**Curriculum Renewal:**

**Analysis and Action Plan Template**

| **Program Coordinator:**  | **Jennifer Rishor** | **School:** | **Justice & Business Studies** |
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| **Program Code:** | **HTR** | **Date Completed:** | **October 22nd 2013** |
| **Program Name:**  | **Hotel & Restaurant Management** |

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| **A. Analysis of Indicators**Note: data is **not** recorded in this section of the template.**Reflect on, and discuss, the following indicators in the context of the curriculum and program:**   |
| 1. **Industry / Sector Trends**
	1. **New or emergent *industry or sector* related issues and trends identified over the past year and their potential impact on the program?**

**Environmental Responsibility*** demands for more environmental controls
* cost effectiveness of “greening hotels”

**Solutions*** LEED certification – Leadership in Energy and Environmental Design
* HAC green program initiative (Hotel Association of Canada Programs)
* measuring carbon footprint
* guest awareness and promotion

**How HTR courses are assisting the Industry:****Resort Management (HOSP10)*** ecotourism
* LEED practices
* Green travel – sustainable practices such as Linen Re-use program, water conservation, etc.

**Hotel Operations & Sustainability (HOSP7)*** water crisis – Lake Louise Case Study

**Housekeeping (HOSP8)*** laundry facilities water conservation and cost per use

**Financial Sustainability*** increased operating costs
* global economic market

**Solutions*** need to focus on operating efficiencies
* strengthening brand awareness
* customer service
* yield management

**How HTR courses are assisting the Industry:****Basic Bookkeeping (ACCT69)*** strategies to become cost effective

**Housekeeping HOSP8, Front Office HOSP4, and Food & Beverage HOSP49, HOSP50*** work smarter not harder
* efficient and effective labour decisions

**Supervision (HOSP6)*** time management skills

**Hotel Operational Training Simulation (HOSP52)*** business plans, market studies, situational analysis
	1. **Advisory Committee recommendations from the past year that will affect the positioning, nature, or scope of the program?**

Due to the fact that the program was being re-designed from a 3 year Advanced Diploma to a 2 year diploma, we suspended the Advisory Committee meeting until November 18, 2013.* 1. **Information / observations has been generated via faculty and staff professional development, engagement in sectoral and profession associations, and involvement in community and employer networks connected to the field?**

HTR program currently a member of the following organizations:ORHMA – Ontario Restaurant, Hotel, and Motel Association, which the OAA (Ontario Accommodation Association merged with)HHRPA – Hospitality Human Resources Professional Association**Community Involvement:**International Student Welcome Reception – held at FlemingCast Iron Chef Competition - Annual fundraising even for Culinary Bursaries held at FlemingIt’s all about ART - Fall fundraiser for the Art Gallery of PeterboroughClara’s Big Bike Ride – Spring 2014 in support of Canadian Mental Health Association**Employer Networks:**Job Fairs with Fairmont Hotels & Resorts, JW Marriott Hotel, Holiday Inn Peterborough Waterfront, Viamede Resort and various other local properties and venues.* 1. **Are there new or changing employment trends in the industry or sector?**

**Careers in Hospitality & Tourism** (The Canadian Tourism Human Resource Council, CTHRC 2011) * In 2011, the tourism sector accounted for 1.7 million jobs, that is, 9.4% of all jobs in Canada. The number of jobs in tourism grew by 1.9%, outpacing job growth in the total economy (+1.6%).
* The food and beverage services industry group was the largest employer among tourism industries in 2011, with more than 50% of all tourism jobs (893,000 jobs).
* The second largest employer was recreation and entertainment with 277,000 jobs
* Followed by accommodation with 229,000 jobs.
* The transportation industry group was responsible for 217,000 jobs
* Travel services provided 45,000 jobs.
	1. **What are the curriculum issues / strengths that have been identified by employers pertaining to graduate job readiness?**

To be discuss at November 2013 PAC meeting. |
| **2. Curriculum Development*** 1. **Have there been any curriculum changes in the last year such as changes in course content and course materials, course / program outcomes, innovative delivery approaches, assessment practices, applied learning experiences, e-learning / blended learning? If yes, please provide details.**
* The humanitarian SAFE trip is now being offered as a Program Elective to HTR students. It is now a course with one hour class per week over and above the one week trip.
* For semester one the new Introductory to Hospitality and Tourism HOSP53 was introduced as common curriculum for Tourism and Hospitality students. This replaced the Introductory to Hospitality and Tourism Today courses.
* In semester two this winter, TV students took Service Systems Management HOSP11 instead of Customer Service Management BUSN62. This gives the student better application of customer service in the hospitality field. Challenges for this change are the hospitality students are in fourth semester and the tourism students were in semester two. We need to move HOSP11 to fourth semester for TV’s.

The school has made a commitment to EDGE which stands for four main areas of emphasis across the curriculum: Environment, Diversity, Global, and Experience.**See supporting documents labeled:**The EDGE of Hotel & Restaurant ManagementHTR Grid 2013 - 2015HTR Learning Sequence Building BlocksHTR Course Changes over 2013- 2014* 1. **Does the current curriculum align with the college’s e-learning strategy? Deliverables/ measurements that align with the strategy?**

The Hotel & Restaurant Management program certainly does align with Fleming’s e-learning strategy. Core courses within the HTR program include the use of our new learning management system D2L, electronic presentations which include power point & prezi, interactive games, on-line simulations (HOSP52), quizzes and discussion boards. Many of the learning activities are accessed through computers and personal wireless devices.Some of the e-learning delivery modes within the HTR program are web-facilitated, web-enhanced and blended. During the spring 2014 CBD HTR will be looking at moving at least one course fully online for fall 2014.* 1. **Are there any recent or anticipated initiatives that promote student pathways including dual credits, partnerships with high schools, program laddering, and university transfer / articulations, continuing education?**

Continuing (since 2006) administering a Dual Credit in HOSP 2 International Culinary Appreciation. Upcoming school year 2013 – 2014 projections include St. Mary’s, Cobourg, St. Peter’s, Peterborough, Holy Cross, Peterborough, Clarington, Courtice and Lakefield.Adding Articulation Agreements with Algonquin College and Institutes of Technology Ireland.Development of new grad certificate program Hospitality Leadership & Management (HOM)* 1. **Are there any new competitor programs and/or re-positioning of existing programs?**

 September 2011 Durham College opened a program in Hospitality Management – Hotel Restaurant & Tourism. Review of this program indicates focus on food & beverage, culinary and hotel management skills with two courses dedicated to tourism. Program has been waitlisted every fall intake.* 1. **Are there any new or changing provincial standards, standards for accreditation, credentials, and / or industry or sector certifications over the past year?**

There are no changes to provincial standards, standards for accreditation, credentials, and / or industry or sector certifications over the past year.* 1. **What is the progress made from the last curriculum renewal initiative?**

See section 2.1 supporting document “HTR Course Changes over 2013- 2014” for descriptions of some of the changes to curriculum since last renewal.  |
| **3. Applied Learning*** 1. Does the current program contain a discrete Applied Learning opportunity for students? If yes, which category of Applied Learning is fulfilled?

\_X\_ Field Work (Indirect Supervision)\_X\_ Field Work (Direct Supervision)\_\_\_ Co-op\_\_\_ Applied Project / Applied Research Project* 1. In the winter of 2014, Fleming College will ask all programs with Applied Learning opportunities to align to an agreed upon framework. To confirm program alignment, please complete the appropriate Applied Learning Framework Checklist and attach it to this document. After completing the checklist, please answer the following: Is the program in alignment with the Applied Learning Framework? If no, what are the strategies in place to bring the program into alignment?

Documents attached.* 1. If the answer to 3.1 is no, are there plans to create a discrete Applied Learning opportunity for students within this program? Why or why not?
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| **3. Student and Graduate Satisfaction**3.1 Key performance indicators # 4, 8, 9, and 11 (see **Appendix of Curriculum Guide** for a description of these).**KPI4: 53.3%** of students feel that the program **includes topics relevant to your future success**. Other programs within the system hold an average of 83.6%. The HAH program revealed an average of 84.6% compared to similar programs at 85.7%. I feel the HTR program is low due to the constant changes within the program and should only improve.**KPI8:**  57.1% of students reported satisfaction that the program **develops their ability to solve math problems using math techniques**. All reporting colleges were averaged at 62.4%. I believe that this average will increase with the development of MATH112 (Mathematics for Hospitality) within the program.**KPI9: Develop your ability to work with others** indicated66.7% satisfaction within the program. Other programs indicated 82.9%.**KPI11:**  46.7% of graduates reported satisfaction with **develops your computer skills** in the program. This rate is much lower than the system average of 60.8%.16 colleges in Ontario offer Hotel & Restaurant Management.3.2 Review and discuss student retention on a semester by semester basis over the past year.**Semester I to II –** all students were retained.**Semester III to IV –** 1 students left the program1 stayed to continue working where they were completing their placement |
| **B. Curriculum Strengths and Challenges** Summarize the curriculum strengths and challenges identified by the team.  |
| **Strengths:*** 100 hours of placement can be completed between second and third semester. Elimination of the second 100 hours of placement as students are completing this placement in Fulford’s with gaining experience in both the front of the house and the back of the house. This elevates pressure on our industry partners.

**Weaknesses:*** Completion of work placement hours prior to May 20th deadline for graduation
* Students not taking work placement seriously
* As the HTR program will run fall 2012, we will not have employer feedback until November 2013.
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| **C. Action Plan**Identify priority actions for the next year and the rationale for their inclusion. For each, indicate the project lead, and the proposed timelines for completion. **What resources are required to complete the action plan, i.e., software, equipment, and training?**  |
| **Enrollment – Project Lead: Jennifer Rishor*** Due to the declining enrollment in the hospitality programs, the faculty will be developing a marketing strategy by winter 2014 to execute over the next year.

**Hospitality Cluster Student Association – Project Leads: Jennifer Rishor & Casey V*** In the 3rd semester HOSP 50 course which is modular based, 1 of the team based modules is to spearhead the development of the Hospitality Cluster Student Association. The hope is that this team creates a proposal the Tourism, Hospitality and Culinary students will embrace and apply.

 **Field Placement – Project Lead: Jennifer Rishor*** Revisit the existing approach to field placement. This includes student approval forms, course outline, employer evaluation, and student reflection report. Incorporate a blended learning with student reports and information on the D2L platform. This will be completed for January 2014
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| **D. Deferred Actions**Record any issues that will need to bemonitored, researched, or deferred for future action. |
| * Deferred: Development of Liability & Risk Management Course to replace LAWS4.
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| **E. Attach an updated Program Curriculum Map to your report**  |
| Please file an updated Program Curriculum Map in folder named Program Curriculum Map.: **S:\shared data\CLT\School Name\Program Name\Program Curriculum Map** |