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Internships can stimulate curriculum changes.

# TWA internship leads to new curriculum at Cloud County Community College

by Patricia A. Altwegg and Floyd H. Price

## The Internship

During the spring semester of 1979 Kansas State University, Manhattan, Kansas, established the first internship program between the College of Education and Trans World Airlines. The first intern was given the responsibility to design and implement a one-day clinic entitled **WOMEN IN THE CORPORATE WORLD** for Trans World Airlines Department of Management Training to be presented June 29, 1979, at Breech Training Academy, Overland Park, Kansas. It was necessary for the intern to spend 22 days at the academy preparing for the clinic. Throughout the time at the academy, the intern had the opportunity to meet many people in different positions at different levels in the organization. The intern was on leave of absence from her position as coordinator of the Supervisory Management Program at Cloud County Community College in Concordia, Kansas, and was interested in the curriculum of Trans World Travel College located at Breech Training Academy.

The Trans World Travel College's major objective is to provide the travel industry with qualified job applicants by developing job skills and providing career counseling for those individuals interested in entry-level positions. The eighteen-lesson course used by the Travel College directed the students through the basics of selling travel.

The intern was assigned the responsibility of interviewing women in different positions throughout TWA including a hydraulic mechanic, secretaries, systems analysts, personnel supervisor, manager of labor relations, and directors of the major divisions. During this process,

it became evident that to move up in the organization a woman needed formal educational training.

## Development of the Curriculum

Based on the intern's past experience as a community college faculty member, she saw the need for a community college program that would provide the training and skills necessary not only to enter the travel industry, but to insure upward mobility. At the conclusion of the internship, the intern returned to her full-time position at Cloud County Community College as the coordinator of the Supervisory Management Program. During the next two semesters, the following procedure was followed to develop a cooperative curriculum with the community college and Trans World Travel College.

The corporate director of management training for Trans World Airlines was on the Cloud County Community College campus as a guest lecturer in the Supervisory Management Class in the fall of 1979. At that time a meeting with the president of the college, the dean of instruction, the business manager, the former intern and the corporate director of management training discussed the possibility of a cooperative program between Cloud County Community College and Trans World Travel College. The objective of the cooperative curriculum would be to train a person for a career in the travel industry using the travel college materials in addition to the management training courses at the community college. The benefits from such a program would be numerous. To the industry—a very well-educated, versatile employee—to the college—an opportunity to expand an existing program to meet the needs of individuals seeking careers in the travel industry—to the student—the best training available from the travel industry and college credit from an accredited educational institution.

After the on-campus visit from the corporate director of management training, the dean of instruction gave the former intern permission to continue discussing the idea of establishing a cooperative program between the community college and the travel college.

During a visit to Kansas City in January of 1980, the former intern had the opportunity to meet with the director of the travel college. After several lengthy planning sessions it was decided by mutual consent that a cooperative program between the two colleges would be the best way to train persons interested in the travel industry. A curriculum was developed between the travel college and Cloud County Community College. The existing supervisory management program was an ideal program for those students enrolled in the travel college. The two-year program emerged as Travel/Tourism and Management. At the end of one year a student enrolled in the program could receive a diploma from the travel college and a certificate from Cloud County Community College. However, those who continue on for one more year could receive an associate of science degree from the Community College.

The next step was to write a proposal for the program and submit it to the dean of instruction of the community college who then submitted it to the president. The president submitted the proposal to the board of trustees at the May 1980 Board meeting. The former intern was present to make the formal presentation of the program to the members of the board. The board approved the addition of the program to the supervisory management curriculum for the fall of 1980.

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The former intern would be the instructor for the Travel/Tourism course. She would receive additional training at Breech Training Academy during the summer of 1980. The Director of Travel College selected the courses she should take at Breech to prepare to teach fall classes at Cloud County Community College. During the summer of 1980, the Travel/Tourism course was vocationally approved by the Kansas State Department of Education as part of the supervisory management program. The director of travel college handled all the legal arrangements for implementing the cooperative program between Cloud County Community College and the travel college.

**Implementation of Curriculum**

Since approval for the program was not received until after the close of the spring semester, high school students were not recruited. Even without recruitment, 17 students enrolled in the program the fall semester of 1980. These students ranged in age from 18 to 65 with an educational background from a high school diploma to a Ph.D. degree.

Instructional materials for the Travel/Tourism courses were provided by the travel college and their staff visited the Cloud County Community College campus at certain times to teach special classes such as International Tariff.

The Travel/Tourism and Management curriculum shown in Table I was designed to be a two-year program. However, at the end of the first year, five students obtained employment. Since employment is available at the

end of one year, it has become evident that the program should be reassessed. The conclusion is that some students will choose to seek employment with a certificate at the end of one year, while others will return the second year for the associate of science degree.

Enrollment in the fall of 1981 included 46 beginning students and eight of the original 17 who desired the two-year associate of science degree program rather than employment at the end of one year.

In January of 1982, 33 students went to Kansas City for PARS (Programmed Airline Reservations System) training. After five days of individualized computer training, the students scored 32 A's and one B on a final test. The TWA staff was very pleased with the performance of the students from Cloud County Community College.

One of the additional contributions from the travel college is job placement assistance. The travel college maintains a job placement file for each student in the program. Students are required to list three states in which employment is desired as well as three choices of positions. As job openings occur, each student is counseled by phone or during an on-campus visit by travel college staff members. In addition each student is sent a listing of current job opportunities throughout the three states in which they indicated desired employment. Beginning in April 1982, the travel college placed only those students who had completed the 18 lesson course and PARS training program in Kansas City. Students have been placed in positions with large hotel chains, car rental agencies, a cruise ship line, travel agencies and airlines. The positions in these businesses include ticket agents, travel consultants, and supervisory management positions.

In the spring of 1982, 43 students graduated from the Cloud County Community College program. Nine Travel/Tourism and Management students received a two-year associate of science degree and 34 students earned a one-year certificate from Cloud County Community College and the Travel College diploma.

The placement rate for the 26 students seeking employment in the spring of 1982 was 92 percent. Of the class of 43, 13 students decided to return in the fall of 1982 to complete the two-year program. Of the remaining four in their class, two are continuing their education elsewhere and two are housewives.

On May 4, 1982, the Kansas State Department of Education, Topeka, Kansas, recommended the Cloud County Community College Travel/Tourism and Management Program to the United States Department of Education as an exemplary vocational education program. Only two programs from the secondary, postsecondary, or adult vocational education levels from the state of Kansas were selected for this honor.

The enrollment in September 1982 consisted of 26 new students and 13 returning students for a total enrollment of 39 for the 1982-83 academic year. Of these 39 students, 13 graduated with an associate degree in May 1983, 10 were employed after completing the one-year program, three changed majors, and 13 returned to complete the two-year degree program. One hundred percent of those who desired employment in May 1983, were employed. After three years graduates of the program have been employed in seven states.

In September 1983, 37 new students entered the program and 13 returned from the previous year. The curriculum for these students has been expanded to include the computer language used by American Air Lines (SABRE).

**Table I  
Travel/Tourism and Management  
Two-Year Associate of Science Degree**

FIRST SEMESTER		THIRD SEMESTER	
	Cr. Hrs.		Cr. Hrs.
ENGLISH COMP I (OR)		MANAGEMENT	
BUSINESS ENGLISH . . . . . 3		CONCEPTS . . . . . 3	
PSYCHOLOGY . . . . . 3		SALESMANSHIP . . . . . 3	
SUPERVISORY		PRODUCT KNOWLEDGE . . . 3	
MANAGEMENT I . . . . . 3		ECONOMICS I . . . . . 3	
TRAVEL/TOURISM I . . . . . 3		BUSINESS ELECTIVES . . . . . 5	
INTRODUCTION TO		<b>TOTAL</b>	<b>17</b>
COMPUTER SCIENCE			
or		<b>FOURTH SEMESTER</b>	
DATA ENTRY . . . . . 2 or 3			Cr. Hrs.
COLLEGE ORIENTATION . . . 1		THEORY OF	
PHYSICAL EDUCATION . . . . 1		ORGANIZATIONAL	
<b>TOTAL</b>	<b>16-17</b>	BEHAVIOR . . . . . 3	
		CONVERSATION	
<b>SECOND SEMESTER</b>		SPANISH OR	
	Cr. Hrs.	FRENCH . . . . . 3	
ENGLISH COMP II		*AUTOMATION TRAINING 3	
(OR) BUSINESS		BUSINESS ELECTIVES . . . . . 8	
COMMUNICATION . . . . . 3		<b>TOTAL</b>	<b>17</b>
SPEECH . . . . . 2			
SUPERVISORY		<b>*AUTOMATION TRAINING</b>	
MANAGEMENT II . . . . . 3		PARS	
TRAVEL/TOURISM II . . . . . 3		APOLLO	
ACCOUNTING ELECTIVE . . . . 3		SABRE	
INTRODUCTION TO			
COMPUTER SCIENCE			
or			
DATA ENTRY . . . . . 2 or 3			
PHYSICAL EDUCATION . . . . 1			
<b>TOTAL</b>	<b>17-18</b>		