

CNM ANNUAL STUDENT LEARNING ASSESSMENT REPORT

Due to the Student Academic Assessment Committee by October 15



PART 1: REPORT INFORMATION

Report Year and Contact Information			
<u>2017-2018</u> Academic Year	<u>Chris Morosin</u> Contact Person	<u>cmorosin@cnm.edu</u> CNM Email	<u>X50212</u> CNM Office Extension

Subject of this Report
BIT--HSTR_CERT--Hospitality and Tourism Certificate

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes
<p>(Wherever applicable, include course completion rates, job placement outcomes, and licensing examination pass rates. See the program information dashboard at https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx (access restricted to CNM employees) and other reports at https://www.cnm.edu/depts/opie.)</p> <p>The Hospitality & Tourism (HT) certificate is embedded in the HT AA degree and will be embedded in the new HT AAS 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.</p> <p>In early 2018, CNM entered on a partnership with Pearson Online to develop a Hospitality and Tourism AAS degree and certificate program to be delivered through CNM Online College directly to employees of selected industry partners. Students in this program will be in part selected by employers as management-level candidates capable of combining their real-world experiences with our curriculum into stable long-term careers in the hospitality industry. We anticipate that the greater industry involvement and general trends toward providing vocational training directly to persons employed in the industry through online formats will eventually lead the new HT AAS to supplant the current AA degree. We are using some of the framework of the HT AAS that was phased out in 2008 as a basis for the new AAS along with recommendations of our industry partners regarding their needs.</p>

Changes Implemented During the Past Year in Support of Student Learning
The Program Director and Faculty have been focusing their efforts on the redevelopment of the HT AAS described above. As key courses in the program, HT 1101, 2201, and 2235 are part of an ongoing redesign to best accommodate the new degree and partnership by working with Distance Learning course

designers following Quality Matters guidelines and standards. We expect improvements to these courses and design of new courses to improve student success for those in the HT AA degree and certificate as well as programs which also include these courses in their programs of study, i.e. CULN and BEV.

PART 3: REPORT ON ASSESSMENT OF STUDENT LEARNING

Assessment Method	Type of Assessment Tool	Population or Course(s) Assessed	Graduate Learning Outcome(s) Assessed	Mastery Level (E.g., "Minimum score of 3 on a rubric scaled 0-4" or "Minimum score of 75%")	Targeted % Achieving Mastery	Outcome
ManageFirst Hospitality Human Resources Exam	Direct & External	HT 2201	Outcome #1: Describe and evaluate organizational structures, leadership styles, and personnel management techniques as they apply to a wide variety of hospitality operations.	Minimum Score of 75%	65%	Target not met

Summary of Assessment Findings

We did not meet our target percentage of students passing the exam for the measured outcome.

Interpretation of Assessment Findings

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. We believe using industry-recognized materials and exams are a good way to measure our students' readiness for the workforce, relying on a single exam score does not give us a complete picture.

Action Plan in Support of Student Learning (Describe changes to be made that are based at least in part on the assessment interpretation. If the assessment did not yield useful information, describe changes to be made in the assessment methodology and/or criteria.)

A course team is redesigning HT 2201 in conjunction with the development of the Online College HT AAS degree and certificate. The redesign will include an additional tool that allow for a more nuanced evaluation of outcome components. The course team also concluded that the course as designed included a textbook that duplicated much of the material taught in HT 1101, and is redesigning the course with less duplicated material, leaving more time to focus on the human-resources management content which this outcome measures.

Please select all of the following that characterize the types of changes described in the above action plan:

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| <input type="checkbox"/> Assessment criteria revision | <input checked="" type="checkbox"/> Assessment methodology revision | <input checked="" type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input checked="" type="checkbox"/> Course content revision |
| <input type="checkbox"/> Curricular Revision | <input checked="" type="checkbox"/> Faculty training/development | <input type="checkbox"/> Process revision |

Recommendations, Proposals, and/or Funding Requests	Budget Needed
<p>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. Shift focus to developing the HT AAS, first as part of our Online College/Pearson partnership, and eventually as a degree option targeted at the CNM general student population.</p> <p>Our current program team includes a program director and chair responsible for CULN, HT, and BEV programs, a single full-time faculty member who splits his teaching load among all three programs, and a small pool of part-time faculty. The culinary and beverage programs are larger in terms of declared majors, graduates, and supply and infrastructure needs and therefore take up the majority of the program team’s time and attention. We recommend adding a second full-time faculty position to help develop the program as we roll out the revamped HT AAS and certificate.</p>	

PART 4: REMAINING YEARS IN CURRENT ASSESSMENT CYCLE PLAN (including any revisions) – **OR -- UPCOMING ASSESSMENT CYCLE PLAN** (if this was the final year)

Years of Full Cycle	Next Year's Assessment Focus (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016-2021	Our assessment cycle plan was updated in 2017 as a result of changes in HT faculty and input from the ACBSP site visit in 2016. As in the culinary assessment cycle plan, we reassess all outcomes every year once the measures are in place to maintain process continuity.

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
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)
See above	2019-2021	HT 2201	Additional tool to be deployed fall 2019
Identify the role of specific leadership qualities in successful hospitality operations management	2018-2021	HT 2235	HT 2235 Leadership Project
Successfully transition graduates to four-year degree in hospitality or allied field.	2020-2021	External Data	Tool to be determined