

ALLAN HANCOCK COLLEGE
Program Narrative
CULINARY ARTS AND MANAGEMENT - Associate in Science

Item 1. Program Goals and Objectives

The proposed Associates Degree in Culinary Arts & Management will prepare students for entry level management positions in the restaurant and hotel industry. The required coursework covers not only basic cooking and baking skills, but also emphasizes service management, employee supervision, safety/sanitation and basic business management fundamentals.

This degree will further develop our student's creative, intellectual, cultural education while supporting the economic vitality of our diverse community. The Central Coast of California continues to grow as a destination for hospitality, recreation and tourism. Our program provides critical education and training for our local hospitality industry.

Objectives:

Upon completion of this program, the student will be able to:

- Denote the variety of services and business structures existing in the food and beverage sector of the hospitality Industry.
- Demonstrate competency in safe, sanitary and efficient production and service operations.
- Analyze and respond to differing business climates based on best accounting and forecasting practices.
- Supervise and train a diverse employee pool in best industry practices.
- Follow all the governmental laws and regulations pertaining to food and beverage operations.
- Demonstrate basic baking and cooking skills using current industry tools and equipment.
- Analyze and design cost effective labor and production schedules.
- Analyze and compare methods of internal cost control.
- Assess contracts commonly used in the food service industry.
- Choose and demonstrate optimal cooking procedures for all categories of foods to include, but not be limited to vegetables, fruits, fats and oils, milk products, eggs, legumes, grains, baked products, poultry, meat seafood, and soups.
- Assess standards and procedures for delivery concepts into appropriate restaurant service.
- Construct menus considering food, labor, production costs, and marketing.
- Evaluate quality principles to management of the restaurant kitchen, including team building.
- Correspond with email: read, send, reply to, and forward messages.
- Use Outlook Calendar for creating events, inviting contacts to meetings, and set reminders.
- Use Microsoft Office products (Excel, Word, PowerPoint, Outlook) to assist in operation management.

Item 2. Catalog Description

The Culinary Arts & Management Program at Allan Hancock College will prepare students to obtain employment in the restaurant or hotel industry as unit managers, multi-unit managers,

operation managers, staff trainers, catering & event managers, or baking & pastry managers. Career opportunities for successful graduates include all aspects of the hospitality, recreation and tourism industry.

Job opportunities include but are not limited to entry level and advanced management in restaurants, hotels, bakeries, resorts, catering and special events. Successful graduates would also be qualified to work in various specialized positions in each sector.

Item 3. Program Requirements

A total of 27 units minimum is required for the Associate in Science Degree, Culinary Arts & Management

Course Prefix & Number	Course Title	Units
Required core courses (18 units)		
CA119	Introduction to the Hospitality Industry	2
CA120	Principles of Foods 1	4
CA121	Basic Baking and Pastry	3
CA124	Sanitation, Safety, and Equipment	3
CA125	Supervision and Training Techniques	3
CA126	Food Production Cost, Control and Management	3

Select a minimum of 9 additional units from the following courses in addition to the core requirements

BUS101	Introduction to Business	3
CA122	Advanced Baking and Pastry	3
CA123	Principles of Foods 2	2
CA129	Catering and Events Management	3
CA323	Specialty and Wedding Cakes	1
CA324	Cake Decorating and Decorative Work	1
FSN109	Basic Nutrition for Health	3
FSN110	Nutrition Science	3
FSN132	Introduction to Culinology Profession	1
FSN133	Introduction to Food Science	3
FSN134	Food, Nutrition Customs and Culture	4
SPAN101	Elementary Spanish I	5

Possible Course Sequence

Culinary Arts - A.S. Degree Restaurant Management

	Change	Semester 1	Semester 2	Semester 3	Semester 4
Course Title	to	Fall	Spring	Fall	Spring
CA 118 Beverage Management 1 units	Spring		1		
CA 119 Introduction to the Hospitality Industry 2 units	Fall/Spring	2			
CA 120 Principles of Foods 1 4 units	Fall/Spring		4		
CA 121 Basic Baking 3 units	Fall/Spring		2		
CA 123 Principles of Foods 2 2 units	Spring				2
CA 124 Sanitation, Safety and Equipment 3 units	Fall/Spring	3			
CA 125 Supervision and Training Techniques 3 units	Spring		3		
CA 126 Food Production Cost, Control and Management 3 units	Spring		3		
CA 129 Catering and Event Management 3 units	Spring				3
CWS 149 Cooperative Work Experience 3 units	Fall/Spring			3	
BUS 101 Introduction to Business 3 units	Fall/Spring	3			
CBIS 101 Computer Concepts and Applications 3 units	Fall/Spring				3
ENGL 101 - Freshman Comp: Exposition 4 units	Fall/Spring	4			
FSN 109 Basic Nutrition for Health 3 units	Fall/Spring			3	
or					
FSN 110 Nutrition Science 3 units	Fall/Spring				
Total Core Units		12	13	6	8
Electives towards 60 Unit Minimum for Degree		3	2	9	7
Total Credit Units		15	15	15	15

Item 4. Master Planning

The proposed Associates Degree in Culinary Arts & Management will prepare students for entry level management positions in the restaurant and hotel industry. The required coursework covers not only basic cooking and baking skills, but also emphasizes service management, employee supervision, safety/sanitation and basic business management fundamentals.

This degree will further develop our student's creative, intellectual, cultural education while supporting the economic vitality of our diverse community. The Central Coast of California continues to grow as a destination for hospitality, recreation and tourism. Our program provides critical education and training for our local hospitality industry.

Demand for Hospitality and Foodservice Employees and Managers:

The Culinary Arts & Management Program currently offers only Certificates of Achievement for specific areas of study. Significant demand for graduates with a broad educational background in Culinary Arts & Management has been shown by the Bureau of Labor Statistics and California State Department of Employment Development locally and state-wide.

Santa Maria/Santa Barbara County projections show our area of teaching has six spots out of ten for the category: ***Occupations with the Most Job Openings***

Data also shows "Growth by Industry Sector" for the next ten years is led by the Hospitality Industry. "Leisure and hospitality is expected to add 5,700 jobs, led by a gain of 5,000 jobs in the accommodation and food service industry."

<https://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>



Hospitality (TOP: 1307.00)

July 2019

Prepared by the South Central Coast Center of Excellence for Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation of Hospitality. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

- In the South Central Coast region, the number of jobs for the occupations identified as related to Hospitality is expected to increase over the next five years.
- Food Service Managers, First-Line Supervisors of Food Preparation and Serving Workers, and Waiters and Waitresses are at high risk of automation, while Chefs and Head cooks are at medium risk, and Lodging Managers are anticipated to experience low risk of automation.
- In 2017 there were 159 regional completions for programs related to the occupations identified under Hospitality and 5,002 openings.
- Typical entry-level education for the identified occupations ranges from no formal education credential for Waiters and Waitresses, to a high school diploma for Chefs and Head Cooks, Food Service Managers, First-Line Supervisors of Food Preparation and Serving Workers, First-Line Supervisors of Retail Sales Workers, & Lodging Managers.
- Completers of the Hospitality program (TOP 1307.00) from the 2015-2016 academic year had a median annual wage upon completion of \$25,514.
- 48% of students are earning a living.
- 65% of students are employed within a year after completing a program.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

This report considers five occupations in the standard occupational classification (SOC) system that are related to Hospitality. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
11-9051	Food Service Managers	Plan, direct, or coordinate activities of an organization or department that serves food and beverages.	Banquet Manager, Catering Manager, Food and Beverage Director, Food and Beverage Manager, Food Service Director, Food Service Manager, Food Service Supervisor, Kitchen Manager, Restaurant General Manager, Restaurant Manager
11-9081	Lodging Managers	Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.	Bed and Breakfast Innkeeper, Front Desk Manager, Front Office Director, Front Office Manager, Guest Relations Manager, Guest Service Manager, Hotel Manager, Night Manager, Resort Manager, Rooms Director
35-1011	Chefs and Head Cooks	Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.	Banquet Chef; Certified Executive Chef (CEC); Chef; Chef, Instructor; Cook; Corporate Executive Chef; Executive Chef (Ex Chef); Executive Sous Chef; Head Cook; Line Cook
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	Directly supervise and coordinate activities of workers engaged in preparing and serving food.	Cafeteria Manager, Dietary Supervisor, Food and Nutrition Services Supervisor, Food Production Supervisor, Food Service Director, Food Service Manager, Food Service Supervisor, Kitchen Manager, Kitchen Supervisor, Restaurant Manager
35-3031	Waiters and Waitresses	Take orders and serve food and beverages to patrons at tables in dining establishment.	Banquet Server, Buffet Server, Cocktail Server, Food Runner, Food Server, Restaurant Server, Server, Waiter, Waitress, Waitstaff

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Hospitality is expected to increase over the next five years. Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for Hospitality in the South Central Coast region

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-9051	Food Service Managers	2,838	2,977	139	5%
11-9081	Lodging Managers	333	337	4	1%
35-1011	Chefs and Head Cooks	910	978	68	7%
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	5,774	6,370	596	10%
35-3031	Waiters and Waitresses	17,429	18,392	963	6%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$12.91 per hour.

Exhibit 3 contains hourly wages and annual average earnings for the occupations. Entry-level hourly earnings is represented by the 25th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Hospitality related Occupations in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9051	Food Service Managers	\$14.09	\$19.97	\$30.76
11-9081	Lodging Managers	\$17.84	\$27.21	\$41.88
35-1011	Chefs and Head Cooks	\$17.28	\$22.77	\$31.81
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$12.63	\$15.31	\$21.04
35-3031	Waiters and Waitresses	\$11.36	\$12.04	\$13.64

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing hospitality workers, and what they are looking for in potential candidates. To identify job postings related to Hospitality, the following standard occupational classifications were used:

11-9051	Food Service Managers
11-9081	Lodging Managers
35-1011	Chefs and Head Cooks
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
35-3031	Waiters and Waitresses

Top Occupations

In 2018, there were 2,671 employer postings for occupations related to Hospitality.

Exhibit 4 – Top occupations in job postings

SOC Code	Occupation	Job Postings, Full Year 2018
11-9051	Food Service Managers	1,059
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	683
35-3031	Waiters and Waitresses	657
35-1011	Chefs and Head Cooks	152
11-9081	Lodging Managers	120

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-9051	Food Service Managers	High
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High
35-3031	Waiters and Waitresses	High
35-1011	Chefs and Head Cooks	Low
11-9081	Lodging Managers	Medium

Top Titles

The top job titles for employers posting ads for Hospitality related occupations are listed in Exhibit 5. Restaurant Manager is mentioned as the job title in 7% of all relevant job postings (176 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Restaurant Manager	176
General Manager	174
Assistant Manager	172
Server	162
Shift Leader	138
Food Runner	70
Shift Manager	60

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the employers hiring professionals in the Hospitality field. The top employer posting job ads was Chipotle Mexican Grill. The top worksite cities in the region for these occupations were Oxnard, Santa Barbara, Santa Clarita, Thousand Oaks, and Ventura.

Exhibit 6 – Top employers (n=2,473)

Employer	Job Postings, Full Year 2018
Chipotle Mexican Grill	112
Hilton Hotel Corporation	87
Marriott International Incorporated	72
Pizza Hut	71
El Pollo Loco Inc.	60

Source: Labor Insight/Jobs (Burning Glass)

Skills

Restaurant Management is the most sought after skill for employers hiring hospitality workers.

Exhibit 7 –Job skills (n=1,926)

Skills	Job Postings, Full Year 2018
Restaurant Management	704
Scheduling	480
Food Safety	434
Customer Service	412
Cost Control	376

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 9 shows the industries where most hospitality workers are employed in the South Central Coast region. Note: 7% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 9 – Industries employing the most hospitality workers, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Accommodation and Food Services	2,218	86%
Retail Trade	79	3%
Health Care and Social Assistance	61	2%
Arts, Entertainment, and Recreation	45	2%
Professional, Scientific, and Technical Services	42	2%

Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupations.

Exhibit 10 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9051	Food Service Managers	High school diploma or equivalent	None
11-9081	Lodging Managers	High school diploma or equivalent	None
35-1011	Chefs and Head Cooks	High school diploma or equivalent	None
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	None
35-3031	Waiters and Waitresses	No formal educational credential	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 159 regional completions (2017) in programs related to the occupations of Hospitality and 5,002 regional openings (2017) in the South Central Coast region.

7 Regional Institutions had Related Programs (2017)	159 Regional Completions (2017)	5,002 Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
12.0500	Cooking and Related Culinary Arts, General	80
12.0503	Culinary Arts/Chef Training	29
12.0504	Restaurant, Culinary, and Catering Management/Manager	25
52.0901	Hospitality Administration/Management, General	21
52.0904	Hotel/Motel Administration/Management	2
52.1804	Selling Skills and Sales Operation	2
19.0505	Foodservice Systems Administration/Management	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Hospitality program (TOP Code: 1307.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$25,514
- Starting salary in the region for Lodging Managers is \$47,798
- 48% of students are earning a living wage
- 65% of students are employed within a year after completing a program
- Students who transfer and earn a bachelor's degree could pursue the following careers:
 - Meeting, Convention, and Event Planners

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions identified as related to the proposed program in hospitality. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.