

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

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
Fall 2015- Spring 2016	David Jackson	Djackson43@cnm.edu	505.224.4000 ext. 50609
Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report:		
Program: Hospitality & Tourism <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS Program: Hospitality & Tourism (Embedded) <input checked="" type="checkbox"/> Certificate <input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Discipline Area: Gen Ed Area:

PART 2: EVIDENCE OF ACHIEVEMENT OF PROGRAM OUTCOMES

Summary of Program Success in Achieving Desired Outcomes:
<p>The Associate of Arts in Hospitality & Tourism is designed as a transfer degree to New Mexico State University where students can complete a Bachelor of Science in Hotel, Restaurant, and Tourism Management. This program is designed to facilitate the knowledge, comprehension, and application of the program’s six learning outcomes. Industry partnerships are an integral part of the program. Heritage Hotels, and Sheraton Uptown, provide guest speakers, curriculum feedback, and student intern positions. Student involvement in the Tourism Organization engages them with the industry organizations such as the Greater Albuquerque Innkeeper’s Association and the NM Hospitality Association, allowing the students to participate in conferences, tradeshow, and events.</p>

Description and Evaluation of Recent Changes Made in Support of Student Learning:
<p>Data on the implementation of the CVENT University certification Hospitality and Tourism Management program and Manage First Exam, to enhance and add value to the overall program, started in the Fall of 2015.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING PROCESSES

Learning Outcome(s)/Exit Competencies Assessed: <i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>	Classes/Cohorts Assessed:
Demonstrate the principles of Guest Services associated with the hospitality industry.	HT 1101, HT 2201, and HT 2235
Develop a human resources plan; explain how to manage and market human resource plans.	HT 2201 and HT 2235
Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.	HT 1101, HT 2201, and HT 2235

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	
In-class presentation (F2F) or Power Point Presentation (DL) HT 1101, 2201, 2235 (Rubric; Direct/Internal)	X		X		Demonstrate the principles of Guest Services associated with the hospitality industry.
HT 1101, 2201, and 2235 Final Project (direct/internal)	X		X		Demonstrate the principles of Guest Services associated with the hospitality industry.
HT 2201 ManageFirst Exam		X	X		Develop a human resources plan; explain how to manage and market human resource plans.
HT 1101 Career Research Paper	X		X		Demonstrate the principles of Guest Services associated with the hospitality industry.
HT 2235 Strategic Plan Paper HT 2235	X		X		Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.
HT 2235 CVENT Certification (External)		X	X		Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.

Assessment Results/Findings:

HT 1101 Learning Outcomes:

1. Demonstrated the principles of Guest Services associated with the hospitality industry.
 - 53% of students rated "Excellent" on this learning outcome and "6%" rated Poor.
2. Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.
 - 44% of students rated "Excellent" on this learning outcome and "8%" rated Poor.
3. Developed a human resources plan and explained how to manage and market human resource plans.
 - 71.1% of students rated "Excellent" on this learning outcome and "2%" rated Poor.

HT 2201 Learning Outcomes:

1. Demonstrated the principles of Guest Services associated with the hospitality industry.
 - 64% of students rated "Excellent" on this learning outcome and "7%" rated Poor.
2. Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.
 - 78% of students rated "Excellent" on this learning outcome and "0%" rated Poor.
3. Developed a human resources plan and explained how to manage and market human resource plans.
 - 57% of students rated "Excellent" on this learning outcome and "0%" rated Poor.

HT 2235 Learning Outcomes:

1. Demonstrated the principles of Guest Services associated with the hospitality industry.
 - 81% of students rated "Excellent" on this learning outcome and "0%" rated Poor.
2. Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.
 - 93% of students rated "Excellent" on this learning outcome and "0%" rated Poor.
3. Developed a human resources plan and explained how to manage and market human resource plans.

87% of students rated "Excellent" on this learning outcome and "0%" rated Poor.

Analysis and Interpretation of Assessment Results/Findings:

The Hospitality Program is still in the process of developing standardized rubrics. Additional terms of data collection will offer a comparison and allow for adjustments.

Action Plan in Support of Student Learning:

Hospitality and Tourism faculty have revised program outcomes to include both internal and external tools and developed a timeline for implementation over the next 3 years. Faculty will embed assessment plans for each course into master course outlines and utilize the Blackboard community shell as a repository for assessment data.

Recommendations, Proposals, and/or Funding Requests:

PART 4: EMBEDDED OUTCOMES

Critical Thinking and Life Skills/Teamwork Development within Programs:
<p>a) Please describe how Critical Thinking assessment is embedded within your program assessment.</p> <p>b) Please describe how Life Skills/Teamwork assessment is embedded within your program assessment.</p>
<p>a) All written assignments have a critical thinking component. In HT 1101, students are required to develop a strategic plan as a part of a Career Research project.</p>
<p>b) Students are required to dress professionally for all in-class presentations and participate fully. Students are held accountable for showing up on time and completing assignments through the use of deadlines. Face-to-face courses include team projects.</p>

PART 5: ASSESSMENT CYCLE PLAN (Copy and paste from original plan if unchanged)

Cycle Years:	Plan Description:
2015 - 2018	Based on Hospitality and Tourism faculty review and industry feedback, 6 new program outcomes were developed. Two of the outcomes are ready for assessment in Spring 2015.

Student Learning Outcomes/Exit Competencies:	When Measured:	Where Measured:	How Measured:
1. Demonstrate the principles of Guest Services associated with the hospitality industry.	Spring 2015- Spring 2018	HT 1101, 2201, 2235	Career Research Paper HT 1101 (Rubric; Direct/Internal) In-class presentation (F2F) or Power Point Presentation (DL) HT 1101, 2201, 2235 (Rubric; Direct/Internal) Business Plan Paper HT 2201 (Rubric; Direct/Internal) Strategic Plan Paper HT 2235 (Rubric; Direct/Internal); CVENT (External)
2. Describe liability issues, ethics, contracts, and labor laws; identify how they impact planning and decision making in the hospitality industry.	Fall 2015-Spring 2016	HT 1101, 2201, 2235	Career Research Paper HT 1101 (Rubric; Direct/Internal) In-class presentation (F2F) or Power Point Presentation (DL) HT 1101, 2201, 2235 (Rubric; Direct/Internal) Business Plan Paper HT 2201 (Rubric; Direct/Internal) Strategic Plan Paper HT 2235 (Rubric; Direct/Internal)

3. Describe accounting and finance systems using the Uniform System of Accounts for the Lodging Industry.	Fall 2016-Spring 2018	HT 2201, 2235	In-class presentation (F2F) or Power Point Presentation (DL) HT 2201, 2235 (Rubric; Direct/Internal) Business Plan Paper HT 2201 (Rubric; Direct/Internal) Strategic Plan Paper HT 2235 (Rubric; Direct/Internal)
4. Develop a human resources plan; explain how to manage and market human resource plans.	Fall 2015-Spring 2018	HT 2201, 2235	HT 2201 Final Project (direct/internal) (tentative); ManageFirst Exam (direct/external);
5. Describe the history and future of the hospitality industry.	Fall 2016-Spring 2018	HT 1101, 2201, 2235	In-class presentation (F2F) or Power Point Presentation (DL) HT 2201, 2235 (Rubric; Direct/Internal) Business Plan Paper HT 2201 (Rubric; Direct/Internal) Strategic Plan Paper HT 2235 (Rubric; Direct/Internal)
6. Demonstrate the ability to properly communicate with industry professionals, both orally and in writing.	Fall 2016-Spring 2018	HT 1101, 2201, 2235	In-class presentation (F2F) or Power Point Presentation (DL) HT 2201, 2235 (Rubric; Direct/Internal) Business Plan Paper HT 2201 (Rubric; Direct/Internal) Strategic Plan Paper HT 2235 (Rubric; Direct/Internal)