



Docket Item:

Community College Approval: Southwestern Oregon Community College, Associate of Applied Science in Hospitality and Tourism Management, within 52.0901, Hospitality Administration/Management, General.

Summary:

Southwestern Oregon Community College proposes a new AAS degree in Hospitality and Tourism Management. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the degree as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:
RESOLVED, that the Higher Education Coordinating Commission approve the following degree: AAS in Hospitality and Tourism Management.



Southwestern Oregon Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a degree in Hospitality and Tourism Management.

Program Summary

The Associate of Applied Science (AAS) Hospitality and Tourism Management includes required general education, and existing Business Administration and Culinary Arts courses. Additionally, three new Hospitality and Tourism courses have been developed, as well as one additional Culinary Arts course.

The ninety-credit AAS degree will give students a competitive advantage in the leisure and tourism labor market (OLMIS, 2018). Students will receive a solid foundation in essential business skills such as human resources, accounting, business operations, law, marketing, sales, ethics, safety and sanitation, cost controls, and leadership. Food service and tourism industry-specific classes will round out the curriculum. Using specific electives students can choose to focus their studies with a selection of supportive courses. In addition to formal instruction, cooperative education internships are an integral part of the program and allow for on-the-job experiences related to the student's career objectives.

1. Describe the need for this program by providing clear evidence.

According to a recent report by Kale Donnelly, Oregon Employment Workforce Analyst; "the hospitality/tourism industry ranks as an emerging industry with the potential to move into the important growth category of the Southwestern Oregon's economy." (Identifying the Vitality of Southwestern Oregon's Industries. K. Donnelly, 12/2017)

2. Does the community college utilize systemic methods for meaningful and ongoing involvement of the appropriate constituencies?

The program has been developed through joint ventures and significant systemic working relationships with business. Current collaborative agencies are:

- Small Business Development Center / REEF
- Bay Area Chamber of Commerce Education Committee
- SWOCC Hospitality and Tourism Advisory Committee
- Oregon Sea Grant/ OSU Extension: Tourism and Business Development
- South Coast Development Council

3. Is the community college program aligned with appropriate education, workforce development, and economic development programs?

Program supports workforce and economic development initiatives as identified by the local economic and workforce development boards or agencies and business and industry associations.

4. Does the community college program lead to student achievement of academic and technical knowledge, skills, and related proficiencies?

The program is designed to give the student a competitive advantage in entering the

Hospitality Tourism industry.(Quality Info. org)

- During the design phase of the program, collaborating agencies were consulted and provided feedback.
- This program bridges the current Culinary and Business/Entrepreneurship programs. Students could potentially move into either program without loss of credits if they wished to refocus their academic goals.

5. ***Does the community college identify and have the resources to develop, implement, and sustain the program?***

No new resources are needed to implement this program. The college has existing courses and faculty to provide the majority of this program. This program leverages existing resources from the Culinary and Business programs. At most, one part-time content expert in tourism management will need to be sourced.

Assurances

Southwestern Oregon Community College has met or will meet the four institutional assurances required for program application.

1. ***Access.*** The college and program will affirmatively provide access, accommodations, flexibility, and additional/supplemental services for special populations and protected classes of students.
2. ***Continuous Improvement.*** The college has assessment, evaluation, feedback, and continuous improvement processes or systems in place. For the proposed program, there will be opportunities for input from and concerning the instructor(s), students, employers, and other partners/stakeholders. Program need and labor market information will be periodically re-evaluated and changes will be requested as needed.
3. ***Adverse impact and detrimental duplication.*** The college will follow all current laws, rules, and procedures and has made good faith efforts to avoid or resolve adverse *intersegmental* and *intra-segmental* impact and detrimental duplication problems with other relevant programs or institutions.
4. ***Program records maintenance and congruence.*** The college acknowledges that the records concerning the program title, curriculum, CIP code, credit hours, etc. maintained by the Office are the official records and it is the college's responsibility to keep their records aligned with those of the Office. The college will not make changes to the program without informing and/or receiving approval from the Office.