

Docket Item:

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

Summary:

Blue Mountain Community College proposes a new Associate of Applied Science 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.



Blue Mountain Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to an Associate of Applied Science Degree in Hospitality and Tourism Management.

Program Summary

This two-year program will prepare the student either to transfer to an Oregon University System institution on a course-by-course basis, or be effective in a career as manager in the hospitality and tourism industries by having the requisite knowledge in the following areas:

- Identify, understand and apply market-appropriate professional guest service standards to deliver competitive guest experiences to diverse cultural groups
- Identify specific hospitality industry functions and their required procedures and legal techniques
- Identify techniques for successfully managing human resources and human relations in business
- Analyze financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers
- Demonstrate the ability to solve mathematical problems commonly encountered in hospitality related business setting
- Utilize the technical/computer skills for keeping business records and preparing financial statements
- Apply skills for human relations activities for day-to-day business operations
- Write effective routine, routing, and persuasive styles of written communication
- Employ effective verbal communications in a variety of settings
- Apply skills for social/professional aspects of conducting business with individuals and groups
- Prepare marketing and financial documents for marketing of business

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

Since applying in 2015 to suspend our Hospitality Management Associate of Applied Science program, several things have changed in our region. There is a resurgence of interest in career-technical education at the state and national levels. Four large high schools (Hermiston, La Grande, Milton-Freewater, and Pendleton) have bolstered their hospitality and culinary programs, and their programs have increased enrollment. The majority of occupations within the Hospitality and Tourism industry are expected to grow, and there is strong support for trained workers from Wildhorse Resort & Casino (Wildhorse), a major employer. In fact, at the Governor's Luncheon on September 14, 2018, Chuck Sams, Communications Director for the Confederated Tribes of the Umatilla Indian Reservation stated that with their upcoming expansion, they will add 200 new jobs.

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

We meet regularly with our advisory committee members, and we are well connected with our dual-credit high school teachers and adjunct instructors. This program was originally developed and finalized with input from community members, our advisory committee, high school teachers, and our adjuncts who work within the hospitality community.

The following courses would be offered for dual-credit:

- BA104, Business Mathematics
- BA110X, Spreadsheets, MS Excel, 4 credits
- BA131, Introduction to Business Computing, 4 credits
- COM111, Public Speaking, 4 credits
- HTM100, Hospitality and Tourism Industry, 3 credits
- HTM105, Food and Beverage Industry, 3 credits
- HTM224, Catering Operations, 3 credits
- HTM226, Event Management, 3 credits
- WR121, English Composition, 4 credits

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

There is an existing Hospitality & Tourism Management 9-14 CTE pathway that connects BMCC’s program with four high schools (Hermiston, La Grande, Pendleton, and McLoughlin). Students within the high school programs may articulate dual-credit courses which would allow them to complete their AAS degrees quicker. High school students have opportunities for job shadowing, internships, and site visits within their programs. Some of the courses will transfer as electives in an Associate of Arts Oregon Transfer or Associate of Science Oregon Transfer: Business degree. BMCC’s program also includes cooperative work experience as a bridge from the classroom experience to the world of work.

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

The majority of the courses may be taken online, which allows for students much flexibility scheduling their study and testing times. The BMCC program outcomes are aligned with specific course outcomes, and students will be assessed within those courses to ensure they meet program outcomes.

Program Outcome	Course Outcome
Identify, understand, and apply market-appropriate professional guest service standards to deliver competitive guest experiences to diverse cultural groups	Define total quality service and relates it to the hospitality and tourism industry (HTM131, Customer Service Management).

Identify specific hospitality industry functions and their required procedures and legal techniques.	Name the characteristics of the hospitality industry (HTM100, Hospitality & Tourism Industry). Illustrates knowledge of federal, state, and local statutes relating to the hospitality industry (HTM230, Hotel, Restaurant, and Travel Law).
Identify techniques for successfully managing human resources and human relations in business.	Understand the principles and practices involved with the human resource management process in retailing (BA249, Retail Selling).
Analyze financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers.	Demonstrate the use of analytics for managerial decision making (BA217 Budgeting for Managers)
Demonstrate the ability to solve mathematical problems commonly encountered in hospitality related business settings.	Apply mathematical concepts to analyze and solve business math problems and cases (BA104, Business Math).
Utilize the technical/computer skills for keeping business records and preparing financial statements.	Demonstrates the ability to use technology in the workplace to complete assigned tasks (BA131, Introduction to Business Computing).
Develop skills for human relations activities for day-to-day business operations.	Understand the principles and practices involved with the human resource management process in retailing (BA249, Retail Selling).
Write effective routine, routing, and persuasive styles of written communication.	Demonstrate appropriate reasoning in response to complex issues (WR121, English Composition).
Employ effective verbal communications in a variety of settings.	Engage in ethical communication processes that accomplish goals (COM111, Public Speaking).
Develop skills for social/professional aspects of conducting business with individuals and groups.	Define total quality service and relates it to the hospitality and tourism industry (HTM131, Customer Service Management).
Prepare marketing and financial documents for marketing of business	Understand how to utilize resources and techniques used in retail management (BA249, Retail Selling).

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

High schools are prepared to articulate with this program, so enrollments in our classes should increase. Since many of these courses are online, there is no increase in facilities use.

Assurances

Blue Mountain 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.