



OAKLAND  
COMMUNITY  
COLLEGE

## Hospitality Intake Form Analysis

Prepared by:

The Office of Institutional Research  
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## Introduction

On Tuesday, March 20, Chef Sue Baier and the culinary arts program team invited area high school students involved in cooking programs, to a Career Day at OCC. Nearly 120 high school students attended and filled out an intake form. The following report analyzes the respondent's characteristics, their experiences and opinions regarding the food services industry, as well as their educational and professional career intent.

## Major Findings

- 55% of the attendees at the March 20 session were male. That is somewhat consistent with the gender makeup of hospitality students at OCC which generally falls at 54%.
- Racial makeup of the attendees was 79% Caucasian, 11% African American and 10% other, which is somewhat different than the average makeup of OCC's hospitality program at 66% Caucasian.
- 57% of the students who attended the March 20 session were from the Western Metro area, including Plymouth/Canton or Westland/Wayne/Inkster. 20% were from Troy, and 20% were from Northern Metro areas including Milford/Clarkston/Waterford/Ortonville/Holly and Davisburg. Less than 2% were from the Downriver areas of Romulus and Taylor. There were also a few students from Utica and Bad Ax.
- Most students were still in the first year of the high school food service program, despite their grade or age. Student retention seemed to be an issue in this case, as suspected to be the case with OCC's program, as 13% of students who went through the first year of the program did not return for their second year.
- 92% of the students expect to attend college after high school and 51% of them indicated their major as culinary arts. Other popular majors included business (10%), healthcare (9%), law and law enforcement (each at 5%), education and computers (each at 4%) and dance (3%).

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- College-bound students indicated their top schools of choice to be:

<b>First Choice (N=85)</b>	<i>Freq Pcnt</i>	<b>Second Choice (N=44)</b>	<i>Freq Pcnt</i>	<b>Third Choice (N=20)</b>	<i>Freq Pcnt</i>
Schoolcraft	22 26	Schoolcraft	6 14	Western Michigan University	4 20
Oakland Community College	19 22	Central Michigan University	5 11	Oakland Community College	3 15
Western Michigan University	8 9	Eastern Michigan University	4 9	Oakland University	3 15
Michigan State University	6 7	Oakland Community College	4 9	Schoolcraft	3 15
		Johnson & Wales	4 9	Johnson & Wales	3 15

- College bound students who indicated culinary arts to be their major indicated the top schools of choice to be:

<b>Culinary Major by College Choice 1 (N=36)</b>	<i>Freq Pcnt</i>	<b>Culinary Major by College Choice 2 (N=21)</b>	<i>Freq Pcnt</i>	<b>Culinary Major by College Choice 3 (N=8)</b>	<i>Freq Pcnt</i>
Schoolcraft	12 33	Oakland Community College	4 19	Johnson & Wales	3 38
Oakland Community College	11 31	Schoolcraft	4 19	Schoolcraft	2 25
Johnson & Wales	4 11	Johnson & Wales	4 19	Oakland University	1 13
				Oakland Community College	1 13

*\*The Johnson & Wales School of Culinary Arts is located in Rhode Island, South Carolina, Virginia, Florida, Colorado and Sweden.*

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### Student Characteristics

<b>Residence (N=119)</b>	<i>Freq Percent</i>		<b>Age (N=116)</b>	<i>Freq Percent</i>	
Troy	23	19	Age 20	1	1
Plymouth	19	16	Age 19	22	19
Westland	18	15	Age 18	55	47
Canton	15	13	Age 17	35	30
Clarkston	11	9	Age 16	3	3
Inkster	9	8	<b>Race (N=108)</b>		
Waterford	7	6	Caucasian	86	80
Wayne	7	6	African American	12	11
Ortonville	2	2	Other	7	7
Holly	2	2	Asian	3	3
Utica	1	1	<b>Gender (N=119)</b>		
Taylor	1	1	Male	66	56
Romulus	1	1	Female	53	45
Milford	1	1	<b>Grade (N=112)</b>		
Davisburg	1	1	12	57	51
Bad Ax	1	1	11	50	45
			10	5	5
<b>High School (N=119)</b>					
Troy Athens	24	20			
Plymouth Salem	22	19			
Wayne Memorial	17	14			
John Glenn	13	11			
Plymouth Canton	13	11			
Clarkston	11	9			
Holly	4	3			
Brandon	4	3			
Waterford Mott	3	3			
Waterford Kettering	3	3			
William D. Ford	4	3			
Lutheran High Westland	1	1			

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**Student Experience**

How many years have you been in the High School Food Service Program (N=112):

- First Year 67%
- Second Year 33%

Do you now or have you ever held a job in food service (N=117):

- Yes 75%
- No 25%

Why did you decide to take food service in high school:

- 

	<i>Freq</i>	<i>Percent</i>
Like to Eat (N=99)	77	78
To Learn Skills (N=102)	71	70
Career Choice (N=104)	68	65
Looked Easy (N=92)	40	44
Encouraged by Friend (N=94)	38	40

What do you like most about the food industry (N=90):

- 

	<i>Freq</i>	<i>Percent</i>
Like to Cook	45	50
Working with People	19	21
Like to Eat	12	13
To Learn How	8	9
Money	3	3
Everything	3	3

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## Student Intent

Do you expect to attend college after graduating from High School (N=115):

- Expect to attend college                    92%
- Do not expect to attend college    8%

What do you think you will major in (N=80):

- | <b>Major</b>    | <i>Freq Percent</i> |    |
|-----------------|---------------------|----|
| Culinary Arts   | 41                  | 51 |
| Business        | 8                   | 10 |
| Healthcare      | 7                   | 9  |
| Law             | 4                   | 5  |
| Law Enforcement | 4                   | 5  |
| Education       | 3                   | 4  |
| Computers       | 3                   | 4  |
| Dance           | 2                   | 3  |

Likely to major in Culinary Arts by have you ever held a job in food service:

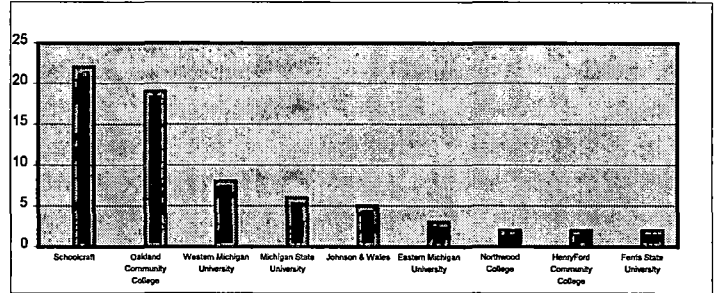
- Potential culinary arts majors with food service experience    76%
- Potential culinary arts majors with no food service experience 24%

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What colleges are you considering:

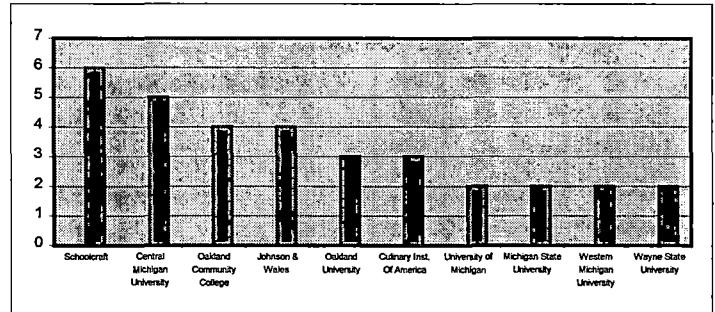
**College Choice 1 (N=85)**

	<i>Freq</i>	<i>Percent</i>
Schoolcraft	22	30
Oakland Community College	19	22
Western Michigan University	8	9
Michigan State University	6	7
Johnson & Wales	5	6
Eastern Michigan University	3	4
Northwood College	2	2
HenryFord Community College	2	2
Ferris State University	2	2



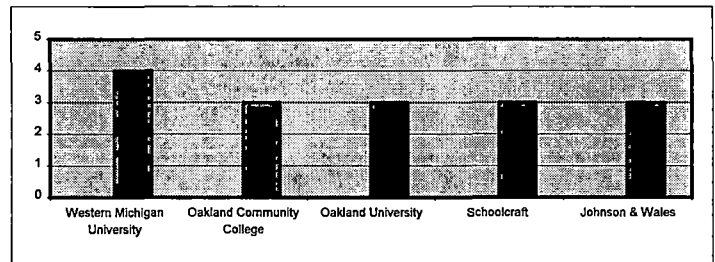
**College Choice 2 (N=44)**

	<i>Freq</i>	<i>Percent</i>
Schoolcraft	6	14
Central Michigan University	5	11
Oakland Community College	4	9
Johnson & Wales	4	9
Oakland University	3	7
Culinary Inst. Of America	3	7
University of Michigan	2	4
Michigan State University	2	4
Western Michigan University	2	4
Wayne State University	2	4



**College Choice 3 (N=20)**

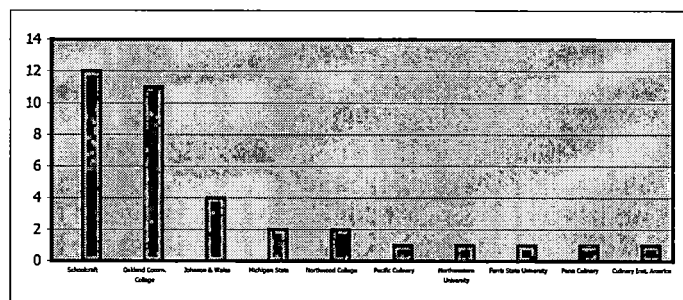
	<i>Freq</i>	<i>Percent</i>
Western Michigan University	4	20
Oakland Community College	3	15
Oakland University	3	15
Schoolcraft	3	15
Johnson & Wales	3	15



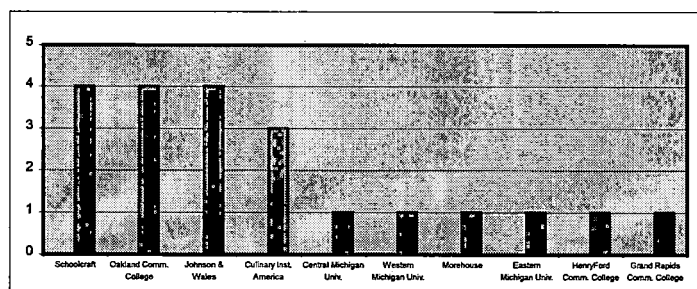
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Culinary majors by  
What colleges are you considering

<b>College Choice 1 (N=41)</b>	<i>Freq Percent</i>	
Schoolcraft	12	33
Oakland Comm. College	11	30
Johnson & Wales	4	11
Michigan State	2	5
Northwood College	2	2
Pacific Culinary	1	3
Northwestern University	1	3
Ferris State University	1	3
Penn Culinary	1	3
Culinary Inst. America	1	3



<b>College Choice 2 (N=36)</b>	<i>FreqPercent</i>	
Schoolcraft	4	19
Oakland Comm. College	4	19
Johnson & Wales	4	19
Culinary Inst. America	3	14
Central Michigan Univ.	1	5
Western Michigan Univ.	1	5
Morehouse	1	5
Eastern Michigan Univ.	1	5
HenryFord Comm. College	1	5
Grand Rapids Comm. College	1	5



<b>College Choice 3 (N=8)</b>	<i>Freq Percent</i>	
Johnson & Wales	3	37
Schoolcraft	2	25
Oakland Community College	1	12
Oakland University	1	12
Bowling Green University	1	12

