

Strategic Plan Implementation

STRATEGIC GOAL 1: Provide industry relevant coursework.

Measurable Objectives	Action Steps	Target Dates of Completion	Primary Person or Unit Responsible	Status (completed, in progress, not started)
<i>SLO 1. Select career goals within the hospitality industry and identify effective strategies for achieving them.</i>	<p>1.1 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.</p> <p>1.2 Students will prepare a professional resume, edit according to professor's recommendations, and finalize it to meet course goals for professional resume preparation.</p>	Ongoing	Rachel McKenna Marsh	Data collection for AY 2022-2023 completed; collection for 2023-2024 ongoing
<i>SLO 3. Implement critical thinking skills to utilize diverse approaches to determining alternative solutions for issues.</i>	<p>3.1 Students will complete critical thinking-based questions and/or assignments in the following courses: HMT 3050 and HMT 4200.</p> <p>3.2 Students will complete group projects including marketing research papers as a culminating project in the capstone course HMT 4200. This assignment includes both marketing research and event planning.</p>	Ongoing	Rachel McKenna Marsh & Thamsanqa Jongile	Data collection for AY 2022-2023 completed; collection for 2023-2024 ongoing
<i>SLO 4. Demonstrate an understanding of key concepts and issues in the hospitality management and tourism industry (Effective Fall 2017).</i>	4.1 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.	Ongoing	Rachel McKenna Marsh & Valerie Salter	Data collection for AY 2022-2023 not completed; collection for 2023-2024 ongoing

	<p>4.2 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).</p>			
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STRATEGIC GOAL 2: Provide experiential learning.

Measurable Objectives	Action Steps	Target Dates of Completion	Primary Person or Unit Responsible	Status (completed, in progress, not started)
<p><i>SLO 2. Demonstrate effective communication skills through various modes including spoken, written, and digital means.</i></p>	<p>2.1 Students will complete a written research paper or other extensive written assignments throughout the courses listed: HMT 1000, HMT 1050, HMT 4030, and HMT 4500.</p> <p>2.2 Students will complete an oral presentation throughout the courses listed: HMT 1000, HMT 1050, HMT 4030, and HMT 4500.</p>	Ongoing	Valerie Salter	Data collection for AY 2022-2023 completed; collection for 2023-2024 ongoing

STRATEGIC GOAL 3: Provide service-based learning.

Measurable Objectives	Action Steps	Target Dates of Completion	Primary Person or Unit Responsible	Status (completed, in progress, not started)
<p><i>SLO 5. Identify the strengths, weaknesses, opportunities, and threats of events produced</i></p>	<p>5.1 The entire Hospitality Management and Tourism curriculum emphasizes reflection as an ongoing component of professionalism and food and event</p>	Ongoing	Valerie Salter, Thamsanqa Jongile,	Data collection for AY 2022-2023

<p><i>within the HMT program. (Effective Spring 2018) Course Map: Tied to syllabus objectives. HMT 3050</i></p>	<p>production. <i>Students will participate in written reflection assignments after major events.</i> These written reflection assignments are assigned and due before any oral classroom discussions take place to gather honest, open, and timely formal reflections that may not be gleaned from oral discussions in front of faculty members and peers.</p> <p>5.2 Students enrolled in CULA 3070 and CULA 3250 will be required to participate in discussions during class as a follow up to the formal written reflection assignment.</p>		<p>Rachel McKenna Marsh</p>	<p>completed; collection for 2023-2024 ongoing</p>
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