

Student Academic Achievement Committee (SAAC) Standardized Report Form

INTRODUCTION

Program /Discipline Title: Hospitality & Tourism Certificate

Time Period: Summer 2005 – Summer 2006

Program Goals, objectives, and/or mission: The Hospitality and Tourism Program at CNM combines general business knowledge with practical hospitality and tourism skills necessary for a variety of employment opportunities. The goal is to prepare each student for the continually changing hospitality and tourism industry. The program provides a foundation in supervision, human resources, marketing, food and beverage, basic accounting, basic computer skills and general tourism knowledge. Cooperative education or internship is required.

Exit Competencies:

1. Summarize the local, regional and global scope of the hospitality and tourism industry.
2. Apply hospitality industry and human resources management techniques, policies and procedures.
3. Demonstrate knowledge in marketing of hospitality services.
4. Use practical food and beverage controls.
5. Explain the organizational structure, gaming integrity strategies and gaming regulations and controls of casinos OR
6. Differentiate the organizational structure, and rooms division personnel and supervisor strategies and purchasing management and information systems of various lodging properties OR
7. Demonstrate food safety knowledge, food and beverage management techniques, and effective purchasing decisions of various commercial food and beverage properties.

Core Competencies:

No Core Competencies were measured.

RESULTS

Introduction and discussion of assessment efforts:

For the past year exit competencies were measured in various courses required during the student’s course of study.

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Assessment Plan (Who, what, when and how assessment took place): Students graduating Summer '05-Summer '06 were assessed in HT 295 using a Property Research Project, Interview Project, Team Project and Final Project Grade. In addition, industry based (American Hotel and Lodging Association-AHLA) comprehensive final exam grades will be used from HT 132, HT 144, HT 161 and HT 168 to measure program competencies.

Exit Competency Results:

1. Summarize the local, regional and global scope of the hospitality and tourism industry.
Student competencies are measured through the HT 295 Managerial Decisions Property Research Project.
2. Apply hospitality industry and human resources management techniques, policies and procedures.
Student competencies will be assessed using the HT 132 Hotel/Motel Human Resources Management final grade.
3. Demonstrate knowledge in marketing of hospitality services.
Students competencies will be assessed using the HT 144 Hospitality Sales and Marketing final grade.
4. Use practical food and beverage controls.
Student's competencies will be assessed using the HT 168 Food and Beverage Controls final grade.
5. Explain the organizational structure, gaming integrity strategies and gaming regulations and controls of casinos . **Students choosing the Gaming Operations and Casino Management Concentration will be assessed by their HT 295 Managerial Decisions final project grade. OR**
6. Differentiate the organizational structure, and rooms division personnel and supervisor strategies and purchasing management and information systems of various of a lodging properties. **Students choosing the Hospitality Operations and Hotel Management Concentration will be assessed using their HT 295 Managerial Decisions final project grade. OR**
7. Demonstrate food safety knowledge, food and beverage management techniques, and effective purchasing decisions of various commercial food and beverage properties. **Students choosing the Food and Beverage Management Concentration will be assessed using their HT 161 Hotel/Motel Food and Beverage Management final grade.**

Core Competency Results:

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Discussion of changes in support of student learning for PAST year: There were not adequate assessments in place to be able to gather the necessary data.

Discussion of changes in support of student learning for COMING year:
At the certificate level the final concentration areas will have a project component that will assess exit competencies for the certificate.

Plans for assessment of all Core Competencies:
N/A

DATA

Exit Competency Rubrics:

Hospitality & Tourism Exit Competency 1
9/15/06

Competency	Area of Learning	Level 1	Level 2	Level 3	Level 4
SUMMARIZE THE LOCAL, REGIONAL AND GLOBAL SCOPE OF THE HOSPITALITY TOURISM INDUSTRY	Student demonstrated knowledge through the HT 295 managerial Decisions property research project	<input type="checkbox"/> Student's property research project was 61-70%	<input type="checkbox"/> Student's property research project was 71-80%	<input type="checkbox"/> Student's property research project was 81-90%	<input type="checkbox"/> Student's property research project was 91% or higher

Hospitality & Tourism Exit Competency 2
9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
APPLY HOSPITALITY INDUSTRY AND HUMAN RESOURCES MANAGEMENT TECHNIQUES, POLICIES AND PROCEDURES	Student's competency is assessed in the HT 132 Hotel/Motel Human Resources final grade.	<input type="checkbox"/> Student's final was 61-70%.	<input type="checkbox"/> Student's final was 71-80%.	<input type="checkbox"/> Student's final was 81-90%.	<input type="checkbox"/> Student's final was 91% or higher.

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Hospitality & Tourism Exit Competency 3
 9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
DEMONSTRATE KNOWLEDGE IN MARKETING AND HOSPITALITY SERVICES	Student understands and can demonstrate marketing in the hospitality industry.	<input type="checkbox"/> Student scored 61-70% on their HT 144 Hospitality Sales & Marketing or HT 141 Marketing of Hospitality Services final.	<input type="checkbox"/> Student scored 71-80% on their HT 144 Hospitality Sales & Marketing or HT 141 Marketing of Hospitality Services final.	<input type="checkbox"/> Student scored 81-90% on their HT 144 Hospitality Sales & Marketing or HT 141 Marketing of Hospitality Services final.	<input type="checkbox"/> Student scored 91% or higher on their HT 144 Hospitality Sales & Marketing or HT 141 Marketing of Hospitality Services final.

Hospitality & Tourism Exit Competency 4
 9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
USE PRACTICAL FOOD AND BEVERAGE CONTROLS	Student is able to demonstrate practical food and beverage controls.	<input type="checkbox"/> Student scored 61-70% on the HT 168 Food and Beverage Controls final.	<input type="checkbox"/> Student scored 71-80% on the HT 168 Food and Beverage Controls final.	<input type="checkbox"/> Student scored 81-90% on the HT 168 Food and Beverage Controls final.	<input type="checkbox"/> Student scored 91% or higher on the HT 168 Food and Beverage Controls final.

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Hospitality & Tourism Exit Competency 5
9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
EXPLAIN THE ORGANIZATIONAL STRUCTURE GAMING INTEGRITY STRATEGIES AND GAMING REGULATIONS AND CONTROLS OF CASINOS (ONLY APPLICABLE FOR STUDENTS HAVING A CONCENTRATION IN GAMING OPERATIONS AND CASINO MANAGEMENT)	Students will demonstrate knowledge and application through the HT 295 Managerial Decisions final project grade.	<input type="checkbox"/> Student scored 61-70% on final research project grade.	<input type="checkbox"/> Student scored 71-80% on final research project grade.	<input type="checkbox"/> Student scored 81-90% on final research project grade.	<input type="checkbox"/> Student scored 91% or higher on final research project grade.

Hospitality & Tourism Exit Competency 6
9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
DIFFERENTIATE THE ORGANIZATIONAL STRUCTURE, AND ROOMS DIVISION PERSONNEL AND SUPERVISOR	<input type="checkbox"/> Students final research project showed an understanding of lodging organizational and rooms structure	<input type="checkbox"/> Student did not grasp the basic understanding of lodging organizational structure	<input type="checkbox"/> Student understood the basic lodging organizational structure but did not correlate the importance of the rooms division within the structure.	<input type="checkbox"/> Student had a basic understanding of the lodging organizational structure as well as the importance of the rooms division.	<input type="checkbox"/> Student was able to analyze and make improvements to situational examples of basic lodging and rooms structures.

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Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
STRATEGIES AND PURCHASING MANAGEMENT AND INFORMATION SYSTEMS OF VARIOUS LODGING PROPERTIES (ONLY APPLICABLE FOR STUDENTS HAVING A CONCENTRATION IN HOSPITALITY OPERATIONS AND HOTEL MANAGEMENT)	<input type="checkbox"/> Students final research project showed an understanding of the importance of information systems in lodging properties	<input type="checkbox"/> Student did not show an understanding of informational systems	<input type="checkbox"/> Student was able to understand lodging informational systems but not identify the various uses of each.	<input type="checkbox"/> Student was able to understand and identify various uses of lodging informational systems.	<input type="checkbox"/> Student was able to identify informational systems and various uses and make recommendations for system improvements with their use.
	<input type="checkbox"/> Students final research project showed an understanding of the importance of effective purchasing	<input type="checkbox"/> Student did not understand the importance of purchasing in the lodging industry	<input type="checkbox"/> Student was able to identify the importance of purchasing in the lodging industry.	<input type="checkbox"/> Student was able to understand effective purchasing and demonstrate it in their research project.	<input type="checkbox"/> Student was able to understand, demonstrate and make changes based on analysis of data.

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Hospitality & Tourism Exit Competency 7
9/15/06

Category	Area of Learning	Level 1	Level 2	Level 3	Level 4
DEMONSTRATE FOOD SAFETY KNOWLEDGE, FOOD AND BEVERAGE MANAGEMENT TECHNIQUES, AND EFFECTIVE PURCHASING DECISIONS OF VARIOUS COMMERCIAL FOOD AND BEVERAGE PROPERTIES (ONLY APPLICABLE FOR STUDENTS HAVING A CONCENTRATION IN FOOD AND BEVERAGE MANAGEMENT)	Students demonstrate knowledge and application through their HT 161 Hotel/Motel Food and Beverage Management final grade.	<input type="checkbox"/> Student scores 61-70% on the HT 161 final.	<input type="checkbox"/> Student scores 71-80% on the HT 161 final.	<input type="checkbox"/> Student scores 81-90% on the HT 161 final.	<input type="checkbox"/> Student scores 91% or higher on the HT 161 final.

TOTAL: _____

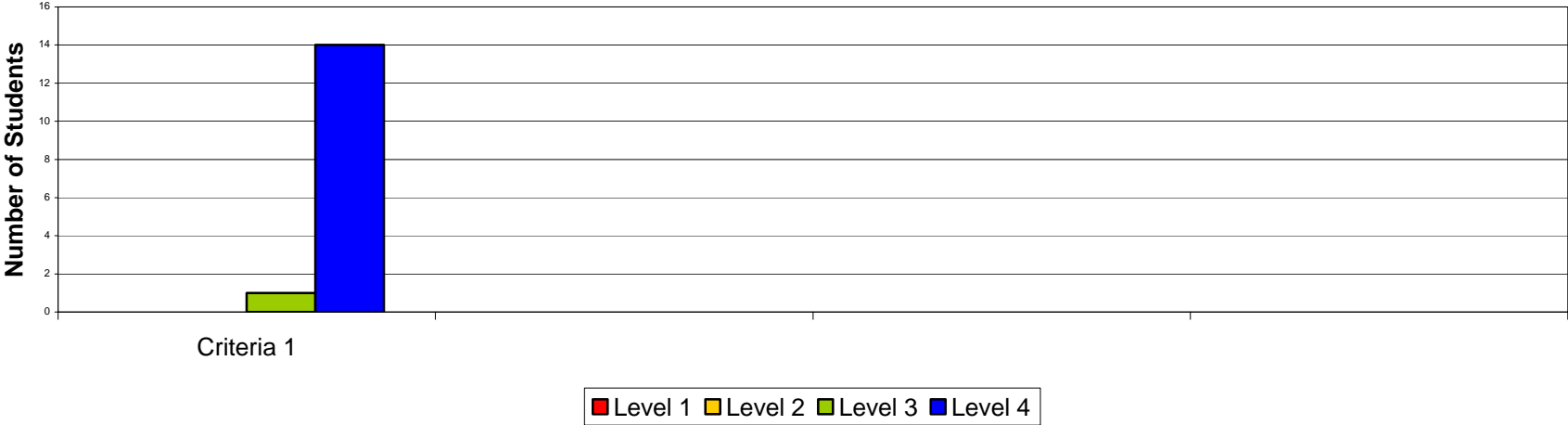
Core Competency Rubrics (if modified):

Not modified.

Additional assessment results:

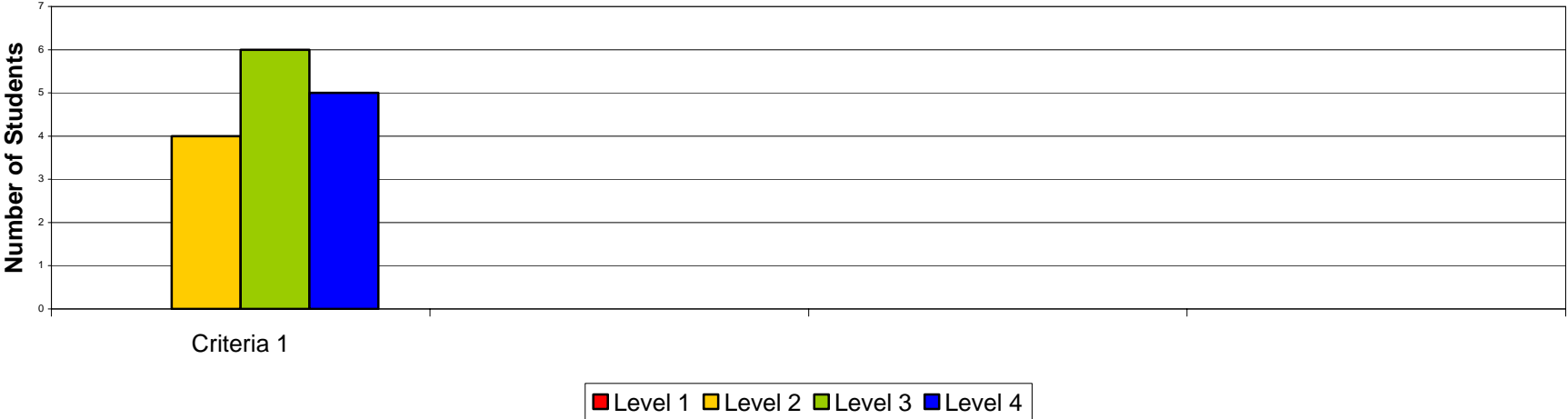
Histograms of Exit Competency Results:

Exit Competency 1

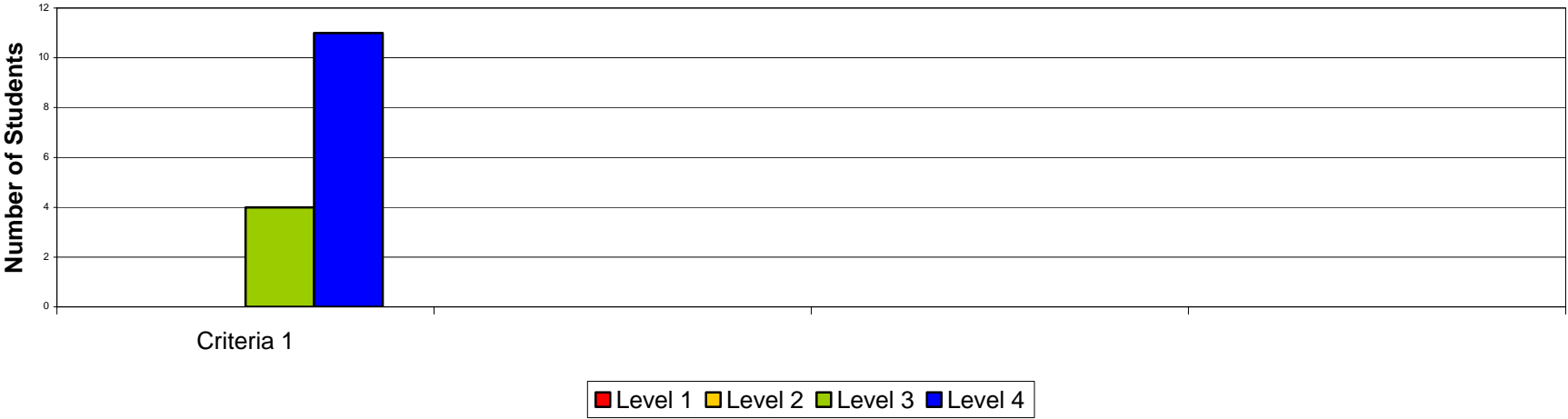


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Exit Competency 2

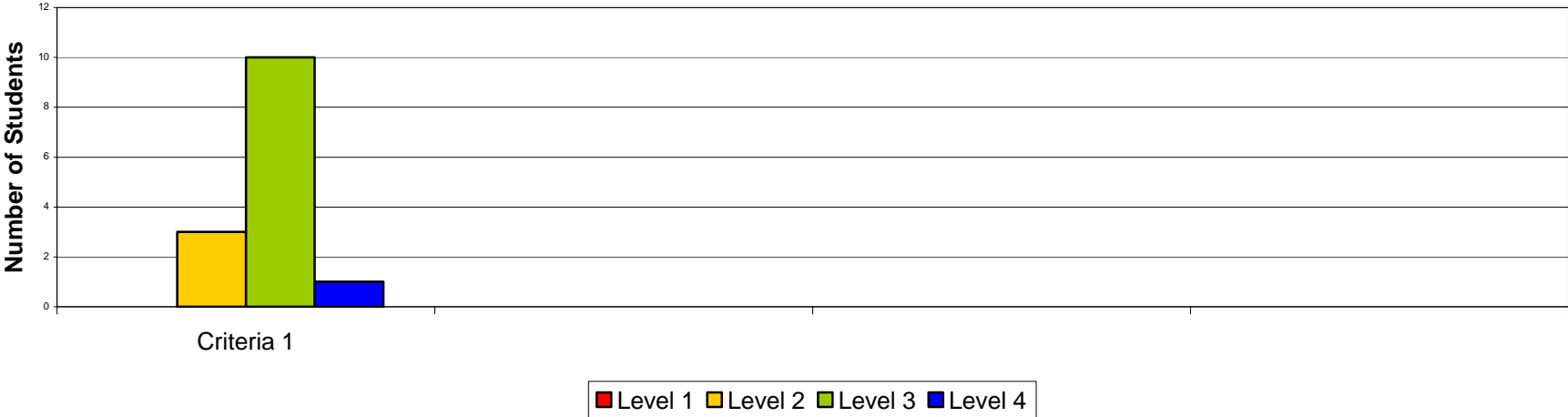


Exit Competency 3



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Exit Competency 4

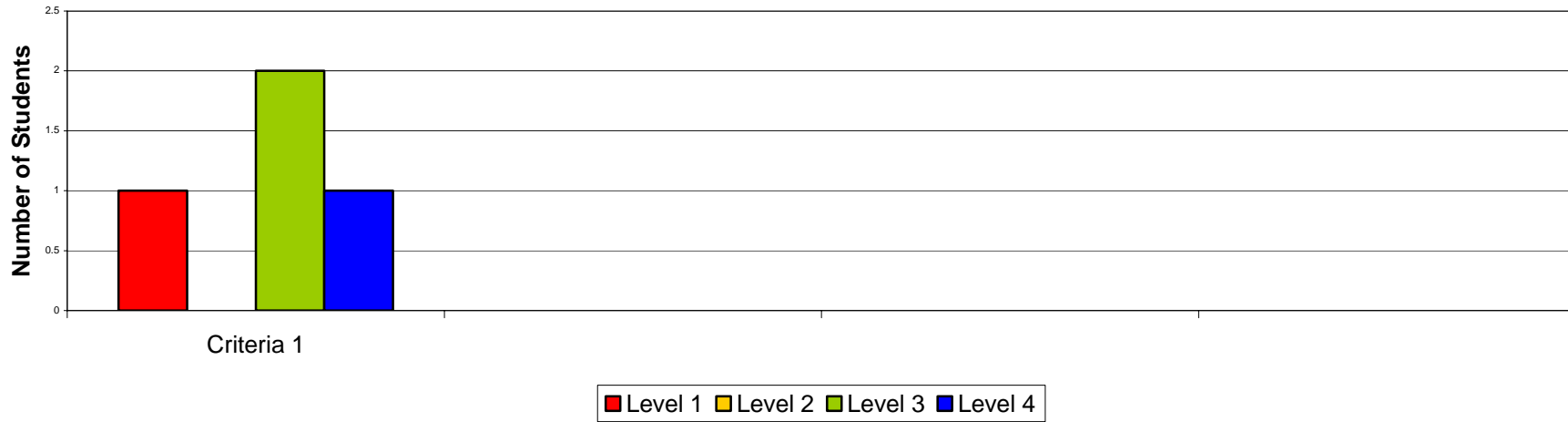


Exit Competency 5
Criteria 1

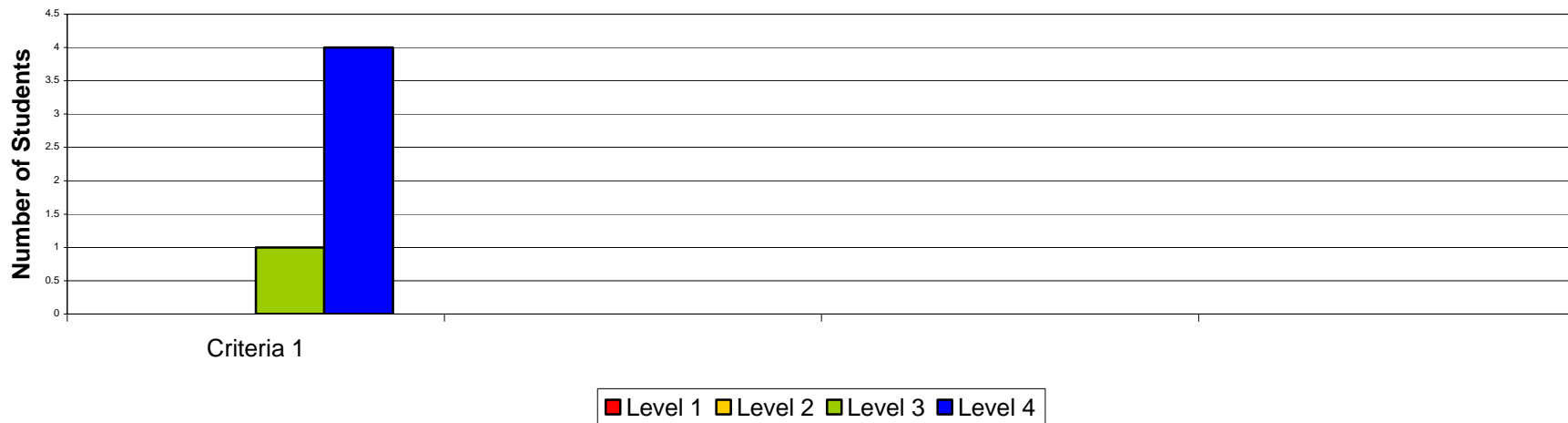
Level 1	Level 2	Level 3	Level 4	Total Students
1	0	3	2	6
				0
				0
				0

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Exit Competency 6



Exit Competency 7



Histograms of Core Competency Results:

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Technology

