

Culinary Education Best Practices Symposium
Café Leadership Seminar
Location: Johnson & Wales University Culinary Museum
April 20, 2011 Version

Thursday, June 23nd, 2011

- 9:00 AM Introduction, Overview of Program
James E. Griffin Ed.D., CEC, CCE, Associate Provost, JWU
Mary Petersen, President, CAFE
- 9:20 – 10:15 AM Opening Plenary Session: Fred Mayo & Paul McVety

Welcome on Behalf of the College of Culinary Arts
Paul McVety, Dean of Culinary Academics

Dr. McVety will offer a brief overview of the JWU College of Culinary Arts and welcome participants to the Harborside campus. He will also discuss the importance of CAFE for career & technical culinary instructors and family consumer and sciences teachers who teach in the areas of culinary arts.

Plenary Address

Professional Development: Principles, Priorities and Practices
Fred Mayo

Dr. Mayo will provide a review of ways in which administrators can encourage faculty members to pursue their professional development as well as strategies that faculty members have used to grow in their teaching competence, area of expertise, pedagogical interests, and areas for growth.

10:15 – 10:30 AM *Break*

10:30 – 11:45 AM Break Out Sessions
(participants can select the session they are most interested in)

Factors Affecting New Program Development: Culinary
Management-International, A Dumpling by Any Other Name

Chef Sam Glass of Centennial College's School of Hospitality, Tourism and Culture (Toronto, Canada)

Centennial College's School of Hospitality, Tourism and Culture set out to develop a new program in response not only to the diversity of culinary

techniques, flavors and cuisines expanding in industry, but to a diverse student body as well. The Culinary Management- International program being developed at Centennial College's (Toronto) School of Hospitality, Tourism and Culture, is a 2 year culinary management program that builds on a basic culinary program similar to those offered at other Community Colleges. This 75 minute interactive presentation and facilitated discussion will allow participants to review and discuss the rationale for this program as well as the proposed model route and learning outcomes.

Killer Apps in the Kitchen: Teaching and Technology in the Culinary Classroom

Chef Brendan Walsh & Andi Sciacca of the Culinary Institute of America

This panel will focus on several key issues involved when introducing educational technology into the culinary classroom. The panelists will share their own experiences in working with various applications, web-enhanced learning platforms, and innovative teaching tools. The panelists will also advise attendees on a Best Practices approach to weeding out the useful and productive from the flashy and overdone. The workshop will offer several suggestions about what to do when integrating educational technology - whether the instructor is a neophyte, an intermediate learner, or a seasoned expert. The discussion will focus on issues of blending culinary and classroom experience, capitalizing on the learning process, ensuring administrative support, and inspiring the faculty to teach with technology in such a way as to produce excellent learning outcomes and measurable means of assessment. Additionally, there will be time to showcase some real-world examples of how these technology tools have been - and can be - used to inspire, engage, and educate.

Determining the Quality of Post-Secondary Culinary Arts Degree Programs: A review of various approaches and recommendations.

Dr. James E. Griffin of Johnson & Wales University & Eric Frauwirth, M.Ed., CHE, Baltimore International College

This presentation will provide participants with an overview of various systems for assessing and rating the quality of culinary and foodservice management programs in the United States. A review of the literature related to program ratings and rankings will be discussed and recommendations for improving program ratings and rankings including the role of student learning outcomes and assessment will be shared. This 75 minute presentation includes 30 minutes of interactive discussion related to the topic.

12:00 – 12:45 PM Lunch & Culinary Museum Presentation

12:45 – 3:15 PM Afternoon Workshops

These afternoon sessions are intended to provide participants with an in-depth perspective on one of the four contemporary issues related to culinary education.

Track 1: Declaration, Demonstration, and Discussion; Teaching the Culinary Arts: Host and Moderator Dr. Fred Mayo

To quote Chef Fritz Sonnenschmidt, CMC, teaching culinary arts is a matter of head, hands, and heart. As professionals who want to impart their wisdom, show cooking techniques, and help students develop as culinarians, chef-instructors face significant changes with the current generation of students. We will review, analyze, share stories about, and expand our repertoire of teaching strategies in this afternoon session. We will discuss new teaching strategies, review important ones, and develop ideas we can use back in our classrooms and instructional kitchens and dining rooms.

Track 2: Culinary Outcomes & Assessment: Host and Moderator Susan Marshall, Ed.D., and Chef Michael Makuch MAT

Outcomes Assessment is here to stay! What is it? Why does the faculty resist it? What does the faculty need to get on board? This interactive session will speak to best practices to assess student learning, specifically in the culinary kitchen. Participants will be guided through the development and use of rubrics, and will discuss other strategies to embed outcomes within current curriculum.

Track 3: Best Practice in Program Development: Host and Moderator, Dr. Paul McVety, Dean of Culinary Academics and Barbara Robinson, MPH, RD Assistant Professor, Johnson & Wales University

Best practices in developing culinary arts programs. This interactive seminar will explore how to address the following questions:

- What culinary skills/competencies should I be teaching?
- What is the best method to deliver curriculum?
- How do I organize and schedule my curriculum?
- What are the courses I need to include in my culinary arts curriculum?
- What are the State and Federal Standards pertaining to culinary education?
- Does my curriculum address “Best Practices” for safe food preparation for persons with allergies, intolerance, sensitivities and celiac disease?

3:15 – 3:30 PM *Break*

3:30 – 4:00 PM Closing Plenary Session & Summary

Speaker Biographies

Chef Brendan Walsh

Associate Dean of Culinary Production at the Culinary Institute of America.

Walsh is a world-renowned Chef who was the youngest inductee into the James Beard Who's Who of Cooking in America. Chef Walsh graduated at the top of his class from The Culinary Institute of America prior to opening Arizona 206 - the first southwestern restaurant of its kind. He spent 30 years in independent restaurants and served as a CIA Ambassador before becoming a faculty member at The Culinary Institute of America. He was recently appointed to his current role in administration, and continues to lead his faculty in new directions without sacrificing the traditions of exceptional culinary technique and skill. Chef Walsh is an avid enthusiast of educational technology, and has worked to build interdisciplinary opportunities for learning across the curriculum, while inviting participation from faculty in all areas of instruction.

Andi Sciacca

Assistant Dean of Instructional Development and the Executive Director of the Center for Excellence in Teaching & Learning at The Culinary Institute of America.

She is a writer, artist, and educator and has taught for CUNY, SUNY, Bard College, Marist College, the IBEW-Local 3, and in two maximum-security prisons within New York State. Prior to taking her current position, she served The CIA for five years, educating culinary students as an Instructor in Liberal Arts. Andi is also a CUNY-Fellow currently pursuing a PhD in Philosophy, New Media and Cultural Communications at The European Graduate School in Saas-Fee, Switzerland. She teaches courses and workshops for faculty in the area of media studies, educational theory, educational technology, cultural communication, critical theory, and research methods - and works closely with faculty and administration, while managing various initiatives for Faculty Development that extend to opportunities for local, regional, national, and global research.

Paul J. McVety, Ed.D.,

Dean of Culinary Academics, College of Culinary Arts, Johnson & Wales University

Dr. McVety is Dean of Culinary Academics and associate professor in the College of Culinary Arts, having served as department chair to the Food Service Academic Studies Department and as a full-time faculty member. He is a past recipient of the College's prestigious Escoffier Award, which recognizes the faculty member who has most contributed to inspiring future culinarians.

A graduate of the university, Dr. McVety has been a part of the staff since 1978; he originally joined the faculty as a Food Service academic instructor teaching classes in a variety of topics, from menu planning to cost control to communications skills and bakeshop operations. Dr. McVety was promoted to department chair in 1980, and became

assistant dean in 1992. Most recently, he served as associate dean. Currently, he oversees curriculum, textbook revisions and faculty development as well as articulation agreements.

Dr. McVety has played an intrinsic part in the publishing of all textbooks put out by Johnson & Wales, acting as project manager and co-author for multiple editions of five different books. In addition, he has co-authored two books on the topics of menu planning and food service cost control. He holds a Doctor of Educational Leadership Degree and undergraduate degrees from Johnson & Wales University, and an M.Ed., from Providence College.

**Eric Frauwirth, M.Ed., CHE,
Dean of Culinary and Culinary Management Programs, Baltimore International College**

Eric Frauwirth, M.Ed., CHE is Dean of Culinary and Culinary Management at Baltimore International College. He earned his AOS in Baking & Pastry Arts, BS in Foodservice Management, BS in Foodservice Education and Masters Degree in Educational Computing & Technology Leadership from Johnson & Wales University. He is presently pursuing his Ed.D. in Educational Leadership at Argosy University and has been certified by the American Hotel & Lodging Association as a Certified Hospitality Educator. Mr. Frauwirth's career has taken him to the four corners of the country for jobs in the culinary industry and higher education. His pastry background brought him to bakeries in places such as Naples, Florida and the world famous Sun Valley Resort; and his educational posting have included New York Institute of Technology, California School of Culinary Arts (Pasadena) and Johnson & Wales University (North Miami). Recent administrative positions have included Director of The International Culinary School at The Art Institute of California-Sunnyvale and Dean of Students at Broadview University. A passion for sustainability in foodservice and farm-to-table menus are on the forefront of Mr. Frauwirth's initiatives. In a previous position, he partnered his culinary program with Earth Box and The Growing Connection to raise money and awareness for the Food and Agriculture Organization of the United Nations.

Samuel Glass, M.Ed., CEC, CCE, ACE, AAC

Chef/Professor Samuel Glass is currently teaching at Centennial College's (Toronto, Canada) School of Hospitality, Tourism and Culture, where he teaches practical and theoretical courses in both culinary arts and hospitality. He is actively involved in curriculum development and review, and has been tasked with the development of a two year culinary arts program for the college.

Chef/Professor Glass takes a proactive role in education, along with a demonstrated commitment to lifelong learning, having recently completed a Master of Education at Brock University. He has published academic articles on culinary curriculum, reviewed books and academic journal submissions, coached students in culinary competitions,

and volunteered as a mentor through the Adopt-A-Ship program of the American Culinary Federation with the U.S. Navy. Over his career, Chef/Professor Glass has worked on three continents, contributed to cookbooks, competed both locally and internationally, participated in community culinary events, and been recognized as an expert panellist on many industry topics. He is a Certified Executive Chef, Certified Culinary Educator, and an Approved Certification Evaluator through the American Culinary Federation. He is also a certified TrainCan Sanitation instructor at both the basic and advanced levels. Chef/Professor Glass is a graduate of the Culinary Institute of America (1982).

James E. Griffin, Ed.D., CEC, CCE
Associate Provost, Johnson & Wales University

Dr. Griffin is Associate Provost at Johnson & Wales University. Prior taking the role of Associate Provost in 2007, Griffin served eight years as vice president and dean of academic affairs of the JWU Denver Campus. Over the years, Griffin has served as a consultant, owner, and manager of several foodservice related businesses. Since 1990, he has won multiple gold medals in national and global culinary competitions including two gold medals at the Culinary Olympics in Frankfurt, Germany, as a member of the 1992 U.S. Culinary Olympic Team. He has appeared three separate times on NBC's *Today Show* and presented more than 45 seminars and written or been quoted in more than four dozen refereed and non-refereed publications. His research interests include assessment of student learning, experiential education, and educational innovation. He holds a doctorate in education from Boston University, a Master of Science in Hospitality Administration and Bachelor of Science in Foodservice Management from Johnson & Wales University and is a Certified Executive Chef and Certified Culinary Educator (American Culinary Federation).

Barbara Robinson, MPH, RD, CNSD
Assistant Professor, Johnson & Wales University

Prior to joining Johnson and Wales University in 2010, Professor Robinson was a Nutrition Specialist in the Division of Pediatric Gastroenterology at Hasbro Children's Hospital in Providence Rhode Island. Among her many roles at the hospital, Robinson was the Managing Pediatric Dietitian and was responsible for expanding the pediatric nutrition staff from two registered dietitians to 13 registered dietitians. Robinson is also a Clinical Teaching Associate at The Alpert Medical School of Brown University. Professor Robinson earned her Master's in Public Health Degree from Boston University. She has served on many community boards and committees and Robinson has been a clinical investigator on two research grants through which pediatricians received training on improving their nutrition and parent counseling skills. Robinson has contributed to nutrition textbooks and diet manuals, and has co-authored professional journal articles. The Rhode Island Dietetic Association designated Robinson as

“Outstanding Dietitian” for her work as a lobbyist for state licensing requirement for dietitians.

She has given numerous presentations to physician groups on the topics of celiac disease, food allergies and childhood obesity. Currently, in addition to being a full-time faculty member at Johnson and Wales University, Robinson is a member of the Food Allergy Program Team at Hasbro Children’s Hospital.

**Susan Marshall, Ed.D.,
Professor, College of Culinary Arts, Johnson & Wales University, Providence Rhode Island**

Since joining the faculty of Johnson & Wales University in 1984, Susan Marshall has been instrumental in the development of both culinary arts and culinary nutrition bachelor's degree programs. Specializing in restaurant and human resources management, she draws on her extensive experience in standardizing operating procedures, performing cost analysis, and improving customer service and employee morale.

Marshall is a past recipient of the Robert M. Nograd Teacher of the Year Award, given to the faculty member who has made a deep impact on the education of future foodservice professionals, and she co-authored the JWU textbook “The Menu and the Cycle of Cost Control,” (Kendall Hunt). Prior to coming to JWU, Marshall was involved with several successful management and consulting teams, including the Brick Alley Pub and Restaurant of Newport, RI. Marshall holds a Doctor of Education degree from Nova Southeastern University, a M.S. in Management Technology from Johnson & Wales University and a B.A. in Human Development from the University of Maine.

**Fred Mayo, MBA, PhD, CHE, CHT
Clinical Professor of Hospitality and Tourism Management, Robert Preston Tisch Center for Hospitality, Tourism and Sports Management, New York University**

Dr. Mayo currently teaches research and management courses (Applied Research Methods, Managing the Human Asset, Leadership, Advanced Topics, Human Resource Management, Customer Relationship Management, Emerging Issues, and Professional Seminar) and serves as a Faculty Fellow in Residence at Lafayette Hall. Recently, he has led the faculty revision of the two undergraduate and three graduate degree programs. In 2008 and 2011, he received Awards for Outstanding Service, and in 2009, the Award for Excellence in Teaching from the School of Continuing and Professional Service at New York University. This summer, he was presented with the Stevenson Fletcher Award for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education.

Dr. Mayo serves on the Professional Development Committee of I-CHRIE, the Awards Committee of I-CHRIE, the Future Fund Committee of I-CHRIE, the Board of Directors of the New England Federation, the Board of Advisors for CAFÉ, the Gala Committee of the LGBTQ Center, and the Board of Directors of the Hudson Valley LGBTQ Center. He also auctions for not-for-profit organizations. In addition, he operates his own training, coaching, and consulting firm, working with clients in higher education, hospitality, food service, hospitality and culinary education, small business operations, and not-for-profit organizations.

Dr. Mayo received his Diploma from the Institute for Educational Management at Harvard University, his Ph.D. in Education from The Johns Hopkins University, his MBA in Management from Syracuse University, and his BA degree in History from Amherst College, cum laude. He is a Certified Hospitality Educator and a Certified Hospitality Trainer. He became a member of the cadre of persons approved to teach the CHE program in 1996.

**Chef Michael Makuch MAT,
Chef Instructor, College of Culinary Arts, Johnson & Wales University, Providence,
Rhode Island**

Michael Makuch is a chef instructor at Johnson & Wales University. He has earned his Associates Degree in Culinary Arts, Bachelors in Culinary Nutrition, and Masters in Foodservice Education, all from Johnson & Wales. His career began in a small family owned restaurant. Michael has worked with chefs from the German National Culinary Olympic Team. Michael started his career with Johnson & Wales as a teaching assistant and moved on to a fellow, and then a management development participant where he worked in various departments of the University. Currently Michael works full time for the University, teaching students about nutrition and sensory analysis. "I try to stress to my students the importance of health and nutrition and teach them cooking techniques that are simple and healthy. Really healthy eating and nutrition is all about changing people's life style, and our challenge as chefs is to encourage this change and create flavorful food that not only nourishes the body, but also the pallet."