Event Management B.A.
New Program Review

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Brief Summary

- Exceeding enrollment projections
- Future growth expected

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Enrollment</th>
<th>Actual Enrollment*</th>
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</thead>
<tbody>
<tr>
<td>Fall 2011</td>
<td>25</td>
<td>130</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>50</td>
<td>227</td>
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<tr>
<td>Fall 2013</td>
<td>75</td>
<td>315</td>
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<tr>
<td>Fall 2014</td>
<td>100</td>
<td>344</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>100</td>
<td>360</td>
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*Actual enrollment is 400 when including second majors.
The Event Management Profession

- Event managers
- Meeting planners
- Convention managers
- Sports facility managers
- Athletic event managers
- Association managers
- Catering managers
- Non-profit managers
- Exhibit managers
Iowa State’s Program

- Department of Apparel, Events, and Hospitality Management
- Relationships with Iowa State Center, Alumni Association, ISU Athletics, ISU Foundation, Ames Convention & Visitors Bureau, Gateway Hotel & Conference Center
- National program draws students from across Midwest, as well as Texas and California
- Limited competition to date, although many new programs starting
What We Proposed

• Projected 100 students by December 2015 … actual enrollment ~400
• Zero credit hours at start of January 2011 … Fall 2015 had 1,150 (only 4 EVENT classes)
• Expected interest from industry … students highly sought after by industry
Current State of the Program

- Rankings do not exist, but we are considered a top five program
- Job placement strong both in Iowa and nationally; average starting salary of $34,000
- 400 undergraduates (including second majors)
- Investments in response to demand:
  - Faculty hiring – 2 assistant professors, 1 lecturer (F2016)
  - 2 academic advisers
  - Additional courses in wedding planning, venue management, crowd control
Future Plans

• Continue to attract students as the program evolves
• Add more faculty as the program grows
• In five years we hope to see a conference center with exhibit space where Scheman stands, so that we can help our university continue to attract major groups
Questions?