

2017

Excellence in Action Award

Jack E. Singley Academy

Culinary Arts and Hospitality  
*Hospitality & Tourism Career Cluster*

OVERVIEW

The School of Culinary Arts and Hospitality was established in 2009 with the expansion of the Jack E. Singley Academy. The School of Culinary Arts and Hospitality delivers specialized curricula, dual credit opportunities through partnerships with local colleges, certifications and capstone activities, all within a supportive learning community.

Students graduate prepared for success in an industry that is vital to the Dallas, Texas metro area. The School of Culinary Arts and Hospitality offers academic and CTE dual credit courses with curricula that supports a focus on greater depth of content at each grade level through complex, project-based assignments, providing relevancy to each concept learned throughout the program of study. The campus is located in the business area of the city, granting access to a number of unique work-based learning environments from five star hotels to local restaurants. Jack E. Singley Academy is designed to build professional and industry skills to help students succeed in their college and career goals.

Student Demographics (217 students)	Percentage
Male	32%
Female	68%
Low-Income	71%
Minority	92%
English language learners	22%

EXTENSIVE WORK-BASED LEARNING OPPORTUNITIES

Students in the School of Culinary Arts and Hospitality have several placements in work-based learning environments. Freshmen and sophomore students work before school in the student-operated restaurant, The FireBird Café. Students develop skills that they can use right away, from selling products to operating the point of sale system. In their junior year, students continue to hone their skills through working at the FireBird café during lunch services throughout the day, as well as more complex events. For example, culinary and hospitality students provide catering services for events, meetings and conferences that take place in the Singley Conference Center, a major gathering point for the community. Their work-based learning experiences stretch beyond the school day; students are required to participate in after-school and weekend catering events as well.

Not only are students responsible for food preparation and service, they are also tasked with the planning, budgeting, preparation and delivery of services. Students work under the supervision of their instructors who are all industry chefs and hospitality management professionals.

Hospitality students also spend one day a week job shadowing at the Marriott DFW Hotel, giving them further insight into what it takes to work in the industry and to begin to build network with industry leaders in their community. Once students reach their senior year, they are required to complete a paid or unpaid internship. More than 80 percent of the senior class are working in paid internships off-site at one of the many fine dining restaurants and major hotels in the surrounding area.

## Jack E. Singley Academy



### THE PROOF IS IN THE PARTNERSHIPS

Jack E. Singley Academy's location is part of its recipe for success. With a campus in the heart of the Dallas-Ft. Worth business district, home to more than 75 hotels and over 100 restaurants, students have the benefit of a booming hotel and restaurant industry just steps from their classrooms.

The advisory board is composed of industry experts from area hotels, food service establishments, and the Irving Convention Center. Partnerships with The Hotel Association, Marriott, The Irving Convention Center, The Four Seasons Resort and others give students numerous opportunities to explore careers in these industries. Part of the reason the School of Culinary Arts and Hospitality has such a robust advisory board is because of the high demand for qualified individuals in the region.

Through the efforts of industry partners, the School of Culinary Arts and Hospitality has put an added emphasis on industry-recognized certifications, professional employability skills, and interviewing skills needed to be successful in the industry. Certifications available are ServSafe Managers Certification, ServSafe Food handlers, and OSHA 10-Hour General Industry Certification, allowing students to enter the industry directly from high school.

### PATHWAY TO POSTSECONDARY

Through a partnership with El Centro College, students acquire dual credit for culinary and hospitality courses taken in the 11<sup>th</sup> and 12<sup>th</sup> grades, all of which are transferrable through articulation agreements. Additionally, Irving ISD was named as the National AP District of the Year by the College Board in 2015. Students can take one or more of the 34 AP courses offered at no personal expense.

A typical four-year plan includes AP courses that align with the student's specialty, a choice of 19 dual credit courses, and work-based learning experiences, truly preparing them for both postsecondary and career success.

"If you do it right, it's going to be much larger than you could imagine. We've continued to expand and grow. It is an expensive program to get set up, but can be self-sustainable once you get it going." – Shawn Blessing, Irving ISD Director of Career Technical Education

### PARTNERS

Baylor, Scott & White • Dallas Marriott  
Las Colinas • Dallas County Community  
College District El Centro College •  
DeVry University • Four Seasons Resort  
& Club • Irving Arts Center • I Fratelli •  
Irving YMCA • Johnson and Wales  
University • Las Colinas Medical Center •  
Marriott Hotel DFW • NEC • NSHMBA •  
The Hotel Association • University of  
North TX • Westin Hotel

## Success by the Numbers



100%

Participated in  
Work-based  
Learning



100%

Graduated  
High School



78%

Enrolled in  
Postsecondary  
Education



41%

Earned an Industry  
-recognized  
Credential



36%

Earned Postsecondary  
Credit

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