

# Assessment Cycle

## Academic Year 2016 – 2017

### Hospitality Management and Tourism (BS)

#### College of Business and Technology

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Date: 6/15/2017

Approved by: Margaret Kilcoyne

Date: 6/15/2017

**Northwestern Mission.** Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

**College of Business and Technology Mission.** The College of Business and Technology is dedicated to providing a high quality – market responsive business and technology education, preparing students for successful careers and enriched lives in the public, private and nonprofit sectors, and enhancing our students' academic experiences through our research and scholarly activities.

**School of Business Mission.** The mission of the School of Business is to provide students with a business education that prepares them for successful careers and responsible citizenship roles in the world of business. (Adopted 2009-2010; Mission wording was revised, i.e., College of Business was removed to reflect that there was a merger from the College to School under the College of Science, Technology, and Business). As such, NSU's School of Business is committed to...

**Providing students with a business education.** This means that we strive to provide students with opportunities to become effective communicators, critical thinkers, develop knowledge across the business disciplines, and global perspective. (Revised 2012 and approved 2013).

**Preparing them for successful careers and citizenship roles.** This means that we provide education experience and opportunities.

**In the world of Business.** This implies developing a global perspective that involves managing activities that foster the transfer of goods and services in organizations of all types wherever found.

**Hospitality Management and Tourism Mission Statement:** The mission of Hospitality Management and Tourism at Northwestern State University is to foster a student-centered learning environment that empowers individuals and prepares them to be successful industry

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professionals and lead enriched lives by providing relevant coursework, experiential learning, and service-based involvement throughout the entirety of the degree program.

Providing industry relevant coursework: Faculty members are responsive to current industry standards, needs, issues and trends in the hospitality and tourism industry integrated with insights from industry stakeholders and provide relevant lecture, experiences, and instruction based on such information.

Providing experiential learning: The degree program facilitates numerous and progressive opportunities for students throughout their college career to gain professional experience preparing them for careers in the hospitality and tourism industry.

Providing service-based learning: Faculty utilize and encourage service-based learning projects, events, and other activities to engage students throughout their coursework.

**Purpose:** To prepare students for careers as management-level professionals in the community, state, regional and worldwide hospitality industry.

**Methodology:** The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the assessment coordinator,
- (2) The assessment coordinator will analyze the data to determine whether the applicable outcomes are met,
- (3) Results from the assessment will be discussed with the appropriate staff,
- (4) Individual meetings will be held with staff as required (show cause);
- (5) The assessment coordinator, in consultation with the staff and senior leadership, will determine and propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

### **Student Learning Outcomes (SLOs):**

**SLO 1.** Select career goals within the hospitality industry and identify effective strategies for achieving them.

Course Map: tied to course syllabus objectives.

HMT 1050

HMT 4030 (and/or HMT 4500)

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**Measure: 1.1. (Direct- Student artifact; from HMT 1050; Written Document)**

**Details/Description:** Students will complete activities and/or assignments in which they identify at least two career goals within the hospitality industry and two specified strategies for achieving each career goal, identify professional traits, and/or understand workplace issues.

**Acceptable Target:** Two career goals with two strategies to achieve each goal

**Ideal Target:** Three career goals with three strategies to achieve each goal.

**Finding:** Ideal target met. 100% of the students completing the Career Research Assignment identified at least three careers within the hospitality industry along with the strategies necessary to achieve these goals.

**Analysis:** The data shows that the students enrolled in HMT 1050 (Professionalism in Hospitality Management and Tourism) provided more than adequate responses for the number of career goals in the assignment. They also provided two strategies for each career goal. A total number of 26 assignments were completed during the spring 2017 semester. It is important for students in the introductory classes to understand the career opportunities available to them and the necessary experience required to enter the various careers. This assignment was given due to faculty members recognizing a need for students to understand the vast amount of career opportunities within the hospitality industry. The ideal target was exceeded because the assignment was lengthened and created considering the many different sectors and careers available in hospitality.

**Action - Decision or Recommendation:** The assignment will remain in the introductory course as it is in current form so that students will be engaged with the career exploration process. Scores of this assignment will continue to be monitored to ensure the delivery and expectations of the assignment are achieving the objectives and meeting the needs of the program and student.

Note: Examples of the Career Research Assignment can be found on the next page. These example student artifacts are associated SLO 1.1 and deal directly with the content of SLO 1.1.

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### Student Artifact 1 for SLO 1, Measure 1, HMT 1050

#### Career Research Assignment

##### Hotel & Lodging (find 5 job postings)

- **Hotel General Manager for Heavlin Management Company**  
Skills:
  1. Accountability
  2. Bachelor's degree in Hotel Administration or Business Administration
  3. Have 10 years of hotel management experience
- **Director of Rooms for Heavlin Management Company**  
Skills:
  1. Effective verbal and written communication skills
  2. 6-10 years of experience related to hotels, last 5 years as office manager, and 1 year of housekeeping supervision
- **Hotel Controller for Heavlin management company**  
Skills:
  1. 3 years of Hotel accounting manager experience
  2. Experience with budgeting, forecasting, and profit and loss reporting
- **Sales manager for Cambria Suites**  
Skills:
  1. Working knowledge of MS Word, Excel, and Outlook
  2. Proactive sales approach
- **Director of Human Resources for Detroit Foundation Hotel**  
Skills:
  1. Minimum of 5 year HR management experience
  2. Highly organized and has the ability to plan multiple activities and meet deadlines

##### Food & Beverage (find 5 job postings)

- **Restaurant Supervisor for Double Tree Pittsburgh**  
Skills:
  1. Understand and operate MICROS system
  2. Use arithmetic to calculate sales, expense and profits or departments
- **Restaurant Manager for Red Robin**  
Skills:

- **Restaurant and Food Service Assistant Manager for The Mission House and Grill**  
Skills:
  1. Negotiate arrangements with suppliers for food or other supplies
  2. Being organized an evaluating daily operations

- **Food and beverage Administrative Assistant for Lakewood Country Club**  
Skills:
  1. Sort and distribute mail to Food and Beverage Staff
  2. Perform special tasks independently

- **Dining Room Manager**  
Skills:
  1. Must have 2 years of pervious restaurant management experience
  2. Service oriented and reliable

##### Events/ Meetings/ Conventions Management (find 5 job postings)

- **Sales and Events Manager for Morton's The Steakhouse**  
Skills:
  1. Ability to wrote business correspondence and set up contracts
  2. Communicate and coordinate with catering
- **Banquet Manager for Moxie's Grill and Bar**  
Skills:
  1. Managing clients and customer service
  2. Exceptional organization skills
- **Senior Events Planning Manager for Hyatt**  
Skills:
  1. Experience with major Hospitality Sales CRM systems
  2. Developed business communication skills, both written and verbal
- **Events Concierge for Hyatt**  
Skills:
  1. Strong leadership skills
  2. Ability to communicate with guests efficiently
- **Director of Corporate Events and Resort Activities**  
Skills:
  1. Experience in fiscal management and staff management
  2. Proficiency with computer soft wear including word and spreadsheets

##### Tourism (find 5 job postings)

### Student Artifact 2 for SLO 1, Measure 1, HMT 1050

#### Career Research Assignment

##### Hotel and Lodging

1. Spa Concierge- Marriott International, Inc. Orlando FL
    - a. Schedule services for individuals and large groups using spa/salon reservations software system.
    - b. Call guests to confirm scheduled services.
  2. Supervisor-Room Service – Seminole Gaming, Hollywood FL
    - a. Ensure that all set-up duties are completed on time.
    - b. Ensure compliance with all regulatory requirements within area of responsibility.
  3. Hotel Front Desk Supervisor- Pensacola, FL
    - a. Train Guest Experience staff in technical duties, guest service skills and telephone sales skills.
    - b. When applicable for a specific property, book group functions and meeting room space.
  4. Valet Attendant FT- Boca Country Club
    - a. Greet arriving and departing guests in a timely, friendly and efficient manner
    - b. Retrieve vehicle keys from and provide receipts to guests
  5. Franchised General Manager- Marriott International, Inc. Lake Buena Vista
    - a. Creates new programs in response to market conditions and revenue opportunities.
    - b. Prepares monthly reports for owners.
- ##### Food and Beverage
1. Restaurant Manager- Miami, FL
    - a. Supervise kitchen staff according to established guidelines.
    - b. Schedule labor to maximize efficiency
  2. Restaurant Assistant Manager- Miami, FL
    - a. Must be able to stand and walk for long periods of time during the shift.
    - b. bilingual English/Spanish
  3. Food and Beverage Retail Store Manager at Travel Traders Hotel Retail San Jose, CA

- a. Determine quality and quantity of food required, which includes planning menus
- b. Prepare cleaning and staff schedules, and production worksheets
5. Executive Chef (Chef Partner)- Baton Rouge, LA
  - a. Directing and checking the progress of the prep staff and checking for food quality and consistency
  - b. Assisting in the hiring and training of back-of-the-house employees

##### Events/ Meetings/ Conventions Management

1. Events and Conventions Manager at eFinity Events, LLC Debary, FL
  - a. Coordinate and manage events and conventions in North, Central, and South America, and the Caribbean, including associated accounting duties.
  - b. Develop and review programs, budgets, and services for events and conventions.
2. Exhibit Maintenance Supervisor- Kennedy Space Center
  - a. Performs duties and responsibilities that are common to most supervisory positions.
  - b. Participates extensively in meetings (staff, budget, events, and safety) and prepares reports to ensure continuous flow of communication.
3. Director of Patient Safety- St. Petersburg, FL
  - a. Support improved outcomes by emphasizing both appropriate behaviors and robust systems that include concise accountability measures and follow-up.
  - b. Improve consistent delivery of evidence-based care and reduction in preventable harm by focusing on reliability and applying the principles of reliable design.
4. Executive Assistant- North Palm Beach, FL
  - a. Participates in onboarding of new employees including delivering presentations on general office procedures.
  - b. Prepares weekly and ad hoc reports using MS Excel and other applications.
5. PR and Event Manager- Brooklyn, NY
  - a. Cultivate, build, and maintain successful relationships with the media and the community.
  - b. Prepare media kits, press releases and field the media pitching stories to generate publicity or to counter negative publicity.

##### Tourism

1. Leisure Travel Agent- Fort Meyers, FL
  - a. Utilizes Professional Selling skills from beginning to end to

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### **Measure: 1.2. (Direct – Resume; HMT 4030; Written Document)**

**Details/Description:** Students will prepare a professional resume, edit according to professor's recommendations, and finalize it to meet course goals for professional resume preparation.

**Acceptable Target:** Within 2 submissions, students will score 70% or better on their resume.

**Ideal Target:** Within 2 submissions, students will score 80% or better on their resume.

**Finding:** Acceptable target met. All students enrolled in HMT 4030 (Perspectives in Hospitality Management and Tourism) scored 70% or better on their resumes within 2 submissions or less.

**Analysis:** The data reflects that students enrolled in HMT 4030 met the acceptable competency requirements in creating professional resumes in preparation for internships which are required at the end of the coursework in the hospitality management and tourism program. In the HMT 4030 course, students gain a thorough understanding of resume building, writing, and design. Emphasis is placed on the resume being vital to securing job interviews. Thus, students gain an understanding of resume writing and building.

**Action - Decision or Recommendation:** The resume assignment will continue and require additional elements in the future in the HMT 4030 course so that students are ready and able to present their resumes to prospective employers for their internships and in their future careers. Additionally, this assignment aids students in their written communication skill development. In the upcoming assessment cycle (2017-2018) this assignment will be changed slightly. The new assignment will require students to search for an appropriate internship, submit the internship requirements to the professor, and submit the appropriate cover letter and resume to meet these researched internship requirements.

Note: Examples of the students' professional resume can be found on the next two pages. These example student artifacts are associated SLO 1.2 and deal directly with the content of SLO 1.2.

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### Student Artifact 1 for SLO 1, Measure 2, HMT 4030

1010 Kent Hill Rd. Lake Charles LA 70605

EDUCATION	<p><b>Northwestern State University:</b> Expected graduation 2017. B.A. in Hospitality Management and Tourism, concentration: Travel and Tourism, minor: English</p> <p><b>Universite d'Angers (2017):</b> Spent 5 months studying the language, history, and hospitality culture in Angers, France.</p> <p><b>Related Courses:</b> Legal Aspects of Hospitality, Food Tourism, Wine Marketing and Other Related Products, Food Science, Meal Management, International Study Tour of Italy and Greece</p>
SPECIAL EVENTS EXPERIENCE	<p><b>Chairman of 2014 Dancing with the Sigmas:</b> Coordinated philanthropy event hosting 800+ people raising over \$13,000. A few skills include working within a budget, promoting and marketing for the event, coordinating stage acts, working with acts to ensure quality performances, coordinating a committee, delegating tasks, and preparing the chapter to host the event.</p> <p><b>Recruitment Director Officer Position (2015-2016):</b> Consistently worked with Sigma national headquarters to ensure we were recruiting quality members, maintaining the required amount, and providing opportunities for students to learn about our organization. Some skills include goal making, creativity, ability to lead, networking, human interaction, diligence, and the ability to creatively delegate tasks.</p> <p><b>Director of Auburn University Colonization:</b> Worked closely with Tri Sigma's national headquarters in developing a plan to use our local chapter to host the colonization at Auburn University. Coordinated a weekend in Alabama for 50 members including the bus, hotel, and national headquarters requests. Skills include leading and directing others, organization, and time management.</p> <p><b>Ethnic and Semi- Formal Meal:</b> Coordinated a Croatian themed "buffet style" meal, and a Mardi Gras "blue plate" meal with a group</p> <p><b>Student Activities Board Member at Large Representative:</b> worked with the board to provide exciting new activities to the student body on NSU's campus.</p> <p><b>Natchitoches Tourist Bureau:</b> Volunteered hours shadowing employees learning the importance of the bureau and how it runs.</p> <p><b>International Festival:</b> Worked with a group to recreate a region of the world for a local festival. Planned food, wine, and decor for the event.</p>
PROFESSIONAL WORK EXPERIENCE	<p>Chez Café, Mama's and Papas Bar and Grill, The Pioneer Pub, Salon Rouge and Spa</p>
AWARDS AND HONORS	<p>Taylor Opportunity Program for Students Scholarships/TOPS (2013-2017), Dean's List (2014-2016)</p> <p>Sigma Sigma Sigma Outstanding National Committee, Local Committee, and Third Year Member</p> <p>2010 Miss Celtic Nations, 2011 National American Miss: second runner up</p>
VOLUNTEER AND COMMUNITY SERVICE	<p>Two- year participant in Dancing with the Sigmas, Tri Sigma's annual Rocking for Robbie (2013-2017), Tri Sigma's annual Golf Gall drop (2014-2016), volunteer at the Boys and Girls Club teaching etiquette (2013), university volunteer days (2013-2016)</p>

### Student Artifact 2 for SLO 1, Measure 2, HMT 4030

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716 CHIMNEY ROCK ROAD HOUSTON, TX 77056

### EDUCATION:

**Louisiana Scholar's College, Northwestern State University B. S. Hospitality, Management and Tourism, 2017**

### SPORTS, ENTERTAINMENT & SPECIAL EVENTS EXPERIENCE:

**SMG CenturyLink Center, Marketing and Events (2016)**

- Organized memberships, scheduled and publicized show announcements. Created promotions and ads for upcoming artists such as: Luke Bryan, Garth Brooks, James Taylor, Def Lppard and numerous others. Coordinated publicity and public relations activities, liaison for group sales, arena social media accounts and media coverage. Day of activities included event coverage, press conferences, photo shots and "meet and greets" with featured artist performers.

**Academy of Country Music 51<sup>st</sup>, Operations and Events (January 2016-April 2016)**

- Operations & Events team member planning the production of **"The Week: Vegas Goes Country"**
- Developed Master schedule timeline, signage, transportation, food & beverage, receptions, and sponsor fulfillment.
- Coordinated the entire office move from Encino, California to Las Vegas, Nevada for the mega event

**Academy of Country Music Awards 50<sup>th</sup>, Volunteer (April 2015)**

- Orchestrated Autograph signings developing excellent customer service skills and communication skills
- Maintained professionalism while providing hospitality on the red carpet for the event

### NORTHWESTERN STATE COLLEGIATE AFFILIATIONS & SCHOLASTIC INVOLVEMENT:

**Office of First Year Experience (2015-Present)**

- Created, planned and executed all major university events included in the First Year Success Series
- Events included: First Year Involvement Challenge, Family Day, Halloween Carnival, Leadership Seminars, etc.

**Student Activities Board, Concert Committee Chairman (2014)**

- Booking entertainment acts within guidelines of a \$40,000 budget, and producing major concerts on campus

**Welcome Week Chairman, Communications, Marketing and Event Coordinator (2014-2016)**

- Developed and maintained website, created a communication and marketing timeline, produced print and social media for events. Planned and coordinated all campus wide service and social events. Created campus move in day traffic route for over 1,000 students. Organized and coordinated 50 volunteers. Utilized Microsoft Office Suites as a tool for critical planning.

**Freshman Connector (2014-2015)**

- Planned and organized orientation sessions for entering freshmen for recruitment and retention purposes. Developed presentations, teamwork and problem solving strategies.

**President's Leadership Program Mentor (2016)**

**Phi Mu Fraternity, Family Committee Chair (2014-2016), Recruitment Director (2014-2015)**

### AWARDS AND HONORS

- Miss Northwestern State University 2016
- Northwestern State Homecoming Queen 2016
- Phi Kappa Phi Honor Society (2016-present)
- Purple Jacket Honor Society (2015-present)
- Order of Omega Greek Honor Society(2015-present)
- Dean's List and President's Honor Roll (2013-present)

**SLO 2.** Demonstrate effective communication skills through various modes including spoken, written and digital means.

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Course Map: tied to syllabus objectives.

HMT 1000- Individual Presentations

HMT 1050- Group Presentations

HMT 4030- Oral Interviews (Mock Job Interviews)

HMT 4500- Internship Portfolio

**Measure: 2.1. (Direct- Student artifacts from HMT 1000, HMT 1050, HMT 4030, HMT 4500)**

**Details/Description:** Students will complete a written research paper throughout the courses listed: HMT 1000, HMT 1050, HMT 4030 and HMT 4500.

**Acceptable Target:** 60% of students will complete the assignments with a 75% or above.

**Ideal Target:** 70% of students will complete the assignments with a 75% or above.

**Finding:** Ideal target met. 18 out of 25 students (72%) scored 75% or above on written research paper assignment in HMT 1000.

**Analysis:** Students enrolled in HMT 1000 (Introduction to Hospitality Management and Tourism) are required to complete a written and oral project on a basic research topic that is related to the hospitality industry. The findings show most the students in the introductory course meet competencies for written and oral skills as required. It is essential for students in introductory courses to become familiar with the written and oral skill requirements of many college courses and the skills needed to become a professional in the hospitality industry. This assignment has been included in HMT 1000 for many years.

**Action - Decision or Recommendation:** The short paper in HMT 1000 will continue to be a requirement. Faculty will continue assessing the results of this measurement to determine if the rubric needs to be redeveloped (to include any additional skills that may be needed).

**Measure: 2.2. (Direct- Student oral presentations from HMT 1000, HMT 1050, HMT 4030, HMT 4500)**

**Details/Description:** Students will complete an oral presentation throughout the courses listed: HMT 1000, HMT 1050, HMT 4030 and HMT 4500.

**Acceptable Target:** 60% of students will complete the assignments with a 75% or above.

**Ideal Target:** 70% of students will complete the assignments with a 75% or above.



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**Finding:** Acceptable target met. 17 out of 25 students (68%) scored 75% or above on the oral presentation assignment in HMT 1000.

**Analysis:** Students enrolled in HMT 1000 (Introduction to Hospitality Management and Tourism) are required to complete a written and oral project on a basic research topic that related to the hospitality industry. The findings show most the students in the introductory course meet competencies for written and oral skills as required. Students in the hospitality field must have excellent oral communication skills as the majority of employees are constantly interacting with guests and fellow employees. Also, these communication skills can provide prospective employers with their first impression of the student. With advanced oral communication skills, students will be able to display confidence and poise in the professional setting.

**Action - Decision or Recommendation:** The oral presentation based on students' research paper in HMT 1000 will continue to be a requirement. Faculty will continue assessing the results of this measurement to determine if the rubric needs to be redeveloped (to include any additional skills that may be needed). Additional oral presentations may need to be embedded in other HMT courses so that students become more proficient and confident in these skills.

Note: Examples of the students' written research paper for HMT 1000 can be found on the next eight pages. These example student artifacts are associated SLO 2.1 and deal directly with the content of SLO 2.1. The student artifacts were altered from their original formatting to conserve space in this document.

**Student Artifact 1 for SLO 2.1, HMT 1000**

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## **Walt Disney**

**A Brief Biography**

**Student Name Purposefully Omitted**

**HMT 1000 01N**

**Landon Amberg**

**April 12, 2017**

Everyone has heard the name Walt Disney, but how many people know the man behind the mouse? Walt Disney was the founder of what is now one of the most successful companies in the world. His theme parks are among the most visited in the world. Walt is a prime example of someone that pursue his dreams, even when faced with what seem like impossible obstacles.

### **Biographical Info**

Walter Elias “Walt” Disney was born on December 5, 1901 in Hermosa, Illinois, the fourth son of five children born to Elias and Flora Call Disney. Walt always enjoyed painting, drawing, and photography, selling some of his pictures to friends and family when he was younger. His skills only got better as his interest in art grew. He took many drawing and photography classes at McKinley High School in Chicago. He even took night classes at the Chicago Art Institute when he had time. Walt dropped out of McKinley High School when he was sixteen to join the Army, but was rejected because of his young age. He spent the next year driving an ambulance in France for the Red Cross. Disney moved back to Kansas in 1919.

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After Disney returned to Kansas, he pursued a career as a newspaper artist. His brother, Roy managed to get him a job at Pesmen-Rubin Art Studio where he met someone very important to his future, cartoonist Ub Iwerks. After spending some time there, he went on to work at Kansas City Film Ad Company where they made commercials based on cutout animations. During this time period, Walt began experimenting with cameras, and creating hand-drawn cel animation, and he decided to open his own animation business, calling it Laugh-O-Grams. Laugh-O-Grams created a seven-minute fairy tale themed series based on Aesop's Fables. Walt's company found success in the beginning, but was bankrupt by 1923.

### History of the Company

On October 16, 1923, Walt Disney and his brother Roy founded the Disney Brothers Studio. Disney and his brother Roy moved to Hollywood, and in 1925, he hired an ink-paint artist named Lillian Bounds. After a brief courting, Lillian became a Disney. In January 1926, the Disneys moved to their new studio and the name of the company was changed to "Walt Disney Studios." In 1927, Disney invented the character Oswald the Lucky Rabbit, their first major success. Unfortunately, this success was short-lived. In 1928, his New York distributor, Margaret Winkler, refused to give Disney a raise, instead telling him she was cutting his salary by 20%. He learned that there was a clause in his contract stating that she owned the rights to Oswald. Rather than accept the pay cut, he gave up Oswald and moved on to much greater things.

On July 29, 1928, *Steamboat Willie* hit the air, starring the new face of their company, Mickey Mouse. While Walt drew up many of the original sketches, it was his partner Ub Iwerks who did

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the final designs. The character's original name was going to be Mortimer Mouse, but Lillian convinced him that Mortimer sounded way too pompous, so they gave that name to Mickey's rival mouse. There were many different Mickey shorts, but the one that really put them on the map was *Steamboat Willie*. It only seems right that the creator of the mouse should also be the voice. Walt voiced Mickey from 1928 to 1947.

In 1929, the Disney brothers' partnership was replaced by four companies: Walt Disney Productions, Ltd., Walt Disney Enterprises, Liled Realty and Investment Company and the Disney Film Recording Company. Walt Disney Productions became a publicly-traded company on April 2, 1940, when it issued its first stock, and Disney Studio's move to Burbank was completed a month later. WED Enterprises was established by Walt in 1952 and became a subsidiary of Walt Disney Productions on February 3, 1965.

#### **Big and Small Screen Success**

In 1929, Disney created *Silly Symphonies*, which featured Mickey and all of his friends: Minnie Mouse, Donald Duck, Goofy, and Pluto. Another one of his big hits was in 1933, when they released *The Three Little Pigs*. The song "Who's Afraid of the Big Bad Wolf?" was a big hit from the film.

On December 21, 1937, Disney came out with his first full-length animated film, *Snow White and the Seven Dwarves*. Originally no one liked the idea of the movie, and said that it was guaranteed to fail. They even went as far as to call it "Disney's Folly." The movie actually became a big success, reeling in \$8 million during the original release. The movie won eight Oscars, one regular sized statuette and 7 smaller ones to represent the movie.

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Disney Animation Studios, Walt Disney Pictures, and my personal favorites; Walt Disney World and Disneyland. He and his brother, Roy, actually co-founded Disneyland together before Walt passed away. Before he died, he began the plans for Walt Disney World and had those plans seen out by Roy after his death.

Disney went on to produce many more movies over the years, including *Pinocchio*, *Fantasia*, *Dumbo*, and *Bambi*. During this time, Walt Disney Studios moved its new campus in Burbank, California. Disney had a very successful career, but there were a few setbacks. In 1941, many of the animators went on strike and eventually resigned from the company because of internal issues. It would be years before the company would fully recover.

In the mid-1940s, Disney came out with “packaged features,” which is a bunch of seven minute shorts linked together to create a full-length film. After the success of this, Disney decided to move on and focus on animated features. He produced many movies over the next few years, including *Cinderella*, *Treasure Island*, *Alice in Wonderland*, *Peter Pan*, *Lady and the Tramp*, *Sleeping Beauty*, and *101 Dalmatians*. Disney ended up producing over a hundred features over the next ten years. The live action movie, *Mary Poppins*, which opened in 1964, would be Walt’s last success. Between the years of 1932 and 1969, Disney won 22 Academy Awards, and was nominated 59 times. Disney’s career was extremely successful, but he definitely did not start on top.

Disney and his team were the first to use television as an entertainment medium, producing the *Zorro* and *Davy Crockett* series which were extremely popular with kids. He also came out with *The Mickey Mouse Club*, which introduced the world to many new stars. Disney also created a

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show called *Walt Disney's Wonderful World of Color*, which was used to promote Disney's first theme park, Disneyland in Anaheim, California.

### The Theme Parks

Walt Disney had many dreams, but his idea for a theme park based off of Mickey Mouse and the Disney movies and television shows was by far the greatest. Disneyland was opened July 17, 1955 after one year and one day of construction. The cost to build Disneyland in general was \$17 million. Disney appointed Ronald Reagan, actor and future president, to preside over the activities at the park. The site became known as a place where children and their families could explore, enjoy rides and meet Disney characters. In just a short amount of time, the park increased the Disneys' investment by tenfold, bringing in tourists from all over the world to explore the happiest place on earth. Disneyland expanded its rides and shows over time.

Shortly after Disneyland opened its gates on the west coast, Walt was already brainstorming for his next big theme park (Walt Disney World).

In 1964, Walt Disney started buying millions of dollars worth of farmland in Central Florida, and on November 15, 1965, he arrived in Orlando, Florida, and announced his plans to build the world's most spectacular theme park. Unfortunately, Walt did not live to see his dream achieved. He was diagnosed with lung cancer in 1966 and passed away on December 15 at the age of 65. He was cremated and his ashes were spread at Forest Lawn Cemetery in Los Angeles, California. His plans for Disney World were carried out and finalized by his long-time partner and brother, Roy Disney. The grand opening of Walt Disney World was on October 1, 1971.

Today, the park has increased in size from one to four parks. It includes one of Walt's ideas, the

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Experimental Prototype Community of Tomorrow, better known as Epcot, and the Florida park is still expanding. It has been said that this magical place is actually the happiest place on earth.

I will definitely stand up and say that I agree with statement 100%. Disney also has theme parks in Tokyo, Paris and Hong Kong, and I hope to see all of them one day.

Walt Disney is considered an icon in many different industries, including the film industry. His creations help put smiles on children's faces and will continue to do so for many years to come.

Even as his first company failed, he still remained optimistic, picking up his life and completely relocating to try and reach his dreams. Walt will always hold a special place in the hearts of many people around the world, including myself. His name will always live on in his movies, his amazing characters, and his unforgettable theme parks.

### Reference Page

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### Student Artifact 2 for SLO 2.1, Measure 1, HMT 1000

Student Name Purposefully Omitted  
HMT 1000  
Dr. Amburg  
April 6, 2017 Biltmore Estate, Asheville, NC

## **Assessment Cycle**

### **Academic Year 2016 – 2017**

History and architecture have always been synonymous with one another. The architecture of a building can help a person determine the time in which the building was created. Some facades are more intricate than others depending on the location. Stores fronts or buildings located on busy streets have a more elaborate design to attract people to the building whereas houses are typically plainer and more modest in design. One of the biggest tourist attractions in North Carolina, the Biltmore Estate, has both beauty and history connected to it.

Construction on the estate began in 1889 with George Vanderbilt as the overseer on the project. George was the grandson of Cornelius Vanderbilt who was known in America as a railroad tycoon. George first visited Asheville, North Carolina in 1888. He enjoyed the scenery of the Blue Ridge Mountains so much he decided to purchase 125,000 acres of land in the mountains. Since George was born into one of America's prestigious families, it is no surprise that he decided on the estate to span out to an outstanding 8,000 acres nestled into the Smokey Mountains. It is said to be the largest private home in the United States with 250 rooms and the interior floor covering four acres.

The house boasts an incredible 37, 43 bathrooms, 65 fireplaces, a bowling alley, an indoor swimming pool, and artifacts from George Vanderbilt's time.

The Biltmore Estate was officially opened to the public in 1930 by George Vanderbilt's daughter Cornelia in hopes that the open house would increase tourism in the area during the Great Depression. Since then, people have traveled to look at the splendor of the Vanderbilt



## **Assessment Cycle**

### **Academic Year 2016 – 2017**

estate. In 1971, William Cecil, who was the spouse of Cornelia, planted his first vineyard on the property.

Proving to be successful with the vineyards on the estate, the Biltmore Estate Wine Company was founded twelve years later in 1983. About 150 acres of vinifera grapes were planted on the west side of the estate in the late 1970s. The winery was officially opened to the public in 1985. By 2001, the Biltmore Wine Company was selling at least one million bottles of wine annually. Today the Biltmore Winery is the most visited winery in the United States. The wine can be purchased in restaurants in twenty states and is direct shipped to over thirty-five states.

Wine and history aside, the Biltmore is opened for tours daily. Daytime tickets can be purchased as well as special event tickets, such as Christmas at Biltmore. However, if a couple or a tourist would like to spend the evening at the Biltmore then he or she could rest at one of the hotels on the estate. There are three different places that a guest could stay at depending on how much he or she would be willing to pay for the accommodations.

The Village Hotel is a moderately priced hotel for families or those looking to not spend so much money while they stay in Asheville. Package deals are offered year round to guests and include complimentary breakfast and shuttle services to different parts of the estate while they are there. The hotel is conveniently located near the three restaurants located on the estate and in the evening hours, guests can enjoy cocktails and plan the next day's tour.

Another option for guests to stay at while visiting the estate is the Inn on Biltmore Estate. This hotel is a luxury four star accommodation that includes packages as well for its

## **Assessment Cycle**

### **Academic Year 2016 – 2017**

guests and estate admission for the length of the guests' stay. Packages for the hotel include bed and breakfast, a spa, and much more. The Inn was even mentioned in the 2017 catalog of Forbes Travel magazine.

The final option that guests can choose is the Cottage. This two bedroom, two bathroom English-style house was made to have guests feel as if they were staying in the Biltmore House. Guests can choose to stay at a rate per night, have package deals, or choose the Cottage Spa choice. Guests can either book online or via phone.

Aside from staying at the Biltmore and just touring the house and winery, there are more activities to participate in. There are several shopping stores and boutiques located at Antler Hill Village Shopping. The Biltmore House and Gardens boasts shops of their own including a confectionary shop and a toy store that specializes in selling old fashioned games. Outdoor activities are also an option for tourists to experience while visiting the Biltmore. These activities vary widely from shooting sporting clays to simple horseback riding across the estate. Most of the activities require reservations so guests should visit the website beforehand in order to reserve their time slot.

The last thing that the Biltmore offers to guests and tourists is the option to host an event or wedding at the location. Wedding participants can choose over seven different locations to hold their special day and the bride and groom can even stay overnight in the estate house. The Biltmore staff is equipped with caterers, event planners, and staff members who will work to ensure that the event, whatever the occasion may be, goes smoothly and beautifully.

## **Assessment Cycle**

### **Academic Year 2016 – 2017**

Reference Page

National Register of Historic Places Travel Itinerary Asheville, NC

[www.nps.gov/nr/travel/asheville/bil.htm](http://www.nps.gov/nr/travel/asheville/bil.htm)

Biltmore Official Website

[www.biltmore.com](http://www.biltmore.com)

Note: The rubric and student grades for the HMT 1000 oral presentations can be found on the next five pages. These example student artifacts are associated SLO 2.2 and deal directly with the content of SLO 2.2

**Artifact 1 for SLO 2.2, HMT 1000**

# Assessment Cycle

## Academic Year 2016 – 2017

### HMT 1000 Presentation

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Needs Improvement</b>	<b>Unacceptable</b>
<b>Posture and Eye Contact</b>	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.
<b>Speaks Clearly</b>	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or cannot be understood OR mispronounces more than one word.
<b>Volume</b>	Volume is loud enough to be heard by all audience members throughout the presentation.	Volume is loud enough to be heard by all audience members at least 90% of the time.	Volume is loud enough to be heard by all audience members at least 80% of the time.	Volume often too soft to be heard by all audience members.
<b>Content</b>	Shows a full understanding of the topic. Includes many, well-chosen details from text.	Shows a good understanding of the topic. Includes adequate number of details. Most are relevant.	Shows a fair understanding of parts of the topic. Includes adequate number of details, but too many details lack significance.	Does not seem to understand the topic very well. Includes few and/or poorly chosen details from text.
<b>Preparedness</b>	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
<b>Enthusiasm</b>	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
<b>Listens to Other Presentations</b>	Listens intently. Does not make distracting noises or movements.	Listens intently but has one distracting noise or movement.	Sometimes does not appear to be listening but is not distracting.	Sometimes does not appear to be listening and has distracting noises or movements.

# Assessment Cycle

## Academic Year 2016 – 2017

Assignment: Research Paper Presentation	Assignment: Research Paper Presentation (Feedback)
	Posture and Eye Contact - Meets Expectations Speaks Clearly - Meets Expectations Volume - Exceeds Expectations Content - Needs Improvement Preparedness - Meets Expectations Enthusiasm - Meets Expectations 66 Listens to Other Presentations - Exceeds Expectations
	0 No presentation given Posture and Eye Contact - Meets Expectations Speaks Clearly - Exceeds Expectations Volume - Meets Expectations Content - Unacceptable (The information provided could be for any cruise line. Not sure why Carnival is different based on the presentation.) Preparedness - Needs Improvement Enthusiasm - Meets Expectations 60 Listens to Other Presentations - Exceeds Expectations
	0 No presentation given Posture and Eye Contact - Exceeds Expectations Speaks Clearly - Exceeds Expectations Volume - Meets Expectations Content - Meets Expectations Preparedness - Exceeds Expectations Enthusiasm - Exceeds Expectations 70 Listens to Other Presentations - Exceeds Expectations
	Posture and Eye Contact - Meets Expectations Speaks Clearly - Meets Expectations Volume - Exceeds Expectations Content - Needs Improvement Preparedness - Needs Improvement Enthusiasm - Exceeds Expectations 65 Listens to Other Presentations - Exceeds Expectations
	Posture and Eye Contact - Meets Expectations Speaks Clearly - Needs Improvement Volume - Exceeds Expectations Content - Meets Expectations Preparedness - Meets Expectations Enthusiasm - Needs Improvement 70 Listens to Other Presentations - N/A
	0 No presentation given

## Assessment Cycle

### Academic Year 2016 – 2017

72	Posture and Eye Contact -Exceeds Expectations Speaks Clearly - Exceeds Expectations Volume - Meets Expectations Content - Exceeds Expectations Preparedness - Exceeds Expectations Enthusiasm - Exceeds Expectations Listens to Other Presentations - Exceeds Expectations
70	Posture and Eye Contact -Exceeds Expectations Speaks Clearly - Exceeds Expectations Volume - Exceeds Expectations Content - Exceeds Expectations Preparedness - Meets Expectations Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
0	No presentation given
60	Posture and Eye Contact - Meets Expectations Speaks Clearly - Meets Expectations Volume - Exceeds Expectations Content - Unacceptable (The topic was not related to the hospitality industry) Preparedness - Needs Improvement Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
60	Posture and Eye Contact -Meets Expectations Speaks Clearly - Meets Expectations Volume - Needs Improvement Content - Needs Improvement Preparedness - Needs Improvement Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
0	No presentation given
65	Posture and Eye Contact -Meets Expectations Speaks Clearly - Meets Expectations Volume - Exceeds Expectations Content - Meets Expectations Preparedness - Needs Improvement Enthusiasm - Needs Improvement Listens to Other Presentations - Exceeds Expectations

# Assessment Cycle

## Academic Year 2016 – 2017

66	Posture and Eye Contact - Needs Improvement Speaks Clearly - Needs Improvement Volume - Exceeds Expectations Content - Meets Expectations Preparedness - Meets Expectations Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
55	Posture and Eye Contact - Needs Improvement Speaks Clearly - Meets Expectations Volume - Needs Improvement Content - Meets Expectations Preparedness - Needs Improvement Enthusiasm - Needs Improvement Listens to Other Presentations - Exceeds Expectations
67	Posture and Eye Contact - Meets Expectations Speaks Clearly - Meets Expectations Volume - Meets Expectations Content - Exceeds Expectations Preparedness - Meets Expectations Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
0	No presentation given
72	Posture and Eye Contact - Exceeds Expectations Speaks Clearly - Exceeds Expectations Volume - Exceeds Expectations Content - Exceeds Expectations Preparedness - Exceeds Expectations Enthusiasm - Meets Expectations Listens to Other Presentations - Exceeds Expectations
72	Posture and Eye Contact - Meets Expectations Speaks Clearly - Exceeds Expectations Volume - Exceeds Expectations Content - Exceeds Expectations Preparedness - Exceeds Expectations Enthusiasm - Exceeds Expectations Listens to Other Presentations - Exceeds Expectations
0	No presentation given

# Assessment Cycle

## Academic Year 2016 – 2017

75	Posture and Eye Contact - Exceeds Expectations Speaks Clearly - Meets Expectations Volume - Meets Expectations Content - Needs Improvement Preparedness - Meets Expectations Enthusiasm - Meets Expectations
69	Listens to Other Presentations - Exceeds Expectations Posture and Eye Contact - Needs Improvement Speaks Clearly - Meets Expectations Volume - Exceeds Expectations Content - Meets Expectations Preparedness - Meets Expectations Enthusiasm - Needs Improvement
66	Listens to Other Presentations - Exceeds Expectations

**SLO 3.** Implement critical thinking skills to utilize diverse approaches to determining alternative solutions for issues.

Course Map: tied to syllabus objectives.

HMT 3050- Exam Question (single question)

HMT 4200- Marketing Research Paper

### **Measure 3.1. (Direct- Student artifacts from HMT 3050, HMT 4200)**

**Details/Description:** Students will complete critical thinking based question and/or assignments in the following courses: HMT 3050 and HMT 4200.

**Acceptable Target:** 60% of students will score a 70% average or better.

**Ideal Target:** 70% of students will score a 70% average or better.

Implementation Plan (timeline): 2016-2017.

**Finding:** Target was not met. 58.3% of the students scored 70% or better on the critical thinking exam question in HMT 3050. 21 out of 36 (58.3%) students scored 70% or better.

**Analysis:** Students enrolled in HMT 3050 (Meal Management) did not meet the acceptable nor ideal target for the critical thinking question included on one of their exams. This portion of the exam was worth 10 points. The subject matter of this question is repeatedly taught in the class. Students completing this course should have a basic understanding of menu design and function to be prepared for careers in the hospitality industry (food is in many different careers within the hospitality sector). Further, it is vital that students develop critical thinking



## Assessment Cycle

### Academic Year 2016 – 2017

skills as the industry requires professionals to frequently “think on their feet.” Unfortunately, many students in the current post-secondary population seem to struggle with critical thinking skills.

**Action - Decision or Recommendation:** Since this SLO was not met, students will be given additional critical-thinking opportunities and experiences throughout the hospitality management and tourism curriculum. Faculty will further emphasize the skills addressed in the critical thinking questions during the HMT 3050 course, examine the test question to ensure there are not any discrepancies in the formatting of the question, and evaluate after these steps.

Note: The student grades for the HMT 3050 exam question can be found on the next three pages. These example student artifacts are associated SLO 3.1 and deal directly with the content of SLO 3.1.



# Assessment Cycle

## Academic Year 2016 – 2017

**23**

First, tell five things that are wrong with the food selection on this menu? Then FIX IT by keeping some of the items and replacing others to correct the problems!!! AND re-write the menu in a functional format. (10 points)

Cream Style Corn  
Baked Chicken  
Mashed Potatoes w/ Poultry Gravy  
Buttered Dinner Rolls  
Lemon Pudding w/ Whipped Topping  
Lemonade  
Applesauce

1 Applesauce for baby ✓  
2 no space  
3 We don't know how many plates there is  
4 the bread must be present at the end.  
5 lemonade is not chic, use wine  
- the entree is not colorful ✓

*1* Cream style corn  
\*\*\*  
Baked chicken, mashed & sweet potatoes,  
green beans saute, red pepper flakes  
\*\*\*  
Lemon pudding, chantilly  
\*\*\*

Beverage: Wine from France "C&B de France"  
Bread: Buttered dinner roll.

Give at least three generalizations about placemats. (dimensions, shapes, etc.) (3 points)

Dimensions 18/20 inches \* —

**20**

First, tell five things that are wrong with the food selection on this menu? Then FIX IT by keeping some of the items and replacing others to correct the problems!!! AND re-write the menu in a functional format. (10 points)

Cream Style Corn  
Baked Chicken  
Mashed Potatoes w/ Poultry Gravy  
Buttered Dinner Rolls  
Lemon Pudding w/ Whipped Topping  
Lemonade  
Applesauce

Roasted red potatoes  
Milk  
Salad

The selection needs more color and more dairy. ✓ **2**

1st course salad with dressing water or tea  
2nd course Cream style corn, roasted red potatoes, Baked chicken  
Dinner rolls water or tea **3**  
3rd course Lemon pudding served with coffee or milk

Give at least three generalizations about placemats. (dimensions, shapes, etc.) (3 points)

The placemats shouldn't be too large or too small depending on the type of function. All placemats should match. They all should have enough room to hold everything or have everything touching.

Give at least three generalizations about centerpieces. (dimensions, candles, etc.) (3 points)

Centerpieces should be between 8 to 10 inches if taller you should be able to see the other people at the table. They should be safe. They should fit the event theme.

Give at least three generalizations (trends) about table settings. (3 points)

# Assessment Cycle

## Academic Year 2016 – 2017

13 2

1

First, tell five things that are wrong with the food selection on this menu? Then FIX IT by keeping some of the items and replacing others to correct the problems!!! AND re-write the menu in a functional format. (10 points)

Cream Style Corn  
Baked Chicken  
Mashed Potatoes w/ Poultry Gravy  
Buttered Dinner Rolls  
Lemon Pudding w/ Whipped Topping  
Lemonade  
Applesauce

1 Not fluid?  
2 to many starches ✓  
3  
4  
5

baked chicken  
mashed potatoes w/ poultry Gravy  
cream style Corn  
Buttered Dinner Rolls  
Apple sauce  
Lemon pudding w/ whipped  
Lemonade

to pp in 5

Give at least three generalizations about placemats. (dimensions, shapes, etc.) (3 points)

1) 12 x 24 is the general dim. 3) do with theme  
2) Rectangle or oval 2 of the table

---

20

First, tell five things that are wrong with the food selection on this menu? Then FIX IT by keeping some of the items and replacing others to correct the problems!!! AND re-write the menu in a functional format. (10 points)

Cream Style Corn  
Baked Chicken  
Mashed Potatoes w/ Poultry Gravy  
Buttered Dinner Rolls  
Lemon Pudding w/ Whipped Topping  
Lemonade  
Applesauce

3

Baked chicken with cream style corn and mashed potatoes with poultry gravy.  
Buttered dinner rolls  
Lemon pudding with whipped topping and applesauce 4.  
served with a fresh lemonade.  
Change?

✓ too much lemon  
✓ too much chicken.  
✓ big dessert.?

Give at least three generalizations about placemats. (dimensions, shapes, etc.) (3 points)

2 placemate dimensions: 18/20 by —  
napkins: 12/14 .

Give at least three generalizations about centerpieces. (dimensions, candles, etc.) (3 points)

2 - candles : not in the face of the guest (save the view).  
- flowers are most common -

# Assessment Cycle

## Academic Year 2016 – 2017

### Measure 3.2. (Direct- Graded rubric from HMT 4200)

**Details/Description:** Students will complete marketing research papers as a culminating project in the capstone course HMT 4200. This assignment includes both marketing research and business planning.

**Acceptable Target:** 60% of students will score a 70% average or better.

**Ideal Target:** 70% of students will score a 70% average or better.

**Implementation Plan (timeline):** 2016-2017.

**Finding:** Acceptable target was met. 64.2% of the students scored 70% or better on the marketing paper in HMT 4500.

**Analysis:** Students enrolled in the required HMT 4200 (Marketing in Hospitality Management and Tourism) met the acceptable target for the project. In this assignment, students incorporate many key concepts they have learned throughout the course. The objective of the assignment is to become familiar with starting a business by gathering the necessary financing documentation, permits, licensure, and marketing research. This is a very large project that is repeatedly challenging for all students enrolled in the course. The total project that students must turn in is a minimum of 25 pages.

**Action - Decision or Recommendation:** There is great value both personally and professionally in completing the assignment, and faculty may want to consider how the instruction and deadlines for this assignment are structured throughout the semester as it requires heavy research and detailed documentation. The marketing paper will remain a required assignment in HMT 4200.

Note: The completed rubric and student grades for the HMT 4200 marketing research paper can be found on the following two pages. These example student artifacts are associated SLO 3.2 and deal directly with the content of SLO 3.2.

# Assessment Cycle

Academic Year 2016 – 2017

RUBRIC PAPER: STUDENT NAME: J.K.W.  
New Business PROJECT: Refurbished Furniture Rentals  
LENGTH: Pages: 14 Addendum/Photos: yes Website yes  
Title Page: yes Table of Contents ✓ Introduction: ✓ Evidence of Need: not supported  
PRODUCT: All of the Product inventory w/ the Exception of the  
(menu/inventory): chandeliers are not straight backed antique chairs  
PRICE: to use for a wedding or other function  
Financial: 2000 for Costs: (Inventory) setting up a business to low  
PLACE: location ok  
Building/Real Estate ok Channels: social media  
PROMOTION: ←  
Sales Promo \_\_\_\_\_ Per Sales \_\_\_\_\_  
Media/Advertising \_\_\_\_\_ P.R. \_\_\_\_\_  
Web site on-line development \_\_\_\_\_  
PACKAGING None - no wedding packages etc PARTNERSHIP no  
PROGRAMMING \_\_\_\_\_ PEOPLE: no costs for 2 delivery men  
(Labor: how many people needed? ✓ for clerk)  
SOCIAL/DEMOGRAPHICS OF THE AREA: Do not understand why you this  
ENVIRONMENTAL your target market is 20-45 years old? ECONOMY \_\_\_\_\_  
LEGAL: (Licenses/Permits/Zoning): no  
COMPETITION: no prices of competition listed  
TECHNOLOGY: \_\_\_\_\_  
CONCLUSIONS: Weak  
Spell check/professionalism: \_\_\_\_\_ Convincing argument? NO  
RECOMMENDATIONS: cannot understand why anyone would  
OVERALL CONTENT: want to rent a chair for 200 per day  
or a couch

85

This makes no sense & is not what we had discussed

TOTAL GRADE: \_\_\_\_\_

# Assessment Cycle

Academic Year 2016 – 2017

RUBRIC PAPER: STUDENT NAME: \_\_\_\_\_

New Business PROJECT: \_\_\_\_\_ The Voice and Dance Academy

Title Page: yes Table of Contents: yes Introduction: \_\_\_\_\_ Evidence of Need: 0 ?

PRODUCT: Voice & Dance Lessons

(menu/inventory): \_\_\_\_\_

PRICE: Cannot even understand how long lessons are for the price

PLACE: Well use house in Baton Rouge (though nothing is presented about zoning) but does not show where other Building/Real Estate Channels? locations will be

PROMOTION: \_\_\_\_\_

Sales Promo No Cats Per Sales No

Media/Advertising \_\_\_\_\_ P.R. No

Web site on-line development \_\_\_\_\_

PACKAGING Combo for more than one talent PARTNERSHIP \_\_\_\_\_

PROGRAMMING but cannot even understand basic pricing PEOPLE No cats for other staff needs  
(Labor: how many people needed? \_\_\_\_\_)

SOCIAL/DEMOGRAPHICS OF THE AREA: No data

ENVIRONMENTAL No data ECONOMY No data

LEGAL: (Licenses/Permits/Zoning): No data

COMPETITION No competition listed

TECHNOLOGY: ?

RECOMMENDATIONS/ALTERNATIVE SOLUTIONS: None

CONCLUSIONS: ?

LENGTH: Pages: \_\_\_\_\_ Addendum/Photos: No Website: Nothing

Spell check/professionalism \_\_\_\_\_ Convincing argument? Not even close

OVERALL CONTENT: Poor

No Research was done. TOTAL GRADE: 45  
you simply sat down at a computer & typed up a bunch of Nothing!

# Assessment Cycle

## Academic Year 2016 – 2017

**SLO 4.** Demonstrate understanding of key concepts and issues in the hospitality management and tourism industry (Effective Fall 2017).

Course Map: tied to syllabus objectives.

HMT 1000

HMT 3000

HMT 3020

CULA 3100

HMT 4030

HMT 4500

### **Measure: 4.1. (Direct- Results from electronic exam and/or student artifacts.)**

**Details/Description:** The entire Hospitality Management & Tourism Knowledge Exam will be given in HMT 1000, again in HMT 3000/ HMT 3020/ CULA 3100 and lastly in HMT 4030. The following areas are covered in this exam: historical foundations of the industry, key theories and/or concepts, food safety, customer service, management, marketing, legal, and ethics.

**Acceptable Target:** At least 50% of students enrolled in HMT 4030 will score a 70% or above on the Hospitality Management and Tourism Knowledge Exam.

**Ideal Target:** At least 70% of students enrolled in HMT 4030 will score a 70% or above on the Hospitality Management and Tourism Knowledge Exam.

### **Measure 4.2 (Direct- Results from electronic exam and/or student artifacts.)**

**Details/ Description:** The entire Hospitality Management & Tourism Knowledge Exam will be given in HMT 1000, again in HMT 3000/ HMT 3020/ CULA 3100 and lastly in HMT 4030. Utilizing the electronic exam, students will be able to identify basic food safety rules/ concepts (temperature danger zone, proper handwashing techniques, cross contamination, cooking to proper temperatures, and proper refrigeration temperatures).

**Acceptable Target:** At least 70% of students enrolled in HMT 4030 will score a 70% or above on the food safety questions of the Hospitality Knowledge Exam.

**Ideal Target:** At least 80% of students enrolled in HMT 4030 will score a 70% or above on the food safety questions of the Hospitality Knowledge Exam.

Please see the next page for the comprehensive summary of key findings and decisions.



# Assessment Cycle

## Academic Year 2016 – 2017

### Comprehensive Summary of Key Findings and/or Decisions

Hospitality Management and Tourism collected, analyzed and reported data from the program. The data was collected from various forms of student work including a critical thinking exam question, a major research project, written and oral presentations, resumes, and a career research assignment.

Most the data that was collected and analyzed showed achievement in acceptable SLO targets being met. Of the six SLO targets, two ideal targets were met, three acceptable targets were met and one target was not met.

These results provided several implications for hospitality management and tourism faculty. Critical thinking is a skill that faculty will want to consider embedding in different courses throughout the curriculum. This skill can be developed and sharpened by utilizing many different strategies such as case studies, role playing and analyzation of course material. The students need more development in this area. Acceptable targets were met for written and oral skills, but they are on the lower end of the target parameters of acceptable. Faculty may want to consider embedding additional assignments in the curriculum for students to gain practice utilizing these skills. Targets were also met for the SLOs that addressed career assignments such as resumes and career goals. It is important for faculty to keep practical assignments such as these in the curriculum so that students become educated about the industry and are prepared to enter the industry.

The career assignment for this assessment cycle was not rigorous. Faculty will want to create an assignment in which students can identify careers within the industry, the skills needed for the various careers they've identified, and then go more in depth to explore which careers they may be likely to pursue based on their interests. This assignment could be divided into three different sections throughout the semester to coincide with the lectures that discuss the opportunities available in the industry.

The professional resume assignment will remain in the HMT 4030 curriculum as students are preparing for HMT 4500, their internship. The resume writing process requires several submissions to the professor and edits before final approval. This process could be better documented to show the students' progress and understanding throughout.

The written research project and oral presentation based on that project for HMT 1000 has been in the curriculum for a long time. One of the issues with this project is that some students fail to turn in a research topic early in the semester and fail to give an oral presentation. Faculty will want to consider factors to mitigate these issues. This is a freshman level course and some students are still adjusting to college-level school work. Faculty need to examine how to keep the students engaged and aid in their success in this course.

## **Assessment Cycle**

### **Academic Year 2016 – 2017**

Critical thinking is an essential skill in the hospitality industry. Professionals are consistently faced with situations where they must think quickly and make the right decision. Students struggle with this skill. HMT faculty will want to seriously consider embedding critical thinking based assignments in the majority of classes in the curriculum in order to help students better develop critical thinking.

Hospitality Management and Tourism was moved to the College of Business in 2015. For the last twenty-plus years, HMT had been a part of the Family and Consumer Sciences Department which was accredited by the American Association of Family and Consumer Sciences. This accreditation is valid until 2018. HMT has started the process of finding a new accrediting body specific to the industry since it is so unique. Because of the transition, SLO 4 is still in development and will be started in fall 2017. HMT will rewrite the comprehensive knowledge exam as the existing exam contained many questions related to both family and consumer sciences and HMT. Additionally, HMT may need additional time to align SLOs with the new accrediting body for the next academic cycle. The four SLOs discussed in the current academic cycle align closely with the College of Business since HMT is now a part of COB. However, with the transition to a new accrediting body, changes may have to be made. HMT does not plan to become accredited under the College of Business' current accreditor, AACSB.