



2020

ANNUAL REVIEW OF PROGRAM DATA

Hospitality and Tourism Program



UNIVERSITY of HAWAI'I®
KAUA'I
COMMUNITY COLLEGE

1. Program or Unit 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. The programs' tagline is "Ensuring the sustainability of Aloha in the Hospitality and Tourism Industries".

The target student or service population is any high school graduate, KCC student, Visitor industry employee, or anyone seeking a job in a Visitor-related industry field. This may include students interested in activity-based companies, entertainment, media services, the restaurant industry, or small business owners. Since the Visitor industry is our islands' largest economic driver, almost all businesses are connected directly to visitors or employees of the visitor industry.

2. Analysis of the Program/Unit

The Overall Program Health is Cautionary

Overall Program Health: Cautionary

Workforce Alignment: Classification of Instructional Programs (CIP) -to- Standard Occupational Classification (SOC)

Hospitality and Tourism

CIP Code = [52.0901](#)

[11-9051 - Food Service Managers](#)

[11-9081 - Lodging Managers](#)

DEMAND:

The Demand Indicator is Healthy again, same as last year. The number of New and Replacement Positions in the State and County (combined) remain fairly stable at 355 (355 in 2018-19; 351 in 2017-18). The number of Program Majors was 38 in 2017-18, 36 for 2018-19, and up to 40 in 2019-20, an increase of about 10%. In terms of number of majors, the HOST Program is in the top four out of 13 CTE programs at KauCC.

Increases were evident in the number of Native Hawaiian majors, Fall full-time and Spring Full Time. Fall and Spring part-time numbers were lower, which is odd as most students typically are part-time, and the CoVid19 pandemic would not have affected the numbers that greatly till the middle of the semester.

Decreases are evident in SSH non-majors in Program Classes, FTE Enrollment, and the Total Number of Classes Taught. The decrease in classes taught were due to low-enrollment

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cancellations, and some of these impacts may be due to the number of Early College classes that are offered in the high schools. The program offered a total of fifteen (15) HOST courses in 2019-2020, a slight drop from the year before. Five out of the 15 courses were offered as Early College at Kauai HS (3-HOST 100; 2 HOST 101). An additional HOST 100 course will be offered at Waimea High School in Spring 2021. HOST 100 is one of the most frequently offered classes in Early College, and this provides a potential pathway for students to continue in the HOST program at KCC.

The HOST Program will continue to adjust its course offerings as we navigate the impact of the pandemic on enrollment numbers and short-term employment opportunities. Typically, when unemployment numbers rise, we see an increase in enrollment; however, it is difficult to predict the long-term impact on the economy, and how this may affect enrollments in the program over the next couple of years. Based on past economic downturns, the Visitor industry was the first to jumpstart the economy, so predictably, this will continue in the short-term economic landscape.

#	Demand Indicators	2017 - 18	2018 - 19	2019 - 20	Demand Health
1.	New & Replacement Positions (State)	323	327	328	Healthy
2.*	New & Replacement Positions (County Prorated)	28	28	27	
3.	Number of Majors	38	36	40	
3a.	Number of Majors Native Hawaiian	13	10	14	
3b.	Fall Full-Time	43%	42%	51%	
3c.	Fall Part-Time	57%	58%	49%	
3d.	Fall Part-Time who are Full-Time in System	5%	8%	2%	
3e.	Spring Full-Time	33%	39%	61%	
3f.	Spring Part-Time	67%	61%	39%	
3g.	Spring Part-Time who are Full-Time in System	0%	3%	3%	
4.	SSH Program Majors in Program Classes	210	252	252	
5.	SSH Non-Majors in Program Classes	510	597	423	
6.	SSH in All Program Classes	720	849	675	
7.	FTE Enrollment in Program Classes	24	28	23	
8.	Total Number of Classes Taught	16	19	15	

EFFICIENCY:

The Efficiency indicator remains at Cautionary. The Average Class Size remained the same as the previous two academic years, although the fill rate increased by about 3%. Additionally, the Number of Low-Enrolled Classes decreased from 4 to 3, and has decreased over the past two academic years, which is a positive sign. One issue is that our HOST 293 Cooperative Education (Internship) is factored into the equation, and these classes typically have less than five students every semester. Faculty TEs are based at .20 per student; however, it can still be factored in as low enrolled.

#	Efficiency Indicators	2017 - 18	2018 - 19	2019 - 20	Efficiency Health
9.	Average Class Size	15	15	15	Cautionary
10.*	Fill Rate	65.2%	63.6%	66.2%	
11.	FTE BOR Appointed Faculty	1	1	1	

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12.*	Majors to FTE BOR Appointed Faculty	38	36	40
13.	Majors to Analytic FTE Faculty	38	36	40
13a.	Analytic FTE Faculty	2	2	2
14.	Overall Program Expenditures	\$2,493	\$2,958	\$400
14a.	General Funded Budget Allocation	0	0	0
14b.	Special/Federal Budget Allocation	0	0	0
14c.	Tuition and Fees	\$2,493	\$2,958	\$400
15.	Cost per SSH			
16.	Number of Low-Enrolled (<10) Classes	5	4	3

EFFECTIVENESS:

The Effectiveness Indicator is Cautionary this year. However, the percentage of Successful Completions remained stable at 78%. The number of Withdrawals decreased from 8 to 7. The Persistence Rates dropped after a high in 2018-19; however, the Persistence numbers are still quite good compared to other CTE programs.

The HOST program continues to award a number of degrees and certificates at a fairly stable rate. A Program Action Request, effective Fall 2020, increased the numbers of Certificates of Achievement from one to two, which should provide an increase in the Effectiveness numbers going forward. The increase in Certificates of Achievement should be realized on the next Annual Report of Program Data (ARPD). Transfers to UH 4-year numbers are low, but as a CTE program, they are within an acceptable range.

#	Effectiveness Indicators	2017 - 18	2018 - 19	2019 - 20	Effectiveness Health
17.	Successful Completion (Equivalent C or Higher)	76%	78%	78%	Cautionary
18.	Withdrawals (Grade = W)	5	8	7	
19.*	Persistence Fall to Spring	73%	78%	71%	
19a.	Persistence Fall to Fall	49%	68%	60%	
20.*	Unduplicated Degrees/Certificates Awarded	18	30	27	
20a.	Degrees Awarded	7	8	3	
20b.	Certificates of Achievement Awarded	2	7	7	
20c.	Advanced Professional Certificates Awarded	0	0	0	
20d.	Other Certificates Awarded	22	37	35	
21.	External Licensing Exams Passed ¹				
22.	Transfers to UH 4-yr	0	3	1	
22a.	Transfers with credential from program	0	0	1	
22b.	Transfers without credential from program	0	3	0	

DISTANCE INDICATORS

The number of DE HOST courses offered annually remain at one fall course, although the HOST Program is now Distance Certified. While the Enrollment and Fill Rate numbers have dropped, the Successful Completion numbers have significantly increased. The number of Withdrawals also declined. The HOST program will consider another DE course offering in Fall 2021 due to an interest from Hawaii CC in the HOST 100 and 101 courses. Discussions are in progress to provide

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HawaiiCC students with the ability to earn a certificate and work towards a degree as there is currently no full-time faculty in the Hawaii CC program.

#	Distance Indicators	2017 - 18	2018 - 19	2019 - 20
23.	Number of Distance Education Classes Taught	1	1	1
24.	Enrollments Distance Education Classes	22	22	15
25.	Fill Rate	88%	88%	60%
26.	Successful Completion (Equivalent C or Higher)	59%	41%	53%
27.	Withdrawals (Grade = W)	2	2	1
28.	Persistence (Fall to Spring Not Limited to Distance Education)	68%	61%	40%

Perkins IV Core Indicators

The HOST program met all applicable Perkins Indicators (1P1, 2P1, 3P1, and 4P1) for the 2019-20 year. It is the first time that all Perkins Core Indicators have been met.

#	Perkins Indicators	Goal	Actual	Met
29.	1P1 Technical Skills Attainment	94.75	100	Met
30.	2P1 Completion	61	70	Met
31.	3P1 Student Retention or Transfer	86	87.5	Met
32.	4P1 Student Placement	66.75	87.5	Met
33.	5P1 Nontraditional Participation	N/A	N/A	N/A
34.	5P2 Nontraditional Completion	N/A	N/A	N/A

Performance Indicators

The HOST program came down from a high in 2018-19, and are closer to the 2017-18 numbers. 2018-19 may have been an anomaly, so we will need to take a closer look next year to see if the numbers stabilize.

#	Performance Indicators	2017 - 18	2018 - 19	2019 - 20
35.	Number of Degrees and Certificates	9	15	10
36.	Number of Degrees and Certificates Native Hawaiian	3	6	4
37.	Number of Degrees and Certificates STEM	Not STEM	Not STEM	Not STEM
38.	Number of Pell Recipients ¹	5	13	4
39.	Number of Transfers to UH 4-yr	0	3	1

[KauCC HOST Program 2020 Annual Report of Program Data \(ARPD\)](#)

3. Program Student Learning Outcomes or Unit/Service Outcomes

- a) List of the Program Student Learning Outcomes or Unit/Service Outcomes

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- b) Program or Unit/Service Outcomes that have been assessed in the year of this Annual Review.
- c) Assessment Results.
- d) Changes that have been made as a result of the assessment results.

PSLO	Assessed During this APRU Cycle (Y or N)	Findings	Improvements Implemented	Next Assessment Date
PSLO 1: Develop critical thinking skills to effectively function in the hospitality and tourism industry.	Yes	Meets Program Learning Outcomes, which is a 70% achievement rate.	A HOST PCC Perkins grant, effective Fall 2020-Spring 2021 will provide online industry case simulations from Knowledge Matters for HOST 100, HOST 101, HOST 152, HOST 154, and HOST 293. These online simulations provide students the ability to make operational decisions, assess performance, develop and/or increase critical thinking skills.	Fall 2020
PSLO 2: Demonstrate an awareness of diversity and exhibit professional work ethics that promote positive service interactions and teamwork skills.	Yes	Meets Program Learning Outcomes, which is a 70% achievement rate.	<p>A HOST PCC Perkins grant, effective Fall 2020-Spring 2021 will provide online industry case simulations from Knowledge Matters for HOST 100, HOST 101, HOST 152, HOST 154, and HOST 293. These online simulations provide students the ability to make operational decisions, assess performance, develop and/or increase critical thinking skills.</p> <p>The HOST Program will continue to engage in service opportunities, such as the Culinary Breakfast on campus, the annual HTA LEI event that hosts almost 200 high school students once the pandemic restrictions are over. At the LEI event, HOST majors oversee the Career Fair and act as chaperones to the high school students for the day.</p>	Fall 2020

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<p>PSLO 3: Utilize interpersonal written and oral communication skills necessary for effective organizational operations.</p>	<p>Yes</p>	<p>Meets Program Learning Outcomes, which is a 70% achievement rate.</p>	<p>A HOST PCC Perkins grant, effective Fall 2020-Spring 2021 will provide online industry case simulations from Knowledge Matters for HOST 100, HOST 101, HOST 152, HOST 154, and HOST 293. These online simulations provide students the ability to make operational decisions, assess performance, develop and/or increase critical thinking skills.</p> <p>Oral communication skills are utilized by students during the annual HOST Meet and Greet with industry partners, and during the annual LEI event. Due to the pandemic, guest speakers have engaged with students in the zoom classroom and through research projects that require industry input via emails, telephone calls, or zoom meetings.</p>	<p>Fall 2020</p>
<p>PSLO 4: Incorporate the principles of aloha to promote the sustainability of Hawaiian cultural values in the hospitality industry.</p>	<p>Yes</p>	<p>Meets Program Learning Outcomes, which is a 70% achievement rate.</p>	<p>A HOST PCC Perkins grant, effective Fall 2020-Spring 2021 will provide online industry case simulations from Knowledge Matters for HOST 100, HOST 101, HOST 152, HOST 154, and HOST 293. These online simulations provide students the ability to make operational decisions, assess performance, develop and/or increase critical thinking skills.</p> <p>HOST majors will continue to participate in the LEI event, hopefully next year. Program majors were selected as statewide interns in the past two years. The LEI event was canceled this year, where another HOST major was considered for an internship. The program will continue to mentor students to engage in these types of leadership opportunities.</p>	<p>Fall 2020</p>

4. Action Plan

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Action Plan	Anticipated Outcome	Actual Outcome	College Mission and Strategic Plan
Continue to offer and work to expand program course offerings in Early College at island high schools	A Kauai High School continues to offer both HOST 100 and HOST 100. After a meeting with the DOE in 2019, Waimea High School decided to offer HOST 101 in Spring 2021. Will pursue offering of HOST 101 in Waimea HS to promote the Certificate of Competence.	Taught two HOST 101 courses and one HOST 100 at Kaua`i HS in Fall 2019, and two HOST 100 courses at KHS in Spring 2020. Kauai HS celebrated 10 completers of the CO in Hospitality Essentials in Spring 2020.	Goal 17 Increase recent high school graduates enrollment.
Promote PLA and online course offerings to industry managers and union.	Complete one PLA course per academic year.	Did not have any PLA for 2019-2020; however, one student plans to apply for PLA in spring 2021.	Goal 7 Reduce the time to degree: Increase student retention and credit accumulation. Goal 20 Increase enrollment of working adults
Created a new Certificate of Achievement	Effective Fall 2020, HOST program removed one Certificate of Competence and created a new Certificate of Achievement. This should increase the number of graduates earning a certificate that counts towards the Perkins metrics.	Data will be available on the APRU 2021. Positive metrics should support the creation of a new Certificate of Achievement.	Goal 1 Increase the number of graduates
Support campus International short-term study abroad students.	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. Continue to promote HOST internships at Shanghai Normal University.	The HOST program continues to support and engage in the International short-term study abroad programs. In 2019, three out of four international students taking HOST classes were declared HOST majors. One international student pursued HOST AAS, and plans to complete in 2021. Continue to partner with UH Maui College in teaching courses at Shanghai Normal University, and to promote program and international study abroad to SHNU.	Goal 21 Increase enrollment of international students

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Apply for HOST program to be Distance Education certified	Plan to be DE certified in 2020	HOST Program was accepted as a DE program in Fall 2020	Goal 12 Strengthen distance education offerings
Seek OER for HOST 100 course	HOST 100 to provide OER for students by Spring 2022. Apply for grant to develop OER HOST 100 courses; collaborate with UH Maui College on selection of OER materials.		Goal 14 Reduce the cost of education for students.
Provide two DE courses: HOST 100 and HOST 101 in Fall 2021	Will coordinate with Hawaii CC to provide DE courses for students for HOST 100 and HOST 101. Promote Certificate of Competence in Hospitality Essentials.		Goal 12 Strengthen distance education offerings
Program Coordinator to continue to pursue PhD in LTEC (Learning Design and Technology) to support Distance Education and strengthen online course offerings. This is possible through faculty tuition waivers.	Estimated graduation date is Fall 2022. Work to provide future PD workshops for faculty or enhance Assessment Coordinator web pages with online PD-related content.	A total of 30 credits will be completed by the end of Fall 2020. The PhD program is a 40-credit program. As Assessment Coordinator, web pages were created in Fall 2020, which were updated with numerous PD materials for faculty reference and use in course design and construction, as well as assessment.	Goal 16 Increase opportunities for and participation in professional development.

A new Certificate of Achievement is now in effect in the HOST Program. Positive numbers from the new Certificate of Achievement should be reflected on the next APRU cycle in 2021. A new scholarship for HOST majors from Enterprise Rent-a-car Kauai CC scholarship for \$1000.00 is now available for students. Additionally, a HOST Perkins grant for the academic year 2020-21 provides students at UH Maui College, Kauai CC, Leeward CC free access to hospitality skill-building online case simulations through Knowledge Matters.

The HOST program met all Perkins Indicators from 1P1 to 4PI.

The next HOST Program Comprehensive Review date is Fall 2021.

5. Resource Implications

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Detail any resource requests, including reallocation of existing resources (physical, human, financial)

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