November 2, 2012

TO: Clyde Sakamoto, Chancellor
    UH Maui College

SUBJECT: Career & Technical Education Award

UH Maui College is awarded $3,914 in 2011-2012 Title I Career and Technical Education Carryover funds to support the entitled project:

MCA Student Culinology® Team $3,914

The award period for the project is from July 1, 2012 to June 30, 2013 and the award number for the project is: MAU2011/12(2)-T1-06 and should be referenced on all future correspondence and reports. These funds must be expended and goods received by June 30, 2013. A completion report is due on October 10, 2013.

Please call Dominic (Nic) Estrella at 956-3865 if you have questions.

Sincerely,

[Signature]

Peter Quigley
Assoc. Vice President for Academic Affairs

Cc: J. McKee, VCAA
    D. Tamanaha, VCAS
    D. Grooms, CTE Dean
    C. Yamamoto, FA
    L. Tshako, FA
    S. Robinson, Dir. of Academic Programs
CARL D. PERKINS VOCATIONAL AND TECHNICAL
EDUCATION ACT OF 2006
Perkins IV Intervention Strategy Proposal Form
(revised August 2012)

| Campus Priority Number: Maui 7 of 7 |
| Carryover funds from 2011-12 |
| 1. College: | University of Hawaii Maui College |
| 2. (Descriptive) Strategy Title: | MCA Student Culinology® Team |
| 3. Proposer's Name: | Chris Speere |
| Email: | speere@hawaii.edu |
| ☒ New Proposal |
| ☐ Resubmitted/Revised Proposal |
| 5. Total Amount Requested: | $3,914.00 |

6. Proposal meets the following requirement for uses of funds or permissible use of funds (also describe how it meets this criterion):

(1) Strengthen the academic, career and technical skills of students participating in culinary career and technical education programs through active participation in the Research Chefs of America’s nationally recognized “Student Culinology Competition”. The integration of industry-based “competitions” into academic and technical education programs offers new learning opportunities to fully assess student performance and acquired skills based on the Food Manufacturing Industries standards for practical and academic competency in the field of “Culinology”.

(7) Initiate, improve, expand, and modernize quality career and technical education programs, including relevant technology in the expanding field of Culinology.

7. Brief Statement of identified problem area and reason for selection:
   a) Provide relevant program and/or college data to support the need to address this problem.
   b) Describe alignment of problem to one or more Perkins Performance Indicators, and as appropriate, goals from the UHCC Strategic Plan, Achieving the Dream, and/or other UHCC projects. (See pg. 2 of Instructions)
   c) Include narrative that is supported by data. Be brief and succinct.

Problem: The Culinary Industry is highly focused on nationally accepted certification and practical skill assessment through standardized competitions. UHMC and its Maui Culinary Academy seeks to initiate, improve and expand its quality career and technical programming in the culinary arts through student centered “hands on” learning activities in the emerging field of “Culinology”. The Maui Culinary Academy as a programmatic goal intends to enlist and train a MCA Culinology Team to compete at the National Reseach Chefs Association competition in 2014. At this time the program lacks pertinent information to meet this goal.
   - best practices in the field of Culinology
   - understanding the process and guidelines for entering a MCA Culinology Team into competition.
   - a formalized, discipline-based review process for assessing student learning outcomes in the area of Culinology.
b) This proposal addresses the following Perkins Indicators:
   - 1P1 Technical Skills Attainment (a UHMC priority)
   - 2P1 Certificates/Degrees (a UHMC priority)
   - 4P1 Student Placement

1P1 Technical Skills Attainment. By providing new opportunities within the Culinary Arts program, current students and graduates will bring increased skill sets to their employers in all food related industries. Direct industry assessments will occur during the MCA Student Culinology Team preparation for the RCA competition along with pertinent Hawaii Food Manufacturers Association requirements that can be used to enhance graduate profiles.

2P1 Certificates/Degrees. By developing new certificates, such as Culinology, or expanding training experiences within existing certificates, such as, RCA "Student Culinology® Competition" we will be providing students with new enhanced learning opportunities and emerging career choices that offer and command relevant higher entry level employment salary options.

4P1 Student Placement. By creating opportunities for students to participate in community projects and national competitions that use new and existing facilities, in terms of competitions and research projects, students will have additional opportunities to connect with regional and national employers and increase their employability.

8. Brief Strategy Description: (Be succinct)
   • Answer the question: What do you want to do based on information provided in item #7 above?
   • If this strategy is a continuation of a current strategy, indicate rationale for continuance.
   • Include supporting data i.e. effectiveness measures. Data on student needs, student impact (number served last year and anticipated number to be served in current year), and effectiveness must be provided below.
   • Evidence of industry support.

This proposal seeks funding to attend the Research Chefs Association Annual Conference March 6-9, 2013. The specific focus for attendance would be to view the RCA "Student Culinology® Competition" with the direct outcome of developing, enlisting and training a MCA Student Culinology Team for 2014. The Culinary Team will serve as a recruiting tool and pipeline for additional MCA students & graduates needed for support services at the UHMC Food Innovation Center (FIC).

The development of a MCA Student Culinology Team will necessitate the development of practical skills, introductory curriculum, and applied student learning outcomes specific to new and value added food product development that is of vital importance to Hawaii’s agricultural viability. MCA Culinology Team members will be mentored and coached to address real-world problems that face Hawaii’s agricultural community. Through mentorship and practical learning, students will gain a greater understanding of how the emerging field of Culinology is relevant as a continuing field of study and a practical career choice for higher compensated employment opportunities. “Applied Learning” through involvement in recognized national culinary competitions allows students to address competition rules & standards, conduct training and study regimes to meet competition guidelines, collaborate and analyze training results, demonstrate, report, and seek pre-competition evaluation of their findings and ultimately compete against their peers and nationally
recognized industry levels of accepted performance. Attendance at the Research Chefs Association Annual Conference is required based on the following outcomes:

1. To clearly understanding the scope & breadth of the RCA Culinology Competition
2. To capture information concerning successful training regiments utilized by leading culinary schools currently involved in the RCA Culinology Competition
3. To network with current RCA Student Culinology Team coaches to learn best practices
4. To investigate needed equipment, tools and supplies required to prepare and train a Culinology Team for success
5. To estimate budget requirements to bring a Culinology Team to fruition, including training cost, travel, accommodations, conference fees, etc...
6. To view kitchen design and layout for RCA Culinology Competitions
7. To capture information concerning “timing constraints and flow of activities” for RCA Culinology Competitions
8. To view and gauge current level of performance by competing RCA Student Culinology Teams
9. RCA "Student Culinology® Competition" is held only once a year. It is a registered event offered solely by the Research Chefs Association.
10. The Maui Culinary Academy's Advisory Council validates the need to expand career options for MCA students through activities and courses in the field of "Culinology".
11. Information garnered by attendance at the Research Chefs Association Annual Conference March 6-9, 2013 will be disseminated to all other Culinary Programs within the UHCC system and shared at the next scheduled Culinary Program Coordination Council in 2013.
12. It must be noted that the Maui Culinary Academy used this same model of observation in 1997 to establish the first of five highly successful American Culinary Federation Junior Chef Hot Food Culinary Competitions Teams. MCA Teams represented all of Hawaii in State, Regional and National ACF competitions from 1998 – 2002. Kapiolani CC has continued to lead this effort with highly commendable success from 2003 to the present.

9. Calendar of Planned Activities: (add or delete rows as appropriate)
In chronological order, briefly describe the procedures/activities planned to achieve stated goal(s) or outcome(s)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Month(s) the Activity will take place</th>
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<tbody>
<tr>
<td>1 Faculty from UHMC/MCA joins the Research Chefs Association as a member and secures guidelines and standards for the RCA &quot;Student Culinology® Competition&quot;</td>
<td>November 2012</td>
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<tr>
<td>1 Attendee (1 faculty) from UHMC/MCA attends the Research Chefs Association Annual Conference March 6-9, 2013</td>
<td>March 2013</td>
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<tr>
<td>MCA attendee develops, enlists and begins preliminary training for a MCA Student Culinology Team for 2014</td>
<td>April 2013</td>
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<tr>
<td>MCA Student Culinology® Team training for 2014 on-going consultation and assessment of work conducted by external consultants and local chefs.</td>
<td>May – June 2013</td>
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</tbody>
</table>

Click here to enter text.
10. Effectiveness Measures: (Refer to the identified problem – item #7), and describe the anticipated quantitative outcomes expected from the implementation of the strategy. Where appropriate, indicate the effectiveness measures that will be reported after year one, year two, etc.) State the effectiveness measures clearly and in assessable terms. The outcomes stated here must be addressed later in the completion report. Confer with your IR office to ensure the appropriateness of the measurement of outcomes.

**Impact Data:**

The MCA Culinary Arts program currently offers the following degrees:

- AAS Culinary Arts
- AAS Baking
- AAS Restaurant Supervision

These programs have a total average enrollment of approximately 200 students. Last year MCA graduated 39 students of a campus total graduation of 482.

The Research Chefs Association "Student Culinology® Competition" offers a variety of ways that Culinology can be integrated into the Maui Culinary Academy’s institutional programs. We anticipate that through MCA’s participation in the RCA "Student Culinology® Competition" high levels of interest in a new Culinology certificate—or similar type program—will emerge and attract approximately 10% of our top culinary students per year (or 20 students initially). We predict a cohort of 25 students when the Culinology program is initially launched, as it is likely to attract new students to the Culinary Arts program, including some who may already be employed in the food service industry and wish to increase their current culinary based credentials.

**Direct Quantitative Results: Maui Culinary Academy 2013**

- 20 MCA students or 10% of the Academy’s student population will gain increased skill sets through active study in Culinology provided through new opportunities related to the MCA Student Culinology Team and its preparation for the RCA competition. These skill sets will measured and assess based on eventual performance results garnered at the 2014 The Research Chefs Association "Student Culinology® Competition". 100% of the students involved in this project will gain skill sets in the area of value added product development and new learning applications required for food production and manufacturing. These newly acquired skill set will be measured via assessment of completed recipe development, required food science applications, end product manufacturing, and labeling and production distribution. 100% of the students involved will be able to apply their learned skill sets to emerging projects within the scope of the 2014 Research Chefs Association "Student Culinology® Competition" and possible future UHMC projects associated and aligned with UHMC’s Food Innovation Center.

- 10 select MCA Student Culinology Team members or 5% of the Academy’s student population will train for the 2014 competition gaining new enhanced learning opportunities in emerging career choices that offer and command relevant higher entry level
employment salary options. The expected amount of new opportunities is relevant to the overall growth of the hospitality and food service industries as highlighted below:

This growth is validated by a recent August 15, 2012 Georgetown University report: The College Advantage: Weathering the Economic Storm (URL: http://cew.georgetown.edu/collegeadvantage/ p 14) that indicates an increase of jobs in our industry, even during the recent US recession:

"The only two industries to record net job gains both in recession and recovery are healthcare services and leisure and hospitality services. These two industries had the highest net job gains; combined they added 1.5 million jobs over the recession and recovery."

- 30 UHCC Culinary Program Coordinating Council members will gain new “Applied Learning” strategies in Culinology through shared information garnered by MCA faculty attendance at the RCA recognized national culinary competition. Information shared will cover competition rules & standards, proper conduct for training and necessary study regimes to meet competition guidelines. MCA faculty member will collaborate and analyze training results with PCC members, demonstrate, report, and share post-competition evaluation of their findings. The System-wide Culinary PCC meetings held once yearly will allow 100% of the UH system’s culinary team/faculty to engage in conceptualizing steps toward building individual campus/program teams representing each respective UHCC campus and the University of Hawaii in future RCA National Culinology competitions. Shared knowledge garnered at the 2013 Research Chefs Association "Student Culinology® Competition" event will further strengthen UHCC culinary programs abilities “statewide” to compete on a national level within the scope of the competition rules, standards, and guidelines with institutions of “higher learning across the nation.

Direct Results: Maui Culinary Academy:

- MCA Faculty member joins the Research Chefs Association
- MCA Faculty member attends the Research Chefs Association Annual Conference March 6-9, 2013 to view RCA "Student Culinology® Competition"
- Based on attendance MCA Faculty member/attendee will review RCA "Student Culinology® Competition" guidelines and begin work on the formulation of a RCA "Student Culinology® Competition" MCA Team in 2014
- MCA Student Culinology Team trains for 2014 competition w/ consultation and assessment of student work conducted by external consultants and local chefs
- External consultants and local chefs finalize assessment of MCA Student Culinology Team readiness to perform at determined level of acceptance for the 2014 competition

The goal of this proposal is to attend the Research Chefs Association Annual Conference March 6-9, 2013. The specific focus for attendance would be to view the RCA "Student Culinology® Competition" with the direct outcome of developing, enlisting and training a MCA Student Culinology Team for 2014. The Culinary
Team will serve as a recruiting tool and pipeline for additional MCA students & graduates interested in culinology and support services at the UHMC Food Innovation Center.

If successful, this proposal will be followed with additional proposals to develop internships and undergraduate research projects, as well as other activities that may arise as a result of this activity. Information garnered by attendance to the Research Chefs Association Annual Conference March 6-9, 2013 will be disseminated to all other Culinary Programs within the UHCC system and shared at the next scheduled Culinary Program Coordination Council in 2013.

11. Budget Summary  (Double click to activate worksheet. Scroll back to top when done and click outside the sheet). Itemize all items $500 and over.
<table>
<thead>
<tr>
<th>Personnel (List all positions separately)</th>
<th>Budget</th>
<th>Category</th>
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<td>Personnel Subtotal</td>
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<td>Fringe Benefits (List per position)</td>
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**Services**

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<th>Material &amp; Supplies</th>
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<tr>
<td>Travel</td>
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<tr>
<td>Rentals</td>
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<tr>
<td>Other</td>
<td>$135</td>
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**Equipment**

| TOTAL COSTS                               | $      | 3,914    |

**Fringe Benefit Rates (as of)**

- **Faculty/Staff**: 44.21%
- **Casual Hire/Overload**: 2.06%
- **Student**: 0.46%

**Fringe Total**: 7/1/12
12. Budget Elements:

- Personnel - Please include a short description on all proposed personnel to be paid for by these funds. The description should include the FTE, if the hire is regular or casual, title (counselor, lecturer, APT, etc.), their job duties that will benefit the project (cite narrative), the monthly salary and fringe, and the number of months of funding. Please take into consideration the recruitment time for new hires.

MCA Faculty is at 100% Full-Time Tenured Associate Professor assigned to External Coordination duties for the Culinary Arts Program at UHMC along with release time to develop student related activities associated with the UHMC Food Innovation Center.

- Material & Supplies - Itemize supplies purchased that cost more than $500 and have a shelf life of 1 year or longer.

Click here to enter text.

- Travel – Breakdown the estimated cost including airfare, lodging, per diem, conference fees, and ground transportation. Include the conference name, description, location, and dates. If possible, include conference flyer and/or agenda.

Travel – for UHMC Culinary Arts faculty
- Research Chefs Annual Conference (Charlotte, North Carolina) w/:
  - $1144 conference fee
  - $1085 Roundtrip Airfare
  - $250 ($50 X 5 days) Ground Transportation
  - $1,045 ($209 x 5 days) Hotel Lodging
  - $255 ($51/day x 5 days) M&IE/Per Diem

- Services – If you know the name of the specific vendor you would like to hire, please include. Also a breakdown of service cost (cost per day, hour, etc.)

Click here to enter text.

- Other – Includes items such as software, printing, rentals, etc. Each item must be listed and described as to how it will enhance the project.

$135.00 in Membership Dues to Research Chefs Association if allowable

- Equipment, whose description is an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds $5,000.

Click here to enter text.
13. Indicate which Perkins requirements are covered by this proposal? (Check no more than three category that best describe your proposal):

<table>
<thead>
<tr>
<th>☒ 1. Building of the efforts of States and localities to develop challenging academic and technical standards and to assist students in meeting such standards, including preparation for high skill, high wage, or high demand occupations in current or emerging professions</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 2. Promoting the development of services and activities that integrate rigorous and challenging academic and career and technical instructions, and that link secondary education and postsecondary education for participating career and technical education students</td>
</tr>
<tr>
<td>☒ 3. Increasing State and local flexibility in providing services and activities designed to develop, implement and improve career and technical education, including tech prep education</td>
</tr>
<tr>
<td>☒ 4. Conducting and disseminating national research and disseminating information on best practices that improve career and technical education programs, services, and activities</td>
</tr>
</tbody>
</table>
| ☐ 5. Providing technical assistance that –
  (a) Promotes leadership initial preparation, and professional development at the State and local levels; and
  (b) Improves the quality of career and technical education teachers, faculty, administrators and counselors |
| ☐ 6. Supporting partnerships among secondary schools, postsecondary institutions, baccalaureate degree granting institutions, area career and technical education schools, local workforce investment boards, business and industry, and intermediaries |
| ☐ 7. Providing individuals with opportunities throughout their lifetimes to develop, in conjunction with other education and training programs, the knowledge and skills needed to keep the United States competitive |

12. Certifications:

I certify that this proposal, budget, and certifications are accurate and complete and that this project will be conducted in accordance to Perkins Policies, Federal, State, and University requirements. I certify that this proposal has been reviewed by the fiscal office.

Proposer’s Signature: [Signature]

Date: 10/11/12