UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT PLAN
2014-15

UNIT:	**College of Hospitality and Technology Leadership** (Dr. Cihan Cobanoglu, Dean)
MISSION:	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:	**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) **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. **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). **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.

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 Outcomes*	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	**Hospitality:** 1a. Create a Strategic & Marketing Plan and a Curriculum Review Plan and align them with programmatic changes (8c)* 1b. Review the prereqs for upper-division courses (8g)* 1c. Ensure that strategic management is required (8g)* 1d. Determine if leadership theory is introduced in MAN 3025 (8g)*	1a. Process started 1b. Process started 1c. Process started 1d. Consulted with College of Business Leadership is introduced in MAN 3025.	1a. Strategic Plan to be completed in 2015-2016. 1b. Complete review 1c. Develop course and get approvals. 1d. Nothing further needed.	Development of a Strategic Plan for CHTL is warranted.
		Information Technology: 1e. Decide whether to revise course requirements in the foundational areas of IT (8b)* 1f. Decide whether to eliminate concentrations, possibly shifting courses to IT core (8b)*	1e. Program review by Dr. Solano and initial IT Advisory Board Meeting revealed that students need to graduate with a broader knowledge base 1f. Mixed feedback from Advisory Board on this issue.	1e. IT moved to College of Business in May, 2015. New faculty will continue curriculum review in 2015-2016 to ensure foundations course are appropriate and concentrations are necessary. 1f. Discussion and data collection to continue in 2015-2016.	IT moved to College of Business.

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Outcome 2. Improvement in the number of faculty with doctorates.	1,2, 3,4	**Hospitality:** 2a. Track the professional development activity of faculty to demonstrate continuous professional development (8.o)*	2a. Process started	2a. Continue to document activities supporting faculty development	Records for the assessment and accreditation efforts are appropriate.

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		Information Technology: 2b. Hire an Associate Professor and Assistant Professor in IT to begin in Fall Semester 2015.	2b. Associate Professor and two visiting assistant professors hired for 2015-2016.	2b. IT moved to College of Business will continue to grow the IT program with new faculty.	IT moved to College of Business.
Outcome 3. Quality laboratory experiences for students.	1,2	**Hospitality:** 3a. Refine the Culinary Innovation Lab's business plan to include income projections.	3a. Process started but CIL is not covering cost of operation.	3a. Business plan to be furthered reviewed with special attention paid to pricing for outside events.	Continue working with Advancement/Events on this issue.
		Information Technology: 3b. Develop a plan to upgrade students' IT lab experiences and faculty research opportunities, either by upgrading USFSM's computer lab infrastructure or partnering with another university with IT equipment and software that can be remotely accessed (8e)*	3b. Plan developed	3b. IT moved to College of Business in May, 2015. Equipment being purchased and installed over the summer of 2015.	IT moved to College of Business.
Outcome 4. Support and advise college decision making through Advisory Boards.	2,4,5	**Hospitality:** 4a. Identify an alumnus/alumna to serve on the Hospitality Advisory Board (8e)*	4a. Not yet identified	4a. Identify qualified graduates and extend invitation to join the board	Excellent work.
		Information Technology: 4b. Formalize the IT Advisory Board by scheduling meetings each semester and reviewing the curriculum and outcomes.	4b. Initial steps to form advisory board taken. One preliminary meeting held in summer of 2014.	4b. New IT faculty and dean of College of Business to further develop the role of the advisory board in 2015-2016.	IT moved to College of Business.
Outcome 5. Improvement in the quality and quantity of assessment measures and processes.	2,4	**Hospitality:** 5a. Implement a culture of assessment within the College and close gaps in the annual degree program assessments, including the two bachelor's degrees, the master's degrees,	5a. Lead faculty in hospitality revised and implements new assessment at both the undergraduate (3 courses) and graduate levels (6 courses).	5a. Continue implementation of assessment process and close loop for continuous improvement.	Strengthening assessment system should be a priority.

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		and the two BSAS degrees (8c-H; 8f-IT)* 5b. Create an assessment tool or rubric for evaluation of the 650 internship hours (8h)*	5b. Not completed	5b. To be developed in 2015-2016 assessment cycle.	
		5c. Create a uniform rubric template to illustrate assessment of one grading component (8j)*	5c. Not completed	5c. To be developed in 2015-2016 assessment cycle.	
		5d. Review the inconsistencies of grading scales across courses (8k)*	5d. Not completed	5d. To be reviewed when new dean arrives.	
		Information Technology: 5e. Develop & participate in an annual process of reviewing the program educational objectives, determine feedback on outcomes, and substantiate any curricular changes (8a)*	5e. Not completed	5e. Regular scheduling of IT Advisory Board meetings, a process of internal and external reviews of educational objectives and subsequent curriculum improvements will be facilitated.	IT moved to College of Business. Continue efforts there.
		5f. Indicate outcomes of graduates several years beyond graduation (8a)*	5f. Not started	5f. A process to track IT graduates to be implemented with the help of Student Services.	
Outcome 6. Increase student outreach and student learning experiences and opportunities.	2	**Hospitality:** 6a. Enroll a minimum of 20 FTIC students in the hosted Hospitality program in Tampa starting in fall 2015.	6a. Tampa FTIC = 2 students as of 7/27/15	6a. need for program in Tampa to be assessed on annual basis.	Continue assessment of all program location in terms of effectiveness and fiscal issues.
		6b. Revise the hospitality survey of graduates to track career progress (8d)*	6b. New survey developed by Career Services and Institutional Research and administered in spring 2015.	6b. Survey and data collection methods will continue to be refined.	
		6c. Remove fund-raising and for-profit activities from student	6c. Process started	6c. Carefully review all College events to be certain of separation of purpose	

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		service-learning opportunities (8i)* Increase enrollments in 6d. Master's program by 5%,	6d. Master's = 0%	6d. Continue to work with Admissions to grow enrollments in the Master's program.	
		6e. Hospitality bachelor's by 5%,	6e. Hosp. Bachelor's = 16% *(See below for numbers.)*	6e. Continue to work with Admissions to maintain momentum in the undergraduate program.	
		Information Technology: Increase enrollments in 6f. IT bachelor's by 5%.	6f. IT Bachelor's = -5% *(See below for numbers.)*	6f. College of Business to work with Admissions to boost IT enrollments.	IT moved to College of Business.

Unduplicated Headcount Comparison by Year			
AY1415 Plan Results, Outcome 6			
College of Hospitality			
	AY1415	AY1314	%
MS Hospitality	32	32	0.0%
BS Hospitality	199	168	18.5%
BSAS Hospitality	20	21	-4.8%
BS Information Technology	168	176	-4.5%
BSAS Information Technology	57	60	-5.0%
Source: Info Center, Annual Unduplicated Student Headcount			

Chancellor's Response (Dr. Sandra Stone):

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