections
 - C. Mesa State College connection
 - D. Bachelor of Applied Science program
 - E. Recreation and ecotourism
- IV. Threats Identified by Reviewer
 - A. Identity
 - B. Marketing and recruitment
 - C. Faculty education
 - D. Bakery and pastry program
- V. Vision
 - A. Proposals for strengthening program
 - B. Program priorities requiring minimal financial resources
- VI. List of Attachments

STRENGTHS IDENTIFIED BY REVIEWER

Mesa State College connection

The connection with Mesa State College is a key opportunity to Colorado Culinary Academy. The beautiful campus, aggressive building program, faculty to student ratio, student-centered focus, upgrading of educational technology campus wide, availability of dormitories, athletics, and student activities, and the leadership of the president, governing board, administration, faculty, and staff are outstanding.

Availability of dormitories for students

The majority of proprietary and public culinary programs do not have dormitories. In fact, most are currently struggling with this problem. For the most part, your competition lacks the will and/or the financial resources to provide dormitories to potential students. Mesa State College has dormitories and student services in place and it should maximize this advantage.

Bachelor of Applied Science for students

The creation of a Bachelor of Applied Science degree with a specialization in Hospitality, Culinary, and Event Planning offers students an opportunity for personal and career growth that needs to be a key component of the marketing, recruitment, and retention strategy.

Loyalty of students, faculty, administration, and staff

During my brief visit to campus and throughout my interaction with fifty-two individuals, a clear and powerful message came through, "Commitment to learning and student success." I found this message genuine and consistent throughout my visit. This message and emotion needs to be part of all communications to people outside the Mesa State College community. Many educational institutions give lip service to this philosophy, but Mesa State College embodies it.

Committed faculty and staff

The Colorado Culinary Academy has faculty and staff that are committed to student learning and success as well as the growth of the program. A designee from Mesa State College needs to work in conjunction with the program director to direct and provide a well-defined conduit to utilize the faculty fully.

Location

Mesa State College has several advantages in terms of location. The beauty and availability of scenic and recreation activities is a great draw for potential students. Mesa State College will draw students from the region due to its central location. Mesa State College will conversely draw students from other regions because its location is away from their home.

Local wine industry connections

A major way to differentiate positively the Colorado Culinary Academy program is through highlighting wine, wine making, marketing, distribution, and service. You have the advantage of local and regional wine production. The program already has connections with the industry through to the wine festival and now is the time to maximize this opportunity with, first a comprehensive beverage management program and next, securing industry support for a wine

and beverage management center. One of the best examples is located at the Florida International University, Wayne Chapman, Southern Wine & Spirits Beverage Management Center.

Recreation and ecotourism niche

The unique location of Mesa State College affords the opportunity to create of either a new baccalaureate degree in the area of recreation and ecotourism or an additional Bachelor of Applied Science specialization in recreation and ecotourism that would tie into the environmental and sustainability issues.

WEAKNESSES IDENTIFIED BY REVIEWER

Branding

Is the program Western Colorado Community College or Mesa State College or Colorado Culinary Academy? The muddled message is a major weakness. When you see, Coke® or McDonalds® or Cordon Bleu® there is no confusion in the message. Clearly, the College must choose a brand and market it effectively to build the program's brand, to that end, you must develop a comprehensive marketing, and public relations plan. One caution after formulating the plan, remember to IMPLEMENT the plan. You have a brand name in place, though there is no consistency in exposure or message. The Colorado Culinary Academy brand needs to be the banner under which you will grow, but keep Mesa State College as part of the message in terms of continuing on to the Bachelor of Applied Science in Hospitality & Culinary Management. You must highlight the major benefits that Mesa State College brings to the table such as 4-year college life, dormitories, beautiful campus, student-centered learning. (Attachment I)

Facility design

The current facilities are average, at best. The major problem is that form does not follow function. The kitchen is primarily set up to service the dining room, which is WRONG. The function of the organization is teaching culinary and hospitality, therefore, the form of the kitchen must be teaching rather than running a restaurant. The program needs to either built a Culinary & Hospitality Learning Center or redesign the current facility. The design needs to center on your "menu," which is learning. The best design is to center on student culinary learning stations. Twelve one-person or six two-person stations would be ideal. A commercial culinary equipment battery at one end of the learning stations is the best configuration. (Attachment II)

Nomenclature

Use of the term "technical" must cease as it connotes entry-level worker. To promote the vision of a career professional and managerial future, you must replace the term "Arts" with "Management" as this opens the mind to consider life-long careers rather than dead-end jobs. Start using the phrase "Culinary and Hospitality" as this broadens the appeal and the reach of the program in terms of students and industry and creates a seamless pathway to the Bachelor of Applied Science in Hospitality and Culinary Management.

Curriculum

The inconsistency of the curriculum packaging is obvious. Adopt a consistent format template for all courses. Following Blooms Taxonomy would be helpful in this effort. Construct all courses in units to give the student a clearer message and allow educators the flexibility to present the course in various formats (i.e., 16 units once a week, eight units twice a week, or four units four times a week).

A critical necessity is a published vertical curriculum that details courses required to complete a program. Reviewer could not find a vertical curriculum for any program offered by Mesa State College, Western Colorado Community College, or Colorado Culinary Academy in the printed catalog or accessible through the respective websites. Examples of appropriate vertical curriculum documents for a certificate, Associate degree, and Baccalaureate degree are Attachment III.

When marketing your program, develop a well-designed document that sells the program in no more than 5-10 minutes. Avoid giving the students too many options and make the program straightforward and easy to follow.

One course that should be included in the curriculum is ServSafe Essentials with on-line exam. The *ServSafe Essentials, Fifth Edition* is ideal for one- or two-day classroom instruction and certification. It builds on an established track record of superior training and a heightened awareness of foodborne illness prevention with the latest scientific best practices and proven instructional techniques. Additionally, The Fundamentals of Responsible Alcohol Service textbook provides practical, yet comprehensive, knowledge that assists all front-of-the-house staff in learning what they need to know to serve alcohol responsibly.

Baking and pastry program

The lack of a baking and pastry program is a weakness because it is a missed opportunity. An overhaul of the baking area is required including curriculum, faculty, and facilities. The college should have a Baking Certificate because it is very popular with high school students and it is an excellent recruiting tool. An effective baking protocol would include Introduction to Culinary, Supervision, Sanitation and Safety, Techniques of Healthy Cooking and Baking (Attachment IV) from the Culinary Certificate Program and the following:

- 1 5-hour/16 unit Introduction to Baking
- 1 5-hour/16 unit Artisan Bread
- 1 5-hour/16 unit Advanced Baking and Pastry
- 1 5-hour/16 unit Chocolate, Confections, and Sugar Work
- 1 5-hour/16 unit Cake Decorating and Buffet

Total 36 credit hours: four advanced baking classes and two hands-on classes from the culinary curriculum. The best way to package, this is in two formats: 1. a stand-alone certificate or 2. an add-on certificate to the existing culinary program. As far as an instructor, a Certified Executive Pastry Chef with at least a baccalaureate degree with qualifications in nutrition, additionally make sure that the baking instructor has industry experience in a high-volume production bakery and 3-5 years teaching experience.

Educational technology

Instructors are currently not utilizing available technologies that are easy to use and are effective in the students learning process. Instructors should enhance classes with PowerPoint presentations, videos, and other electronic resources available through textbook publishers and other sources. ServSafe exams are available online, which simplifies access and grading. Instructors should work with the Information and Communication Technology department at Mesa State College to develop a needs assessment on software and hardware configurations to meet the needs of Hospitality and Culinary students and instructors. Once this assessment is completed, implement a training protocol to ensure full utilization of these educational technologies to enhance the learning environment. The Information and Communication Technology department, including the Helpdesk and media services, is severely underutilized. The director expressed a willingness and ability to support the Hospitality and Culinary department.

Restaurant

The phrase "The students will get experience." Is echoed in many culinary and hospitality programs throughout the country in justification for running a restaurant, but it can be a trap that can damage a program beyond repair. The purpose of a student-run restaurant is to educate – not to use students and staff as free labor or for feeding all students, staff, and/or community. In the "Cordon Bleu" method of teaching culinary, there are 500 specific techniques to learn and if you are focused on "getting out the meal," the learning becomes subordinate and often sub-standard. An example of educational institutions that effectively fit the foodservice program into the curriculum is Cordon Bleu where students in the last three-week segment of a 12-month curriculum run the restaurant. Problems arise when you force the curriculum into a restaurant format instead of achieving success by carefully creating the catering and restaurant activities into a curriculum centered on student learning. Attachment V is a successful Restaurant Management Experiential Learning Module from Bethune-Cookman University.

Faculty

The faculty dynamic suffers from "inbreeding." When all you bring to the table comes from the same pant, then you present a myopic menu of ideas and options. All faculty members need to take the American Hotel and Lodging Educational Institute Certified Hospitality Educator® (CHE®) Workshop to help in producing a consistent course package for all courses in the curriculum. There is a "we are dedicated and the students love us" mentality in the program, which is good. However, like chocolate, if not tempered with reality, it fails. When the frame of reference is a closed environment (i.e., full-time faculty are graduates from the program they are teaching), objective judgment and faculty performance review is skewed. All faculty needs to hold at least a baccalaureate degree in business, hospitality, education, vocational education, or a closely related field. The chairperson needs to hold a master degree or, at a minimum, be in process of attaining such. An easy fix is to put all faculty on a mandatory plan of completing a baccalaureate degree at Mesa State College provided at no cost. The deal is "mandatory, but free." Very carefully consider the selection of who teaches in the Bachelor of Applied Science program. Currently the thinking is going toward the only faculty member with a master's degree, but does he have the industry experience needed to best present the material? All chef instructors should hold ServSafe® certification and American Culinary Certifications (www.acfchefs.org) Certified Culinarian (CC®) Certified Executive Chef® (CEC®), Certified Executive Pastry Chef®

(CEPC®), Certified Chef de Cuisine® (CCC®), and/or American Hotel and Lodging Educational Institute Certified Hospitality Educator® (CHE®). All faculty needs to go through mandatory educational technicality training. (Attachment VI)

Statistical analysis and institutional research

Mesa State College has an effective statistical research department that is unused by the program. The one survey attached to the report from the culinary program had only one respondent, which renders the survey invalid and useless. I spoke with the Director of Institutional Research and she has developed a program for the Music program that has been very helpful to the department. Culinary and Hospitality need to work with the Institutional Research department to design a statistical package that should include a demographic profile of current and potential students. The Institutional Research department is currently working with data from the K-12 system and can glean useful information that will assist the Hospitality and Culinary department in recruitment, marketing and retention.

OPPORTUNITIES IDENTIFIED BY REVIEWER

Competing with proprietary programs

The proprietary programs are your main competition, but they all have an Achilles Heal, which is cost. The big players in the culinary education arena and their respective costs follow:

Culinary Institute of America (C.I.A.), 3 locations, cost of AAS degree \$70,000, cost of BS degree \$115,000;

Johnson & Wales University (J&W), 6 locations, cost of AAS degree \$65,000, cost of BS degree \$120,000;

International Cooking Schools (I.C.S.), 32 locations, cost of AAS degree \$65,000, cost of BS degree \$85,000;

Cordon Bleu of North America 18 locations, cost of AAS degree \$55,000, cost of BS degree \$90,000.

Another weakness of these programs is, in several cases, questionable educational integrity, for example, at Cordon Bleu, an affirmation of completion of a high school degree will suffice in place of a real diploma. The obvious opportunity is Colorado Culinary Academy can offer an equal product that is educationally superior at a price point 15%-30% below the competition. The challenge is to communicate that message to your customer base. The proprietary programs out publicize and market the public programs because they are not hampered by the typical systemic challenges that public programs are. In all your marketing pieces you must send the clear message of, "Superior Education at a Fraction of the Cost = VALUE!!!!!"

Wine industry connections

A major way to differentiate the Colorado Culinary Academy program is through highlighting wine, wine making, marketing, distribution, and service. You have the advantage of local and regional wine production. The program already has connections with the industry in connection to the wine festival. Now is the time to maximize this opportunity with first a comprehensive beverage management program (Attachment VII) and next securing industry support for a wine

& beverage management center (Attachment VIII). One of the best examples is located on the Florida International Universities, Wayne Chapman, Southern Wine & Spirits Beverage Management Center.

Mesa State College connection

The connection with Mesa State College is a key opportunity to Colorado Culinary Academy. The beautiful campus, aggressive building program, faculty to student ratio, student-centered focus, upgrading of educational technology campus wide, availability of dormitories, athletics, and student activities, and the leadership of the president, governing board, administration, faculty, and staff are outstanding.

Bachelor of Applied Science program

The creation of a Bachelor of Applied Science degree with a specialization in Hospitality, Culinary, and Event Planning offers students an opportunity for personal and career growth that needs be a key component of the marketing, recruitment, and retention strategy.

Recreation and ecotourism

The unique location of Mesa State College affords the opportunity of creation of either a new baccalaureate degree in the area of recreation and ecotourism or an additional Bachelor of Applied Science specialization in recreation and ecotourism tying either major to environmental and sustainability issues.

THREATS IDENTIFIED BY REVIEWER

Identity

Is the program Western Colorado Community College or Mesa State College or Colorado Culinary Academy? The muddled message and or lack one is a major weakness of the culinary program.

Marketing and recruitment

The lack of a clearly defined marketing strategy is a threat to the success and growth of the Colorado Culinary Academy. The College and Academy together must choose the brand and market it effectively to build the program's brand, to that end, you must develop a comprehensive marketing, and public relations plan. One caution after formulating the plan, remember to IMPLEMENT the plan. You have a brand name in place, though there is no consistency in exposure or message. The Colorado Culinary Academy brand needs to be the banner under which you will grow, but keep Mesa State College connection as part of the message in terms of continuing on to the Bachelor of Applied Science in Hospitality & Culinary Management. You must highlight the major benefits that Mesa State College brings to the table such as 4-year college life, dormitories, beautiful campus, student-centered learning.

Faculty education

The faculty dynamic suffers from "inbreeding." In addition, lack of degrees above the Associate level. When all you bring to the table comes from the same point of view educationally, then you present a myopic menu of ideas and options. All faculty needs to be at the baccalaureate degree

level with appropriate industry certifications as well as significant industry experience. At least 50% of the faculty needs to have a masters degree or above in business, education, hospitality & culinary this will assist in the growth and expansion of the Bachelor of Applied Science program.

Bakery and pastry program

All of the proprietary, and most of the public culinary programs, have either a Baking & Pastry certificate or degree program in place. An outline of a Baking & Pastry option for the Culinary Program follows:

- 1 5-hour/16 unit Introduction to Baking
- 1 5-hour/16 unit Artisan Bread
- 1 5-hour/16 unit Advanced Baking and Pastry
- 1 5-hour/16 unit Chocolate, Confections, and Sugar Work
- 1 5-hour/16 unit Cake Decorating and Buffet

Total 36 credit hours: four advanced baking classes and two hands-on classes from the culinary curriculum. The best way to package, this is in two formats: 1. a stand-alone certificate or 2. an add-on certificate to the existing culinary program.

VISION

Suggestions for Strengthening Program

Product

Clear comprehensive Culinary & Hospitality curriculum with effective marketing, recruitment, and retention planning and implementation.

Environment

Facility design: Two culinary learning kitchens and one baking and pastry learning kitchen, each set with a capacity of 12 students. Additionally, one commercial kitchen equipment battery, four classrooms set at 24-36 capacity and equipped with effective, well-designed educational technology, a small restaurant dining room with training as the focus rather than guest volume.

Cost

Package costs of program to include tuition, fees, texts, uniforms, and supplies. Increase total program package cost to \$15,000. Designate \$2,000 of program cost (fees) into program budget. Designate \$1,000 of program cost into marketing and recruitment for program.

Program priorities requiring additional resources

- Facility rebuild and/or design
- Marketing, recruitment, and retention
 - Layout design
 - Copywriting
 - Printing

- Travel
- Culinary demos
- Billboards
- Video production and broadcast
- 1-800-1MSCCCA, 800-MS-4CCA, or 800-WCCC-CCA
- Chef recruiter salary and benefits
- Personnel
 - Recruitment and selection of Professor/Chef for Baking and Pastry Program requiring CEPC, 7-10 years experience as a pastry chef, 3-5 years teaching experience, minimum of Baccalaureate Degree with Masters Degree preferred
 - Recruitment and selection of a hospitality professor to teach the bachelor of applied science program courses requiring a minimum of a masters degree in field, 5-7 years industry experience, 3-5 years teaching hospitality courses
 - C.H.E. certification for each instructor – approximately \$600 each
 - Educational technology – design, installation, training, and maintenance

Program priorities requiring minimal financial resources

- Associate of Applied Science curriculum rewrite
- Culinary certificate creation
- Create baking and pastry curriculum package and syllabi
- Create Bachelor of Applied Science curriculum package and syllabi
- Create nutritional cooking & baking curriculum package and syllabi
- Create Sommelier Certificate curriculum package and syllabi
- Create Bartending Certification curriculum package and syllabi
- Develop Marketing plan
- Develop Branding plan
- Develop Recruitment plan
- Develop Retention plan