

Program Review Short Progress Report (updated 1/26/22)

PROGRAM REVIEW SHORT PROGRESS REPORT

1. **Reporting Institution** Eastern Illinois University
2. **Program Reviewed** Bachelor of Science in Hospitality and Tourism Management
3. **Date** February 10, 2023
4. **Contact Person** Dr. David Martin
- 4.1. **Telephone** 2175812627
- 4.2. **E-mail** dmartin3@eiu.edu
5. **Summary of Program Goals and Objectives and Progress at Meeting Goals (including any concerns identified at the conclusion of the last eight-year review):**

Improvements and Changes

As a new program (start date July 1, 2019), HTM began developing the assessment process in Spring 2020 during numerous faculty meetings, and continued discussion into the fall semester, as outlined below.

- **2020**

January 14: HTM faculty reviewed learning objectives from a number of ACPHA accredited programs, and the learning goals used previously for the FCS-Hospitality Concentration assessment plan.

February 11: HTM faculty finalized four learning objectives and began exploration of measures for each. Discussion of integrating ACPHA formative/summative, and direct/indirect columns yielded incorporating them into the assessment plan/document.

March 10: HTM faculty discussed revising the senior exit survey and the internship site supervisor survey to better align with the new learning goals. Discussion of specific courses/activities as measures continued. Discussion of use of rubrics was discussed and it was agreed that common rubrics would be utilized.

April 14: The revised senior exit survey and internship site supervisor survey were approved. Several sample rubrics were reviewed and discussion yielded agreement on development of multiple rubrics each using a 4 point scale.

May 5: Revised rubrics were approved. Rubrics posted on HTM shared file. It was agreed that assignments/activities at the formative level (1000 and 2000 level courses) would have an expected level of 2.5 out of 4.0, and at the summative level (3000 and 4000 level courses). Faculty were asked to determine activities in their courses that would be appropriate measures for the learning goals.

September 22: HTM faculty asked (e-mail) to determine if a holistic score from a rubric or selected items from the rubric would be used as measures for learning objectives.

September 29: HTM faculty discussed a draft assessment plan. Minor revisions were discussed and incorporated into the plan. Rubric data to be collected on each student, with results combined on a spread sheet. Spreadsheets to be organized by learning goal.

- **2021**

September 10: HTM faculty reviewed and discussed Year 2 Program Assessment Review. Agreed to change numeric ratings from average scores to 80% have a 3 or greater (on a 4-point scale) and 80% have a 4 or greater (on a 5 point scale). A reminder to collect data and

submit from last year to the shared file if it was not done. Internship items were averaged on assessment plan learning objectives.

- **2022**
Collection of data and assessment.

Mission and Objectives:

The mission of the Hospitality and Tourism program is to develop students, at the undergraduate level, to be successful and ethical managers and entrepreneurs in the global hospitality and tourism industry. The curriculum builds on Business Administration and Entrepreneurship minors by integrating hospitality and tourism industry applications in upper-level courses. The program has a focus on foodservice, lodging, and event management with related areas such as club management, resort management, sustainability, and convention management. Integrated throughout the curriculum is an emphasis on practical skills and authentic learning experiences, a management focus, and a global perspective.

Student Learning Objectives:

1. Demonstrate effective communication skills for the hospitality and tourism industry using written, oral, and technological formats. Lower level (2000) courses showed lower results, but junior and senior level courses demonstrated students were meeting objectives.
 - Student in HTM tended to score slightly lower on the EWP rating and EIU Speaking rankings than the EIU average.
2. Analyze problems and apply managerial solutions utilizing quantitative reason concepts and critical thinking skills.
 - Students did not meet expectations for the Hotel Simulation Final Report or Case Studies. However, students did meet expectations on their Inventory assignments and the Senior Exit Survey.
3. Develop an awareness of ethical values and social responsibility in a multicultural environment.
 - Students showed strong results from the Internship Site Supervisor Evaluation, as well as their Sustainable Communities Final Paper.
4. Demonstrate functional and operational skills relevant to the hospitality and tourism industry.
 - Lower level (2000) courses showed lower results, but junior and senior level courses demonstrated students were meeting objectives. Senior exit surveys and Internship Site Supervisor Evaluations showed strong results for students meeting content expectations.

Conclusion: Enrollment growth to 40 students is a primary goal for the program. As this is a revised program, the focus has been on increasing awareness. Faculty have been actively participating in student recruitment events and running social media campaigns. These efforts have resulted in enrollment growth for the program. Although retiring one of the three faculty has limited the courses offered for the program, the HTM faculty and School of Business administration have been collaborating to cover all the bases and making sure students' needs are met.

Comments from the College Dean:

The HTM program has made significant strides on the assessment front in a short time. Program mission and objectives are fully developed, and program-level and direct assessments are identifying areas for improvement in the program objectives. The HTM faculty and program administration are to be applauded for these outstanding efforts.

Starting near the beginning of COVID-19, and being a program related to the industry most severely impacted by the pandemic (hospitality and tourism) has had significant negative impact on the HTM program’s enrollment growth. We are discussing options to address this issue beyond simply recruitment initiatives, such as making HTM an option in the management program, changing the HTM program to a Bachelor of Arts and Applied Sciences (BAAS) to increase entry points for transfer students from culinary or other related applied programs, and/or changing to an online mode of delivery. Any decision will be made through collaborative discussions among administration and faculty to result in what is believed to be in the best interests of students, faculty, and the program’s sustainability and success.

VPAA Decision:

- Program in good standing
- Program flagged for priority review
- Program enrollment suspended

VPAA Explanation:

Hospitality & Tourism, B.S. (Short Report)

The summary above describes the program’s commendable progress on developing and implementing an assessment plan. Equipped with the findings from their assessment, the program will be targeting ways to help students meet expectations required in their preparation for entering the hospitality and tourism industry. The program is working with the School of Business administration to more effectively recruit, instruct, and retain students. This includes exploring other pathways for student success, potentially encompassing online programs and transfer opportunities for students from applied programs.