Program Information Report

School of Culinary Arts and Hospitality Management

Find your passion in food, friends and elegant surroundings. Develop skills for an entry-level position in restaurant, hospitality or institutional settings. Whether your interests lie in pastry and wedding cakes, food preparation and marketing, or management of food service, these are the programs for you.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate can be applied to the credit hours needed for the Associate in Applied Science degree.

Culinary Arts and Hospitality Management

Develop the skills necessary for a career in the hospitality industry.

Baking and Pastry Arts (APBPA)
Associate in Applied Science Degree
Program Effective Term: Fall 2013

Baking and Pastry Arts is a program that offers a focused hands-on professional approach to the art of baking and pastry, and will allow students to gain the necessary practical knowledge, theory and skill to become a successful and marketable pastry professional. This program prepares students for careers in pastry shops, restaurants, country clubs, hotels, catering facilities, institutional food service, as well as entrepreneurship.

Course	Title	Credits
CUL 110	Sanitation and Hygiene	2
Elective	Choose one elective from the following: BMG 273, CUL 226, a 100 level ART course.	3
	Arts/Human. Elective(s)	3
	Math Elective(s)	3
	Speech Elective(s)	3

Course	Title	Credits
CUL 100	Introduction to Food Service and Hospitality Industry	2
CUL 104	Baking Science	2
CUL 116	Fundamental Culinary Principles	3
CUL 118	Principles of Nutrition	3
CUL 132	Basic Cake and Wedding Cake Design	2
	Computer Lit. Elective(s)	3

Course	Title	Credits
CUL 114	Fundamentals of Baking	3
CUL 115	Fundamentals of Pastry	3
CUL 215	Advanced Cake Decorating	2
CUL 224	Principles of Cost Control	3
	Nat. Sci. Elective(s)	3
	Writing Elective(s)	3

Course	Title	Credits
BMG 101	Entrepreneurship I: Finding Your Opportunity	3
CUL 140	Bakery Management and Merchandising	3
CUL 205	Pastry Arts and Design	3
CUL 211	Advanced Bread Production	4
	Soc. Sci. Elective(s)	3

Minimum Credits Required for the Program: **62**

PROGRAM PROPOSAL FORM

☐ **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☒ **Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	Baking and Pastry Arts	**Program Code:**
Division and Department:	Business/Computer Tech/Health and Applied Technologies – Culinary Arts	APBPA
Type of Award:	☐ AA ☐ AS ☒ AAS ☐ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2013	**CIP Code:**
Initiator:	Carol Calder Deinzer, Sharyl Politi and Alice Gannon-Boss	12.0501

Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	**Purpose and Goals:** - Expand the Baking and Pastry program to include an associate's degree. - Advance skill sets and preparedness for professional opportunities in the pathway. - To make the WCC culinary program more attractive to prospective students. - Enhance the educational experience of Baking and Pastry students at WCC. - To bring the WCC Baking and Pastry program to a higher level relative to competing programs regionally. **Enrollment Projection:** Currently (winter 2012) the Baking and Pastry Program has 136 students enrolled in lab classes. We anticipate the number to remain the same the first semester of the new program and an increase of 10-20% the following semester. **Criteria:** Required core courses before entering the program are as follows: CUL 110 Sanitation and Hygiene and CUL 104 Baking Science. The following additional core courses can be taken concurrently: CUL 100 Introduction to Hospitality, CUL 116 Fundamentals of Culinary Principles, CUL 118 Nutrition and Sensory Analysis, CUL 224 Principles of Cost Control and CUL 150 Food Service Management and Supervision. **Special Program features:** Adding advanced courses in Pastry Arts, Artisan Bread and Cake Decorating. These courses will focus primarily on technique development. Additionally, a Baking Science class will be added.
Need Need for the program with evidence to support the stated need.	**Background:** WCC currently does not offer a Baking and Pastry Arts Associate's Degree in the culinary program. There has been discussion regarding the possibility of offering this degree, and we have been asked to provide background and recommendations on this question. **Recommendation:** It would be a clear advantage to WCC and to culinary students (both current, prospective, and students who have graduated with the baking/pastry certificate) to expand the baking and pastry program and add an Associate's Degree to keep up with student demands, to remain competitive and to stay ahead of current trends in the industry.

Justification for Recommendation:
It has been understood that students enrolled in baking and pastry classes have for some time been asking for a 2-year Associate's degree programs in this area. This has been discussed in a focus group with students at WCC and has been documented in SOQs. Since there are very few schools (college/community college) in lower Michigan offering a 2-year degree in Baking and Pastry Arts, WCC could be on the leading edge of providers and would attract students for these programs much more readily. In Michigan, the closest public schools offering an Associate's program is Schoolcraft College in Livonia and Baker College in Muskegon. Current trends show that enrolling students will increasingly expect 2-year Associate's Degrees, and in fact many local high schools (feeder schools) now offer culinary education. These high school programs will produce young people motivated to study baking and pastry, and they will expect to have a degree program to work toward. Adding a 2-year baking and pastry degree will also increase the attractiveness of the general culinary program at WCC, and will result in a larger number of serious new students in the program.

Students with a 2-year degree in Baking and Pastry will be better prepared for the culinary job market than those students who have just completed some courses in these areas. These additional skills will make associates degree completers highly desirable and sought after by employers. In support of this, the US Bureau of Labor Statistics reports the job market for Bakers and Pastry Chefs is quite positive through 2018, but employers (restaurants, country clubs, cruise lines, pastry shops, food shops, etc.) increasingly value and expect some formal degree in the field. A student earning an Associate's Degree will enhance their preparedness for entrepreneurial and small business opportunities. In the Fall of 2011, the Culinary Arts and Hospitality Advisory Committee meeting was held that identified trends and certain deficits. The Committee appreciated graduates who could run their own business, were well informed, creative under pressure, and could create elaborate food compositions. Deficits, in their view, included the need for additional skills training and real world experience. Business partners and customers will value additional formal training more than a student who has 'taken some classes' or certificate course work. As a result, the confidence students will have after completing a 2-year degree program will encourage them to enter into their own small business ventures and compete for mid-level jobs. This will also enhance the reputation of the Culinary program at WCC.
Finally, this program represents an alignment with the other proposed degrees in Culinary and Hospitality and this will result in more completers.

Program Outcomes/Assessment	Outcomes	Assessment method
State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	1. Demonstrate the knowledge of Baking Science and its functions. 2. Demonstrate advanced techniques in cake design and construction, as well as advanced skills sugar work, chocolate confectionary and display pieces. 3. Demonstrate advanced techniques in the production of artisan breads.	1. Program portfolio. 2. Program portfolio. 3. Program portfolio.

Curriculum	BAKING AND PASTRY PROGRAM		
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.	**Course**		**Credits**
	CUL 100	Intro to Hospitality Management	2
	CUL 104	Baking Science	2
	CUL 110	Sanitation & Hygiene	2
	CUL 116	Fundamentals of Culinary Principles	3
	CUL 118	Principles of Nutrition	3
	CUL 224~~049~~	Principles of Cost Control	3
			15
	CUL 114	Fundamentals of Baking	3
	CUL 115	Fundamentals of Pastry	3
	CUL 132	Basic Cake and Wedding Cake Design	2
	CUL 140	Bakery Management and Merchandising	3
	BMG or CUL	Elective	3
			14
	CUL 205	Pastry Arts and Design	3
	CUL 211	Advanced Bread Production	4
	CUL 215	Advanced Cake Decorating	2
	BMG 101	Entrepreneurship I: Finding Your Opportunity	3
			12
		General Education 21 - 24	**21**
		Program Minimum	**62**

Budget		START-UP COSTS	ONGOING COSTS
Specify program costs in the following areas, per academic year:	Faculty	$.	$.
	Training/Travel	.0	.
	Materials/Resources	.0	.
	Facilities/Equipment	$4,000	.
	Other	$1,500 (additional food cost)	$26,000
	TOTALS:	**$5,500**	**$26,000**

Program Description for Catalog and Web site	Baking and Pastry Arts Associate Degree: Baking and Pastry Arts is a program that offers a focused hands-on professional approach to the art of baking and pastry, and will allow students to gain the necessary practical knowledge, theory and skill to become a successful and marketable pastry professional. This program prepares students for careers in pastry shops, restaurants, country clubs, hotels, catering facilities, institutional food service, as well as entrepreneurship.
Program Information	**Accreditation/Licensure** – Currently, we are accredited by the American Culinary Federation (ACF) **Advisors** – Current advisors for Culinary Arts Program **Advisory Committee** – Current committee for the Culinary Arts Program *Carol Deinzer + Shary l Politi* **Admission requirements** – Core course requirements as stated above **Articulation agreements** - None **Continuing eligibility requirements** - None

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Demonstrate the knowledge of Baking Science and its functions.	program portfolio	Every 3 years	All	Random sample of 50% of students
2. Demonstrate advanced techniques in cake design and construction, as well as advanced skills sugar work, chocolate confectionary and display pieces.	program portfolio	Every 3 years	All	Random sample of 50% of students
3. Demonstrate advanced techniques in the production of artisan breads.	program portfolio	Every 3 years	All	Random sample of 50% of students

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

   Portfolios will be scored using a departmentally-developed rubric. Please see attached rubric.

2. Indicate the standard of success to be used for this assessment.

   70% of the portfolios will be scored at 70% or higher.

3. Indicate who will score and analyze the data.

   Department faculty will analyze and 'blind' score the data.

4. Explain how and when the assessment results will be used for program improvement.

When the every three-year assessment is conducted, faculty will review the results and then meet to determine whether or not the pre-specified success criteria were met. If the criteria were successfully met, the faculty representatives may decide that no significant changes need to be made. If the success criteria were not met faculty will make an assessment of how they plan to address this deficit. The program changes recommended will be documented and carried out for the next academic session.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Carol Calder Deinzer	*Carol Calder Deinzer*	1/28/13
Dean	Rosemary Wilson	*Rosemary Wilson*	2/5/2013
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Stuart Blacklaw	*Blacklaw*	2/26/13
President	Rose Bellanca	*RBBellanca*	4/9/13
Board Approval			3/26/13

fn 3/29/13
done

Semester Layout

Course	Semester 1	Credits new
CUL 110	Sanitation & Hygiene	2
BMG or CUL	Elective	3
Arts/Human	Elective	3
Math	Elective*	3
Speech	Elective	3
		14
	Semester 2	
CUL 100	Intro to Hospitality Management	2
CUL 104	Baking Science	2
CUL 116	Fundamentals of Culinary Principles	3
CUL 118	Principles of Nutrition	3
CUL 132	Basic Cake and Wedding Cake Design	2
Computer Lit	Elective	3
		15
	Semester 3	
CUL 114	Fundamentals of Baking	3
CUL 115	Fundamentals of Pastry	3
CUL 215	Advanced Cake Decorating	2
CUL 224	Principles of Cost Control	3
Writing	Elective	3
Nat. Sci.	Elective	3
		17
	Semester 4	
CUL 140	Bakery Management and Merchandising	3
CUL 205	Pastry Arts and Design	3
CUL 211	Advanced Break Production	4
Soc. Sci.	Elective	3
BMG 101	Entrepreneurship I: Finding Your Oppo	3
		16
	Program Minimum	**62**

footnote * Several CUL courses require Academic Math Level 2

Program Portfolio Rubric

Objectives	Exemplary - 10	Proficient - 7	Incomplete – 3
Organization of the program portfolio	All materials are included and organized	At least 70% of the materials are included and organized	Less than 70% of the materials are included and poorly organized
Program course competencies	All competencies are included and completed	At least 70% of competencies are included and completed	Less than 70% of competencies are included and completed
Program course Quizzes and final exams	All quizzes and finals are included and graded	At least 70% of quizzes and finals are included and graded	Less than 70% of quizzes and finals are included and graded
Program course projects from advanced program courses	All program course projects from advanced courses are included and graded	At least 70% of course projects from advanced courses are included and graded	Less than 70% of course projects from advanced courses are included and graded
Recipe costing and conversion project	All converted/costed recipes are included and graded	At least 70% of converted/costed recipes are included and graded	Less than 70% of converted/costed recipes are included and graded
Photographs of finished desserts, breads and display pieces	All photographs are included and organized	At least 70% of photographs are included and organized	Less than 70% of photographs are included and poorly organized
Program course handouts	All program course handouts are included and organized	At least 70% of program course handouts are included and organized	Less than 70% of program course handouts are included and poorly organized