



OAKLAND
COMMUNITY
COLLEGE

**Hospitality Programs
Industry Opinion Polls
Fall 2002**

Preliminary Report

Prepared by:
The Office of Institutional Research
Yolanda Reid and Katherine Tucker, Primary Researchers
(248) 232-4865
November 2002

Table of Contents

Executive Summary	2
Crosstabs – Survey Type by Survey Question (Percentages)	5
Crosstabs – Survey Type by Survey Question (Counts).....	18
Mean Ratings – Survey Type by Selected Survey Question (Counts).....	31
Open-Ended Responses	32
Appendix A – Hospitality Industry Opinion Poll Questionnaire	39

EXECUTIVE SUMMARY

Methodology

Three versions of the Hospitality Industry Poll were administered – Culinary Arts, Restaurant Management and Hotel/Motel Management. Telephone surveys were conducted among people currently employed in the industry. The Culinary Arts survey was to be administered to caterers, chefs, and cooks who worked in restaurants, hotel restaurants, public golf course restaurants, and catering services. The Hotel/Motel Management survey was conducted among managers of hotels and motels (including ski resorts, and lodges). The Restaurant Management survey was administered to restaurant managers from various dining establishments, including restaurants at hotels, motels, and public golf courses.

A total of 351 surveys were completed. The sample distribution by type of survey and by industry is as follows:

	Type of Survey			Total
	Culinary Arts	Hotel/Motel Management	Restaurant Management	
Catering Service	49			49
Hotel/Motel	2	102	2	106
Public Golf Course	6		11	17
Restaurant	83		96	179
Total	140	102	109	351

Limitations

When contacting restaurants, two versions of the survey were administered to the same establishment -- the manager completed the Restaurant Management survey and the head chef/cook completed the Culinary Arts Survey. However, in some cases, the restaurant manager or owner was also the head chef. In those instances, the same person completed both the Culinary Arts and Restaurant Management survey.

Additionally, there were instances when the head cook did not speak English and/or when the restaurant manager would not allow the cook to complete an interview. In several of those instances, the manager and/or owner completed the Culinary Arts survey. Therefore, the distribution of the 140 Culinary Arts respondents is as follows:

- Cooks/Chefs, Assistant Cooks/Chefs, Executive Chefs, Kitchen Managers – 88
- Owners – 24
- Managers/General Managers/Assistant Managers, Vice President, etc. – 13
- Manager/Cook or Manager/Chef – 11
- Owner/Chef – 4

Key Findings

- For all three types of surveys combined, OCC had the highest *top-of-mind awareness*¹, with 23.1% of all respondents mentioning OCC first when asked about the schools that offered education and training in hospitality.
 - For Culinary Arts specifically, top-of-mind awareness for OCC (30.7%) was virtually the same as the top-of-mind awareness for Schoolcraft (30.0%).
 - For Hotel/Motel Management, Michigan State University had the highest top-of-mind awareness (19.6%), followed by OCC (12.7%).
 - For Restaurant Management, OCC's top-of-mind awareness was 23.1%, followed by Schoolcraft (16.7%) and Michigan State (15.7%).
- OCC had the highest overall *total unaided awareness*² (40.3%). Specifically, OCC had the highest *total unaided awareness* for Culinary Arts (56.4%) and Restaurant Management (36.1%).

Total Unaided Awareness

	Type of Survey			Total
	Culinary Arts	Hotel/Motel Mgmt	Restaurant Mgmt	
N	140	102	108	350
OCC	56.4%	22.5%	36.1%	40.3%
Schoolcraft	49.3%	6.9%	33.3%	32.0%
Michigan State Univ.	7.9%	37.3%	25.0%	21.7%
Macomb Comm. College	17.9%	6.9%	5.6%	10.9%

Note: When added together, totals exceed 100% as respondents mentioned multiple schools.

- Among students that did not initially mention OCC's Culinary Arts program, 36.5% were aware that OCC offers courses in Culinary Arts when directly asked about the program. *Aided awareness*³ for OCC's other hospitality programs is as follows:

Aided Awareness (Did you know that OCC offers courses in...)

		Type of Survey		
		Culinary Arts	Hotel/Motel Mgmt	Restaurant Mgmt
Did you know that OCC offers courses in...	N	80	47	49
	Culinary Arts	36.50%	-	
	Baking and Pastry Arts	28.60%		
	Hotel/Motel Mgmt.	-	17.70%	
	Restaurant Mgmt.	-		26.80%

¹ **Top-of-Mind Awareness:** A percentage based upon the number of times that a particular school was the *first* school mentioned when respondents were asked which local colleges or schools offer education specific to a particular program.

² **Total Unaided Awareness:** The percentage of respondents that mentioned a particular school (regardless of the order mentioned) when asked which local colleges or schools offer education specific to a particular program.

³ **Aided Awareness:** Based upon the number of respondents that did not initially mention OCC when asked which local colleges or schools offered a program, but indicated that they were actually aware of OCC's program when directly asked if they knew that OCC offered courses in that field.

- *Total awareness* (aided and unaided awareness combined) was highest for OCC's Culinary Arts program, with 72.1% of respondents aware that OCC has a Culinary Arts (and/or Baking and Pastry) program. Total awareness for the Hotel/Motel Management and Restaurant Management programs were 35.3% and 51.4% respectively.
- Although awareness was highest for OCC, when asked which school had the *highest quality program*, Schoolcraft College and Michigan State out-ranked Oakland Community College. More than half (57.5%) of respondents answering the question felt that Schoolcraft had the highest quality Culinary Arts program and 44.7% felt that Michigan State had the best Hotel/Motel Management program. Both Schoolcraft and Michigan State led OCC in Restaurant Management.

School with highest quality Program

	Type of Survey			Total
	Culinary Arts	Hotel/Motel Mgmt	Restaurant Mgmt	
<i>N</i>	80	47	49	176
Schoolcraft	57.5%	-	28.6%	34.1%
Michigan State	2.5%	44.7%	24.5%	19.9%
OCC	11.3%	4.3%	8.2%	8.5%

- On a scale of 1 to 4, where 1= far below average and 4= far above average, OCC's mean ratings were slightly above average on all of the attributes rated.

	Type of Survey						Total	
	Culinary Arts		Hotel/Motel		Restaurant		N	Mean
	N	Mean	N	Mean	N	Mean		
Q.7a: Reputation of College	68	3.04	22	3.09	34	2.97	124	3.03
Q.7b: Reputation of Faculty	58	3.07	15	3.20	21	2.76	94	3.02
Q.7c: Quality of Program	64	3.03	18	3.00	30	2.90	112	2.99
Q.7d: Reputation of Program	59	3.14	18	2.83	27	2.85	104	3.01
Q.7e: Skill level of graduates	51	3.08	18	2.89	22	2.95	91	3.01

- When asked why they believed that Schoolcraft had the highest quality Culinary Arts program, several interviewees cited the Schoolcraft's reputation and awards received, positive experiences with the graduates of the program, and the fact that it has Master Chefs on staff.
- Several respondents felt that Michigan State's Hotel/Motel Management program was the best because of its reputation as a high quality, nationally/world renowned program, and because of positive experiences with graduates. Of those who felt that Michigan State had the best Restaurant Management program, a few also mentioned the student-operated hotel, banquet center and restaurant used to train students.

**CROSSTABS – SURVEY TYPE BY SURVEY QUESTION
PERCENTAGES ONLY**

Frequencies

Type of Survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Culinary Arts	140	39.9	39.9	39.9
	Hotel/Motel Management	102	29.1	29.1	68.9
	Restaurant Management	109	31.1	31.1	100.0
	Total	351	100.0	100.0	

Crosstabs

Type of Business * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Type of Business	Catering Service	35.0%			14.0%
	Hotel/Motel	1.4%	100.0%	1.8%	30.2%
	Public Golf Course	4.3%		10.1%	4.8%
	Restaurant	59.3%		88.1%	51.0%
Total		100.0%	100.0%	100.0%	100.0%

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Crosstabs

ZONE * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
ZONE	NW Oakland	.7%	1.0%	1.0%	.9%
	NC Oakland	4.4%	2.9%	2.9%	3.5%
	NE Oakland	5.1%	2.0%	5.7%	4.4%
	CW Oakland	5.1%	2.0%	7.6%	5.0%
	C Oakland	11.8%	3.9%	12.4%	9.6%
	CE Oakland	22.8%	29.4%	22.9%	24.8%
	SW Oakland	2.2%	8.8%	2.9%	4.4%
	SC Oakland	14.7%	11.8%	15.2%	14.0%
	SE Oakland	23.5%	26.5%	22.9%	24.2%
	Genesse Co	3.7%	3.9%	1.9%	3.2%
	Livingston Co	5.9%	7.8%	4.8%	6.1%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.1: First - Which college offers education and training... * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: First	Baker College	.7%			.3%
- Which college offers education and training...	Central Michigan University		2.0%		.6%
	Henry Ford Community College	.7%		1.9%	.9%
	Lansing Community College		2.0%		.6%
	Macomb Community College	4.3%	2.0%	.9%	2.6%
	Michigan State University	2.1%	19.6%	15.7%	11.4%
	Oakland Community College	30.7%	12.7%	23.1%	23.1%
	Schoolcraft College	30.0%	3.9%	16.7%	18.3%
	Washtenaw Community College	1.4%		.9%	.9%
	Other	5.0%	22.5%	7.4%	10.9%
	Don't Know	25.0%	35.3%	33.3%	30.6%
Total		100.0%	100.0%	100.0%	100.0%

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Crosstabs

Q.1: Second - Which college offers education and training... * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1:	Baker College		2.1%		.6%
Second -	Central Michigan University		4.3%		1.1%
Which college offers education and training...	Ferris State University		2.1%		.6%
	Henry Ford Community College	2.5%	4.3%	2.1%	2.9%
	Lansing Community College	1.3%			.6%
	Macomb Community College	6.3%	2.1%	6.4%	5.2%
	Michigan State University	3.8%	29.8%	6.4%	11.5%
	Monroe Community College	1.3%			.6%
	Oakland Community College	33.8%	14.9%	21.3%	25.3%
	Schoolcraft College	30.0%	2.1%	25.5%	21.3%
	Washtenaw Community College	2.5%			1.1%
	Other	18.8%	38.3%	38.3%	29.3%
Total		100.0%	100.0%	100.0%	100.0%

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Crosstabs

Q.1: Third - Which college offers education and training... * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Third - Which college offers education and training...	Central Michigan University		14.8%	9.5%	7.1%
	Henry Ford Community College	8.1%	3.7%	4.8%	5.9%
	Macomb Community College	35.1%	11.1%	9.5%	21.2%
	Michigan State University	2.7%	11.1%	23.8%	10.6%
	Monroe Community College	2.7%			1.2%
	Oakland Community College	24.3%	7.4%	19.0%	17.6%
	Schoolcraft College	5.4%	7.4%	19.0%	9.4%
	Washtenaw Community College	5.4%			2.4%
	Other	16.2%	44.4%	14.3%	24.7%
	Total	100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.1: Fourth - Which college offers education and training... * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Fourth - Which college offers education and training...	Baker College		10.0%		3.6%
	Central Michigan University		10.0%	14.3%	7.1%
	Henry Ford Community College	18.2%			7.1%
	Macomb Community College	9.1%	10.0%		7.1%
	Michigan State University	36.4%	10.0%	28.6%	25.0%
	Oakland Community College		10.0%		3.6%
	Schoolcraft College	9.1%		28.6%	10.7%
	Washtenaw Community College	9.1%			3.6%
	Other	18.2%	50.0%	28.6%	32.1%
	Total	100.0%	100.0%	100.0%	100.0%

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Crosstabs

2.1: Other School - Which college offers education and training... * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other		81.4%	57.8%	76.1%	72.9%
School -	Career Prep Center (high school program part of the Warren Consolidated Schools)	.7%			.3%
Which college offers education and training...	Clarkston H.S.	.7%			.3%
	Cleary College	.7%			.3%
	Davenport University		1.0%		.3%
	Eastern Michigan University	1.4%	13.7%	7.3%	6.8%
	Madonna University		2.0%		.6%
	Mott Community College	2.1%		.9%	1.1%
	Northwood University			.9%	.3%
	Oakland University	5.7%	14.7%	5.5%	8.3%
	One of the University of Michigan campuses	.7%			.3%
	Sienna Heights College			.9%	.3%
	Southeast Vocational Center	.7%			.3%
	Troy High School district	.7%			.3%
	University of Detroit-Mercy	.7%		.9%	.6%
	University of Michigan	.7%	3.9%	3.7%	2.6%
	Vocational schools			.9%	.3%
	Vo-Tech (Pontiac School System)	.7%			.3%
	Walsh College			.9%	.3%
	Wayne County Community College	1.4%	1.0%		.9%
	Wayne State University	.7%	3.9%	1.8%	2.0%
	WCC	.7%			.3%
	Western Michigan University		2.0%		.6%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.1: Other School - Which college offers education and training... (if 2 schools mentioned under "other") * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other		97.9%	87.3%	95.4%	94.0%
School - Which college offers education and training... (if 2 schools mentioned under "other")	Baker College- Novi		1.0%		.3%
	Eastern Michigan University			.9%	.3%
	Grand Valley State		1.0%		.3%
	Northwood University		1.0%		.3%
	Oakland University	.7%	1.0%	.9%	.9%
	Sienna Heights College			.9%	.3%
	University of Michigan	.7%	2.9%	1.8%	1.7%
	University of Michigan-Flint		1.0%		.3%
	Wayne County Community College		1.0%		.3%
	Wayne State University	.7%	2.9%		1.1%
	Western Michigan University		1.0%		.3%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

.1: Other School - Which college offers education and training... (if 3 schools mentioned under "other") * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other School - Which college offers education and training... (if 3 schools mentioned under "other")		99.3%	98.0%	100.0%	99.1%
	Detroit Mercy		1.0%		.3%
	OTC-R.O.Campus	.7%			.3%
	Wayne State University		1.0%		.3%
Total		100.0%	100.0%	100.0%	100.0%

Total Unaided Awareness

TOTAL UNAIDED AWARENESS - Q.1: Which college offers education and training... * Type of Survey
Crosstabulation

Count	Type of Survey			Total
	Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Total (All Mentions) -				
Which college offers education and training...				
Baker College	0.7%	2.0%	0.0%	0.9%
Central Michigan University	0.0%	8.8%	2.8%	3.4%
Ferris State University	0.0%	1.0%	0.0%	0.3%
Henry Ford Community College	5.7%	2.9%	3.7%	4.3%
Lansing Community College	0.7%	2.0%	0.0%	0.9%
Macomb Community College	17.9%	6.9%	5.6%	10.9%
Michigan State University	7.9%	37.3%	25.0%	21.7%
Monroe Community College	1.4%	0.0%	0.0%	0.6%
Oakland Community College	56.4%	22.5%	36.1%	40.3%
Schoolcraft College	49.3%	6.9%	33.3%	32.0%
Washtenaw Community College	5.0%	0.0%	0.9%	2.3%
Other	21.4%	56.9%	28.7%	34.0%
Don't Know	25.0%	35.3%	33.3%	30.6%
<i>Total Number of Respondents Answering Question</i>	<i>140</i>	<i>102</i>	<i>108</i>	<i>350</i>

Note: When added together, totals exceed 100% as several respondents listed multiple schools.

Crosstabs

Q.2: Which school has the highest quality program? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.2: Which school has the highest quality program?	Central Michigan University		2.1%		.6%
	Henry Ford Community College	1.3%		2.0%	1.1%
	Macomb Community College	3.8%	4.3%	2.0%	3.4%
	Michigan State University	2.5%	44.7%	24.5%	19.9%
	Oakland Community College	11.3%	4.3%	8.2%	8.5%
	Schoolcraft College	57.5%		28.6%	34.1%
	Washtenaw Community College	1.3%		2.0%	1.1%
	Other	5.0%	19.1%	10.2%	10.2%
	Don't Know	17.5%	25.5%	22.4%	21.0%
	Total	100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.2: Other school listed as having highest quality program. * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.2: Other school listed as having highest quality program.	Eastern Michigan University	97.1%	91.2%	95.4%	94.9%
	Northwood University		2.0%	.9%	.9%
	Oakland University	.7%	1.0%	.3%	.3%
	University of Detroit-Mercy	.7%	2.9%	.9%	1.4%
	University of Michigan		2.0%	1.8%	1.1%
	Walsh College			.9%	.3%
	Wayne State University	.7%	1.0%		.6%
	WCC	.7%			.3%
	Total	100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.3: Does this school have a high quality program? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.3: Does this school have a high quality program?	No	8.0%	5.3%	8.3%	7.4%
	Yes	68.0%	57.9%	66.7%	64.7%
	Don't Know	24.0%	36.8%	25.0%	27.9%
Total		100.0%	100.0%	100.0%	100.0%

Note: This question was asked if respondent was only aware of one school.

Type of Survey: Culinary Arts

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training...

% within school

		Q.1: First - Which college offers education and training...				Total
		Baker	OCC	Schoolcraft	Other	
Q.3: Does this school have a high quality program?	No		10.0%	11.1%		8.3%
	Yes	100.0%	60.0%	55.6%	100.0%	66.7%
	Don't Know		30.0%	33.3%		25.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

Note: This question was asked if respondent was only aware of one school.

Type of Survey: Hotel/Motel Management

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training... Count

		Q.1: First - Which college offers education and training...					Total
		Lansing Comm. Coll	Michigan State	OCC	Schoolcraft	Other	
Q.3: Does this school have a high quality program?	No					20.0%	5.3%
	Yes		72.7%	100.0%	100.0%	20.0%	57.9%
	Don't Know	100.0%	27.3%			60.0%	36.8%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: This question was asked if respondent was only aware of one school.

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Type of Survey: Restaurant Management

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training...
Count

		Q.1: First - Which college offers education and training...						Total
		Henry Ford Comm. Coll.	Macomb Comm. Coll.	Michigan State	OCC	Schoolcraft	Other	
Q.3: Does this school	No				14.3%			4.3%
have a high quality	Yes	100.0%	100.0%	77.8%	57.1%	75.0%		69.6%
program?	Don't Know			22.2%	28.6%	25.0%	100.0%	26.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: This question was asked if respondent was only aware of one school.

Crosstabs

Q.5: Did you know that OCC offers courses in Culinary Arts? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey	
		Culinary Arts	Total
Q.5: Did you know that	No	63.5%	63.5%
OCC offers courses in	Yes	36.5%	36.5%
Culinary Arts?			
Total		100.0%	100.0%

Crosstabs

Q.6: Did you know that OCC offers courses in Baking and Pastry Arts? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey	
		Culinary Arts	Total
Q.6: Did you know that	No	71.4%	71.4%
OCC offers courses in	Yes	28.6%	28.6%
Baking and Pastry Arts?			
Total		100.0%	100.0%

Crosstabs

Q.5: Did you know that OCC offers courses in Hotel/Motel Management? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey	
		Hotel/Motel Management	Total
Q.5: Did you know that OCC offers courses in Hotel/Motel Management?	No	82.3%	82.3%
	Yes	17.7%	17.7%
Total		100.0%	100.0%

Crosstabs

Q.5: Did you know that OCC offers courses in Restaurant Management? * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey	
		Restaurant Management	Total
Q.5: Did you know that OCC offers courses in Restaurant Management?	No	71.8%	71.8%
	Yes	26.8%	26.8%
	Don't Know	1.4%	1.4%
Total		100.0%	100.0%

Total Awareness (Unaided + Aided) of OCC Hospitality Programs

Total Awareness (Unaided Awareness + Aided Awareness) of OCC's Program * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Total Awareness (Unaided Awareness + Aided Awareness) of OCC's Program	Not Aware	27.9%	64.7%	48.6%	45.0%
	Aware	72.1%	35.3%	51.4%	55.0%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.7a: Reputation of College - Rating * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7a: Reputation of College - Rating	Slightly below average	7.8%	15.4%	15.8%	11.3%
	Slightly above average	68.8%	46.2%	60.5%	62.4%
	Far above average	11.7%	23.1%	13.2%	14.2%
	Don't know	11.7%	15.4%	10.5%	12.1%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.7b: Reputation of Faculty - Rating * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7b: Reputation of Faculty - Rating	Slightly below average	6.5%	7.7%	16.7%	9.4%
	Slightly above average	57.1%	30.8%	38.9%	47.5%
	Far above average	11.7%	19.2%	2.8%	10.8%
	Don't know	24.7%	42.3%	41.7%	32.4%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.7c: Quality of Program - Rating * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7c: Quality of Program - Rating	Slightly below average	7.8%	7.7%	18.9%	10.7%
	Slightly above average	64.9%	53.8%	51.4%	59.3%
	Far above average	10.4%	7.7%	10.8%	10.0%
	Don't know	16.9%	30.8%	18.9%	20.0%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.7d: Reputation of Program - Rating * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7d: Reputation of Program - Rating	Slightly below average	9.1%	15.4%	18.9%	12.9%
	Slightly above average	48.1%	50.0%	45.9%	47.9%
	Far above average	19.5%	3.8%	8.1%	13.6%
	Don't know	23.4%	30.8%	27.0%	25.7%
Total		100.0%	100.0%	100.0%	100.0%

Crosstabs

Q.7e: Skill level of graduates - Rating * Type of Survey Crosstabulation

% within Type of Survey

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7e: Skill level of graduates - Rating	Slightly below average	5.2%	15.4%	10.8%	8.6%
	Slightly above average	50.6%	46.2%	40.5%	47.1%
	Far above average	10.4%	7.7%	8.1%	9.3%
	Don't know	33.8%	30.8%	40.5%	35.0%
Total		100.0%	100.0%	100.0%	100.0%

**CROSSTABS – SURVEY TYPE BY SURVEY QUESTION
COUNTS ONLY**

Crosstabs

Type of Business * Type of Survey Crosstabulation

Count

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Type of Business	Catering Service	49			49
	Hotel/Motel	2	102	2	106
	Public Golf Course	6		11	17
	Restaurant	83		96	179
Total		140	102	109	351

Crosstabs

ZONE * Type of Survey Crosstabulation

Count

		Type of Survey			Total	
		Culinary Arts	Hotel/Motel Management	Restaurant Management		
ZONE	NW Oakland	1	1	1	3	
	NC Oakland	6	3	3	12	
	NE Oakland	7	2	6	15	
	CW Oakland	7	2	8	17	
	C Oakland	16	4	13	33	
	CE Oakland	31	30	24	85	
	SW Oakland	3	9	3	15	
	SC Oakland	20	12	16	48	
	SE Oakland	32	27	24	83	
	Genesse Co	5	4	2	11	
	Livingston Co	8	8	5	21	
	Total		136	102	105	343

Crosstabs

Q.1: First - Which college offers education and training... * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: First - Which college offers education and training...	Baker College	1			1
	Central Michigan University		2		2
	Henry Ford Community College	1		2	3
	Lansing Community College		2		2
	Macomb Community College	6	2	1	9
	Michigan State University	3	20	17	40
	Oakland Community College	43	13	25	81
	Schoolcraft College	42	4	18	64
	Washtenaw Community College	2		1	3
	Other	7	23	8	38
	Don't Know	35	36	36	107
	Total	140	102	108	350

Crosstabs

Q.1: Second - Which college offers education and training... * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1:	Baker College		1		1
Second -	Central Michigan University		2		2
Which college offers education and training...	Ferris State University		1		1
	Henry Ford Community College	2	2	1	5
	Lansing Community College	1			1
	Macomb Community College	5	1	3	9
	Michigan State University	3	14	3	20
	Monroe Community College	1			1
	Oakland Community College	27	7	10	44
	Schoolcraft College	24	1	12	37
	Washtenaw Community College	2			2
	Other	15	18	18	51
Total		80	47	47	174

Crosstabs

Q.1: Third - Which college offers education and training... * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Third - Which college offers education and training...	Central Michigan University		4	2	6
	Henry Ford Community College	3	1	1	5
	Macomb Community College	13	3	2	18
	Michigan State University	1	3	5	9
	Monroe Community College	1			1
	Oakland Community College	9	2	4	15
	Schoolcraft College	2	2	4	8
	Washtenaw Community College	2			2
	Other	6	12	3	21
Total		37	27	21	85

Crosstabs

Q.1: Fourth - Which college offers education and training... * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Fourth - Which college offers education and training...	Baker College		1		1
	Central Michigan University		1	1	2
	Henry Ford Community College	2			2
	Macomb Community College	1	1		2
	Michigan State University	4	1	2	7
	Oakland Community College		1		1
	Schoolcraft College	1		2	3
	Washtenaw Community College	1			1
	Other	2	5	2	9
Total		11	10	7	28

Oakland Community College
HOS Industry Opinion Poll
Fall 2002

Crosstabs

Q.1: Other School - Which college offers education and training... * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other		114	59	83	256
School -	Career Prep Center (high school program part of the Warren Consolidated Schools)	1			1
Which college offers education and training...	Clarkston H.S.	1			1
	Cleary College	1			1
	Davenport University		1		1
	Eastern Michigan University	2	14	8	24
	Madonna University		2		2
	Mott Community College	3		1	4
	Northwood University			1	1
	Oakland University	8	15	6	29
	One of the University of Michigan campuses	1			1
	Sienna Heights College			1	1
	Southeast Vocational Center	1			1
	Troy High School district	1			1
	University of Detroit-Mercy	1		1	2
	University of Michigan	1	4	4	9
	Vocational schools			1	1
	Vo-Tech (Pontiac School System)	1			1
	Walsh College			1	1
	Wayne County Community College	2	1		3
	Wayne State University	1	4	2	7
	WCC	1			1
	Western Michigan University		2		2
Total		140	102	109	351

Crosstabs

Q.1: Other School - Which college offers education and training... (if 2 schools mentioned under "other") * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other		137	89	104	330
School -	Baker College- Novi		1		1
Which college offers	Eastern Michigan University			1	1
education and training... (if 2 schools mentioned under "other")	Grand Valley State		1		1
	Northwood University		1		1
	Oakland University	1	1	1	3
	Sienna Heights College			1	1
	University of Michigan	1	3	2	6
	University of Michigan-Flint		1		1
	Wayne County Community College		1		1
	Wayne State University	1	3		4
	Western Michigan University		1		1
Total		140	102	109	351

Crosstabs

.1: Other School - Which college offers education and training... (if 3 schools mentioned under "other") * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.1: Other School -		139	100	109	348
Which college offers	Detroit Mercy		1		1
education and training... (if 3 schools mentioned under "other")	OTC-R.O.Campus	1			1
	Wayne State University		1		1
Total		140	102	109	351

Crosstabs

Q.2: Which school has the highest quality program? * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.2: Which school has the highest quality program?	Central Michigan University		1		1
	Henry Ford Community College	1		1	2
	Macomb Community College	3	2	1	6
	Michigan State University	2	21	12	35
	Oakland Community College	9	2	4	15
	Schoolcraft College	46		14	60
	Washtenaw Community College	1		1	2
	Other	4	9	5	18
	Don't Know	14	12	11	37
Total		80	47	49	176

Crosstabs

Q.2: Other school listed as having highest quality program. * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.2: Other school listed as having highest quality program.	Eastern Michigan University	136	93	104	333
	Northwood University		2	1	3
	Oakland University	1	1		1
	University of Detroit-Mercy	1	3	1	5
	University of Michigan		1		1
	Walsh College		2	2	4
	Wayne State University		1	1	1
	WCC	1			1
Total		140	102	109	351

Crosstabs

Q.3: Does this school have a high quality program? * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.3: Does this school have a high quality program?	No	2	1	2	5
	Yes	17	11	16	44
	Don't Know	6	7	6	19
Total		25	19	24	68

Type of Survey: Culinary Arts

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training...

Count		Q.1: First - Which college offers education and training...				Total
		Baker	OCC	Schoolcraft	Other	
Q.3: Does this school have a high quality program?	No		1	1		2
	Yes	1	6	5	4	16
	Don't Know		3	3		6
	Total	1	10	9	4	24

Note: This question was asked if respondent was only aware of one school.

Type of Survey: Hotel/Motel Management

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training...

Count		Q.1: First - Which college offers education and training...					Total
		Lansing Comm. Coll	Michigan State	OCC	Schoolcraft	Other	
Q.3: Does this school have a high quality program?	No					1	1
	Yes		8	1	1	1	11
	Don't Know	1	3			3	7
Total		1	11	1	1	5	19

Note: This question was asked if respondent was only aware of one school.

Type of Survey: Restaurant Management

Q.3: Does this school have a high quality program? * Q.1: First - Which college offers education and training...

Count

		Q.1: First - Which college offers education and training...						Total
		Henry Ford Comm. Coll.	Macomb Comm. Coll.	Michigan State	OCC	Schoolcraft	Other	
Q.3: Does this school have a high quality program?	No			7	1			1
	Yes	1	1	2	4	3		16
	Don't Know			2	2	1	1	6
Total		1	1	9	7	4	1	23

Note: This question was asked if respondent was only aware of one school.

Crosstabs

Q.5: Did you know that OCC offers courses in Culinary Arts? * Type of Survey Crosstabulation

Count

		Type of Survey	Total
		Culinary Arts	
Q.5: Did you know that OCC offers courses in Culinary Arts?	No	40	40
	Yes	23	23
Total		63	63

Crosstabs

Q.6: Did you know that OCC offers courses in Baking and Pastry Arts? * Type of Survey Crosstabulation

Count

		Type of Survey	Total
		Culinary Arts	
Q.6: Did you know that OCC offers courses in Baking and Pastry Arts?	No	45	45
	Yes	18	18
Total		63	63

Crosstabs

Q.5: Did you know that OCC offers courses in Hotel/Motel Management? * Type of Survey Crosstabulation

Count

		Type of Survey	
		Hotel/Motel Management	Total
Q.5: Did you know that OCC offers courses in Hotel/Motel Management?	No	65	65
	Yes	14	14
Total		79	79

Crosstabs

Q.5: Did you know that OCC offers courses in Restaurant Management? * Type of Survey Crosstabulation

Count

		Type of Survey	
		Restaurant Management	Total
Q.5: Did you know that OCC offers courses in Restaurant Management?	No	51	51
	Yes	19	19
	Don't Know	1	1
Total		71	71

Total Awareness (Unaided + Aided) of OCC Hospitality Programs

Total Awareness (Unaided Awareness + Aided Awareness) of OCC's Program * Type of Survey Crosstabulation

Count

		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Total Awareness (Unaided Awareness + Aided Awareness) of OCC's Program	Not Aware	39	66	53	158
	Aware	101	36	56	193
Total		140	102	109	351

Crosstabs

Q.7a: Reputation of College - Rating * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7a: Reputation of College - Rating	Slightly below average	6	4	6	16
	Slightly above average	53	12	23	88
	Far above average	9	6	5	20
	Don't know	9	4	4	17
Total		77	26	38	141

Crosstabs

Q.7b: Reputation of Faculty - Rating * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7b: Reputation of Faculty - Rating	Slightly below average	5	2	6	13
	Slightly above average	44	8	14	66
	Far above average	9	5	1	15
	Don't know	19	11	15	45
Total		77	26	36	139

Crosstabs

Q.7c: Quality of Program - Rating * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7c: Quality of Program - Rating	Slightly below average	6	2	7	15
	Slightly above average	50	14	19	83
	Far above average	8	2	4	14
	Don't know	13	8	7	28
Total		77	26	37	140

Crosstabs

Q.7d: Reputation of Program - Rating * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7d: Reputation of Program - Rating	Slightly below average	7	4	7	18
	Slightly above average	37	13	17	67
	Far above average	15	1	3	19
	Don't know	18	8	10	36
Total		77	26	37	140

Crosstabs

Q.7e: Skill level of graduates - Rating * Type of Survey Crosstabulation

Count		Type of Survey			Total
		Culinary Arts	Hotel/Motel Management	Restaurant Management	
Q.7e: Skill level of graduates - Rating	Slightly below average	4	4	4	12
	Slightly above average	39	12	15	66
	Far above average	8	2	3	13
	Don't know	26	8	15	49
Total		77	26	37	140

Means

Report

Type of Survey		Q.7a: Reputation of College - Rating	Q.7b: Reputation of Faculty - Rating	Q.7c: Quality of Program - Rating	Q.7d: Reputation of Program - Rating	Q.7e: Skill level of graduates - Rating
Culinary Arts	Mean	3.04	3.07	3.03	3.14	3.08
	N	68	58	64	59	51
	Std. Deviation	.471	.491	.470	.601	.483
Hotel/Motel Management	Mean	3.09	3.20	3.00	2.83	2.89
	N	22	15	18	18	18
	Std. Deviation	.684	.676	.485	.514	.583
Restaurant Management	Mean	2.97	2.76	2.90	2.85	2.95
	N	34	21	30	27	22
	Std. Deviation	.577	.539	.607	.602	.575
Total	Mean	3.03	3.02	2.99	3.01	3.01
	N	124	94	112	104	91
	Std. Deviation	.540	.548	.511	.599	.527

Open-Ended Responses

Job Title

Culinary		Hotel/Motel		Restaurant	
Owner	24	General Manager	30	Restaurant Manager	37
Kitchen Manager	16	Manager	24	Manager	25
Head Chef	15	Assistant General Manager	7	General Manager	11
Chef	14	Assistant Manager	6	Assistant Manager	5
Catering Manager	12	Owner	6	Owner	5
Executive Chef	9	Front Desk Manager	5	Food & Beverage Director	2
Head Caterer	6	Director of Operations	2	Manager & Head Chef	2
Manager	4	Front Desk Supervisor	2	Owner/ Manager	2
General Manager	3	Guest Services Supervisor	2	Kitchen Manager	1
Caterer	2	Owner/ Manager	2	Kitchen Manager/Chef	1
Head Cook	2	Chief Concierge	1	Manager & Head Cook	1
Manager and Head Chef	2	Controller	1	Manager/Chef	1
Owner & Chef	2	Director of Sales	1	Manager/Cook	1
Restaurant & Kitchen Manager	2	Director Sales/Mktg.	1	Owner/Manager	1
Restaurant Manager	2	Food & Beverage Director	1	Owner Manager & Head Chef	1
Assistant Chef	1	Front desk manager	1	Owner/ Restaurant Manager	1
Assistant Manager	1	Front Office Manager	1	Owner/Chef	1
Assistant Manager/Cook	1	Head Desk Clerk/Supv	1	Owner/Head Cook	1
Auxilliary Chef	1	Inn Keeper	1	Owner/Manager/Head Cook	1
Catering Head	1	Operating Supervisor	1	Owner/Manager/Secretary	1
Cook	1	Owner/ General Manager	1	President Dama Corp	1
Executive Chef and Manager	1	Property Manager	1	Restaurant & Kitchen Manager	1
Executive Chef and Partner	1	Proprietor	1	Restaurant Assistant Manager	1
Executive Sous Chef	1	Regional Manager	1	Restaurant Manager & Chief Cook	1
Food & Beverage Director	1	Sales Manager	1	Restaurant Manager & Head Chef	1
Head Chef/Kitchen Manager	1	Supervisor	1	Restaurant Manager Executive Chef/Owner	1
Kitchen Manager/Chef	1			Restaurant Manager/Chef	1
Maintenance Cook	1			Training Manager	1
Manager & Chef	1				
Manager & Chief Cook	1				
Manager & Cook	1				
Manager and Head Cook	1				
Manager and Head of Kitchen	1				
Owner, Head Cook	1				
Owner, Manager, Executive Chef	1				
Owner/ Manager/ Head Cook	1				
Prep Cook	1				
Second Chef	1				
Training Manager	1				
Vice President	1				

Verbatim Responses: Why do you think this school has a high quality Culinary Arts program? (Top Schools)

OCC

Personal Experience with Program:

- Because I went there. I chose their program over the others, because it's the best.
- I went there and know the program.
- I went there. They have a really good program, both academically and hands-on. Their chefs help to implement the apprentice program.
- Some of my family members have been through the program and they are very successful chefs.

Experience with Graduates of Program:

- Even though my partner and I both went to Washtenaw Community College, I think that the kids coming out of OCC are the best right now. I've got one working for me, and he's good.
- I've had good hires from there. They've had a lot of hands-on experience.

Other Reasons:

- Because I've heard a lot more about them.
- Appreciated opportunity to speak re OCC; plans to complete Master's here, feels it's better than Schoolcraft, covers many recipes/entrees daily, offers excellent meals, low prices; has American Culinary Federation instructors.
- OCC is a larger school.

Schoolcraft

Personal Experience With Program:

- Because I went there and a lot of my friends did.
- I went there and a lot of their graduates find good jobs.
- I've taken a course there and was impressed with their program.
- I've taken classes there.
- They have the best reputation. I may be prejudiced; I got my training there.

Experience with Graduates of Program:

- Due to his experience with its graduates.
- Excellent chefs come from there; very reputable.
- From his experience, working with their grads-all were high-quality individuals.
- Has a better reputation. Have had one of their grads.
- It's more of a professionally oriented program. Several employees from their program and their skills are vastly better.

- Its students are typically highly qualified. However, he has had good students from other community colleges as well as poor graduates. He said it is variable depending on character of the person.
- I've dealt with employees from their program. They seem to be the most prepared. Seems to be more hands-on training.
- Know several people who attended this school. They are well qualified.
- Know some chefs there that are really good.
- They're the people I know; I've worked with them.
- They've turned out some of the nation's leading chefs. They have a great reputation.
- You have to do it all there. I've known many of their grads - been in the business for 27 yrs. They teach the skills needed for both the kitchen and the floor.

Reputation/Awards

- (MSU is noted for its managerial program and) Schoolcraft for its Culinary Arts program -- it is a hands-on training for students and is run by reputable chefs.
- Chef reads, keeps up with articles written about Schoolcraft and student awards, and hears about it in the industry. He has also hired Schoolcraft students.
- From what I've heard over the past 25 years.
- I just hear good things about the program.
- I went to OCC but some of my friends went to Schoolcraft which sounds like a better program. I went to OCC in the early 80's...
- I'm just assuming that they have better program because I think they're bigger.
- It has a good reputation.
- It has a great program and they have an excellent reputation.
- It is the most renowned program around here.
- It's hard to get into. It's considered one of the best programs you can take.
- It's just known for that. There's a wait to get in their program.
- It's the best in the country, all of the hands-on experience; the classes and professors are excellent.
- I've just heard they do. I really have nothing to base it on.
- No definitive reason; they seem to be more specialized, with a broader range.
- They attract students from all over.
- They have a lot more outreach. They do a lot of presentations.
- Via reputation, manager is familiar with, and has had occasional dealings with a chef at Schoolcraft.
- Compete in National Contests and fare well. Has worked with students from both. Schoolcraft students seem better prepared for the work world.

Master Chefs as Instructors:

- Has 3 Master Chef instructors: Joe Decker-pastry, Milos- executive chef, Mr. Uluva-ice sculptor. Culinary team won 2 gold medals.
- Most of its instructors are master chefs. Its students are well-rounded, better educated. Whereas OCC offers more of an "apprenticeship" type of program.

- Small program, selective admission, good student to chef ratio, master chefs on staff.
- The number of master chefs they have; the demand for that place is really high
- The teaching staff includes master chefs
- They have 4 master chefs. They are setting up a new \$26 million program with a state-of-the-art kitchen.
- They have four master chefs on staff. Besides, I went to school there.
- They have high-quality chefs teaching there.
- They have master chefs in their program. I also went there.
- They have the highest ratio of certified master chefs per student.
- They have the most master chefs working in their program. I've worked with several kids from there.

Verbatim Responses: Why do you think this school has a high quality Hotel/Motel Management program? (Only responses for Michigan State are listed -- 45% of respondents said that it had the best Hotel/Motel Management program. OCC and Macomb Community College tied as distant second, with only 2 responses each.)

Michigan State University

Experience with Graduates of Program:

- Has had a recent hire from MSU; MSU's program focus is on everything related to hospitality, all of the finer details (not just finance). It is very well rounded.
- He's had great candidates and has visited MSU campus and its facilities.
- It brings out good people w/ a lot of experience.
- It's a large program in force for many years now; many of her recruits are from MSU.
- Their reputation is good. We've had some graduates here, and they have worked out well.
- They've had "good hires" from MSU.

Reputation/Quality of Program:

- He has heard that MSU has a great program.
- It is a "highly regarded" program.
- It is a larger school. It is part of the business school at MSU. The students learn business/mgt. skills, organizational and multi-tasking skills. MSU hosts extracurricular activities.
- It is extensive. The programs have been in place for many years. They are hospitable and most knowledgeable.
- It's been established for years. Professors helped develop program. Internationally known.
- MSU has a high quality program-excellent value for the money; focused in a single area & covers every aspect of hospitality.
- MSU has famous successful alumni, who support the school. Its program features fine classes, professors, speakers; program is upgraded. MSU is rated number 4 in the country.
- MSU is celebrating its 75th year in hospitality and their program is second in the nation.
- Second-best university in Michigan. MSU's students rate the program highly. Its graduates' job prospects are good.
- Widely known for its "good program" -- the third best in the country.
- MSU has a specific school for Hotel/Motel/Rest. Mgt.; MSU owns a hotel and banquet center on site (for training purposes of its students).
- Nationally renown. Amounts graduates coming out. Money going in. Heard a lot about programs from graduates.
- Noted for its fine reputation.
- Ranked 4th (top) in country; other schools (his) received course studies written by MSU professors at MSU, also.
- World renown. Known for hospitality guest services. The teachers are in industry, teaching from own experiences. Took classes - have degree in culinary!

Verbatim Responses: Why do you think this school has a high quality Restaurant Management program?

Oakland Community College

- It's more oriented to our local area. I've hired some of their grads.
- I've heard more about them. They have a lot of food shows. A lot of chefs in our area are OCC grads.
- Just from what I hear. Their grads are hired by restaurants in the area.
- Facility has OCC employees. Instructors seem to do a lot of concentrated work on a one-to-one basis with the students.

Schoolcraft

Personal Experience with Program

- They specialize in it. I sent my son there. Hands-on work. Terrific instructors.

Experience with Graduates of Program

- He's had contact with several of its students.
- I've dealt w/ employees from their program. They seem to be the most prepared. Seems to be more hands-on training.
- I've heard and seen a lot of good chefs from there.
- I've known many of their grads. Been in the business for 27 years. They teach skills needed for both the kitchen and the floor.
- It's more of a professionally oriented program. I've had several employees from their program. Their skills are vastly better.

Reputation/Quality of Program

- It is more thorough and more extensive.
- Really focuses on mgt and all aspects.
- Better teachers!
- The quality of the instructors. Their commitment to providing a solid foundation.
- From what I've heard in the industry. When we need employees, we call Schoolcraft.
- Reputation.
- They have a lot more outreach. They do a lot of presentations.
- It has been around the longest.

Michigan State

Personal Experience with Program

- He graduated from MSU 15 years ago; it was the best in the country.
- I went there and supposedly it's rated in the top 10 in the US.

- They're rated # 2 in the nation in their hospitality program; I have been associated with it, and they're very thorough.
- They have the biggest program; I'm not just being partial to my own school.

Experience with Graduates of Program

- I've known many people out of both programs. Those coming out of State seem much better trained. More hands-on experience.
- Their grads seem to be a little more prepared.

Reputation/Quality of Program

- Mgr. has researched schools. MSU has one of the best hospitality/business programs in the country.
- MSU has the student-operated "Kellogg Ctr." Instructors have achieved national acclaim. The best school for this program.
- The curriculum is more in depth.
- The diversity. Many areas of focus. Internship program. Have a hotel on campus for hands-on training. 4-year degree provides for well-rounded training.
- They have a very specific program and they have an on-campus restaurant where the students have to train.
- It's a bigger college; they have more to offer.

Appendix A:
Hospitality Industry Opinion Poll Questionnaires

A

Survey Number _____ 40

2002 Hospitality Industry Awareness Survey – Culinary Arts

Place Label here

Interviewer Name: _____

Date: _____

(If calling a catering service) Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. May I please speak with the head caterer?

We're conducting a study to assess the hospitality industry, specifically culinary and bakery arts. I have a few brief questions that I would like to get your opinion on regarding culinary and bakery arts. For your information, this call may be monitored for training purposes.

May I have your name: _____

May I have your title: _____

(UNAIDED AWARENESS AND IMAGE QUESTIONS)

1. Can you tell me which local colleges or schools in Southeast Michigan offer education and training specifically in the culinary or baking fields? **(Interviewer: Don't read list. Simply record all responses mentioned IN ORDER THEY WERE MENTIONED. For example, if Schoolcraft College was mentioned first, place a "1" in "ranking", if Monroe County Community College was mentioned second, place a "2" in "ranking", etc.)**

<u>Ranking</u>	<u>College</u>
___	Baker College – Campus: _____
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Lansing Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other _____
___	Other _____
___	Other _____
88	Don't know (Interviewer: Go to question # 5 on page 5, and include Introductory Statement)

Interviewer:
Please Note
Response on
Worksheet also.

Interviewer: If only ONE school is mentioned, skip to question # 3 on page 4.

2. **(Interviewer: If more than one school was mentioned in Question #1, ask:)** In your opinion, which one of the schools that you just mentioned has the highest quality program in Culinary Arts and/or Baking? **(Interviewer: Remind them of which colleges they mentioned. Select only one.)**

Select Only ONE

College

Baker College – Campus: _____

Central Michigan University

Ferris State University

Henry Ford Community College

Lansing Community College

Macomb Community College

Michigan State University

Monroe Community College

Oakland Community College

Schoolcraft College

Washtenaw Community College

Other _____

Other _____

Other _____

88

Don't know **(Interviewer: Go to question # 5 on page 5, and include Introductory Statement)**

<p>Interviewer: Please Note Response on Worksheet also.</p>

(Interviewer: Unless respondent answered "Don't Know" to Question 2, skip to Question 4 on page 4.)

3. *(Interviewer: If only one school was mentioned, ask:)* Does this school have a high quality program?

0 No *(Interviewer: Skip to question 5 on page 5, unless OCC was the only school mentioned. If OCC only school mentioned, thank and end interview)*

1 Yes *(Interviewer: Continue to Question 4.)*

88 Don't Know *(Interviewer: Skip to Question 5 on page 5.)*

99 Missing

4. Why do you think this school has a high quality Culinary and/or Baking program?
Interviewer: Probe for as much detail as possible.

88 Don't know/indifferent

Interviewer: Refer to Worksheet. If OCC is the only school mentioned, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #7 on page 6 . If OCC was NOT mentioned, continue with question # 5.)

(AIDED AWARENESS AND IMAGE QUESTIONS)

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #7 on page 6 . If OCC was NOT mentioned, continue with question # 5.)

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

5. Did you know that OCC offers courses in Culinary Arts?

- 0 No
- 1 Yes
- 88 ***Don't Know***
- 99 ***Missing***

6. Did you know that OCC offers courses in Baking and Pastry Arts?

- 0 No
- 1 Yes
- 88 ***Don't Know***
- 99 ***Missing***

Interviewer: If respondent answered NO to both questions # 5 AND 6, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

Interviewer: Refer to worksheet. If respondent answered "Don't Know" to Question 1, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

7. *(Interviewer: Refer to worksheet. Remind respondents of the schools they mentioned earlier)* Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider Oakland Community College to be **far below average**, **slightly below average**, **slightly above average**, or **far above average** on the following items: *(interviewer: please read choices except gray areas)*

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read) Don't Know</i>	<i>(don't read) Missing</i>
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program	1	2	3	4	88	99
d.	Reputation of Culinary and/or Bakery Program	1	2	3	4	88	99
e.	Skill-level of graduates	1	2	3	4	88	99

That's all the questions that I have for today. I'd like to thank you very much for your time.

Survey Number _____

2002 Hospitality Industry Awareness and Image Survey – Hotel/Motel Management

Interviewer Name: _____

Date: _____

(If calling the hotel/motel directly) Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. May I please speak with the hotel manager?

We're conducting a study to assess the hospitality industry, specifically hotel/motel management. I have a few brief questions that I would like to get your opinion on regarding hotel management. For your information, this call may be monitored for training purposes.

May I have your name: _____

May I have your title: _____

(UNAIDED AWARENESS AND IMAGE QUESTIONS)

8. Can you tell me which local colleges or schools in Southeast Michigan offer education and training specifically in hotel/motel management? **(Interviewer: Don't read list. Simply record all responses mentioned IN ORDER THEY WERE MENTIONED. For example, if Schoolcraft College was mentioned first, place a "1" in "ranking", if Monroe Community College was mentioned second, place a "2" in "ranking", etc.)**

<u>Ranking</u>	<u>College</u>
___	Baker College of Owosso
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Lansing Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other _____
___	Other _____
___	Other _____
88	Don't know (Interviewer: Go to question # 5 on page 5, and include Introductory Statement)

Interviewer:
Please Note
Response on
Worksheet also.

Interviewer: If only ONE school is mentioned, skip to question # 3 on page 4.

9. **(Interviewer: If more than one school mentioned in Question #1, ask:)** In your opinion, which one of the schools that you just mentioned has the highest quality program in Hotel Management and/or Motel Management? **(Interviewer: Remind them of which colleges they mentioned.)**

Select Only ONE

College

Baker College of Owosso

Central Michigan University

Ferris State University

Henry Ford Community College

Lansing Community College

Macomb Community College

Michigan State University

Monroe Community College

Oakland Community College

Schoolcraft College

Washtenaw Community College

Other _____

Other _____

Other _____

88

Don't know **(Interviewer: Go to question # 5 on page 5, and include Introductory Statement)**

<p>Interviewer: Please Note Response on Worksheet also.</p>

(Interviewer: Unless respondent answered "Don't Know" to Question 2, skip to Question 4 on page 4.)

10. *(Interviewer: If only one school mentioned, ask:)* Does this school have a high quality program?

0 No *(Interviewer: Skip to question 5 on page 5, unless OCC was the only school mentioned. If OCC only school mentioned, thank and end interview)*

1 Yes *(Interviewer: Continue to Question 4.)*

88 Don't Know *(Interviewer: Skip to Question 5 on page 5.)*

99 Missing

11. Why do you think this school has a high quality Hotel/Motel Management program?
Interviewer: Probe for as much detail as possible.

88 Don't know/indifferent

Interviewer: Refer to Worksheet. If OCC is the only school mentioned, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #6 on page 6. If OCC was NOT mentioned, continue with question # 5 on page 5.)

(AIDED AWARENESS AND IMAGE QUESTIONS)

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #6 on page 6. If OCC was NOT mentioned, continue with question # 5 on page 5.)

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

12. Did you know that OCC offers courses in Hotel/Motel Management?

- 0** No ***(Interviewer: Thank and end interview.)***
- 1** Yes
- 88** ***Don't Know***
- 99** ***Missing***

Interviewer: Refer to worksheet. If respondent answered "Don't Know" to Questions 1, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

13. (*Interviewer: Refer to worksheet. Remind respondent of the schools they mentioned earlier*) Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider Oakland Community College to be far below average, slightly below average, slightly above average, or far above average on the following items: (*interviewer: please read choices except gray areas*)

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	(don't read) Don't Know	(don't read) Missing
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99
e.	Skill-level of graduates	1	2	3	4	88	99

That's all the questions that I have for today. I'd like to thank you very much for your time.

Survey Number _____

2002 Hospitality Industry Awareness and Image Survey – Restaurant Management

Interviewer Name: _____

Date: _____

(If calling the restaurant directly) Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. May I please speak with the restaurant manager? *(Interviewer: If Manager is unavailable, Ask:) May I please speak with the head chef on duty?*

(If calling a hotel) Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. May I please speak with the manager of the hotel restaurant? *(Interviewer: If Manager is unavailable, Ask:) May I please speak with the head chef on duty?*

(If calling a golf course) Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. Does your establishment have a restaurant?

- 0 No *(Interviewer: Thank and end interview.)*
- 1 Yes *(Interviewer: Ask:) May I please speak with the restaurant manager? (Interviewer: If the Manager is unavailable, Ask:) May I please speak with the head chef on duty?*

We're conducting a study to assess the hospitality industry, specifically restaurant management. I have a few brief questions that I would like to get your opinion on regarding restaurant management. For your information, this call may be monitored for training purposes.

May I have your name: _____

May I have your title: _____

(UNAIDED AWARENESS AND IMAGE QUESTIONS)

14. Can you tell me which local colleges or schools in Southeast Michigan offer education and training specifically in restaurant management? **(Interviewer: Don't read list. Simply record all responses mentioned IN ORDER THEY WERE MENTIONED. For example, if Schoolcraft College was mentioned first, place a "1" in "ranking", if Monroe County Community College was mentioned second, place a "2" in "ranking", etc.)**

<u>Ranking</u>	<u>College</u>
___	Baker College of Owosso
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Lansing Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other _____
___	Other _____
___	Other _____
88	Don't know (Interviewer: Go to question # 5 on page 5, and include Introductory Statement)

<p>Interviewer: Please Note Response on Worksheet also.</p>

Interviewer: If only ONE school is mentioned, skip to question # 3 on page 4.

15. **(Interviewer: If more than one school mentioned in Question #1, ask:)** In your opinion, which one of the schools that you just mentioned has the highest quality Restaurant Management program? **(Interviewer: Remind them of which colleges they mentioned.)**

Select Only ONE

- | <u>Select Only ONE</u> | <u>College</u> |
|------------------------|---|
| ___ | Baker College of Owosso |
| ___ | Central Michigan University |
| ___ | Ferris State University |
| ___ | Henry Ford Community College |
| ___ | Lansing Community College |
| ___ | Macomb Community College |
| ___ | Michigan State University |
| ___ | Monroe Community College |
| ___ | Oakland Community College |
| ___ | Schoolcraft College |
| ___ | Washtenaw Community College |
| ___ | Other _____ |
| ___ | Other _____ |
| ___ | Other _____ |
| 88 | Don't know (Interviewer: Go to question # 5 on page 5, and include Introductory Statement) |

Interviewer:
Please Note
Response on
Worksheet also.

(Interviewer: Unless respondent answered "Don't Know" to Question 2, skip to Question 4 on page 4.)

16. *(Interviewer: If only one school mentioned, ask:)* Does this school have a high quality program?

0 No *(Interviewer: Skip to question 5 on page 5, unless OCC was the only school mentioned. If OCC only school mentioned, SEE BOX BELOW.)*

1 Yes *(Interviewer: Continue to Question 4.)*

88 Don't Know *(Interviewer: Skip to Question 5 on page 5.)*

99 Missing

17. Why do you think this school has a high quality Restaurant Management program?
Interviewer: Probe for as much detail as possible.

88 Don't know/indifferent

Interviewer: Refer to Worksheet. If OCC is the only school mentioned, thank and request head chef on duty. Thank you for completing this portion of the survey. Now may I please speak to your head chef on duty?

If available, skip to section 2 Culinary Arts page 7 .

If unavailable, ask when would be a good time to call back? record time

_____ I'd like to thank you very much for your time.

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #6 on page 6. If OCC was NOT mentioned, continue with question # 5 on page 5.)

(AIDED AWARENESS AND IMAGE QUESTIONS)

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #6 on page 6. If OCC was NOT mentioned, continue with question # 5 on page 5.)

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

18. Did you know that OCC offers courses in Restaurant Management?

- 0 No ***(Interviewer: See Box Below)***
- 1 Yes
- 88 ***Don't Know***
- 99 ***Missing***

Interviewer: If respondent answered NO to question # 5, thank and request head chef on duty.

Interviewer: Refer to Worksheet. If respondent answered "Don't Know" to Question 1, thank and request head chef on duty.

Thank you for completing this portion of the survey. Now may I please speak to your head chef on duty?

If available, skip to section 2 Culinary Arts page 7.

If unavailable, ask when would be a good time to call back? record time

_____ I'd like to thank you very much for your time.

19. **(Interviewer: Refer to worksheet. Remind respondent of the schools they mentioned earlier)** Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider Oakland Community College to be **far below average, slightly below average, slightly above average, or far above average** on the following items: **(interviewer: please read choices except gray areas)**

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	(don't read) Don't Know	(don't read) Missing
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program	1	2	3	4	88	99
d.	Reputation of Restaurant Management Program	1	2	3	4	88	99
e.	Skill-level of graduates	1	2	3	4	88	99

Thank you for completing this portion of the survey. Now may I please speak to your head chef on duty?

If available, skip to section 2 Culinary Arts on page 7 .

If unavailable, ask when would be a good time to call back? record time

_____ I'd like to thank you very much for your time.

Section Two Culinary Arts

Hello, my name is _____ We're conducting a study at the Oakland Center for Social Research to assess the hospitality industry, specifically culinary and bakery arts. I have a few brief questions that I would like to get your opinion on regarding culinary and bakery arts. For your information, this call may be monitored for training purposes.

May I have your name: _____

May I have your title: _____

(UNAIDED AWARENESS AND IMAGE QUESTIONS)

1. Can you tell me which local colleges or schools in Southeast Michigan offer education and training specifically in the culinary or baking fields? **(Interviewer: Don't read list. Simply record all responses mentioned IN ORDER THEY WERE MENTIONED. For example, if Schoolcraft College was mentioned first, place a "1" in "ranking", if Monroe County Community College was mentioned second, place a "2" in "ranking", etc.)**

<u>Ranking</u>	<u>College</u>
___	Baker College of Owosso
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Lansing Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other _____
___	Other _____
___	Other _____
88	Don't know (Interviewer: Go to question # 5 on page 11, and include Introductory Statement)

Interviewer:
Please Note
Response on
Worksheet also.

Interviewer: If only ONE school is mentioned, skip to question # 3 on page 10.

2. **(Interviewer: If more than one school was mentioned in Question #1, ask:) In your opinion, which one of the schools that you just mentioned has the highest quality program in Culinary Arts and/or Baking? (Interviewer: Remind them of which colleges they mentioned. Select only one.)**

Select Only ONE

College

Baker College of Owosso

Central Michigan University

Ferris State University

Henry Ford Community College

Lansing Community College

Macomb Community College

Michigan State University

Monroe Community College

Oakland Community College

Schoolcraft College

Washtenaw Community College

Other _____

Other _____

Other _____

88

Don't know **(Interviewer: Go to question # 5 on page 11, and include Introductory Statement)**

<p>Interviewer: Please Note Response on Worksheet also.</p>

(Interviewer: Unless respondent answered "Don't Know" to Question 2, skip to Question 4 on page 10.)

3. **(Interviewer: If only one school was mentioned, ask:)** Does this school have a high quality program?

0 No **(Interviewer: Skip to question 5 on page 11, unless OCC was the only school mentioned. If OCC only school mentioned, thank and end interview)**

1 Yes **(Interviewer: Continue to Question 4.)**

88 **Don't Know (Interviewer: Skip to Question 5 on page 11.)**

99 **Missing**

4. Why do you think this school has a high quality Culinary and/or Baking program?
Interviewer: Probe for as much detail as possible.

88 Don't know/indifferent

Interviewer: Refer to Worksheet. If OCC is the only school mentioned, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #7 on page 12 . If OCC was NOT mentioned, continue with question # 5.)

(AIDED AWARENESS AND IMAGE QUESTIONS)

(Interviewer: Refer to worksheet. If OCC and at least one other school was mentioned, skip to question #7 on page 12 . If OCC was NOT mentioned, continue with question # 5.)

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

5. Did you know that OCC offers courses in Culinary Arts?

- 0 No
- 1 Yes
- 88 ***Don't Know***
- 99 ***Missing***

6. Did you know that OCC offers courses in Baking and Pastry Arts?

- 0 No
- 1 Yes
- 88 ***Don't Know***
- 99 ***Missing***

Interviewer: Refer to worksheet. If respondent answered NO to both questions # 5 AND 6, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

Interviewer: Refer to worksheet. If respondent answered "Don't Know" to Question 1, thank and end interview. That's all the questions that I have for today. I'd like to thank you very much for your time.

7. *(Interviewer: Refer to worksheet. Remind respondents of the schools they mentioned earlier)* Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider Oakland Community College to be far below average, slightly below average, slightly above average, or far above average on the following items: *(interviewer: please read choices except gray areas)*

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read) Don't Know</i>	<i>(don't read) Missing</i>
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program	1	2	3	4	88	99
d.	Reputation of Culinary and/or Bakery Program	1	2	3	4	88	99
e.	Skill-level of graduates	1	2	3	4	88	99

That's all the questions that I have for today. I'd like to thank you very much for your time.