

In my continuous quest to keep the Culinary Program relevant and vibrant in serving the needs of our community and beyond, I have determined that a re-branding of the program is necessary. As such, for the 2021-2022 catalog year and beginning with the Fall 2021 term, I am changing our program name/brand from “Culinary Arts Management” to “The Culinary Academy at Contra Costa College”. This is very much in line with other culinary schools and institutes and helps to elevate our image. I have already drafted a logo and plan to work with our Director of Marketing, Larry Womack, on the following:

- College Catalog: Update chapter 4 listing program information; index page referring to the program; and faculty directory page.
- College Schedule: Change block text from “Culinary Arts” to “The Culinary Academy”
- Brochures: All print material will need to be updated with new brand
- College Website: Search website for all references to Culinary, and update as needed
- Social Media Pages
- College Marquis Board
- Department Stationary
- Faculty Business Cards

I have also begun conversations and will follow up again with Deans Dennis Franco, and Rod Santos to ensure relevant areas such as Outreach, Welcome Services, and Counseling are aware of the re-branding efforts. Finally, I would like to be clear that the focus is simply on re-branding with no impact on curriculum changes (e.g. Course titles, transfer status, etc.).

When I first arrived at Contra Costa College under the leadership and support of President McKinley Williams, I had the opportunity to transform the program and make it one in which the college is proud of and which our community, and the broader region deeply support. I appreciate your continued support in the efforts to continually transform and elevate the program.

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