



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): St. Louis Community College

Program Title: Baking and Pastry Arts

Degree/Certificate: Associate of Applied Science

Options: Click here to enter text.

Delivery Site(s): St. Louis Community College – Forest Park

CIP Classification: CIP Code 12.0501 - Baking and Pastry Arts/Baker/Pastry Chef.

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: August, 2014

Cooperative Partners: Click here to enter text.

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Donna Dare / V.C. Academic & Student Affairs Donna Dare 01/31/14
Name/Title of Institutional Officer Signature Date

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Person to Contact for More Information Telephone



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name St. Louis Community College
Program Name Baking and Pastry Arts: Associate of Applied Science
Date 12/11/2013

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
N/A
- Characteristics of a specific population to be served, if applicable.
We assume that our target population for this program will continue to follow the current trends of diversity in both age and race. The current make up of our students throughout the program are as follows: Approximately 43% Caucasian, 47% African American, 10% Other; 26% 21 yrs. and under, 28% 21-25 yrs., 12% 26-30 yrs., and 27% 35 yrs. and above. Because of the broad spectrum of hospitality opportunities, this program will target a broad spectrum of populations from first time college age students to seasoned individuals who are seeking a career change. The program will attract individuals who seek to further their education and those who wish to begin or further their career after attaining an AAS Degree in Baking and Pastry Arts.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty need to meet or exceed the qualifications for Certified Executive Chef, Certified Pastry Chef, or Certified Culinary Educator. Faculty need to be current certified in ServSafe, Supervision and Nutrition by National Restaurant Association.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Approximately 60% of credit hours will be taught by full time faculty.

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- Expectations for professional activities, special student contact, teaching/learning innovation.
All faculty are expected to participate in college-wide professional development activities and maintain expertise in their field.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
104
- Percent of full time and part time enrollment by the end of five years.
51% full time; 49% part time.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Year Three: 26; Year Five: 26
- Special skills specific to the program.
At the completion of program, students are expected to know and be able to: a. work within established guidelines for safety and sanitation at all times; b. demonstrate a basic understanding of basic baking and pastry cooking techniques; c. prepare and evaluate numerous benchmark formulations for bakery and pastry staples; d. evaluate and interpret numerical data that will influence financial decisions in bakeshop operations including calculation of food, recipe, and labor costs; e. prepare and evaluate savory food products, using standards defined by the American Culinary Federation; f. successfully pass standardized written and practical exams modeled after the American Culinary Federation's Certified Pastry Culinarian certification standards; g. project a level of professionalism appropriate to hospitality industry standards.
- Proportion of students who will achieve licensing, certification, or registration.
80% of graduates completing the Baking and Pastry Arts AAS program will be eligible for the Certified Pastry Culinarian certification through the American Culinary Federation.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
[Click here to enter text.](#)
- Placement rates in related fields, in other fields, unemployed.
44% in related fields, 20% in other fields, 11% unemployed, 25% other

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- Transfer rates, continuous study.
2% - 8%

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

Program is currently accredited by the American Culinary Federation and has plans to keep accreditation current.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
80% of graduates will report satisfaction with program outcomes and goal attainment. Student survey instruments will be administrated annually as part of graduation applications process and as an annual mailing to Alumni.
- Expected satisfaction rates for employers, including timing and method of surveys.
80% of employers surveyed will report satisfaction with the performance of graduates from the Hospitality and Tourism program. Employer survey instruments will be administrated annually from data received from alumni surveys and career and employment office.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

This program has operated successfully as an option within the well-established and highly regarded Hospitality Studies program for many years. Developing it as a stand-alone program will allow enhanced marketing and visibility for the program and its graduates.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	53	53	53	53	53
Part Time	51	51	51	51	51
Total	104	104	104	104	104

Please provide a rationale regarding how student enrollment projections were calculated:

The projected enrollment is based on actual enrolment data (09/10, 10/11, 11/12, 12/13 academic years). Program is at capacity and currently utilizing a structured wait list.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

[Click here to enter text.](#)

Employment Trends by Occupation: National Data Source: Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections. Missouri State Data Source: Missouri Department of Economic Development, Missouri Economic Research and Information Center. Illinois State Data Source: Illinois Department of Employment Security, Economic Information and Analysis Division. * Job openings refers to the avg. annual job openings due to growth and net replacement.					
Occupation	2012 Median Annual Wage (BLS)	Employment		Percent Change	Annual Job Openings*
		2010	2020		
Bakers –					
United States	\$23,200	149,800	153,300	+2%	4,680
Missouri	\$21,100	2,348	2,362	+1%	70

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Illinois	\$23,800	7,715	7,652	-1%	220

After careful evaluation of the labor market data presented above, it can be determined that there will continue to be a need for a qualified workforce, in the areas of baking and pastry arts mentioned above, into the year 2020. The data suggests that there will continue to be a positive increase in job openings in most all areas in which the proposed Baking and Pastry Arts AAS degree supports. These annual openings, stated above, are a result of either new growth or net replacement. According to the 2013 Full-line Retail Bakery Survey conducted by *Modern Baking* magazine, retail bakers are notoriously optimistic about the future of the industry, partly due to 'bakery products' resistance to recessions, although the economic downturn in the last decade did more to test this theory than previous recessions. The average number of employees per bakery is 10.3 full-time, and 6.7 parttime; average wages increased to pace inflation. Sixty-eight percent of bakers indicated they expect sales to increase in 2013, and 27% of bakery owners cite finding and keeping skilled labor as their biggest impediment to sales growth. This program proposal will continue preparing skilled candidates for job openings

According to the Bureau of Labor Statistics, the employment projections for the proposed program within the St. Louis region is as follows:

Occupation	2010 - 2020 Annual Openings			Annual Wages 2010		
	Growth	Replacement	Total	Entry	Mean	Experienced
Bakers	2	27	29	\$20,802	\$25,731	\$28,195

The proposed program will prepare students for either direct entry into first line hourly / supervisory positions or prepare them to continue their education in their chosen career path. Initial discussion has begun with UMSL, SLU, UM Columbia, Fontbonne, Lindenwood, UNLV, Johnson and Wales, and other four year institutions with regard to course alignment for seamless transfer of college credit taken. The proposed program will more importantly meet the needs of local industry professionals by addressing the learning outcomes expressed in our bi-annual advisory committee meetings. The department continues to active participation in various Hospitality and Tourism associations that provides both industry relevancies to the program, and networking opportunities for staff and students.