

Insert Academic Degree Name Here

Annual Program Report Template

Year:	2021-2022
Program:	Hospitality Administration/Culinary Arts
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Summary of Continuous Improvement Efforts since Last Report

Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.

Respond here:

The data demonstrates students understand and value professional ethics within supervised practice setting. Strategies to maintain and increase achievement targets will be implemented for the AY 22-23. Due to nature of professional ethics within the field, all students are expected to meet the target. Data will be gathered in the 22-23 cycle to determine if students are continuing to understand professional ethics with above average achievement of the target. Strategies for continuous improvement to ensure students continue to demonstrate understandings includes the integration of course discussions to encourage peer discussion and engagement on the ethical dilemmas. This strategy helps strengthen all students understanding of each of the ethical dilemmas presented. The data also demonstrates students are able to apply the information learned as a team into a finished group project. Students scored on average 89.25% on the project rubric indicating an above average achievement of the target measure. The target measure will be increased to 90% for the 22-23 program year to ensure continuous program improvement. The data demonstrates overall students are able to apply the information learned into a professional field experience. strategies for improvement in the HOSP courses aimed at the areas the student was rated below average in will be initiated to ensure the target is achieved. Additionally, the data demonstrates students are able to translate information learned in the course and apply in a written and oral presentation of the case study simulation. All students scored 80% or higher on the rubric indicating an above average achievement of the target measure. The target measure will be increased to 90% for the 22-23 program year to ensure continuous program improvement. The data demonstrates students are able to apply information learned in the course into a completed marketing plan. The target measure will be increased to 80% of all students will achieve 80% for the 22-23 program year to ensure continuous program improvement.

The program goals are:

1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs.,
2. Demonstrate a high level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers.,
3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans.,
4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market.,
5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice.,
6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in any hospitality context.,
7. Mindfulness of using relevant and sensitive principle.

Program progress has been made through the implementation of additional materials regarding the field experience packet for the preceptor/supervisor. Additionally, peer discussion will be implemented for in the 2022-2023 academic year in the ethical dilemma assignment. Other targets have been increased for the 22-23 program year after successful achievement of the targets for two consecutive years.

Program Highlights Since Last Report

Identify and briefly discuss any programmatic curriculum changes made since the last report (e.g. new courses, course changes, SLO changes, course deletions).

Respond here: Curriculum changes have not been made within the courses for the 21-22 program year. For the 22-23 program year, changes will be made to the Commercial Food Production, Senior Seminar and Field Experience courses to include monitoring and assessment regarding program achievement measures.

Table 1. Assessment Results and Analyses for Current Cycle.

STAGE 1: PLAN				STAGE 2: DO		STAGE 3: STUDY
Departmental Student Learning Goal	Program Student Learning Outcome	Assessment	Assessment Method/Location	Benchmark Expectations	Data Results	Actions/Goals Based on Data Results* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?
Leadership and Ethical Decision-making	Leadership & Ethical Decision-making SLO Hospitality students will critically examine, discuss, and demonstrate ethical decision-making. Rationale: Both an understanding of the importance of professional ethical standards as well as understanding of how to come to a well-thought-out solution that works for various stakeholders is key to leadership (and personal) success in the industry.	"Measure 1- Leadership & Ethical Decision Making Hospitality students in FCSC 4301, Senior Seminar, will complete a critical analysis of an ethical dilemma. Each student will critically analyze an ethical dilemma using a structured philosophical approach and justify his/her reasoning and optimal solution in both written and verbal format.	Data for this outcome will be collected following completion of the Spring semester. An assignment rubric will be utilized to collect the data on written communication skills. The Program Coordinator will review rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes.	75% of hospitality students will score at least 80% on the Individual Ethical Dilemma written/oral assignment. Rationale: Program faculty believe 75% of students scoring at least 80% on the Individual Ethical Dilemma is a rigorous standard for our student	100.0% (4/4) students scored 80% or above on the ethical dilemma assignment. The average grade on the assignment was 85.5	The data demonstrates students understand professional ethic dilemmas through the achievement of the target with an average grade of 85.5. Due to nature of professional ethics within the field, all students are expected to meet the target. Data will be gathered in the 22-23 cycle to determine if students are continuing to understand professional ethics with above average achievement of the target. Strategies for continuous improvement to ensure students continue to demonstrate understandings includes the integration of course discussions to encourage peer discussion and engagement on the ethical dilemmas. This strategy helps strengthen all students understanding of each of the ethical dilemmas presented.
Teamwork and Initiative	Teamwork Contribution SLO Hospitality students	"Measure 1- Teamwork and Initiative			Teamwork and Initiative	Teamwork Contribution SLO Hospitality students will demonstrate success in

	will demonstrate success in identifying and contributing to group work efforts. Rationale: Students should be able to both assist in and coordinate the talents of individuals in order to construct and deliver the best product and service to targeted customers. Students must learn to work together effectively.	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 (2.1.1) and team contributions in work as an intern.				identifying and contributing to group work efforts. Rationale: Students should be able to both assist in and coordinate the talents of individuals in order to construct and deliver the best product and service to targeted customers. Students must learn to work together effectively.
Teamwork and Initiative	Teamwork Contribution SLO Hospitality students will demonstrate success in identifying and contributing to group work efforts. Rationale: Students should be able to both assist in and coordinate the talents of individuals in order to construct and deliver the best product and service to targeted customers. Students must learn to work together effectively.	"Measure 1- Teamwork and Initiative 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 (2.1.1) and team	Data for this outcome will be collected following completion of the Spring semester. An assignment rubric will be utilized to collect the data on teamwork projects and teamwork contribution. The Program Coordinator will review rubrics to determine if	80% of hospitality management students will score at least 75% on two group projects taught in HOSP 3360 Quantity Foods Management. Rationale: Program faculty believe 89% of students scoring at least 75% on the team project is a rigorous target.	100.0% (6/6) of hospitality students scored an average of 80% (actual 89.25%) on two group projects in HOPS 3360	The data demonstrates students are able to apply the information learned as a team into a finished group project. Students scored on average 89.25% on the project rubric indicating an above average achievement of the target measure. The target measure will be increased to 90% for the 22-23 program year to ensure continuous program improvement.

		contributions in work as an intern.	minimum standards are maintained as part of ongoing program improvement processes.			
		"Measure 2- Teamwork and Initiative Hospitality students will, in the opinion of their industry preceptor(s), successfully practice learned skills, techniques, and knowledge during their internship experience. The performance evaluation (see attached) provides assessment of individual performance and content knowledge areas (Likert scale of 0-7). A derived score will be calculated from these assessments to provide an	Data for this outcome will be collected following completion of the Spring semester. An assignment rubric using Likert scale assessments will be utilized to collect the data. The Program Coordinator will review rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes..	100% of students will score at least 5.6 out of a possible 7.0 (80%) on the performance evaluation completed by the internship preceptor at the end of the internship experience (FCSC 4367). Rationale: Program faculty believe this is a rigorous target.	Six students were assessed for this target and 6/7 (83%) met the goal of an internship evaluation score above 80%. However, one student received a preceptor evaluation below the target of 80%. Therefore, the goal was only Partially Met.	The data demonstrates overall students are able to apply the information learned into a professional field experience. Six out of 7 (83%) of the students scored 80 or better % on the preceptor performance evaluation indicating an above average achievement of the target measure. However, one of the 7 students was evaluated below the target of 80%. The target measure will remain at 80% for the 22-23 program year to ensure continuous program improvement. Additionally, strategies for improvement in the HOSP courses aimed at the areas the student was rated below average in will be initiated to ensure the target is achieved.

		overall performance assessment by the preceptor.				
Critical Analysis and Evaluataion	Critical Analysis & Contribution SLO Hospitality students will demonstrate proficiency in critically analyzing hospitality market situations and financial positions in order to develop proactive business plans. Rationale: Successful industry professionals must be able to evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to construct and implement an effective and efficient business plan.	"Measure 1- Critical Analysis & Contribution Hospitality students will demonstrate proficiency in critically analyzing hospitality market situations and financial positions in order to develop proactive business plans. Successful industry professionals must be able to evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to construct and implement an effective and efficient business plan.	Data for this outcome will be collected following completion of the Spring semester. An assignment rubric (Rubric for Plan and Actual Business Simulation) will be utilized to collect the data. The Program Coordinator will review rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes..	66.7% of students will score 80% or above on the written and oral presentation of the simulation case study using the study's rubric. Rationale: Program faculty believe this target is a rigorous target for the final submission of the simulation analysis.	100% (6 of 6) hospitality students scored 80% or or above on the simulation written/oral presentation. Therefore the target was met	The data demonstrates students are able to translate information learned in the course and apply in a written and oral presentation of the case study simulation. All students scored 80% or higher on the rubric indicating an above average achievement of the target measure. The target measure will be increased to 90% for the 22-23 program year to ensure continuous program improvement.

		<p>"Measure 2- Critical Analysis & Contribution 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>Data for this outcome will be collected following completion of the Spring semester. An assignment rubric (Marketing Plan) will be utilized to collect the data. The Program Coordinator will review rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes.</p>	<p>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. Rationale: Program faculty believe this is a rigorous target.</p>	<p>100% (4 of 4) students scored 70% or above on a comprehensive marketing plan</p>	<p>The data demonstrates students are able to apply information learned in the course into a completed marketing plan. Students scored 70% or higher on the rubric indicating an average achievement of the target measure. The target measure will be increased to 80% of all students will achieve 80% for the 22-23 program year to ensure continuous program improvement.</p>
		<p>"Measure 2- Financial Assessment Hospitality students will demonstrate their skills and understanding through the use of Excel to evaluate and analyze problems and make decisions.</p>	<p>Data for this outcome will be collected following completion of the Spring semester. An assignment rubrics will be utilized to collect the data. The Program Coordinator</p>	<p>50% of hospitality students will score 70 % or greater on a final Excel project required in the Hospitality Technology Management (HOSP 4321) course. Rationale: Program faculty</p>	<p>The Hospitality Technology course was not taught in the 21-22 academic year. Therefore, the achievement target was not measured. The 22-23 plan will be revised to remove this</p>	<p>The Hospitality Technology course was not taught in the 21-22 academic year. Therefore, the achievement target was not measured. The 22-23 plan will be revised to remove this assessment from the plan.</p>

		Among key indicators addressed will be basic invoicing, average check, food cost, and occupancy.	will review the assignment rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes.	believe this is a rigorous target.	assessment from the plan.	
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Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
Actions/Goals Based on Data Results <i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i>	Status <i>C=Complete</i> <i>P=Progressing</i> <i>N=No Action Taken</i>	Discussion of Status <i>If C, describe efforts that led to accomplishment of actions/goals.</i> <i>If P, provide update on progress made toward accomplishing actions/goals and what tasks remain</i> <i>If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i>
Program goals are provided. Graduates will be able to: 1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs., 2. Demonstrate a high level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers., 3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans., 4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market., 5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice., 6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in any hospitality context., 7. Mindfulness of using relevant and sensitive principle. Data supports students are able to apply knowledge learned into an ethical dilemma case study. There were no SLO action plans for the 20-21 program year.	P	Program progress has been made through the implementation of strategies for continuous improvement to ensure students continue to demonstrate understanding professional ethics. This has included the integration of course discussions to encourage peer discussion and engagement on the ethical dilemmas. This strategy helps strengthen all students understanding of each of the ethical dilemmas presented in the 2022-2023 academic year.
Program goals are provided. Graduates will be able to: 1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs., 2. Demonstrate a high	P	Program progress has been made with the 2022-2023 academic year implementation of an increased score on the achievement measure. Monitoring and assessment has begun.

<p>level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers., 3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans., 4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market., 5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice., 6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in any hospitality context., 7. Mindfulness of using relevant and sensitive principle. Data supports students are able to apply information and work collaboratively as a team in a group project. There were no SLO action plans for the 20-21 program year.</p>		
<p>Program goals are provided. Graduates will be able to: 1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs., 2. Demonstrate a high level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers., 3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans., 4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market., 5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice., 6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in</p>	<p>P</p>	<p>Program progress has been made with the 2022-2023 academic year with implementation of a cover document being developed that will accompany the internship materials packet. Currently, the packet contains 3 documents that must be signed and returned by the internship preceptor before the beginning of the internship. The cover letter will be added to that group of 3 documents, requiring that internship preceptors read and sign the cover letter as well. The goal will be to ensure the preceptors understand the value of appropriate and reflective evaluation during the field experience.</p>

any hospitality context., 7. Mindfulness of using relevant and sensitive principle. Data demonstrates additional information needs to be included in the field experience packet for the preceptor/supervisor. Progress has been made with the 2022-2023 academic year with implementation of a cover document being developed that will accompany the internship materials packet. There were no SLO action plans for the 20-21 program year.		
Program goals are provided. Graduates will be able to: 1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs., 2. Demonstrate a high level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers., 3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans., 4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market., 5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice., 6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in any hospitality context., 7. Mindfulness of using relevant and sensitive principle. Data supports the need for increased target measure for achievement for the 22-23 program year. There were no SLO action plans for the 20-21 program year.	P	Program progress has been made with an increased target measure for the 22-23 program year. The target measure will be increased to 80% of all students will achieve 80% to ensure continuous program improvement.
Program goals are provided. Graduates will be able to: 1. Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs., 2. Demonstrate a high level of success in applying effective group work	P	Program process has been made with the revision in the 22-23 program plan to include a revised assessment measure and target based on a different course.

strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers., 3. Demonstrate proficiency in analyzing hospitality market situations and financial positions and to develop proactive business plans., 4. Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market., 5. Integrate practical and content knowledge and professional work attitudes in their applied field of practice., 6. Apply general hospitality standard such as great service at a reasonable price in a designated period of time in any hospitality context., 7. Mindfulness of using relevant and sensitive principle. Data was not collected for this course due to the course not being offered in the 21-22 year. There were no SLO action plans for the 20-21 program year.		
Achievement measure to be removed from the 22-23 plan. There were no SLO action plans for the 20-21 program year.	C	Program process has been made with the revision in the 22-23 program plan to remove this assessment measure.