

BS in Hospitality Administration Culinary Arts

Annual Program Report Template

Year:	2022-2023
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 the field. Strategies to maintain and increase achievement targets were implemented for the AY 22-23. Due to nature of professional ethics within the field, all students are expected to meet the target. Data was 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 understanding includes the integration of course discussions to encourage peer discussion and engagement on the ethical dilemmas in the Senior Seminar course. This strategy helped strengthen all students understanding of each of the ethical dilemmas presented. The data also demonstrates students can apply the information learned as a team into a finished group project. Students scored above average on the project rubric indicating an above average achievement of the target measure. The target measure was increased to 90% for the 22-23 program year to ensure continuous program improvement. The data demonstrates overall students can 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. The data demonstrates students are also able to apply information learned in the course into a completed marketing plan. The target measure was increased to 80% students will achieve 80% for the 22-23 program year to ensure continuous program improvement. The target measure was met and will continue for the 23-24 program year to monitor progress. Two of the courses aligned with measures were not offered for the 22-23 program. Therefore, there is no assessment date available. One of the measures were not met for the measure aligned with the technology course. There is a need to create SLO action plan for the 23-24 program year for this measure to review the assignment details.

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 peer discussion for in the 2022-2023 academic year in the ethical dilemma assignment within the Senior Seminar course. Other targets were increased for the 22-23 program year after successful achievement of the targets for two consecutive years. One of the target measures were not met for the 22-23. This was due to students not completing the assignment. An action plan is needed to evaluate the effectiveness of the assignment.

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: For the 22-23 program year, changes were made in the Senior Seminar and Field Experience courses to include monitoring and assessment regarding program achievement measures. Program progress will continue with the development of program depositions which will be monitored and assessed in the 2023-2024 program with the goal of continuous program improvement.

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. Rationale: FCSC 4301 is a senior level culminating course for the program. Students should achieve	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	For the 22-23 academic year, there were 3 hospitality administration students enrolled in the Senior Seminar course. Three out of three (100%) scored at least 80% or higher on the individual ethical dilemma written assignment.	The data demonstrates students understand and value professional ethics within the field of hospitality administration. Strategies to increase the achievement target were implemented for the 22-23 AY within the Senior Seminar course. This included the course being offered by a different faculty member for the 22-23 AY and new material incorporated into the course with an emphasis on individual growth.

		appropriate critical analysis skills and apply effective ethical and professional skills to meet program standards prior to graduation and effectively contribute to the hospitality industry.				
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 contributions in work as an intern. Rationale: Students should achieve appropriate teamwork skills to meet program standards prior to graduation and effectively contribute to the	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 minimum standards are maintained as part of ongoing program improvement processes.	90% 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% (4/4) of hospitality students scored an average of 80% on two group projects in HOPS 3360 in Fall 2022.	The data demonstrates students are able to apply the information learned as a team into a finished group project. Students scored above average on the project rubric indicating achievement of the target measure. The target measure was increased to 90% for the 22-23 program year to ensure continuous program improvement.

		hospitality industry.				
		<p>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 overall performance assessment by the preceptor.</p> <p>Rationale: Students should apply and practice learned skills, techniques, and</p>	<p>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..</p>	<p>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.</p>	<p>100.0% (1/1) of hospitality students scored 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) for Spring 2023.</p>	<p>The data demonstrates overall the one student who completed an internship was able to apply the information learned into a professional field experience. One out of 1 (100%) of the students scored 80 or better % on the preceptor performance evaluation indicating an above average achievement of the target measure. The target measure will remain at 80% for the 23-24 program year to ensure continuous program improvement.</p>

		knowledge during their internship experience to meet program standards prior to graduation and effectively contribute to the hospitality industry.				
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.	No data available for the 22-23 program year. The course was not taught due to the assigned course faculty member taking FMLA.	No data available for 22-23 AY.

		<p>Rationale: Students should critically analyze hospitality market situations and financial positions to meet program standards prior to graduation and effectively contribute to the hospitality industry.</p>				
		<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>Rationale: Students should demonstrate critical knowledge through a hospitality marketing to meet program standards prior</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% (2 of 2 students) scored 70% or above on a comprehensive marketing plan in Spring 2023.</p>	<p>The data demonstrates overall the students are able to apply the information learned into a finished marketing project. Two out of 2 (100%) of the students scored 70 or better % on the assignment rubric indicating an above average achievement of the target measure. The target measure will remain at 70% for the 23-24 program year to ensure continuous program improvement.</p>

		to graduation and effectively contribute to the hospitality industry.				
Financial Assessment	Financial Assessment SLO Hospitality students will successfully demonstrate the financial planning and analysis involved in producing menus for customer groups. In order to successfully manage a hospitality operation, the student must be able to assess and achieve financial goals. Rationale Students should be able to both plan and evaluate performance. Key measures include invoicing, COGS, average check, occupancy.	<p>Measure 1- Financial Assessment Hospitality students will successfully demonstrate food knowledge and skills in the Commercial Production I course by planning, costing, and producing menus for customer groups. Rubrics will determine the students' abilities to create menus acceptable to targeted customers, then cost those menus. The instructor will calculate an average score for assignments along with the final exam in order to evaluate performance.</p> <p>Rationale: Students should demonstrate menu costing</p>	Data for this outcome will be collected following completion of the Spring semester. An assignment (Costing Problems) rubrics will be utilized to collect the data. The Program Coordinator will review the assignment rubrics to determine if minimum standards are maintained as part of ongoing program improvement processes.	75% of hospitality students will score 80% or above on menu costing assignments and the final practical exam in which students develop and fully cost a specialized menu. Rationale: Program faculty believe this is a rigorous target.	No data available for the 22-23 program year. The course was not taught.	No data available for the 22-23 program year. The course was not taught.

		knowledge through a costing assignment to meet program standards prior to graduation and effectively contribute to the hospitality industry.				
		<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. Among key indicators addressed will be basic invoicing, average check, food cost, and occupancy.</p> <p>Rationale: Rationale: Students should demonstrate knowledge to evaluate, analyze and make decisions via Excel assignment to meet program standards prior</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 will review the assignment 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 greater on a final Excel project required in the Hospitality Technology Management (HOSP 4321) course.</p> <p>Rationale: Program faculty believe this is a rigorous target.</p>	<p>25 (1 of 4) % of hospitality students scored 70% or greater on a final excel project for Fall 2022.</p>	<p>The data demonstrates the students were not able to apply the information learned into a finished project for the course. One out of 4 (25%) of the students scored 70 or better % on the assignment rubric indicating an above average achievement of the target measure. Two out of 4 students (50%) did not complete the assignment and received 0s. One out of 4 (25%) students received a 68 on the assignment. The target measure will remain at 70% for the 23-24 program year to ensure continuous program improvement.</p>

		to graduation and effectively contribute to the hospitality industry.				
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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>
<p>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 developing 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 standards 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 principles and tactics to address ethics– and diversity-based industry issues. Data suggests students understand and can effectively manage ethical dilemmas which arise within the hospitality administration field. The program plan to implement more instruction related to professional ethics occurred in the 22-23 program year. The program will begin the process of developing professional program dispositions during the 23-24 program year. There is no SLO action plan needed for the 22-23 program year for this measure.</p>	P	<p>Program progress has been made through the implementation of additional materials regarding professional ethics in the Senior Seminar course for implementation in the 2022-2023 academic year. Development of program depositions with monitoring and assessment will begin in 2023-2024.</p>
<p>The program goals are: 1. Critically examine, discuss, and demonstrate ethical decision-making</p>	P	<p>Program progress will continue with the development of program depositions which will be</p>

<p>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 developing 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 standards 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 principles and tactics to address ethics– and diversity-based industry issues. Data suggests students understand and can effectively work in teams in a group setting within the hospitality administration field. The program will begin the process of developing professional program dispositions during the 23-24 program year of which teamwork and active participation toward a common goal will be included. There is no SLO action plan needed for the 22-23 program year for this measure.</p>		<p>monitored and assessed in the 2023-2024 program with the goal of continuous program improvement.</p>
<p>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 developing 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 standards such as great service at a reasonable price in a designated period of time</p>	<p>P</p>	<p>Program progress will continue with the development of program dispositions which will be monitored and assessed in the 2023-2024 program with the goal of continuous program improvement.</p>

in any hospitality context. 7. Mindfulness of using relevant and sensitive principles and tactics to address ethics– and diversity-based industry issues. Data suggests students understand and can effectively work in teams in a group setting within the hospitality administration field. The program will begin the process of developing professional program dispositions during the 23-24 program year which will include achievement of entry-level knowledge and skills for the hospitality administration professional will be assessed by the internship site supervisor. There is no SLO action plan needed for the 22-23 program year for this measure.		
No data available for 22-23 AY.	N	No data available for 22-23 AY. Recommend removing this measure for the 23-24 program year due to course not being offered.
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 developing 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 standards 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 principles and tactics to address ethics– and diversity-based industry issues. Data suggests students understand and can effectively work in teams in a group setting within the hospitality administration field. The program will begin the process of developing professional program dispositions during the 23-24 program year which will include achievement of entry-level knowledge and skills related to marketing for the hospitality administration	P	Program progress will continue with the development of program dispositions which will be monitored and assessed in the 2023-2024 program with the goal of continuous program improvement.

professional. This will be assessed by the marketing assignment. There is no SLO action plan needed for the 22-23 program year for this measure.		
No data available for the 22-23 program year. The course was not taught.	N	No data available for the 22-23 program year. The course was not taught. Recommend removing this measure for the 23-24 program year due to course not being offered.
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 developing 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 standards 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 principles and tactics to address ethics– and diversity-based industry issues. Data suggests students understand and can effectively work in teams in a group setting within the hospitality administration field. The program will begin the process of developing professional program dispositions during the 23-24 program year which will include achievement of entry-level knowledge and skills for the hospitality administration professional in the area of technology. This will be assessed for technology by the assignment. There is a need for a SLO action plan for the 22-23 program year on this measure.	P	An action plan is needed to evaluate the assignment overall effectiveness including review of the instructions and alignment with course content. Program progress will also continue with the development of program dispositions which will be monitored and assessed in the 2023-2024 program with the goal of continuous program improvement.