

**REQUEST FOR PROPOSALS: HIGHER EDUCATION CONSULTANT**

# **FOODSERVICE CONSULTING CERTIFICATE PROGRAM PROPOSAL**

FCSI Educational Foundation  
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## OVERVIEW

The [FCSI Educational Foundation](#) is seeking to partner with a higher education university to establish an academic certificate program or concentration focusing on the field of foodservice consulting.

## FCSI BACKGROUND

[Foodservice Consultants Society International \(FCSI\)](#) is a global industry association that promotes professionalism in foodservice and hospitality consulting. Membership requirements are stringent, and the association's members are recognized as industry experts.

FCSI members offer a wide range of consulting services from concept development and feasibility studies to food safety, design and marketing, as well as operations and training.

The FCSI Educational Foundation (FCSI EF) is a non-profit organization that is committed to working with members to secure the future of the foodservice consulting industry through nurturing the next generation of professional foodservice consultants.

Working toward the next generation of professional foodservice consultants, the foundation would like to partner with an institute of higher education to begin offering an 3-4 semester certificate that focuses on foodservice consulting (timing, length of certificate is open to best practices within the university).

## AIM

The aim of this effort is to create an integrated higher education program tailored to students interested in foodservice consulting and to provide students mentors, internships, and professional partnerships to connect their learning to the practice and the field.

## TIMELINE

We plan to identify interested universities during the Spring and Summer semester of 2022 and begin conversations around feasibility and potential program design. We would like for the program to be made as soon as possible; however, we recognize the importance of following university processes when it comes to program approval. Please express an interest no later than June 24, 2022. Feel free to contact us prior to the deadline, as we are happy to connect prior to the deadline.

## REVIEW PROPOSAL AND CONTACT US

Please send an email to:

Greg Jewell, Administrator, FCES Education Foundation

[gregj@fcsief.org](mailto:gregj@fcsief.org)

FCSI EF Conference Call 1.17.22

## POTENTIAL PROGRAM DESIGN

### WHAT IS A FOODSERVICE CONSULTANT?<sup>1</sup>

Generally speaking, a foodservice consultant is an independent professional advisor who, for a defined scope of work and related fee, works as an advocate for their client in achieving their goals through the design and implementation of foodservice facilities and/or operations/management systems.

Consultants provide expertise, knowledge, and experience to provide assistance that does not exist in-house, or by providing resources not available at the time. As independent professionals their primary focus is the welfare of the client organization that they serve.

- Very knowledgeable in the foodservice and hospitality industry
- Provides specific/specialized expertise
- Usually involved for limited, specified period
- Brings high degree of industry experience
- Advises and educates clients on wide range of topics
- Provides independent, objective advice
- Facilitates between project team and foodservice operations professionals
- Acts as an advocate for foodservice operations
- Enhances client's business

### PROGRAM NEED

While the foodservice industry experienced a difficult year given the COVID pandemic, the industry is positioned to see nearly 5% growth in 2022.<sup>2</sup> In addition, COVID has changed customer habits and expectation for foodservice providers, and they will need to reconsider their approach to foodservice. Given the scale of the shift, foodservice consulting services are projected to be in demand. Throughout the United States, there are a wide range of hospitality programs. At this time, there are not tailored program offerings that target the field of foodservice consulting.

### PROGRAM OBJECTIVES

The foundation seeks to create a certificate program that leverages online and/or blended learning to reach a wide range of learners within and beyond the United States. Our core focus is to reach as many potential students as possible, and we are open to university best practice in other programs that attract both traditional and nontraditional students.

The objectives of the program are to:

- Introduce learners to the field of foodservice consulting and provide foundational knowledge to begin a career in the field or further advance their foodservice career.
- Explore a range of concept domains critical in the field of foodservice consulting (Examples: Foodservice Accounting & Budgeting, Foodservice Equipment, Laws, Regulations & Specifications in Foodservice Design, Kitchen/Interior/Architectural Design, Business & Strategic Planning,

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<sup>1</sup> Foodservice Consultants Society International. (n.d.). *What is a consultant*. FCSI. Retrieved November 16, 2021, from <https://www.fcsi.org/about-fcsi/fcsi-worldwide/what-is-a-consultant/>

<sup>2</sup> International Foodservice Manufacturers Association (IFMA). (2021, August 3). *IFMA publishes 2022 foodservice industry forecasts, projecting 4.9% growth in next calendar year*. CISION PR Newswire. Retrieved November 16, 2021, from <https://www.prnewswire.com/news-releases/ifma-publishes-2022-foodservice-industry-forecasts-projecting-4-9-growth-in-next-calendar-year-301347333.html>

Foodservice Consulting Technology & Tools, Culinary Arts, Marketing & Business Proposals, Distribution & Procurement, Project Management & Quality Control, Operations Management)

- Provide hands-on foodservice consulting experiences and establish professional relationships through mentoring, internships, and conference opportunities.
- Integrate project-based and/or problem-based learning, such as a capstone experience, connected to consulting in the foodservice industry.

## **PROSPECTIVE STUDENTS**

Foodservice consultants come from a wide range of backgrounds and educational experiences. Some may have come through academic programs such as business, architecture, culinary arts, computer science, engineering, and hospitality. Others have practical experience in restaurants serving, managing, cooking, etc. We expect students will come from a wide range of backgrounds and from a wide range of geographic locations (may attract students from other countries).

The hope is to recruit and attract at least 20 students per cohort and grow the program from there. At this time, we would love to have a flexible certificate program that attracts undergraduate, continuing education, and nontraditional students. We would be open to hearing best practices for attracting both degree-seeking and non-degree seeking students to the program given the varied backgrounds of people who become foodservice consultants.

## **FCSI EDUCATIONAL FOUNDATION COMMITMENT**

We are deeply committed to the success of the program and would like to contribute to the development and success of this program. Our foundation has access to resources to help with the start-up of the new program. To foster program success and sustainability, we would like to help:

- Design and develop the program (this may include providing financial support for development).
- Recruit students and promote the university and program throughout our industry.
- Create mentoring relationships and internship opportunities to students.
- Provide guest speakers.
- Connect students to job fairs and mock interviews.
- Fund select students to attend conferences and tradeshow focused on foodservice consulting.
- Establish scholarships and funding for the program.
- Connect with partner associations to raise program awareness and build a pipeline of students and support.
- Identify sponsors to create a sustainable program model.
- Provide opportunities for faculty and students to present research, projects, and workshops at our annual conference.
- Seek out foodservice consulting organizations in the field that would offer tuition reimbursement for the certificate program.

## **FCSI PARTNER ORGANIZATIONS**

FCSI works closely with a variety of associations that will also have an interest in a Foodservice Consulting Certificate Program. These organizations include:

- [North American Association of Food Equipment Manufacturers](#)
- [Manufacturers' Agents Association for the Foodservice Industry \(MAFSI\)](#)
- [Foodservice Equipment Distributors Association](#)
- [Commercial Food Equipment Service Association](#)

- [National Association of College & University Food Services](#)
- [Association for Healthcare Foodservice](#)
- [National Restaurant Association](#)

## MEASURING PROGRAM SUCCESS

We want the program to succeed! We would like to partner with the university to measure outcomes of the programs. Success would include student feedback on courses and the program, faculty assessment of program success, professional placement in the foodservice industry, and feedback from employers of those who have earned a certificate. We would also measure success by the student and faculty engagement at foodservice consulting conferences and events.

## NEXT STEPS - UNIVERSITY COLLABORATION

We recognize that establishing a new program requires collaboration, time for development/program approvals, budget, and dedicated faculty members. Our hope is to set up a meeting with your university if you see the value of a Foodservice Consulting certificate/concentration. During this meeting, we recognize the importance of the following topics:

1. Budget and resource needs for establishing a new program.
2. Potential existing programs and course offerings that may align with foodservice consulting.
3. Faculty members and administrators who have an interest in foodservice consulting.
4. Deliverables and timelines to establish a new program.
5. Potential roadblocks and obstacles to opening a new program.
6. Additional options and approaches at your university that may provide a professional pipeline for foodservice consulting.

## RELATED BOOKS AND MATERIALS FOCUSED ON FOODSERVICE CONSULTING

The following textbooks are central to the Foodservice Consulting body of knowledge:

Thomas, C., Norman, E.J., Katsigris, C. (2013). [Design and equipment for restaurants and foodservice: A management view](#), 4<sup>th</sup> Ed. Wiley.

Jefferies, J. P. & Brown, B. (2010). [Understanding Hospitality Law](#), 5<sup>th</sup> Ed. Amer Hotel & Motel Association.

Ninemeier, J. D. (2010). [Management of food and beverage operations](#). Educational Institute of the American Hotel Motel Assoc.

There are many [additional materials and resources related to foodservice consulting](#).

## REFERENCES

1. Foodservice Consultants Society International. (n.d.). *What is a consultant*. FCSI. Retrieved November 16, 2021, from <https://www.fcsi.org/about-fcsi/fcsi-worldwide/what-is-a-consultant/>
2. International Foodservice Manufacturers Association (IFMA). (2021, August 3). *IFMA publishes 2022 foodservice industry forecasts, projecting 4.9% growth in next calendar year*. CISION PR Newswire. Retrieved November 16, 2021, from <https://www.prnewswire.com/news-releases/ifma-publishes-2022-foodservice-industry-forecasts-projecting-4-9-growth-in-next-calendar-year-301347333.html>