

Annual Academic Assessment Report
Hospitality Management Bachelor of Science
Human Environmental Sciences
2022-2023

Department Name & Contact Information

Hospitality Management

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Department Mission

Our mission statement was update as part of the strategic plan develop in AY 22-23:

We develop stewards of hospitality who value the seven “C”s of UARK hospitality:

- Communication
- Collaboration
- Connection
- Community
- Creativity
- Competency
- Compassion

Program Goals (PG)

Our program updated our program goals in AY 22-23 to those provided by the Accreditation Commission for Programs in Hospitality Administration (ACPHA):

- PG-1: Identify and apply the knowledge and skills necessary for hospitality and tourism operations
- PG-2: Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization
- PG-3: Formulate business decisions in hospitality and tourism management
- PG-4: Demonstrate competence in the communication skills necessary for hospitality and tourism management
- PG-5: Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry

Results of analysis of assessment of Student Learning Outcome (SLO)

The following reflect a summary of our assessment results for the 2022-2023 academic year for the Hospitality Management concentration of the HESC-BS degree.

- Out of 19 course sections assessed this year for SLO-3, we saw the following success rates for students meeting the goal, the ideal, or not meeting the goal/ideal:
 - 75% met the established assessment goal
 - 16% met the established assessment ideal
- We also collected data for GELO 6.1 for the first time in HOSP 4653 in spring 2023. This process should be easier in 2024 now that we have experience:
 - 45% met the goal / 55% were at the exceeds level and met the ideal

Any changes to degree/certificate planned or made on the basis of the assessment and analysis

- We have no degree changes planned at this time.
- The HESC director has asked us to look at our course schedule over the 23-24 academic year to find possible opportunities to offer less sections, etc. and be overall more strategic about how we offer classes. Any changes identified during this process will be implemented into the assessment plan for next year.

Any changes to the assessment process made or planned

Changes for the 23-24 academic year are as follows:

- Faculty who are responsible for assessment in their courses need to be trained on how to use the measure in their section. Full-time faculty who teach the same courses will take the time to train and support part-time faculty before the assessment is used in courses in the 23-24 academic year.
- Assessment data needs to be available in a timelier manner to complete this report by the due date. Faculty should schedule their assessments to be completed before the end of the academic semester (when possible) and upload the data to the appropriate Box folder when it is collected, rather than after the semester is finished.
- Faculty will review the recommendations listed in this report and work to use the recommendations to improve their assessment measures in the 23-24 academic year as appropriate. This meeting will happen before fall break 2023 and include training on the difference between grading and assessment measurements.
- Assessment coordinator needs to send out emails to instructors to remind instructors about their measurement items and the data to be collected at the beginning of each semester. They also need to email before the end of each semester. Perhaps use another professor's suggestion of creating a survey for instructors to complete to collect their data?

HOSP-BS Schedule for Assessing Student Learning Outcomes

Student Learning Outcomes (SLO)	23-24	24-25	25-26	26-27	27-28	28-29
SLO-1: Apply knowledge in the areas of food and beverage, lodging and tourism, events, and management. This includes industry professional certification opportunities, work experience, and internship opportunities. (PG-1, PG-3)	X			X		
SLO-2: Solve problems by researching options and evaluating multiple perspectives or alternatives to a professional and/or industry related situation. This includes integrating human, financial, and physical resources management into the operations of the hospitality industry. (PG-1, PG-2, PG-3)		X			X	
SLO-3: Use critical thinking to develop and demonstrate alternatives to problems in hospitality operations. Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in the hospitality industry. (PG-1, PG-3, PG-4)			X			X
SLO-4: Demonstrate effective and professional communication in a range of situations: 1) Oral communication in one-on-one, group, and formal presentation settings, and 2) Written communication to clearly convey ideas and thoughts. (PG-3, PG-4)	X			X		
SLO-5: Implement professional practices and awareness in ethics, diversity, leadership, and global responsibility while working as a team member. (PG-2, PG-3, PG-4)		X			X	