

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,

Pat Altwegg is director of Cooperative Education at Cloud County Community College, Concordia, Kansas and Floyd Price is assistant department head and professor at Kansas State University, Manhattan, Kansas.

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.

