

Degree: BS in Hospitality Administration
2023-2024 Assessment Plan Report

	Student Learning Outcome #1	<p>Professional Ability:</p> <p>Hospitality students will, in the opinion of their industry preceptor, successfully practice learned skills, techniques, and knowledge during their internship experience. The performance evaluation provides assessment of individual performance and content knowledge areas.</p> <p>Rationale: Students should apply, and practice learned skills, techniques, and knowledge during their internship experience to meet program standards prior to graduation and effectively contribute to the hospitality industry.</p>
PLAN	Assessment Method(s)	Data for this outcome will be collected from an assignment evaluation for the mid-point (metric 1) and a final (metric 2) field experience using a Likert scale. A derived score will be calculated from the assessments to provide an overall performance assessment by the preceptor. The Program Coordinator will review both evaluations to determine if progress has been made to competent by the end of the course and to ensure minimum standards are maintained as part of ongoing program improvement processes to meet the American Culinary Federation (ACF) standards. Data will be collected following completion of the Spring semester.
	Proficiency	<p>Metric 1: A score of 6 out of a possible 7.0 on the mid-point field experience preceptor evaluation</p> <p>Metric 2: A score of 6 out of a possible 7.0 on the final field experience preceptor evaluation</p>
DO	Benchmark	<p>Metric 1: 100% of students will score at least 6 out of a possible 7.0 on the mid-point performance evaluation completed by the field experience preceptor in the FCSC 4367 course. Target benchmark meets ACF accreditation standards.</p> <p>Metric 2: 100% of students will score at least 6 out of a possible 7.0 on the final performance evaluation completed by the field experience preceptor in the FCSC 4367 course. Target benchmark meets ACF accreditation standards.</p>

	Results of Assessment	<p>Metric 1: 100% (1 out of 1) hospitality administration students scored at least 6 out of a possible 7.0 on the mid-point performance evaluation completed by the field experience preceptor in the FCSC 4367 course. Target benchmark meets ACF accreditation standards.</p> <p>Metric 2: 100% (1 out of 1) hospitality administration students scored at least 6 out of a possible 7.0 on the final performance evaluation completed by the field experience preceptor in the FCSC 4367 course. Target benchmark meets ACF accreditation standards.</p>
S T U D Y	Analysis of Results	<p>The student was scored above-average by their site supervisor indicating preparedness to enter the field of hospitality administration. With only 1 student completing the field experience during the academic year, it is difficult to whether additional analysis is needed. The program currently has low enrollment at the junior and senior level due to the impacts of COVID-19 on the profession. However, the enrollment at the freshman and sophomore level is improving. Therefore, we anticipate seniors within the next 2 years and will be better able to assess overall preparedness for the profession.</p>

ACT	Improvement Plan for 2024-2025	Not applicable.
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	Student Learning Outcome #2	<p>Teamwork and Initiative:</p> <p>Hospitality students in HOSP 3360, Quantity Foods, will complete two group projects. Teamwork contributions will be measured using the average grade performance on the two group projects.</p> <p>Rationale: Students should achieve appropriate teamwork skills to meet program standards prior to graduation and effectively contribute to the hospitality industry.</p>
PLAN	Assessment Method(s)	Data for the assessment method will be obtained from an assignment rubric used to collect the data on teamwork projects and a peer evaluation will be utilized to assess individual teamwork contribution. The first metric will be the mean score obtained on two group projects. The second metric will be the score obtained the peer evaluation. The course instructor will review rubrics and the peer evaluations to determine if minimum standards are maintained as part of ongoing program improvement processes for the American Culinary Federation (ACF) accreditation. Data for this outcome will be collected following completion of the Spring semester HOSP 3360 course.
	Proficiency	<p>Metric 1: A mean score 75% or higher score (out of 100%) on the two group projects rubrics.</p> <p>Metric 2: A score of 3.0 (out of 5.0) on the peer evaluation on the group contribution.</p>
DO	Benchmark	<p>Metric 1: 90% of hospitality administration students will score at least a mean score 75% on two group projects taught in HOSP 3360 Quantity Foods. Target benchmark meets ACF accreditation standards.</p> <p>Metric 2: 90% of will score a minimum of 3.0 or higher score (out of 5.0) on the peer evaluation.</p>
	Results of Assessment	<p>Metric 1: 100% (3 out of 3) of hospitality administration students scored at least a mean score 75% on two group projects taught in HOSP 3360 Quantity Foods. Target benchmark meets ACF accreditation standards.</p> <p>Metric 2: 90% (3 out of 3) of hospitality administration students scored a minimum of 3.0 or higher score (out of 5.0) on the peer evaluation</p>

S T U D Y	Analysis of Results	<p>Three out of 13 students enrolled in the HOSP 3360 were hospitality administration students. The other students (n=10) were family & consumer science teacher certification, nutrition, and dietetics students. The 3 hospitality administration students scored a mean average of 98 between the two projects. The hospitality administration program currently has low enrollment at the junior and senior level due to the impacts of COVID-19 on the profession. However, the enrollment at the freshman and sophomore level is improving. Therefore, we anticipate additional juniors within the next 2 years and will be better able to assess student performance in the upper-level courses. Currently, the students within the hospitality administration program who took the course scored above average.</p>
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ACT	Improvement Plan for 2024-2025	Not applicable.
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	Student Learning Outcome #3	<p>Critical Analysis & Contribution:</p> <p>Hospitality students will demonstrate critical knowledge about service quality: including ways in which customer satisfaction and relationships, service recovery and standards, and the Servicescape impact service quality.</p> <p>Rationale: Students should demonstrate critical knowledge through a hospitality marketing to meet program standards prior to graduation and effectively contribute to the hospitality industry.</p>
PLAN	Assessment Method(s)	Data for the assessment method will be obtained from an assignment rubric used to collect the data on a marketing plan assignment. The first metric will be the score obtained on the marketing plan assignment. The second metric will be the score obtained the on the final paper. Data for this outcome will be collected following completion of the Spring semester HOSP 4314 Marketing course.
	Proficiency	<p>Metric 1: A score of 70% (out of 100%) on the marketing plan</p> <p>Metric 2: A score of 70% (out of 100%) on the final paper</p>
DO	Benchmark	<p>Metric 1: 50% of hospitality students will score 70% or above on a comprehensive marketing plan for a hospitality company completed in the HOSP 4314 Hospitality Marketing class.</p> <p>Metric 2: 50% of hospitality students will score 70% or above on a final paper that combines the 5 milestones in a summary for a hospitality company completed in the HOSP 4314 Hospitality Marketing class.</p>
	Results of Assessment	The course was not offered as planned for Spring 2024 due to low enrollment and lack of seniors in the program.
S T U D	Analysis of Results	Not applicable.

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ACT	Improvement Plan for 2024-2025	Not applicable.

Degree: 2023-2024 Assessment Plan		
	Student Learning Outcome #4	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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	Student Learning Outcome #5	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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Degree: 2023-2024 Assessment Plan		
	Student Learning Outcome #6	
PLAN	Assessment Method(s)	
	Proficiency	
DO	Benchmark	
	Results of Assessment	
S T U D Y	Analysis of Results	

ACT	Improvement Plan for 2024-2025	
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