

Kingsborough Community College  
Of  
The City University of New York

Letter of Intent  
for an A.A.S. Degree in  
Culinary Arts and Food Management

Sponsored by the Department of Tourism and Hospitality

*Attachment K*

A. Name of Institution: Kingsborough Community College

Specify campus where program will be offered if other than the main campus.

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B. CEO or designee: President Regina S. Peruggi

**THE SIGNATURE OF THE INSTITUTIONAL REPRESENTATIVE INDICATES THE INSTITUTION'S COMMITMENT TO SUPPORT THE PROPOSED PROGRAM.**

C. Contact person, if different: Dr. Richard Graziano, Chair,  
Department of Tourism and Hospitality

Telephone: 718-368-5143

D. Proposed program title: Culinary Arts and Food Management

E. Proposed degree or other award: A.A.S.

F. Proposed HEGIS Code N/A Total Credits: 60

G. If the program would be offered jointly with another institution, name the institution/branch below: N/A

**IF THE OTHER INSTITUTION IS DEGREE GRANTING, ATTACH A CONTRACT OR LETTER OF AGREEMENT SIGNED BY THAT INSTITUTION'S CEO. IF IT IS NON-DEGREE GRANTING REFER TO MEMORANDUM TO CHIEF EXECUTIVE OFFERS NO. 94-04. CONTACT THIS OFFICE IF YOU WOULD LIKE TO RECEIVE A COPY.**

H. If the program would to a teacher certification other than a classroom teacher: N/A

I. Indicate the accrediting group: N/A

J. Indicate the expected date of accreditation: N/A

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## I. PURPOSE AND GOALS

Over the past five years a robust foodservice program has been developing within the Department of Tourism and Hospitality and Center for Economic and Workforce Development at Kingsborough Community College. Employer and student demand for the program is strong, with nearly two hundred students served annually in the combined programs and a placement rate above ninety percent for students who choose to enter the workforce. The college has been actively supporting the growth of the program by dedicating resources for kitchen renovations, soliciting foodservice program area grants and contracts and helping Kingsborough to become an acknowledged leader in foodservice education in New York City. Most recently, Project Welcome, a President's Community Based Job Training Grant from the US Department of Labor has galvanized the program offerings with this two-million dollar city-wide project aimed at serving nearly five hundred new students over three years, with program sustainability thereafter. Despite the college's programmatic success in the area of culinary arts and food service management, the college lags in an appropriate credit intervention to complete the pipeline. Kingsborough Community College currently offers an Associate of Applied Science Degree in Tourism and Hospitality as well as a new fifteen-credit certificate in Culinary Arts and Food Management. The addition of this proposed Associate of Applied Science degree in Culinary Arts and Food Management will complete a sequence whereby a recent high school graduate or workforce trainee can move through a credit certificate, an Associate in Applied Science degree in the same field, to which the credit certificate fully articulates, and either enter the workforce or transfer to a baccalaureate program.

Our current students have been successful in finding and keeping their jobs and in moving up quickly within their organizations. The food industry is the country's largest employer. A major sector within the tourism and hospitality industry, it notably was the only tourism and hospitality industry segment in New York City to show continued growth during 2002, an important complement to the segments of the tourism industry on a struggling cycle.<sup>1</sup> The foodservice industry has been continually identified by the US Department of Labor as well as the National Restaurant Association as the industry providing the most opportunities for career development among women, minorities and people with disabilities.<sup>2</sup> A congressional study on entrepreneurship found that foodservice provides the most opportunities and the fewest barriers to ownership among minority-owned small businesses.<sup>3</sup>

<sup>1</sup> Restaurant Business. New York: Oct. 15, 2003, Vol.102, Iss. 17; pg. 16

<sup>2</sup> <http://www.restaurant.org/pressroom/pressrelease.cfmm?ID=1485>

<sup>3</sup> Loscocco & Robinson. *Barriers to Women's Small-Business Success in the United States*, Gender and Society, Vol. 5, No. 4 (Dec., 1991), pp. 511-532

The KCC foodservice program is well-positioned within the city. Counselors from the Careers through Culinary Arts Program (C-CAP), a non-profit organization that supports culinary programs in New York City Department of Education schools, have advised us that KCC fills an important niche for students who do not want to enroll in a pricey and non-academic culinary training program like one at a proprietary school, who are not socially or academically ready for a four-year hospitality program, and/or who are interested in learning about foodservice management as one component among many in the tourism and hospitality industries.

The Foodservice Program has developed a core of content related courses, strengthened collaborative activities both within and outside KCC, both at the secondary and senior college level, and received CUNY-wide recognition through its colloquia and collaborative activities. It is also developing collaborative strategies with New York City College of Technology to increase the rate of student transfer and strengthen articulation—this proposal represents positive movement toward that goal. These developments coincide with the emergence of foodservice careers as the fastest growing component of New York's largest industry—tourism and hospitality—as well as the anticipated growth of food service industry jobs in the US Department of Labor's projections for 2012. Given this strong platform and increased student demand, we propose establishing the Associate of Applied Science Degree, Culinary Arts and Food Management.

In this proposed degree, students will:

1. Develop a professional understanding of a specialized segment of the hospitality industry that will provide immediate career opportunities.
2. Learn industry-specific skills as identified by the National Restaurant Association Education Foundation Competencies as well as by the US Department of Labor's SCANS Report such as critical thinking, analytical skills and research skills designed to develop managerial competencies.
3. Learn safe food handling and proper equipment use.
4. Become familiar with the purchasing, storage, and handling of a wide variety of food products.
5. Master new career skills which will assist students in moving into new job and management opportunities.
6. Be equipped to take advantage of entrepreneurial activities which are prevalent in the food industry.
7. Be prepared to take and pass certifying examinations administered by professional organizations including the New York City Department of Health and Mental Hygiene's Food Handler Certification, National Restaurant Association's ServSafe® Food Handler, ServSafe® Alcohol, ManageFirst Certification.
8. Learn management principles of a variety of commercial and non-commercial foodservice operations.

## II. NEED AND JUSTIFICATION

The current foodservice program at Kingsborough Community College consists of six content electives within the Department of Tourism and Hospitality, taken as independent modular courses as well as a 15-credit certificate in Culinary Arts and Food Management (the credit counterpart to the non-credit Project Welcome initiative). The program began in 1996 when courses were added to the existing tourism and hospitality curriculum due to strong student and employer demand. The demand continued to the point that in 2001 a full-time faculty member was hired to develop and oversee the program and a second was added in 2005, with a full-time substitute lecturer and full-time trainer added in 2007. Since 2001, five to seven foodservice sections have run each semester, with one to two additional courses in summer and winter module, and a number of adjunct faculty have been engaged to teach and develop and program. Under the most recent curriculum changes, two foodservice course selections may satisfy the requirements of the Hospitality Concentration of the A.A.S. degree in Tourism and Hospitality, three are department electives and one is an advanced independent study. The KCC food program also serves the nutrition major at the college.

Foodservice graduates work on the management side of the house, as well as engaging in entrepreneurial activity in developing catering, and various food and food-related businesses. Brooklyn is the place for food products innovation with more new food products successfully developed and commercially introduced from a Brooklyn base than anywhere in the country according to a New York Industrial Retention Network Study. The Foodservice program works collaboratively with the Brooklyn Economic Development Corporation and the Consortium for Worker Education to develop these opportunities.

Because of the emergence of the Foodservice industry as a major source of employment in the New York City metropolitan area, and the growing reputation of the Foodservice component of the Tourism and Hospitality degree, the demand by students for related education has created the need to offer a degree program in Culinary Arts and Food Management, especially one tuned to local and national industry certifications from both the New York City Department of Health and Mental Hygiene and the National Restaurant Association Education Foundation's ManageFirst Professional Program. To date, there is no such offering within the CUNY system, and additionally, none offered that grants college credit within a regionally accredited institution in New York City. Partners and champions of this effort include the Careers through Culinary Arts Program (C-CAP), the New York City Department of Education Hospitality Cluster, the Restaurant Opportunity Center, the New York State Restaurant Association, the Cruise Line Industry Association and the Society for Accessible Travel and Hospitality.

This program will capture the interest of the many Project Welcome and other certificate students, give them a foundation in Culinary Arts and Food Management and industry certification necessary to secure supervisory-level employment in industry, and allow

them to continue their studies as transfer students at our senior college partner, New York City College of Technology.

### III. CURRICULUM

A.A.S in Culinary Arts and Food Management

#### COLLEGE REQUIREMENTS

Successful completion of the CUNY/ACT Tests in Reading and Writing and the COMPASS Math Skills Test with passing examination scores or developmental courses may be required.

	<b>CREDITS</b>
*ENG 01200 (Freshman English 1) .....	4
*ENG 02400 (Freshman English 2) .....	3
HPE 01200 (Foundations of Health & Phys Ed.) .....	3
	<b>10</b>

#### TOURISM AND HOSPITALITY DEPARTMENT REQUIREMENTS

TAH 00100 (Introduction to Tourism and Hospitality) .....	3
TAH 07100 (Introduction to Professional Foodservice) .....	3
TAH 07200 (Restaurant Operations) .....	3
or	
TAH 04300 (Event Catering Management)	
TAH 07300 (Cultural Foods: Geography of Food and Wine) .....	3
TAH 07400 (Menu and Dining Room Management) .....	3
TAH 09096 (The Virtual Enterprise) .....	3
TAH 09160 (Professional Portfolio) .....	1
TAH 09250 (Field Experience in Tourism & Hospitality) .....	3
	<b>22</b>

#### BUSINESS REQUIREMENT

BA 01100 (Introduction to Business) .....	3
or	
ES 05100 (Small Business and the Entrepreneurial Perspective)	
	<b>3</b>

#### PROPOSED CULINARY ARTS AND FOOD MANAGEMENT COURSES

CUL 00100 (Culinary Arts I: Skills) .....	3
CUL 00200 (Culinary Arts II: Major Techniques) .....	3
CUL 01100 (Baking and Pastry) .....	3

CUL 09000 (Culinary Improvisation Capstone) .....	3
	<b>12</b>

**GROUP REQUIREMENTS \*\* 13 CREDITS**

A minimum of 9 credits selected from groups I through IV – must be in Basic Courses 9  
4 credits from Group V

- I. Performing and Visual Arts (Excluded are Art & Music Studio, Theatre Production & Technique Courses  
Art – Music – Speech – Theatre Arts  
(It is recommended that students register for SPE 02400, Career Communication)
  
- II. Language and Literature  
Foreign Language – Literature – Philosophy  
(It is recommended that students register for a Foreign Language)
  
- III. Social Sciences  
Economics – History – Political Science  
(It is recommended that students register for ECO 01300, Microeconomics)
  
- IV. Behavioral Sciences  
Anthropology – Psychology – Sociology
  
- V. Mathematics and Sciences  
(It is recommended that students register for MAT 07000, Principles of Mathematics or MAT 09000, College Algebra and SCI 07000, Nutrition).

Note:

\* = Liberal Arts courses

The course descriptions are as follows:

**TOURISM AND HOSPITALITY COURSES**

TAH 00100 – Introduction to Tourism and Hospitality (3 crs. 3 hrs.)

This course is an overview of the many and varied organizations and agencies that make up the tourism and hospitality industry, their roles and interrelationships. Topics include transportation, lodgings, restaurants, wholesale and retail operations, attractions, government owned parks and facilities, trade organizations, and governmental agencies.

TAH 04300 – Event Catering Management (3 crs. 3 hrs.)

This course is an introduction to the basic skills and competencies required for catering, food and beverage operations, and the opportunities and responsibilities of this sector of the hospitality and tourism industry.

TAH 07100 – Introduction to Professional Food Service (3 crs. 3 hrs.)

Students will learn an introduction to the various components of the professional food service industry. Subjects will include the history, scope, classification, trends and the role of the customer.

TAH 07200 – Restaurant and Food Service Operations (3 crs. 3 hrs.)

This course is an introduction to restaurant concepts and operations for students who want to open their own restaurant, or manage a restaurant or catering establishment. This course is a blueprint for how to proceed from the conceptual development stage through the marketing, operations and management of a restaurant or catering facility.

TAH 07300 – Cultural Foods: Geography of Food and Wine (3 crs. 3 hrs.)

This course will introduce students to the relationship between areas of food and wine production, culture, preparation and consumption. The role of food and wine as a component of the tourism and hospitality industry will be explored.

TAH 07400 – Menu and Dining Room Management (3 crs. 3 hrs.)

The role and importance of proper wait service to the tourism and hospitality industry will be discussed. Case studies, cost, and control factors in the construction and management of a function menu will be covered. New trends and developments will be explored as they relate to catering, trade shows, and professional meetings.

TAH 09096 – The Virtual Enterprise (3 crs. 3 hrs.)

This course is an introduction to the business operations of tourism, hospitality, aviation, international transportation, and the food service industries through the development operation of a simulated business environment. Utilizing technology, students trade products and services, and form decision-making teams that conceive, organize and operate business transactions.

TAH 09160 – Professional Portfolio (1 cr. 1 hr.)

This course will direct students in the preparation and assembly of a professional portfolio consisting of a career development package, research write-up and work samples. The portfolio will serve as professional vitae for students in their internship fieldwork placement. A supervised practical experience evaluation completes the professional portfolio.

TAH 09250 – Field Experience in Tourism and Hospitality (2 crs. 9 hrs.)

(8 hours in field plus 1 hour on-campus seminar)

The student will learn to integrate theory and practice by applying acquired skills in an actual work environment, eight hours per week of supervised field experience plus one hour a week on campus, with seminar discuss of relevant topics.

## **BUSINESS COURSE(S)**

### **BA 01100 – Fundamentals of Business (3 crs. 3 hrs.)**

The interrelationships among management, labor, and government in both the domestic and global environments are covered in this course... Emphasis is placed on business objectives, strategies, and operational implementation. Contemporary trends are studied in the areas of management, marketing, human resources and finance, including legal and ethical implications.

### **ES 05100 – Small Business and the Entrepreneurial Perspective (3 crs. 3 hrs.)**

Contemporary issues in the interrelationships among management, labor, and government in both the domestic and global environment will be discussed. Solutions are evaluated within an entrepreneurial perspective. Emphasis will be placed on how small entrepreneurial organizations deal with environmental uncertainty and set forth business objectives, strategies, and the operational implementation. Contemporary trends in the areas of management, marketing, human resources and finance, including legal and ethical implications, will also be included.

## **PROPOSED CULINARY ARTS AND FOOD MANAGEMENT COURSES\*\***

### **CUL 00100 – Culinary Arts I: Skills (3 crs. 1 hr. lec. 4 hrs. lab)**

The essential skills-building course across culinary programs, covering safe and essential kitchen practices that include safe food handling, equipment usage, food product identification and processing, knife skills, stocks, soups, mother sauces and major moist and dry heat cooking techniques. At the conclusion of this course students will be eligible to take the examinations for the Food Handler Protection Certificate from the New York City Department of Health and Mental Hygiene, and ServSafe from the National Restaurant Association.

### **CUL 00200 – Culinary Arts II: Major Techniques (3crs. 1 hr. lec. 4 hrs. lab)**

The next step in the skills building sequence, this course focuses on advanced knife techniques, fish and meat butchery, charcuterie, the realm of moist and dry heat cookery, grains and vegetables, small and contemporary sauces, major topics in *garde manger*, and professional presentation. At the conclusion of this course students will be eligible to take the Food Production ManageFirst examination from the National Restaurant Association. Prerequisite CUL 00100.

### **CUL 01100 - Baking and Pastry (3 crs. 1 hr. lec. 4 hrs. lab.)**

Major topics in baking for culinarians including the science of baking and baked goods. Lean, enriched and specialty breads, quick breads, sweet and fat pastry dough,

laminated dough, mixing methods, cook's desserts and plated desserts as well as icings and basic competencies from the *patisserie* for the development, preparation and sale of a large range of baking products. Includes intensive workshop on culinary math and formulas. Prerequisite CUL 00100

CUL 09000 – Culinary Improvisation Capstone (3 crs. 1 hrs. lec. 4 hrs. lab.)

A culminating application of skills and knowledge gained through culinary and management classes, a studio focused on new product and menu development and problem solving through culinary improvisation in key employer-demanded competency areas: flavor and palate development, leadership in the professional and kitchen communication. Includes practicum of feeding the public. Prerequisites CUL 00200, CUL 01100 and TAH 07300.

\*\* Culinary courses accrue points toward American Culinary Federation Certified Chef de Cuisine Certification and are consistent with the requirements of other institutions.

#### IV. STUDENTS

The proposed program will be open to all Kingsborough students. The task of most community college educators is to prepare students of varying skills and backgrounds for the workforce or for the academic rigors of a baccalaureate program. This responsibility has become increasingly challenging given the shift in our economy from industrial to service-oriented. To best accomplish this task, programs should be offered in areas where there is a high degree of student interest as well as a strong likelihood of a successful outcome. This is especially relevant for the food industry, where recent statistics indicate it is a major growth industry in New York State and will continue to be for many years to come. Positions in this area are particularly important to the immigrant community, who represent more than 50% of the student population.

Because of our existing involvement in offering food service courses as requirements and electives for the major in Tourism and Hospitality as well as in various workforce programs, we have a strong sense of the potential student population for this program. Of our eligible workforce students, over sixty percent of those eligible (having a GED or high school diploma) indicate that they would like to enroll in a college culinary program. Students interested in the program tend to fall into one of two strands, consistent with what colleagues at other institutions experience. The first are those who have declared an early interest in culinary arts, possibly coming from a secondary career program, directly focused on a job for further education in foodservice. The second are career changers or food service professionals who are seeking college credentials and formal education in this area. Consistent with the college as a whole, the average age of these students is in the upper 20s. The majority of students who take our existing courses and inquire about a culinary major are female, an important counter to the predominantly male proprietary culinary programs. About 30% of our students in food courses are *neither* hospitality nor nutrition majors, indicating that they may enroll in a culinary degree program were one available at the college.

In recent years, foodservice students in our existing hospitality courses have had success in transferring to four-year institutions, many with partial or full scholarships. Some of our most recent graduates are studying as scholarship recipients in hospitality management and other programs at New York University (Tourism and Hospitality; Food Studies; and Food Management), St Francis College, New York Institute of Technology, New York City College of Technology, Brooklyn College (Business Administration; Health and Nutrition Sciences); Drexel University and St. John's University. Others are succeeding in industry, as a unit manager at TGI Friday's, a floor manager at Sarabeth's Kitchen, a kitchen manager at New York Downtown Hospital, as an independent caterer, as well as many with line-level positions (servers, prep cooks, bartenders, office staff) in restaurants, non-commercial foodservice operations, and catering. Many combine careers with further study. A culinary degree will enhance these opportunities for our students.

## **V. ESTIMATED COSTS**

Because a robust food service program is already in place at the college, costs for adding a culinary arts degree will be minimal. Facilities have been built, faculty hired and developed and supporting library and information technology resources are largely in place.

Facilities: The college uses two teaching kitchens for its workforce and credit food service programs. There is sufficient schedule availability to offer these courses in the existing facilities.

Library materials: The college has some food service and culinary library materials at present to service its existing credit and non-credit programs in this area. The college also has a license to ChefTec software, food service industry software used in all food service courses. With the degree, additional materials will need to be purchased at a cost of \$4,000.

Equipment: The kitchens are well-equipped for teaching most culinary courses and the majority is in good repair. A small budget for new specialty culinary equipment and maintenance or replacement of existing equipment is needed, totaling approximately \$5,000. Our primary teaching kitchen is arranged with computer work stations in the kitchen so that technology can be realistically and innovatively incorporated into instruction. With the new culinary degree, two new workstations would be desirable at a cost of \$4,000.

## **VI. FACULTY**

The A.A.S in Culinary Arts and Food Management will be directed by Dr. Jonathan Deutsch, Assistant Professor, Department of Tourism and Hospitality and Director of the Culinary Management Center under the supervision of Dr. Richard Graziano, chair of the

Department of Tourism and Hospitality. Along with this responsibility, he will also teach Culinary Arts courses.

Currently, there two full-time and five part-time faculty in Tourism and Hospitality who have been cross-trained to teach any of the culinary arts and food service courses. All have educational credentials of Masters degrees or higher and all have relevant industry experience. The primary instructors will be Anne Babette Audant, Lecturer, who will teach CUL 00100, Jonathan Deutsch, Assistant Professor, who will teach CUL 00200, Kathryn Wayler, adjunct Assistant Professor, who will teach 01100, and Jonathan Deutsch, who will teach 09000. Curriculum Vitae for each are found in Addendum I.

The other credits in the AAS in Culinary Arts and Food Management, including courses in Tourism and Hospitality, Business, and Group Requirements, will be taught by faculty presently teaching in their respective departments at Kingsborough.

## **VII. EVALUATION AND OUTCOMES ASSESSMENT**

The program director will monitor the quality of the program in a number of ways during its initial operation. These include:

No student will be awarded a degree without demonstrating adequate reading, writing, listening skills appropriate to both academic and professional standards.

The Department of Tourism and Hospitality will maintain a database of employers and sites where students with the A.A.S. in Culinary Arts and Food Management will be placed. The director will survey employers and former students annually regarding the extent to which the program adequately prepared them for their job responsibilities. Suggestions for improvement will be incorporated into the program.

Most Culinary Arts courses have as part of their curricula professional certificate relating to the topics studied. As part of the program evaluation, the percentage of students who are granted certification will be analyzed. These results will assist in the modification of established curricula.

The A.A.S. in Culinary Arts and Food Management will be subject to the same formal periodic review established by the college for all academic programs. The formal review process consists of a self-study based on established guidelines. These self-studies include: enrollment figures, students' skill levels, course performance data, student retention rates, number of certificates or degrees awarded and job placement or transfer trends among program graduates. A self-study report is submitted by the department to an outside evaluator who then visits the program on-site and submits a written evaluation of the two-day visits to the college. In addition to the formal review and outside evaluation every ten years, an annual report on the A.A.S. in Culinary Arts and Food Management will be submitted to the Provost for review.