

KINGSBOROUGH COMMUNITY COLLEGE

OF  
THE CITY UNIVERSITY OF NEW YORK

PROPOSAL TO ESTABLISH A PROGRAM IN CULINARY ARTS  
LEADING TO THE  
A.A.S. DEGREE

EFFECTIVE SPRING 2010

SPONSORED BY THE DEPARTMENT OF TOURISM AND HOSPITALITY  
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*Attachment C*

## Table of Contents

ABSTRACT	2	
PURPOSE AND GOALS	3	
NEED AND JUSTIFICATION	5	
STUDENTS	7	
CURRICULUM	10	
COST ASSESMENT	16	
A. Faculty		
B. Facilities and Equipment		
C. Library and Instructional Materials		
EVALUATION	18	
<b>APPENDICES:</b>		
APPENDIX A	WORKFORCE PROGRAM EMPLOYMENT PLACEMENTS	20
APPENDIX B	CAREER PATHWAYS IN FOODSERVICE	21
APPENDIX C	SYLLABI FOR NEW COURSES	22
APPENDIX D	PROGRAM REQUIREMENTS (SED Form)	99
APPENDIX E	SAMPLE PROGRAM SCHEDULING (SED Form)	102
APPENDIX F	FACULTY TEACHING ASSIGNMENTS (SED Form)	106
APPENDIX G	PROJECTED EXPENDITURES (SED Form)	115
APPENDIX H	PROJECTED REVENUE (SED Form)	117

## Abstract

Over the past six years a robust culinary arts 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 three hundred students served annually in the combined programs and a placement rate above ninety percent for students who choose to enter the workforce. The program has developed a core of courses and strengthened collaborative activities within KCC and at the secondary school and senior college level.

Despite the college's programmatic success in workforce development for culinary arts and food service management, the college lacks an associate degree to support and sustain growth along culinary arts and foodservice career pathways and beyond. Kingsborough Community College currently offers an Associate in Applied Science in Tourism and Hospitality as well as a new fifteen-credit Certificate in Culinary Arts and Food Management. The addition of the Associate in Applied Science in Culinary Arts will complete a sequence whereby a recent high school graduate or workforce trainee can move through a credit certificate into an Associate in Applied Science degree program in the same field, to which the credit certificate fully articulates, and either enter the workforce or transfer to a baccalaureate program.

Given this strong platform and increased student demand, we propose establishing the Associate in Applied Science in Culinary Arts.

## I. PURPOSE AND GOALS

Over the past six years a robust culinary arts 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 three hundred students served annually in the combined program 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 and culinary arts program area grants and contracts and helping Kingsborough to become an acknowledged leader in foodservice education in New York City. Our Culinary Management Center, one of two existing culinary teaching labs and kitchens, was supported by two rounds of Perkins Major Effort funding.

Most recently, Project Welcome, a President's Community Based Job Training Grant from the US Department of Labor, galvanized Kingsborough's culinary arts program. Project Welcome is a two-million dollar city-wide project aimed at serving nearly five hundred new students over three years, with program sustainability thereafter. Project Welcome's successful training model has been extended to other foodservice training programs including CEO CUNY Young Adult Program (CYAP) focused on disconnected youth ages 18 to 24; Contextualized ESL for Foodservice Managers offered in partnership with Coney Island Hospital funded by the New York State Department of Labor, and the nation's only professional-level Kosher Culinary Certificate, offered in partnership with the Center for Kosher Culinary Arts.

Despite the college's programmatic success in workforce development for culinary arts and food service management, the college lags in an appropriate credit intervention to support and sustain growth along culinary arts and foodservice career pathways, at the two-year degree level and beyond. Kingsborough Community College currently offers an Associate of Applied Science in Tourism and Hospitality as well as a new fifteen-credit certificate in Culinary Arts and Food Management. The addition of the Associate in Applied Science degree in Culinary Arts 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 our nation'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

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

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>

Foodservice students enrolled in the AAS in Tourism and Hospitality report a 90% placement rate in employment or continued education including CUNY New York City College of Technology after graduation. Students enrolled in Tourism and Hospitality Culinary Arts and Foodservice courses have high retention rates, and high rates of participation in related activities outside of class. Project Welcome is surpassing projected job placement rates, placing it within a minority of DOL CBJTG-funded programs to do so, especially in light of the rapidly changing economic environment during the 2007-2010 award period. (See Appendix A for selected Project Welcome Workforce employers and job titles). Current students have consistently high passing rates on local and national certifications.

Many graduates in credit/non-credit training programs at Kingsborough including Project Welcome; CUNY Young Adult Program; Center for Kosher Culinary Arts Certificate; NYC Department of Education Careers through Culinary Arts Program (C-CAP), and the Contextualized ESL Foodservice Training program, have expressed interest in enrolling at Kingsborough as degree-seeking students. While we have the Tourism and Hospitality degree which includes a number of culinary arts and foodservice courses to offer these students, and whereas our existing training and certificate courses are sequential and build skills and competencies for entry level employment, the Tourism and Hospitality degree program does not support the type of training and education needed to progress along career pathways in culinary arts and foodservice (See Appendix B, Career Pathways).

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. The AAS in Culinary Arts will appeal to those students who do not want to enroll in a pricey culinary training program, such as those offered at proprietary schools, are not academically ready for a four-year hospitality program, and/or are not interested in learning about foodservice management as one component of the hospitality industry covered in the existing AAS Tourism and Hospitality program.

The Foodservice Program has developed a core of Culinary Arts-related courses, as well as collaborative activities within KCC and at the secondary school and senior college level for which it has received CUNY-wide recognition. We are 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 this goal. These developments coincide with the emergence of foodservice careers as the fastest growing component of New York's largest industry—tourism and hospitality—and the US

<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

Department of Labor's projections that food service industry jobs will increase through 2012. Given this strong student interest and industry demand, we propose establishing the Associate in Applied Science Degree in Culinary Arts.

The goals for this proposed degree are to enable students to:

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, food presentation 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 that 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 and accrue points toward American Culinary Federation (ACF) certification.
8. Learn management principles of a variety of commercial and non-commercial foodservice operations.

## II. NEED AND JUSTIFICATION

Kingsborough Community College is the only community college in Brooklyn. It has a diverse population of many recent immigrants and children of immigrants, all groups over-represented in the hospitality industry.<sup>4</sup> As such, KCC serves as an important point of entry for related, rising careers in foodservice. Significant numbers of entry-level jobs require only high school or certificate. We want to make sure that our graduates move beyond the often low-wage, dead-end jobs and prepare them for jobs with increasing opportunities to earn higher wages and benefits (See Appendix B Career Pathways).

The current foodservice program at Kingsborough Community College consists of six courses within the Department of Tourism and Hospitality and 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

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<sup>4</sup> Restaurant Opportunities Center of New York. 2005. *Behind the Kitchen Door: Pervasive Inequality in New York's Thriving Restaurant Industry.*

Tourism and Hospitality curriculum due to strong student and employer demand. In 2001 a full-time faculty member was hired to develop and oversee the program and a second was added in 2005. Since 2001, five to seven foodservice sections have run each semester, with one to two additional courses in the summer and winter module, which resulted in the addition of adjunct faculty. 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 has also partnered with the Department of Biological Sciences Bridge Program in their program with Brooklyn College in the field of nutrition.

Foodservice graduates work on the management side of the house as well as engage in the entrepreneurial development of catering and other food-based businesses. Brooklyn is the place for food products innovation. More new food products have been 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 Culinary Arts 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, especially one leading 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 none that grants college credit from a regionally accredited New York City institution. Many proprietary institutions offer training without college credit and at a premium price, leaving students saddled with debt.<sup>5</sup> Kingsborough is excited about the opportunity to create an affordable, rigorous, and meaningful educational pathway by offering this proposed program. 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 (ROC-NY), the New York State Restaurant Association, the Cruise Line Industry Association and the Society for Accessible Travel and Hospitality, in addition to the cadre of employers who hire our students.

This program will interest many Project Welcome and other certificate students enrolled in workforce development programs and high school culinary CTE programs. It will give them a foundation in Culinary Arts, 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.

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<sup>5</sup> Severson, Kim "Top Chef Dreams Crushed by Student Loan Debt" *The New York Times*, May 8, 2007, Sec A p. 1

There is no bachelor's degree in Culinary Arts within CUNY or at other New York City Colleges and an articulation for this AAS degree is neither required nor presented. However, the Department of Tourism and Hospitality at Kingsborough Community College and the Department of Hospitality Management at New York City College of Technology are currently revising their articulation agreement. As part of this process, we will propose an articulation of Kingsborough's Culinary Arts degree into the B.Tech in Hospitality Management at New York City College of Technology, CUNY.

### III. STUDENTS

Because of our existing involvement in offering food service courses as requirements and electives for the major in Tourism and Hospitality as well as for various workforce programs, we have a strong sense of the potential student population for this program. Over sixty percent of our eligible workforce students ( those 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 strand consists of those who have declared an early interest in culinary arts, possibly coming from a high school career program, and plan to go directly to foodservice jobs after further education. The second strand consists of career changers or food service professionals who are seeking college credentials and formal education in this area. Consistent with Kingsborough's student population 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 contrast to proprietary culinary programs where the student population is predominantly male. About 30% of students in our 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 successfully transferred to four-year institutions, many with partial or full scholarships. Some of our most recent graduates are 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 the 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 services. Many combine careers with further study. A culinary degree will further enhance career opportunities for our students.

#### A. Potential Majors

Kingsborough Community College is the only community college in Brooklyn, a borough with a population of 2.5 million residents. The college has a diverse student population and ranks among the top community colleges nation-wide in associate degrees awarded to



minority students. With the current economic crisis facing the country and the metropolitan region, community colleges are faced with rapidly rising enrollments and Kingsborough is no exception. Increased competition for jobs means increased need for credentials and training, and students recognize that community colleges are the institutions best positioned to provide that competitive edge. Regarding Culinary Arts, Kingsborough is the only community college within the entire CUNY system to offer a credit certificate, but still lacks a degree program that our city's workforce and businesses need.

Over the past ten semesters, the Department of Tourism and Hospitality has offered a minimum of five food courses each Fall and Spring term. In addition, Winter and Summer Independent Study modules in Culinary Boot Camp, Baking and Pastry, and Italian Regional Cooking have been fully subscribed. Lastly, students increasingly take advantage of on-site work-study opportunities and participate in faculty-mentored, student-catered events. Their interest in the program is reflected in their desire to participate in activities outside of classes as a way of applying the knowledge and skills they learn in class.

Table: Recent Enrollment in Tourism and Hospitality Culinary Elective Offerings

	Fall 07	Spring 08	Fall 08	Spring 09
TAH 43	11*	16	13	18
TAH 71		12		14
TAH 72	17	11	17	17
TAH 73	19	35**	15	16
TAH 74	14		10	
TAH 8174	18	(10)***	9	13
TAH 8210	11	11	10	12
TAH 90		9	12	16

\*Food courses are capped at 18 because of the restrictions of working in a lab; smaller course sizes reflect the demands of teaching in a hands-on environment.

\*\*The class was split into two sections.

\*\*\*Includes students from Spring and Summer modules.

#### B. Workforce Development Graduates

Over five hundred students have been trained or are in training provided by Project Welcome, a \$2.1 million US DOL grant for workforce training in Hospitality. Another 200 students have been trained in the last two years through KCC's Office of Continuing Education, and in partnership with the following community-based organizations; Williamsburg Works, Sunset Park Alliance, the Restaurant Opportunity Cener, Consortium for Worker Education and Good Shepherd Services. KCC participates in CYAP, a CUNY collaborative focused on training disconnected youth and helping them overcome obstacles to academic and career success. Our Spring 2009 cohort is oversubscribed. Once students complete their workforce training, earn their certificates, and pass their national and local exams, many attain immediate employment. They often inquire about next steps in their education, understanding the correlation between advancement along a career pathway and a

college education. While many students enroll in the AAS in Tourism and Hospitality, this is not a direct pathway for the culinary trainee who wants to further hone her or his skills in the kitchen. We are currently unable to offer those students the next stage of their education and hope to rectify this by offering the AAS Culinary Arts program.

### C. Collaborative Programs

The KCC food program has been an active participant in Kingsborough's Collaborative Program offerings. We offer College Now Foundations Courses to sophomores, college credit courses to juniors and seniors (including an innovative 15-credit dual enrollment certificate in culinary arts and food management), city-wide workshops for culinary CTE students (winter chefs and summer chefs), and competition training for culinary CTE students and faculty. These programs have helped us to generate interest in enrollment in the AAS in Tourism and Hospitality. There is also interest from these students in our proposed AAS in Culinary Arts.

Table: Fall 2008 Enrollment Snapshot of Non-Credit and Collaborative Food Programs:

<b>Program</b>	<b>Headcount/FTEs</b>	<b>Type</b>
Project Welcome Foodservice Training	48/48	CE/CEWD Grant
Jobs to Build on Foodservice Training	24/24	CE/CEWD Grant
AS in Biology/Nutrition Food Course (Bridge Program)	12/2	Credit COH/TAH
Contextualized ESL Foodservice Training (Coney Island Hospital)	24/24	CE/CEWD Grant
Contextualized ESL Foodservice Training (KCC)	24/24	CE/CEWD Grant
Center for Kosher Culinary Arts Foodservice Training	26/26	Contract
CEO Youth Job Training	24/24	CE/CEWD Grant
College Now Foundations Course	18/4	Collaborative Programs
Food and Finance HS Dual Enrollment Certificate Course	40/8	Collaborative Programs
AHRC Foodservice Class	6/0	CE
KECSS Bridge and Enrichment	30/0	Collaborative Programs
College for Kids	15/0	CE
Continuing Ed Recreational Course	8/0	CE
Food Product Development Class (freestanding)	16/4	CE/CEWD Catalog
Food Product Development Class (Sephardic Angel Fund Collaboration)	24/6	Contract

City College Courses	2/2	CE/CEWD Catalog
C-CAP ServSafe and Faculty Development	20/0	Collaborative Programs

#### D. Enrollment

We anticipate initial enrollment of 18 students per semester in the first three years, followed by 54 per year (three cohorts) in the fourth and fifth years.

	2010-2011		2011-2012		2012-2013		2013-2014		2014-2015	
	New	Cont.	New	Cont.	New	Cont.	New	Cont.	New	Cont.
F-T	28		9	19	13	15	22	17	22	24
P-T	8		2	6	4	4	10	5	6	2
Sub-totals	36		11	25	17	19	32	22	28	26
Totals	36		36		36		54		54	

Attrition rate of 30% applied year-to-year to both full-time and part-time continuing students. Beginning Year 3, the number of F-T continuing students was calculated by applying an additional 25% graduation rate. In Year 5, the number of P-T continuing students was calculated by applying an additional graduation rate of 25%.

#### E. Admission Requirements

The proposed AAS in Culinary Arts will maintain the same standards for admission as the rest of the college. GED or HS Diploma and the CUNY assessment exams are required.

### IV. CURRICULUM

The AAS in Culinary Arts seeks to offer hands-on, intensive culinary arts instruction that prepares students for immediate employment. A number of certifications are incorporated to allow students additional credentials from the National Restaurant Association and NYC Department of Health and Mental Hygiene as well as points toward American Culinary Federation certification. A student-run restaurant, internships and events allow for workplace experiences in mentored settings. Laboratory classes allow students to apply course concepts in a commercial kitchen environment.

In order for majors to graduate with basic knowledge of managing a business enterprise, the curriculum includes the choice of two out of four courses from the Department of Business.

The AAS in Culinary Arts will also provide graduates with the academic knowledge and skills they will need to succeed when they pursue further higher education. They will be required to complete Freshmen Composition I and II (ENG 01200 and 02400) and, for many Culinary Arts majors, this will require them to successfully complete pre-requisite English reading and/or writing developmental courses as well. College mathematics is required as

another important preparation for continuing their higher education after earning the associate degree.

The remaining credits will fulfill important general education learning outcomes in health, an introduction to the humanities, and social and physical sciences. To facilitate transfer to New York City College of Technology, majors will be advised to take speech, foreign language, economics and college algebra to satisfy their KCC Culinary Arts liberal arts group requirements.

In addition to the 60-credit degree requirements above, an elective course, *Special Topics in Culinary Arts* (CA 08200), will be offered periodically. This elective will cover other cooking techniques which a 36-credit major has no room to cover, such as cooking with chocolate or popular ethnic cooking styles.

The complete 60-credit curriculum outline is as follows.

## A.A.S in Culinary Arts and Food Management

CREDITS

### 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.

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

### DEPARTMENT REQUIREMENTS

TAH 07100 (Introduction to Professional Foodservice) .....	3
CA 00100 (Culinary Arts I: Skills).....	3
CA 00200 (Culinary Arts II: Major Techniques) .....	3
CA 01100 (Baking and Pastry) .....	3
CA 02100 (Food Safety and Sanitation Certification).....	1
CA 00300 (Garde Manger and Charcuterie).....	
OR	
CA 01200 (Pâtisserie).....	3
CA 06000 (Beverage Management).....	3
TAH 07200 (Restaurant Operations) .....	3
TAH 07400 (Menu and Dining Room Management) .....	3
CA 09000 (Global Culinary Improvisation Capstone) .....	3
CA 09200 (Internship in Culinary Arts).....	3
BA 01100 (Introduction to Business) .....	
or	
ES 05100 (Small Business and the Entrepreneurial Perspective).....	3
CA 05000 (Food and Beverage Cost Control).....	
or	
ACC 01100 (Fundamentals of Accounting I).....	
or	
BA 01400 (Principles of Marketing).....	
or	
BA 01200 (Business Law I).....	3
Subtotal:	<b>37 credits</b>

### GROUP REQUIREMENTS \* 13 CREDITS

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

- I. Performing and Visual Arts (Excluded are Art & Music Studio, Theatre Production & Technique Courses)  
Art – Music – Speech – Theatre Arts
  
- II. Language and Literature  
Foreign Language – Literature – Philosophy

- III. Social Sciences  
Economics – History – Political Science
- IV. Behavioral Sciences  
Anthropology – Psychology – Sociology
- V. Mathematics and Sciences  
Biological Sciences – Mathematics and Computer Science – Physical Sciences

Grand Total: **60 credits**

Note:

- = Liberal Arts courses

The course descriptions for the major are as follows (also see new course proposals in Appendix C):

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

An introduction to the various components of the professional food service industry. This includes the history, scope, classification, trends and the role of the customer.

CA 00100 – Culinary Arts I: Skills (3 crs. 5 hrs) (new course)

Introduction to fundamental cooking terminology, techniques, and theories. Proper knife handling with safety and sanitation practices emphasized through classical vegetable cuts and stock, soup, and sauce production. Equipment use and product identification including herbs, produce, dairy, fish, poultry, and meat, as well as the staples of cold and dry pantries. Egg cookery introduced as a prelude to the different cooking techniques covered in CA 2

Culinary Arts II: Major Techniques. An introduction to palate development through proper use of seasoning and frequent tasting, and professional development of timing, sense of urgency, and organization are core concepts of this course. NRAEF ManageFirst: Food Production certification.

CA 00200 - Culinary Arts II: Major Techniques (3crs. 5 hrs) (prereq. CA 00100) (new course)

Continued study of fundamental cooking terminology and theories, and a detailed examination of the major cooking techniques. Proper equipment and knife handling with safety and sanitation practices emphasized through fish, poultry, and meat fabrication. Food groups including fresh and dry pasta, bean and legumes, rice and grains, vegetable and potato, and advanced small sauce and soup production explored through the major cooking techniques. Breakfast and brunch cookery simulates production setting and various cooking stations. Introduction to simple plate presentation, banquet-style lunch service, and cost control theories reinforce the practical business aspects of running a revenue-generating food production facility.

CA 01100 – Baking and Pastry (formerly TAH 8212) (3crs. 5 hrs) (prereq. TAH 1 or TAH 71) (existing course, new number)

An introduction and foundation to the fundamentals of baking and pastry making. Course work includes yeasted and quick breads, pies and tarts, choux pastry, phyllo and puff pastry applications, basic cakes, cookies, ice cream and sorbets, Bavarians and mousses, and fruit cookery. Emphasis is placed on correct technique and product quality.

CA 02100 – Food Safety and Sanitation Certification (1 cr. 2 hrs) (new course)

Practices for serving safe food and maintaining a sanitary kitchen environment. Topics include preventing food-borne illnesses, food microbes, food allergens, contamination, worker hygiene, the flow of food from purchasing and receiving through production and service, food safety management systems, maintaining sanitary facilities and integrated pest management. This course prepares students for both the ServSafe examination from the National Restaurant Association and the New York City Foodhandler examination from the NYC Department of Health and Mental Hygiene.

CA 00300 – Garde Manger and Charcuterie (3 crs. 5hrs) (prereq CA 00100) (new course)

Introduction to fundamental cooking terminology, techniques, and theories in the cold kitchen. Areas of study include salads, sandwiches, appetizers, canapés, and hors d'oeuvres with emphasis on flavor profiles, visual composition, and buffet presentation. Charcuterie explored through sausage making, cured and smoked foods, and lastly, the use of forcemeats in terrines, pâtés, galantines, and roulades. Emphasis placed on traditional, prudent and practical use of repurposing meat. Appropriate garniture and accoutrements will reinforce palate development, aesthetics, and classic and modern culinary trend.

CA 01200 – Patisserie (3crs. 5 hrs) (prereq CA 01100) (new course)

Continued study of the fundamentals of baking and pastry and the introduction of more advanced techniques. Course work includes artisan-style yeast breads; laminated dough fabrication including puff pastry, Danish dough, and croissant dough; classic and contemporary layered cakes; classic specialty pastries; advanced cookies; introduction to petit fours; meringues. Emphasis is placed on correct technique, product quality, and increased evaluation skills in critiquing taste, texture, and appearance. Production culminates in finished products suited for buffet or ala carte service with appropriate garniture, sauces, and presentation. Students begin mirroring the professional pastry kitchen and learn larger volume production to keep pastry essentials on hand.

CA 06000 – Beverage Management (3crs. 3 hrs) (prereq TAH 1 or TAH 71) (new course)

Introduction to managing and serving wine, beer, spirits, and non-alcoholic libations and their ever growing relevance in the restaurant industry from both a culinary and marketing perspective. Investigation of historical, geographical, cultural, and potentially profitable roles beverages play. Terminology and theories of pairing beverages with food, production, sanitation, employee management, purchasing, receiving, storing, and regulation is explored. Development of new beverage concepts. NRA Educational Foundation ServSafe Alcohol certification.

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

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

The important role 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.

CA 09000 – Global Culinary Improvisation (3 crs. 5 hrs) (prereq CA 00100 and CA 00200) (new course)

Principles and practice of identification, comparison, and evaluation of selected foods, ingredients, techniques, and equipment for recipe formulation, menu planning, and preparation, with an emphasis on modifications to meet specific requirements. This is a capstone course focused on improvisational, interactive exercises designed to build culinary skills rather than replication of techniques and recipes. Also culinary arts as an integrative creative enterprise synthesizing food science, visual arts, aesthetics of flavor, management and performance is emphasized. Activities are structured around five competencies: problem-solving, culinary improvisation, flavor and palate development, leadership and teamwork, and communication. Application of global flavor principles and ingredients.

CA 09200 – Internship in Culinary Arts (3 crs 9 hrs) (prereq CA 00100 and CA 00200) (new course)

To integrate theory and practice by applying acquired skills in an actual work environment, eight hours per week of supervised field experience in culinary arts plus one hour a week on campus for a seminar discussion of relevant topics. Classroom sessions focus on industry-specific career development and planning skills, and preparation of a professional portfolio.

BA 01100 – Fundamentals of Business (3 crs. 3 hrs.) (existing course)

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.) (existing course)

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.

CA 05000 – Food and Beverage Cost Control (3 crs 3 hrs) (prereq TAH 1 or TAH 71) (new course)

The application of tools to manage and control food and labor costs in the food service industry. Students learn the fundamental flow of the purchasing cycle including procuring vendors, selecting products, placing orders, and proper receiving procedures. Emphasis placed on understanding and controlling food and labor costs through forecasting, inventory evaluation, and income statements.

ACC 01100 – Fundamentals of Accounting I (4 crs. 4 hrs) (existing course)

The first half of a year's course introduces the accounting cycle, the fundamental concepts and techniques of accounting for business transactions: business records, journals and ledgers, theory of debit and credit, analysis of business transactions, adjusting and closing entries, worksheets, preparation of financial statements, payroll preparation, taxation, the computer and accounting. Supplemental Laboratory work required.

BA 01400 – Principles of Marketing (3 crs. 3 hrs) (prereq BA 11) (existing course)

Consideration of marketing strategy from a customer's point of view. Course deals with principles and practices of the distribution process, including product pricing, promotion, distribution channels, market research, governmental regulations.

BA 01200 – Business Law I (3 crs. 3 hrs) (existing course)

The American legal system: problems and consideration of the essential principles of the laws of business contracts and their relationship to typical business situations. Appropriate New York State legal cases and recent decisions.

## **V. COST ASSESSMENT**

### **A. Faculty**

The A.A.S in Culinary Arts 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.

Currently, there are three full-time and five part-time culinary faculty in Tourism and Hospitality and one full-time chef-instructor in Continuing Education 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; Robynne Maii, Lecturer and Jonathan Deutsch, Assistant Professor. Full-time staff members Kathryn Wayler, adjunct

Assistant Professor, and Thomas Smyth, adjunct Lecturer will also be available to teach. Their anticipated teaching schedules can be found in Appendix D and the faculty curricula vitae in Appendix J. Though Profs. Smyth and Wayler are adjuncts in the Department of Tourism and Hospitality, they are full-time in Continuing Education and the Center for Economic and Workforce Development, respectively, allowing for an institutional presence and commitment consistent with a full-time faculty member.

The existing faculty is sufficient to launch the program with a single cohort of 15 – 18 students. We anticipate the need to hire an additional full-time lecturer in the third year of the program effective for the fall semester of the fourth year.

In order to run a culinary program, talented support staff are essential. We anticipate the need for a full time College Laboratory Technician (CLT) to supervise the food purchasing and maintenance of the teaching kitchens and a full time College Assistant to receive food and supplies, provision classes and supervise student aides.

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

Because of the community college teaching load and administrative challenges of laboratory classes and launching a new program, 12 hours of administrative release time per year should be allocated for a program director or co-directors.

## **B. Facilities and Equipment**

The college uses three teaching kitchens for its workforce and credit food service programs. In the first three years of the AAS in Culinary Arts, based on modest enrollment projections, there is sufficient schedule availability to offer these courses in the existing facilities.

In the summer before the fourth year, if student demand increases, we may need to modify one kitchen facility so that two classes could be run simultaneously. While there is ample square footage, a barrier will be needed for sound proofing.

The college has committed resources in 2009 for a kitchen upgrade to the MAC Seryery and Ocean View kitchens which will allow for four kitchen classes to operate simultaneously on campus if need be and will essentially double our capacity.

We propose a modest annual budget for small equipment—pots, pans, knives, cleaning supplies and so on—in order to operate these kitchens. We also propose an annual food, beverage and paper goods budget. Finally, equipment maintenance and deep-cleaning need to be incorporated into the budget. For budget tables see Appendices G, H and I.

### **C. Library and Instructional Materials**

The college currently has food service and culinary library materials 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.

## **VI. EVALUATION**

### **A. Assessment of Student Learning Outcomes**

In 2002, the Tourism and Hospitality Department initiated a complete review of all courses in the curriculum in an attempt to develop assessment of student learning outcomes both on the course level and the program as a whole. Similarly, the culinary arts degree includes learning outcomes and evaluative measures for each individual course and the program as a whole (see Appendix C for individual course outcomes). While specific to the culinary arts program, these goals supplement or mirror many of the overall program goals of the TAH department. Outcomes will be included in every course outline and syllabus as is required by the TAH department. As the Culinary Arts program develops in its initial years, instructors will assess the achievement of the outcomes on a rotating basis, choosing to examine specific goals each semester. In addition, a program in culinary arts provides opportunities for assessment that are readily apparent. Students must demonstrate knowledge and skills in the kitchen by accomplishing certain tasks. The proof is literally, "in the pudding!" Students must demonstrate knife skills, put together recipes, and cook. The results of their work is plated and eaten, subject to immediate evaluation. The results of these various evaluations will be used to reexamine curriculum and modify teaching strategies.

Students in several of the new or existing courses have the opportunity to sit for industry certification examinations. For example, students may take the National Restaurant Association's ServeSafe certification examination and Food Production certification examination as well as the New York City Department of Health, Food Handlers examination. Students in TAH 74 take the Customer Service in Hospitality and Restaurant Management from the National Restaurant Association. In its last administration of ServeSafe, 80% of the students passed the exam with an average passing grade of 82.5%. These statistics will serve as a baseline for comparison as the new degree program develops.

### **B. Student Comments and Feedback**

The opinions of students regarding department course offerings are extremely important to the department—not only for gauging student satisfaction and our ability to meet perceived needs, but to respond to problems as they develop and to help plan for the future. In this regard, college-wide student evaluation questionnaires (completed for each course, anonymously, each semester), as well as student comments to faculty, advisors, and the chair, will be utilized to ascertain students' views regarding their expectations, success, achievement of outcomes and instruction.

The responsibility for monitoring and evaluating the program will be shared by the department chair, the program coordinator and the faculty.

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 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.

### C. Periodic Program Review

The A.A.S. in Culinary Arts 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 visit to the college. In addition to the formal review and outside evaluation every six years, a report on the A.A.S. in Culinary Arts as part of the Department of Tourism and Hospitality annual report will be submitted to the Provost for review.

APPENDIX A

Project Welcome  
Selected Workforce Placements by Employer and DOL Job Title

Employer Name	Job Title(s)
Beekman Hotel	Server
Murray Hill Inn	Guest Relations
MAC Rotunda Kitchen	Cook, Food Preparation
Mae's Kitchen	Cook, Food Preparation
Disney, Inc.	Food Services Guest Services
DoubleTree Hotel	Guest Services
Lobby Associates Watson Group	Guest Services
Star Staffing	Server
ARAMARK	Supervisor Food Preparation
Crowne Plaza Hotel	Cook, Food Preparation
Panda House	Server Food Preparation
Madison Square Garden	Cook, Line
Brooklyn Fudge	Cook, Food Production
Rye, NY School District	Cook, Line
Pretty Toni's Cafe	Cook
NYC Department of Education	Cook
Lutheran Medical Center, Senior Citizen's Center	Cook
NY Eye and Ear Infirmary	Cook
Bel Giovane	Cook
NYU Hospital	Dietary Technician
NY Downtown Hospital	Food Service Supervisor
Flatbush Reformed Church Soup Kitchen	Cook

## APPENDIX B

Hospitality and Foodservice Career Pathways—prepared by Workforce Strategies Center,  
 commissioned by Center for Economic and Workforce Development, Kingsborough  
 Community College

Job Zone	Hospitality	Food Service
1	Janitors and Cleaners, Maids and Housekeepers, Baggage Porters and Bellhops	Dining Room/ Cafeteria Attendants, Food Preparation Workers, Wait Staff, Food Service Non-Restaurant, Hosts, Meat Poultry and Fish Cutters and Trimmers
2	Desk Clerks, Concierges	Bartenders, Restaurant Cooks, Cooks at Institutions and Cafeterias, Supervisors of Food Prep Workers, Bakers, Butchers and Meat Cutters
3	Hotel Sales, Maintenance and Repair Workers, Travel Agents, Lodging Managers, Tour Guides and Escorts	Food Service Managers, Head Cooks,
4	Sales Managers, Auditors, Training and Development Managers, Financial Managers, Advertising and Promotions Managers, Meeting and Convention Planners	Sales Managers, Auditors, Training and Development Managers, Financial Managers, Advertising and Promotions Managers, Meeting and Convention Planners, Sous Chef, Dietetic Technicians
5	Computer and Information Systems Managers, Treasurers and Controllers, Chief Executives	Executive Chef, Computer and Information Systems Managers, Treasurers and Controllers, Chief Executives