

Assessment Cycle 2023-2024

Hospitality Management and Tourism, BS

College of Business and Technology

Prepared by: Dr. Valerie Salter

Date: 6/19/2024

Approved by: Dr. Mary Edith Stacy

Date: 6/7/2023

Northwestern Mission. Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

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 our diverse student population 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.

Hospitality Management and Tourism Mission. The Hospitality Management and Tourism degree program of Northwestern State University is committed to fostering a student-centered learning environment that empowers individuals and prepares them to be successful industry professionals and lead enriched lives by providing relevant coursework, experiential learning, and service-based involvement throughout the entirety of the degree program. (Adopted October 31, 2019)

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 global 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,

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- (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)

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: Acceptable Target was met.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented the career goals assignment earlier in the semester. Prior to the assignment being given to students, SMART goals were introduced along with many career websites. As a result of these changes, in AC 2023-2024, the ideal target was met. **11 out of 12 students (91.7%) completed the career assignment with a score of 80% or better, and 1 student scored 70% or below.**

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As a result of the intended changes in AC 2023-2024, the ideal target was met. 91.7% (11 of 12) students who completed the assignment) of the students completing the Smart Goals Assignment identified three career goals within the hospitality industry, and three strategies to achieve these career goals. In addition, students also identified the job locations, company, qualifications, and skills needed. Based on the analysis of these results, the explanation of the assignment will be broadened by emphasizing the development of career strategies to match career goals. Students will be required to provide multiple strategies paired with a minimum of three career goals after attending lectures discussing professional goal setting for careers in the industry.

Based on the results of the AC 2023-2024 assessment, the assignment explanation and teaching of SMART goals will be broadened to include additional in-depth discussion and application of multiple strategies and identifying a minimum of three career goals in the industry. Both strategies and career goals will be included in one document. As 91% of the students achieved the acceptable target this year, if results continue to be satisfactory each year, the measure or the assignment will need revision to achieve continuous improvement in our program. The worksheet used in this assignment currently instructs students how to identify and create SMART goals. Going forward, faculty will increase the rigor of the worksheet to include SMART career goals across multiple areas (events, hotels, restaurants, etc.) within the hospitality industry.

Decision:

1. In 2023-2024 the acceptable target was met.
2. Based on the analysis of the 2023-2024 results the faculty will implement the following changes in 2024-2025 to drive the cycle of improvement: assignment redevelopment to include requiring students to provide multiple strategies and identifying a minimum of five career goals in the industry. Faculty will also increase the rigor of the worksheet to include strategies to achieve career goals, identify a minimum of five career goals in the hospitality industry, and SMART career goals across multiple areas within the hospitality industry (events, hotels, restaurants, etc.).
3. These changes will improve the student's ability to identify multiple career goals within the hospitality industry thereby continuing to push the cycle of improvement forward.

Measure: 1.2. (Direct – Resume; HMT 1050; 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.

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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: Target was met.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented the resume assignment earlier in the semester and required multiple revisions to the resume, including peer review, throughout the semester. As a result of these changes, in AC 2023-2024, the ideal target was met. **11 out of 12 students (91.7%) completed the final version of the resume with a score of 80% or better, and 1 student scored 70% or below.**

In AC 2023-2024 the target was met. Students enrolled in HMT 1050 met the acceptable or ideal competency requirements for creating professional resumes. This skill is essential for readiness of internships which are required at the end of coursework in the HMT program. In the HMT 1050 course, students gain a thorough understanding of resume building, writing, and design. Emphasis is placed on the resume being vital to securing job interviews. HMT 1050 incorporates numerous guest lectures from the NSU Career Center staff, utilization of Big Interview software, and additional instructor insight in resume design. Thus, students gain an understanding of critical written communication skills necessary for industry employment. Students were required to submit a professional resume, incorporate instructor and peer feedback, and resubmit to the instructor.

The HMT program's goal is continuous improvement in student learning, and therefore, based on the AC 2023-2024 assessment results, the following changes were considered to improve the results for Measure 1.2: 1) resume review, revisions, and feedback were started early in the semester in HMT 1050, 2) made the resume assignment worth more points within the course grade, and 3) continual emphasis of peer-reviewed resume assignments.

Overall, in AC 2023-2024, students enrolled in HMT 1050 met the ideal competency requirements for creating professional resumes. This skill is essential for readiness of internships which are required at the end of coursework in the HMT program. In the HMT 1050 course, students gain a thorough understanding of resume building, writing, and design. Emphasis is placed on professional resumes being vital to securing job interviews. Thus, students gain an understanding of critical written communication skills necessary for industry employment.

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Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 results the faculty will implement the following changes in 2024-2025 to drive the cycle of improvement: increase the rigor of the resume assignment by incorporating three peer-reviewed feedback sessions based on the NSU Career Center's resume rubric. provide resume examples and provide guided resume writing matched to relevant hospitality industry careers.
3. These changes will improve the student's ability to critically evaluate resumes and continue to push the cycle of improvement forward.

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

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 or other extensive written assignments throughout the courses listed: HMT 1000, HMT 1050, HMT 4030 and HMT 4500.

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

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

Finding: Ideal target was met.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty continued the HMT 1000 written research paper assignment and broadened approved topics to include hospitality organizations/companies. As a result of these changes, in AC 2023-2024, the ideal target was met.

The ideal target was met in AC 23-24 and met in AC 22-23.

In AC 2023-2024, the ideal target was met, 75% of students completed the written report with 75% or above. Students enrolled in HMT 1000 are required to complete a written research paper on an approved hospitality company or important individual. This paper requires significant preparation and written communication skills. The findings show

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students in the course met competencies for written skills as required. It is essential for students in introductory courses to master written skills required to become a professional in the hospitality industry. This assignment had been included in HMT 1000 for approximately 10 years. In addition to the HMT 1000 research papers, students must complete an oral presentation in HMT 1000.

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 results the faculty will continue the assignment and add additional components to the required research paper in 2024-2025 to drive the cycle of improvement. Consideration will be given to adding length, additional details, and narrowing the available topics for the paper.
3. These changes will improve the students' ability to determine the appropriate oral communication, body language, and preparation needed for a successful interview.

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 assignments with 75% or above.

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

Finding: Acceptable target was met.

Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented an oral presentation rubric throughout courses to evaluate students on content knowledge, use of language, public speaking skills, professionalism, and preparedness. As a result, in AC 2023-2024, the ideal target was met. 12 out of 19 students (63%) completed the presentation score of 75% or better, and 6 students scored 75% or below.

In AC 2023-2024, the ideal target was met. 63% of the students in HMT 1000 scored 75% or above on the class oral presentation assignment. Assessment Cycle 2022-2023 identified strategies necessary to achieve these goals. Students in introductory classes should be introduced to career-readiness skills to prepare them for HMT's internship requirement and to enter the workforce. Along with accreditation requirements, faculty have recognized the need for students to identify and understand the required processes to obtain professional goals. The ideal target was met because adequate effort was put forth by students on the assignment and preparation and guidance from faculty on presentation skills.

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Based on the results of the AC 2023-2024 assessment, the rigor of the assignment will be enhanced by evaluating students on additional criteria such as content knowledge, use of language, public speaking skills, professionalism, and preparedness. As 63% of the students achieved the target this year, if results continue to be satisfactory each year, the assignment will need revision to achieve continuous improvement in our program. Presentations in this assignment currently expect students to present orally and visually while also engaging classmates during the presentation. Going forward, faculty will increase the rigor of presentations to include additional evaluation methods during the presentations in HMT 1000 based on the rubric provided by instructor

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 results the faculty will implement the following changes in 2023-2024 to drive the cycle of improvement: rigor will be increased by evaluating students on additional criteria including: including peer evaluations of HMT 1000 presentations.
3. These changes will improve the students' career readiness, thereby continuing to push the cycle of improvement forward.

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), menu planning; HMT 4200- Marketing Research Paper; CULA 3250 CVENT certification

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

Details/Description: Students will complete critical thinking-based questions and/or assignments in the following courses: HMT 3050, CULA 3250, 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.

Finding: Acceptable target was met.

Analysis:

Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented an event management case study in which students had to create events based on components learned in a national industry-based certification. As a result, in AC 2023-

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2024, the ideal target was met. 9 out of 15 students (60%) completed the presentation score of 70% or better, and 6 students scored 70% or below.

Based on the results of the AC 2023-2024 assessment, the rigor of the assignment will be maintained (not changed) by requiring students to develop case studies centered around key concepts learned through the CVENT certification in CULA 3250. As 60% of the students achieved the target this year, if results continue to be satisfactory each year, the measure or the assignment will need revision to achieve continuous improvement in our program.

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 (current year) results the faculty will continue monitoring progress in 2024-2025 (future year) to drive the cycle of improvement.
3. These changes will improve the student's ability to think critically, thereby continuing to push the cycle of improvement forward.

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

Details/Description: 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.

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

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

Finding: Ideal target was met.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented additional instructions for the written marketing paper and required extensive research documentation throughout the semester. As a result of these changes, in AC 2023-2024, the ideal target was met. **15 out of 16 students (93.8%) completed the marketing research paper with a score of 70% or better, and 1 student scored 70% or below.**

In AC 2023-2024 the target was met. Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024, faculty restructured the assignment deadlines with sections of the project due throughout the semester. During the spring 2024 semester, the project was restructured by the instructor providing a specific outline of instructions and students were allowed to work in groups. The marketing project will remain a required assignment in HMT 4200.

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As a result, in AC 2023-2024, the ideal target was met. 93.8% of the students completing the marketing paper scored a 70% average or better. Assessment Cycle 2022-2023 identified strategies necessary to achieve these goals. Students in capstone courses should perform research, writing, and communication at higher levels than introductory courses. This project was given due to faculty members recognizing a need for students to gain experience in researching and writing for a major project while also preparing for their professional careers. The ideal target was met because adequate effort was put forth by students on the assignment.

Based on the results of the AC 2023-2024 assessment, the rigor of the assignment will be maintained by requiring students to research and write on an original hospitality event concept as if they were starting an event to continue in Louisiana. As 93.8% of the students achieved the target this year, if results continue to be satisfactory each year, the measure or the assignment will need revision to achieve continuous improvement in our program. The instructions used in this assignment currently provide students with an outline for the marketing project. Going forward, faculty will increase the rigor of the assignment to include extensive research documentation throughout the semester to ensure students are learning and applying course concepts as presented throughout the semester.

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 results the faculty will implement the following changes in 2024-2025 to drive the cycle of improvement: increase the rigor of the assignment to include extensive research documentation throughout the semester via group work. Group work will ensure teamwork while the students are learning and applying course concepts as presented throughout the semester.
3. These changes will improve the student's ability to adequately plan, research, and absorb the information and experience attained throughout the project, thereby continuing to push the cycle of improvement forward.

SLO 4. Demonstrate an 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

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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 1000 will score a 70% average or above on the exams during the semester.

Ideal Target: At least 70% of students enrolled in HMT 1000 will score a 70% average or above on the exams during the semester.

Finding: Insufficient data.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made to ensure sufficient data is collected in AC 2024-2025: faculty will utilize an HMT Moodle course template provide by the HMT Coordinator to ensure the HMT Knowledge Exam throughout the courses in the curriculum identified by faculty: HMT 3000, HMT 3020, CULA 3100, HMT 4030, and HMT 4500.

Status: Further data collection is needed to complete a full analysis of the data. Partial data has been collected.

Decision:

1. In 2022-2023 the target was met.
2. Based on the analysis of the 2023-2024 results, the faculty will collect and assess additional data in 2024-2025 to inform and drive the cycle of improvement.
3. Faculty will start testing in HMT 3050 instead of HMT 3000 / HMT 3020 / CULA 3100 because it is a capstone course. Additionally, testing will be given in HMT 4500 instead of HMT 4030 because it is an exit course.

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).

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Acceptable Target: At least 70% of students enrolled in HMT 4030 will score a 70% or above on all major assignments during the Spring 2018 semester.

Ideal Target: At least 80% of students enrolled in HMT 4030 will score a 70% or above on all major assignments during the Spring 2021 semester.

Finding: Insufficient data.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made to ensure sufficient data is collected in AC 2024-2025: faculty will utilize an HMT Moodle course template provide by the HMT Coordinator to ensure the HMT Knowledge Exam throughout the courses in the curriculum identified by faculty: HMT 3000, HMT 3020, CULA 3100, HMT 4030, and HMT 4500.

Status: Further data collection is needed to complete a full analysis of the data. Partial data has been collected.

Decision:

1. In 2022-2023 the target was met.
2. Based on the analysis of the 2023-2024 (current year) results, the faculty will collect and assess additional data in 2024-2025 to inform and drive the cycle of improvement.
3. Faculty will start testing in HMT 3050 instead of HMT 3000 / HMT 3020 / CULA 3100 because it is a capstone course. Additionally, testing will be given in HMT 4500 instead of HMT 4030 because it is an exit course.

SLO 5. Identify the strengths, weaknesses, opportunities, and threats of events produced within the HMT program. (Effective Spring 2018)
Course Map: Tied to syllabus objectives. HMT 3050

HMT 4250
CULA 3070
CULA 3250

Measure 5.1. (Direct- Student artifacts from HMT 3050 and 4250)

Details/Description: The entire Hospitality Management and Tourism curriculum emphasizes reflection as an ongoing component of professionalism and food and event production. Students will participate in written reflection assignments after major events. 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.

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Acceptable Target: At least 60% of students enrolled in CULA 3250 will identify 3 strengths and 3 weaknesses from major events in written reflection.

Ideal Target: At least 70% of students enrolled in CULA 3250 will identify 5 strengths and 5 weaknesses from major events in written reflection.

Finding: Acceptable target was not met.

Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented a more detailed reflection form to assist students with identifying a minimum of five strengths and weaknesses and writing them on the provided form after each event. However, students were still unable to identify five strengths and five weaknesses. As a result of these changes, in AC 2023-2024, the ideal target was not met. Although 15 out of 15 students in CULA 3250 identified strengths and weaknesses for the dining events, most only identified 3 or 4 strengths and weaknesses.

Status: Further data collection is needed to complete a full analysis of the data by providing event reflection forms encouraging the identification of strengths and weaknesses after each event.

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of the 2023-2024 results the faculty will collect and assess additional data in 2024-2025 and provide the evaluation form immediately after each evaluated event to ensure accurate data.

Measure 5.2 (Indirect- Results from in-class student discussions, facilitated by faculty)

Details/ Description: 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.

Acceptable Target: Most students in the course (at least 60%) will be able to speak intelligently about what was done correctly from a student's perspective and what could have been improved for the next event.

Ideal Target: All students enrolled in CULA 3070 and/or 3250 will identify strengths and weaknesses from a student work and planning perspective and provide unique insight that will create valuable advice for students executing the same event next year.

Finding: Acceptable target met.

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Analysis: Based on the analysis of the AC 2022-2023 assessment results and to drive improvement in student learning, in 2023-2024 the following changes were made: faculty implemented a more detailed discussion/reflection to assist students with identifying a minimum of five strengths and weaknesses after each event. However, students were still unable to identify five strengths and five weaknesses. As a result of these changes, in AC 2023-2024, the ideal target was met. Although 15 out of 15 students in CULA 3250 identified strengths and weaknesses for the dining events, most only identified 3 or 4 strengths and weaknesses. Although 15 out of 15 students in CULA 3250 identified some strengths and weaknesses during discussion after numerous dining events, some students did not participate in the discussion. Those who did participate seemed to articulate one or two superficial observations of challenges, improvements needed, and successes. Most only identified 1 or 2 strengths and weaknesses.

Status: Some data was collected, but further data, structured discussions, and facilitation is needed.

Decision:

1. In 2022-2023 the target was not met.
2. Based on the analysis of the 2023-2024 results the faculty will provide additional instructions prior to discussions and collect and assess additional data in 2024-2025 to inform and drive the cycle of improvement.

Comprehensive Summary of Key Evidence of Improvements Based on Analysis

of Results: The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2024-2025. These changes are based on the knowledge gained through the analysis of the AC 2023-2024 results.

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 case study, a major research project, written and oral presentations, resumes, and a career research assignment.

Most of the data collected and analyzed showed achievement in acceptable SLO targets being met. Of the ten SLO targets, eight targets were met, and two targets needed more data for conclusions.

In comparison to last year's career assignment, this year's career assignment was paired with extensive discussion in class highlighting many career options in the various areas of the hospitality industry and the strategies needed to achieve these various careers were discussed during multiple lectures. Additionally, emphasis was placed on inviting many guest speakers across multiple career fields as guest speakers in introductory and senior-level courses. As a result, some students have partnered with companies discussed during these guest speaking engagements for their internships. Scores of this

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assignment will be evaluated to ensure delivery and expectations of the assignment achieve program objectives and meet the needs of the student. However, as 83% of the students achieved the target this year and last year, the rigor of the assignment will be increased by emphasizing and providing examples of SMART goal strategies for each career option chosen for the assignment. If results continue to be above 80% each year, the measure or the assignment will need revision to achieve continuous improvement in our program.

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. Based on AY 2022-2023 results, the professor included peer feedback in the resume review process and utilized the NSU Career Center to discuss resume writing in lectures. In AY 2024-2025, the faculty will review the problems that remained for some students in the AY 2023-2024 assessment cycle, require multiple peer reviews throughout the semester, and identify changes that may help drive continuous improvement in the program.

The HMT 1000 oral presentations have been present in the curriculum for a long time. One of the repeated issues with the HMT 1000 presentations is that some students fail to deliver professional, engaging presentations. Based on the AY 2022-2023 assessment results, faculty added additional components to the expectations for the HMT 100 presentations. Additionally, HMT faculty researched oral presentation rubrics to determine additional grading components. Based on the results of the AY 2023-2024 assessment cycle, the oral interviews in HMT 1000 will remain as required. The faculty will redevelop the presentation rubric (to include any additional skills needed). Additional oral presentations and peer interviews will be embedded in other HMT courses so that students become more proficient and confident in these skills.

Critical thinking is an imperative skill in the hospitality industry. Students continue to struggle with this skill. Based on the AY 2023-2024 assessment results, students will be given additional critical-thinking opportunities and experiences throughout the hospitality management and tourism curriculum. Faculty will emphasize the skills addressed in the critical thinking components during the HMT 3050 course, examine the case study to insure there are not any discrepancies in the formatting of the project, and evaluate student learning after these steps.

Plan of Action Moving Forward

Due to some of SLO targets not being met during the AY 2023-2024, the following changes will be made as they relate to each SLO:

Measure 1. The career research assignment will remain in the introductory course, so students engage in the career exploration process. However, the career research form will be further altered to include additional SMART goal requirements for career strategies in different hospitality careers identified in the assignment. If results continue to be 100%

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each year, this may be a sign that the measure or the assignment needs revision to achieve continuous improvement in our program.

Measure 1.2. The faculty have identified additional resume resources from the NSU Career Services Center, implemented the use of Big Interview software, will incorporate peer reviews of resumes, and have utilized NSU Career Services Center staff for face-to-face lectures in the AY 2023-2024 assessment cycle. Continued use of these resources will remain.

Measure 2.1. The faculty will continue the written research paper in HMT 1000 and the faculty will adopt a department-wide oral presentation rubric to assess introductory course level papers with the goals of improving writing skills and critical thinking skills in the program overall.

Measure 2.2. The faculty will adopt a department-wide oral presentation rubric to assess critical skills needed for presentations. Additional oral presentations will be embedded in other HMT courses so that students become more proficient and confident in these skills.

Measure 3.1. Based on the AY 2023-2024 assessment results, 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 scenarios, quizzes, and questions during the HMT 3050 course, and evaluate after these steps.

Measure 3.2. Faculty will again restructure the assignment deadlines with sections of the assignment due throughout the semester. This strategy led to an increase in results in the 2023-2024 assessment cycle, but greater enhancements to the schedule may further increase results. Therefore, the faculty will again revisit the scheduling and structure of the assignments. For students, there is great value both personally and professionally in completing the assignment. The marketing project will remain a required assignment in HMT 4200, however the structure and formatting may be redeveloped to enhance critical thinking, as the full project seems to overwhelm students exceedingly each year.

Measure 4. While data was collected in HMT 1000 this semester, further data is needed. Faculty will evaluate how tests are distributed, graded, and stored to ensure seamless data collection across all courses.

Measure 5. Based on the AY 2023-2024 assessment results, faculty will reconsider the means in which students deliver in-depth reflection after major events. Enhanced reflection forms were provided to students to help them identify specific strengths and weaknesses they witnessed during the event. Written reflection is beneficial for writing skills, and faculty have incorporated a mix of oral discussion reflection and written reflection. Students will be encouraged to complete the reflection essay in measure 5.1 on time so data and students' reflections can be analyzed. Additionally, students will be trained on event reflection discussions by faculty to ensure honest and professional reflection after events.