

**HTM Assessment Plan
Non Accredited Program Year 3
Submitted October 15 2022**

Learning Outcomes	EIU UG Learning Goal	Measures	Data	Desired Level	Instrument Used	Collected By	F or S*	I or D*
1) Demonstrate effective communication skills for the hospitality and tourism industry using written, oral, and technological formats	W1-W7 S1-7	EIU EWP Ratings	3.39 (2018-19) n=23 3.08 (2019-20) n=34 3.30 (2020-21) n=9	Above EIU avg. 3.40 (2018-19) 3.34 (2019-20) 3.38 (2020-21)	EWP rating rubric	EIU	S	D
		EIU Speaking Ratings	3.10 (2018-19) n=10 2.00 (2019-20) n=1 4.00(2020-21) n=1	Above EIU avg. 3.30 (2018-19) 3.38 (2019-20) 3.29 (2020-21)	Primary Trait Rubric	CMN 1310G	F	D
			3.70 (2018-19) n=14 2.75 (2019-20) n=4 NA (2020-21) n=0	Above EIU avg. 3.55(2018-19) 3.51(2019-20) 3.60 (2020-21)	Primary Trait Rubric	Senior Seminar	S	D
		HTM 2700: Trends and Issues presentation	FA21 45% (5/11)	80% 3+ on 4 point scale	HTM Speaking Rubric	Brooks: Course Instructor	F	D
		HTM 4380: Company Analysis Paper	SP21 57%(4/7) SP22 50% (1/2)	80% 3+ on 4 point scale	HTM Writing Rubric	Wilkinson: Course Instructor	S	D
		Internship Supervisor Evaluation	SU20 100%(2/2) SU21 100% (7/7)	80% 3+ on 4 point scale	Site Supervisor Survey A Items Average	Internship Coordinator	S	I
		Senior Exit Survey	SP20 100% (6/6) SP21 100% (5/5) SP22 100% (4/4)	80% 4+ on 5 point scale	Exit Survey Q14	Program Coordinator	S	I
			C1-6 Q1-6	HTM 2740: STR Reports	SP21 100% (5/5) SP22 100% (4/4)	80% 3+ on 4 point scale	HTM Quant Rubric	Hugo:

2) Analyze problems and apply managerial solutions utilizing quantitative reasoning and critical thinking skills						Course Instructor		
		HTM 3370: Case Studies	FA21 50% (2/4)	80% 3+ on 4 point scale	HTM Thinking Rubric	Brooks: Course Instructor	S	D
		HTM 3786: Inventory Assignment	FA20 86%(6/7) FA21 100% (3/3)	80% 3+ on 4 point scale	HTM Thinking Rubric (Student Position and Conclusions items)	Wilkinson: Course Instructor	S	D
		HTM 4380: Hotel Simulation Final Report	SP21 50%(4/8) SP22 50%(1/2)	80% 3+ on 4 point scale	HTM Quant Rubric	Wilkinson: Course Instructor	S	D
		Internship Supervisor Evaluation	SU20 100%(2/2) SU21 100% (7/7) SU22 100% (2/2)	80% 3+ on 4 point scale	Site Supervisor Survey B Items Average	Internship Coordinator	S	I
		Senior Exit Survey	SP20 92% (11/12) SP21 100% (10/10) SP22 100% (8/8)	80% 4+ on 5 point scale	Exit Survey Q 5, Q12 average	Program Coordinator	S	I
3) Develop an awareness of ethical values and social responsibility in a multicultural environment	R1 –R4	HTM 2600G: Final Paper	SP21 100% (2/2) FA21 33% (2/6)	80% 3+ on 4 point scale	HTM Ethics &SR Rubric	Hugo: Course Instructor	F	D
		HTM 3370: Utilitarian Assignment	FA21 0% (0/4)	80% 3+ on 4 point scale	HTM Ethics &SR Rubric	Brooks: Course Instructor	S	D
		Internship Supervisor Evaluation	SU20 100%(2/2) SU21 100% (7/7)	80% 3+ on 4 point scale	Site Supervisor Survey C Items Average	Internship Coordinator	S	I
		Senior Exit Survey	SP20 91% (11/12) SP21 100% (10/10) SP22 100% (8/8)	80% 4+ on 5 point scale	Exit Survey Q 7, Q13 average	Program Coordinator	S	I
4) Demonstrate functional and	W1, W3 Q1, Q2							
		HTM 2740: Case Studies	SP21 100% (5/5) SP22 80% (8/10)	80% 3+ on 4 point scale	HTM Writing Rubric	Hugo:	F	D

operational skills relevant to the hospitality and tourism industry				(Research/Data and Managerial Response items)	Course Instructor		
	HTM 3784: Final Management Report	SP20 67% (4/7) FA20 100% (6/6) SP21 67% (4/7) FA21 60% (3/5) SP22 33% (3/9)	80% 3+ on 4 point scale	HTM Writing Rubric (Research/Data and Managerial Response items)	Wilkinson: Course Instructor	S	D
	Internship Supervisor Evaluation	SU20 100%(2/2) SU21 100% (7/7) SU22 100% (2/2)	80% 3+ on 4 point scale	Site Supervisor Survey D Items Average	Internship Coordinator	S	I
	Senior Exit Survey	SP20 90% (27/30) SP21 80% (20/25) SP22 100% (20/20)	80% 4+ on 5 point scale	Exit Survey Q6,Q8,Q9,Q10,Q11 average	Program Coordinator	S	I

* F or D = Formative or Summative Measures

* I or D = Indirect or Direct Measures

Improvements and Changes

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

2020

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

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

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

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

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

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

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

2021

September 10: HTM faculty reviewed and discussed Year 2 Program Assessment Review. Agreed to change numeric ratings from average scores to 80% have a 3 or greater (on a 4 point scale) and 80% have a 4 or greater (on a 5 point scale). A reminder to collect data and submit from last year to the shared file if it was not done. Internship items were averaged on assessment plan learning objectives.

History of Annual Review		
Date of Annual Review	Individuals/Groups Who Reviewed Plan	Results of the Review
September 29 2020	HTM faculty and chair	Assessment plan and process finalized.
October 15, 2022	HTM Program Coordinator and faculty	HTM Program Coordinator and faculty

Dean Review & Feedback

The assessment data and collected for Hospitality & Tourism Management (HTM) is mixed. As a relatively new program (4 years), HTM is in the infancy of developing a solid assessment plan, the main aim of which will be “closing the loop,” or using the assessment data to influence program improvement. No “closing the loop” information was presented in this report, and that is an area for improvement in the next reporting cycle. In addition, program enrollment is not increasing at a rate that meets expectations, and needs to be addressed to avert significant program changes in the future.



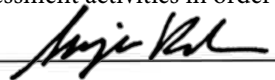
 Dean or designee

11/15/22

 Date

Academic Affairs –Review & Feedback: B.S. Hospitality & Tourism

The SLO report describes a concerted effort by the Hospitality & Tourism program to set out and follow through with a coordinated assessment plan. The plan is commendable for attempting to ensure that several direct measures of student learning are conducted at intervals in the student’s path through the major. Since students are not meeting certain target levels (on effective communication, for instance), the faculty will want to address how to improve student learning in these key areas. In a few cases, it seems that data was not obtained from assignments in specified courses. As noted by the Dean, the program will want to learn as much as possible from its assessment activities in order to facilitate and strengthen enrollment.



 Suzie Park, VPAA Office

12/14/22

 Date

Internship Supervisor Survey

Measured on a 4 point scale (Strongly Agree, Agree, Disagree, Strongly Disagree) and a Not Applicable option.

A. Demonstrate effective communication skills for the hospitality and tourism industry using written, oral, and technological formats.

1. Shows effective use of verbal communication techniques
2. Displays effective written communication skills
3. Ability to communicate well with diverse individuals, groups, and cultures
4. Works well with peers

B. Analyze problems and apply managerial solutions utilizing quantitative reasoning concepts and critical thinking skills.

1. Uses practical judgement and common sense
2. Adapts readily to new situations and responsibilities
3. Responds to problems well
4. Displays leadership skills
5. Interprets and applies numerical data appropriately
6. Completes assigned duties in a timely manner

C. Develop an awareness of ethical values and social responsibility in a multicultural environment.

1. Displays the ability of ethical decision making
2. Values and supports differences in others
3. Demonstrates a willingness to listen to and accept new ideas, alternatives, and perspectives
4. Exhibits dedication to the job and the profession

D. Demonstrate functional and operational skills relevant to the hospitality and tourism industry.

1. Exhibits knowledge of subject matter
2. Interacts effectively and appropriately with customers or clients
3. Brings adequate training to the internship experience
4. Projects the appropriate professional image
5. Displays the spirit of hospitality in interactions with others
6. Accepts and follows directions
7. Follows through with tasks to completion
8. Reports to work on time and prepared
9. Maintains a satisfactory attendance record
10. Accepts and implements feedback

E. Items not matched to learning objectives.

1. Takes initiative
2. Appears to be highly motivated

HTM Exit Survey

1. During your time at EIU, were you in a leadership position in an RSO or other campus group.

Yes No

2a. During your time at EIU, did you participate in at least one service or community project.

Yes No

2b. About how many hours did you spend on service or community projects?

3a. Are you a member (or student member) of a hospitality and tourism related professional association.

Yes No

3b. What was the name of the association or associations?

4a. Have you attended a hospitality and tourism related professional conference.

Yes No

4b. What was the name of the conference or conferences?

5. My leadership skills and managerial ability have developed to meet hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

6. My technology skills have developed appropriately to meet hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

7. My understanding of social responsibility and sustainability have developed to meet hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

8. My practical skills in hotel and lodging operations have developed to meet industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

9. My practical skills in restaurant and food service operations have developed to meet industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

10. My practical skills in meeting and event operations have developed to meet industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

11. My practical skills in tourism operations have developed to meet industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

12. My ability to analyze problems utilizing quantitative reasoning has developed to meet hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

13. My ability to understand ethical values and standards and apply them appropriately has been developed to meet hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

14. My communication skills have developed appropriately to meet the hospitality and tourism industry expectations.

(5=Strongly Agree to 1 = Strongly Disagree)

15. The HTM internship experience was beneficial in my professional development.

(5=Strongly Agree to 1 = Strongly Disagree)

16. On a scale of 1-10, with 1 being low and 10 being high, what is your interest level in each of the following career paths?

Hotel Management

Food and Beverage Management

Event and Meeting Management

Tourism Management

17. Have you been offered and accepted a managerial position in the hospitality and tourism industry for after you complete your degree?

Yes

Maybe

No

18. On a scale of 1 to 10, with 1 being low and 10 being high, rate your satisfaction with the following aspects of the HTM program.

Faculty Knowledge

Faculty Assistance

Courses and Content

Advising

Career Center

Student Organizations

Industry Networking

19. I would recommend this program to others with an interest in Hospitality and Tourism.

(5=Strongly Agree to 1 = Strongly Disagree)

20. Please provide any comments you have about the HTM program which may help us to improve it