ANNUAL
REPORT OF PROGRAM DATA
2023

UNIVERSITY of HAWAI'I
KAUA'I
COMMUNITY COLLEGE
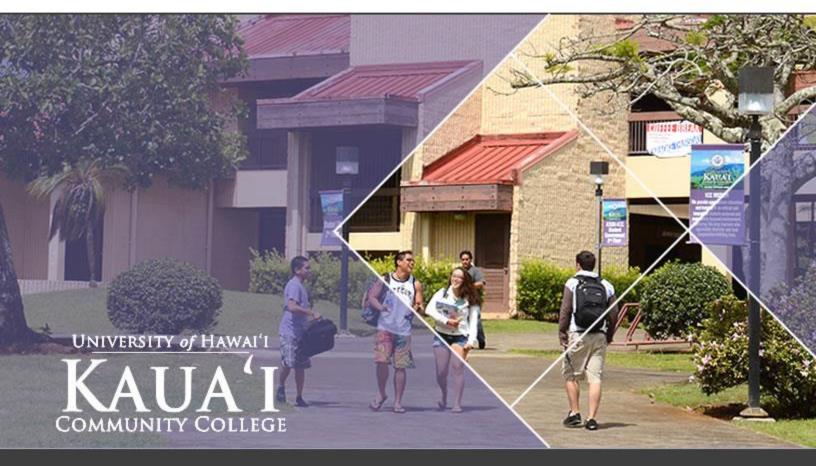
Hospitality & Tourism (HOST)

2023 Annual Report of Program Data Hospitality & Tourism (HOST)

1. Program Mission

The Hospitality & Tourism (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"

Kaua'i Community College's mission statement is "Kaua'i Community College is a kahua that inspires, engages, and empowers learners and educators to enrich our community and our world." The HOST program aligns with the college's mission statement by motivating our students to apply their hospitality knowledge and skills to make positive impacts and contributions to our island community via the hospitality/service industry.

2. Program Student Learning Outcomes

The HOST Program Student Learning Outcomes are:

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

In 2022-23, the Program assessed its PSLOs through the following methods:

● Aligning all CSLOs to PSLOs. Following the five-year course review schedule, the HOST Program has conducted its course assessments for HOST 280 and HOST 293 for the period. The "closing the loop" assessment was conducted for HOST 280 in **Fall 2022** and HOST 293 in **Spring 2023.**
● Alignment with meeting all four PSLOs were successfully completed with all students passing with a "C" or higher for the HOST 280 course and HOST 293. Its course assessment was approved by the Assessment and Curriculum Committees.
● Assignments and exams that were focused on the course and program objectives were used to measure students' achievements. One new change was a modality switch from online synchronous to online asynchronous.

Given the benchmark of 70% and HOST 280 *Hospitality Management* being an exit level course, 100% rate of students achieving a "C" or better aligns with meeting the PSLOs, thus validating that the students have been exceeding the benchmark.

Per the HOST program 5-year CPR, **all HOST course students' learning outcomes (CSLOs) will be reassessed in AY 2025-26**.

3. Analysis of the Program

HOST Program 2022 Annual Report of Program Data (ARPD) direct link:
https://uhcc.Hawai'i .edu/varpd/index.php?y=2023&c=KAU&t=CTE&p=2839

Demand
The number of majors dropped compared to 2020-21, but remained stable compared to 2022-23 at 17. Although the Number of Majors is relatively low, this may still be a result of recovery from the pandemic as the majority of the students are part-time and many may be undeclared majors.

According to the HTA visitor industry workforce needs assessment report, visitor industry businesses are overwhelmingly in need of workers. The Covid-19 pandemic had catastrophic effects on the hospitality industry around the world. While the general consensus is that the pandemic is officially over, there are still some lingering long-term effects, especially when it comes to labor shortages. Local hospitality industry leaders have expressed difficulty reaching adequate staffing levels. During the height of the pandemic, many hospitality industry employees left the island and/or moved into other industries. This created a gap that needed to be filled. In past reports, it was noted that the economic downturn from the pandemic posed a risk to the HOST program's future health. The logic is that—in an effort to combat the labor shortage—employers have been hiring workers with limited skills to fill the gap. Hiring workers with limited skills also means there is less need for the credentials from this program when competition for hiring is low.

Efficiency
Average class size is lower than previous years at 10 and our average fill rate (47.6%) has increased slightly year over 2022 (46.4%). In 2022, a reduced the number of sections and off-sequence classes were offered in an attempt to make more efficient use of resources. As the number of majors fell, the program still needed to offer all of the classes that are required for graduation. This has contributed to the number of low enrolled classes. Classes have been allowed to run with minimal numbers (i.e. less than 10 students). The total number of low-enrolled classes has fallen to 5 in 2023 (down from 6 in 2022 and 2021). The second semester classes typically will run with lower numbers than the first semester classes, as many non-majors take the introductory classes as electives. The addition of a second CA implemented in 2021—with the possibility to earn it within two semesters—has not seemed to directly impact enrollment or persistence.

Effectiveness

Successful Completion has been relatively stable with a slight decrease from 76% in 2021-22 to 74% in 2022-23. Persistence Fall to Spring and Fall to Fall has also dropped slightly that is reflected in the drop in certificates and degrees awarded. The number of degrees awarded was 0, a decrease from 4 last year. Certificates of Achievement awarded also dropped from 6 to 2. The number of Other Certificates awarded also fell from 14 to 6. Transfers to UH 4-year dropped from 4 to 2. These drops may be due to economic issues where students are juggling the demands of income over education, and may be interested in a Certificate of Competence, which can be earned in one semester. Furthermore, due to statewide labor shortages, industry partners are willing to hire workers with minimal certifications and degrees for entry to supervisory level positions.

Distance Indicators

The number of classes taught decreased from last year's 12 to 8. The fill rate increased by 2% over last year, which is a good sign, as this metric has been on a considerable annual decline since 2019. The number of withdrawals in the distance indicators slightly increased from 2 to 3 students. Successful completion remained fairly stable from last year's, with only a 2% decline from 76% to 74%. It's definitely worth noting that this successful completion rate (in the distance indicators section) has been fairly stable over the last 3 years and much higher than the 41% and 53% seen in 2019 and 2020, respectively.

Perkins Indicators

Two Perkins Core Indicators were met:

- 1P1 Postsecondary Placement - actual 83 vs. goal of 33 who are placed or retained in employment following program completion.
- 2P1 Earned Recognized Credential - actual 57 vs. goal of 34 received postsecondary credential during participation in or within 1 year of program completion.
- 3P1 Nontraditional Program Concentration – data was not available

Performance Indicators

In 2021, the HOST program's performance indicators peaked at 29 in the Number of Degrees and Certificates before falling to 10 in 2022. In 2023, this metric has continued its decline and sits at 2. The Number of Transfers to UH 4-yr has decreased from 4 in 2022 to 2 in 2023. It's important to note that this metric is historically low for this program, with a running 5-year average of just 2.2.

Program Changes

In the summer of 2022 the HOST program's only full-time faculty member retired and there was still a UH system-wide hiring freeze in effect due to the pandemic. It also became apparent that the HOST program's low enrollment numbers would make it difficult to justify hiring a full-time permanent faculty member. Anticipating this, HOST faculty members at UH Maui College (UHMC) applied for a Perkins Grant to support the HOST program at Kaua'i CC (KCC). The grant was awarded for AY 2022-23 and as a result, KCC's HOST program is now receiving the much-needed attention that it deserves by way of a federally-funded Perkins Grant APT position. This "Island Coordinator" essentially functions as the unofficial program coordinator for the KCC HOST

program. Please see the next section (4. Action Plan) for a more in-depth look at this Island Coordinator's goals and progress thus far.

There has been some positive movement with the HOST program in regards to early college (EC) offerings. Last year's report noted that Kaua'i High School (KHS) was no longer running HOST EC courses due to the redesigning of pathways within the DOE. However, this year we are happy to report that KHS is looking to restart HOST EC classes again with 4 classes running in the spring of 2024 (three sections of HOST 100 and one section of HOST 101). In due time, this should have a positive impact on the potential pipeline of students continuing on to Kaua'i CC after graduation.

4. Action Plan

The HOST Program is scheduled for CPR in Fall 2026. To achieve the program goals, from now until the next CPR, the program has identified the following actions:

Action plan
To improve Demand Indicators with Number of Majors, the program will work on promoting the program with community outreach, student recruitment, and job placement strategies. Continue to offer and work to expand course offerings in Early College, promote Prior Learning Assessment (PLA) and online course offerings to industry managers and unions, and support campus international short-term study abroad students. These strategies are also targeted to have an impact on the Efficiency Indicators with Average Class Size, and Fill Rate as well as the Effectiveness Indicators to improve Degrees and Certificates Awarded.

These strategies will be accomplished by working collaboratively with Academic Support, Student Support Services, the Trades Career Track Coordinator, and Industry and Community Partners that are in direct alignment with the campus mission.

5. Resource Implications

The KCC HOST program requests to hire a 1.0 FTE starting in Fall 2024 to replace the full time HOST faculty position that was vacated in Summer 2022.

Also, the HOST program is designated as "text zero" ("TXT0"), which means that we provide textbooks to our students at no cost. This helps to significantly alleviate the financial burden for all of our KCC HOST students. Our current HOST 101 textbook (*Hospitality Today An Introduction, Eighth Edition* (Angelo, 2017)) will be seven years old in the spring semester and needs to be updated. We would like to replace these aging books with a new set of the ninth edition, which will be available in the Fall of 2024. We would like to include this cost into the HOST program's 2024-2025 budget. The books will cost about $250 each and we would like to order 25 copies to be kept in the library and loaned out to students. That is a total cost of about $6,250.

☐ **I am NOT requesting additional resources for my program/unit.**