

ACTION PLAN FROM PROGRAM REVIEW AND PLANNING

San José State University

College of Applied Sciences and Arts

Department of Hospitality Management (BS and Minors)

February 17, 2017

1. Form a Hospitality Management Department Advisory Board. Identify and invite at least four members by May 2017 (Provost Feinstein will help provide introductions). Hold first advisory board meeting by December 2017. Once it is established, consult the advisory board on the department's goals, curriculum revisions, student success initiatives, and fundraising.
2. Create and implement a timeline for development of the MS Hospitality, Tourism, and Meeting Management with a goal of starting the first cohort in Fall 2018.
3. Continue to work with the College and the University on the department name change. Resubmit the request in Spring 2017.
4. Work with the Dean of the College of Applied Sciences and Arts to identify classroom and lab space to support program curriculum needs. Work with the Office of Graduate and Undergraduate Studies on an appropriate classroom for the wine appreciation and beer appreciation classes.
5. Perform an analysis to determine whether the current SFR is appropriate. Based upon the analysis and consultation with the dean, develop a plan to staff the department appropriately.
6. Develop a plan to improve outreach and recruitment. Implement strategies to increase yield for students that have been admitted to the program. Consider contacting students who have been admitted and encouraging them to come. Contact information for admitted students is available in SAMI.
7. Assessment is at the emerging level in several areas. Improve assessments on student learning by the next program planning cycle. Work with the assessment director and college assessment facilitator to immediately address the following assessment concerns and move to the developed or highly developed level:
 - a. Review PLOs to ensure that they are truly measurable. PLO #1 seems to need the most attention.
 - b. Create a multi-year assessment schedule to ensure that learning outcomes are assessed on a regular schedule.
 - c. Develop performance indicators and build them into rubrics to determine students' levels of achievement.
8. The GE assessment review for 100W must be submitted to GUP by May 2017.
9. Next program review will begin Fall 2021

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Mary C. Schutten, Dean, College of Applied Sciences and Arts

Carl Kemnitz, Deputy Provost, Academic Affairs