

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT PLAN
2015-16**

UNIT:	College of Hospitality and Tourism Leadership (Dr. James Curran, Interim Dean)
MISSION:	The College of Hospitality and Tourism 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.
2015-20 USFSM STRATEGIC PLAN GOALS:	<p>STRATEGIC GOAL #1: Student Success Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p>STRATEGIC GOAL #2: Campus Life Foster an intentional culture of campus engagement.</p> <p>STRATEGIC GOAL #3: Intentional Enrollment Management Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p>STRATEGIC GOAL #4: Teaching and Learning Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p>STRATEGIC GOAL #5: Scholarly Activity Recognize and support diverse faculty and student research activities.</p> <p>STRATEGIC GOAL #6: Community Engagement Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p>STRATEGIC GOAL #7: Resources Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>

UNIT GOALS	1. Deliver relevant academic programs efficiently and effectively. (Aligns with USFSM Goal 1, 4) 2. Provide students with a satisfying and productive learning experience. (Aligns with USFSM Goal 1) 3. Contribute new knowledge and share that knowledge with constituents. (Aligns with USFSM Goals 5) 4. Improve quality and quantity of programs. (Aligns with USFSM Goals 1, 4) 5. Develop relationships to identify and facilitate strategic partnerships and funding support. (Aligns with USFSM Goal 6)				
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 the hospitality program.	1, 2, 4	1a. Create a Strategic Plan for the College which aligns with the new USFSM strategic plan. 1b. Review entire curriculum to ensure relevance to industry and timely completion for students(8c)* 1c. Develop a major course plan and career map for students 1d. Ensure that strategic management is required (8g)*	1a. A strategic plan has been drafted and is being revised based on discussions with the CHTL advisory board. 1b. Curriculum review was started in 2015-2016 but must continue. Online options are being considered to give students more options to complete the degree. 1c. Under development 1d. Done. HFT 4295 Leadership & Strategic Management was approved by APC	Finalize the plan in fall 2016. Reduce emphasis on remote locations and utilize online to reach more students. Only issue with online is international students living in US are required to take face-to-face courses. Addition of services course should be explored.	The new dean will benefit from this excellent groundwork.

Items ending with a star () were listed under "Section 8. Recommendations and/or Proposed Action Plans" in the 2013-14 Academic Program Review Summary reports for Hospitality and Information Technology required by the Florida Board of Governors in May 2014. These items primarily reflect the recommendations of the external reviewers for both programs.

<p>Outcome 2. Enhanced faculty teaching and research outcomes.</p>	<p>1, 2, 3, 4</p>	<p>2a. Track the professional development activity of faculty to demonstrate continuous professional development (8.o)*</p> <p>2b. Track changes in curriculum and syllabi, particularly if changes based on prior assessment to close assessment loop.</p> <p>2c. Track faculty changes in course delivery methodologies.</p> <p>2d. Track faculty research outcomes and gauge impact</p>	<p>2a. All faculty professional development activities were funded by a combination of fund provided by the College and the USFSM Professional Development Committee. Records exist of every transaction.</p> <p>2b. All curriculum changes must be approved by the Academic Programs Committee and records of all submissions and approvals are maintained.</p> <p>2c. Streaming was piloted in one course during the 2015-2016 academic year. Results were mixed.</p> <p>2d. All faculty research and citation counts discussed as part of the annual review process.</p>	<p>Continue to support and track professional development activities.</p> <p>Continue tracking.</p> <p>Focus on online delivery.</p> <p>Ask research active faculty to create public profile in Google Scholar where impact can be readily examined.</p>	<p>Continue to monitor and adjust as necessary.</p>
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<p>Outcome 3. Quality student experiences at all teaching locations.</p>	<p>1, 2, 4</p>	<p>3a. Refine the Culinary Innovation Lab's business plan.</p> <p>3b. Develop business plan for Tampa teaching site.</p> <p>3c. Develop business plan for St. Petersburg College teaching site.</p>	<p>3a. The business plan for CIL was discussed among CIL staff, the dean, and outside experts. The consensus opinion is that the facility is limited in possible usage and will be of limited use in generating significant revenue.</p> <p>3b. An examination of the number of students enrolling and the cost of running the Tampa program lead to a decision to end it.</p> <p>3c. Students from St. Petersburg College were able to join courses at USFSM via streaming technology. It is not fiscally prudent to send faculty to SPC to serve a small number of students.</p>	<p>Utilize the facility for cooking demonstrations and social gatherings that will contribute to the cost of operation.</p> <p>Teach the program until currently enrolled students graduate. Stop enrolling new students.</p> <p>Online option to be explored to reach the entire greater Tampa Bay region.</p>	<p>Prepare a long term vision for CIL and/or instructional laboratory needs.</p>
<p>Outcome 4. Increase outreach to further engage with alumni, industry, and local community.</p>	<p>4, 5</p>	<p>4a. Revise the hospitality survey of graduates to track career progress (8d)*</p> <p>4b. Identify an alumnus/alumna to serve on the Hospitality Advisory Board (8e)*</p> <p>4c. Track events being held at CIL</p>	<p>4a.</p> <p>4b. One advisory board member currently completing the Master's program.</p> <p>4c. All events tracked</p>	<p>Continue to look for qualified alumni.</p> <p>Subject all events to closer scrutiny for financial viability.</p>	<p>Ongoing community engagement will be important to USFSM.</p>
<p>Outcome 5. Improvement in the quality and quantity</p>	<p>2, 4</p>	<p>5a. Implement a culture of assessment within the College and close gaps in the annual</p>	<p>5a. Introduction of new capstone course will enable more consistent assessment</p>		<p>Assessment system should be a top priority next academic year.</p>

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of assessment measures and processes.		<p>degree program assessments, (8c-H)*</p> <p>5b. Create an assessment tool or rubric for evaluation of the 650 internship hours (8h)*</p> <p>5c. Create a uniform rubric template to illustrate assessment of one grading component (8j)*</p> <p>5d. Review the inconsistencies of grading scales across courses (8k)*</p> <p>5e. Indicate outcomes of graduates several years beyond graduation (8a)*</p>	<p>methods than may be used in other courses.</p> <p>5b. In development</p> <p>5c. In development</p> <p>5d. Grading distributions discussed with faculty during annual review meetings.</p> <p>5e. Not started</p>	<p>Continue to review grading practices.</p> <p>A process to track graduates to be implemented with the help of Student Services.</p>	
Outcome 6. Increase student outreach and student learning experiences /opportunities.	2	<p>6a. Enroll a minimum of 20 FTIC students in the hosted Hospitality program in Tampa starting in fall 2015.</p> <p>Increase enrollments in:</p> <p>6b. Master's program by 5%,</p> <p>6c. Hospitality bachelor's by 5%,</p>	<p>6a. Tampa FTIC = _20 students</p> <p>6b. Master's = 6%</p> <p>6c. Hosp. Bachelor's = 6%</p>	<p>Continue to work with Admissions to grow enrollments in the Master's program.</p> <p>Continue to work with Admissions to grow enrollments in the undergraduate program.</p>	Continue to monitor and expand in online medium.

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Chancellor's Response (Dr. Sandra Stone):

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