



## HOSPITALITY AND TOURISM EDUCATION DEPARTMENT

KAPI'OLANI COMMUNITY COLLEGE • UNIVERSITY OF HAWAII

### 2009 – 2012 Tactical Progress Report Fall 2011

**Goal One:** Create a comprehensive “dashboard” of quantifiable and qualifiable evidence and measurements that validate student engagement, student satisfaction and success, and industry satisfaction with student preparation.

Establishment of consistent, understandable quantifiable and qualifiable data and baselines  
Dave Evans and Sheryl Fuchino-Nishida

- Success for the HOST department will be dependent on determining key markets and developing strategies to market to those segments. Central to this initiative is the need for better and timelier data on the demographic and geographic profiles of the students currently enrolled in the program.
  - Key reports, data, and statistics have been determined
  - Some of this information exists and effort is being made to locate and receive at appropriate intervals
  - Some information does not exist, or does exist in a format that is clear; in these cases effort is being put in to develop this information and formats
- Create an exit survey of students to determine satisfaction with the program in regards to: curriculum, faculty (knowledge, instructional delivery & rapport), internship, job placement, facilities, student services, extra-curricular opportunities, and student-to-student rapport.
  - A survey has been created and utilized by the internship classes to judge the quality of the students and for students to assess their experiences. This survey has been used as evidence to demonstrate course level SLOs
  - An overall exit survey for students will be created in the fall 2011 semester and administered to graduates at the conclusion of the semester
- Create a satisfaction survey for industry partners/employers in regards to student: knowledge, professionalism, work ethic, communication skills, initiative, leadership, and teamwork.
  - A “radar” type chart will be used to highlight the results
  - The factors to measure department success have been suggested and presented to the advisory board in the spring 2011 semester
  - The first survey will administered in the fall 2011 semester utilizing a Survey Monkey format
- Create an intake survey of new students to determine academic and career goals and aspirations.
  - In process – format has yet to be determined

**Goal Two:** Continue the development and utilization of online course delivery methods to expand the reach of the department.

Develop and deliver program certificate and LEAP identified courses on-line



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### Chelsea Chong

- Explore feasibility of converting more of our onsite courses to online or hybrid delivery.
- Create certificate-awarding programs consisting solely of online courses.
  - Chelsea was given release time in the spring 2011 semester to work specifically on this goal
  - She has been successful in preparing the courses that comprise our Hotel & Restaurant Certificate of Completion (HOST 100, 150, 152 & 154) for on-line delivery in the spring 2012 semester
- Market our online courses and certificate programs to incumbent workers and international partnerships.
  - Now that the courses are ready, marketing efforts need to be initiated

**Goal Three:** Expand the global reputation and reach of the HOST Department with the creation of partnerships and exportation of classes and expertise in developing international destinations such as: China, Vietnam, Singapore

### Dave Evans

- Development of department certificate programs to deliver on-line locally, domestically and globally.
  - The development of our certificate of completion in an on-line format provides us the opportunity to export this as a work-force development option to prepare workers for entry level positions
- Established signed MOAs with appropriate international partners and countries.
  - Through connections with Outrigger Hotels and Resorts, discussions have started with a developer in Vietnam to provide hospitality training through the creation of a hospitality institute
- Market established courses and certificates to developing regions and destinations.
- Partner with the Honda International Center to determine qualified leads and follow-up on international inquiries.
- Develop partnerships with four-year institutions (i.e. HPU, UH TIM) to present cohesive proposals that promote the specific strengths of each program

**Goal Four:** Foster engaging pedagogies and foster an environment that supports student engagement in learning

### Rosalie Fernandez & Dave Evans

- Electronic technologies and active learning: applicable industry software, Smartboards, video-conference capability, student response systems/SmartPhone capabilities, utilization of Laulima web site, creation of on-line and hybrid courses, faculty controls and monitoring of in-class desk top displays and applications.
  - A Perkins grant was successful in obtaining 30 new desktop computers for 'Ōlapa 115 which has enabled the complete use of the InnQuest hotel property management software for the student to simulate hotel processes and transactions



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- Subsequently the lap-tops from 'Ōlapa 115 have been moved for use to 'Ōlapa 116 providing all three hospitality and tourism labs (113, 115 and 116) with computer and software access
- Another recent Perkins grant award will allow the Travel faculty to develop a “training manual” for the live training application of TravelPort. This manual development will create “scenarios” and case studies for the students to practice with
- The features and purchase of software is being explored that will allow faculty to control the use of the computers in the labs
- Provide for students a clean and organized classroom and surroundings
  - Efforts have been successful in working with auxiliary service to define the expectations of the upkeep of the classrooms and the restrooms.
  - Work orders have been submitted that have specifically addressed long neglected maintenance items (e.g. cleaning of screens and windows in the classrooms)
- Upgrade furnishings, equipment, décor of 'Ōlapa 113, 115, and 116 to design classrooms with desks that accommodate computers but allow for group interaction. Utilize movable desks in order to create a work and study area for small and large groups. Design classrooms with a décor that is inviting and welcoming with warm colors.
  - 'Ōlapa 113 and 115 have both received new carpet and computer desks that allow the monitors to flip-up or down when not in use
  - The computer tables have been reconfigured to allow for individual as well as group work
- Utilize the beauty of the surroundings and weather to create a sense of place in the 'Ōlapa building that would provide a socially catalytic area for students and faculty to interact have lunch etc.
  - Through student congress and HOST student efforts, four picnic tables have been added to the lanai areas of the 'Ōlapa building
  - The HOST department is processing a work order for two market umbrellas
  - The HOST department has submitted plans and a request to upgrade the “landscaped” courtyard in the elevator area with the plans to move two of the picnic tables to that area

**Goal Five:** Expand our marketing and promotional efforts: Web site creation, brand creation, use of current media (i.e. social networks), enhanced promotion of departmental achievements and accomplishments, expand and enhance collateral material

### Dave Evans

- Develop a specific departmental web page
- Develop a departmental logo
- Explore the use of current social medias as a way to connect and engage with students and to foster a way to stay connected for graduates
- Enhance department promotional material (i.e. banners, display boards, brochures and CDs)
- Generate press releases to the UH System, the community, and the visitor industry regarding current events and achievements of the department



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The HOST Department has made little progress in this regard in part due to waiting to coordinate with the college's efforts and initiatives. The hiring of a new web designer should assist with the improvement of the college's web site with links to better departmental sites. If progress on a campus-wide basis is slow to develop, the HOST department will seriously consider the investment of our own funds on collateral and web development

**Goal Six:** Centralize the student internship database to meet accreditation standards, and strengthen processes and opportunities for students' engagement with industry to support their college/career goals and to prepare them for rigorous industry standards.

Laure Burke

- Provide staff with training on database management system.
- Design best system/methods to consolidate data by major areas of study.
- Summarize data and provide ongoing analysis to faculty to assess student learning outcomes of the program leading to overall program improvement.
- Conduct inventory of current student engagement activities within the Hospitality department (guest speakers, field trips, student clubs/organizations, industry events, class assignments) to coordinate student engagement activities and to determine/implement a plan of action.
  
- HOST faculty and secretary trained in data management system
- Data management system created and housed in centralized HOST office area
- Program assessment included a review of internship evaluations from internship supervisors and students. Program improvement summary included in Spring 2011 HOST Department Assessment Report
- HOST Department participated in SLO meetings/discussions resulting in a list of student engagement activities. HOST assessment plan developed with action steps relating to HOST program SLOs

**Goal Seven:** Merge separate majors of Hotel & Restaurant Operations and Travel and Tourism into a single degree (Hospitality and Tourism) creating instead two area of concentration

Rosalie Fernandez

- Completion of curriculum proposal and appropriate levels of approval by Fall 2012
- Approval of curriculum action and merger of two majors by Fall 2012
- Accessibility of more consistent data that determines program health

Goal completed – curriculum proposal submitted and approved in the spring 2011 semester

**Goal Eight:** Complete a cycle of assessing, evaluating, and improving student learning outcomes. Career programs seek industry validation of learning outcomes. Assessment results are used to implement improvements (D10)



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Cycle one of assessment is completed and results are incorporated into ongoing curriculum review. Outcomes have been reviewed by the HOST advisory council.