

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT
Due to SAAC by October 15

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information			
2016-2017 Academic Year	Victoria Sánchez Martinez Contact Person	Vmartinez157@cnm.edu Email	505-224-4000x52945 Phone Number

Subject of this Assessment Report		
Program: Hospitality and Tourism; Certificate in Hospitality and Tourism (embedded) <input checked="" type="checkbox"/> Certificate <input checked="" type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS	Gen Ed Area: _____ Applicable to: <input type="checkbox"/> AA/AS <input type="checkbox"/> AAS	Discipline Area: _____

PART 2: EVIDENCE OF OVERALL PROGRAM EFFECTIVENESS

Program/Area Highlights (Including, wherever applicable, course completion, job placement, and licensing examination information)
<p>The Hospitality & Tourism (HT) program is designed as a 2+2 Associate of Arts transfer degree with New Mexico State University’s Hospitality, Tourism, and Restaurant Management degree. In 2016, the School of Business and Information Technology (BIT) added a Brewing and Beverage Management Associate of Applied Science (AAS) degree and related certificates, which bolstered enrollment in the school and generated more varied activity in the RPM building, changing its profile from a culinary-dominated learning space to a more multidisciplinary feel. HT 1101, Introduction to Tourism, is offered as a dual credit course. This introductory class has been redesigned to expose students to different facets of the industry through guest speakers, site visits, and student work experiences. Heritage Hotels and Resorts have been a key partner in this process. New part-time faculty have helped drive the changes. Both full and part-time faculty participated as judges for the NM ProStart Invitational, guiding high school students into the hospitality industry.</p>

Changes Made in Support of Student Learning
<p>The program director and faculty designed new program outcomes in 2017. Faculty loads have been adjusted to allow for more program oversight by full-time faculty.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	Classes/Cohorts Assessed
Outcome #1: Describe and evaluate organizational structures, leadership styles, and personnel management techniques as they apply to a wide variety of hospitality operations.	HT 2201

Measurement Tool(s) Used: <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	<i>Enter X's for type of tool</i>				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
ManageFirst Hospitality Human Resources Exam (total score)		X	X		Rubric score: 75% of students pass exam.

Assessment Findings																							
Outcome #5: Describe and evaluate organizational structures, leadership styles, and personnel management techniques as they apply to a wide variety of hospitality operations.																							
Courses assessed: HT 2201																							
Competency area: ManageFirst Hospitality Human Resources Exam (total score)																							
<table border="1"> <thead> <tr> <th>Did not pass exam (<75%)</th> <th>Passed exam (>=75%)</th> <th>Total</th> <th></th> </tr> </thead> <tbody> <tr> <td>10</td> <td>13</td> <td>23</td> <td>Total Fall 2016</td> </tr> <tr> <td>3</td> <td>12</td> <td>15</td> <td>Total Spring 2017</td> </tr> <tr> <td>13</td> <td>25</td> <td>38</td> <td>Total all terms</td> </tr> <tr> <td></td> <td></td> <td>65.8%</td> <td>meeting target</td> </tr> </tbody> </table>	Did not pass exam (<75%)	Passed exam (>=75%)	Total		10	13	23	Total Fall 2016	3	12	15	Total Spring 2017	13	25	38	Total all terms			65.8%	meeting target			
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Analysis and Interpretation of Assessment Findings
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We did not meet our target percentage of students passing the exam. Our use of ManageFirst exams in other content areas show them to be challenging for our students, especially those with no industry experience, but certainly not impossible to pass. The exams are designed by a team of industry professionals and educators to assess key competencies required in the industry. The exams and accompanying materials are designed primarily as supplemental topics for continuing education of professionals already in the workforce, but are also used to supplement curriculum in 2-and 4-year culinary and hospitality programs. In order to meet transfer agreements with New Mexico State University, HT 2201 at first duplicated course materials from NMSU's counterpart course. The Human Resources material was added in part to meet an essential competency as determined by both faculty and the accrediting body for our culinary program. As a result of the added curriculum, we may not be offering enough space and time for the subject in the class as currently designed. The course has lately been taught by part-time instructors with little oversight by full-time faculty.

Action Plan in Support of Student Learning

The course team will work to create a common course outline that allocates more time for instruction and projects in this area. They will create an additional tool that allows for a more nuanced evaluation of outcome components. Components will be deployed starting in fall 2017 through summer 2018 with the new course outline and tool made available to all course instructors before fall 2018.

Please indicate with an X all of the following that characterize the types of changes described in the above action plan:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Pedagogical change | <input checked="" type="checkbox"/> Course revision | <input type="checkbox"/> Process revision | <input type="checkbox"/> Curricular revision |
| <input type="checkbox"/> Budgetary reallocation | <input checked="" type="checkbox"/> Faculty training/development | <input type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision |

Recommendations, Proposals, and/or Funding Requests

The transfer agreement with NMSU has not been as successful as expected. The plan that many of the NMSU courses required for completion of the 4-year degree would be offered either online or at an Albuquerque campus has not occurred. Reevaluating the transfer agreement in light of new opportunities such as the UNM 2+1+2 transfer program would be advisable. Work with the Office of Planning and Institutional Effectiveness (OPIE) to develop a means of measuring transfer success.

PART 4: ASSESSMENT CYCLE PLAN (Copy and paste from original plan if unchanged)

Cycle Years:	Description of Changes Made (if applicable)
2016-2021	Our assessment cycle plan has been updated as a result of changes in HT faculty and input from the ACBSP site visit in 2016.

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
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1. Describe and evaluate organizational structures, leadership styles, and personnel management techniques as they apply to a wide variety of hospitality operations.	2016-2021	HT 2201	ManageFirst Hospitality Human Resources Exam (total score)
	2018-2021	HT 2201	Additional tool to be determined
2. Identify the role of specific leadership qualities in successful hospitality operations management	2017-2021	HT 2235	HT 2235 Leadership Project
3. Successfully transition graduates to four-year degree in hospitality or allied field.	2018-2021	External data	Tool to be determined