

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2016-17**

UNIT:	M3 Center for Hospitality Technology and Innovation 40.1510 (Dr. Cihan Cobanoglu, Director)
MISSION:	The mission of the Center is to enable and conduct rigorous academic research of significance to the global hospitality industry, while serving as a critical reporting outlet and resource for educational tools and innovation, conferences, training and forums for improving the connections between academia, industry, and the society at large.
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:	<ol style="list-style-type: none"> 1. Continue to provide educational M3 University Hotel Accounting & Business Intelligence Software Programs to educational programs in the world. (USFSM Goal 4; USFSM Goal 6). 2. Produce cutting edge hospitality research. (USFSM Goal 5; USFSM Goal 7).

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	3. Disseminate information obtained from research in different platforms (USFSM Goal 5; USFSM Goal 6.)
	4. Attract visiting scholars who will conduct research studies with CHTL faculty and graduate students. (USFSM Goal 5; USFSM Goal 4).

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
Outcome 1. Conduct educational webinars to promote and stimulate adoption of M3 Center distributed software.	1	Attendance – participation in Go To Meeting webinars.			
Outcome 2. Conduct educational seminars at national and international conferences to stimulate adoption of M3 Center distributed software.	1	Number of conference sessions and attendance sheets from specific educational seminars.			
Outcome 3. Produce and Disseminate M3 Center produced research in international outlets	2	Number of conference presentations in research and industry conferences and meetings.			

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
Outcome 4. Host 4-6 visiting scholars per academic year and conduct research studies with them	4	Number of visiting scholars & number of papers submitted to academic journals and conferences			
Outcome 5. Creation of publishable academic articles related to global hospitality technology & Innovation.	3, 4	Submission of articles to rigorous hospitality journals and/or presentations at conferences.			
Outcome 6 Encourage and support faculty and graduate students in CHTL to produce cutting edge research		Submission of articles to rigorous hospitality journals and/or presentations at conferences.			
Chancellor's Response (Dr. Sandra Stone):					