

# BC Hospitality Management 2012 Articulation Committee DRAFT Minutes

Tuesday May 8, 2-6pm  
Wednesday May 9, 8:30-4:30pm  
Selkirk College, Nelson, BC

In attendance: Chair Mark Elliott, Douglas College; Wendy Anderson, Selkirk; Harry Pringle, Selkirk; Diane Cohoon, STEC (day 1 only); Terry Hood, Link BC; Jonelle Knowles, NIC; Michael Tittel, VCC; Kevin Kovalyksic, VCC ; Sally Gibson, VCC; Judith Chomitz, TRU; Peter Briscoe, VIU; Michael Conlin, Okanagan; David Armstrong, Camosun; Rebecca Wilson-Mah, Camosun;

Hospitality Articulation Meeting May 8, 14:00 - May 9, 12:00

1. Meeting call to order, 2:10
2. Approval of 2011 Minutes (David A, Harry P, approved)
3. Approval of 2012 Agenda (Jonelle K, David A, approved)  
Revised to move several items to joint meeting

#### 4. Round Table Update

Rebecca Mah, Royal Roads

Moved to Royal Roads in January leading BA in International Hotel Management

BA is in year 6, 2 yrs in 1 accelerated BA, 35-40 intake, 24 last year, expecting good numbers.

International Study Center, connection for bringing in international students; 9mos of language skills first year. HOSP core 2<sup>nd</sup>. Offering years one and two interdisciplinary with 4 degree options; These students must complete a 4 year degree, not the accelerated program; Students mainly from China and Middle East;

MA in Tourism Management

BA global Tourism Management coming on stream in 2014.

David Armstrong, Camosun

Tourism Pgm suspended, Golf numbers are challenging

Hospitality: 37 years old and under the microscope

New dean, Richard Stride from NIC;

Looking to grow international, but concerns over single cohort model

Completed program review

80 students moving out to coop in second year

Higher than average attrition, last year. This year 103% from year one to two.

Went back to practice of interviewing, rather than pre-approving

Students come primarily from: Referral, Industry, Arts and Science, High school, International

At 27/39 for paid registration for first year;

Best Project 2011 for Project Change

2<sup>nd</sup> in Case Competition

Working with Delta Hotels on Quality audit, operated as a competition

3 course meal served to 600 at a local shelter

E portfolios up

Exchange opportunities with Australia;

Disney University of Riverside, California: on going: 9 last year, 10 this year;

Michael Conlin, Okanagan College

**Center for Wine, Culinary and Tourism Management not supported by government**

**Advertising for a director of the centre but no budget.**

**Work is attributed to Jonathan Rouse;**

**No culture or course structure that leads to difficulty tracking hospitality statistics;**

**Tourism courses are full, but not certain if these are tourism majors or business students with electives;**

**Culinary is currently in trades and will be moved into the Hospitality Faculty;**

**Discussions with various groups in the wine industry to set up a teaching winery;**

Peter Briscoe, VIU

**Hospitality Program is in Faculty of Management**

**First year, 34 students, full; continue with rigorous interviewing with an eye to retention**

**Second year has good retention**

**Degree is entering its 5<sup>th</sup> year**

**Transfer students are looking at location, mixture of international and domestic students: (n. Africa, Europe, etc.) International Coops;**

**Many international grads do not return home**

**Stephen Burr will be departing Dec 2013, seeking new positions;**

**MA slim (sustainable leadership management)**

**Business of Wine Certificate, fully subscribed**

**International Field Schools- Last year took 14 students to Hawaii 18 days, some stayed up to 6 weeks, research based field school, research is done January & February. This year had lower interest initially, so was cancelled, but more interest was shown later so it should be an annual event. Costs are reasonable, up to 9 credits, with fund raising opportunities.**

**Usually part of the degree program, due to the research nature;**

**Another field school in Thailand, New Orleans;**

**Working closely with Rec/Tour Mgt.**

Judith Chomitz, TRU

**Tourism degree overall is good, but hospitality diploma is looking a little weak**

**Issues with admissions and registrar. Did have a former student working in the area,**

**60% International on 40 cohort. Has been amazingly good: China, Russia, N.Africa India, Austria, Middle East**

**Getting them up to speed on research ethics, etc has been challenging;**

**BTM first time in 4 years having a full complement;**

**Center for Mountain Studies announced in April. Association with Sun Peaks, will open opportunities for field studies, including teaching on the hill during shoulder season.**

**Developing a Restaurant Management diploma, working with the Culinary Arts,**

**Hots Simulation program out of Switzerland is being utilized;**

Sally Gibson, VCC

**Introduced Kevin and Michael**

**Kevin Kovalyxic, program head for Degree program**

**Michael Tittle, (replacing Robert Oliver) department chair for Diploma Program**

**Credit equalization program. 75 credit diploma and 48 credit degree, so effective Sept 2009 became a 60 credit diploma, those students now entering the degree.**

**Robust numbers in the programs**

**125 Fall intake for hospitality diploma plus 50 Winter**

**60 Fall intake degree plus 5 Winter**

**About 500 students in the program at any time, usually overfill**

**Degree = 36 credits of core credits, 9 credits for work experience, 15 credits for electives;**

**Operating at 118%, so they continue taking courses through the summer.**

**Could complete the 2 yr degree in 1 year.**

**Strategies other than Moodle for online platforms;**

**Students are able to take online courses such as Environmental Sustainability**

**All courses should have minimal content on line**

**All degree instructors have Masters.**

**Convention and Event Management , Sustainable tourism, Aboriginal tourism elective clusters; Willing to look at collaboration;**

**Current issues in industry: philosopher café evenings**

**Electronic Portfolio and trying to embrace mobile technology;**

**Chalk and Wire had issues. Students research option, currently Word Press is the favoured choice;**

**All E portfolios from different platforms can be loaded onto one platform, Tinyurl.com?**

**Running Hotsim, moved away from HOTS**

**90% of degree students come directly from diploma, 5% from International and 5% from feeder colleges including private institutions**

Kevin Kovalyksić, VCC (Department head for the degree Program)

**Executive cohort program, relationship to public and private sector, being pursued;**

**Where and how programs will be delivered, including mobile technologies**

**Global Partnerships with US and Asia, with institutions and private sector for students and faculty**

**Background in Sport and Entertainment management: looking to develop electives;**

**Sponsorship and naming rights being pursued**

**Focusing on the business of hospitality, with financial skills as a base**

**Alumni fundraising through Exec Cohort being pursued.**

Michael Tittel, VCC (Department head for Diploma Program)

**18 faculty in diploma**

**10 in degree**

Jonelle Knowles, NIC

**Moved into the business department last year**

**This year did a program revision moving to 60 credits, plus coop and 2 field trips, 1 international;**

**First year is a core delivery, with 3 streams available in year 2: Hospitality, Tourism and Adventure Tourism.**

**This program is beginning in Fall 2012**

**Business program is now delivering Accounting, Marketing, Computer courses;**

**Decreased F&B credits, moving from 15 down to 6, also 2<sup>nd</sup> year Hotel ops course was lost.**

**New courses: International Hotel Management and Services Management Operation**

**All courses are open to all students as electives**

**PDDs in Entrepreneurship and in Convention Management being developed.**

**35% of intake is International – Korea, China, Germany, India**

Terry Hood, Link BC

**Support of Hospitality Programs: Project Change, Case Program, Future Leaders**

**New website has the opportunity to showcase success stories**

Diane Cohoon, Saskatchewan Tourism Education Council

**100 teachers teaching tourism and hospitality at high school level**

**2800 new hotel rooms, labour crisis**

**Much of this is in response to mining demands**

**Cook up-grader program online through Webinar**

**Work with SIASK**

**Ready to Work program, works with aboriginal students**

Harry Pringle, Selkirk College

**Filling the programs are a challenge. Intake of 25 per year.**

**Usually 20-25% international**

**Case Winners again this year**

**Wendy Anderson won an ISOT award**

**Opera may have the last educational license**

**Getting micros next year**

**Oenology and Microbrewery teaching**

**Expanded Moodle use and have better ability to offer diverse teaching styles to students**

**Using more Skype for advisory discussions and student orientation**

**Major catering operation**

**Dropped credits to 66**

**Trying to take a more aggressive approach on marketing to out of province students**

**Students did viral videos, hoping to get online, to**

**Introducing a culinary management diploma using 10-12 courses over a year bridging culinary to a diploma**

**New President is a former Forestry Instructor**

**Talking about professional development**

**New dorms to support student accommodation which was challenging in Nelson for students**

**Golf Course moved online a few years ago. Its doing ok**

**Ski program is doing well**

Mark Elliot, Douglas College

**15<sup>th</sup> intake 198 applications for fall, will take 65 and winter 25**

**25% attrition between 1<sup>st</sup> and 2<sup>nd</sup> year**

**30-35% international**

**10-15/65 go on to university**

**Many students with prior post secondary education**

**Hospitality marketing & hospitality management PDD, for winter or fall 2013**

Quick survey:

**English delivered by English department: not TRU, not VCC**

**Accounting by business department: NIC, Camosun**

**Computer by business:**

**Other courses out sourced?**

**HR/Marketing by business:**

**Econ: Camosun, Okanagan**

**TRU is trying to take math away from Math dept, and will change course codes for hospitality math;**

Same with micro/macro economics;

VCC delivers all content internally but has stolen instructors from other departments

VCC also recruits instructors from other departments if required, but the emphasis is on the instructor moving into hospitality and that it is the instructors' responsibility to adapt to the program needs.

Econ is a more dynamic delivery than memorization of stats formulas

At Selkirk BCGEU is the union for trades courses, faculty association for UT, so all courses are taught internally as instructors can't be in both unions. They can even hire outside without posting internally.

Douglas Hospitality is housed in faculty of business and commerce. Lots of courses outsourced for logistical and resource rationale.

#### **5. BCCAT Update, John Fitzgibbon**

Update of activities, circulated, **see attached**

List of pending requests for transfer credits, circulated, **see attached**

As of September 2012, all institutions on the system become both senders and receivers, but in the short term the number of requests that can be initiated by institutions with new designations.

Clarified that Registrar is secretariat to Ed Co and takes direction from President and EdCo.

Ministry is looking at Credentialing, Accreditation and Learning Outcomes.

Articulation committee needs a systems liaison person and need a way to appoint or solicit one;

Residency requirements for credentialing seems to have a movement afoot to move from 25% back to 50%, question, where this initiated. Registrars? BCCAT? Tabled for discussion and resolution to 2<sup>nd</sup> day.

BCCAT may have made recommendations to registrars to consider having common policies on residency, as it has with other student mobility issues.

Lack of clarity on a provincial level (and even on an institutional level) on what constitutes a credential framework that specifies what a

Learning outcomes as a transfer basis model is being considered, feasibility is being looked at.

#### **6. JAM 2010 Summary** –Summary of BCCAT's Joint Articulation Meeting from November 2011

#### **7. Funding Projects**

**(see attached documents for both, distributed at committee meeting)**

#### **8. Provincial Hospitality Management Core Curriculum review**

Reviewed the proposed Core Curriculum Review Template

Should we be updating the hand book on a regular basis...every 3-5 years?

Where is the electronic version of the handbook housed and is that the best location for students, industry (and educators) to access it? (PB)

Can we link to this document on our individual web sites for students to access? (JK)

Learning outcomes and accreditation, consider the use of TEC to accredit curriculums that have been reviewed by the articulation committee (or another body). (PB)

Similar outlines available to the students for comparison or is the BCCAT transfer arrangements?(WA)

Do students research learning outcomes or only interested in end results? (PB)

We should perhaps be less concerned with individual course transferability and more aware of the value of the core as a base for block transfer. (HP)

Still maintain that value is inherent with the opportunity to transfer and we should be marketing this.

We are creating tools for internal use. Students are not usually interested unless the need arises.

The use is often necessitated when a course is eliminated and students on an older version of the program still requires it or International students that want to accelerate their program process by adding additional (online) courses to their course load, with transferability. (SG)

Suggestions to review pages (JK)

Suggestion to assign individual pages to institutions with parameters such as internal review contacting at least 3 other institution instructors and one industry approval. (WA) (JC) (HP)

The change would not be supported if it had to go through a formal education council approval process due to the onerous nature. (SG)

The review template goes beyond the core curriculum review to include valuable information on assessment, teaching methods, resources and gaps in individual delivery, not necessarily gaps in the core. (JK)

Review process can go on a longer cycle (3-5 years) if the information is not changing drastically year to year (Dennis from GO2)

Branding BC Hospitality curriculum and pursue associated opportunities. PB offered to head up a group, no objection. Support from JK and HP. Will report back next May.

Experience with CHRIE is that this it is a lot of work. (MC)

**Motion to adopt the provincial hospitality transfer grid presented on May 9 at the Hospitality Articulation Meetings, upon completion (TRU, RR and NIC being included) and to forward to BCCAT for immediate posting on the program transfer guide and advise our institutional contacts (registrar). (ME) Approved by HP; seconded by JC.**

Clarification on the transfer grid and the use and process and where the information is available came from JF. Program specific guides are listed under the BC transfer guide. Once our grid is approved it can move directly to this location. It is advisable to let student advisors know of this grid and its location. By next year when we are all senders and receivers we would make formal requests of our registrars and institutional contacts to formalize course by course transfers so it will be accessible through the formal BC transfer guide.

**System Liason person (usually a dean) represents the articulation committee.**

**Dr. Harold Richens from TRU was recommended by Peter Briscoe, seconded by Michael Conlin.**

**All were in favour.**

**Reconvened after joint plenary session:**

It was agreed to review the core curriculum for the areas not already being reviewed by the tourism articulation committee. Also, consistent with tourism, we decided to conduct these discussions in November, preceding the "Host BC" conference in Vancouver on the Saturday, November 3, 2012.

It was suggested that each institution take responsibility for pre-reviewing a presenting suggestions on one or two pages on the core. Suggested distribution (VCC was not in attendance at this time) was as follows:

Accounting I	VCC
Accounting II	VCC
Hospitality Law	TRU, Judith
Accommodations I	Selkirk, Wendy
F&B Cost Controls	Douglas, Mark
Beverage Ops	NIC, Jonelle

F&B Service	NIC, Jonelle
Food Production	Camosun, David
Business Comm.	VIU, Peter
English	VIU, Peter
Work Experience	Royal Roads, Rebecca