Docket Item:

Community College Approval: Chemeketa Community College, Certificate of Completion in Wine Hospitality Operations, within 52.0907 – Meeting and Event Planning.

Summary:

Chemeketa Community College proposes a new Certificate of Completion in Wine Hospitality Operations. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the certificate as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:
RESOLVED, that the Higher Education Coordinating Commission approve the following degree: Certificate of Completion in Wine Hospitality Operations.

Chemeketa Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a Certificate of Completion in Wine Hospitality Operations.

Program Summary

The Wine Hospitality Operations certificate is designed to prepare students for supervisory positions in winery tasting rooms. Tasting rooms have emerged as a critical sales channel for local wineries seeking to maximize revenues by creating loyal clientele. Candidates for this certificate may have relevant experience in viticulture, winemaking or food and beverage management and are seeking additional skills to fill the gap in their experience. This course of study was created by combining courses from both the Hospitality and Tourism Management department and the Wine Studies department.

Due to the diverse background of diverse candidates, the program will have two flexible components allowing students to tailor their credential to their skill gaps. First, a Cooperative Work Experience component of 6 credits will allow a student to select a worksite and to craft an internship specific to their learning objectives. Second, the remainder of the credential can be compiled from an extensive approved elective list that includes course from both programs. Students will learn about the history of wine, viticulture and wine making techniques, local and international varietals, wine selling and marketing strategies, food and beverage operations management, special event planning, crafting memorable guest experiences, and wine appreciation.

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

According to the Willamette Valley Wineries Association (willamettewines.com), there are 554 wineries in the Willamette Valley. These wineries are looking to increase the distribution of their wines through retail sales. By having trained employees who understand the wine business and hospitality operations management, it can provide a workforce for people to interact with potential customers coming to tasting rooms to sell wine and to increase wine club sales both of which have higher profit margins than wholesale distribution of wine.

This need is reinforced by members of the Hospitality and Tourism Management advisory committee. For instance, Jim Reynolds from Food Service America noted, "I believe you have truly hit a perfect match between 'need' and 'resource'. The wine industry continues to grow and the need to provide an educated workforce is evident. This certificate would serve a vital need within the industry and prepare the graduates well for a wide variety of positions."

Kristi Fitzgerald, an alumnus, noted, "Living in McMinnville, this is something I see as extremely timely and a perfect degree for this area. So many job openings, but never people with the right knowledge and experience to fill the roles. . . ."

Janet Schultz from Sprit Mountain Casino wrote, "Sitting in the middle of Oregon's beautiful wine country it seems a natural partnership for advancing wine knowledge as well as the other relevant applications in the hospitality industry!"

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

The college uses a range of sources to establish outgoing partnerships with its community constituencies. Some of these partnerships include: Northwest Commission on Colleges and Universities, the State Board of Education, Community College Workforce Development, employment advisory boards and student placement connections, professional organizations, and licensing boards for appropriate occupations.

The Wine Hospitality Operations curriculum and program were approved in February 2018 by the Chemeketa Community College's Curriculum Committee and then approved by Chemeketa Community College's Board of Education in May 2018.
Chemeketa Community College has partnerships with local high schools to offer courses in their schools for college credit. These courses will prepare students for entry into the program soon after graduating. Other required and general education courses will be valuable in preparation for entrance into the program and the workforce.
Another valuable partnership with workforce and economic development partners assists building a skilled and trained workforce ready to enter their fields immediately upon completion of programs. The Wine Hospitality Operations Certificate of Completion has formed an advisory committee composed of professionals across the mid-Willamette Valley:

- Michael Chamberlain-Torres, Gecko Hospitality
- Christine Collier, Willamette Valley Vineyards
- Carrie Kalscheuer, A to Z Wineworks
- Gerry Rasch, Bjornson Vineyard
- Adrienne Stillman, Wine Direct
- Eugenia Williams, Jackson Family Wines

3. ***Is the community college program aligned with appropriate education, workforce development, and economic development programs?***
The courses that make up this program include:
    - WHO280F—Cooperative Work Experience—Offers placement in a business, agency, and/or industry for on-the-job training related to the student's curriculum.
    - Wine Hospitality Operations Electives (30 credits)—students will take a variety of courses to fill out the rest of their certificate:
        - HTM105 Restaurant Operations
        - HTM107 Hospitality Cost Control
        - HTM125 Special Events Planning
        - HTM131 Customer Services
        - HTM138 Foods & Beverages: Gastronomy
        - HTM224 Catering & Banquets
        - VMW101 General Viticulture
        - VMW122 Intro to Winemaking
        - VMW131 Wine Appreciation
        - VMW132 Wines of the World
        - VMW134 Wines of the Pacific NW
        - VMW170 Intro to Wine Making
        - VMW232 Sensory Evaluation of Wine Varietals
        - VMW233 Sensory Evaluation of Wine Components

These courses were based on the discussion on employers' needs at both the Hospitality and Tourism Management and Wine Studies Advisory Committees. A vote was made by both advisory committees: Wine Studies (July 27, 2017) and Hospitality and Tourism Management (October 9, 2017).
Chemeketa's Wine Hospitality Operations program will lead to a Certificate of Completion with employable skills at the end of the program. With an annual wage of over $x per year, it will allow these students to enter the workforce in a family wage career.

4. ***Does the community college program lead to student achievement of academic and technical knowledge, skills, and related proficiencies?***
The design of the program is a 36 credit hour approved independent Certificate of Completion.

The primary audience for this certificate are students who are completing a Wine Studies or Hospitality Tourism Management degree and are wanting to take courses in the second area to be qualified to work in tasting rooms. The learner outcomes for each course provide a range of skills to allow graduates to pursue employment in this industry:

- WHO280F: Cooperative Work Experience
    - Write, implement, complete, and evaluate a resume.
    - Select and apply job skills from the course to a work experience.
    - Apply professional work habits on job site.
- HTM105: Restaurant Operations
    - Discuss the characteristics and infrastructure of the food and beverage industry.
    - Explain the relationship of the food and beverage industry, support industries and regulatory agencies.
    - Identify and assess customer concerns and expectations in the food and beverage industry.
    - Discuss current managerial problems, concerns and philosophies as well as role expectations in the food and beverage industry.
    - Review managerial skills required to make staffing decisions while following industry standards.
    - Understand the factors to consider when determining purchasing procedures to maintain effective operations.
    - Examine and review ethical and legal responsibilities as they relate to guests, employees and conduct within a food and/or beverage establishment to maintain high industry standards.
- HTM107: Hospitality Cost Control
    - Describe the management processes in the hospitality industry under which profitability and return on investment are maximized.
    - Discuss the need for business reporting standards and the use of Generally Accepted Accounting Principles (GAAP) standards.
    - Evaluate effective cost control systems and identify critical process components such as purchasing, receiving, and inventory management.
    - Conduct yield cost analysis using principles and factors for cost control.
    - Describe recipe costing procedures and cost ratios for a food service operation.
    - Use predictive analysis to forecast revenue.
- HTM125: Special Events Planning
    - Define and discuss the components needed for developing a successful special event or wedding proposal.
    - Use industry terminology and definitions related to special event planning.
    - Describe current industry trends and technology.
    - Formulate a market plan for a special event.
    - Develop a portfolio that organizes and manages a wedding or special event.
    - Explain career options within the wedding and special event management industry.

- HTM131: Customer Service
    - Describe the features of tangible and intangible service, including both internal and external customer expectations.
    - Use personal service skills to communicate a positive service attitude, including effective communication style and problem-solving methods.
    - Apply guest service skills to work cooperatively in a team environment to reach a common goal.
    - Explain the unique role of measurement and tracking in service design and delivery.
    - Explain the importance of applying leadership, management skills, and human interrelations in the hospitality and tourism industry.
    - Apply management theory to planning, decision-making and leadership.
    - Explain that the service-profit link and the balanced scorecard in a hospitality context.
- HTM138: Foods and Beverages: Gastronomy
    - Identify current trends in gastronomy and their historical roots.
    - Discuss seasonality as it relates to menu planning.
    - Discuss basic cooking techniques.
    - Relate the significance of celebrity chefs and food writers to modern American cuisine.
    - Define nutritional concerns as they apply to the modern gastronomy.
    - Define what constitutes the total dining experience.
    - Demonstrate the principles of food and wine pairing.
- HTM224: Catering and Banquets
    - Discuss components of a successful catering on-premise operation.
    - Define and use terminology and definitions within the catering industry.
    - Discuss current industry trends and technology.
    - Formulate a plan to market catering and banquet services and locate customers.
    - Explain the role on-premise catering plays in a facility and its relationship with other departments.
    - Discuss appropriate safety and sanitation procedures for diverse catering settings.
    - Discuss standard operating procedures related to food and beverage production and guest service to ensure quality in catering events.
    - Understand career options and qualifications in the catering industry.
- VMW101: General Viticulture
    - Relate the importance of grapes and wine to world history.
    - Compare and contrast world grape growing regions and their latitude, climate and soils.
    - Identify and define vine anatomy and physiology, cultivation practices and vine diseases.
    - Explain the relationship between grape quality and wine quality.
    - Describe the relationship between soil and climate to grape quality.

    - Identify and define the relationship of botany to vine classification, fruiting and rootstock cultivars.
- VMW122: Introduction to Winemaking
    - Discuss the history of wine, wine varieties, and world wine regions.
    - Explain wine grape processing and fermentation practices.
    - Identify processing practices used for different wine styles.
    - Apply sensory science to the evaluation of wines.
    - Relate wine consumption to general health issues.
- WMW131: Wine Appreciation
    - Use the senses to experience wine.
    - Describe the sensory experience using common terminology.
    - Distinguish wine types.
    - Distinguish between wine characteristics and qualities.
    - Describe how grape quality and winery practices influence wine quality.
    - Identify food and wine combinations to maximize the sensory experience.
- VMW132: Wines of the World
    - Identify the major wine producing regions of the world, their unique geography and principle grape varieties.
    - Describe the influence of wines on literature, history, the economy and religion.
    - Discuss the relationship between grape quality and wine variety.
    - Identify how wine fermentation relates to different types and styles of wine.
- VMW134: Wines of the Pacific Northwest
    - Describe general history of winemaking and viticulture practices of the U.S. Pacific Northwest.
    - Identify and locate growing regions and/or federally recognized appellations in each state.
    - Identify, compare, and contrast, through sensory evaluation, the general characteristics of wine grape varietals grown and vinified in each viticultural region of the U.S. Pacific Northwest.
    - Differentiate basic climatic conditions in these various viticultural regions and how these conditions define which grape varietals are grown and vinified in these regions.
    - Explain how certain viticultural techniques can affect grapevine's physiology and subsequent wine quality.
- VMW232: Sensory Evaluation of Wine Varietals
    - Describe accepted physical environmental conditions for sensory tests.
    - Administer sensory tests.
    - Use sensory characteristics, styles and processes to evaluate wine varietals
    - Identify the sensory differences among wine varietals, basic characteristics and winemaking styles.
    - Assess and describe rudimentary wine defects.
- VMW233: Sensory Evaluation of Wine Components
    - Use evaluation methods to identify the basic flavor components of wine.

    - Estimate the amount of each component in the context of a neutral wine.
    - Analyze and describe the interactions of components with each other.
    - Explain how these components can be used to maximize the quality of a finished wine.
    - Evaluate wine characteristics.
- These courses lead to the outcomes for this program that students ought to be able to accomplish:
- Demonstrate important skills for successful wine selling and marketing.
- Discuss the modern wine industry's emergence from its historical antecedents.
- Identify food and wine combinations to maximize the sensory experience.
- Explain the management processes in the hospitality industry under which profitability and return on investment are maximized.
- Learning will be ensured through the assessment of these program outcomes with the following methods:
- Portfolio of student work containing:
    - Skill gap analysis of students deficiencies in wine selling and marketing.
    - Research project discussing a wine varietal where it came from originally to where it is now containing its sensory and varietal components along with how it is viable in the Willamette Valley.
    - Design a wine club event including both wine and food pairings to encourage membership and case sales.
- Instruction methods within the program include online (Hospitality and Tourism Management) and lecture (Wine Studies). The lecture portion of the curriculum will be on site at the college with hands-on learning activities and assessment.
- The college has a unit planning process that includes a program assessment on an annual basis. Student, faculty, advisory committee, and administrative collaboration is incorporated to ensure students are prepared with appropriate skills to enter the workforce and meet the requirements of wine hospitality operations.
- The program specifically prepares a student to be prepared through internship opportunities through a specific Cooperative Work Experience.

5. ***Does the community college identify and have the resources to develop, implement, and sustain the program?***
    - The Northwest Commission on Colleges and Universities (NWCCU) accredits Chemeketa Community College.
    - The program should be self-supporting over the next three years projected revenues and expenses due to the majority of the courses being embedded into two different programs. Revenues from sales of wine from the viticulture program to pay for the tasting room, student internships for working in the tasting room, and scholarship monies.
    - Year 1: Revenue: $51,000, Expenditures $48,000; Institutional Financial Support $0
    - Year 2: Revenue: $64,000, Expenditures $59,000; Institutional Financial Support $0
    - Year 3: Revenue: $67,000, Expenditures $62,000; Institutional Financial Support $0
    - Chemeketa Community College has begun programs over the last fifty plus years and has had the institutional support in hiring qualified and trained faculty to teach in all

CTE programs.

- The Wine Hospitality Operations program and courses have been developed and approved by the employer-based advisory committee, as well as approved (pending) by the college's Curriculum Committee, and Chemeketa Community College's Board of Education (pending).
- Faculty will regularly participate in professional development activities to stay current and up-to-date with industry changes and requirements, which will translate into the classroom learning environment.
- This program will reside at the Yamhill Valley campus.
- The college has strong relationships with industry partners/employers and will continue to foster these relationships. Both the Hospitality and Tourism Management and Wine Studies programs have employer-based advisory committees and will have members from both committees to serve on the Wine Hospitality Operations program. This program will continue to work with local industry leaders and educational institutions to recruit students for this program.

Assurances

Chemeketa 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 *inter*segmental 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.