



**COMMITTEE ON ACADEMIC PLANNING AND REVIEW  
ANNUAL PROGRAM REPORT**

College	CEAS	
Department	Hospitality, Recreation and Tourism	
Program Unit	Hospitality	
Reporting for Academic Year	2012-2013	
Department Chair	Dr. Melany Spielman	
Date Submitted	8/26/2013	

**1. SELF-STUDY (about 1 page)**

**A. Five-year Review Planning Goals**

<p>The Department of Hospitality, Recreation and Tourism will:</p> <ol style="list-style-type: none"> <li>1. Provide Accessible Education to working adults</li> <li>2. Provide Excellent student centered Instruction</li> <li>3. Continuously improve teaching</li> <li>4. Engage in Innovative teaching strategies</li> <li>5. Create Certificates in DCIE to establish a potential market for the major</li> <li>6. Create the culture of Teacher Scholars and involve more students in research</li> <li>7. Engage each student in Experiential Learning</li> </ol>
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**B. Five-year Review Planning Goals Progress**

Goal	Progress
Provide Accessible Education to working adults	Assessment done 2012-12 -81 % of our students have a job and 59% are in our profession. We would like that percentage to be 85% or higher have positions in our profession.
Provide Excellent student centered Instruction	Peer Review of teaching Every other year
Continuously improve teaching	“ “ “
Engage in Innovative teaching strategies	During faculty meetings introduced one new strategy each month
Create Certificates in DCIE to establish a potential market for the major	Recreation therapy completed then more approvals were necessary to launch this year Other certificates designed. Roll out over next two years.
Create the culture of Teacher Scholars and involve more students in research	Last year we assessed Student research and decided to incorporate new strategies. Faculty (Dr. Chamberlain, Hallab, Spielman, White, and Fortune

	have involved others in special research projects)
Engage each student in Experiential Learning	Goal for this year to increase number of students working in their field to 80%

### C. Program Changes and Needs

We have 66-67% of our classes taught by lecturers and that is why we have been approved for 2 new TT positions for this year. From the results from both 2012 and 2011 SLO Assessment, we are increasing the instruction of research and including it in each course so it doesn't pertain to just one course. This year's Goal will be to have 80% of students correctly include ONLY peer reviewed, literature when completing academic papers in EVERY course in the major and to use only academic style and format for papers.

## 2. SUMMARY OF ASSESSMENT (about 1 page)

### A. Program Student Learning Outcomes

Students who graduate with a B.S. in Hospitality and Tourism or a B.S. in Recreation will be able to:

- Analyze and generate effective, sustainable solutions based on evidence and technology and provide relevant references. Critical Thinking
- Demonstrate significant knowledge of effective leadership and teamwork strategies, management skills, and evaluation of service quality and consumer needs. Leadership
- Articulate clearly (speak and write) ethical, philosophical, historical, and current practices and administrative foundations of the profession. Professional Knowledge
- Demonstrate techniques that contribute to a culture of dignity and respect in the workplace. Social Justice

### B. Program Student Learning Outcome(s) Assessed

The SLOs measured for the 2012-13 academic year were professional knowledge and Critical Thinking. See Appendix A for expanded information

### C. Summary of Assessment Process

In assessment of the professional knowledge SLO, four tenured HRT faculty met to assess a total of 48 undergraduate student papers about significant professional competencies using of a rubric containing five criteria. The papers were from two sections of REC 4100 Professional Issues in HRT in Winter 2013. This course is required for all majors (Hospitality, Recreation or Recreation Therapy). For Assessment of critical thinking, the evaluation from last year's SLO assessment showed that students were having difficulty choosing appropriate academic sources. This year in the Evaluation and Research course, more applied activities were used and the final 10 page literature review showed that students were able to correctly use good academic literature in their peer review more than 80% of the time. As a team the faculty have decided that appropriate sources will be taught and reinforced in all major courses starting in Recreation

### D. Summary of Assessment Results

The findings of the assessment were that 37 of the 48 students (77%) demonstrated extensive or adequate professional knowledge. The remaining 11 students (23%) demonstrated limited professional knowledge or a lack of professional knowledge. The assignment will be revised in future classes to require additional research and discussion about what professional membership organizations are and how they benefit industry professionals. To help students learn more about their chosen HRT profession, assignments in REC 4100 will require students to visit the official web sites of at least three professional membership organizations in their field. Students will also be encouraged to attend one professional meeting or conference, with funding assistance provided from A2E2 or other funding

### 3. STATISTICAL DATA

**California State University, East Bay**  
**APR Summary Data**  
**Fall 2008 - 2012**

<b>Hospitality, Recreation and Tourism</b>					
<b>Item</b>	<b>Fall Quarter</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>A. Students Headcount</b>					
1. Undergraduate	105	162	158	209	229
2. Postbaccalaureate	2	2	2	2	1
3. Graduate	21	24	41	54	41
4. Total Number of Majors	128	188	201	265	271
<b>College Years</b>					
<b>B. Degrees Awarded</b>					
	<b>07-08</b>	<b>08-09</b>	<b>09-10</b>	<b>10-11</b>	<b>11-12</b>
1. Undergraduate	19	27	35	46	50
2. Graduate	0	0	5	11	12
3. Total	19	27	40	57	62
<b>Fall Quarter</b>					
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>C. Faculty</b>					
<b>Tenured/Track Headcount</b>					
1. Full-Time	7	7	7	6	6
2. Part-Time	0	0	0	0	0
3a. Total Tenure Track	7	7	7	6	6
3b. % Tenure Track	33.3%	33.3%	53.8%	35.3%	33.3%
<b>Lecturer Headcount</b>					
4. Full-Time	1	1	2	2	0
5. Part-Time	13	13	4	9	12
6a. Total Non-Tenure Track	14	14	6	11	12
6b. % Non-Tenure Track	66.7%	66.7%	46.2%	64.7%	66.7%
7. Grand Total All Faculty	21	21	13	17	18

<b>Instructional FTE Faculty (FTEF)</b>					
8. Tenured/Track FTEF	6.7	6.4	6.5	5.0	4.8
9. Lecturer FTEF	10.6	6.4	5.5	8.0	9.3
10. Total Instructional FTEF	17.2	12.8	11.9	13.0	14.1
<b>Lecturer Teaching</b>					
11a. FTES Taught by Tenure/Track	98.6	158.0	190.9	143.4	124.2
11b. % of FTES Taught by Tenure/Track	28.4%	38.1%	42.9%	29.6%	25.7%
12a. FTES Taught by Lecturer	248.6	256.5	254.6	341.8	359.0
12b. % of FTES Taught by Lecturer	71.6%	61.9%	57.1%	70.4%	74.3%
13. Total FTES taught	347.2	414.5	445.5	485.2	483.2
14. Total SCU taught	5207.5	6217.5	6682.5	7278.5	7248.0
<b>D. Student Faculty Ratios</b>					
1. Tenured/Track	14.8	24.7	29.6	28.7	25.9
2. Lecturer	23.5	40.3	46.4	42.8	38.5
3. SFR By Level (All Faculty)	20.2	32.5	37.3	37.4	34.3
4. Lower Division	23.3	37.6	55.5	45.1	46.8
5. Upper Division	19.2	33.8	32.2	35.2	32.2
6. Graduate	13.8	12.5	18.1	20.7	11.6
<b>E. Section Size</b>					
1. Number of Sections Offered	61.0	53.0	53.0	57.0	63.0
2. Average Section Size	23.4	34.6	38.6	39.7	38.1
3. Average Section Size for LD	28.0	44.3	53.2	47.9	50.6
4. Average Section Size for UD	21.1	32.8	33.7	36.5	34.1
5. Average Section Size for GD	23.5	15.8	18.3	22.8	15.5
6. LD Section taught by Tenured/Track	6	5	4	5	4
7. UD Section taught by Tenured/Track	10	14	20	11	8
8. GD Section taught by Tenured/Track	2	3	4	2	4
9. LD Section taught by Lecturer	12	10	10	13	14
10. UD Section taught by Lecturer	31	21	15	24	33
11. GD Section taught by Lecturer	0	1	0	2	0

Source and definitions available at:

	<b>Fall Quarter</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Headcount Enrollment</b>					
<b><i>Hospitality and Tourism</i></b>					
1. Undergraduate	4	56	89	0	0
2. Postbaccalaureate	0	0	0	0	0
3. Graduate	0	0	0	0	0
4. Total Number of Majors	4	56	89	0	0
<b><i>Recreation</i></b>					
1. Undergraduate	101	106	69	89	89
2. Postbaccalaureate	2	2	2	1	1
3. Graduate	0	0	0	0	0
4. Total Number of Majors	103	108	71	90	90
<b><i>Recreation Management</i></b>					
1. Undergraduate	0	0	0	0	0
2. Postbaccalaureate	0	0	0	0	0
3. Graduate	21	24	41	54	41
4. Total Number of Majors	21	24	41	54	41
<b><i>Hospitality Management</i></b>					
1. Undergraduate	0	0	0	120	140

2. Postbaccalaureate	0	0	0	1	0
3. Graduate	0	0	0	0	0
4. Total Number of Majors	0	0	0	121	140
	<b>College Years</b>				
<b>Degrees Awarded</b>	<b>07-08</b>	<b>08-09</b>	<b>09-10</b>	<b>10-11</b>	<b>11-12</b>
<b><i>Hospitality and Tourism</i></b>					
1. Undergraduate	0	1	9	5	0
2. Graduate	0	0	0	0	0
3. Total Number of Majors	0	1	9	5	0
<b><i>Recreation</i></b>					
1. Undergraduate	19	26	26	23	22
2. Graduate	0	0	0	0	0
3. Total Number of Majors	19	26	26	23	22
<b><i>Recreation Management</i></b>					
1. Undergraduate	0	0	0	0	0
2. Graduate	0	0	5	11	12
3. Total Number of Majors	0	0	5	11	12
<b><i>Hospitality Management</i></b>					
1. Undergraduate	0	0	0	18	28
2. Graduate	0	0	0	0	0
3. Total Number of Majors	0	0	0	18	28

<b><i>D. Student Faculty Ratios</i></b>	<b>Hospitality</b>				
1. Tenured/Track	8.0	23.9	28.1	38.1	38.7
2. Lecturer	16.0	29.8	25.0	37.9	32.5
3. SFR By Level (All Faculty)	10.8	25.4	27.7	38.0	34.7
4. Lower Division	21.1	26.9	38.3	45.5	56.5
5. Upper Division	8.6	25.3	26.7	33.0	26.3
6. Graduate	.	.	.	.	.
<b><i>E. Section Size</i></b>					
1. Number of Sections Offered	4.0	7.3	11.0	11.0	14.0
2. SCU taught	248.0	549.0	938.0	1187.0	1447.0
3. Average Section Size	15.5	35.7	30.1	44.8	38.3
4. Average Section Size for LD	21.0	0.0	30.0	47.3	55.0
5. Average Section Size for UD	13.7	35.7	30.2	42.3	30.0
6. Average Section Size for GD	0.0	0.0	0.0	0.0	0.0
7. LD Section taught by Tenured/Track	0	0	1	1	1
8. UD Section taught by Tenured/Track	2	6	9	4	4
9. GD Section taught by Tenured/Track	0	0	0	0	0
10. LD Section taught by Lecturer	1	1	0	2	2
11. UD Section taught by Lecturer	1	1	1	4	7
12. GD Section taught by Lecturer	0	0	0	0	0
<b><i>D. Student Faculty Ratios</i></b>	<b>Recreation</b>				
1. Tenured/Track	16.0	24.9	30.3	26.3	22.5
2. Lecturer	23.9	40.9	47.5	43.6	40.0
3. SFR By Level (All Faculty)	21.1	33.4	39.6	37.2	34.1
4. Lower Division	23.4	37.9	56.6	45.0	44.6
5. Upper Division	20.6	35.8	34.3	35.7	34.1
6. Graduate	13.8	12.5	18.1	20.7	11.6
<b><i>E. Section Size</i></b>					

1. Number of Sections Offered	4959.5	5668.5	5744.5	6091.5	5801.0
2. SCU taught	24.0	34.5	40.3	39.0	38.0
3. Average Section Size	28.4	44.3	55.0	48.0	49.6
4. Average Section Size for LD	21.8	32.5	34.8	35.6	35.2
5. Average Section Size for UD	23.5	15.8	18.3	22.8	15.5
6. Average Section Size for GD	6.0	5.0	3.0	4.0	3.0
7. LD Section taught by Tenured/Track	8	8	11	7	4
8. UD Section taught by Tenured/Track	2	3	4	2	4
9. GD Section taught by Tenured/Track	11	9	10	11	12
10. LD Section taught by Lecturer	30	20	14	20	26
11. UD Section taught by Lecturer	0	1	0	2	0
12. GD Section taught by Lecturer	1	1	0	0	0