

## AY20 Expedited Program Review – Optional Program Response to the Dean’s Findings Form

Date: Feb. 27, 2020

To: John Stalvey, Interim Provost

From: Chef Naomi Everett, Associate Professor, Program Chair  
Culinary Arts & Hospitality Administration Program  
Community & Technical College, UAA

Cc: Denise Runge, Dean, Community & Technical College, UAA  
Dr. Amy Green, Professor, Culinary Arts & Hospitality Administration Program  
Chef Kellie Puff, Asst. Professor, Culinary Arts & Hospitality Administration Program  
Riza Brown, Asst. Professor, Culinary Arts & Hospitality Administration Program

Re: AY20 Expedited Program Review: Optional Program Response to Dean’s Recommendation

### **Program/s in this review: Bachelor’s Degree in Hospitality Administration (HA)**

#### **Program response to dean’s findings:**

##### **Centrality of Program Mission and Supporting Role:**

As Dean Runge states, the HA (Hospitality Administration) degree aligns with the core missions of CTC and UAA. The degree program provides crucial training to support the growing tourism and hospitality sector of Alaska’s economy.

##### **Program Demand (including service to other programs), Efficiency and Productivity:**

In 2017-18, the program (previously named HRMT) went through a major re-development with the support of the CTC Dean’s office and industry partners. The program name was changed to Hospitality Administration (HA) to be offered in state and was re-designed to offer engaging online courses and an intensive internship preparing students for high-demand managerial positions in the hospitality and tourism sector. We believe the drop in declared majors between 2016 and today represents our step back from recruitment efforts while we re-developed the degree. This redevelopment was identified as a necessary measure to provide greater accessibility to UAA students. Previously, the HRMT degree required students to complete their program out-of-state, which was a factor in declining completion and enrollment rates.

It is important to note that HRMT (as previously coded) majors are not represented in the current HA (coded HOAD) major data set, even though they are still matriculating through the program. **Combined HRMT and HA majors at this point in time are 162.** This number was misrepresented in the dean’s findings. Class sizes were initially smaller than average. However, in Fall ‘19 and Spring ‘20, HA program course enrollments increased over 100%. We are confident this number will continue to increase now that the program has been established and faculty and staff are able to continue their recruitment efforts. Per Dean Runge’s charge, Student Success Advisors were asked to curtail their recruitment efforts this academic year while program reviews were underway.

##### **Program Quality, Improvement and Student Success:**

The HA program was poised to start the accreditation approval process with Accreditation Commission for Programs in Hospitality Administration (ACPHA) when this program review process started. The

curriculum is designed to align with accreditation standards. Three years ago, we had the full support from the CTC Dean’s office to move forward with offering the HA degree in state and to pursue 3<sup>rd</sup> party accreditation. It is disappointing now to see that this support has been rescinded just as the program is gaining traction. The faculty and staff remain committed to providing this high quality distance program within the state of Alaska, which meets industry needs while providing learning flexibility to UAA’s students.

**Program Duplication/ Distinctiveness:**

As Dean Runge stated, the HA degree offering is the only such program within the state of Alaska. Located in Anchorage, which serves as the main hub for Tourism & Hospitality, the program serves the workforce development needs of our hotel and tourism partners statewide. For HA students interested in a management track rather than a culinary focus, we recommend aligning with the UAA’s College of Business and Public Policy (CBPP) to offer the HA courses as a minor or concentration, in addition to the currently offered HA culinary track. This would serve both the hospitality and business major students, allowing for increased enrollment potential and providing opportunities to keep the program actively growing.

**Commendation and Recommendations:**

During the re-development of the HA degree, faculty worked diligently to design high-impact, engaging online program courses following the Quality Matters methodology. The internship was redesigned to offer a bridge from the academic environment to provide relevant workplace skills applications. The program is poised to move forward with accreditation through ACPHA. Faculty salaries are currently funded through TVEP grants with additional funding from tuition. Declared majors, class sizes, and overall enrollment is on the upswing.

**Decision/ Program Recommendation:**

After careful consideration, we do not believe suspending and deleting this program would save additional funds. We would lose TVEP funding that supports the additional faculty member that serves the program. We would lose tuition dollars, potential contributions from donors, and most importantly, we would lose credibility as a program and miss the opportunity to serve students and industry. Due to the infancy of the programs offering completion in-state, we have yet to realize the full success of our efforts. **We request that the HA program decision be reconsidered from “suspension, with the intent to delete” to “continued review.”** We are requesting additional time to address these specific issues and undergo another review in one academic year.