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BROWARD COLLEGE

Define yourself.

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: April 28, 2009

Place: Regular Meeting of the Board of Trustees
Broward College
Boardroom 1208, Building 33, Willis Holcombe Center
111 East Las Olas Boulevard
Fort Lauderdale, FL

Subject: Agenda Item V-G-2 Curriculum Items - New Program-Culinary Arts/Mgmt. AS

Brief Description: Recommendation includes: Associate in Science (AS) in Culinary Arts Management proposed by the Hospitality and Tourism Management department drafted as a joint program between Broward and Broward Technical Centers (Atlantic, McFatter, and Sheridan Technical Centers). Students who enroll in this program will be required to complete the Commercial Foods & Culinary Arts program at one of the Broward Technical Centers, in which 42 course college credits will be awarded toward the Culinary Arts Management AS degree at Broward College. This program was drafted with seven new culinary courses plus existing business and general education courses.

Benefit to BC: This program will create an educational ladder for this population of students to obtain college-level credit for their knowledge and skills in the culinary field. The Culinary Arts Management program will support Broward County's local workforce needs at no additional cost to Broward College.

Relationship to College Master Plan: The program will prepare students for three occupations identified by the Florida Agency for Workforce Innovation as "Targeted Occupations" - occupations necessary to support workforce and economic development.

Board Agenda Approved: _____
Date: April 2, 2009

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**BOARD OF TRUSTEES
AGENDA TRANSMITTAL SHEET**

To: **President** Date: April 2, 2009
From: **Vice President Judith Scherer**
Subj: **Monthly Curriculum Committee Items**
Issue: **Curriculum Items: New Program-Culinary Arts/Mgmt. A.S.**

Background/Analysis: **Curriculum Committee meets monthly to recommend items.**

Fiscal Impact: **N/A**

Initiating Official



Vice President/Provost

Staff Position:

THIS RECOMMENDED ACTION MEETS THE FOLLOWING ELEMENT(S) OF THE COLLEGE'S MISSION STATEMENT:

<input checked="" type="checkbox"/> Providing high quality educational programs	<input checked="" type="checkbox"/> Providing high quality services
<input checked="" type="checkbox"/> Providing for affordability to a diverse community of learners	<input checked="" type="checkbox"/> Providing for accessibility to a diverse community of learners
<input checked="" type="checkbox"/> Commitment to student achievement	<input checked="" type="checkbox"/> Commitment to lifelong learning
<input checked="" type="checkbox"/> Commitment to academic excellence	<input checked="" type="checkbox"/> Providing use of current technology

BRIEFLY DESCRIBE HOW THIS RECOMMENDATION ACHIEVES THE ABOVE ELEMENT(S) IN THE COLLEGE'S MISSION STATEMENT:

Minority Firm: Yes ___ No ___ N/A ___ Broward Firm: Yes ___ No ___ N/A ___

MEMORANDUM

TO: Mr. David Armstrong, President
Broward College

FROM: Dr. Judith Scherer,
Vice President for Academic Affairs

RE: February Curriculum Items: New Program

DATE: April 3, 2009

New Program:

The following new program is built around seven new courses in Food Service and Hospitality Administration: Culinary Arts. The Culinary Arts Management, Associate in Science Degree program is tailored for students enrolled in Broward County Technical Centers' Commercial Foods and Culinary Arts Post Secondary Adult Vocational Certificate (PSAV) programs.

Broward Technical Center courses recognized with Broward College credit will be marked with (#) on all program sheets to indicate that they are not to be offered on any BC campus, but will be granted as credit for completing the Commercial Foods and Culinary Arts program at one of the three Broward Technical Centers (Atlantic Technical Center, McFatter Technical Center, Sheridan Technical Center).

Culinary Arts Management A.S.

Courses:

Upon approval of the April 28, 2009 New Courses Transmittal by Broward College's Board of Trustees, all courses required by this program will have been approved.

Program Needs Analysis:

The program will provide a service to the community specifically for the population of A.S. degree seekers who have completed the Commercial Foods and Culinary Arts program at the Broward Technical Centers. Robert Crawford, Director, Atlantic Technical Center; Ellen Albano, Assistant Director, McFatter Technical Center; Marianne Jensen, Career and Technical Education Specialist at Atlantic Technical Center specifically requested that BC explore provision of this program to serve upwards of 150 students annually.

This program will create an educational ladder for this population of students to obtain college-level credit for their knowledge and skills in the culinary field.

The Culinary Arts Management program will support Broward County's local workforce needs. The program will prepare students for three occupations identified by the Florida Agency for Workforce Innovation as "Targeted Occupations" - occupations necessary to support workforce and economic development. These three occupations include:

- First-Line Supervisors/Managers,
- Food Preparation and Serving Workers;

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- Food Service Managers; and
- Chefs and Head Cooks.

These three occupations are projected to offer a total average of 239 annual job openings in Broward County alone.

Of the eleven total occupations the program will prepare students for, 991 annual openings are projected for Broward County through the year 2015.

Advisory Committee Endorsement of Curriculum and Program:

BC's Business Administration and Hospitality Administration Advisory Committee members representing the Hospitality industry recommended Broward College pursue the Associate in Science degree in Culinary Arts Management for reasons as stated in the Program Needs Analysis. Advisory Committee members included the directors from each Broward Technical Center:

- Atlantic Technical Center - Robert (Bob) Crawford
- McFatter Technical Center - Mark Thomas
- Sheridan Technical Center - Robert Boegli

The advisory committee expressed strong support for this program as it will incur no additional costs and will benefit a large population of students. These students will become more likely to move into management within the hospitality industry with a college degree from Broward College according to our Advisory Board. The Advisory Committee met, reviewed, and recommended the proposed curriculum during meetings held on the following dates: 4/21/08, 8/29/08, 9/29/08, 11/8/08.

Labor Market Data:

The following chart identifies occupations students of the Culinary Arts Management program will be able to obtain upon graduation. Occupational data is specific to Broward County.

Job Title	2007 Employment (Broward)	2015 Projected Employment (Broward)	Number of Annual Job Openings (Broward)	Entry Level Starting Salary (hr) (Broward)	Median Salary (hr) (Broward)	Job is on TOL	Job is HSHW
First-Line Supervisors/Managers, Food Preparation and Serving Workers	3,530	4,245	169	\$11.27	\$16.88	Yes	No
Food Service Managers	997	1,139	34	\$11.79	\$23.27	Yes	Yes
Chefs and Head Cooks	768	881	36	\$12.92	\$21.78	Yes	No
Cooks, Restaurant	5,767	6,690	286	\$8.89	\$11.51	No	No
Bakers	725	867	34	\$10.30	\$12.84	No	No
Cooks, All Other	120	119	4	\$8.97	\$12.01	No	No
Cooks, Fast Food	1,651	2,066	100	\$7.38	\$8.16	No	No
Cooks, Institution and Cafeteria	1,253	1,391	55	\$10.42	\$12.45	No	No
Cooks, Private Household	36	42	2	\$9.51	\$11.26	No	No
Cooks, Short Order	810	912	37	\$8.19	\$10.16	No	No
Food Preparation Workers	3,827	4,676	234	\$7.56	\$10.12	No	No
TOTAL	19,484	23,028	991				

TOL: Job has been identified by the Florida Agency for Workforce Innovation as a regional targeted occupation
 HSHW: Job has been identified by the Florida Agency for Workforce Innovation as a "high skill, high wage" occupation

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Methodology: Identified program to occupation links via the "Community College and Technical Center Management Information Systems CIP to SOC Linkages As of February 7, 2007" document (latest edition) provided by FLDOE and cross-referencing the "2008-09 Regional Targeted Occupations List SOC to CIP Linkages – Workforce Region 22". *Labor market data is specific to Broward County* and was sourced from the Employ Florida Marketplace (employflorida.com). Targeted Occupation (TOI) and High Skill/High Wage (HSHW) designations were identified via the "2008-09 Regional Targeted Occupations List SOC to CIP Linkages – Workforce Region 22".

Available Program Resources:

The program has a very low cost to the college as no new faculty or staff, or equipment will be needed. The three technical centers each have state of the art fully functional kitchens that also serve as classrooms.

Students will be able to blend their practical culinary skills from the technical centers with the general education and business discipline knowledge gained through taking Broward College courses.

Future Program Resource Needs:

None

Program Accreditation/ Industry Approval:

General education courses associated with the A.S. degreed program are certified by SACS.

Certification and Licensure for Program Graduates:

National Restaurant Association Education Foundation (NRAEF) provides the Certified Culinarian Certificate – Certification requires each student must have documented 1 year of work experience prior to taking the exam. Graduates of this program that have one year of documented experience will be eligible.

ServSafe – ServSafe curriculum is embedded in each of the courses offered at the Technical Centers. Upon graduation, students receive their ServSafe credentials.

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RECOMMENDED

Culinary Arts Management Associate in Science Major Code ????

Program Description

The Associate in Science degree in Culinary Arts Management emphasizes the development of practical culinary and management skills. The program is a joint program between Broward College and Broward Technical Centers (Atlantic, McFatter, and Sheridan Technical Centers). Students who enroll in this program are required to complete the Commercial Foods & Culinary Arts program at one of the Broward Technical Centers, in which 42 course college credits will be awarded toward the Culinary Arts Management AS degree at Broward College. Students are also required to complete the Broward College courses listed below.

Upon successful completion of all required course work at Broward College and a Broward Technical Center students will be awarded an AS degree in Culinary Arts Management.

For additional information contact the Program Manager at 954-201-6710

General Education Courses

ENC 1101	English Composition I	3
SPC 1024	Intro to Speech Communication	3
Elective	Humanities/Fine Arts	3
ECO2013	Microeconomics	
Or		3
PSY2012	Psychology	
MAC 1105	College Algebra	3
<i>Total General Education Credits</i>		<i>15</i>

Required BC Courses

GEB 1011	Introduction to Business	3
HFT 2460	Financial Management	3
GEB 2430	Business Ethics	1
<i>Total Required BC Credits</i>		<i>7</i>

Technical Course Requirements

#HFT1210	Supervisory Management	3
#OST2335	Communications in the Workforce	3
#FOS2201	Food Service Sanitation & Safety	3
#FSS2251	Food & Beverage Management	3
#FSS1203C	Quantity of Food Production I	3
#FSS1246C	Baking & Pastries I	3
#FSS1284	Catering & Banquet Management	3
#FSS2204C	Quantity Food Production II	3
#FSS2247C	Baking & Pastries II	3
#FSS1240C	Classical Cuisine	3
#FSS2242C	International & Regional Foods	3
#FSS2500	Food & Beverage Cost	3
#FSS2248C	Garde Manger	3
#FSS2205C	Quantity Food Production III	3
<i>Total Technical Course Credits</i>		<i>42</i>
<i>Total A.S. Degree Credits</i>		<i>64</i>

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Special Note:

Placement in English, Reading, Math, and Computer Literacy is required.

#Credit is awarded will be awarded to students who successfully complete the Commercial Foods and Culinary Arts program at the Broward Technical Centers: Atlantic Technical Center 754-321-5100, McFatter Technical Center 954-321-5700, or Sheridan Technical Center 754-321-5400. Contact the program manager for Additional details.