WORKFORCE READINESS.

MSU is preparing to launch interdisciplinary degree programs in hospitality management and culinary arts in the fall of 2017. We are committed to ensuring that increasing numbers of students enter the workforce with the capacity and skills for jobs that serve Montana and the regional tourism industry.

FOUR DEGREE OPTIONS.

The Hospitality Management & Culinary Arts program will incorporate existing coursework from MSU’s College of Education, Health and Human Development, College of Agriculture, Jake Jabs College of Business & Entrepreneurship and Gallatin College.

Cross-disciplinary curricula and courses will combine entrepreneurship, food and nutrition, business, lodging and facilities management. Students will be able to choose from four degree options:

- A.A.S. in Culinary Arts
- B.S. in Hospitality Management options:
  - Lodging and Facilities Management
  - Restaurant Management: Farm to Table
  - Food Enterprise

Students completing their associate degree in Culinary Arts may also choose to continue on and earn a bachelor degree with program options in restaurant management or food enterprise.
BUSINESS SAVVY AND ETHOS.

The program’s cross disciplinary curricula and courses will ensure that MSU’s Hospitality Management and Culinary Arts (HMCA) graduates enter the work force with disciplinary expertise as well as the business skills it takes to operate enterprises and emerge as leaders within the industry.

At the heart of the HMCA degree programs will be an ethos of tourism that values communities, cultures, local economies and landscapes.

LEVELS OF INVESTMENT.

<table>
<thead>
<tr>
<th>Level</th>
<th>Annual Investment</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five Star Partner</td>
<td>$25,000</td>
<td>5 years</td>
</tr>
<tr>
<td>Four Star Partner</td>
<td>$10,000</td>
<td>5 years</td>
</tr>
<tr>
<td>Three Star Partner</td>
<td>$5,000</td>
<td>5 years</td>
</tr>
<tr>
<td>Two Star Partner</td>
<td>$1,000</td>
<td>5 years</td>
</tr>
</tbody>
</table>

BECOME A PARTNER.

The MSU Hospitality Management and Gallatin College Culinary Arts program will be the first of its kind in Montana. No other regional programs emphasize farm to table, rural hospitality or vacation lodging and facilities management.

The Bobcat Hospitality Partners Program will provide hospitality industry leaders the opportunity to invest in the program in a meaningful way while connecting with campus leadership and our extraordinary students.

Partner investment priorities include support in 4 critical areas:

- Student scholarships
- Dean’s Excellence Fund for greatest need
- Program and faculty development
- Enrichment and maintenance of teaching facilities

Montana Tourism by the numbers:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 GDP for Tourism Industry in MT</td>
<td>$2.3B</td>
</tr>
<tr>
<td>of which Accommodation and Food Services</td>
<td>$1.7B</td>
</tr>
<tr>
<td>Nonresident visitor expenditures on lodging, restaurants and bars in Yellowstone Region (avg of 2014-15)</td>
<td>$293M</td>
</tr>
<tr>
<td>Rate of Growth in Montana’s Accommodation and Food Services Industry between 2012 and 2015</td>
<td>22%</td>
</tr>
<tr>
<td>Estimated Job Openings by MT DOL per year through 2022 in the Accommodation and Food Services Sector</td>
<td>950</td>
</tr>
<tr>
<td>Employees reported for June 2016 in Montana’s Leisure &amp; Hospitality industry</td>
<td>68,726</td>
</tr>
</tbody>
</table>

Photo courtesy William Campbell for livingstonhoot.com
Addie Lewis from Bozeman, Montana will be one of the first students in MSU’s new Hospitality Management program. Already a student in University Studies, Addie plans to graduate with a B.S. in Hospitality Management in the lodging and facilities management option.

Addie’s excitement about the program stems in part from her experiences planning and organizing a retreat for her church over the summer. “I found that I enjoyed organizing, and that I was good at it. Being able to turn this skill into a career with a college education is perfect,” Addie said.

“To me, the most interesting aspects of a career in hospitality management are event planning, organizing and getting to deal with so many different people daily.”

Students interested in working with people and having daily variety should fit right into the industry, according to David Mars, General Manager of Spanish Peaks Mountain Club, Montage Hotels & Resorts.

“Students considering the industry should have a passion and enthusiasm for taking great care of others and should know that no two days are alike,” Mars said.

Mars hires interns and graduates from hospitality management and culinary arts programs around the country, and hiring from MSU’s new program is appealing. “The student body at MSU has a zest for the outdoors and for experiencing what Montana has to offer, which uniquely enables them to help guests new to the area create lasting memories,” Mars said.

Mars also points to the need for top quality talent as Montana continues to grow from a tourism standpoint.

With courses like Sustainability in the Hospitality Industry, Principles of Business Law and Hospitality Supervision/Customer Service, the B.S. degree will send students like Addie into the workforce with the skills the industry is looking for.

The internship component is critical, building necessary connections in the industry and providing practical experiences that will get students jobs and careers after graduation.

Ultimately, Addie would love to own a wedding and bed and breakfast venue.

“I see the opportunities the Bozeman area provides, and the need for qualified people in the hospitality industry.”

– Addie Lewis