



New Program Proposal

The following must be submitted to complete a new program request:

Submission Checklist:

- ☒ New Program Proposal
- ☒ Business Plan (<https://www.ache.edu/index.php/forms/>)
- ☒ Undergraduate or Graduate Curriculum Plan (<https://www.ache.edu/index.php/forms/>)

Primary Contact Information

Institution: Lawson State Community College

Contact: Erika McCalpine

Title: Associate Dean of Career Technical Education and Workforce Development

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Program Information

Date of Proposal Submission: 9/4/2026

Award Level: Associate's Degree

Award Nomenclature (e.g., BS, MBA): AAS

Field of Study/Program Title: Hospitality, Tourism and Event Planning

CIP Code (6-digit): 52.0901

Administration of the Program

Name of Dean: Grant Cockrell

Name of College/School: Lawson State Community College

Name of Chairperson: Dr. Bruce Crawford

Name of Department/Division: Vice-President of Instructional Services

Implementation Information

Proposed Program Implementation Date: 8/16/2027

Anticipated Date of Approval from Institutional Governing Board: 10/14/2026

Anticipated Date of ACHE Meeting to Vote on Proposal: 12/11/2026

SACSCOC Sub Change Requirement (Notification, Approval, or NA): Notification

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):



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I. Program Description

A. Concise Program Summary (one paragraph) to be included in ACHE Agenda:

Lawson State Community College is proposing a new Hospitality, Tourism, and Event Planning program designed as a stand-alone Associate of Applied Science degree with both long- and short-certificate options. The program would offer three distinct tracks: Business and Hospitality Management, Culinary Arts, and Event Planning. These pathways would give students the flexibility to pursue an area that best aligns with their individual career interests and professional goals. The proposed program would also strengthen connections with area high schools, employers, internship sites, and hospitality-related industries throughout Birmingham and across Alabama. By integrating business, hospitality, tourism, event planning, and culinary education with flexible credential options and work-based learning experiences, the program would provide students with a clear pathway from education to employment while responding to workforce needs within Alabama's growing hospitality and tourism industry.

B. Specific Rationale (Strengths) for the Program

List three (3) to five (5) strengths of the proposed program as specific rationale for recommending approval of this proposal.

The proposed program responds directly to a large and growing hospitality and tourism industry in Birmingham and across Alabama. In 2025, tourism supported more than 53,700 jobs in Greater Birmingham and more than 255,000 jobs statewide, creating substantial employment opportunities for graduates in lodging, tourism, culinary arts, food and beverage, event planning and production, guest services, sales, marketing, and management.

The proposed structure provides students with greater flexibility through an Associate of Applied Science degree, long- and short-certificate options, and distinct pathways in Business and Hospitality Management, Culinary Arts, and Event Planning. These options allow students to select a pathway that aligns with their career interests while still benefiting from a shared foundation in hospitality, tourism, and business. The proposal also emphasizes stackable credentials, allowing students to earn smaller credentials while progressing toward a degree and employment.

Several area high schools already offer hospitality, tourism, culinary arts, and related career technical programs, creating a natural pipeline for the new program. Wenonah High School, Jackson-Olin High School, Huffman High School, Parker High School, Pelham High School, and Shelby County CTEC provide opportunities for Lawson State to establish dual



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enrollment partnerships and recruit students who already have an interest in culinary arts, hospitality, tourism, and event-related careers.

A major strength of the proposed program is its emphasis on practical experience across all three pathways. Students would have opportunities to participate in internships, field experiences, apprenticeships, or employment-based learning with hotels, tourism organizations, event venues, sports organizations, restaurants, catering operations, attractions, and other hospitality employers. This approach strengthens the connection between classroom instruction and the skills employers expect graduates to possess in business operations, culinary environments, and event planning settings.

The proposed program extends beyond the traditional view of hospitality as primarily hotel or restaurant preparation. It incorporates business, technology, customer experience, tourism, culinary arts, event planning, lodging operations, marketing, entrepreneurship, and emerging uses of artificial intelligence. This broader focus gives students multiple career pathways while allowing Lawson State to prepare graduates for opportunities in restaurants and food service, meetings and special events, tourism, lodging, guest services, management, and other service-oriented industries.

C. External Support (Recommended)

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.

1. A. H. Parker High School
2. CLR Advising
3. Wenonah High School (2)

D. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program. Graduates of the Hospitality, Tourism, and Event Planning program will be able to apply hospitality and tourism management principles in lodging, tourism, events, food service, and other hospitality-related settings.

Students in the Business and Hospitality Management Track will be able to use management, accounting, marketing, human resources, entrepreneurship, and business technology skills to support hospitality and tourism operations and decision-making.



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Students in the Culinary Arts Track will be able to apply culinary and food-service management practices related to sanitation, safety, purchasing, cost control, food and beverage operations, restaurant management, and catering.

Students in the Event Planning Track will be able to plan, coordinate, and support events using knowledge of tourism, guest services, hospitality law, marketing, logistics, and customer experience.

Graduates will be able to use current hospitality, tourism, event planning, and business technologies, including reservation systems, point-of-sale systems, customer relationship management tools, digital marketing platforms, event-management applications, and other industry technologies.

Graduates will be able to provide a high-quality guest and customer experience through professional communication, teamwork, service recovery, conflict resolution, and hospitality etiquette.

Graduates will be able to demonstrate career readiness by applying their knowledge and skills through an internship, field experience, apprenticeship, or other approved work-based learning experience.

E. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 [SREB](#) states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
52.0901	Hospitality and Event Management, AAS	Coastal Alabama Community College	Lawson State's proposed Hospitality, Tourism, and Event Planning AAS differs from Coastal Alabama's Hospitality and Event Management AAS by offering three distinct student pathways—Business, Culinary Arts, and Event Planning—within a single stand-alone degree. This structure allows students to tailor their studies to the area of the hospitality industry that best matches their career goals. In addition, Lawson State's program is designed to serve the Central Alabama market, with a focus on Birmingham-area hospitality, tourism, culinary, and event employment opportunities, while Coastal Alabama's program is located in South Alabama and serves a different regional tourism and hospitality market.



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F. Relationship to Existing Programs within the Institution

Nearly all new programs have some relationship to existing offerings through shared courses, faculty, facilities, etc. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes** ☒ **No** ☐

If **yes**, please describe these relationships including whether or not the program will replace or compete with existing offerings: (**Note:** If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.)

The proposed Hospitality, Tourism, and Event Planning program will replace Lawson State Community College's current Hospitality Services Management program while building upon the foundation established through the existing curriculum. Both programs are designed to prepare students for careers within the hospitality industry and share an emphasis on hospitality operations, customer service, food service, events, and work-based learning. The new Hospitality, Tourism, and Event Planning program, however, represents a significant redesign and expansion of the current program. It will be offered as a stand-alone Associate of Applied Science degree with long- and short-certificate options and will include three distinct tracks: Business and Hospitality Management, Culinary Arts, and Event Planning. This structure will provide students with greater flexibility to select a pathway that aligns with their career interests while broadening the program beyond the traditional hospitality services model. The redesigned program will provide stronger preparation in business management, entrepreneurship, technology, lodging, tourism, culinary operations, and event planning, while also strengthening dual enrollment opportunities, employer partnerships, internships, and other work-based learning experiences. Together, these enhancements will create clearer pathways for students from high school through college and into employment across Alabama's hospitality, tourism, culinary, and event industries.

If **not**, please describe how the institution plans to support a program unrelated to existing offerings.

G. Collaboration

Have any collaborations **within your institution** (i.e., research centers, across academic divisions, etc.) been explored? **Yes** ☒ **No** ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:



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The proposed Hospitality, Tourism, and Event Planning program will establish a cross-departmental collaboration between Lawson State's Service Careers Division and the Business and Information Technology Division. This partnership will allow each division to contribute its respective strengths to the program's three pathways: Business and Hospitality Management, Culinary Arts, and Event Planning. The Business and Information Technology Division will support instruction in areas such as management, accounting, marketing, entrepreneurship, technology, and business operations, while the Service Careers Division will provide expertise in culinary arts, food service, sanitation, production, and other hospitality-related skills. This collaborative structure will reduce unnecessary duplication, maximize the use of existing faculty, courses, and instructional space, and provide students with access to a broader range of learning opportunities while maintaining clearly defined pathways in business and hospitality management, culinary arts, and event planning. Together, the two divisions will create a more comprehensive and efficient Hospitality, Tourism, and Event Planning program that reflects the interconnected nature of today's hospitality and tourism industries and prepares students for both operational and management-level careers.

Have collaborations with **other institutions or external entities** (i.e., local business, industries, etc.) been explored? Yes ☒ No ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

Lawson State Community College will develop intentional collaborations with Wenonah High School, P.D. Jackson-Olin High School, Huffman High School, A.H. Parker High School, Pelham High School, and the Shelby County Career Technical Educational Center to establish dual enrollment opportunities aligned with hospitality, tourism, culinary arts, business, and related career pathways. These partnerships will create structured opportunities for students to earn college credit while still in high school, complete coursework that can apply toward stackable credentials, and transition directly into Lawson State's proposed Hospitality, Tourism and Event Management pathway following graduation.

By creating clear high-school-to-college pathways, Lawson State will strengthen its recruitment pipeline, reduce barriers to postsecondary enrollment, and provide participating students with a direct connection from secondary career technical education to certificate and associate degree completion. The proposed model is designed so that students can begin earning college credit in Grades 11 and 12 and then continue directly into the Hospitality, Tourism & Event Management program after high school graduation, reducing time to credential completion and supporting stronger persistence.

H. Programmatic Accreditation

Select the appropriate program accreditor from the drop-down menu below:



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Accreditation Council for Business Schools and Programs (ACBSP)

Provide a detailed timeline for gaining accreditation (i.e., when will full candidacy be reached?):

The Hospitality Services Management program is currently accredited.

I. Professional Licensure

Will the program be considered a Professional Licensure Program based on the following definition: Yes ☐ No ☒

Professional Licensure Program: As defined in federal regulations, an instructional program that is designed to meet educational requirements for a specific professional license or certification that is required for employment in an occupation or is advertised as meeting such requirements.

If **yes**, please explain:

Select the appropriate licensure body from the table below:

Choose an item.

Select the appropriate license from the table below:

Choose an item.

J. Professional Certification

Will students earn industry certifications while completing the degree or be prepared for industry certifications upon graduation? Yes ☒ No ☐

If **yes**, please explain:

Students enrolled in the proposed Hospitality, Tourism, and Event Management program will have the opportunity to earn the ServSafe Food Protection Manager Certification, an industry-recognized credential that demonstrates knowledge of food safety, sanitation, proper food handling, and practices that help prevent foodborne illness through the Culinary option. The certification complements the program's existing emphasis on sanitation and safety and provides students pursuing careers in restaurants, hotels, catering, events, and food-and-beverage operations with a valuable workforce credential that can strengthen their employability and preparation for supervisory and management responsibilities. The proposal already identifies sanitation and safety as part of Lawson State's hospitality curriculum.



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K. Admissions

Provide any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level. Include prerequisites, prior degrees earned, etc.

Mode of Delivery

Provide the planned delivery format(s) of the program as defined in policy (i.e., in-person, online, hybrid). Please also note whether any program requirements can be completed through competency-based assessment.

The proposed Hospitality, Tourism, and Event Planning program is designed to provide maximum flexibility in course delivery and may utilize all instructional formats approved and offered through the Alabama Community College System, as appropriate to course content and learning outcomes. Delivery options may include traditional face-to-face instruction, online instruction, hybrid courses, evening offerings, accelerated terms, and other approved formats. This flexibility will allow Lawson State to better serve traditional students, working adults, dual enrollment students, and individuals already employed in hospitality, tourism, culinary, and event-related industries while ensuring that courses requiring hands-on or experiential learning are delivered in formats that appropriately support student success.

Can students complete the entire degree program through distance education (100% online) based on the following definition? Yes ☐ No ☒

Distance Education: An academic program for which required instructional activities can be completed entirely through distance education modalities. A distance education program may have in-person requirements that are non-instructional (e.g., orientation, practicum).

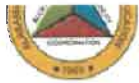
L. Instructional Site(s)

Provide the planned location(s) where the program will be delivered (i.e., main campus, satellite campus, off-campus site.) If the program will be offered at an off-campus site, provide the existing site name or submit an **Off-Campus Site Request** if new.

The proposed Hospitality, Tourism, and Event Planning program will be offered at both the Birmingham and Bessemer campuses of Lawson State Community College. Offering the program at both locations will expand student access to coursework, support services, and career preparation opportunities throughout the College's service area. This dual-campus approach will also provide greater flexibility for traditional students, working adults, dual enrollment students, and others seeking education and training in hospitality, tourism, culinary arts, business, and event planning.

Will more than 50% of this program be offered at an off-campus site(s) Yes ☐ No ☒

If **yes**, which sites?



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M. Industry Need

Using the federal **Standard Occupational Code (SOC) System**, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOC codes can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

SOC 1 (**required**): 11-9081

SOC 2 (optional): 11-9051

SOC 3 (optional):

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).

The proposed Hospitality, Tourism, and Event Management program fulfills a documented workforce need by preparing students for employment and advancement in Alabama's growing hospitality and tourism sector. The 2025 Alabama Commission on Higher Education Statewide List of In-Demand Occupations identifies occupations directly related to the proposed curriculum, while the Region 4 list, which includes the Birmingham area, specifically identifies Meeting, Convention, and Event Planners as an in-demand occupation, with approximately 105 annual openings and a median annual salary of \$52,813. The program will prepare students for careers in lodging and guest services, event and convention management, food and beverage operations, tourism, sales and marketing, and hospitality supervision. This alignment is particularly important given the scale of Alabama's tourism economy; the proposal notes that tourism supported 255,780 jobs statewide in 2025 and more than 53,700 jobs in the Greater Birmingham area. In addition, the proposed integration of technology, artificial intelligence, digital marketing, analytics, reservation systems, and other business technologies responds to emerging changes within the hospitality industry and supports Alabama's broader emphasis on innovation, workforce development, and technology-enabled business growth. Innovate Alabama has also highlighted technology-driven innovation in the restaurant sector, including integrated digital platforms for restaurant operations, reinforcing the need for hospitality graduates who understand both service management and modern business technology.

N. Additional Education/Training



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Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the SOC occupations selected above.

O. Student Demand

Please explain how you projected the student enrollment numbers in the **Business Plan, Lines 24-27** and provide evidence to substantiate student demand (i.e., surveys, enrollments in related courses, etc.).

The enrollment projections shown in the Business Plan, Lines 24–27, were developed conservatively using the current Hospitality Services Management enrollment as a baseline, the expanded appeal of the redesigned program, and the new recruitment pipelines included in the proposal. The existing HSM program currently enrolls 28 students, demonstrating that an established student population already exists before the proposed expansion. Rather than assuming that all 28 current students would immediately transition into the redesigned program, the Business Plan projects an initial new enrollment of only 12 students, consisting of 8 full-time and 4 part-time students. Enrollment is then projected to increase by three students annually—approximately two additional full-time students and one additional part-time student—resulting in projected new enrollment of 15, 18, 21, 24, and 27 students in subsequent years. This produces a six-year average projected new enrollment of 19.5 students. The projections are therefore intentionally modest and do not assume rapid or unrealistic growth.

There is substantial evidence to support these projections. First, the redesigned program will broaden the current hospitality curriculum by creating pathways in Hospitality, Tourism, Event Management, Business, Entrepreneurship, Lodging, Guest Services, and related areas, while continuing to provide options for students interested in culinary and food-and-beverage management. The shared Business core will also allow hospitality students to enroll in existing Business courses and move more easily among related Business pathways. This broader structure is expected to appeal to students whose interests extend beyond the traditional perception of hospitality as primarily culinary or restaurant focused.

Student demand is further supported by an identifiable high-school recruitment pipeline. The proposal identifies six area schools with existing hospitality, tourism, or culinary programming: Wenonah High School, P.D. Jackson-Olin High School, Huffman High School, A.H. Parker High School, Pelham High School, and the Shelby County Career Technical Educational Center. Wenonah is particularly significant because its Academy of Hospitality & Tourism already prepares students in areas including hotel and resort management, travel, sports and entertainment, event planning, restaurant management, tourism, and hospitality marketing. Students from the academy have also participated in internships with the Greater Birmingham Convention & Visitors Bureau, providing an existing employer-connected population from which Lawson State can recruit. The proposed dual enrollment model would allow students to begin earning Lawson State credit during Grades 11 and 12 and transition directly into the Hospitality, Tourism & Event Management program following high school graduation.



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Finally, student interest is supported by strong employment opportunities associated with the program. Greater Birmingham's tourism industry supported 53,747 jobs and generated \$2.62 billion in visitor spending in 2025, while Alabama's tourism industry supported 255,780 jobs statewide. Students completing the proposed program will have potential career opportunities in lodging, events and conventions, tourism and destination marketing, food and beverage management, sports and entertainment hospitality, sales and marketing, and entrepreneurship. Taken together, the current enrollment of 28 students, expansion into additional career tracks, established high-school feeder programs, planned dual enrollment partnerships, and significant regional employment opportunities provide a reasonable basis for the Business Plan's conservative projection of 12 initial new students with incremental annual growth to 27 students.

II. Program Resources and Expenses

A. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	2	4	6
	Part-Time Faculty	0	2	2
	Administration	2		2
	Support Staff	1		1
**New To Be Hired	Full-Time Faculty			
	Part-Time Faculty			
	Administration			
	Support Staff			
Personnel Total				11

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review:

The proposed Hospitality, Tourism, and Event Management program can be implemented using existing faculty, administrative leadership, and support staff, eliminating the need for additional personnel expenditures. Two permanent faculty members currently assigned to Culinary Arts and Hospitality Services Management will provide instruction in the specialized hospitality, culinary, food and beverage, guest services, and event-related components of the program. Their existing expertise will ensure continuity of instruction while preserving



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the culinary pathway for students who wish to pursue that area. The proposal intentionally retains specialized hospitality content while expanding opportunities for students interested in lodging, tourism, events, sports, guest experience, and related areas.

The expanded business component of the program will be supported by four existing full-time Business faculty members and two existing Business adjunct faculty members. Because the redesigned curriculum incorporates an established Business core—including management, accounting, marketing, entrepreneurship, business communication, and computer applications—these faculty members already possess the expertise necessary to deliver the business coursework included in the proposed program. This structure also allows Hospitality, Tourism, and Event Management students to enroll in existing Business course sections alongside other Business students, maximizing faculty utilization, supporting enrollment efficiency, and avoiding unnecessary duplication of course offerings.

Administrative and operational support can likewise be absorbed within the College's existing structure. Two current administrators who oversee the CTE areas associated with these programs will provide administrative leadership and oversight, while one existing support staff member will assist with routine program operations, student and faculty support, scheduling, and related administrative needs. As a result, no new full-time or adjunct faculty positions, administrative positions, or support staff positions are required to implement the proposed program. The use of existing personnel is a significant strength of the redesign because it allows Lawson State to expand the program's academic offerings and career pathways while remaining fiscally responsible and making more efficient use of current institutional resources.

Note: Include *any new funds* designated for compensation costs (faculty, administration, and/or support staff to be hired) in the **Business Plan, Line 7 - Personnel Salaries and Benefits**. Current personnel salary/benefits *should not be included* in the Business Plan.



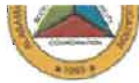
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B. Proposed Faculty Roster*

Complete the following **Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

***Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Adam Elliott, FT	CUA 110-Basic Food Preparation, 3, UN CUA 111-Foundations in Nutrition, 3, UN CUA 180 Special Topics: Terminology, 3, UN CUA 182, Special Topics: Beverage and Dining Management, 3, UN CUA 215, Regional Cuisines of the Americas, 3, UN CUA 213, Food Purchasing and Cost Control, 3, UN CUA 215, Regional Courses of the Americas, 3, UN, CUA 262-Restaurant Management and Supervision, 3, UN HSM 232-Event Logistics and Entertainment, 3, UN HSM 234-Planning and Development of Leisure Programs and Festivals, 3, UN	Bachelor of Professional Studies Culinary Arts Management, Culinary Institute of America Associate of Occupational Studies Culinary Arts, Culinary Institute of America	
Darvin McDaniel, FT	HMM 105-Principles of Hospitality Management, 3, UN HSM 111-Orientation to the Hospitality industry, 3, UN HSM 112-Law and the Hospitality Industry, 3, UN HMM 183-Business Plan Development for Hospitality, 3, UN HSM 250-Hospitality Marketing, 3, UN HSM-Housekeeping Administration, 3, UN HMM 260-Human Resource Management, 3, UN HMM 241-Restaurant Service Management I, 3, UN HMM 251-Front Office Management, 3, UN HMM 252-Hotel/Restaurant and Travel Law, 3, UN HSM 296-Hospitality Capstone/Directed Studies, 3, UN	Associate in Applied Science Culinary Arts, Virginia College ServSafe National Restaurant Association-Certified Instructor and Registered ServSafe Examination Proctor, Chicago, IL 11/27/2023-11/27/2028 The employee does have relevant Bachelor's and Master's degrees from Athens State University-Awaiting Transcripts	



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Norris Watkins, Ed.D., FT	BUS 241-Principles of Accounting I, 3, UT BUS 242-Principles of Accounting II, 3, UT	Master of Accountancy, Samford University Master of Arts in Business Administration, Clark Atlanta University	
Latandra Williams, PT	BUS 215-Business Communications, 3, UT	Master of Business Administration, Southern New Hampshire University	
Erica Edwards-Lankford, PT	BUS 279-Small Business Management	Doctor of Business Administration, Northcentral University	
Curtis Carter, FT	BUS 263-Legal and Social Environment of Business, 3, UT	Master of Business Administration, University of the Southwest	
Rand Armbrester, FT	BUS 241-Principles of Accounting I, 3, UT BUS 242-Principles of Accounting II, 3, UT BUS 245-Accounting with Quickbooks, 3, UT	Master of Business Administration, Samford University Master of Business Administration, Accountancy, Samford University	
Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site



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C. Equipment

Will any special equipment be needed specifically for this program? Yes ☐ No ☒

If **yes**, list the special equipment and include all special equipment costs in the **Business Plan, Line 8**.

D. Facilities

Will new facilities or renovations to existing infrastructure be required specifically for the program? Yes ☐ No ☒

If **yes**, describe the new facilities or renovations and include all *new* facilities and/or *renovation* costs in the **Business Plan, Line 9**.

E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes ☐ No ☒

If **yes**, provide the number of assistantships to be offered and include all *new* costs for assistantships in the **Business Plan, Line 10**.

Explain the function of the Assistantships (i.e., teaching, research, etc.):

F. Library

Will any **additional** library resources be purchased to support the program? Yes ☐ No ☒

If **yes**, briefly describe new resources to be purchased and include the cost of new library resources in the **Business Plan, Line 11**.

G. Accreditation Expenses

If programmatic accreditation was indicated above, please include all accreditation costs in the **Business Plan, Line 12** and itemize and explain below:

The annual ACBSP membership dues paid by Lawson State Community College cover the accreditation associated with the current Hospitality Services Management program as well as the College's Business and Computer Science programs. Because these programs are included under the same ACBSP accreditation structure, the proposed redesign of Hospitality Services Management into the Hospitality, Tourism, and Event Management program is not expected to require a separate annual accreditation membership cost. The existing institutional membership and accreditation-related dues already support the broader group of accredited Business, Computer Science, and



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Hospitality programs, allowing the College to maintain accreditation oversight without creating an additional recurring expense solely for the redesigned program.

H. Other Costs

Please include all other costs incurred with program implementation, such as marketing or recruitment, in the **Business Plan, Line 13** and explain below:

III. Program Revenue and Funding

A. Tuition Revenue: Please describe how you calculated the tuition revenue that appears in the **Business Plan, Line 17**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

Note: Tuition Revenue should be proportional to total enrollment.

Tuition revenue projections for the Hospitality, Tourism, and Event Planning program were calculated using Lawson State Community College's established tuition and fee rates. For full-time students, the calculation was based on a tuition rate of \$133.00 per credit hour and applicable fees of \$71.00 per credit hour, resulting in a total cost of \$204.00 per credit hour. This amount was multiplied by an anticipated full-time course load of 15 credit hours per semester, resulting in an estimated cost of \$3,060.00 per student per semester, or \$6,120.00 for one academic year.

For students attending on a part-time basis, the same tuition and fee rate was used to calculate an estimated annual cost of \$3,060.00 per student. To determine projected tuition revenue for each academic year, the annual full-time tuition and fee amount was multiplied by the projected full-time enrollment headcount, while the annual part-time amount was multiplied by the projected part-time enrollment headcount. The resulting full-time and part-time revenue amounts were then added together to determine the total projected tuition revenue for each year of the program.

B. External Funding: Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? Yes ☐ No ☒

If **yes**, please include all external funding in the **Business Plan, Line 18** and explain specific sources and funding below:

C. Reallocations: For each year will tuition revenue and/or external funding cover projected expenses? Yes ☒ No ☐

1	ACADEMIC DEGREE PROGRAM BUSINESS PLAN								
2	INSTITUTION:	Lawson State Community College							
3	PROGRAM NAME:	Hospitality, Tourism, and Event Planning					CIP CODE:	52.0901	
4	SELECT LEVEL:	UNDERGRADUATE (ASSOCIATE)							
5	ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
6		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
7	PERSONNEL SALARIES & BENEFITS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
8	EQUIPMENT	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
9	FACILITIES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
10	ASSISTANTSHIPS/FELLOWSHIPS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
11	LIBRARY	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
12	ACCREDITATION	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
13	OTHER COSTS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
14	TOTAL EXPENSES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
15	*NEW* REVENUES AVAILABLE FOR PROGRAM SUPPORT								
16		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
17	TUITION + FEES	\$0	\$61,200	\$76,500	\$91,800	\$107,100	\$122,400	\$137,700	\$596,700
18	EXTERNAL FUNDING	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
19	REALLOCATIONS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
20	TOTAL REVENUES	\$0	\$61,200	\$76,500	\$91,800	\$107,100	\$122,400	\$137,700	\$596,700
21	ENROLLMENT PROJECTIONS								
22									
23		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
24	FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	8	10	12	14	16	18	13.00
25	PART-TIME ENROLLMENT HEADCOUNT		4	5	6	7	8	9	6.50
26	TOTAL ENROLLMENT HEADCOUNT		12	15	18	21	24	27	19.50
27	NEW ENROLLMENT HEADCOUNT		12	15	18	21	24	27	19.50
28	Validation of Enrollment			YES	YES	YES	YES	YES	
29	DEGREE COMPLETION PROJECTIONS								
30	Note: Do not count Lead “0”s and Lead 0 years in computing the average annual degree completions.								
31		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
32	DEGREE COMPLETION PROJECTIONS	No data reporting	6	7	8	9	10	11	8.50

Undergraduate Curriculum Plan

Undergraduate Curriculum Checklist:

1. Overview
2. Components
3. Options (as required)

1. Undergraduate Overview

Enter the credit hour value for all applicable components (N/A if not applicable).

The credit hours **MUST** match the credit hours in the Curriculum Components table.

Curriculum Overview of Proposed Program	
Credit hours required in General Education	21
Credit hours required in Program Courses & Required Electives	21
Credit hours in Program Options (concentrations/specializations/tracks)	15
Credit hours in Free Electives	0
Credit hours in required Capstone/Internship/Practicum	3
Total Credit Hours Required for Completion:	60

Maximum number of credits that can be transferred in from another institution and applied to the program:

45

Intended program duration in semesters for full-time students:

5

Intended program duration in semesters for part-time students:

3

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured work-based learning with an employer partner, or alignment with nationally recognized industry standards?:

NO

If **yes**, please explain (i.e., number of hours required, etc.):

Does the program include any concentrations/ tracks/ options?

Yes

If **yes**, please explain (i.e., define): The Hospitality Management, Tourism, and Event Planning program offers three concentration options designed to support different career interests within the hospitality industry. The Business concentration focuses on the management, leadership, marketing, financial, and operational skills needed to oversee hospitality-related organizations and services. The Culinary Arts concentration emphasizes food preparation, kitchen operations, food safety, menu planning, and other skills associated with culinary and food service careers. The Event Planning concentration focuses on the coordination, organization, promotion, and execution of meetings, conferences, special events, and other hospitality-related functions.

Course Number	Course Name	Credit Hours	New? (Y)	WBL? (Y)
General Education Courses		21		
ORI 101	Orientation to College	1		
SPH 116	Intro. To Interpersonal Communication	3		
MTH 116	Mathematical Applications	3		
CIS 130 or 146	Intro. To Information Systems or Microcomputer Applications	3		
PE	PE Course	1		
Area II	Humanities or Fine Arts	3		
Area III	Natural Science	4		
Area IV	History or Social/Behavioral Science	3		
Program Courses and Required Electives		21		
HMM 105	Principles of Hospitality Management	3		
HSM 111	Orientation to the Hospitality Industry	3		
HSM 112	Law and the Hospitality Industry	3		
HMM 183	Business Plan Development for Hospitality	3		
HSM 250	Hospitality Marketing	3		
HMM 241	Restaurant Service Management I	3		
HMM 252	Hotel/Restaurant and Travel Law	3		
Program Options (enter total credit hours from all options below)		15		
Free Electives		0		
Capstone/Internship/Practicum		3		
HSM 286	Hospitality Capstone/Directed Studies	3		
Total Credit Hours Required for Completion:		60		

3. Undergraduate Options

Please provide all concentrations/ tracks/ options in the following table. Indicate new courses with "Y" in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a "Y" in the WBL column.

Insert Additional Rows and Tables as Needed

Option Name: Business				
		Credit Hours	New? (Y)	WBL? (Y)
Course Number				
BUS 100	Introduction to Business	3		
BUS 215	Business Communications	3		
BUS 275	Principles of Management	3		
BUS 241	Principles of Accounting I	3		
BUS 242	Principles of Accountng II	3		
Option's Total Credit Hours Required for Completion:		15		
Option Name: Event Planning				
		Credit Hours	New? (Y)	WBL? (Y)
Course Number				
HSM 232	Event Logistics and Entertainment	3		
HSM 234	Planning and Development of Leisure Programs and Festivals	3		
HSM 255	Managing Hospitality and Tourism Nonprofit Organizations	3		
HSM 265	Planning and Development of Tourism	3		
HSM 270	Plan and Manage Sports Tourism and Events	3		
Total Option Credit Hours Required for Completion:		15		
Option Name: Culinary Arts				
		Credit Hours	New? (Y)	WBL? (Y)
Course Number				
CUA 110	Basic Food Preparation	3		
CUA 111	Foundations in Nutrition	3		
CUA 180	Special Topics: Terminology	3		
CUA 182	Special Topics: Beverage and Dining Management	3		
CUA 215	Regional Cuisines of the Americas	3		
Total Option Credit Hours Required for Completion:		15		



Dr. Cynthia T. Anthony
President
Lawson State Community College
3060 Wilson Road SW
Birmingham, AL 35221

Dear Dr. Anthony:

On behalf of A.H. Parker High School, I am pleased to express our support for Lawson State Community College's proposed new Hospitality Management program. The proposed program would provide students with additional postsecondary education and career pathways in hospitality, tourism, culinary arts, events, lodging, guest services, and related business fields.

Our school currently offers a Hospitality and Tourism Pathway, and we believe Lawson State's proposed Hospitality Management program would provide a valuable next step for students who are interested in continuing their education in these areas. The proposed program's Associate of Applied Science degree, certificate options, and business and culinary arts tracks would give students multiple ways to pursue their educational and career goals.

We are particularly supportive of the opportunity to develop stronger connections between secondary and postsecondary education through dual enrollment, career exploration, and other collaborative activities. Creating a clear pathway from high school coursework into college-level hospitality education could help students earn college credit earlier, better understand available career opportunities, and transition more smoothly into postsecondary education and the workforce.

The hospitality and tourism industry also represent an important employment sector in the Birmingham region and throughout Alabama. Lawson State's proposed program would help prepare students for opportunities in hotels, tourism, events, sports and entertainment, food and beverage operations, customer service, sales, marketing, and other related areas.

For these reasons, A.H. Parker High School supports Lawson State Community College's proposal to establish the new Hospitality Management program and welcomes opportunities to explore future partnerships that would benefit our students and the communities we serve.

Sincerely,

Chef Steven McIntyre, MS/Culinary Arts Instructor

A.H. Parker High School



Dr. Cynthia T. Anthony
President
Lawson State Community College
3060 Wilson Road SW
Birmingham, AL 35221

Dear Dr. Anthony:

On behalf of Wenonah High School, I am pleased to express our support for Lawson State Community College's proposed new Hospitality Management program. The proposed program would provide students with additional postsecondary education and career pathways in hospitality, tourism, culinary arts, events, lodging, guest services, and related business fields.

Our school currently offers an Academy of Hospitality & Tourism in our pathway, and we believe Lawson State's proposed Hospitality Management program would provide a valuable next step for students who are interested in continuing their education in these areas. The proposed program's Associate of Applied Science degree, certificate options, and business and culinary arts tracks would give students multiple ways to pursue their educational and career goals.

We are particularly supportive of the opportunity to develop stronger connections between secondary and postsecondary education through dual enrollment, career exploration, and other collaborative activities. Creating a clear pathway from high school coursework into college-level hospitality education could help students earn college credit earlier, better understand available career opportunities, and transition more smoothly into postsecondary education and the workforce.

The hospitality and tourism industry also represent an important employment sector in the Birmingham region and throughout Alabama. Lawson State's proposed program would help prepare students for opportunities in hotels, tourism, events, sports and entertainment, food and beverage operations, customer service, sales, marketing, and other related areas.

For these reasons, Wenonah High School supports Lawson State Community College's proposal to establish the new Hospitality Management program and welcomes opportunities to explore future partnerships that would benefit our students and the communities we serve.

Sincerely,

Diann Pilgrim
Teacher-Coordinator
Wenonah High School



Wenonah High School
2800 Wilson Road SW
Birmingham, Alabama 35221
(205) 231-1675

September 3, 2026

Dr. Cynthia T. Anthony President Lawson State Community College 3060 Wilson Road SW
Birmingham, AL 35221

Dear Dr. Anthony:

On behalf of Wenonah High School, I am pleased to express our support for Lawson State Community College's proposed new Hospitality Management program. The proposed program would provide students with additional postsecondary education and career pathways in hospitality, tourism, culinary arts, events, lodging, guest services, and related business fields.

Our school currently offers Hospitality and Tourism/Culinary Arts and we believe Lawson State's proposed Hospitality Management program would provide a valuable next step for students who are interested in continuing their education in these areas. The proposed program's Associate of Applied Science degree, certificate options, and business and culinary arts tracks would give students multiple ways to pursue their educational and career goals.

We are particularly supportive of the opportunity to develop stronger connections between secondary and postsecondary education through dual enrollment, career exploration, and other collaborative activities. Creating a clear pathway from high school coursework into college-level hospitality education could help students earn college credit earlier, better understand available career opportunities, and transition more smoothly into postsecondary education and the workforce.

The hospitality and tourism industry also represent an important employment sector in the Birmingham region and throughout Alabama. Lawson State's proposed program would help prepare students for opportunities in hotels, tourism, events, sports and entertainment, food and beverage operations, customer service, sales, marketing, and other related areas.

For these reasons, Wenonah High School supports Lawson State Community College's proposal to establish the new Hospitality Management program and welcomes opportunities to explore future partnerships that would benefit our students and the communities we serve.

Sincerely,

Jerry Davenport
Principal
Wenonah High School



8/31/2026

Dr. Cynthia T. Anthony
President
Lawson State Community College
3060 Wilson Road SW
Birmingham, AL 35221

Dear Dr. Anthony:

On behalf of CLR Advising, I am pleased to express our support for Lawson State Community College's proposed new Hospitality Management program. As an employer within the hospitality and tourism industry, we recognize the importance of developing a skilled workforce that is prepared for careers in lodging, tourism, events, food and beverage operations, guest services, sales, marketing, and hospitality management.

The proposed program would provide students with multiple pathways for entering and advancing within the hospitality industry through an Associate of Applied Science degree, certificate options, and business and culinary arts tracks. We believe this structure will help prepare students with both the technical knowledge and business skills needed to succeed in a rapidly changing service industry.

We are especially encouraged by the program's emphasis on work-based learning and employer engagement. Opportunities such as internships, field experiences, apprenticeships, and employment-based learning can help students connect classroom instruction with real workplace expectations while allowing employers to become more directly involved in developing the region's future workforce.

The need for a strong hospitality workforce is significant. Greater Birmingham supported more than 53,700 tourism jobs in 2025, while Alabama's tourism industry supported more than 255,000 jobs statewide. These figures reflect the breadth of employment opportunities available to students who receive relevant education, industry exposure, and practical experience.

For these reasons, CLR Advising supports Lawson State Community College's proposal to establish the new Hospitality Management program. We also welcome opportunities to explore future partnerships with Lawson State through internships, work-based learning, advisory participation, career awareness activities, or other initiatives that strengthen the connection between education and employment.

Sincerely,

Christina Renteria

Owner
CLR Advising