



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): St. Louis Community College

Program Title: Hospitality and Tourism

Degree/Certificate: Associate of Applied Science

Options: Hotel Management, Food & Beverage Management, Event Planning, and Travel and Toursim

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

CIP Classification: CIP Code 52.0901 – 52.0999 Hospitality Administration/Management

\*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

Handwritten signature and date 01/31/14

Name/Title of Institutional Officer

Signature

Date

Joyce Johnson

314-539-5162

Person to Contact for More Information

Telephone



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      St. Louis Community College  
Program Name        Hospitality and Tourism: Associate of Applied Science  
Date    12/10/2013

(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. old and under, 28% 21-25 yrs old., 12% 26-30 yrs. old, and 27% 35 yrs. old 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 additional education beyond highschool, and those who wish to begin or further their career after attaining a Certificate of Specialization or AAS Degree in Hospitality and Tourism.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
No      It is desirable that instructors have professional certifications in related areas.
- 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.  
70% to 80%

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- Expectations for professional activities, special student contact, teaching/learning innovation.  
Participation in local hospitality and tourism professional associations.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
Year five: 116
- Percent of full time and part time enrollment by the end of five years.  
50% full time; 50% part time.

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
Year Three: 17; Year Five: 25
- 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 at all times; b. identify the various segments and career opportunities of the hospitality industry; c. describe the role of marketing, management, human resources, law, procurement, and customer service in the hospitality industry; d. speak and write effectively in supervisory and leadership positions; e. demonstrate higher order thinking skills when solving problems in hospitality settings; f. evaluate and interpret numerical data that will influence financial decisions in hospitality operations; g. select and apply appropriate business solutions to work-related situations in the hospitality industry; h. project a level of professionalism appropriate to hospitality industry standards; i. define the role of the hospitality professional in contemporary life.
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- 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.  
N/A
- Placement rates in related fields, in other fields, unemployed.  
63% employed in their related field, 25% employed outside their related field, 8% unemployed, 4% 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.  
N/A

#### **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.  
St. Louis Community College – Forest Park has had nationally recognized Hospitality programs for over 50 years. It was started by Jack E. Miller, a pioneer in Hospitality education.



**STUDENT ENROLLMENT PROJECTIONS**

Year	1	2	3	4	5
Full Time	49	51	56	56	59
Part Time	47	49	54	54	57
Total	96	100	110	110	116

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) 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; National Data Source:</b> Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections. <b>Missouri State Data Source:</b> Missouri Department of Economic Development, Missouri Economic Research and Information Center. <b>Illinois State Data Source:</b> 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		
Lodging Managers – United States	\$46,800	51,400	55,700	+8%	1,820
Missouri	\$44,800	1,089	1,146	+5%	40

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Illinois	\$43,600	960	1062	+11%	40
<b>Food Service Managers – United States</b>	\$48,000	320,600	310,000	-3%	5910
Missouri	\$40,900	3,788	3,485	-8%	70
Illinois	\$43,200	10,299	10,057	-2%	190
<b>Travel Agents – United States</b>	\$34,600	82,800	91,100	+10%	1,720
Missouri	\$30,900	2,223	2,446	+10%	50
Illinois	\$37,100	5,000	4,459	-11%	50
<b>First Line Supervisors of Food Preparation and Serving Workers –</b>					
United States	\$29,300	801,100	879,600	+10%	24,830
Missouri	\$25,800	17,018	17,603	+3%	420
Illinois	\$27,600	29,330	33,717	+15%	1,060
<b>First-Line Supervisors of Housekeeping and Janitorial Workers –</b>					
United States	\$35,300	226,700	228,600	+1%	3,320
Missouri	\$30,500	3,930	3,875	-1%	50
Illinois	\$36,100	9,479	9,476	0%	130
<b>Hotel, Motel, and Resort Desk Clerks –</b>					
United States	\$20,300	227,500	252,700	+11%	11,590
Missouri	\$19,500	4,813	5,230	+9%	230
Illinois	\$19,700	5,935	6,816	+15%	330
<b>Meeting, Convention, and Event Planners –</b>					
United States	\$45,800	71,600	102,900	+44%	4,500
Missouri	\$41,300	1,711	2,144	+25%	80
Illinois	\$43,100	4,091	5,434	+33%	210

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 into the year 2020, in the aforementioned areas of hospitality. The data suggests that there will continue to be a positive increase in job openings in most all areas in which the proposed Hospitality and Tourism AAS degree supports. These annual openings, stated above, are a result of either new growth or net replacement. According to the American Hotel and Lodging Association's 2012 Lodging Industry Profile, <http://www.ahla.com/content.aspx?id=32567> lodging and tourism industry employs 1.8 million hotel property workers and supports more than 7.5 million travel and tourism jobs. This equates to \$194.6 billion in travel-related wages and salaries, and contributes \$124 billion in federal, state, and local taxes.

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

	2010 – 2020 Annual Openings	Annual Wages 2010

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Form SE - Student Enrollment Projections



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Occupation	Growth	Replacement	Total	Entry	Mean	Experienced
Lodging Manager	2	10	12	\$42,731	\$61,275	\$70,547
Food Service Managers	0	28	28	\$33,377	\$57,100	\$68,961
Travel Agents	4	15	19	\$21,144	\$32,081	\$37,550
First Line Supervisors of Food Preparation and Serving Workers	17	121	138	\$21,671	\$31,905	\$37,023
First-Line Supervisors of Housekeeping and Janitorial Workers	0	20	20	\$24,533	\$35,653	\$41,214
Hotel, Motel, and Resort Desk Clerks	9	45	54	\$17,830	\$20,844	\$22,350
Meeting, Convention, and Event Planners	24	13	37	\$32,020	\$47,042	\$54,553

The proposed program revision, along with the Individual Certificate of Specialization in four option areas, 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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