



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** St. Louis Community College

**Program Title:** Culinary 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 12.0500 – 0510 Culinary Arts and Related Services.

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [higher.mo.gov/ProgramInventory/search.jsp](http://higher.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

\_\_\_\_\_  
Name/Title of Institutional Officer

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Donna Dare* 01/31/14

Joyce Johnson

\_\_\_\_\_  
Person to Contact for More Information

314-539-5162

\_\_\_\_\_  
Telephone



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      St. Louis Community College  
Program Name         Culinary 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 Culinary 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.  
Between 60 and 75% of classes will be taught by full time faculty

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- Expectations for professional activities, special student contact, teaching/learning innovation.  
All full time faculty are expected to engage in annual professional activities, student contact and innovation in teaching and learning.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
300
- 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: 30; Year Five: 45
- 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 the various segments and career opportunities that comprise the expansive hospitality and tourism industries; c. project a level of professionalism appropriate to hospitality industry standards; d. prepare benchmark recipes utilizing appropriate skills, craftsmanship, proper tools, and equipment; e. evaluate and interpret numerical data that will influence financial decisions in foodservice operations.
- Proportion of students who will achieve licensing, certification, or registration.  
80% of graduates completing the Culinary Arts AAS program will be eligible for the Certified Sous Chef 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.  
Over 50 % of our students score a 75% or better on the National Restaurant Association's, ServSafe exam.
- Placement rates in related fields, in other fields, unemployed.  
59% employed in related fields; 18% employed in other fields; 8% unemployed; 15% 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.  
The Forest Park campus is the only multi cultural, multi ethnic institution located close to the majority of fine dining in the Saint Louis metropolitan area.



**STUDENT ENROLLMENT PROJECTIONS**

Year	1	2	3	4	5
Full Time	145	152	153	153	153
Part Time	140	147	147	147	147
Total	285	299	300	300	300

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

The projected enrollment is based on actual enrollment data (09/10, 10/11, 11/12, 12/13 academic years) with a slight (5% - 10%) yearly increase as marketing and partnerships are solidified between four-year programs.

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

[Click here to enter text.](#)

<b>Employment Trends by Occupation:</b> 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 <sup>a</sup>
		2010	2020		
<b>Chefs and Head Cooks – United States</b>	\$42,500	100,600	99,800	-1%	1,800

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Missouri	\$41,000	970	942	-3%	20
Illinois	\$38,500	4,042	4,121	+2%	80
<b>Cooks, Institution and Cafeteria –</b>					
United States	\$22,900	405,300	455,100	+12%	13,620
Missouri	\$20,000	11,231	11,674	+4%	280
Illinois	\$22,800	14,802	16,754	+13%	510
<b>Cooks, Restaurant –</b>					
United States	\$22,000	915,400	1,033,200	+13%	31,290
Missouri	\$21,100	21,130	22,443	+6%	580
Illinois	\$20,700	33,641	40,551	+21%	1,410
<b>Combined Food Preparation and Serving Workers, Including Fast Food –</b>					
United States	\$18,300	2,682,100	3,080,100	+15%	114,650
Missouri	\$17,700	76,610	82,409	+8%	2,720
Illinois	\$18,800	113,749	138,169	+22%	5,620

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 culinary 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 Culinary Arts AAS degree supports. These annual openings, stated above, are a result of either new growth or net replacement.

The National Restaurant Association has projected that Restaurant-Industry employment is now 13.1 million employees strong, and expected to increase 9.8 percent to 14.4 million by 2023. One in three adults in America got their first job experience in a restaurant. And while total U.S. employment grew only 1.5 percent in 2012, restaurant industry employment grew 2.4 percent, making 2012 as the 13th consecutive year that the restaurant industry has outperformed overall U.S. employment growth.

Restaurant industry sales are growing, with projected sales of \$660.5 billion in 2013, up approximately 9% in two years. On a typical day, restaurant industry sales are \$1.8 billion across the 980,000 restaurant locations nationwide.

- Each \$1 spent in restaurants generates an extra \$2 in sales for other industries
- Industry's share of the food dollar is now 47 percent
- Total economic impact of the industry is estimated at \$1.8 trillion
- Sales constitute 4 percent of the U.S. GDP

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Form SE - Student Enrollment Projections



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

Occupation	2010 - 2020 Annual Openings			Annual Wages 2010		
	Growth	Replacement	Total	Entry	Mean	Experienced
Chefs and Head Cooks	0	8	8	\$30,238	\$54,564	\$66,728
Cooks, Institution and Cafeteria	0	64	64	\$17,187	\$22,549	\$25,229
Cooks, Restaurant	56	197	253	\$17,249	\$22,178	\$24,643
<u>Combined Food Preparation and Serving Workers, Including Fast Food</u>	214	719	933	\$16,161	\$17,790	\$18,605

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.

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