

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2013-2014**

UNIT:	College of Hospitality and Technology Leadership (Dr. Cihan Cobanoglu)
MISSION:	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:	<p>GOAL 1 ACCESS: Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida Goals 2,3)</p> <p><u>Teaching & Learning</u></p> <p>(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.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(1b.) Promote innovative scholarship and community-engaged research.</p> <p>(1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>GOAL 2 SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida Goals 1,2).</p> <p><u>Teaching & Learning</u></p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.</p> <p>(2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(2c.) Track and promote faculty-developed measures of scholarship.</p> <p>(2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

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)				
OUTCOMES	Unit Goal	Means of Assessing	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
Outcome 1: Improvement of the overall quality and delivery of program curriculum.	1,2, 4	Make curriculum revisions and improve the Hospitality Program.	HFT 3890 – International Food & Culture course developed, HFT 3603 – Law & Ethics for the Hospitality Industry amended to add leadership, new FSS course being developed – Advanced Contemporary Cuisine. HFT 3890 approved as Diversity/Community Engagement Pillar. HFT 3603 approved as Ethics/Leadership Pillar Course.	Prioritize and develop a plan to address the recommendations from the program. Prepare to apply for ACPHA accreditation in Spring Semester 2015.	Utilize the results of the assessment to maintain continuous improvement of the unit.
		Curriculum revisions and improvements to the Information Technology Program.	IT Faculty reviewed the curriculum and developed a curriculum ladder to improve student progression through the program.	Faculty will continue to refine the curriculum based on recommendations from the program review.	
Outcome 2: Improvement in the number of faculty with doctorates.	1,2, 3,4	Hire new faculty in Hospitality.	Search committees formed for 3 Assistant Prof. lines – revenue mgt./It, HR/Strategic mgt./ & event planning/club mgt. Two offers made and accepted – Dr. Katerina Berezina (rev mgt. /It) and Dr. Susan Gordon (HR/Strategic mgt.) to begin Aug. 7, 2014 – other line put on hold due to weak candidates	Search for and hire a revenue mgt./It Assistant Professor to begin August 2015.	Additional resources for faculty hires should be available during AY 2014-2015.
		Hire new faculty in Information Technology.	Search for Assoc. Professor in IT is ongoing.	Hire an Assoc. Professor by August 7, 2014. Hire an Asst. Professor by August 2015.	

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Outcome 3: Acquisition of laboratories.	1,2	Acquisition of a Culinary Innovation Lab (CIL) for the Hospitality program.	Culinary Lab opened for classes in January 2014. Hosted over 25 major functions. SACSCOC Substantive change notification sent for Fall Semester 2014 when 25-49% of the degree may be offered there.	"Boot Camp" Culinary Vet program to begin in Summer 2014 at CIL once insurance issue is resolved. Monitor percentage of degree offered at Culinary Innovation Lab.	
		Develop plans for an IT Security Lab.	Not completed.	Prioritize for 2014-15 since STEM funding available.	
Outcome 3: All programs comply with program review	1,2, 4	Develop the program review process (7 th year) for both the BS in Hospitality and the BS in IT to be completed in the 2013-14 academic year.	Program Review completed through a joint effort by faculty, for BS in Hospitality, including feedback from an external reviewer with ACPHA background (Accreditation Commission for Programs in Hospitality Administration). Program Review provided specific opportunities for the BS in Hospitality to improve.	ACPHA self-study to be completed using updated format and suggestions from external reviewer with a target submission date of Nov. 1, 2014 and a Spring 2015 site visit to receive accreditation.	Seeking national accreditation for our programs should be a significant priority for the unit, as appropriate.
			Program Review completed through a joint effort by faculty, for BS in IT, including an external reviewer with ABET background (formerly the Accreditation Board for Engineering and Technology).	Act on program review recommendations to improve the IT program in anticipation of going forward with ABET accreditation in a few years.	
Outcome 4: Support and advise college decision making through Advisory Boards	2,4, 5	Continue to develop and enhance the Hospitality Advisory Board with ongoing communication and meetings.	Advisory board meeting held at CIL – homeless vets discussed and how we can help – board concerned about this issue. Board advised new curriculum should include revenue mgt. course. An advisory board member donated a van to CHTL.	New faculty member will teach revenue mgt. course starting Fall Semester 2014.	Advisory boards should be in place and active prior to end of next AY.

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		Create an IT Advisory Board.	College held an IT Connect event to recruit community members to the advisory board. Attendance by over 40 IT leaders.	Formalize the IT Advisory Board in Fall Semester 2014.	
Outcome 5: Improvement in the quality and quantity of assessment measures and processes.	2,4	Improve BS in Hospitality Management assessment.	Additional assessment realignment to new program learning outcomes continues including complete faculty involvement in revising the Capstone Exam.	Revised Capstone Exam nearly complete and ready to be implemented July 2014.	I look forward to and expect that the assessment system for CHTL must show evidence of a feedback loop for continuous improvement next AY.
		Improve Master of Science in Hospitality assessment.	Four-step plan devised with Institutional Research alumni assessment surveys to be distributed/thesis & project papers to be collected for assessment/mock Hotel Management Contract negotiation rubric to be used for communication outcome.	Amanda Kulaw to develop alumni database and distribute surveys; thesis papers being collected.	
		Bachelor of Science in Information Technology assessment improvements.	Review of recent assessment plans shows gaps in BS in IT program.	Dr. Sunita Ludwig will work with Institutional Research to close assessment gaps and request information from other faculty members.	
Outcome 6: 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.	Excellent student support. Continue to utilize student perceptions in continuous program improvement.
		Student attendance to conference, other networking events, or opportunities for additional learning.	Students attended a variety of events, including the National Restaurant Association Show and the New York Hotel/Motel Show for both Hospitality and IT programs.	CHTL will continue to support student attendance to national and international conferences.	

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Outcome 7: Increased visibility and support for USFSM and HTL.	3,5	Develop more community outreach events.	"IT Matters" speaker series, HospitaBull Evening, GloBull Cuisine Knowledge A Bull speaker series, Pine Avenue Sustainability Cuisine with Ed Chiles, Hospitality Connect event with local industry HR leaders at CIL, classes at CIL continue. Clearwater Uncorked Event offered students experience and CHTL 10% of ticket sales. FELD Entertainment - possible event planning opportunity.	IT Matters lectures series will continue. Knowledge A Bull speaker series will also continue. Hospitality Connect will be held annually. Clearwater Uncorked Event will be held every February. FELD Entertainment Circus Ceremony event/party Jan. 1, 2015.	Excellent visibility and support for the programs in CHTL. Community relationships for this college are exemplary and I know will continue.
		Hold activities to cultivate relationships with Community Stakeholders, Private Donors, and University Alumni to identify strategic partners and funding support.	Planned \$650,000 gift made available sooner, \$100,000 gift from Betty Schoenbaum for Hospitality Master's Degree Scholarships, Tampa Hosted Program MOU signed and executed, CHTL visited universities in Taiwan, China, Germany, France, Panama & Peru for possible certificate and other programs. "Hotel Teaching Lab" Affiliation agreement approved by OGC and package sent to The Resort at Longboat Key Club for Sarasota Program and Embassy Suites – USF/Busch Gardens for Tampa program. Honorary Doctorate discussed for John McKibbon. Xiamen University in China 1+1+1 Master's Degree with OPT	Relationships with stakeholders will continue to be developed. Tampa Hosted Program to begin Fall Semester 2015. New Taiwanese certificate cohort to arrive in July 2014. Hotel teaching lab modules to be implemented in 2014-2015 academic year. Two students from Paul Bocuse Institute to arrive to intern at CIL for the 2014-2015 academic semesters. Award honorary doctorate to John McKibbon at 2015 HospitaBull function. First student from Bad Honnef Germany to arrive for 2014-2015 academic semesters. Implement Xiamen Master's Degree program 2015-2016 academic semesters	

Chancellor's Response (Dr. Arthur Guilford): I would like to see more formalized assessment in the college and more attention paid to the IT portion of the college. In addition, this coming year, I would like to see a more refined business plan for the CIL, which includes income projections. I would also like to see a pricing chart developed so that people would know what it costs to use the CIL. Finally, I hope that you will be successful in recruiting an Associate faculty member in IT. I believe that this is of critical importance to the development of this program. We may decide in the future if this is the best placement for IT, or if it should be moved into a new College of Applied Sciences, Health, and Technology. Your certificate programs in Hospitality are developing nicely, and I am pleased with the number of international students that you have recruited.