Program Change Request

New Program Proposal

Date Submitted: 10/01/15 3:18 pm

Viewing: **AASC-AAS : Culinary Arts**

Last edit: 01/11/16 4:00 pm

Submitted to workflow by: Larsen, Ron (x22m626)

**Overview**

Department: Gallatin Coll Workforce Progrm (WP)

College: Gallatin College

Academic Level:
Undergraduate

Program Type:

**In Workflow**

1. Associate Provost
2. WP Head
3. GC Dean
4. CPC Chair
5. Faculty Senate Chair
6. z94k447
7. Faculty Senate Chair
8. Associate Provost
9. Deans Council
10. Regents
11. Accreditors
12. Registrar

**Approval Path**

1. 10/01/15 3:25 pm
   Ron Larsen (x22m626): Approved for Associate Provost
2. 10/05/15 10:02 am
   Sara Maki (w75v762): Approved for WP Head
3. 10/05/15 10:10 am
   Sara Maki (w75v762): Approved for GC Dean
4. 10/08/15 4:15 pm
   Keely Holmes (n77g116): Approved for CPC Chair
5. 01/07/16 11:19 am
   Keely Holmes (n77g116): Approved for Faculty Senate Chair
6. 01/11/16 4:00 pm
   Stephanie Gray (z94k447): Approved
Major

Please review this program for financial aid eligibility.

Suggested Program Code: AASC

Degree Code: Associate of Applied Science (AAS)

Program Title
Culinary Arts

Abbreviated Program Title
Culinary Arts

Effective catalog when new program will be available to students: 2016-2017

One Paragraph Description of Program:
The AAS in Culinary Arts includes traditional culinary arts coursework alongside unique offerings that include concepts such as; farm to table, local agriculture, sustainability and value added techniques, all with a local Montana emphasis. The AAS in Culinary Arts is a 60 credit offering, with 21 of those credits in general education. This AAS includes a summer session opportunity with Towne’s Harvest field work and/or an internship. There are 20 courses offered in this AAS, 16 are currently offered in the MUS system, 3 will be unique new offerings and 8 will be shared courses with the Bachelor’s Degree in Hospitality Management.

Need

To what specific need is the institution responding in developing the proposed program?

The mission of Gallatin College is to meet the need of local industry. In July of 2014 the University of Montana’s Institute for Tourism and Recreation Research released a report stating that Gallatin County led the state in tourism spending, which was a 19% increase. Park County ranked 6th in the state in tourism spending, which made the Yellowstone Country the number one tourism region in the state. Of this tourism spending restaurant and bar expenditures make up 20% of the total. Above data represents non-resident tourism; it should be noted that the Bureau of Business and Economic Research reported in its 2014 Economic Outlook report that Gallatin County is projected to be the fastest growing urban area in the state. This growth along with an improving economy means a higher demand on
our local restaurants and food service institutions (hospitals, schools, nursing homes, correctional facilities) from the local community. All these food service groups rely on professional chefs and staff to meet workforce demand.

In regards to actual occupational demand, the Montana Department of Labor and Industry projects average job gains per year from 2012 to 2022. In the accommodation and food services sector there will be 950 openings per year.

Occupational Title, 2022 Emp. Projection, Annual Openings (growth/replacement), Median Wage

- Chefs and Head Cooks, 403, 12, $38,014
- First-Line Supervisors Food Prep/Servers, 3,675, 151, $29,353
- Food Service Managers, 443, 9, $46,614
- Cooks, 5,702, 194, $20,608
- Bakers, 940, 29, $23,714
- Cooks, Institutional and Cafeteria, 2,195, 59, $24,141
- Food Prep and Serving Related, 46, 3, $23,514

In the 2011 Gallatin and Park Counties Workforce Needs Assessment, local businesses identified six high priority workforce programs in the Hospitality Industry. Four of the six workforce programs were specific to culinary arts and food service needs. A number of hospitality related focus groups have confirmed this need over the past three years.

In addition to the above data, Gallatin College collected data from the Bozeman Job Service from January 2014–June 2014. Job listings and job openings in Gallatin College were reviewed for cooks, food preparations workers, food service managers, slaughterers and meat packers, protein trimmers, chefs, head cooks, and first line food prep supervisors. During the time period from January 1, 2014–June 30 2014 there were 115 Job Orders and 116 Job Openings for the listed positions in Gallatin County. The nearest culinary arts programs are in the western part of the state, at Missoula College (3 hour drive) and Flathead Valley Community College (5 hour drive).

How will students and any other affected constituencies be served by the proposed program?

First and foremost there are no opportunities for students in culinary arts in this part of the state. Missoula and Flathead are the nearest offerings for culinary arts. Students will benefit from this program in that it delivers specifically what they need in order to become successful culinary professionals, a combination of management skills along with content knowledge in food and culinary skills. The program includes hands-on training, experiential learning, and internships. And, most importantly there are both existing jobs and entrepreneurial opportunities across Gallatin and Park Counties for graduates.

Restaurant industry stakeholders in Montana will benefit from having a pool of qualified candidates when hiring food and beverage managers, chefs, and bakers for positions that are currently difficult to fill. Additionally, they will have the opportunity to work with, train, and hire culinary students to fill positions that would normally be filled by individuals who are seeking employment, but have no professional commitment to culinary arts.

Flathead Valley Community College and Missoula College at the University of Montana offer Associate of Applied Science Degrees in Culinary Arts and Food Service Management respectively.
What is the anticipated demand for the program? How was this determined?

To start with anecdotal examples, Gallatin College recruiters report every time they return from high schools tours that students continue to request culinary programming. In addition to high school students requesting this programming, high school administrators at Bozeman and Belgrade High both offer Pro-start programs in culinary arts. Pro-start is an introductory curriculum to the culinary arts industry. This connection becomes a direct pipeline from two local high schools of incoming students, it also allows for the possibility of future dual enrollment activities.

Demand for the program was assessed in three different ways: 1) using an analysis by Education Advisory Board, 2) conducting a focus group and interviews with industry stakeholders, and 3) informal communications and follow-up with SFBS alumni.

According to an assessment conducted by Education Advisory Board (in collaboration with Burning Glass and Labor/InsightTM) the overall demand for positions with hotel, restaurant, and tourism management skills has risen steadily since 2010. Between 2010 and 2013, the number of job postings grew 14.3% overall, and 44% in the region. This trend is predicted to continue. Employers are predominantly seeking graduates with traditional business and finance skills (accounting, financial reporting, and sales), and skills specific to hospitality (restaurant management, food safety, and event planning).

Gallatin College collected data from the Bozeman Job Service from January 2014-June 2014 specifically on job listings for cooks, food preparations workers, food service managers, slaughterers and meat packers, and protein trimmers, chefs and head cooks, and first line food prep supervisors during this time period and there were 115 Job Orders and 116 Job Openings.

This listing suggests that an Associate’s Degree in Culinary Arts should include business management content and skill development. Potential employers include hotels, hospitals, and foodservice contractors, in addition to restaurants. Top job titles for graduates with culinary arts degrees include cook, store manager, and restaurant shift supervisor.

In a focus group, hosted by the Bozeman Chamber of Commerce, and interviews, general managers of hotels and foodservice directors suggested that they have difficulty filling management positions, and that they would prefer to fill front line positions with students enrolled in hospitality or culinary programs who were interested in hospitality and culinary careers. According to local culinary industry stakeholders, the most important skills required of graduates are related to foundation culinary skills, customer service and human resource management. All the culinary focus group participants insisted in the importance of an internship in culinary and expressed interest in developing an internship program, stressing the value of a degree that includes experience working in the industry. Participants were very supportive of developing a culinary program at Gallatin College MSU and eager to be involved in an industry stakeholder advisory council.

According to stakeholders, one of the most important perceived benefits of a culinary degree program is the potential to professionalize the culinary industry in Montana.

**Institutional and System Fit**

What is the connection between the proposed program and existing programs at the institution?

This two year Associate of Applied Science in Culinary Arts is being proposed alongside the four year
Bachelor’s in Hospitality Management. Several of the courses in the Hospitality Management degree program will share courses with the Culinary students. Please see table below for the 24 credits of shared courses.

- CULA 102, Intro to Culinary Arts, 3, offered in MUS System/Shared course
- CULA 105, Food Safety Sanitation, 3, offered in MUS System/Shared course
- NUTR 221CS, Human Nutrition, 3, also taken by HOSPITALITY, SFBS, and F&N Majors etc.
- SFBS 298, Towne’s Harvest Practicum, 3, also taken by HOSPITALITY Majors,
- NUTR 226, Food Fundamentals, 3, also taken by HOSPITALITY, SFBS, F&N Majors
- NUTR 251, Food and Culture, 3, would be added to F&N Curriculum
- SFBS 2xx, Farm to Table Sourcing, 3, also taken by HOSPITALITY Majors

Will approval of the proposed program require changes to any existing programs at the institution?

Yes

Please Explain:
Approval will not require any changes to existing programs on the two year side with the exception of the business math course. Faculty will work on specializing components of this course so there are culinary arts problems and concepts. Gallatin College is currently reviewing this course and adding content that is specific to other applied degree programs, including interior design, business management, and now culinary arts.

Describe what differentiates this program from other, closely related programs at the institution (if appropriate)

No other culinary programs exist at Montana State University. Additionally, this is the first time a Gallatin College program is being proposed in conjunction with a Bachelor’s program. Coordinating a Bachelor’s degree program in Hospitality Management with a Culinary Arts program offered by the Gallatin College will improve opportunities for students who might have discontinued their education with a two-year degree by creating a clear pathway to a Baccalaureate. In addition to this streamlining, Gallatin College is already having conversations with Belgrade and Bozeman High Schools about dual enrollment opportunities for this new educational programing.

How does the proposed program serve to advance the strategic goals of the institution?

Gallatin College operates under the MSU Strategic plan and the Comprehensive Two-Year Mission Plan for Gallatin College. Below are the MSU strategic plan metrics that this program will contribute towards.

In the MSU Strategic Plan 2012 Metric L.2.3: states that “By 2019, the number of associate degrees conferred will increase from 38 to 70 per year. Workforce certificates conferred will increase from 35 to 65 per year.” By offering additional workforce certificate opportunities and utilizing community partners that will support those certificates with student referrals, this program should increase the number of certificates conferred.

Metric L.3.1: “By 2019, the percent of graduates employed full time in their field or in positions of their choosing will increase from an average of 62 percent to 70 percent. By offering another option for students
that are focused on targeted employment opportunities students should be able to better fulfill their employment goals.

Metric A.1.5: “By 2019, the number of students enrolled in Gallatin College degree and certificate programs will double to 400.” By offering another certificate option to our community we should attract another variety of students, perhaps that we haven’t been able to recruit before. If Gallatin College is going to double the amount of students attending more certificates must be added so students can maintain workforce diversity for the local economy.

Metric A.2.4: “By 2019, the number of nontraditional students enrolled in MSU undergraduate and Gallatin College programs will increase to 3,200 (a 20 percent increase).” Gallatin College hopes that by offering this Culinary Arts AAS more non-traditional students will have the opportunity to attend college. The college has experienced an increase in nontraditional students with the addition of applied degree programs. Gallatin College also operates under a Two-Year Comprehensive Mission Expansion Plan, approved by Board of Regents March 2013. By adding the Culinary Arts AAS the following numbered initiatives will be addressed and responses to these can be found in above metric answers.

#1. Enrollment and program growth;
#3. Increase percentage of regional high school graduates that access Gallatin College through increasing dual enrollment;
#5. Develop industry partnerships and meet local workforce demand;
#6. Expand short-term workforce training;
#7. Improve Industry certification rate;
#8. Prepare students to be career ready.

Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

Currently in the MUS system there are two other culinary arts programs, one at Flathead Valley Community College and one at Missoula College. There are no culinary program opportunities east of Missoula. As stated earlier Gallatin County has the highest expenditures in non-resident travel, and Park County is 6th, with 19% of those expenditures being spent in restaurants in our two county area. This doesn’t take into consideration the needs in institutions like hospitals or schools. The proposed Culinary Arts AAS Degree has a unique emphasis on Sustainability, and will address local demand for professional cookery training. The proposed Gallatin College Program is being designed in collaboration with MSU College of Education, Health and Human Development Hospitality Management Degree to encourage 2-year degree students to continue their education and earn a Baccalaureate degree.
emphasis on farm to table sourcing and healthful cuisine. Graduates will find employment as foodservice and restaurant managers or as entrepreneurs launching their own restaurant or foodservice enterprise. The curriculum utilizes existing coursework in Sustainable Food and Bioenergy Systems (SFBS), Food and Nutrition, and adds courses specifically related to culinary arts and farm to table sourcing. An internship course in foodservice systems management, quantity food preparation, and kitchen garden management is incorporated.

COURSE NUMBER*, COURSE TITLE, CREDITS

1st YEAR
CULA 102, Intro to Culinary Arts, 3
CULA 105, Food Safety Sanitation, 3
M108 or ACTG 101, Business Math or Accounting, 3
CULA 104, Professional Chef I, 3
COMX 115 or WRIT 101, Interpersonal Communication College Writing, 3
CULA 104, Professional Chef II, 3
NUTR 221CS, Human Nutrition, 3
CULA 161, Meats, Vegetables, Nuts and Legumes, 3
CULA 157, Pantry Garde-manger, 3
TOTAL 1st YEAR CREDITS, 27

SUMMER
SFBS 298 Towne’s Harvest Practicum, 3
CULA 298, INTERNSHIP, 3-6
TOTAL CREDITS, 6

2nd YEAR
NUTR 226, Food Fundamentals, 3
CULA 2XX, Montana Meats & Charcuterie, 3
CULA 165, Baking and Pastry, 3
NUTR 251, Food and Culture, 3
CULA 2XX, Dairy Foods & Culturing, 3
CULA 270, Purchasing and Cost Controls, 3
CULA 248, Bar and Beverage Management, 3
SFBS 2xx, Farm to Table Sourcing, 3
CULA 250, Hospitality Supervision/Customer Service, 3
TOTAL 2nd YEAR CREDITS, 27

TOTAL PROGRAM CREDITS, 60

Learning outcomes found on the MUS website for the proposed program. After approval from the Board of Regents faculty will develop learning outcomes for each new course that is to be offered.

CULA 105 Food Service Sanitation
Demonstrate application of food service sanitation HACCP (Hazard Analysis Critical Control Points);
Prevent and respond to food borne illness;
Identify bacterial growth and factors to inhibit that growth in a food production environment, (food spoilage);
Demonstrate pest control.

CULA 103 Professional Chef I
Have a working understanding of food service sanitation, including the HACCP system and be able to apply those practices to food preparation and service;
Identify and operate commercial food production equipment, adhere to standard operating procedures, and demonstrate ability to utilize tools and work space in kitchen with safety and organization;
Understand and utilize culinary terminology and basic cooking and baking methods for food production;
Exhibit kitchen organizational skills (*mise en place*) and pre-preparation time management;
Prepare stocks; soups; sauces; vegetable cookery; starch cookery (including legumes, potatoes, grains, and pasta); quick breads; yeast breads; rolling dough; beginning dessert sauces, syrups and creams; cookies.

**M 108 Business Mathematics**
Demonstrate that he/she has developed an analytical mind;
Demonstrate that he/she has the ability to apply basic concepts to a variety of business situations;
Achieve accuracy in solving mathematical problems as they relate to business;
Achieve a satisfactory level of competence in bank reconciliations, payroll, discounts, interest, insurance, taxes, depreciation, inventory, and the time value of money.

**NUTR 221 Basic Human Nutrition**
Describe the role of major and macro key nutrients in promoting optimal health in humans;
Recognize foods categorized as rich sources of essential nutrients and phytonutrients;
Describe how food scarcity, availability and price affect the nutritional value of the diet;
List and discuss the psychological, cultural, and social factors that may influence the behavior selection of food;
Interpret and use the information in various nutrition "tools" such as D.R.I.s, Food Guide, food composition tables, computer dietary analysis etc... recognize the limitations of these tools;
Determine through personal dietary evaluation whether nutrient needs are being met;
Assess the potential problems resulting from dietary (nutrient) imbalance, surpluses, and/or deficiencies;
Recognize the treatment of food such as food additives, irradiation, food safety may influence its nutritional content;
Develop an awareness of how nutritional needs are influenced by normal physiologic states of the life span;
Analyze nutrition information and advertising and prepare a written analysis of soundness and validity based on scientific research using a variety of appropriate scientific resources;
Develop an awareness of the current trends and contemporary nutritional problems such as eating disorders, sports nutrition, obesity, hunger, etc..., as they influence human nutrition, and acquire a foundation for further study;
Identify the regulations regarding dietary supplements and understand the need for evidence based research regarding their usage.

Describe the planned implementation of the proposed program, including estimates of numbers of students at each stage.

*The first step in the process is sending the proposal through the MSU approval process and then to the Board of Regents. Gallatin College staff will work with MSU staff and MSU facilities on developing and implementing a plan to move into #160;an existing food service space on campus that is being vacated. The creation of the culinary teaching lab within this existing space is required to move forward with the program implementation. The year one enrollment goals for this AAS will be 20 students, establishing a program total of 40 by year two and graduating 15 per year.*
Will additional faculty resources be required to implement this program?
Yes

Please Explain:
In order to start the Culinary Arts program, one new tenure track faculty will be hired as the Culinary Program Director. The program director will be an Executive Chef that has industry experience, and some teaching experience. The full-time Culinary Program Director would be enlisted to teach a half-time teaching load and administer the program. Administration includes supervising the hands-on development of specific skills utilizing on-campus classroom laboratories with adjuncts. Adjunct instructors will be used to complete the teaching responsibilities of the program.

Are other, additional resources required to ensure the success of the proposed program?
Yes

Please Explain:
The program operations will be funded through a combination of student tuition and the Gallatin County Mill Levy funding the college receives on an annual bases. To operate a successful Culinary Arts AAS program, a culinary teaching lab, a restaurant dining lab and an adjoining classroom are required. A restaurant laboratory classroom would be open to campus and public, and managed by students completing coursework. This of course is going to be common space with the MSU Hospitality Management program creating shared facility efficiencies. The space that is being vacated by MSU facilities could be utilized as is, with small additions to turn it into a lab space.

Assessment

How will the success of the program be measured?
Several aspects of the program will be monitored and assessed to ensure that program and learning goals are being met. Learning outcomes will be established for each course and the overall program. Key means (assignments and activities) and measures will be selected for monitoring student achievement. Student Satisfaction with the program will be assessed by seeking informal feedback during advising sessions and by an exit survey completed with each student just prior to graduation. Student retention, program completion, years to program completion, internship placement and job placement will be key indicators of program success and will be monitored, in addition to gathering feedback from internship hosts and employers.

Process Leading to Submission

Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by
This AAS proposal was developed in conjunction with Dr. Alison Harmon (Health and Human Development Faculty). Dr. Harmon is also proposing a Bachelor’s degree program in Hospitality Management, which share some of the culinary arts courses. Additionally, Dr. Harmon was a leader in the development of the interdisciplinary Sustainable Food & Bioenergy Systems (SFBS) Degree Program for MSU. In its fifth year, this program enrolls approximately 90 students and has 40 alumni. Original enrollment goals have been exceeded by 100%. In preparation for the development of this AAS culinary Arts proposal Gallatin College met with industry stake-holders. Additionally, a needs assessment was conducted by Education Advisory Board to determine employer demand for graduates with Hotel, Restaurant, and Tourism Management Bachelor’s Degrees and Culinary Arts Associate’s Degrees. A focus group was conducted in collaboration with the Bozeman Area Chamber of Commerce involving hospitality managers in the Gallatin Valley. Individual interviews were conducted with foodservice directors, restaurant managers, and Executive Chefs. Please see letters of support submitted to the Provost office. Dr. Harmon also held meetings with faculty; program leaders and curriculum committees in the College of EHHD, College of Business, and College of Agriculture have shaped each of the degree options, and are on-going. Gallatin College Dean has visited with Flathead Valley Community College and Missoula College leadership about this new AAS offering.

**Accreditation Information**

**Resources**

Budget projections for first three years of operation:

(revenues and expenditures)

TBD

Institutional support to be provided, including sources of funds:

TBD

Physical facilities and equipment to be provided to the new program, including sources:

TBD

**Student Services**

Capacity of student services to accommodate the change:
Gallatin College has all the adequate advising and wrap around student services to accommodate this new program.

**Library and Information Resources**

Adequacy and availability of required library and information resources:
None needed.

**Additional Information**

Additional Information
Letters of Support from Industry that have been collected at the Provost office.

Supporting Documents
- BOR Level II Request.docx
- Culinary Cover Sheet.docx
- Level II CULA curriculum Prop.docx

Course Reviewer Comments
z94k447|Mon, 11 Jan 2016 23:00:00 GMT|Corrections have been made and this package is ready to be reviewed by Faculty Senate. 1/11/2016