



## **CALIFORNIA STATE UNIVERSITY, LONG BEACH**

VICE PROVOST FOR ACADEMIC AFFAIRS

### **Memorandum of Understanding**

### **Hospitality Management Program**

Department of Family and Consumer Sciences,

College of Health and Human Services

March 2019 (for 2018 review)

This Memorandum of Understanding outlines the consensus reached by the Hospitality Management Program, the College of Health and Human Services, and the Division of Academic Affairs, based on the recently conducted program review (Self-study 2017; Accreditation Site Visit October, 2018; and UPRC report March, 2019). It describes the goals to be achieved, and the actions to be undertaken by all parties to this MOU to achieve these goals, during the next program review cycle. Progress toward goals is to be addressed in an annual report.

The Program in Hospitality Management offers a BS program, and 2 minors: Hospitality Management (for non-HM majors), and Event Planning and Management. The Hospitality Management Program was last reviewed in 2010. The degree program has not had an individual review under the Program Assessment Review Council. This report is its first university review.

A number of strengths were identified in the program review reports.

- HM Students complete 920 hours of field experience, in the form of work experience that is supervised and reviewed, including 120 hours of 'elevated' hospitality work experience. These experiences require evaluations from supervising employers and are monitored by faculty advisors. Students have noted that these experiential education activities, particularly the service learning experiences, were highly beneficial.
- As noted in the ACPHA report, the HM program has its own Librarian and multiple methods to facilitate student research.
- The site visitors noted that the program recently revised its PLOs and has regularly assessed its outcomes since that revision.

Areas of Concern and Opportunities for Development were noted in the reports.

- Site visitors were concerned with the lack of assessment of higher-order skills.
- Students typically take a significant number of units beyond the 120-unit goal. Reducing the number of units student take towards the degree (75) could assist with Academic Progression, Retention, and Graduation.
- The program has strategic goals, which are typically one-year goals. The program can take advantage of Beach 2030 strategic planning processes to consider long-term goals.
- Accreditors found the ratio of part-time to full-time (tenure, tenure-track, and lecturer)

faculty to be non-compliant.

- The Student to Faculty ratio also concerned accreditors. This ratio has been variable over the last several years, but additional full-time faculty lines were recommended.

It is therefore agreed that:

1. The Program will develop and implement an ongoing program of assessment of institutional, programmatic, and student learning outcomes across appropriate courses in the curriculum. This includes General Education offerings, and the Bachelor's program. This assessment should also include a revised comprehensive curriculum map, and a substantive assessment plan detailing "closing the loop" strategies.
2. The Program is encouraged to further develop its assessment activities to better measure higher-order skills.
3. The Program will provide an annual update (due June 1) on progress made towards the actions agreed to in this MOU to the CHHS dean, the Vice Provost for Academic Programs, and the Director of Program Review and Assessment. The review cycle will be from 2017-2024. A comprehensive self-study will be due June 2024 for 2024-2025 Academic Year external review/UPRC report process.
4. The Program Director and Department Chair will strategize the longer-term processes involved with accomplishing strategic goals, where the 'longer-term' refers to processes longer than one year.
5. The Program will address the concerns related to the high number of units required for the major (75), and the high number of average units upon graduation from the program.
6. The College will work with the Department to seek solutions to faculty deployment and tenure-track hiring that supports the needs of the program, its students, and program accreditation standards.

This MOU has been read and approved by:

Director of Hospitality Management Program: Lee Blecher Date: 5/9/19  
Lee Blecher

College of Health & Human Services Dean: Monica Lounsbery Date: 5-2-19  
Monica Lounsbery

Vice Provost Academic Programs: Jody Cormack Date: 4/30/19  
Jody Cormack