

IOWA STATE UNIVERSITY

College of Human Sciences

Event Management B.A. New Program Review

Dr. Pamela J. White, Dean, College of Human Sciences

Dr. Robert H. Bosselman, Professor and Chair,

Department of Apparel, Events, and Hospitality Management

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Brief Summary

- Exceeding enrollment projections
- Future growth expected

	Projected Enrollment	Actual Enrollment*
Fall 2011	25	130
Fall 2012	50	227
Fall 2013	75	315
Fall 2014	100	344
Fall 2015	100	360

***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?