

**CALIFORNIA STATE UNIVERSITY EAST BAY
COLLEGE OF EDUCATION AND ALLIED STUDIES
DEPARTMENT OF HOSPITALITY, RECREATION AND TOURISM**

**Memorandum
April 18, 2010**

To: Committee on Academic Planning & Review (CAPR)

From: Melany Spielman, Chair, Department of Hospitality, Recreation and Tourism

RE: Annual Report

Part I: Self- Study

For some unknown reason, the documentation for this report that is provided from the Office of Institutional Research is grossly incorrect. As you will see in the attached page they say our FTES is 5 when it actually is 439 FTES. The continued growth in our department over the past year has been our greatest challenge in the face of massive cutbacks. We have lost almost \$ 500,000. During the summer of 2009 we were given a \$ 300,000 cut and then in Fall of 2009 an additional 100,900 was cut from Winter and Spring. We then had several small additional cuts. The whole faculty has been gravely concerned for the welfare of our students and has agreed to take additional students into their classes. We are at the limit of our capacity, however. This year has been especially challenging as things were constantly changing. We continue to reach our enrollment target but many more of the classes are majors. We have drastically cut our General Education offerings. This is a double edge sword as we are a discovery major and if students are not in our classes they can't "discovery" our major.

Year/	2001 Fall	2002 Fall	2003 Fall	2004 Fall	2005 Fall	2006 Fall	2007 Fall	2008	2009
FTES	77.5	95.4	106.6	127.5	184.8	253.4	303.58	357.86	445.0
Students	289	357	426	478	697	949	1127	1357	1632

The last two years have resulted in phenomenal growth. 2006-2007 resulted in an increase of nearly 100 FTES per quarter for Fall, Winter and Spring. This year our growth has been a bit slower. We gained @ 50 FTES for Fall and Winter. It is projected that most future growth will be solely from new majors. Our majors have increased over this timeframe as well.

Year/	2003 Fall	2004 Fall	2005 Fall	2006 Fall	2007 Fall	2008	2009
Majors	54	56	50	55	80		

Even though these official numbers indicate 80 majors, we have 120 students registered as Recreation majors on Blackboard (based on People Soft enrollment data)

It is projected that enrollment will increase significantly in the coming years due to our aggressive marketing strategies highlighting the online option. This is very attractive for working adults. This has been an exciting year. In addition to our three new tenure track professors, we proposed and earned approval for a new BS in Hospitality which is an elevation of the Option in Hospitality Management. We also gained approval to offer a Masters in Recreation. 1

Part II Summary of Assessment Results

Outcome 2: Leisure and Hospitality graduates should demonstrate significant knowledge of innovative and creative planning, programming, leadership, implementation and evaluation addressing the needs of participants, organizations and community.

The culminating experience for our degree is a quarter long internship in an approved setting under the direction of a qualified professional. One of the problems that has arisen over the past few years of curricular changes, and increased student load, some students were being "lost" when it came to being informed about internship, the steps necessary for obtaining and internship and some were even stating they didn't "know" that internship was required. We have tried various solutions to fix the problem. After numerous faculty discussion it was determined that each faculty person would be assigned a list of specific students and a database would be constructed from information obtained from faculty/student interviews. Our goal is more personal service to students but that the span of control (attention) for an individual student would be clearer. Previously it was 80-1 faculty now our ration is 20-1.

Outcome 5: Leisure and Hospitality graduates should be able to treat all people with dignity and respect while encouraging individuals, communities and organizations to achieve the highest quality of life possible.

The signature assignment for this objective is an 8 hour assignment where students spend 4 hours in a wheelchair interacting with the community. They must ride public transportation, go to a shopping venue (many go to San Francisco), they need to order something in a restaurant and buy something (interact with sales staff). They must then spend 4 hours helping their partner complete the same assignment. The five page paper they must complete need to give an in depth analysis of what they saw and what they felt. They are asked to "walk in someone's shoes" and think about what that might mean to them IF they weren't able to ever walk again. This assignment has consistently resulted in achieving its intended purpose. Students universally report that this is a life altering experience. They usually report in later quarters that this is something that has changed how they treat people who are different. This assignment achieves its intended purpose. The same result occurs in both the face to face class and the online section. No difference was detected. This assignment will continue to be required for all majors.

Part III Institutional Research Data

See next page. Or

http://www.csueastbay.edu/ira/tables/AcademicProgramReview/data/apr_rec.xls

Or

<http://www.csueastbay.edu/ira/tables/FTSEnrollment/FTES.Enrollment.3-2.pdf>