**Professional Baking Program Advisory Committee Work Plan**

**2012-13**

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| **Annual Goal Area** | **Strategies** | **Timeline** | **Advisory Committee Member Participation** |
| **CURRICULUM**  Goal(s): Update some areas of curriculum within the lab sections. | Request instructors to review and update formulas, benchmark skills if necessary | Spring 2013 | Discuss with committee |
| **FACILITIES & EQUIPMENT Goals(s):** |  |  |  |
| Review the age and condition of current equipment as well as new equipment needs**.** | Review history of repairs and breakdowns.  Recommend new or replacement equipment based on review. | Summer 2013 |  |
| **INSTRUCTIONAL QUALITY & EFFECTIVENESS**  Goal(s): Continue to develop new products for sale in retail store. Discontinue poor selling items**.** | Provide input into students research and development of new products for sale. | Ongoing | Recommendations |
| **INSTRUCTIONAL AND LEARNING EXPERIENCES**  Goal(s): To make bakeries in Portland aware that Clark has a competitive baking program. | Visit bakeshops throughout Portland/Vancouver area | Ongoing | Encourage committee members to “spread the word” about our program |
| **MARKETING/PUBLIC RELATIONS**  **Goal(s):** |  |  |  |
| Provide advisory committee support for proposed recommendations by the Culinary Task Force. | Provide information or provide support for the proposed changes recommended for the Culinary Arts program. | Summer 2013 | All |
| Develop a plan to support and implement changes to the Professional Baking program depending upon the outcome of the Culinary Task Force recommendations. |  | Summer 2013 | All |
| Determine testimonials to be used on website and other program publication relation materials. | Identify alumni and or current students to provide testimonials for the program. |  |  |
| Work with Communications and Marketing to provide link to bakery item list from the current program website page. |  | Summer 2013 |  |