

**ASSESSMENT REPORT  
CENTRAL NEW MEXICO COMMUNITY COLLEGE**

The purpose of this form is to provide a written summary of your assessment results for the current assessment cycle.

Fall 2011 to Spring 2012  
(Assessment Period Covered)

June 15, 2012  
(Date Report Submitted)

**See definitions for each category in Assessment Process document**

<b>Choose one:</b>			
<b>Gen Ed Area</b> (see definitions)	_____	or	<b>Program</b> <u>Hospitality and Tourism</u>
AA/AS	<input type="checkbox"/>		Certificate
AAS	<input type="checkbox"/>		AA/AS
			AAS
			<input checked="" type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
<b>Discipline Area</b> (see definitions)			
_____			
<b>Outcome(s) assessed:</b>			
<ol style="list-style-type: none"> <li>1. Define and describe the operational business and career related challenges of various fields within the hospitality and tourism industry.</li> <li>2. <i>Apply hospitality industry and human resources management techniques to create a system of policies and procedures incorporating effective discipline, evaluating and coaching skills. <b>Not Assessed this cycle</b></i></li> <li>3. Demonstrate knowledge in marketing of hospitality services through the creation of a sales and marketing plan that includes competitive analysis and a full SWOT analysis. <i>Develop and apply the procedures for implementing operational budgets and effective control systems. <b>Not Assessed this cycle</b></i></li> <li>4. Apply policies and procedures to create, implement and evaluate events.</li> </ol>			
<b>Classes/Cohort Assessed:</b>			
<b>Outcome 1: HT 1101, Fall 2011 and Spring 2012</b>			
<b>Outcome 4: HT 2232 Event Plan &amp; Portfolio</b>			

Measurement tool(s):

**Career Research Project HT 1101,  
HT 2232 Event Plan & Portfolio**

Type of tool (for each tool listed above, indicate type of tool):

**HT 1101 Career Research Project Rubric**

**HT 2232 Event Plan & Portfolio Rubric**

Achievement Target (if more than one measurement tool, list target for each tool separately):

**HT 1101 Career Paper : 80% of students scoring at least 80%**

**HT 2232 Event Plan & Portfolio: 80% of students scoring at least 80%**

Assessment Results/Findings (if more than one measurement tool, list results for each tool separately):

**HT 1101 Data**

**80 student grades were collected in 5 sections of HT1101 over the Fall 2011 and Spring 2012 terms.**

**The following is the grading breakdown for the 80 students on the Capstone Project Rubric:**

<b>Possible Score</b>	<b>Number of Students</b>	<b>% of Sample</b>
<b>91-100</b>	<b>47</b>	<b>59%</b>
<b>81-90</b>	<b>11</b>	<b>14%</b>
<b>71-80</b>	<b>7</b>	<b>9%</b>
<b>61-70</b>	<b>2</b>	<b>2%</b>
<b>Below 61</b>	<b>13</b>	<b>16%</b>

**HT 2232 Event Plan & Portfolio Data**

**29 student grades were collected in 2 sections of HT2232 over the Fall 2011 and Spring 2012 terms.**

**The following is the grading breakdown for the 29 students on the Capstone Project Rubric:**

<b>Possible Score</b>	<b>Number of Students</b>	<b>% of Sample</b>
<b>91-100</b>	<b>15</b>	<b>52%</b>
<b>81-90</b>	<b>13</b>	<b>45%</b>
<b>71-80</b>	<b>1</b>	<b>3%</b>
<b>61-70</b>		<b>0%</b>
<b>Below 61</b>		<b>0%</b>

Action Plan (close the loop):

***HT 1101 Career Paper***

***Grading Rubric***

**Career Paper 100 points**

***Check Blackboard and the syllabus for the due dates. Enter the due date here \_\_\_\_\_***

Covers required content. See below.	<b>75 points</b>
Must be 3-4 pages in length	<b>5 points</b>
Must be double spaced, 12pt font, no more than a 1" margin	<b>5 points</b>
Must include an introduction, body, conclusion	<b>5 points</b>
Reference page must be included the paper, including, websites, journals, personal contact with current employees, magazines, articles, etc.	<b>5 points</b>
Grammar, Punctuation, spelling will be evaluated	<b>5 points</b>
<b>Total Points</b>	<b>100 points</b>

This assignment should be submitted under assignments as an attachment. Research an area of the hospitality or tourism industry that you might be interested in going into as a career. For example: event planning, hotels, food and beverage, travel agencies.

Prepare a detailed report and make sure to include the following information:

**Paper Content:**

Why do you want to go into this field?	<b>5 points</b>
Provide an overview of the history and changes that have occurred in this area over the years.	<b>10 points</b>

What skills are required for your chosen industry?	<b>10 points</b>
What type of education is required?	<b>5 points</b>
What are advantages of this position?	<b>5 points</b>
What are disadvantages or challenges of this position?	<b>5 points</b>
What are the average wages, earning potential, is there a difference based on level of education?	<b>10 points</b>
What type of work schedule is required?	<b>5 points</b>
Identify current demand and employment statistics.	<b>10 points</b>
What is your plan to complete this career pathway?	<b>10 points</b>
<b>Total points possible for content</b>	<b>75 points</b>

**CENTRAL NEW MEXICO COMMUNITY COLLEGE  
ASSESSMENT REPORT – Part II  
Action Plan & Assessment Plan Update**

The purpose of this form is to provide a written summary of your assessment action plan for the designated assessment cycle and provide an updated assessment cycle plan for the current 5-year cycle

Fall 2011 – Summer 2012  
 \_\_\_\_\_  
 (Report Period)  
 Scott Clapp/sclapp@cnm.edu/224-3896  
 \_\_\_\_\_  
 (Contact Person/email/phone)

10/10/2012  
 \_\_\_\_\_  
 (Date Report Submitted)

**Indicate ONE of the following 3 areas for this assessment report and insert the name of the general education area, certificate, degree or discipline on the appropriate line:**

**See definitions for each category in Assessment Process document**

<p><b>Gen Ed Area</b> (see definitions) _____</p> <p>AA/AS <input type="checkbox"/></p> <p>AAS <input type="checkbox"/></p>	or	<p><b>Program</b> Hospitality and Tourism</p> <p>Certificate <input checked="" type="checkbox"/></p> <p>AA/AS <input type="checkbox"/></p> <p>AAS <input type="checkbox"/></p>
<p><b>Or Discipline Area</b> (see definitions) _____</p>		
<p>Data Results Period upon which this Action Plan is based (period which ended 6/30/xx): Fall 2011 – Spring 2012</p>		
<p>Action Plan (close the loop):          Measurement tools were effective for this cycle. Continue to monitor tools and ensure they are the most appropriate measures for the defined program outcomes.</p>		

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**ASSESEMENT PLAN**

The assessment plan includes three parts:

1. **The plan description** (This should be a brief written description of the assessment plan(s) for the area/certificate/degree/discipline. If all outcomes are not shown in item #3 below as assessed in the 5 year cycle, this description must include information about their eventual assessment)
2. **The student learning outcomes for the area/program/discipline** for the 5 year cycle.
3. **The assessment cycle timeline**

<b>1 Plan Description</b> This assessment plan measures the skills identified by the program as necessary for success of our students in the workplace. The measurement tools are an accurate reflection of a student’s learning outcomes identified by the plan.
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2 **Provide the list of current student learning outcomes for this area or program (you may add more lines if necessary by right clicking and choosing insert row below):**

1	Define and describe the operational business and career related challenges of various fields within the hospitality and tourism industry.
2	Apply hospitality industry and human resources management techniques to create a system of policies and procedures incorporating effective discipline, evaluating and coaching skills.
3	Demonstrate knowledge in marketing of hospitality services through the creation of a sales and marketing plan that includes competitive analysis and a full SWOT analysis.
4	Apply policies and procedures to create, implement and evaluate events.





**3 Assessment Cycle timeline for the above student learning outcomes for the next five years.**

<b>Outcome #</b>	<b>When Measured</b>	<b>Where measured (i.e. what course(s))</b>	<b>Measurement tool(s) &amp; Type of tool</b>
1	2012-16	HT 1101	HT 1101 Career Research Project
2	2012-14	HT 2201	CULN 1103 Training Project, HT 2201 HR assessment
3	2012-14	HT 2141	HT 2141 Marketing Plan
4	2012-16	HT 2232	HT 2232 Event Plan & Portfolio