

Annual Academic Assessment Report
Hospitality Management Bachelor of Science
Human Environmental Sciences
2021-2022

Department Name & Contact Information

Hospitality Management

Name: Dede Hamm

Phone: 479-575-5132

Email: corahamm@uark.edu

Department Mission:

To develop pioneering leaders in hospitality management through progressive and innovative research, dynamic instruction, and pragmatic experiential learning.

Program Goals (PG)

- PG-1: Graduates demonstrate an understanding of and competencies in hospitality business and innovation management.
- PG-2: Graduates demonstrate an understanding of and competencies in managing self, people and tasks.
- PG-3: Graduates demonstrate an understanding of and importance of ethics and diversity in personal and professional life.
- PG-4: Graduates demonstrate an understanding of and competencies in leadership skills.

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

The following reflect a summary of our assessment results for the 2021-2022 academic year for the Hospitality Management concentration of the HESC-BS degree.

- Out of 29 course sections assessed this year for SLO-2 and SLO-5, we saw the following success rates for students meeting the goal, the ideal, or not meeting the goal/ideal:
 - 100% met the established assessment goal
 - 21% met the established assessment 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. However, during our program review in fall 2021, the reviewers suggested updating our student learning outcomes

to closely reflect those of the ACPHA accreditation commission. Faculty will review those outcomes summer 2022 to determine if they are an appropriate fit for the HOSP-BS at the University of Arkansas.

- In addition, our 20-21 assessment report we noted that we would review the required knowledge areas defined by the Accreditation Commission for Programs in Hospitality Administration. These required areas were updated in 2022, so the process has restarted to compare our program requirements against the updated knowledge areas.

Any changes to the assessment process made or planned

Special note regarding external program review:

We had our program review in fall of 2021 and the external reviewers noted the following about our assessment plan:

The program states five student learning outcomes that all students receiving a Bachelor of Science in Human Environmental Sciences degree in Hospitality Management will achieve upon completion of the degree. The program does an incredible job of assessing these student learning outcomes through class assignments, rubrics, and separate assessment measures such as a hospitality assessment matrix and learning outcome reviews. Examples of their commitment to assessment are the HOSP Curriculum Map and HOSP Assessment Rubrics, developed from the American Association of Colleges & Universities' rubrics, which they created.

The program currently assesses the student learning outcomes on a rotating schedule of two each academic year. However, their plan for the future is to assess all five each year. The program recently enacted this assessment plan and realized that the same measurements must be collected for each section of each course. They also identified measurements that were either too difficult or too easy and made adjustments accordingly. Finally, their next step is to assess if faculty are teaching the required knowledge areas defined by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) and identifying gaps that might be addressed with changes to the curriculum.

Changes for the 22-23 academic year are as follows:

- Several courses are offered in multiple sections with different instructors. To best assess the SLOs, we need to use the same measurement in each section. This would entail our full-time faculty training part-time faculty on how to use the measurement to report the results.
- Full-time faculty who teach the same courses need to take the time to train and support part-time faculty before the assessment is used in courses in the 22-23 academic year. (This is an annual challenge with part-time faculty.)

- Several instructors did not provide assessment data for this report (22% of the sections scheduled for assessment this year were not assessed). These instructors were adjunct/temporary instructors and perhaps did not understand the importance of consistent assessment for program success. The assessment coordinator needs to explain the importance and walk through the process earlier in the year to obtain the data in a timely manner with both existing and new faculty in 22-23.
- Assessment data still 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. While this change was noted on last year's assessment plan, it was still a challenge to get assessment data for the report in a timely manner.
- Faculty will review the recommendations listed in this report and work to use the recommendations to improve their assessment measures in the 22-23 academic year as appropriate.

HOSP-BS Schedule for Assessing Student Learning Outcomes

Student Learning Outcomes (SLO)	22-23	23-24	24-25	25-26	26-27	27-28
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			X