



May 15, 2006

Dr. James Sulton
Executive Director
Higher Education Coordinating Board
PO Box 43430
Olympia, WA 98504-3430

Dear Dr. Sulton:

On behalf of the Seattle Community College District and the 41 community and industry leaders represented on the Hospitality Management Program Advisory Committee, we are pleased to submit this new degree program proposal to the Higher Education Coordinating Board for a Bachelor's of Applied Science (BAS) in Hospitality Management at South Seattle Community College. Enclosed please find a complete supporting application. A list of the members of the Advisory Committee is attached as well.

We would like to highlight four compelling reasons for selecting South Seattle Community College as one of the BAS degree program pilot sites.

First and foremost, the proposed program will benefit from South's reputation for academic excellence. Consider our most recent five-year accreditation report which provided the College five commendations in the areas of commitment to mission, institutional effectiveness and outcomes assessment, community partnerships, commitment to diversity, and outstanding new facilities at our Duwamish branch campus. The proposed BAS degree aligns perfectly with South's college-wide priorities for 2005 to 2007 which focus on two areas: promoting student success and ensuring the financial success of the college. With so much public attention on the outcomes of the BAS programs it is important that each program demonstrate success as this program will if selected.

Second, a hospitality BAS degree at South Seattle Community College will create an opportunity to offer four-year college education to placebound and underserved communities. It will also offer a career ladder. An individual who starts as a desk clerk, for example, through experience and education, will be able to advance into a high wage position as a senior manager. At one time, Washington State University offered a BA degree in hospitality in Seattle but no longer does so and has no plans to return. Instead, the University has committed to helping South initiate its BAS degree program. South serves a highly diverse population and had demonstrated success helping students of color and ESL/ELL students reach their goals.

The college has made it a priority to achieve excellence in its ability to serve its diverse population, and our efforts have led to success, especially in the realm of completion and retention. Of the students it graduates with degrees or certificates, South Seattle Community College has the highest proportion of students of color (50.9%) of any college in the state. Retention of African American students has been a particular priority, with the result that retention rate for this population in 2004-2005 was 63%, up from 43% in 2003-2004. The college has made outstanding progress in other areas of retention as well, with substantial recent increases in the numbers of general education and ESL students progressing to credit-bearing college programs.

As consultant Ed Parks (former Manager of International Relations for the Port of Seattle) stated,

“...the multi-ethnic students found at SSCC will initially offer a deep cultural component, including multilingual strengths, to the hotels, restaurants and attractions in the Puget Sound Region. ...they will travel to other places, often internationally, to be ambassadors for Washington State and direct marketing agents for our future state business.”

Third, there is compelling evidence of high demand for a Hospitality Management bachelor’s degree on the west side of the Evergreen State, both from prospective employers as well as potential students. South’s proposal offers a substantive, exhaustive, and objective body of economic data and market research to justify this assertion, including the results of seven focus groups, 13 structured interviews, and three student and employee surveys incorporating over 600 responses.

Finally, the potential for community partnerships and corporate financial sponsorships to support the long-term sustainability of the Hospitality Management Program is outstanding. Consider this participation so far:

- 41 community and industry leaders joined the advisory committee;
- 13 industry executives participated in structured interviews;
- Over 40 community and industry leaders took time to write formal letters of endorsement;
- 10 colleges and universities have agreed to enter into articulation agreements.

Representative of the industry-wide enthusiasm are the comments of Greg Hall, President of Food Services of America:

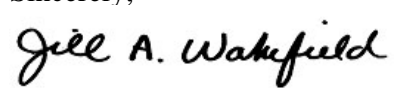
“Food Services of America will commit to being a key corporate partner in the endeavor. We will offer our executives’ time, advice and input, including visiting lecturers and participants on advisory committees and review boards. We will offer internships, and we will hire qualified graduates for open positions. And we will explore opportunities to offer financial investments in the program.”

To close this letter, we’d like to share a quote from the Honorable Greg Nickels, Mayor of the City of Seattle:

“South Seattle Community College’s commitment to fostering a diverse student body will ensure that leaders in the hospitality industry accurately reflect our increasingly diverse community.”

James, we would like to thank you, your Board, and your staff for your hard work in creating this opportunity. Your vision and leadership herald a new era for colleges in the state. We are excited about the opportunity to increase access to higher education and excellent career opportunities through a BAS degree in Hospitality Management. We assure you that if selected, South Seattle Community College will create and offer a high quality program demonstrating the integrity, flexibility, and effectiveness of our state's institutions of higher learning.

Sincerely,



Jill Wakefield
President



Roberta Greer
Hospitality Management Advisory Committee Chair
(Senior Vice President and CAO, Tillicum Village)

South Seattle Community College
Hospitality Management Bachelor's Degree Program Advisory Committee

Roberta Greer, Chair	Senior VP and Chief Administrative Officer, Tillicum Village
Valerie Abbott	Director HR, Seattle Marriott Waterfront Hotel
Kim Abello	Washington Wine Commission
Harry Alhadef	Owner, Apex Winery
Ted Baseler	Chairman, Washington Wine Commission; CEO, Chateau St. Michelle
Fran Bigelow	President, Fran's Chocolates
John Blackman	President and CEO, Argosy
Richard Boustead	PAC, GM, Raddison Hotel, Seatac
Chris Brandmier	Highline Community College
Don Brunell	President, Association of Washington Business
Wayne Byers	Holland America Cruise Lines
Susan Crane	Executive Director, Port Jobs
Nancy Damon	Executive Director, Southwest King County Chamber of Commerce
Keith Donner	Doubletree Guest Suites
Jan Drago	Seattle City Council Candidate
Lincoln Ferris	President, Lincoln Ferris Public Relations
Mike Flynn	Publisher, Puget Sound Business Journal
Rachel Garson	Port of Seattle
Russ Goodman	President, Ultimate Journeys
Jeff Gouge	General Manager, Seattle Airport Hilton
Bud Gould	Owner, Anthony's Restaurants
Larry Granat	Seattle Hospitality
Linda Granat	Seattle Hospitality
Kathryn Kurtzman	Executive Director, Southside Visitors Center
Steve Leahy	President and CEO, Seattle Chamber of Commerce
Fred Leitz	Donor, Stephen Sparks Endowed Scholarship
Nancy Lucks	President, Seattle 4 Rotary
Lori Main	General Manager, The Roosevelt Hotel
Daniel Mitchell	Owner, Mitchell Family Restaurants
Patti Mullen	President, West Seattle Chamber of Commerce
Tom Norwalk	COO, Seattle Hospitality Group, LLC
Ed Parks	Principal, Parks Public Relations Consulting
Joanne Patrick	Seattle Public Schools
Robin Pollard	Executive Director, Washington Wine Commission
John Powers	President, Economic Development Council of Seattle King County
John Sarich	Culinary Director, Chateau St. Michelle
Bill Stafford	President, Trade Development Alliance of Greater Seattle
Diane Summerhays	Port of Seattle
Nancy Swanger	School of Hospitality Business Management, Washington State University
Dan Thiessen	Executive Chef, Salty's on Alki
Terry Umbreit	School of Hospitality Business Management, Washington State University
Gene Vosberg	President, Washington Restaurant Association
Dr. Jill Wakefield	President, South Seattle Community College
Don Welsh	President, CEO, Seattle's Convention and Visitors Bureau
Marc Zanner	President, Great Western Dining