



**Program Review  
Final Report**

**Culinary Arts  
2017**

## **OCCUPATIONAL ADVISORY COMMITTEE MEMBERS**

Paul McCormick, Chairperson	Food Contractor/Instructor
Robin Ricca-Bouden, Vice Chairperson	School District of Philadelphia
Charles DiCarne	Sam's Italian Market
Zachary Hulayev	Drake Tavern, King's Corner PH, Prime Time Beef owner/member/partner
Amy Jackson	Genesis HealthCare Garden Spring Center
David Lademann	Arbour Square of Harleysville
Francine Marz	The Culinary Arts Institute of Montgomery County Community College
Hanna Long	Student Representative
Jeff Penn	Radnor Valley Country Club
Gary Albert	Instructor – EASTERN
Hayley Granacher	Instructor – EASTERN
Nicole McDonnell	Instructional Aide – EASTERN

## **EXECUTIVE ADVISORY COMMITTEE REPRESENTATIVE**

Skip Daino	Chartwells (Ret.)
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## **CULINARY ARTS**

### **PROGRAM PLANNING AND REVIEW FINAL REPORT**

**2016-2017**

#### **ANALYSIS OF LABOR MARKET DATA**

Data from the U. S. Department of Labor, Bureau of Labor Statistics Occupational Outlook Handbook, 2015 Edition indicates that employment of Food and Beverage Serving and related workers is expected to grow faster than average for all occupations through the year 2024. Job opportunities should grow in upwards of 10% from 2014 to 2024 nationally. In Montgomery County, the Occupational Employment Long Term Projections for 2014- 2024 are projected to grow 12.2%. Job opportunities in most dining establishments will be excellent because many workers leave the occupation each year, resulting in numerous job openings. Opportunities should be best for persons with formal training. In addition to these findings, these significant points were mentioned also:

- Importance of obtaining ServSafe certification
- Development of articulation agreements
- Higher need for employees with an associate degree or certification
- Knowledge of technological advances in the industry (ex. POS systems)

The Occupational Advisory Committee reviewed the supply/demand data and concluded that it fairly represents the state of the industry in EASTERN's employment area.

#### **STUDENT COMPLETION, PLACEMENT AND FOLLOW-UP INFORMATION**

Enrollment as a percentage of Program Capacity over the past six school years has ranged from a high of 96% in the 2012-2013 school year to a current 73% in the 2015-2016 school year. Retention in the Culinary Arts program is currently at

85.7%, slightly down from the previous three school years. Graduate follow-up data for the three-year period June 2013 through June 2016 indicates that 85.7% of all students completed all tasks for their career objective and received a final grade of 70% or above. The overall placement rate for entry into related occupations or related schooling immediately following graduation was approximately 74%. Culinary Arts students placing Advanced and/or Competent on the end of program NOCTI exam reached 84% in 2016, which is slightly lower than the combined four-year average of 85%.

Based on the labor market data and the graduate placement data for EASTERN's students, it was agreed that the Culinary Arts program should be continued.

## **PROGRAM SPECIFIC QUESTIONS**

1. What will be the educational value of renovating the restaurant/dining facility?

By renovating the restaurant, the students will be able to have a better understanding of kitchen systems and management in a foodservice establishment. Also by renovating the dining area, the program will be able to teach and simulate tasks that are required by our students regarding dining room service (tasks 2300) and front of the house operations (tasks 2200). The "dining facility" is a multi-use room. It is used as a restaurant for various food events with different service configurations. It is also used as a meeting room by various departments and outside stakeholders. For the culinary theory component of the program the dining room is used for many different learning activities and as a lecture hall for the culinary students since the theory room capacity is only a small percentage of enrollment. Also, the restaurant renovation will help to accommodate larger amounts of people which seems to be an issue for some of the events that we host here at EASTERN and give it a more updated look.

2. Are there any changes/updates regarding dual enrollment or articulation agreements for the program?

Culinary students continuing their education in this field can benefit from college credit articulation agreements with: -Johnson & Wales University (for up to 13.5 quarter credits) Bucks County Community College (14 quarter credits).

Students may also qualify for advanced placement college credit at Pennsylvania College of Technology. Montgomery County Community College also has articulation agreements with Drexel University and looking into starting an agreement with Penn State in the near future. Also will be researching articulation agreements with the following post-secondary options:

Indiana University of Pennsylvania – 2017-2018

Drexel University – 2018-2019

3. oWhat certifications can the program provide for students that are valuable in the industry?

The students with any of the four career objectives are required to attain the ServSafe Food Handler's Certification, which encompasses the required POS tasks 100 and 200 sections. Although it is not a requirement in the POS tasks, seniors have the opportunity to receive the ServSafe Manager's Certification. The students can also become junior members in the American Culinary Federation.

## **TRENDS IN THE CULINARY INDUSTRY**

Between April 2016 and January of 2017, the Occupational Advisory Committee examined trends in the culinary industry as they relate to Technology, Business Operations, Structure of the Industry and Types of Employees/Skills Required for Employment. Based on the resident expertise of the Occupational Advisory Committee, the following industry trends were identified:

### **EMERGING TRENDS**

**Point of Sale** – Every foodservice establishment uses some type of POS system to place orders, track sales, employee log ins...etc.. Due to the increase of use of POS systems, rather than spending thousands of dollars on POS components, companies now are spending hundreds. Cafés, bars and restaurants are all making significant time savings with these three high-tech methods of payment, all of which can be integrated with the latest point of sale systems: contactless, pre-pay, and mobile ordering. POS systems offer detailed customer data – letting you view overall trends as well as zooming in on individual customers' patterns and preferences. And with all the benefits that the latest technology offers – faster service, better data, happier

customers - it's clear that the latest POS systems hold the key to the future of hospitality.

**Wireless Ordering** – iPads on tables, waiters and waitresses use instead of check pad. The appeal of wireless devices is simple: versatility, mobility, and capability. According to the Samsung report, more than 20% of hotels plan to make investments in smart in-room technology over the next 18 months.

**Farm to Table** – Local farmers provide products to restaurants that are fresher and more nutritional which helps with sustainability and local economy. If the old saying "you are what you eat" continues to ring true, today's consumers are homegrown. The farm-to-table, locally grown concept is bigger than ever. Thanks to an expanding consumer consciousness, people today want to know that their food meets ethical and environmental standards. Concerns include water usage and disposal, humane treatment of animals and workers on farms, restrictions on antibiotics, additives and genetic modification, and a focus on local suppliers.

**Standardization** – Recipes and products being consistently the same is desired by employers in more and more food establishments. Standard food cost is one performance measure critical to the success of any foodservice organization. Standard food cost determines "what the costs should be" in preparing any menu item. Quality-management instruments and practices measure and improve service quality as perceived by guests.

**Nutrition** – Healthy eating trends - More and more customers have allergies, dietary restrictions, and health concerns. More than seven in ten adults are trying to eat healthier at restaurants than they did two years ago. Restaurant operators are taking notice, with more than eight in ten saying their guests pay more attention to the nutrition content of food now than they did two years ago. Strong majorities of consumers have noticed that restaurants feature more nutritious options on menus now compared to two years ago.

**Degrees/Certifications** – Employers in the hospitality industry are looking for employees more and more who have gained degrees or certifications regarding our industry. Career opportunities in the culinary arts field and hospitality have increased and employers are seeking employees who have had specific training and knowledge before entering into the foodservice industry.

## **TECHNOLOGIES/BUSINESS OPERATIONS**

**Tablet Restaurant Management** – Using apps provides real-time views of tables, catalogs the menu by a selection's name or ingredients, processes sales and delivery tickets and sends orders to the kitchen

**Voice Ordering/Recognition** (ex. Amazon Echo) - Speak and products or supplies are automatically added to purchase requisitions and ordered.

**Social Media** - Using different social media outlets, customers can leave their thoughts on a restaurant, good or bad, and influence others. Today's restaurants have felt the effect of social media and online customer reviews, obviously, but we expect technology to become even more integrated into the dining experience, providing everything from detailed data on ingredients to streamlined ordering for the burgeoning take-home market.

**Digital Menu Boards/Games while you wait** – Easily change menu items and pricing and allows the customer to have entertainment while waiting.

## **STRUCTURE OF THE INDUSTRY**

- Most students who enter the field after graduation will continually need to advance their skills and/or certifications depending on which field of the industry they end up choosing. More and more employers in the foodservice industry are looking for employees who have a minimum of an associate's degree if the position they are filling involves supervision. (ex. executive chef, pastry chef, general managers, etc.) Also, employers are also now seeking employees that have obtained a ServSafe certification and usually advise their employees to gain a ServSafe certification. Regarding culinary post-secondary options, most hospitality programs offer students the choice of obtaining a certification in a field, an associate degree, or a bachelor degree in the hospitality field.

- With higher education, this program prepares the student for success in such career fields as: food and beverage management, purchasing, teaching, food science, food manufacturing, pastry, food styling and retail food management. Students have continued their education at: Art Institute of Philadelphia, Baltimore International Culinary School, Bucks County Community College, Indiana University of PA, Culinary Institute of America, Delaware State University, Delaware Valley College, Drexel University, Johnson & Wales University, Millersville University,

Montgomery County Community College, Penn State University, Culinary Institute of America, Scottsdale Culinary Institute, Temple University, The Restaurant School, and Widener University.

## **TYPES OF SKILLS REQUIRED FOR EMPLOYMENT**

- Cooperation – working with others, in a team, kitchen systems
- Stress Tolerance – high stress environment
- Initiative – showing a passion and taking a lead
- Flexibility – managing work hours with personal life, reliability
- Self-Control – working with others, understanding the industry
- Leadership – taking pride in ones work, guiding others, taking control
- Persistence – determination, goal orientated, passion for the industry
- Dependability – professionalism, work ethic
- Attention to Detail – focused

## **RECOMMENDATIONS**

- Renovate the restaurant/dining facility (Summer 2018)
- Plan menu and instruction addressing nutrition needs and concerns. Plan menu and purchasing with locally sourced product. Revise and add to Program of Study to address “Farm-to-Table” and update lesson plans with “Healthy” eating trends (2017-2018 School Year)
- Revise lesson plans to include POS system and tablet ordering systems through hands-on or simulated experiences to fulfill Program of Study section 2400. (2017-2018 School Year).
- Develop standardized recipes and product specifications for select menus. (2017-2018 School Year).
- Research articulation agreements with the following post-secondary options:
  - Indiana University of Pennsylvania – 2017-2018
  - Drexel University – 2018-2019
  - Penn State University-2019-2020

## **Equipment/Tools**



- Dining Room Flatware/Utensils – Need to be updated, items need replaced (chipped, broken, or missing) TBD
- Buffet Line/Serving utensils – Need to be updated, items need replaced (missing, old...) TBD
- Plates, Mugs, Cups, Bowls etc.... (for dining room) – Need to be updated, items need replaced (chipped, broken, or missing) TBD
- Ingredient Bins (bakeshop) – Slant Top – Bins in back shop are hard to move, bottom rubber guards fall off, need updated. Ingredient bins are really effective for stacking and storing some food products. (approximate price - \$200 per bin)
- Baker’s Sheet Tray Racks – New bakers sheet tray racks - These sturdy foodservice racks can help you improve your business's efficiency by offering you easier ways to store products, transport food from one area of the kitchen to another, replenish buffets and serving stations, highlight your best baked goods, and more. (approximate cost \$125 per rack)
- Rice Cooker - can be used for a variety of items. (ex. POS 1006 – preparing hot cereals, POS 1404 – Prepare foods using cheese) and other items such as sushi. The benefits that a rice cooker can bring into a kitchen don’t just stop with rice! This kitchen appliance is a versatile machine that can help you bake a cake or create a stunning soup in no time at all. Some even come with a rack that fits inside the rice cooker so you can steam meats or vegetables inside the pot without difficulty. (approximate cost \$250-\$300)
- Ice Cream Machine - POS tasks 1900s – frozen desserts Almost all restaurants serve at least one or two desserts to their patrons as a complement to a well-prepared meal and a pleasurable way to ease out of the dining experience. Typical desserts offered by eateries include cake, pie, and ice cream. Ice cream is a popular treat even in cold weather, but sales of frozen desserts soar in the summertime. (approximate cost \$2100)
- Dough Sheeter – POS tasks 1900s – Identify, prepare, and evaluate variety of yeast products, pastries, etc. The dough sheeter enables you to adjust the thickness and quality of the dough more precisely than manual

kneading. The main advantage is that a dough sheeter is versatile in its functions and can be used to knead the flour for pizza and pie crusts as well as for complex pastries like croissants, which are normally difficult and time consuming to be made manually (approximate cost \$2500)

## **EQUIPMENT RECOMMENDATIONS WITH PURCHASING TIMELINE**

### **SCHOOL YEAR 2017-18**

- Dining Room Renovations - Summer 2018
- Dining Room Flatware/Utensils (Replacement)-TBD

### **SCHOOL YEAR 2018-19**

- Ingredient Bins (5) (Replacement)-\$1000 (\$200 each)
- Bakers Sheet Tray Racks (3) (Replacement)-\$375 (\$125 each)
- Dough Sheeter - \$2500 (New)

### **SCHOOL YEAR 2019-20**

- Rice Cooker - \$250 (New)
- Ice Cream Machine - \$2500 (New)