

# Program Review

## Executive Summary

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### School of Business & Hospitality

Majors Reviewed:

- *Baking and Pastry Arts (BK), A.A.S.*

June 2013

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**Pennsylvania  
College of  
Technology**

PENNSTATE



The Baking and Pastry Arts program is a mission-driven program that is also tied to the College's mission and goals. The ACFEFAC accredited program holds a strong competitive position in comparison to the other regional baking and pastry programs.

The program's students have higher GPAs, experience higher retention rates and graduation rates than students in the other hospitality programs. However, this self-study also indicates that their placement rates and average salaries are lower when compared to other hospitality programs and the College averages. Enrollment in the program is strong and has shown steady growth over the last seven years. These findings support the recent decision to permit further growth in the program by allowing the admission of additional groups of students each year to help satisfy the student demand for the program. Laboratory renovations that are currently underway will help facilitate this growth as will the addition of a new faculty member. By adopting a strategy of planned growth, the program will be able to maintain the quality outcomes that are indicated by the present study.

While the future of the Baking and Pastry program appears to be bright, the present study indicates there are a number of issues that need to be addressed. The curriculum needs to be reviewed in light of changes to the Culinary core and the changing needs of the industry. Further, opportunities to develop the baking lab and utilize facilities more fully during the slower times of the year exist. Capitalizing on these opportunities should serve to improve the program and the other hospitality related programs. Continued management of student enrollment is necessary given the program's increased capacity. By attending to these challenges and taking advantage of the existing opportunities, the program should continue to enjoy the level of success that it has seen in recent years.