University of Hawaii Community Colleges
Annual Report of Program Data Analysis Preview

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PREVIEW

College: Kauai Community College
Program: Hospitality and Tourism

The last comprehensive review for this program was on **2011**, and can be viewed at:
http://info.kauai.hawaii.edu/admin/prapru.htm#pr

Program Description

The HOST program provides students a quality education, and prepares them for a career in the Visitor Industry or for transfer to a bachelor's degree in Business and/or Travel Industry Management. The HOST program promotes positive work ethics, self-esteem, service excellence, customer-centric attitudes, cultural understanding and appreciation, quality and productivity, positive interpersonal skills, professionalism; and supports students in achieving their goals.

"Ensuring the sustainability of Aloha in the Hospitality and Tourism Industries"

The HOST Program mission statement and program student learning outcomes are aligned with the mission and vision of the College in providing training, a community-focused career path, and helping students lead fulfilling, productive, independent lives. Furthermore, the HOST program supports student diversity, both in the classroom and in industry, incorporates Hawaiʻi and culture in various HOST classes, is responsive to industry needs and workforce development as outlined, not only in the College's mission statement, but also in the Hawaiʻi and Kauaʻi Strategic Plans. The program fosters collaboration across the UH System and internationally, and assists our local community in addressing sustainable social, economic, and environmental goals.

Part I. Quantitative Indicators

Overall Program Health: Healthy
Majors Included: HOST   Program CIP: 52.0901

	Demand Indicators	Program Year 14-15	15-16	16-17	Demand Health Call
1	New & Replacement Positions (State)	76	75	68	
2	*New & Replacement Positions (County Prorated)	7	6	6	
3	Number of Majors	55	41	46	
3a	Number of Majors Native Hawaiian	21	15	17	Cautionary
3b	Fall Full-Time	54%	38%	39%	
3c	Fall Part-Time	46%	62%	61%	
3d	Fall Part-Time who are Full-Time in System	2%	5%	2%	
3e	Spring Full-Time	57%	46%	40%	
3f	Spring Part-Time	43%	54%	60%	

3g	Spring Part-Time who are Full-Time in System	5%	2%	0%
4	SSH Program Majors in Program Classes	468	322	384
5	SSH Non-Majors in Program Classes	435	555	246
6	SSH in All Program Classes	903	877	630
7	FTE Enrollment in Program Classes	30	29	21
8	Total Number of Classes Taught	24	19	12

	Efficiency Indicators	Program Year			Efficiency Health Call
		14-15	15-16	16-17	
9	Average Class Size	12.6	15.4	17.5	
10	*Fill Rate	52.9%	68.6%	78%	
11	FTE BOR Appointed Faculty	1	1	1	
12	*Majors to FTE BOR Appointed Faculty	54.5	41	46	
13	Majors to Analytic FTE Faculty	21.3	20.9	38.8	
13a	Analytic FTE Faculty	2.6	2.0	1.2	
14	Overall Program Budget Allocation	$73,932	$110,957	Not Yet Reported	
14a	General Funded Budget Allocation	$72,804	$109,436	Not Yet Reported	Healthy
14b	Special/Federal Budget Allocation	$0	$0	Not Yet Reported	
14c	Tuition and Fees	$1,128	$1,521	Not Yet Reported	
15	Cost per SSH	$82	$127	Not Yet Reported	
16	Number of Low-Enrolled (<10) Classes	8	4	2	

*Data element used in health call calculation

Last Updated: October 29, 2017

	Effectiveness Indicators	Program Year			Effectiveness Health Call
		14-15	15-16	16-17	
17	Successful Completion (Equivalent C or Higher)	74%	81%	72%	
18	Withdrawals (Grade = W)	19	11	9	
19	*Persistence Fall to Spring	64.4%	65.8%	73.9%	
19a	Persistence Fall to Fall	39.6%	33.3%	56.1%	
20	*Unduplicated Degrees/Certificates Awarded	33	23	23	Healthy
20a	Degrees Awarded	14	8	7	
20b	Certificates of Achievement Awarded	3	0	6	
20c	Advanced Professional Certificates Awarded	0	0	0	

20d	Other Certificates Awarded	32	24	31
21	External Licensing Exams Passed	Not Reported	Not Reported	N/A
22	Transfers to UH 4-yr	2	2	0
22a	Transfers with credential from program	1	1	0
22b	Transfers without credential from program	1	1	0

	Distance Education: Completely On-line Classes	14-15	15-16	16-17
		Program Year		
23	Number of Distance Education Classes Taught	8	2	1
24	Enrollments Distance Education Classes	94	46	24
25	Fill Rate	47%	92%	96%
26	Successful Completion (Equivalent C or Higher)	61%	78%	54%
27	Withdrawals (Grade = W)	6	1	1
28	Persistence (Fall to Spring Not Limited to Distance Education)	39%	43%	No Fall Courses

	Perkins IV Core Indicators 2015-2016	Goal	Actual	Met
29	1P1 Technical Skills Attainment	92.00	100.00	Met
30	2P1 Completion	51.00	43.48	Not Met
31	3P1 Student Retention or Transfer	81.00	59.09	Not Met
32	4P1 Student Placement	63.87	76.47	Met
33	5P1 Nontraditional Participation	N/A	N/A	N/A
34	5P2 Nontraditional Completion	N/A	N/A	N/A

	Performance Measures	14-15	15-16	16-17
		Program Year		
35	Number of Degrees and Certificates	17	9	13
36	Number of Degrees and Certificates Native Hawaiian	6	2	8
37	Number of Degrees and Certificates STEM	Not STEM	Not STEM	Not STEM
38	Number of Pell Recipients[1]	40	32	10
39	Number of Transfers to UH 4-yr	2	2	0

*Data element used in health call calculation

[1]PY 16-17; Pell recipients graduates not majors

Last Updated: October 29, 2017

Glossary | Health Call Scoring Rubric

Part II. Analysis of the Program

According the 2016-17 Instructional Annual Report of Program Data for the Hospitality and Tourism (HOST) program, the program's overall health is Healthy.

Demand Indicator

The Demand Indicator improved from Unhealthy to Cautionary over the past year. The number of New and Replacement Positions in the State increased slightly, while the number of County positions remained unchanged. The number of Program Majors increased by about 11%. According to the 2016-17 numbers, the HOST Program has the highest number of majors in the Business Education Division. The number of Native Hawaiian Majors also increased by approximately 12%. Increases were also noted in the Fall full-time and the Spring part, while decreases occurred in the Fall part-time and Spring full-time. Perhaps students decided to work more hours in the spring after completing the fall semester. The Total number of Classes taught decreased from 19 to 12, an almost 37% drop. This may be due to the change in the ownership of courses in our division programs, and would account for the drop in SSH numbers.

Efficiency Indicator

The efficiency indicator went up from Cautionary to Healthy. Positive numbers are seen in the Average Class Size, which improved by two students, and in the Fill Rate, which increased from 68.6% to 78%. Additionally, the Number of Low-Enrolled Classes decreased by 50%.

Effectiveness Indictor

The Effectiveness Indicator remained Healthy in 2016-17. Withdrawals and the Persistence Rate from Fall to Spring and Fall to Fall all showed positive numbers. Overall, the number of Certificates also increases, especially in the Certificate of Achievement, which went from zero to six. Transfers to UH 4-year are expected to remain flat as more students are counseled to pursue an AA and then transfer to career-focused degrees. The Exploratory Majors in Business pathway is expected to further decrease the transfer numbers in CTE programs.

Distance Education

The number of DE HOST courses will most likely be limited to one per year, unless demand increases. The Enrollment and Fill Rate have increased; however, Successful Completion has decreased. One online course was offered in Spring 2017 to a lecturer. It was his first online course. The same course is being taught this semester (Fall 2017) by another lecturer, so I will compare the data next year to see if there is an improvement in the Successful Completion Rate. DE Withdrawals remained unchanged.

Perkins IV Core Indicators 2016-17

The HOST Program met the Technical Skills Attainment, but did not meet the Completion or Retention/Transfer rates.

Performance Measures

The number of Degrees and Certificates for students, including Native Hawaiian showed positive growth. The number of transfers fell from two to zero, and it is expected to remain flat

due to the Exploratory Majors in Business and/or counseling of students to pursue AA degrees and then transfer to 4-year TIM programs.

Part III. Action Plan

Action Plans for the 2017-2018 Academic Year:			
Hawaiʻi Graduation Initiative			
Increase the Number of Graduates			
Action Item	**Action Goal(s)**	**Outcome**	**Action plan if outcome was not met**
Continue to teach Early College at Island high schools	Work with DOE partners to establish Early College for HOST 101 in the high schools.	Taught HOST 101 at Kauaʻi HS in Fall 2017. Further discussions led to an additional course offering scheduled for Spring 2018. Three sections of HOST 100 will be offered at Kauaʻi HS.	Will continue to outreach to other island schools.
Increase the Number of Students Who Transfer			
Action Item	**Action Goal(s)**	**Outcome**	**Action plan if outcome was not met**
Maintain articulation with UHWO	Travel for PCC meetings

Assigned time as Program Coordinator to work on articulation revisions and updates | Increase student transfers to UHWO | Will continue to market the transferability to students; however, transfer rates may be impacted by Exploratory Majors-Business track. |
| Discuss further articulation options with UH Manoa and/or UH Hilo | Travel for PCC meetings

Assigned time as Program Coordinator to work on articulation agreements | Increase student transfers to UH 4-year. | Students may be advised to go the AA route and then transfer rather than articulate through the HOST program.
Did attempt to set up a meeting with UH Hilo, but was unable to confirm a date. |
Increase Job Placement for KauCC Students			
Action Item	**Action Goal(s)**	**Outcome**	**Action plan if outcome was not met**
Track student placement in jobs and Employer Satisfaction	With assistance from IR and Division counselor to create, track, and collate data on student placement in jobs and Employer satisfaction survey	In progress	Will be unable to assess program effectiveness in this area

Create Graduate Leaver Survey	With assistance from IR and Division counselor to create, track, and collate data for Graduate Leaver surveys	In progress	Will be unable to assess program effectiveness in this area

Increase Enrollment of Working Adults			
Action Item	**Action Goal(s)**	**Outcome**	**Action plan if outcome was not met**
Promote PLA and online course offerings to industry managers and union.	Obtained Perkins grant in 2016-17. Reach goal of three PLA completers in Spring 2017. Provide one DE course with adequate enrollment numbers (10)	Exceeded grant goal to have three PLA completers. A total of four completers in Spring 2017. Offered HOST 100 in Spring 2017. The class enrollment was 24. Another DE course for HOST 100 was offered in Fall 2018. Enrollment is at 20.	Will continue to outreach to industry partners to promote DE and campus courses targeting employee development

International Students			
Action Item	**Action Goal(s)**	**Outcome**	**Action plan if outcome was not met**
Support study abroad opportunities for the program and its students.	Develop and promote marketing materials and opportunities to study and internship abroad.	In progress. Continue to promote international internships for HOST majors, and to work with UH Maui College to provide these opportunities.	
Fund student study abroad and/or international internships	Funding to help students meet financial obligations of traveling and studying abroad.	In progress.	
Support campus International short-term study abroad students.	N/A	Continue to support short-term international programs throughout the year as a Home Stay family. Continue to provide property tours and classroom experience for Okinawa groups every February.	

Part IV. Resource Implications

The proposal below is a request for Vizio displays for BUS #112 in the Business Education building. It is a challenge to pinpoint specific quantitative indicators that reflect physical classroom needs. However, providing the best facilities and equipment does reflect the College's commitment to provide an ergonomically sound environment with quality technology that will bolster student learning. Currently, there is a need for improvement in our classrooms and computer labs. The *National Standards for Business Education* explains the role of

information technology in the business environment as,
"To prepare students to be successful in today's global business environment, which is increasingly dependent on--and defined by--technology tools, educators must focus on the use of technology as a tool for facilitating business functions." (NBEA, 2013, p.80). Additional benefits include:

- Demand: Appealing and modern equipment for the 21st century classroom
- Efficiency: Quick and easy to use equipment
- Effectiveness: Newer equipment and the use of modern technology should lead to better, overall student success

Program Goals and Campus Strategic Goal	Strategic Goal 13: Enhance Facilities with Appropriate Technology and Ensure Facilities Support 21st Century Learning and Teaching Environments
Action Item	Upgrade presentation displays in classrooms
Resource Request	Vizio model E75-E3, 4K 85-inch display. Estimated Cost $1950.00
Person Responsible	Computer Services
Timeline	Fall 2018
Indicator of Improvement	May help to increase Successful Completion and Persistence Rates by 1-2%
PSLO Impacted	PSLO #3: Utilize interpersonal written and oral communication skills necessary for effective organizational operations.
Current Status	Discussed with Computer Services and ITAC Chair

Program Student Learning Outcomes

For the 2016-2017 program year, some or all of the following P-SLOs were reviewed by the program:

	Assessed this year?	Program Student Learning Outcomes
1	Yes	Demonstrate critical thinking skills to effectively function in the hospitality and tourism industry.
2	Yes	Demonstrate an awareness of diversity and exhibit professional work ethics that promote positive service interactions and teamwork skills.
3	Yes	Utilize interpersonal written and oral communication skills necessary for effective organizational operations.
4	Yes	Incorporate the principles of Aloha to promote the sustainability of Hawaiian cultural values in the hospitality industry.

A) Evidence of Industry Validation

The HOST Program maintains an industry-based advisory committee that meets annually to discuss program goals and effectiveness. The HOST Program Coordinator sits on the County's Kaua`i Tourism Strategic Planning Implementation Group and chairs the sub-committee on Employee Development. Various industry sectors (lodging, transportation, activities, and resort associations) are represented on these committees and lend their expertise and input on visitor industry issues, which impact education and employee development. The HOST Program is part of a system-wide PCC, and works with system colleagues to strengthen pathways and align curriculum with industry standards.

B) Expected Level Achievement

General education courses and program student learning outcomes are cross listed to maximize program efficiency. HOST majors are required to pass all HOST alpha courses with a grade of "C" or higher.

C) Courses Assessed

The HOST Program meets campus goals in assessment of all program courses, and is current on courses assessed. As part of the Business Education Divisions' 5-year course review schedule, the HOST alpha courses are continually assessed a minimum of every five years, depending on PCC discussions and articulation agreement updates.

D) Assessment Strategy/Instrument

Course student learning outcomes, program learning outcomes, and institutional learning outcomes are assessed in various ways, such as in course outlines, comprehensive program reviews, and the annual program review updates. Course descriptions and student learning outcomes are reviewed system-wide through our Program Coordinating Committees. Course assessment methods include, but are not limited to exams, written assignments, student research and presentations, and via course and peer evaluations. The HOST program has consistently met assessment goals by ensuring that all courses are assessed every semester via the CARDS system, and now via LiveText. These assessments provide faculty an opportunity to analyze students' success in meeting the 70% benchmarks. The HOST program has also used Graduate Surveys, Advisory Committee surveys, and Industry surveys to assess the effectiveness of the programs' curriculum and abiltiy to prepare students for future educational and career pursuits. While the data provided an opportunity to assess, more needs to be done to close the loop on course assessment. The HOST program will begin to use a more comprehensive analysis and every semester to determine if any improvements are necessary for implementation. This closing the loop analysis will begin at the end of the Fall 2017 semester.

E) Results of Program Assessment

Results of Program Assessment for 2016-17:

Based on my data for assessed PSLOs, at least 70% of students met the 70% benchmarks for this period.

HOST PSLO	PSLO Description	# of Assessments	Met Benchmark?
1	Develop critical thinking skills to effectively function in the hospitality and tourism industry.	83	64
2	Demonstrate an awareness of diversity and exhibit professional work ethics that promote positive service interactions and teamwork skills.	83	64
3	Utilize interpersonal written and oral communication skills necessary for effective organizational operations.	83	64
4	Incorporate the principles of aloha to promote the sustainability of Hawaii and cultural values in the hospitality industry.	71	52

F) Other Comments

The majority of HOST students are progressing through the curriculum. PCC articulation and program adjustments have been conducted to ensure students can accomplish their educational pathways in a timely manner. Changes have been made to decrease the number of credits in the Certificate of Achievement for the past two years, and this has helped to increase the number of completers.

G) Next Steps

Future discussions will occur with the Institutional Researcher to synthesize and analyze data in order to strengthen the program goals. Action plans will continue to be a focus, but collaboration and time is needed to maintain and improve upon program benchmarks. A new assessment form to help close the loop has been outlined, and will be used to better assess and analyze course and program efficacy. Additionally, a meeting will be scheduled with our Professional Development Coordinator and HOST lecturers to work on alignment of LiveText input, and to improve program data collection across the board.