

Docket Item:

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

Summary:

Lane Community College proposes a new Associate of Applied Science in Hotel, Restaurant, 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 Hotel, Restaurant, and Tourism Management.



Lane Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to an Associate of Applied Science in Hotel, Restaurant, and Tourism Management.

Program Summary

The purpose of this program is to train future graduates for exciting, varied careers in several areas, such as hotel management, meeting and special event management, restaurant management and ownership, and travel and tourism-related businesses. Upon completing this degree program in Hotel/Restaurant/Tourism Management, students will be prepared for challenging and rewarding careers that can take them around the world.

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

Tourism accounts for 292 million jobs worldwide and over 14 million jobs in the United States. In fact, tourism accounts for 1 out of every 10 jobs (World Travel & Tourism Council). According to Deloitte Center for Industry Insights' report 2017 Travel and Hospitality Industry Outlook, the hospitality industry is entering an era of growth, with global business travel spending hitting record-breaking levels. Despite this favorable outlook, the industry is facing some familiar, yet significant, challenges. Not least among these is talent, as the hospitality industry labor shortage is impacting business operations and impeding investment and growth. The US Bureau of Labor and Statistics estimates there were over 847,000 job openings in the leisure and hospitality industry as of April 2017. *US Bureau of Labor Statistics. In Oregon, Leisure and Hospitality businesses employed an average 211,200 workers in 2018. In 2018, leisure and hospitality employment rose by 30.1 percent compared with a gain of 19.3 percent for total industry employment.

Lane County - In 2019, travel spending in Lane County exceeded \$1 billion for the second consecutive year. Fueled by 3 million overnight visitors and 2 million day visitors, the hospitality industry sustained over 11,000 Lane County employees. Job growth, over the past decade, has grown 40%.

Having an accredited Hotel, Restaurant & Tourism Management program at Lane Community College will support Lane County's need for chefs, food service managers, food prep supervisors and managers, restaurant cooks and production bakers going forward as the industry rebuilds. Lane County employers will be better equipped to establish and grow their hospitality businesses by having a consistent pipeline to well-educated employees. Because of this, Travel Lane County supports reestablishing the Hotel, Restaurant & Tourism Management two-year program at Lane Community College.

In July 2022, Eugene will host the World Athletics Championships. This weeklong event is expected to bring thousands of athletes, media, and spectators to Lane County. The hospitality, tourism, and restaurant industry will need to be prepared for this event, which will require additional workers.

The Oregon Employment Department provides a look into how important the employees in these key hospitality sectors will be in the coming years. A September 2020 report titled, “Fast-Growing Jobs in Lane County” notes that cooks in restaurants rank in the top ten occupations showing significant growth over the coming decade. With an estimated growth rate of 23%, Lane County will need more than 1,600 restaurant workers.

Beyond Lane County

A second Oregon Employment Department report, “Long-Term Job Openings Fueled by Replacements,” notes that “service occupations made up 19% of jobs in 2019 and are projected to comprise 25% of job openings over the decade (2019-2029).”

COVID has been exceptionally hard on the hospitality and tourism sector locally, nationally, and globally. Current data for 2020 is bleak as the sector shut down almost completely. The best we can do is look forward and rely on data from other traumatic, such as 9/11, the SARS epidemic, and the financial crisis of 2008.

Post-COVID-19 predictions on future travel are not very different from some of those that were made after 9/11. The pandemic is accelerating some changes that were underway for some time. The following is from a report from a tourism industry think tank, led by the University of Hawaii: Tourism bounced back from 9/11 (2001), the SARS epidemic (2003) and most recently the global financial crisis. Borrowing from post-9/11 experience, a coalition of travel companies and organizations (“Let’s Go There Coalition”) is developing a massive ad campaign to urge Americans to start planning for their next trip to anywhere.

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

We engaged a wide variety of internal and external experts and stakeholders. Internally, HRTM faculty are actively involved in the development and design of the degree option. Faculty are knowledgeable hospitality and tourism professionals who combine scholarship with practical on-the-job expertise when assessing curriculum and outcomes. Our Co-operative Education faculty has been a valued partner, networking with area internship and employment partners and advising on curriculum relevance to area employment needs. Career Pathways, High School Connections, Financial Aid, and Marketing are all included in an internal network of support for the program. Externally, the Culinary Arts and HRTM

Advisory Committee is actively involved in all major curriculum decisions and was instrumental in guiding our curricula. Additionally, International Programs has continued to be a valuable partner in the HRTM program as we have several international students each year who come to the US to pursue the HRTM degree at Lane Community College. Students have come from Saudi Arabia, Venezuela, South Korea, and Panama in addition to several other countries and the program sees a steady increase in international students annually.

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

The HRTM program has had articulation agreements in place with several Oregon high schools and has been a successful tool to help graduating high school students enter college, specifically in the HRTM program. We work closely with the High School Connections staff to ensure a smooth transition for those students who have taken our articulated classes. Additionally, we have articulation agreements with four-year universities such as Gold Coast University in Australia, and are consistently working to add to the list. Our international students especially like that they have the option to pursue a bachelors degree in hospitality management once they finish their AAS in HRTM at LCC. Credit for prior learning is offered on a case by case basis.

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

Are learner outcomes clearly identified?

Yes, the curriculum was developed using guidelines from the accrediting body Accreditation Commission for Programs in Hospitality Administration (ACPHA). Program Learning Outcomes are clearly identified and have guided the course offerings and instruction in individual classes.

How are career information and counseling incorporated? Are tutoring and mentoring provided?

The program has two dedicated staff members in the counseling department that work closely with HRTM students to ensure success and that students remain on track to meet their individual goals. LCC provides tutoring and mentoring services for our students, which has proven useful to the students' success in the program on several occasions.

What internships, work-study and employment opportunities are provided for students?

Co-operative education (internship) is a key component of this degree program. Each student is required to complete over 200 hours of industry work experience. The faculty is well connected in the local hospitality industry and is instrumental in helping to find students the right fit for their desired area of focus. Additionally, the program holds an annual career fair toward the end of Spring term, attended by the largest hospitality employers in Lane County, with the intention of placing graduates in great jobs as well as helping first-year students to find appropriate co-op opportunities.

How is academic and technical rigor addressed?

In designing the curriculum, 37 two-year and four-year institutions with HRTM degrees were surveyed to determine courses, credit hours, and course content. The data collected and analyzed was paired with the standards set forth by the accrediting body ACHPHA. The resulting curriculum is in-line with industry standards as well as on par with colleges and universities across the nation.

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

The Hotel, Restaurant, and Tourism (HRTM) program has been a successful AAS program at Lane Community College for more than thirty years. The program has full-time faculty, classroom and lab space, as well as new additions such as a food truck. Therefore, there is little to no need for additional resources to develop, implement or sustain the program. Student growth and retention in this program has had steady growth and success over the last 12 years. A sufficient and ongoing student base has been maintained through the recruitment of new students and the identification of incumbent workers in the field in need of further training. The HRTM program shares core courses with the Business Management program, thus leveraging existing instructional resources, faculty and facilities to provide students two broad pathways to employment. Local employers provide equipment, supplies, training venues and work-based opportunities for the cooperative education portion of this AAS degree program.

Assurances

Lane 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.

HIGHER EDUCATION COORDINATING COMMISSION

April 8, 2021

Docket Item #X.X

The college will not make changes to the program without informing and/or receiving approval from the Office.