Occupational Endorsement Certification (OEC)  
Hospitality

Academic Assessment Plan

College of Business and Public Policy

University of Alaska Anchorage

Adopted by CBPP Program faculty January 2023

Submitted to the Office of Academic Affairs January 2023

Reviewed with curriculum changes by the Academic Assessment Committee: 2/17/23

Reviewed by the Faculty Senate as an information item: 3/3/23

# Mission Statement

The mission of the Hospitality Administration program is to provide future industry professionals with the progressive and innovative hospitality education they need to be successful in our industry.

# Program Introduction

Throughout the previous academic year, faculty from the hospitality program discussed and formulated objectives, outcomes, and assessment strategies for the OEC prospectus in Hospitality. Faculty and program leadership contributed to the required courses and OEC outcomes. The standards and skill competencies set by the National Restaurant Association Educational Foundation, the American Culinary Federation Educational Institution and the Council on Hotel Restaurant Institutional Education were researched to determine if the OEC in Hospitality meets national standards for similar endorsements.

This document defines the educational objectives and expected outcomes for the OEC in Hospitality and outlines a plan for assessing the achievement of the stated objectives and outcomes.

This assessment plan was shared with program faculty in January 2023. The prospectus, OEC outcomes, assessment plan, and curriculum will be made available for approval through the CIM workflow.

# Assessment Process

This document defines the expected student learning outcomes for the OEC in Hospitality and outlines a plan for assessing the achievement of the stated outcomes.

The outcomes and tools were developed as measurable evidence of student learning. Faculty contributions resulted in succinct outcomes with strong verbiage that are student-friendly, measurable, and achievable. The program meets all related instructional requirements. The minimum standards of computation, oral and written communication are assessed throughout this degree.

# Student Learning Outcomes

**At the completion of this program, students are able to:**

| -Apply theories and concepts of guest service |
| --- |
| -Synthesize core concepts in the areas of hospitality management, finance, human resources, marketing, and operations |
| -Demonstrate personal and professional standards for ethical decision-making and social behavior |
| -Demonstrate successful employability skills, including oral and written communication skills. |
| -Reflect on educational experience and identify skills needed for post-graduation success |

# Student Learning Assessment Measures

## **Table 1: Association of Assessment Measures to Program Outcomes**

| **Outcomes** | Certified Guest Service Professional (CGSP)  certification exam | Student Portfolio | Internship Survey |
| --- | --- | --- | --- |
| -Apply theories and concepts of guest service | 1 | 1 | 0 |
| -Synthesize core concepts in the areas of hospitality management, finance, human resources, marketing, and operations | 1 | 1 | 0 |
| -Demonstrate personal and professional standards for ethical decision-making and social behavior | 1 | 1 | 0 |
| -Demonstrate successful employability skills, including oral and written communication skills. | 1 | 1 | 1 |
| -Reflect on educational experience and identify skills needed for post-graduation success | 0 | 0 | 1 |

0 = Measure is not used to measure the associated outcome.

1 = Measure is used to measure the associated outcome.

# Assessment Measures

A description of the measures used in the assessment of the program outcomes and their implementation are summarized in Table 2 below. The measures and their relationships to the program outcomes are listed in Table 1, above.

There is a separate appendix for each measure that shows the measure itself and describes its use and the factors that affect the results.

## **Table 2: Program Outcomes Assessment Measures and Administration**

| **Measure** | **Description** | **Frequency/ Start Date** | **Collection Method** | **Administered by** |
| --- | --- | --- | --- | --- |
| CGSP exam | Certified Guest Service Professional certification offered by the AHLEI (American Hotel & Lodging Educational Institute) | At the completion of the certificate program | National Exam | Assigned Instructor/Proctor |
| Student Portfolio | Archive of student work including projects, work samples, resumes, written assignments, and other evidence of skill mastery | Continuous throughout certificate program | Digital Portfolio | Assigned Instructor |
| Internship Survey | Exit survey administered at the completion of the internship to assess learning satisfaction and identify instructional gaps to predict post-graduation success | At the completion of the student internship | Survey | Assigned Instructor |

# General Implementation Strategy

Faculty meet at least 3 times per academic year (August, January and May) to discuss and review the assessment plan. The current timeline for implementing the various components of the program assessment plan is:

Annually as needed Plan Revisions

Annually Data Collection

Annually Surveys

Annually (June) Data Analysis and

UAA OA Report Preparation and Submission

# Method of Data Analysis and Formulation of Recommendations for Program Improvement

The program faculty meet several times per year to review the data collected using the assessment measures. This meeting should result in recommendations for program changes that are designed to enhance performance relative to the program’s outcomes. The results of the data collection, an interpretation of the results, and the recommended programmatic changes will be forwarded to the Office of Academic Affairs annually. A plan for implementing the recommended changes, including communicating changes to all the program’s stakeholders, will also be completed at this meeting. Initial creation of the assessment plan and any major changes will be submitted to UAA’s Academic Assessment Committee for review.

The proposed programmatic changes may be any action or change in policy that the faculty deems as being necessary to improve performance relative to program outcomes. Recommended changes should also consider workload (faculty, staff, and students), budgetary, facilities, and other relevant constraints. A few examples of changes made by programs at UAA include:

* changes in course content, scheduling, sequencing, prerequisites, delivery methods, etc.
* changes in faculty/staff assignments
* changes in advising methods and requirements
* addition and/or replacement of equipment
* changes to facilities

# Modification of the Assessment Plan

The faculty, after reviewing the collected data and the processes used to collect it, may decide to alter the assessment plan. Changes may be made to any component of the plan, including the outcomes, assessment measures, or any other aspect of the plan. The changes will be approved by the faculty of the program. The modified assessment plan will be forwarded to the dean/director’s office and the Office of Academic Affairs.

## **Appendix A: Certified Guest Service Professional (CGSP)**

### **Measure Description:**

The CGSP (Certified Guest Service Professional) is a certification offered by the American Hotel & Lodging Educational Institute (AHLEI) to be taken at the completion of the OEC in Hospitality as a capstone credential. The exam consists of 30 multiple choice questions. The passing score for the writing test is 70% or higher. The Student Success Rate is marked by at least 75% of the students scoring 70% or higher on the exam. Exams must be proctored by a school instructor/ administrator and must be closed book/closed note. Accommodations may be made for learning or physical disabilities as long as the exam is proctored as indicated above. The Certified Guest Service Professional (CGSP®) “Gold” credential is the entry-level credential that indicates mastery of basic hospitality customer service methods. The CGSP® designation indicates a hospitality employee has the skills to engage and connect with guests and along with service empowerment skills. While not required for employability in the state of Alaska, the credential is a well-known industry standard credential.

### **How to interpret the data:**

Specifically, for both objectives and outcomes the data provides very accurate results. The data is known one month after the exam, so faculty can make changes in instruction methodology if needed.

The test results provide data that allows UAA student scores to be compared to national scores.

## **Appendix B: Digital Student Portfolio**

### **Measure Description:**

A digital portfolio will archive a continuum of student deliverables such as projects, certifications, resumes, reference letters, accolades, volunteer activities, digital assignments, and other documents. This is an opportunity to apply creative and critical thinking skills necessary for self-evaluation through artifacts and ideas and communicate through a variety of contexts and formats. A rubric will be used to assess and evaluate for consistency.

### **How to interpret the data:**

This is a qualitative assessment of student growth throughout the program, implemented as a holistic method of assessment. Through the curation of educational successes, individual students can shape their own proof of learning. Critical thinking, communication, and individuality are expressed through the digital portfolio medium.

## **Appendix C: Internship Survey**

### **Measure Description:**

An exit survey will be administered at the completion of the student internship to assess program satisfaction and identify instructional gaps to predict post-graduation success. It will focus on the student learning experience and applications. It will utilize narratives with open-ended quantitative data collection by sharing diverse perspectives on what students have gained in the learning environment and how they plan to apply it in the workplace with an emphasis on developing professional, personal and community responsibility.

### **How to interpret the data:**

Survey results will be reviewed and explored with coordinated data patterns in a narrative analysis. This will provide a framework for emerging key issues.