

Contact: Diana Gonzalez

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM
ACCREDITATION REPORT AT IOWA STATE UNIVERSITY

Action Requested: Receive the accreditation report for the Bachelor of Science Program in Hospitality Management in the Department of Apparel, Event, and Hospitality Management in the College of Human Sciences at Iowa State University.

Executive Summary: The program (1) underwent a self-study that addressed the standards of accreditation defined by the accrediting body; and (2) had an on-site visit by peer evaluators. The program was accredited for the maximum seven-year period through Summer 2022. However, there were four recommendations affecting accreditation which must be addressed in annual reports. This accreditation report addresses the Board of Regents Strategic Plan priorities for “access, affordability, and student success; educational excellence and impact; and economic development and vitality.”

Background:

- ◇ **Description of program.** The Bachelor of Science in Hospitality Management develops leaders for the hospitality industry by creating, sharing, and applying knowledge. The program prepares graduates for managerial and executive positions in hotels, restaurants, and on-site food services, as well as tourism ventures.
- ◇ **Purpose of accreditation.** An accredited educational program is recognized by its peers as having met state and national standards for its development and evaluation. To employers, graduate schools, and licensure, certification, and registration boards, graduation from an accredited program signifies adequate preparation for entry into the profession. In fact, many of these groups require graduation from an accredited program as a minimum qualification. Accreditation is also intended to protect the interests of students, benefit the public, and improve the quality of teaching, learning, research, and professional practice.
- ◇ **Accrediting agency.** The accrediting body is the Accreditation Commission for Programs in Hospitality Administration (ACPHA).
- ◇ **Review process.** The self-study prepared by the Hospitality Management programs contained the responses to the appropriate standards required by the accrediting body – mission and outcomes; administration and governance; planning; assurance of student learning; curriculum; instructional resources; student support services; physical and learning resources; and financial resources.
- ◇ **On-Site Team Report.** In March 2015, the visiting team determined that the Hospitality Management programs met the requirements for accredited status, although 13 standards were identified as not having been met.

- ◇ Strengths identified by the Visiting Team.
 - ☑ “The program learning outcomes are measurable and are linked to the program’s current mission which is to develop leaders in the hospitality industry.
 - ☑ The University, College, Department, and Program should be commended for the funding model currently in place. It is believe this model will serve the program well for years to come.
 - ☑ The program should be commended for the efforts put forth in maintaining the various foundation accounts that serve to support scholarship and program priorities.”

- ◇ Concerns identified by the Visiting Team for the standards not met.
 - ☑ “The program’s mission is not clearly aligned with the university’s and college’s mission statements. In addition, an older mission statement is listed in certain departmental communication elements (e.g., website). (Standard I)
 - ☑ As the program continues to grow, it will require stable and consistent faculty leadership at the associate and professor ranks for continuous improvement and efficiency of programmatic areas to be able to continue to build strong partnerships with industry, alumni, students, and other stakeholders. (Standard II)
 - ☑ A well-established process for curricular review is crucial for the on-going success of the program. Input from a variety of constituents (e.g., faculty, students, alumni, and advisory board) is necessary for the development of a rigorous and effective curriculum that meets the program’s mission. (Standard III)
 - ☑ Since the standard regarding the strategic planning process and a curricular plan and process is not met, alignment with the institution cannot be substantiated. (Standard III)
 - ☑ A well-developed and executed process for tracking graduates is needed in order to measure the success of the program. (Standard III)
 - ☑ Input from stakeholders (e.g., faculty students, alumni, and advisory board) is critical to the overall planning and curricular development process for the program. (Standard III)
 - ☑ While the department’s learning outcomes are in alignment with the college’s and work is ongoing to map them with the college’s, there is currently no assessment in place to review the learning outcomes for the program. This review, once in place, must be conducted on a periodic basis for continual program improvement. (Standard IV)
 - ☑ In order to assess program learning outcomes using both direct and indirect metrics, the assessment tools and measures must first be identified and associated with the outcomes. (Standard IV)
 - ☑ Although both formative and summative measurement tools have been identified, they are not adequate to collect the data necessary for the assessment of the outcomes. (Standard IV)
 - ☑ Currently, no formalized assessment plan is in place; therefore, no curricular changes are being made based on assessment. (Standard IV)

- The required core content areas of both Management Information Systems and Leadership Theory are not addressed in core courses. (Standard V)
- While the objectives as listed on most syllabi flow from the college's learning outcomes, they do not explicitly flow from the program learning outcomes. (Standard V)
- In 2013, four core courses were taught by doctoral students rather than full-time faculty. Again, in 2014, four core courses were taught by doctoral students." (Standard VI)
- ◇ Implemented or planned changes by the institution.
 - "In April 2015, a new program mission statement that aligns more closely with the university mission statement was approved.
 - To support/distribute the department leadership, an individual has agreed to serve as Hospitality Management Program Leader and the department is also implementing an associate chair position.
 - The department revised the program level student learning outcomes and identified the key courses and metrics for assessing achievement of those outcomes.
 - Plans are in place to implement a new alumni survey and develop a local advisory board."
- ◇ Accreditation Status. In August 2015, the Accreditation Commission for Programs in Hospitality Administration awarded accreditation to the Bachelor of Science in Hospitality Management Program for the maximum seven-year period through Summer 2022. The responses submitted by the department for all but four of the concerns identified satisfied the accrediting body requirements. The programs are expected to provide updates in four areas in the next annual report:
 - Provide a school and/or program level strategic plan.
 - Provide a comprehensive assessment plan.
 - Provide a progress report on the implementation of the alumni survey.
 - Provide a progress report on the implementation of a localized advisory board.