USF SARASOTA-MANATEE
ASSESSMENT PLANNING RECORD
2012-2013

UNIT:	**College of Hospitality and Technology Leadership**
MISSION:	**Vision Statement:** To be the leader in global hospitality and technology education, innovation and research. **Mission Statement:** The College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee is to provide quality education for students in hospitality and technology leadership positions by creating an intellectual, collaborative, ethical, inclusive environment for our students, faculty, industry and community to produce educational opportunities and innovate research that will benefit the constituents in Florida, the U.S. and the world.
2012-16 USFSM STRATEGIC PLAN GOALS:	**ACCESS**: Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS Goals 2,3) **Teaching & Learning** (1a.) **Expand academic programs** in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree. **Scholarship, Research, and Innovation** (1b.) Promote **innovative scholarship** and **community-engaged research**. (1c.) Seek **external funding** from public grants, private foundations, and individual donors. **Public Service & Community Engagement** (1d.) **Partner** with a variety of organizations and stakeholders, including the USF System. (1e.) Build a **University living and learning community**, including residence halls, academic buildings, and student life facilities. **SUCCESS:** Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS Goals 1,2). **Teaching & Learning** (2a.) Produce continuous improvement in **student outcome measures**, including retention and graduation rates and student career results. (2b.) Earn **professional accreditation and recognition**, including AACSB and NCATE. **Scholarship, Research, and Innovation** (2c.) Track and promote **faculty-developed measures of scholarship**. (2d.) Identify **student success predictors**. **Public Service & Community Engagement** (2e.) Earn recognition as a **Carnegie Community-Engaged University**. (2f.) Track and share the value of the University's and graduates' **economic and societal contributions**.

GOAL OUTCOMES	Unit Goal	Means of Assessing	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response

UNIT GOALS	1. Deliver relevant academic programs efficiently and effectively (Aligns with USFSM Goals 1a, 2a) 2. Provide students with an enjoyable and productive learning experience (Aligns with USFSM Goals 2a, 1e, 2d) 3. Contribute new knowledge and share that knowledge with constituents (Aligns with USFSM Goals 1a, 1b) 4. Improve quality and quantity of programs and faculty (Aligns with USFSM Goals 1a, 1b, 2a, 2c) 5. Develop relationships to identify and facilitate strategic partnerships and funding support. (Aligns with USFSM Goals 1a, 1b, 1c, 1d, 1e, 2e)				

GOAL OUTCOMES	Unit Goal	Means of Assessing	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response (Dr. Jones)
Improve the overall quality and delivery of program curriculum	1,2, 4	Curriculum revisions and improvements to the Hospitality Program.	Enhanced Curriculum Alignment to learning goals and industry needs	Plan to add several new elective courses such as Revenue Management, International Food and Culture. From offering no elective at all in the program, now, Hospitality program (HP) is offering five elective courses. HP will have an advisory board meeting in March. In addition, a networking event with the industry professionals is scheduled for April. Then HP faculty will have a curriculum retreat in May to discuss the recommendations of the advisory board and industry professionals.	Please monitor enrollments in the electives to ensure five are needed in Hospitality. Good to involve the advisory board in the curricular decisions to ensure currency with the industry.
		Curriculum revisions and improvements to the Information Technology Program	Enhanced Curriculum Alignment to learning goals and industry needs	Currently an advisory board is being created for the IT program. In addition a networking event with the industry professionals (IT Connect) is scheduled for March. Based on the feedback from the industry, faculty will review the curriculum in May during the curriculum retreat.	Again, the IT advisory board will be crucial to ensuring currency of the IT curriculum to the technology industry.
Increase the number of faculty	1,2, 3,4	Hire new faculty in Hospitality	3 new faculty in Hospitality	The searches for three new tenure-track assistant	Looking forward to the new faculty in both Hospitality and IT

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with PhDs				professors are in progress. One of the positions is within the Hospitality Information Technology/Revenue Management area. The other position is within Human Resources and Strategy area. The third position is within club management and event management.	offering fresh ideas and a boost to curriculum development and assessment of student learning outcomes. Should take a load off the current faculty work.
		Hire new faculty in Information Technology	2 new faculty in IT	One tenure-track assistant professor and one tenured associate professor searches are in progress.	
Acquire labs	1,2	Acquisition of a Culinary Lab for the Hospitality program	Acquire Culinary Innovation Lab and integrate it into curriculum	Culinary Innovation Lab (CIL) will serve as a laboratory for the students in the food and beverage areas. Intro to Food Production Management, Restaurant Management and Event Management classes will be taught at CIL. In addition, several events will be held. These events will be planned, produced and executed by students. In addition, it will serve as a research lab for our faculty and graduate students.	CIL is coming along nicely. Glad you will be evaluating it monthly and then annually for impact.
		Develop plans for an IT Security Lab	Develop plans for an IT security lab and plan to integrate it into the IT program curriculum.	IT program has funding to create IT Security Lab. A visit to several IT Security labs in the country are being scheduled. A proposal will be developed over the summer 2014 semester. By the end of Fall 2014, an IT security Lab will be installed.	Definitely a need and I urge you to follow through on this as soon as possible, since the funding is available.

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All programs comply with program review	1,2,4	Develop the program review process to be completed in the 2013-14 academic year	A program review process has been implemented and the program review reports for the Bachelor of Science in Hospitality Management and the Bachelor of Science in Information Technology are scheduled to be completed in Spring 2014	For the Information Technology program, we will create an advisory board and a forum where we can build relationship and feedback about our program from the industry partners. In curriculum, we will review the state-mandated pre-requisites and see if there is a change needed.

For the Hospitality program, we will continue to receive feedback from industry partners and revise the curriculum. Program learning objectives and course learning objectives will continue to be aligned. | Being the first programs on campus to go through the seven-year program review has been a challenge, but it has pointed out areas for growth and development. Appreciate the Dean's and lead faculty working on this effort. |
| Support and advise college decision making through Advisory Boards | 2,4,5 | Creation of an IT Advisory Board | Create an advisory board for IT program | We will have a networking event (IT Connect) at our CIL with IT industry partners. This will serve as a platform to recruit IT advisory board members. In addition, relationships will be built with the area IT companies for internships for our students. After IT Connect session, members will be invited to the IT advisory board. In the Fall 2014 semester, we will have our first IT advisory board meeting. | Glad you are taking the step to involve the advisory boards in your College. Will pay off in the long run. |
| | | Continue to develop and enhance the Hospitality Advisory Board with | Advisory board continues to be a very good source of feedback from the industry for the curricular areas | We will have two advisory board meetings each year. The next one will be held in March | |

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		ongoing communication and meetings.	to be covered in the degree.	2014. Faculty will continue to review the feedback from the board and make any necessary changes.	
Improve the quality and quantity of assessment measures and processes	2,4	Bachelor of Science in Hospitality Management assessment improvements	The program received a complete overhaul in assessment with new program learning outcomes and new assessment measures implemented throughout the program. All course learning outcomes were aligned to the new program learning outcomes. The "Course Learning Outcome Evaluation" was revised and included in all hospitality courses. The hospitality capstone course was revised with improvements to assessment, including the addition of a "Leadership Case Analysis". A "Diversity and Ethics Case Analysis" was added into the Law and Ethics course.	The college will review outcomes from key assessments at the end of the next assessment cycle and continue to make improvements where necessary.	The efforts taken to improve this process are well done and will be important as you move on to ACPHA and ABET accreditation. Please continue the work with IR to make this process sustained annually. It must be faculty driven to be successful.
		Master of Science in Hospitality Management assessment improvements	The Masters in Hospitality Management assessment plan was created.		
		Bachelor of Science in Information Technology assessment improvements	The program received a complete overhaul in assessment with newly revised program educational objectives and student learning outcomes. A new assessment plan has been created with multiple assessment measures to be implemented throughout the program. For example, the capstone project rubric is under revision and two new rubrics are being created for the "Professional Ethics Case		

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			Study Essay" and the "Program Design Team Project". Additionally, two embedded assessment examinations will be implemented.		
Increase student outreach and student learning experiences / opportunities	2	Implement student focus groups with the Dean	Focus groups with students provide valuable information about how students perceive the program.	Dean will continue to have a student focus group once a year. The feedback obtained from the focus group will be shared with faculty. Necessary changes will be made.	A good way to get student input through the focus groups. The national conferences and the awards our students have won at them give visibility to your programs.
		Student attendance to conference, other networking opportunities, or additional learning experiences / opportunities	Talk about the National Restaurant Association Show, The New York Hotel/Motel Show and others for both the Hospitality and IT programs	CHTL will continue to support student and faculty attendance to national and international conferences such as National Restaurant Association Show, The New York Hotel/Motel Show and Multi-Unit Restaurant Technology Conference, Consumer Electronics, and DEFCON	
Increase visibility and support for USFSM and HTL, through community outreach events and identification of strategic partners and funding support for the College	3,5	Community outreach events	"IT Matters" speaker series, HospitaBull Evening, GloBull Cuisine Knowledge A Bull speaker series, classes at the Culinary Innovation Lab initiated.	IT Matters lectures series will continue. Knowledge A Bull speaker series will also continue. CIL will host several community training programs.	These activities are good ways to identify donors and build relationships with community members who may not otherwise come to campus.
		Activities to cultivate relationships with Community Stakeholders, Private Donors, and University Alumni to identify strategic partners and funding support.	Significant gift to create M3 Center for Hospitality Technology and Innovation and planned gift of ($650,000) from Bob Purzycki	Relationships with stakeholders will be continued to be developed.	

Executive Response: Dr. Guilford

I am pleased that the focus groups have given new insight into the program. The events are a great way to continue creating new potential donors.

I recommend you continue what is working so well.