

# Coordinating Commission for Postsecondary Education Review of Existing Instructional Programs

**Institution:** Central Community College      **Program:** Hospitality Management and Culinary Arts

I certify the following:

- the information provided regarding this program is accurate
- the above named institution has in place a procedure for reviewing instructional programs
- such review took place and was presented to the institution's governing board on **May 18, 2023**
- the governing board's action was:

Signed: \_\_\_\_\_  
(Chief Academic Officer or designated representative)      (Date)

## Evidence of Demand and Efficiency

		17-18	18-19	19-20	20-21	21-22	5 yr avg
<b>Student Credit Hours (SCH)</b>		720	842	824	680	581	729.4
<b>Faculty Full-time Equivalency (FTEF)*</b>		2.61	2.22	2.20	2.73	2.79	2.51
<b>SCH/Faculty FTE</b>		275.86	379.28	374.55	249.08	208.24	290.60
<b>Number of Degrees and Awards</b>  <i>(list degrees/awards separately)</i>	<b>AAS</b>	7	7	3	13	5	7.0
	<b>Diploma</b>	13	5	17	8	6	9.8
	<b>Certificate</b>	7	26	26	23	23	21.0
	<b>Total Awards</b>	27	38	46	44	34	37.8
	<b># of Unduplicated Graduates</b>	21	34	34	27	24	28.0

\*By term analysis combined to conduct an annual review. Numbers reported reflect 2 different negotiated contract periods (FA17-SU20 and FA20-SU22)

**Evidence of Need** (provide a detailed explanation below or attach documentation)

**Justification if the program is below either of the CCPE thresholds—complete page 2**

\_\_\_\_\_  
For CCPE use: reviewer/date

**Justification if the program is below CCPE thresholds—check one or more boxes and provide a detailed explanation or attach a document**

☐ Program is critical to the role and mission of the institution (detailed explanation).

☐ Program contains courses supporting general education or other programs (detailed explanation).

☐ Interdisciplinary program (providing the program meets the requirements set in the existing policy for interdisciplinary programs) (explain)

☐ Student or employer demand, or demand for intellectual property is high and external funding would be jeopardized by discontinuing the program (explain).

☐ Program provides unique access to an underserved population or geographical area (explain).

☐ Program meets a unique need in the region, state, or nation (explain).

☐ Program is newly approved within the last five years (no additional justification needed).

☐ Other (detailed explanation).



## **Hospitality Management and Culinary Arts**

### **Coordinating Commission Seven-Year Review 2023**

*Information in this report reviewed and recommended to cabinet:*

Central Community College Educational Services, 4/27/2023

*Recommended continuation of programs without monitoring:*

Central Community College College Cabinet, 05/4/2023  
Central Community College Board of Governors, 05/18/2023-pending

**Lindsay Higel** – Program Director  
**Dylan Krings** – Program Faculty  
**Kimberly Milovac** – Program Faculty

**Alison Feeney**, M.A.E. – Associate Dean of Instruction, Career & Technical Sciences  
**Brian Hoffman**, M.A. – Associate Dean of Instruction, Career & Technical Sciences  
**John McKinney**, M.Div. – Associate Dean of Instruction, Career & Technical Sciences

**Nate Allen**, Ed.D. – Dean of Instruction, Career & Technical Sciences  
**Chris Waddle**, J.D. – Division Vice President, Career & Technical Sciences

## **Hospitality Management and Culinary Arts**

### *Program Review Summary – Dr. Nate Allen*

The Hospitality Management and Culinary Art (HMRM) program at Central Community College (CCC) is located on the Hastings campus and provides curriculum specializations in both Culinary Arts and Hospitality Management.

The job demand has grown in the CCC service area, with a higher job growth rate of 16.4% annually compared to the national average of 9.1% and a slightly lower rate than the Nebraska average of 17.5%. However, the average hourly rate of \$20.65/hr. in the CCC service area is lower than the national average of \$23.61/hr. The most desirable skills for potential employees are restaurant operation, restaurant management, supply and demand, food preparation, food safety and sanitation, food services, marketing, inventory management, operations management, and cooking. The program review plan indicates a slight disparity in racial diversity of 18% versus the national average of 25%, and the data also covers a balanced gender diversity.

Enrollment for the fall 2022 semester shows that more than half of the full-time students are incoming first-year students, and a small percentage of students are part-time. The HMRM department continues to focus on retention efforts to keep students enrolled full-time each semester and complete their AAS in two years. The retention rate improved from the previous year, but there is still room for improvement. Recruiting efforts to increase enrollment are also a focus of the HMRM program.

The HMRM program faculty and staff focus on increasing enrollment and retention of current students. The HMRM completion rate is 77%, up 4% from the previous year. The HMRM program is diligent in student early alert reporting for early intervention which is particularly important in the first semester courses. The faculty and staff are also evaluating rubrics to create a similar look for all HMRM classes. The culinary instructor plans to improve the mystery baskets by being more specific in cooking methods expected during the culinary final to show proficiency in cooking techniques.

HMRM graduates leave the program confident in their professional and technical skills based on graduate surveys but as with many programs there appears to be a gap between graduate perception of skills and perceptions of employers. The program is also working to increase the number of returned employer surveys. The 2019-2020 graduates in the service area are employed full-time at a higher rate rather than continuing their education or gaining part-time employment. HMRM degree graduates in the service area represent 5.2% of all programs, and CCC graduates account for 77% of HMRM completers.

In conclusion, we recommend continuing the HMRM program. The program is committed to increasing enrollment, retention, and ensuring graduates are prepared for successful careers in the hospitality management and culinary arts industries.

- I. **Program:** **Hospitality Management and Culinary Arts**
- II. **College Mission:** Central Community College maximizes student and community success.
- III. **College Vision: The Best Choice –**
- for students to achieve their educational goals.**
- quality education
  - personal service and individualized attention
  - exceptional and passionate faculty and staff
  - extraordinary value
- for developing a skilled workforce.**
- employability and/or successful credit transfers
  - graduates who advocate for CCC
  - business and industry partnerships
  - state-of-the-art facilities and technologies
- for advancing communities.**
- educational partnerships
  - strong alumni support
  - foster economic development
  - sustainability leaders
- IV. **Program Mission Statement:** The Hospitality Management and Culinary Arts program will provide students an education using the cutting edge of culinary practice and reflecting the needs of the hotel and restaurant industry.

## EMSI Q4 2022 Data Set

EMSI data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics.

Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States.

This core offering is then enriched with data from online social profiles, resumes, and job postings to give you a complete view of the workforce.

## Report Parameters

### 6 Occupations

Food Service Managers (11-9051)

Lodging Managers (11-9081)

Meeting, Convention, and Event Planners (13-1121)

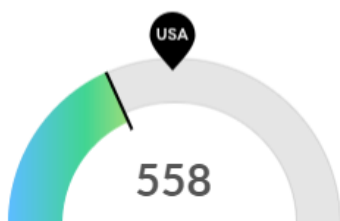
Chefs and Head Cooks (35-1011)

First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014)

First-Line Supervisors of Personal Service Workers (39-1022)

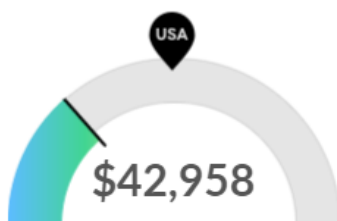
## Executive Summary

### Light Job Posting Demand Over a Thin Supply of Regional Jobs



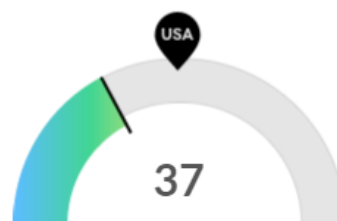
Jobs (2022)

Your area is not a hotspot for this kind of job. The national average for an area this size is 850\* employees, while there are 558 here.



Compensation

Earnings are low in your area. The national median salary for your occupations is \$49,112, compared to \$42,958 here.



Job Posting Demand

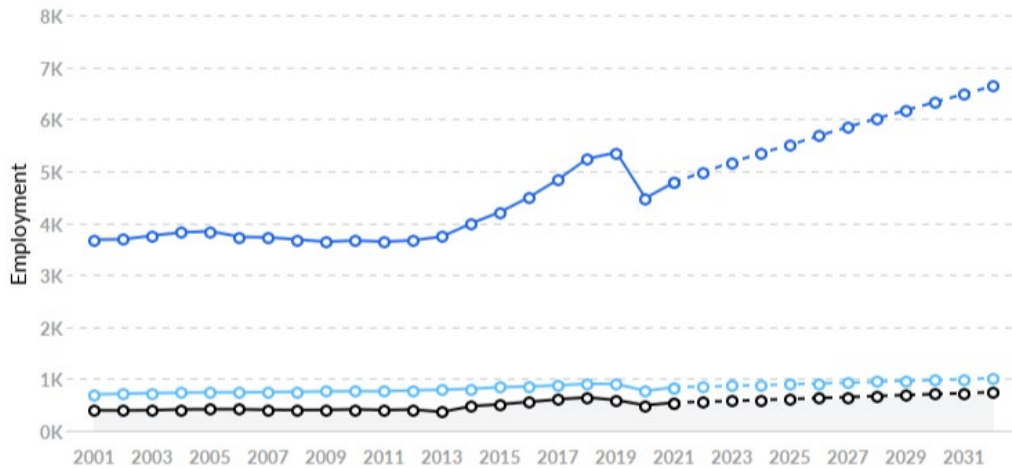
Job posting activity is low in your area. The national average for an area this size is 60\* job postings/mo, while there are 37 here.

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Lower Than the National Average

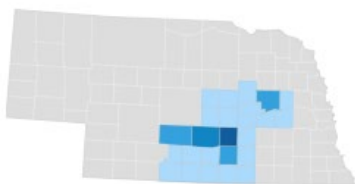
An average area of this size typically has 850\* jobs, while there are 558 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2022 Jobs	2027 Jobs	Change	% Change
● CCC Service Area	558	649	91	16.4%
● National Average	850	927	78	9.1%
● Nebraska	4,980	5,850	870	17.5%

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Regional Breakdown



County	2022 Jobs
Hall County, NE	170
Buffalo County, NE	124
Platte County, NE	60
Adams County, NE	56
Dawson County, NE	32

## Most Jobs are Found in the Restaurants and Other Eating Places Industry Sector



Industry	% of Occupation in Industry (2022)
Restaurants and Other Eating Places	38.6%
Traveler Accommodation	11.9%
Local Government, Excluding Education and Hospitals	8.3%
Other Amusement and Recreation Industries	7.4%
Drinking Places (Alcoholic Beverages)	3.4%
Special Food Services	3.3%
Other	27.0%

## Compensation

### Regional Compensation Is 13% Lower Than National Compensation

For your occupations, the 2021 median wage in your area is \$20.65/hr, while the national median wage is \$23.61/hr.





# Job Posting Activity



## 438 Unique Job Postings

The number of unique postings for this job from Jan 2022 to Dec 2022.



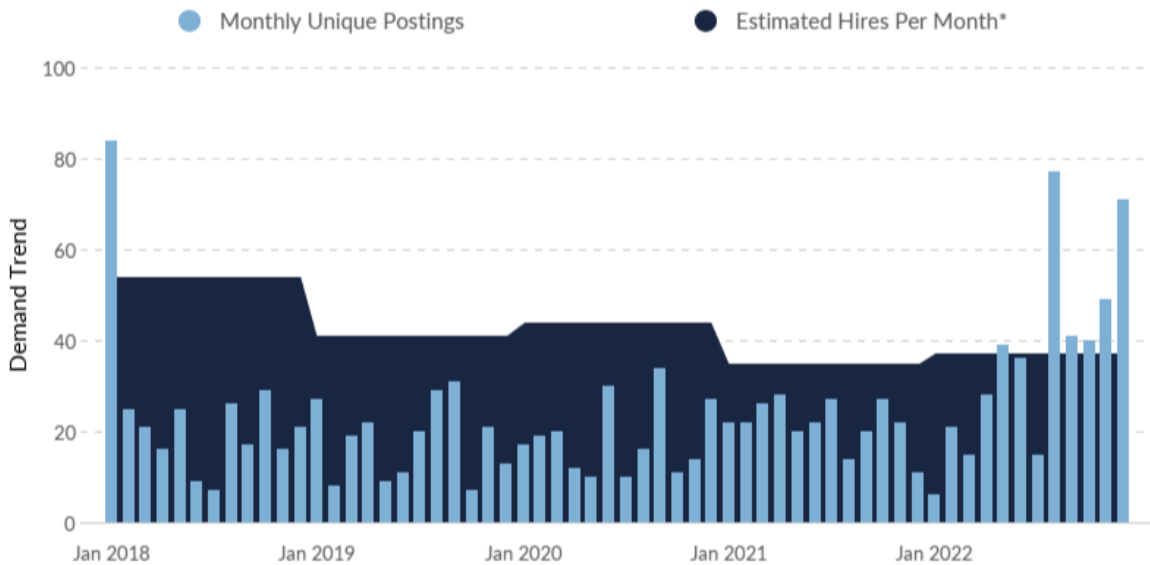
## 86 Employers Competing

All employers in the region who posted for this job from Jan 2022 to Dec 2022.













## 32 Day Median Duration

Posting duration is 5 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2022 - Dec 2022)	Avg Monthly Hires (Jan 2022 - Dec 2022)
Food Service Managers	32	15
Meeting, Convention, and Event Planners	2	4
Chefs and Head Cooks	1	7
Lodging Managers	1	4
First-Line Supervisors of Personal Service Workers	0	2

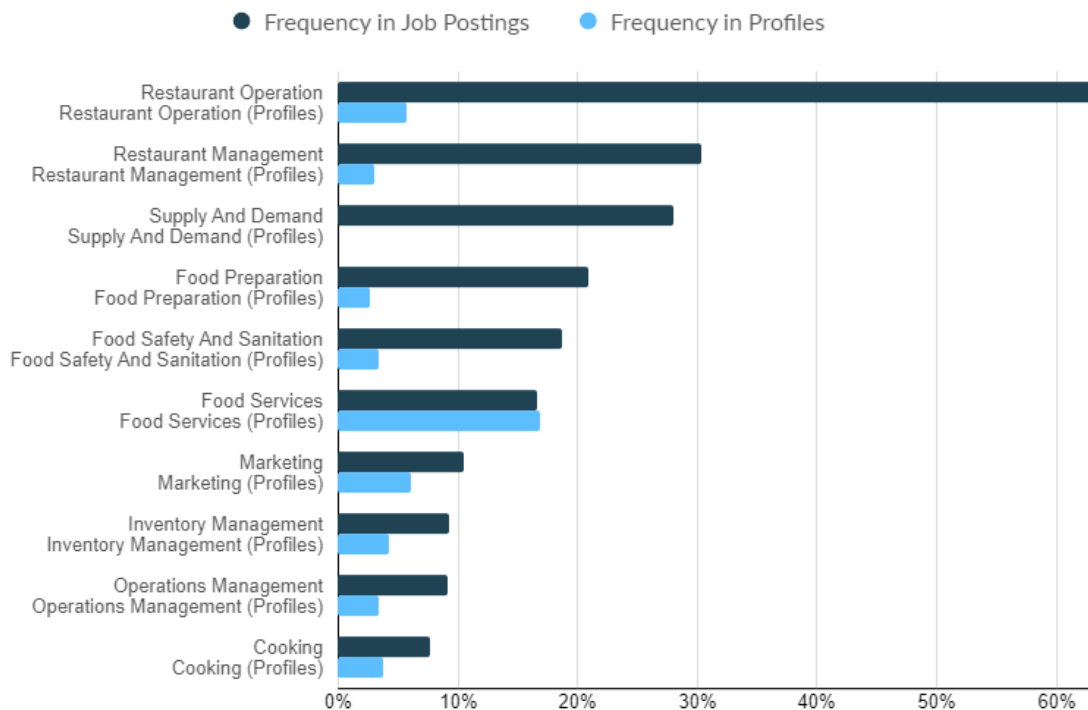
\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings
Pizza Hut	76 
Staab Management	26 
Bosselman Enterprises	21 
Pacpizza	20 
Raising Cane's	20 
Sonic Drive-In	18 
Taco Bell	16 
Arby's	13 
McDonald's	12 
Starbucks	10 

Top Job Titles	Unique Postings
Pizza Cooks	54 
Assistant Managers	49 
Restaurant General Manager	45 
Shift Managers	35 
General Managers	26 
Assistant Restaurant Manager	20 
Restaurant Managers	16 
Assistant General Manager	14 
Food Service Directors	10 
Food Court Managers	9 

# Top Specialized Skills

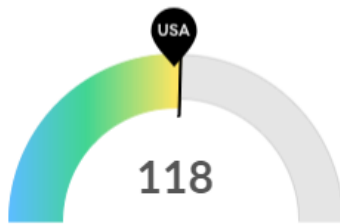
## Top Specialized Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Restaurant Operation	277	63%	15	6%
Restaurant Management	133	30%	8	3%
Supply And Demand	123	28%	0	0%
Food Preparation	92	21%	7	3%
Food Safety And Sanitation	82	19%	9	3%
Food Services	73	17%	44	17%
Marketing	46	11%	16	6%
Inventory Management	41	9%	11	4%
Operations Management	40	9%	9	3%
Cooking	34	8%	10	4%

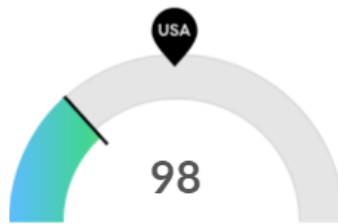
# Demographics

Retirement Risk Is About Average, While Overall Diversity Is Low



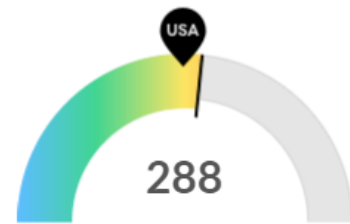
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 115\* employees 55 or older, while there are 118 here.



**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 219\* racially diverse employees, while there are 98 here.



**Gender Diversity**

Gender diversity is about average in your area. The national average for an area this size is 262\* female employees, while there are 288 here.

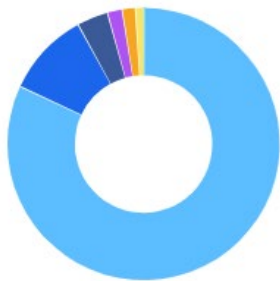
\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown



	% of Jobs	Jobs
14-18	1.6%	9
19-24	10.0%	54
25-34	23.2%	126
35-44	23.8%	129
45-54	19.7%	107
55-64	15.4%	83
65+	6.4%	35

### Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	81.9%	444
Hispanic or Latino	10.1%	54
Asian	3.7%	20
Black or African American	1.7%	9
Two or More Races	1.6%	9
American Indian or Alaska Native	1.0%	5
Native Hawaiian or Other Pacific Islander	0.1%	0

### Occupation Gender Breakdown



	% of Jobs	Jobs
Males	46.8%	253
Females	53.2%	288

## Graduate Pipeline



#### 5 Programs

Of the programs that can train for this job, 5 have produced completions in the last 5 years.



#### 57 Completions (2021)

The completions from all regional institutions for all degree types.



#### 78 Openings (2021)

The average number of openings for an occupation in the region is 27.

CIP Code	Top Programs	Completions (2021)	
12.0504	Restaurant, Culinary, and Catering Management/Manager	44	<div></div>
52.0101	Business/Commerce, General	7	<div></div>
52.1401	Marketing/Marketing Management, General	6	<div></div>

Top Schools	Completions (2021)	
Central Community College	44	<div></div>
Hastings College	13	<div></div>

### 2023 Summary of EMSI Q4 2022 Data Set:

Job demand has grown in our area: the job growth rate is higher in the CCC Service area with +16.4% annually versus National Average of +9.1% and slightly under the Nebraska Average of +17.5%. The average hourly rate of \$20.65/hr. is lower in the C.C.C. Service Area versus the National Average of \$23.61/hr. due to higher concentrations of lower pay for all fields in the CCC Service area and lower number of available openings. Advertisements of job openings for HMRM related activities accounted for 438 job postings, from 86 employers in the Service Area. The most desirable skills for potential employees were Restaurant Operation, Restaurant Management, Supply and Demand, Food Preparation, Food Safety and Sanitation, Food Services, Marketing, Inventory Management, Operations Management, and Cooking. The report indicates a small disparity in Racial Diversity of only 18% versus National Average of 25%, and a balanced Gender Diversity. HMRM Degree graduates in Service Area represent 5.2% (57/1098) of all Programs and CCC graduates account for 77% of HMRM completers.

## A. Supporting Data

### a. Awards

Degree/ Credential Awarded	17-18	18-19	19-20	20-21	21-22	5-yr avg
<b>AAS</b>	7	7	3	13	5	7.0
<b>Diploma</b>	13	5	17	8	6	9.8
<b>Certificate</b>	7	26	26	23	23	21.0
<b>Total Awards</b>	27	38	46	44	34	37.8
<b># Of Graduates</b>	21	34	34	27	24	28.0

#### 2023 Summary of Awards (2021-22 data):

HMRM total awards was down slightly from the previous year. Certificates remained the same as in the previous four years, but AAS and diplomas were down. Some of this decline could be from the natural peaks and valleys that our program is used to seeing in the data which we attribute to our students working full time in industry and taking more than two years to complete the program's requirements. We also saw a decline in both enrollments and struggled with retention, despite our efforts of early reporting of student struggles.

### b. Student Credit Hours Produced per Faculty FTE

	2017-18	2018-19	2019-20	2020-21	2021-22	5-year average*
<b>Student Credit Hours (SCH)</b>	720	842	824	680	581	<b>729.4</b>
<b>Faculty Full-time Equivalency (FTE)</b>	2.61	2.22	2.20	2.73	2.79	<b>2.51</b>
<b>SCH/Faculty FTE</b>	275.86	379.28	374.55	249.08	208.24	<b>290.60</b>

Source: Program Stats by Alpha and Instructor-Student FTE reports.

\*By term analysis combined to conduct an annual review. Numbers reported reflect 2 different negotiated contract periods (FA17-SU20 and FA20-SU22)

#### 2023 Summary of the Student Credit Hours per Faculty FTE (2021-22 data):

The 5-year average is within the CCPE standards due to two higher years and two lower years for student credit hours. Work must be done in HMRM to increase credit hours to stay within the guidelines for credit hours per faculty. The Program Director is working to evaluate the elective credits that students currently take within the business division for a customized plan of study that is limiting credits taken from HMRM. Increasing overall enrollment and retention of current students is a focus of the faculty and staff.

**2023 Summary Statement:**

Retention and recruitment were a focus for the past academic year and will continue to be for years to come. The event planning courses have applied for and received funding from both the CCC mini-grant, humanities Nebraska and partnered with UNMC to secure funding for events hosted by our program students. Culinary Chef Instructor received training to make course improvements in Confections and Decorating class. HMRM Program director is taking a review of current course offerings and our course matrix to maximize our efforts for completion in two years, and to evaluate our current plan of study that includes many elective credits from other business division courses. Research and development of the desired international component will be completed.