



New CTE Program Development Process Stage 1: Program Abstract Proposal

1. Proposal for New Academic Programs

a. Proposed Classification of Instructional Programs (CIP) Number

CIP #: 52.0901

Title: Hospitality Administration/Management, General.

Definition: A program that prepares individuals to serve as general managers and directors of hospitality operations on a system-wide basis, including both travel arrangements and promotion and the provision of traveler facilities. Includes instruction in principles of operations in the travel and tourism, hotel and lodging facilities, food services, and recreation facilities industries; hospitality marketing strategies; hospitality planning; management and coordination of franchise and unit operations; business management; accounting and financial management; hospitality transportation and logistics; and hospitality industry policies and regulations.

b. Overview of the Proposed Program: The proposed AAS degree in Hospitality Management (HM) would provide students with the required skills the hospitality industry requires. Specifically, the degree would provide students with skills in management, hospitality technology, food and beverage operations, and basic business fundamentals in marketing, customer service, and financial analysis.

The proposed HM program would be the only Hospitality Management AAS degree program offered in Central Oregon, and would provide qualified employees to one of the largest industries and supplier of jobs in the state. This, coupled with the COCC and CCI brand would make the program very attractive to new students seeking an HM degree.

The state of Oregon's Hospitality Industry accounts for 9.1 billion dollars in revenue annually. The proposed program is designed to allow students to graduate in 7 terms after completing 90 credits and the ability to participate in the required industry internship after term 3.

2. Strategic Alignment: Students will obtain the skills and knowledge to work competitively in the hospitality industry providing *workforce development*. Discipline-specific employment skills will be developed in collaboration with an industry specific advisory board.

- 3. Employment Projections:** Jobs in the hospitality industry are growing at the fastest rate of any industry except healthcare. The hospitality industry added 273,700 new jobs in 2011 in the U.S. alone, with many more opening in emerging markets around the world. Between 2004 and 2014, the Hospitality industry increased 17 percent in wage and salary employment. Within the industry, wage and salary jobs in food services and drinking places increased by 16 percent from 2004-14, compared to 14 percent growth for wage and salary employment in all industries combined.

In Oregon, hospitality is a \$9.2 billion industry. The Oregon Employment Department projects over 10,000 hospitality jobs will be created in Oregon year-over-year through 2022. OSU Cascades has launched a Baccalaureate in Hospitality Management, aligning with industry demand and CCI's Industry Advisory Board has requested an Associate's Degree Program be offered at COCC.

4. Implementation Timeline:

Stage	Anticipated Timeline	Notes
1	Spring 2015	Program Proposal
2	October 2015	Concept Development for Academic Affairs
3	Fall 2015	Program and Budget Planning
4	Fall 2015	Curriculum Planning
5	Winter 2016	State Approval Process
6	Fall 2016	Program Launch
7	Fall 2016	Program Start

5. Organizational Structure and Implementation Team:

Program Developer: Wayne Yeatman

Department: Business

Chair: Theresa Freihoefer

Dean: Michael Fisher

Additional Members: Samuel La Duca, Mike Cooper

- 6. Specialized Accreditation:** Program does not require specialized accreditation but will voluntarily earn accreditation from the Council on Hotel, Restaurant, and Institutional Education (CHRIE), helping to verify quality and continuous improvement of the Hospitality Management Program of Study.
- 7. Diversity:** The hospitality and tourism industries are international players in the global marketplace. People from diverse cultures visit hotels, travel on airlines and cruise ships, and enjoy restaurant dining. They are industries that blanket the world, naturally blending differing belief systems and traditions in its workplaces, creating a new dynamic in business environments.
- 8. Exceptional Needs**
None