

CULINARY ARTS AND HOSPITALITY & CULINOLOGY®

PROGRAM RESEARCH AND RECOMMENDATION REPORT

OCTOBER 15, 2018

BACKGROUND

On October 8, 2018, Program Research and Recommendation (PRR) received new program proposals for “Culinary Arts and Hospitality Management,” and Culinology® from Brenda Stagner. The proposals included the following founding rational:

- Culinary Arts is identified as one of seven Programs to Watch by the CCC Chancellor’s Office.
- Culinary arts and hospitality jobs with the economy are found across a variety of industries.
- Job growth is anticipated to be strong in the Far North region for all three curriculum areas assessed, with culinary arts growing by 7.7%, hospitality by 5.5% and Culinology® by 6.6% between 2017 and 2022.
- Area high schools including Pleasant Valley, Oroville High, and Las Plumas currently offer culinary arts and hospitality related-programs. Instructors from these high schools need a local culinary transfer option for their students.
- Chico Unified School District (CUSD) has been awarded over \$7 million for the construction of a culinary and food science facility to support the district’s Food Service and Hospitality Pathway.

- CSU, Chico's Nutrition and Food Science Department (NFSC) is actively researching the possibility of starting a Culinology[®] program.
- The addition of a Culinology[®] program at Butte would also benefit students pursuing the AS-T Degree in Nutrition and Dietetics or the AS Degree in Nutrition and Food Science.

PRR met to review the proposals as well as the accompanying "Program Endorsement Brief" provided by the Center for Excellence, which addressed Labor Market Indicators of the proposed programs. Please find a summary of our findings as well as the recommendation from PRR to the President's Leadership Team.

FINDINGS

Demonstrates need for/interest in the program

Culinary arts and hospitality jobs occur across a range of industries and growth projections are on par with averages across all occupations. But PRR wondered whether completing these programs would significantly improve employment outcomes for students. Although local restaurants, etc., would certainly be glad to hire entry level workers with greater skill levels, unless employers are willing to either pay these new hires more or allow them to bypass entry-level positions, employment outcomes have not improved. Furthermore, as many techniques and methods might be unique to an employment site, employers might be able to train their own employees more efficiently. Unless the time spent in the culinary and hospitality programs gives students a significant advantage over employees who have spent the same amount of time in a paid "apprenticeship" with the employer, it has not served the student well.

The labor market indicators found in the Program Endorsement Brief showed that most wages in culinary and hospitality jobs are below the living wage for Butte County. PRR found it difficult to justify the cost to a

student, in time and money, for such a payoff. In most cases at least, the end did not appear to justify the means.

Student demand seems unlikely to be large, as most career paths listed in the Program Endorsement Brief identify “none” or “high school” as the required entry-level education.

Builds on or enhances existing programs/Does no harm to existing programs

Currently Foods and Nutrition has three courses that articulate with CSU, Chico’s Nutrition and Food Science Department (NFSC). The proposal suggests that addition of culinary space would allow the Foods and Nutrition department to support CSUC’s undergraduate degree options in General Dietetics and in Nutrition Management, but the enhancements seem relatively small. Development of the new programs would divert significant resources from existing programs.

Provides expertise/training not currently available

Culinary Arts and Hospitality programs are currently offered at American River College and Shasta College. CSUD has been awarded over \$7 million for the construction of culinary and food science facility, and CSU Chico’s Nutrition and Food Science program is investigating the possibility of a Culinology® program. Rather than supporting the development of a Butte College program, these other programs may meet any existing demand, making a Butte College program superfluous.

Has realistic requirements for human and physical resources

Suggested facilities and needs required for these programs include: a classroom and demonstration kitchen, a commercial-grade production kitchen/lab, a fine dining restaurant space that would be open to the public, a lab technician, and enough faculty to support the programs. The start-up expense to the college would be very large, with ongoing

expenses for upkeep, all to serve relatively few students. And should the program fail, the facilities would be difficult to repurpose.

CONCLUSION AND RECOMMENDATION

Conclusion

PRR was not convinced that a Culinary Arts and Hospitality Management or Culinology® program would serve students well, nor that the cost of such programs was justifiable. In summary:

- improved employment outcomes for students seem unlikely
- local demand could be met by nearby institutions which currently offer, or are in the process of developing similar programs
- the start-up costs are prohibitive

PRR Recommendation

PRR does not recommend the development of a Culinary Arts and Hospitality Management nor a Culinology® program. However, the author of the proposals may wish to consider whether a stand-alone Hospitality Management program might be worth pursuing. Some of the same concerns (employment outcomes, student demand, etc.) apply and would need to be addressed. But the comparative costs of developing a Hospitality Management program are so different from that of a Culinary Arts program that the two might be better considered separately.