

CEHD 770

## REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: FCS PROPOSED EFFECTIVE SEMESTER: Fall 2017 COLLEGE: CEHD

## PROPOSED IMPROVEMENTS

## Academic Program

- ☐ New degree\*  
☐ New major\*  
☐ New curriculum\*  
☐ New concentration\*  
☐ New certificate  
☐ New minor  
☒ Revised major  
☐ Revised minor  
☐ Admission requirements  
☐ Graduation requirements  
☐ Deletion ☐ Transfer  
☐ Other (explain\*\*)

## Substantive Course Changes

- ☐ New course  
☐ Pre or Co-requisites  
☐ Deletion (required by others)  
☐ Course #, different level  
☐ Credit hours  
☐ Enrollment restriction  
☐ Course-level restriction  
☐ Prefix ☐ Title and description  
 (attach current & proposed)  
☐ General education (select one)  
 Not Applicable  
☐ Other (explain\*\*)

## Misc. Course Changes

- ☐ Title  
☐ Description (attach current & proposed)  
☐ Deletion (not required by others)  
☐ Course #, same level  
☐ Variable credit  
☐ Credit/no credit  
☐ Cross-listing  
☐ COGE reapproval  
☐ Other (explain\*\*)

\*\* Other:

Title of degree, curriculum, major, minor, concentration, or certificate: B.S. in Food Service Administration (current)  
 Proposed: Foodservice Operations and Sustainability (FOSJ)  
 Existing course prefix and #: Proposed course prefix and #: Credit hours:

Existing course title:

Proposed course title:

Existing course prerequisite &amp; co-requisite(s):

Proposed course prerequisite(s)

If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

Proposed course co-requisite(s)

If there are multiple corequisites, they are always joined by "and."

Proposed course prerequisite(s) that can also be taken concurrently:

Is there a minimum grade for the prerequisites or corequisites?

The default grades are D for undergraduates and C for graduates.

Major/minor or classification restrictions:

List the Banner 4 character codes and whether they should be included or excluded.

For 5000 level prerequisites &amp; corequisites: Do these apply to: (circle one) undergraduates graduates both

## Specifications for University Schedule of Classes:

a. Course title (maximum of 30 spaces):

b. Multi-topic course: ☐ No ☐ Yesc. Repeatable for credit: ☐ No ☐ Yesd. Mandatory credit/no credit: ☐ No ☐ Yes

e. Type of class and contact hours per week (check type and indicate hours as appropriate)

1. ☐ Lecture3. ☐ Lecture/lab/discussion5. ☐ Independent study2. ☐ Lab or discussion4. ☐ Seminar or ☐ studio6. ☐ Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director

Date 10-11-16

Chair, College Curriculum Committee

Date 10-25-16

Dean Man K. Feltz

Date: 10/28/16 Graduate Dean:

Date

Curriculum Manager: Return to dean ☐ Date

Forward to:

Date

Chair, COGE/ PEB / FS President

Date

## FOR PROPOSALS REQUIRING GSC/USC REVIEW:

\* ☐ Approve ☐ Disapprove

Chair, GSC/USC

Date

\* ☐ Approve ☐ Disapprove

Provost

Date

1. Explain briefly and clearly the proposed improvement.

**Change major title of the (current) Food Service Administration program (FADJ) to Foodservice Operations and Sustainability (FOSJ). The Registrar's Office has confirmed that FOSJ is an acceptable banner code for this major.**

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

**The current name of the program does not adequately reflect the curriculum being taught. It is the opinion of the program's faculty and advisory board that "sustainability" should be included in the title as the sustainability focus is a key hallmark of the program that also identifies a niche we have with this focus. When the program was revised a couple years ago the new curriculum included three courses with a specific focus on Sustainability: FCS 3700-Introduction to Food Systems and Sustainability, FCS 4720-Farm to Table and Sustainability, and FCS 4740-Global Food Systems and Sustainability. The concept and practice of sustainability is also infused across the curriculum, with special emphasis in FCS 1020-Introduction to Foodservice Industry and FCS 2700-Advanced Culinary Skills and Foodservice.**

**The term "Operations" was recommended by the same advisory board to point out the foodservice management emphasis that courses FCS 2720 Food Purchasing and Resource Management, FCS 4660 Institutional Management, and FCS 4700 Food & Beverage Systems offer. "Operations" include such areas as purchasing, preparing, storing, safety, budget, personnel, etc. By using "operations" instead of "management", it is hoped that any title conflict will be avoided with other WMU programs, particularly in the Haworth College of Business's Management Department.**

**EUP's Office of Marketing and Enrollment Management states that over 50% of food service administration job postings list business related degrees (see slide 8 in EUP Market Research and Naming Summary powerpoint). The summary also describes the following naming criteria:**

- **Meaningful – the name conveys key attributes of the program**
- **Relevant – relevant to the problem employers are trying to solve**
- **Distinct/memorable – separate from the competition; not easily forgotten**
- **Ownable, marketable**
- **Easy to use – Short, easy to spell, say, read**

**It is the intention of the program title change to separate the program from the competition. See the powerpoint Market Research and Naming Summary (slides 11 and 12). It should be noted that Foodservice Operations and Sustainability would be "distinct and memorable" while also possessing the other naming criteria. (Please see attached email of support from Dr. Ed Martini, Associate Dean of EUP.)**

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

**The proposed change since it is a name change only will not impact other colleges, departments or programs.**

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

**The proposed change will not affect other FCS programs since it is a name change only; the curriculum remains the same.**

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

**No program conflicts are anticipated for currently enrolled students. Students currently enrolled in the Food Service Administration major will be able to complete their program with no adjustments. The proposed name change will not affect students' ability to meet graduation requirements in a reasonable time since the curriculum remains the same. Scheduling and demand on student time will not be affected by the proposed name change.**

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

**From the APRP program self-study:**

The Bureau of Labor Statistics estimates for Food Service Administrators/Managers, defined as those who plan, direct, or coordinate activities of an organization or department that serves food and beverages are as follows: There are over 191,000 employed as food service managers as of May 2013. The mean annual wage is \$53,130. A bachelor's degree in Food Operations and Sustainability will ensure a higher wage for students graduating from the program. Food service occupations, which include food service managers and administrators, will increase over 9% over the next 8 years through 2022.

The anticipated student audience is three-fold: 1) College students seeking a 4-year bachelor's degree in this area, 2) transfer students from community colleges, particularly from culinary skills or related programs (WMU & KVCC have approved an articulation agreement for those KVCC culinary students who wish to seek a bachelor's degree), and 3) individuals currently working in the food operations industry seeking completion of a bachelor's degree.

The high point in enrollment was a few years ago when enrollment was in the low 30's. The target enrollment identified in the APRP process is 50 students, with a capacity of 60. Based upon discussions with internal and external groups, it is believed the current name potentially hampers program growth. The proposed name change has the potential to have a positive impact on enrollment in the major as a result of improved clarity and visibility of the program.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

**Other than updating marketing materials and the program website, the proposed name change will not require any significant new department or university resources. No additional faculty, library, equipment, space, or technology resources will be needed.**

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.) **N/A**
9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

**The learning objectives for the new program title will remain the same as under the current major as course requirements will not change as a result of the name change.**

10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

In the 2015-18 CEHD Strategic Enrollment Management Plan, Objective A.3 is: "Explore the development of new degree programs and modifications of existing programs to meet external market trends and professional best practices." Changing the name of the major to include "Sustainability" emphasizes what has been a growing interest area in the food industry globally and locally. Objective 5.3 of the 2020 Gold Standard University Strategic Plan is: WMU is a national leader in achieving environmental sustainability. Including this name in the proposed major title highlights this university focus and supports this objective.

A key consideration in proposing a name change has been the declining enrollment and tepid interest in the program despite adding a full-time faculty member, marketing efforts and collaborations with EUP to market the program in the Grand Rapids area. In internal FCS Dept discussions as well as discussions with EUP staff, the consensus is that the current name hampers interest in the program with its emphasis on food service and lack of clarity about what is meant by "administration." Based on input from advisory board members, the faculty believe that the proposed name change will more clearly communicate the content and goals of the program to all stakeholders, and increase visibility among prospective students.

11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

**Other than noting the program name change in transfer guide materials, the proposed changes will not require substantive revisions to articulation or transfer agreements with Michigan community colleges.**

## Re: Program Title Change

Gary H Bischof

Tue 10/11/2016 1:40 PM

To: Edwin A Martini <edwin.martini@wmich.edu>;

Cc: Andrew W Nieboer <andrew.w.nieboer@wmich.edu>; Lisa M Emery <lisa.emery@wmich.edu>;

Ed,

This should be fine.

Thanks for the quick reply.

Frank has attached some of the research that Andrew did and presented to us.

Gary

Gary H. Bischof, PhD

Professor & Chair

Dept of Family & Consumer Sciences

1903 W. Michigan Ave

Kalamazoo, MI 49008-5322

Ofc: (269) 387-3713

Fax: (269) 387-3353

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**From:** Edwin A Martini

**Sent:** Tuesday, October 11, 2016 11:14:18 AM

**To:** Gary H Bischof

**Cc:** Andrew W Nieboer; Lisa M Emery

**Subject:** Re: Program Title Change

Hi Gary,

I'm on my way to GR right now, so I'll send this now, but should be able to send a more formal reply later this afternoon. I've also copied Andrew in case you'd like to attach any of his research with the proposal.

EUP strongly supports the proposed name change from Food Service Administration to Food Operations and Sustainability. The EUP market research team conducted extensive research into the names and curricula of competing programs, and we believe that this name accurately represents the existing curriculum, will be attractive to both students and employers, and will help to position the program as an innovator in the field.

If I can provide any additional information in support of this proposal, please let me know.

Best Wishes,

Ed

On Oct 11, 2016, at 10:47 AM, Gary H Bischof <[gary.bischof@wmich.edu](mailto:gary.bischof@wmich.edu)> wrote:

# FOOD SERVICE ADMINISTRATION

## MARKET RESEARCH SUMMARY

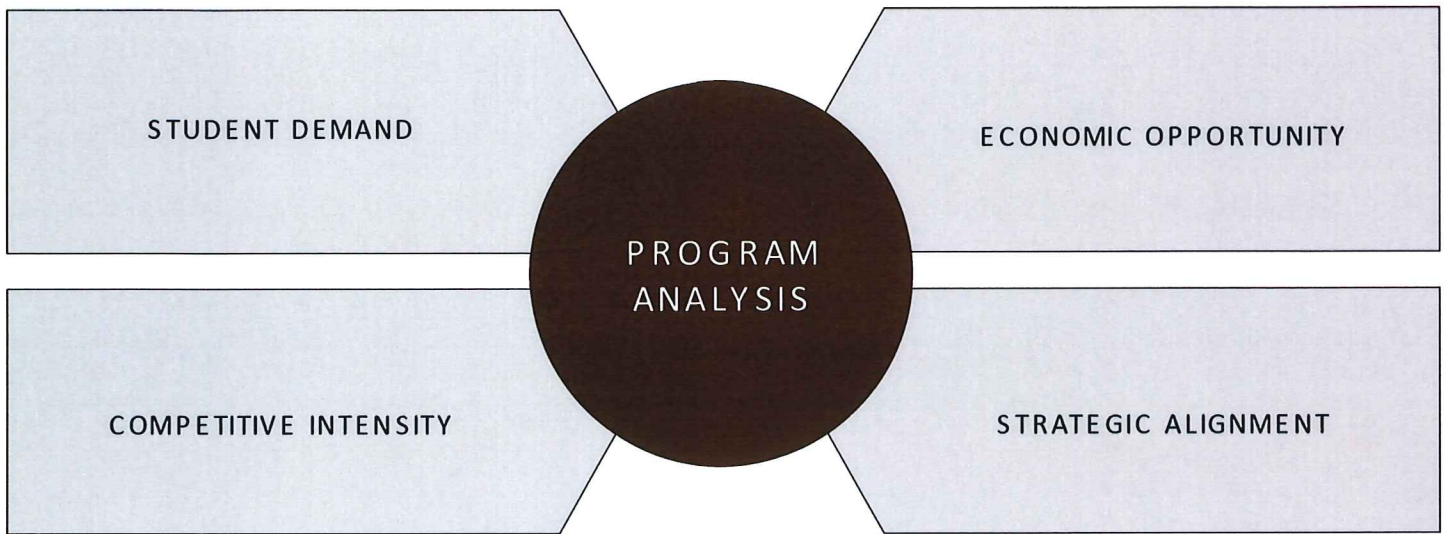


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# MARKET RESEARCH METHODOLOGY













# MARKET RESEARCH DASHBOARD

| Measure                           | Rating | Data  |
|-----------------------------------|--------|---|
| <b>Student Demand Indicators</b>  |        |   |
| 5 year degree growth              | Red    | -14% degree growth nationally (excluding Johnson & Whales)  |
| Overall market size               | Yellow | Related degree field is small relative to other programs (1,072 completions nationally in 2015)   |
| Inquires and Inquiry Growth       | Red    | Low number of inquiries, low growth   |
| <b>Competitive Factors</b>        |        |   |
| Competitive Intensity             | Yellow | 13 institutions nationally in Foodservice Systems, 19 institutions in Restaurant/Food Service Management (business focus)<br>52 associate's degree programs |
| Hybrid/Online Competition         | Green  | Few programs online outside of Johnson & Whales   |
| <b>Market/Economic Indicators</b> |        |   |
| New Job Postings                  | Green  | 71,809 jobs posted in the last 12 months  |
| Job Posting Growth                | Yellow | 2.6% growth in job postings over prior year   |
| BLS Total Employment              | Green  | 199,476 total jobs  |
| BLS/ACS Wages                     | Red    | BLS: \$21,974 10th percental wage<br>ACS: \$30,828 median wage <30  |
| BLS Employment by Degree          | Red    | Associates or no college: 87% of workforce  |
| Job Posting Req'd Education       | Yellow | 45% hs, 14% assoc., 38% bachelor's  |



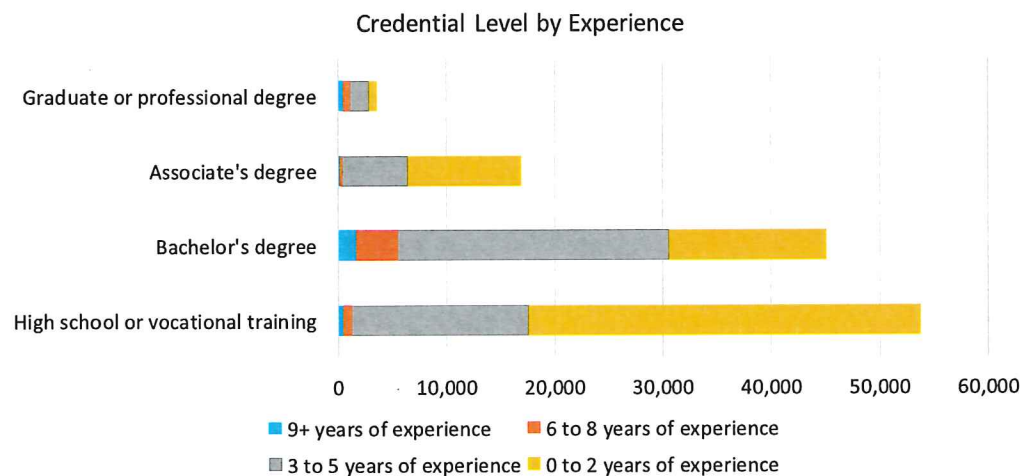
# JOB POSTINGS BY PROGRAM

Over 50% of food service administration job postings list business-related degrees

| Programs of study                               | Job Postings   |
|---|--|
| BUSINESS ADMINISTRATION AND MANAGEMENT, GENERAL | 29.51%  |
| HOSPITALITY ADMINISTRATION/MANAGEMENT, GENERAL  | 24.23%  |
| CULINARY ARTS/CHEF TRAINING                     | 14.66%  |
| FOOD TECHNOLOGY AND PROCESSING                  | 12.41%  |
| ENGINEERING, GENERAL                            | 8.03%   |
| FINANCE, GENERAL                                | 3.16%   |
| DIETETICS/DIETITIAN (RD)                        | 2.66%   |
| ACCOUNTING                                      | 2.58%   |
| RESTAURANT/FOOD SERVICES MANAGEMENT             | 2.58%   |
| COMPUTER SCIENCE                                | 2.54%   |

# JOB POSTING CREDENTIAL AND EXPERIENCE

48% of job postings advertise a preference for a bachelor's degree



# NAMING CRITERIA

1. Meaningful
  - External audience understand what it means with no explanation
  - The name conveys key attributes of the program
2. Relevant
  - Relevant to aspirations of students searching
  - Relevant to the problem employers are trying to solve
3. Distinctive/memorable
  - Separate from competition
  - Not easily forgotten
4. Ownable, marketable
5. Easy to use
  - Short, easy to spell, say, read

# SOURCES FOR NAMING IDEAS

## Program Learning Outcomes

- Food, nutrition and chronic disease
- Evaluate menus and recipes
- Food preparation and service
- Quality of food products
- Food service operations
- Cost control
- Efficient operation
- Foodservice industry
- Sustainability
- Food safety and sanitation

## Competitive Naming

- Food Business Management
- Food Service Management
- Restaurant and Hospitality Management
- Hospitality Management/Administration
- Restaurant and Food Service Management
- Hospitality Services Administration
- Hotel, Restaurant, and Tourism Management
- Restaurant Management

## Job Posting Skills

- People/performance management
- Scheduling/planning
- Budget management, cost control
- Inventory, logistics, procurement, supply management
- Business process and analysis
- Quality assurance/control, food safety
- Customer service

# COMPETITIVE NAMING

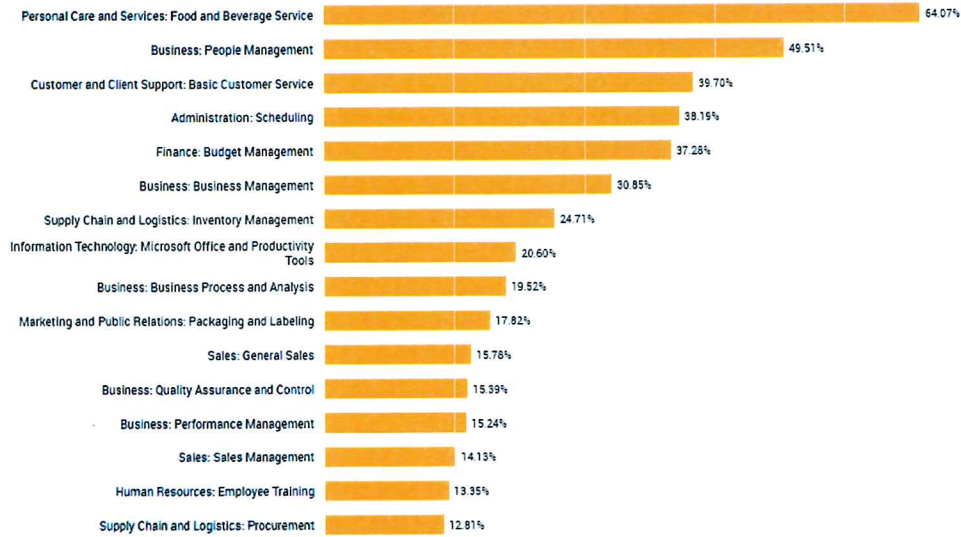
Hospitality management is a much more popular and competitive field





# JOB POSTING TOP 15 SKILL CLUSTERS

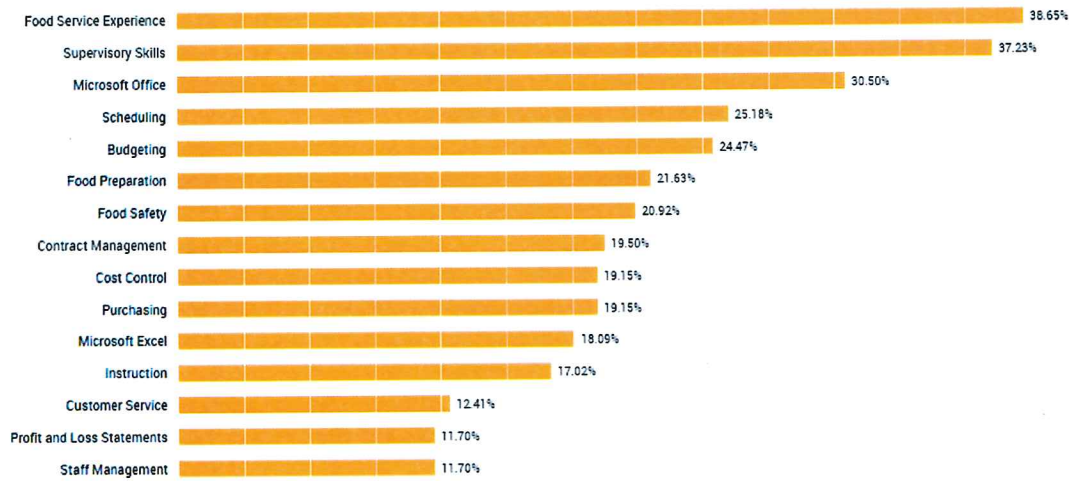
Top skill clusters are related to business operations, customer service, and people management



EUP Office of Marketing and Enrollment Management

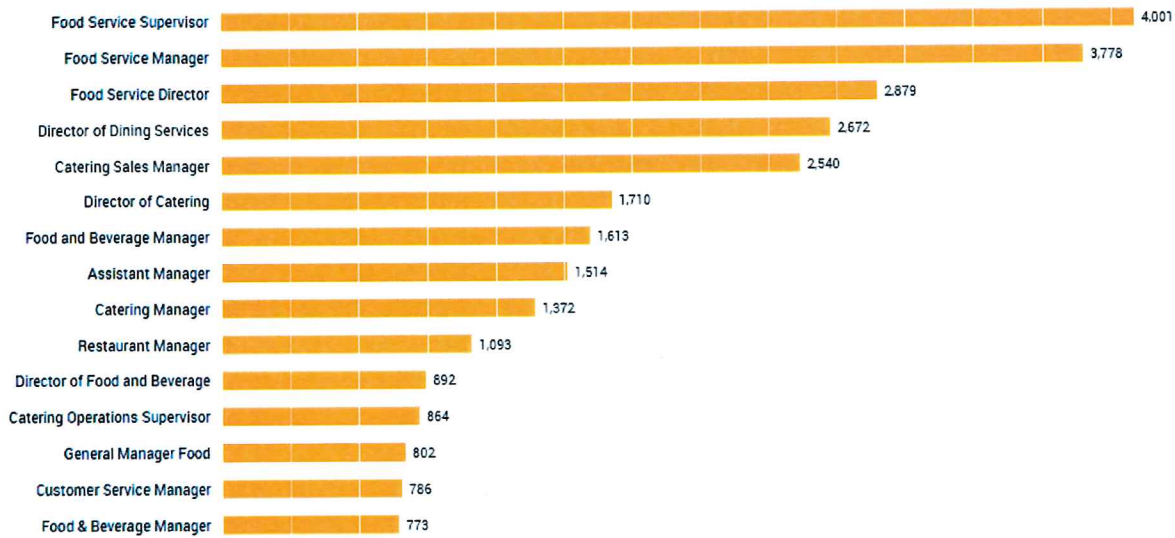
# JOB POSTING TOP 15 SPECIALIZED SKILLS

Top skills are closely related to FSA program learning objectives



# JOB POSTING TOP 15 JOB TITLES

"Food Service" term is still widely used in job titles



EUP Office of Marketing and Enrollment Management

# NAMING CRITERIA

