Hospitality and Tourism Management
Comprehensive Academic Program Review 2010-11

Associate in Science Degree:
Hospitality and Tourism Management

Certificates:
Food and Beverage Management
Rooms Division Management

Department of Academic Effectiveness and Assessment
St. Petersburg College
February 2011
Comprehensive Academic Program Review Produced by

Hospitality and Tourism Management Program

Robert Meyer, Ph. D.
Lead Instructor

Department of Academic Effectiveness and Assessment

James Coraggio, Ph.D.
Director of Academic Effectiveness and Assessment

Magaly Tymms, B.S.
Assessment Coordinator for Academic Programs

Jeff Wilkins, B.A.
Research Analyst

Amy Brush, M.S.
Outreach Coordinator

With contributions from:

Shirley Bell
Leigh Hopf

St. Petersburg College is dedicated to the concept of equal opportunity. The College will not discriminate on the basis of race, color, religion, sex, age, national origin, or marital status, or against any qualified individual with disabilities, in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of sex and violates this rule, the College will not tolerate such conduct.

Data and information contained herein cannot be used without the express written authorization of St. Petersburg College. All inquiries about the use of this information should be directed to the Director of Academic Effectiveness and Assessment at St. Petersburg College.

© Copyright St. Petersburg College, February 2011. All rights reserved.
# Table of Contents

Executive Summary .................................................................................... 1

Program Administrator’s Perspective: Issues, Trends, and Recent Successes .......... 4

SPC Mission Statement ................................................................................. 5

Introduction ............................................................................................. 5

Institutional Effectiveness ........................................................................... 5

Educational Assessment .............................................................................. 6

Program Review Process .............................................................................. 7

Program Description .................................................................................. 8

Accreditation ........................................................................................... 9

Program Performance .................................................................................. 10

Actual Course Enrollment .......................................................................... 10

Unduplicated Headcount ........................................................................... 11

Productivity ............................................................................................. 12

Program Graduates ................................................................................... 13

Grade Distributions .................................................................................... 14

Fulltime/Adjunct Faculty Ratio ................................................................... 17

Program Profitability .................................................................................. 19

Relative Profitability Index (RPI-T) ............................................................ 19

Program Improvements .............................................................................. 21

Capital Expenditures .................................................................................. 21

Academic Outcomes .................................................................................. 22

Stakeholder Perceptions ........................................................................... 26

Student Survey of Instruction (SSI) ............................................................ 26

SSI Results ............................................................................................. 27

Summary .................................................................................................. 27

Advisory Committee .................................................................................. 29

Recent Meeting Summary .......................................................................... 30

Recent Graduate Survey Information ......................................................... 34

Occupation Profile .................................................................................... 35

Occupation Description for Lodging Managers ........................................... 35

US, State, and Area Wage Information ....................................................... 35

National, State, and County Trends ............................................................ 36

Occupation Description for Food Service Managers .................................... 36

US, State, and Area Wage Information ....................................................... 36

National, State, and County Trends ............................................................ 37

Major Employers .................................................................................... 38

Total Placement ....................................................................................... 39
Executive Summary

Introduction
The program review process at St. Petersburg College (SPC) is a collaborative effort designed to continuously measure and improve the quality of educational services provided to the community.

Program Description
Students are exposed to a variety of courses in business administration in addition to hotel management courses, which enables them to make appropriate business decisions. The goal of this program is to prepare successful students for careers in hotels, cruise ships, resorts and restaurants, or transferring to a state university in the same discipline. The general college admissions policy applies to all students entering the Hospitality and Tourism Management program.

Degrees Offered
An Associate in Science Degree in Hospitality and Tourism Management is offered at SPC. Certificates in Food and Beverage Management, and Rooms Division Management are also offered.

Program Performance
- **Actual Course Enrollment** increased during all three terms of 2009-10, from the previous year. Spring had the highest actual course enrollment over the last three years, reaching a three-year high (239) in 2009-10. Summer had the lowest course enrollment.
- **Unduplicated Headcount** increased during all three terms of 2009-10, from the previous year. In Spring 2009-10, unduplicated headcount reached a three-year high (74).
- **Student Semester Hour (SSH) Productivity** increased in Spring and Summer of 2009-10, over the previous year, while it decreased slightly in Fall 2009-10.
- The total number of **program graduates** in the Hospitality and Tourism Management program remained the same in 2009-10, from the previous year. The number of AS degree graduates increase to ten in 2009-10 from nine the previous year, while the number of Certificate completers decreased slightly.
- The vast majority of students in the program continue to **succeed** in the courses. In Spring 2009, 96.7% of the students were successful, as compared to 98.1% in Spring 2010. In Fall 2009, 96.1% of the students succeeded as compared to 97.9% in Fall 2010.
- **Fulltime Faculty** taught 64.5% of the ECHs in 2009-10, as compared to 84.2% in 2008-09. The three-semester average for adjuncts (35.5%) in 2009-10 is consistent with the College’s general 65/35 Fulltime/Adjunct Faculty Ratio guideline.
Program Profitability

- The Relative Profitability Index (RPI-T) for the Hospitality and Tourism Management program increased (0.86) during 2009-10 from the previous year (0.60), reaching a six-year high in 2009-10.

To provide a comparison of the program’s RPI-T to other similar programs, three other comparative measures were calculated. The 2009-10 mean RPI-T for SPC was 0.81; the 2009-10 mean RPI-T for Seminole Campus programs was 1.08; and the 2009-10 mean RPI-T for programs which offered 25-50% of their courses online was 0.89.

Program Improvements

- There were no Capital Expenditures (Fund 10 & 16) for the Hospitality and Tourism Management program (Org: 11220103) during the past three years.

Academic Outcomes

- The 2008-09 Academic Program Assessment Report indicated that the desired results were met for all ten Major Learning Objectives (MLOs) assessed. SPC mean scores for all ten MLOs exceeded the criteria for success during 2008 and 2009.
- The 2008-09 Academic Program Assessment Follow-up Report was completed in July 2010. Two of the three action items were successfully completed, and the results published in the December 2008-09 follow-up report. The next assessment report is scheduled to be completed during the 2011-12 academic year.

Stakeholder Perceptions

- All the individual average content area scores for the Student Survey of Instruction (SSI) were above the traditional threshold (an average of 5.0) used by the College for evaluating seven-point satisfaction scales. These results suggest general overall satisfaction with the courses within the Hospitality and Tourism Management program; specifically, as they relate to faculty engagement, preparation and organization, and course instruction.
- A Hospitality and Tourism Management advisory committee meeting was held on August 3, 2010. The meeting consisted of a program update, status of the industry, discussions about the spring fundraiser, course update, status of the culinary program, and a discussion about performance standards.
- Fourteen Alumni Surveys were provided to the 2008-09 graduates of the Hospitality and Tourism Management program. Responses were received from two A.S. graduates and four Certificate completers. Notable results include:
  - 66.7% of recent graduate survey respondents who were employed, were employed full-time.
  - 16.7% of recent graduate survey respondents had a current position related to their studies.
66.7% of recent graduate survey respondents indicated their main goal in completing a degree or certificate at SPC was to “Obtain employment,” while the remaining 33.3% stated their goal was to “Change career fields.”

100.0% of recent graduate survey respondents indicated that their SPC degree allowed them to “Change career fields,” and 50.0% selected each of the following: “Continue my education,” “Earn more money,” “Get a promotion,” “Meet Certification/training needs,” and “Obtain employment.” [Note: The total may exceed 100% as this question allows multiple responses]

50.0% of recent graduate survey respondents indicated that SPC did “Exceptionally well” in helping meet their goal, 33.3% “Very well,” while 16.7% thought that SPC did “Adequately.”

50.0% of recent graduate survey respondents indicated that they earned between $15.00 and $19.99 per hour ($31,000 and $41,999 annually); 33.3% earned $25.00 or more per hour ($52,000 or more annually); and the remaining 16.7% earned between $10.00 and $14.99 per hour ($21,000 and $30,999 annually).

50.0% of recent graduate survey respondents indicated they are continuing their education.

100.0% of recent graduate survey respondents would recommend SPC’s Hospitality and Tourism Management program to another.

An evaluation of Hospitality and Tourism Management graduates’ general education outcomes indicated high levels of satisfaction with their college preparation in the area of general education outcomes. Five outcomes each received a mean score of 5.0. Nineteen outcomes received mean scores between 4.0 and 4.7, while the remaining one outcome received a mean score of 3.7.

Employer Surveys were sent out based on the permissions provided by recent graduates in the 2008-09 recent graduate survey. Since permission was not received from any Hospitality and Tourism graduates, Employer Survey information is not available.

Occupation Profile

- Two occupation descriptions were located in the Bureau of Labor Statistics for the Hospitality and Tourism Management program. The first was the occupation description for Lodging Managers and the second was for Food Service Managers. The information below is separated by each occupation description.

- The 2009 median yearly income for Lodging Managers was $46,300 in the United States, and $65,350 in the local area. The 2009 median yearly income for Food Service Managers was $47,210 in the United States, and $53,730 in the local area.

- Employment trend information The average annual increase in employment for lodging managers over the next 6 - 8 years for the country and state is between 4.7% and 10.0%. The average annual increase in employment for food service managers over the next 6 - 8 years for the country and state is between 5.3% and 12.0%.
• The major employers of these graduates are various hotels and restaurants, including Intercontinental Hotels, Holiday Inn, Hooters, St. Petersburg Chamber of Commerce, Outback, Marriott Hotels, The Vinoy, Lowes Resorts, Hyatt Hotels, Red Lobster, Disney, Ritz Carlton Hotels, Dennys, Subway, TGI Friday’s, Chilis, La Quinta, Olive Garden, and Six Flags.

• Total Placement in the Hospitality and Tourism Management program from 2005-06 through 2006-07 remained consistent at 100%, but decreased to 89% in 2007-08.

• State Graduates Outcomes indicated that sixty-nine students completed a state Hospitality and Tourism Management program in 2007-08, of those fifty-two had some matching state data and were employed. Seventy-nine percent (79%) of those state graduates were employed at least a full quarter, resulting in an overall placement rate of 81%. SPC’s graduates exceeded this figure, with a placement rate of 100%.

Program Administrator’s Perspective: Issues, Trends, and Recent Successes

An ongoing issue in the Hospitality and Tourism Management program has been the need for a culinary program or track. The main obstacle has been the requisite for expensive specialized facilities. The addition of a culinary program will be explored further in the 2011-12 academic year.

Another challenge has been the elimination of Florida International University’s B.A. program, which was offered at SPC through the University Partnership Center (UPC). This program served our students in Pinellas County who wished to continue on with their hospitality studies in the Tampa Bay area. We have been exploring other partnerships, and recently, USF program administrators located at the Sarasota campus have expressed an interest. Presently, UPC and USF administrators are discussing the possibility of a partnership for the next academic year. It is our goal to acquire a replacement for the FIU partnership.

Student retention continues to be a concern. The majority of students in the Hospitality and Tourism program work in the industry, and their work often conflicts with school. A typical pattern of hospitality students is to loop in and out of school with the forces of time and financial resources being competitive factors. This pattern will most likely continue, especially in view of the current economic climate.

The Parks and Leisure program has been a positive addition to the hospitality program, as they complement each other, and offer more career choices for our students.

Recommendations/Action Plan

• Program Recommendations and action plans are compiled by the Provost and Program Administrator, and are located at the end of the document.
SPC Mission Statement
The mission of St. Petersburg College is to provide accessible, learner-centered education for students pursuing selected baccalaureate degrees, associate degrees, technical certificates, applied technology diplomas and continuing education within our service area and globally, while retaining leadership as a comprehensive, sustainable, multi-campus postsecondary institution and as a creative partner with students, communities, and other educational institutions to deliver rich learning experiences and to promote economic and workforce development.

Introduction
In a holistic approach, the effectiveness of any educational institution is the aggregate value of the education it provides to the community it serves. For over seventy-five years, St. Petersburg College (SPC) has provided a wide range of educational opportunities and services to a demographically diverse student body producing tens of thousands of alumni who have been on the forefront of building this county, state, and beyond. This is due, in large part, to the College’s institutional effectiveness.

Institutional Effectiveness
Institutional Effectiveness is the integrated, systematic, explicit, and documented process of measuring performance against the SPC mission for the purposes of continuous improvement of academic programs, administrative services, and educational support services offered by the College.

Operationally, the institutional effectiveness process ensures that the stated purposes of the College are accomplished. In other words did the institution successfully execute its mission, goals, and objectives? At SPC, the Offices of Planning, Budgeting, and Research work with all departments and units to establish measurable statements of intent that are used to analyze effectiveness and to guide continuous quality improvement efforts. Each of St. Petersburg College's units is required to participate in the institutional effectiveness process.

The bottom-line from SPC’s institutional effectiveness process is improvement. Once SPC has identified what it is going to do then it acts through the process of teaching, researching, and managing to accomplish
its desired outcomes. The level of success of SPC’s actions is then evaluated. A straightforward assessment process requires a realistic consideration of the intended outcomes that the institution has set and a frank evaluation of the evidence that the institution is achieving that intent.

There is no single right or best way to measure success, improvement, or quality. Nevertheless, objectives must be established, data related to those objectives must be collected and analyzed, and the results of those findings must be used to improve the institution in the future. The educational assessment is a critical component of St. Petersburg College’s institutional effectiveness process.

**Educational Assessment**

Educational programs use a variety of assessment methods to improve their effectiveness. Assessment and evaluation measures are used at various levels throughout the institution to provide provosts, deans, program managers, and faculty vital information on how successful our efforts have been.

While the focus of a particular educational assessment area may change, the assessment strategies remain consistent and integrated to the fullest extent possible. The focus for Associate in Arts degrees is targeted for students continuing on to four-year degree programs as opposed to the Associate in Applied Science, Associate in Science, and Baccalaureate programs which are targeted towards students seeking employable skills. The General Education based assessments focus on the general learning outcomes from all degree programs, while Program Review looks at the viability of the specific programs.

The individual reports unique by their individual nature are nevertheless written to address how the assessments and their associated action plans have improved learning in their program. The College has developed an Educational Assessment Website (https://it.spcollege.edu/edoutcomes/) to serve as repository for all SPC’s educational outcomes reports and to systematically manage our assessment efforts.
Program Review Process

The program review process at St. Petersburg College is a collaborative effort to continuously measure and improve the quality of educational services provided to the community. The procedures described below go far beyond the “periodic review of existing programs” required by the State Board of Community Colleges; and exceeds the necessary guidelines within the Southern Association of Community Colleges and Schools (SACS) review procedures.

State guidelines require institutions to conduct program reviews every seven years as mandated in chapter 1001.03(13) of the Florida Statutes, the State Board of Education (formerly the Florida Board of Education) must provide for the review of all academic programs.

(13) ...CYCLIC REVIEW OF POSTSECONDARY ACADEMIC PROGRAMS.--The State Board of Education shall provide for the cyclic review of all academic programs in community colleges and state universities at least every 7 years. Program reviews shall document how individual academic programs are achieving stated student learning and program objectives within the context of the institution's mission. The results of the program reviews shall inform strategic planning, program development, and budgeting decisions at the institutional level.

In addition, Rule 6A-14.060 (5) states that each community college shall:

(5) ...Develop a comprehensive, long-range program plan, including program and service priorities. Statements of expected outcomes shall be published, and facilities shall be used efficiently to achieve such outcomes. Periodic evaluations of programs and services shall use placement and follow-up data, shall determine whether expected outcomes are achieved, and shall be the basis for necessary improvements.

In 2007, SPC reduced the recommended program review timeline to three years to coincide with the long-standing three-year academic program assessment cycle, producing a more coherent and integrated review
process. Figure 1 represents the relationship between program assessment and program reviewing during the three-year assessment cycle.

**Figure 1: Three-Year Academic Program Assessment Cycle**

**Program Description**
Students are exposed to a variety of courses in business administration in addition to hotel management courses, which enables them to make appropriate business decisions. The goal of this program is to prepare successful students for careers in hotels, cruise ships, resorts and restaurants, or transferring to a state university in the same discipline. The general college admissions policy applies to all students entering the Hospitality and Tourism Management program.

**Degree Offered**
An Associate in Science Degree in Hospitality and Tourism Management is offered at SPC. Certificates in Food and Beverage Management, and Rooms Division Management are also offered.
For a complete listing of all courses within the Hospitality and Tourism Management program, please see Appendix A.

Accreditation
No accreditation information is on file for the Hospitality and Tourism Management Program.
**Program Performance**

**Actual Course Enrollment**

Actual Course Enrollment is calculated using the sum of actual student enrollment for the courses within the program (Academic Organization Code). This number is a duplicated headcount of students enrolled in the program's core courses, and does not reflect the actual number of students enrolled in the A.S. program or its associated certificates (if applicable). Actual Course Enrollment increased during all three terms of 2009-10, from the previous year. Spring had the highest actual course enrollment over the last three years, reaching a three-year high (239) in 2009-10. Summer had the lowest course enrollment, as shown by Figure 2.

![Actual Course Enrollment](image)

**Figure 2: Actual Course Enrollment**

Source: PeopleSoft Student Administration System: Course Management Summary Report (S_CMSUMM)
**Unduplicated Headcount**

Unduplicated Headcount is the total number of unduplicated students with a program plan within the area of study (e.g., A.S. or certificate) that are currently enrolled in a course under that Academic Org. during the term of interest. This excludes 1) students in a different program plan or 2) students in the right program plan who are not taking courses within that Academic Org. for the term of interest. Unduplicated Headcount increased during all three terms of 2009-10, from the previous year. In Spring 2009-10, unduplicated headcount reached a three-year high (74), as shown by Figure 3.

![Figure 3: Unduplicated Headcount](source: PeopleSoft Student Administration System)
Productivity

Student Semester Hour (SSH) Productivity is calculated by dividing actual SSH by the budgeted SSH. SSH productivity increased in Spring and Summer of 2009-10, over the previous year, while it decreased slightly in Fall 2009-10 as shown by Figure 4.

Figure 4: SSH Productivity

Source: PeopleSoft Student Administration System: Course Management Summary Report (S_CMSUMM)
Program Graduates

The total number of program graduates in the Hospitality and Tourism Management program remained the same in 2009-10, from the previous year. The number of AS degree graduates increased to ten in 2009-10 from nine the previous year, while the number of Certificate completers decreased slightly, as shown in Figure 5.

![Program Graduates](image)

**Figure 5: Program Graduates**

Source: 2009-10 SPC Factbook, Table 31
Grade Distributions

To provide a reference for program performance at the classroom level, grade distributions are provided. Table 1 includes the percentage of students receiving an A, B, C, D, or F in the program core courses. The information was compiled from the college wide grade distribution report generated at the end of the session. Some course data, such as dual credit courses generally do not end at the same time as the regular campus courses and may be omitted. In addition, the number of enrollments is a duplicated headcount where students are counted for each class registered, however, only A, B, C, D, and F grades are included in the calculations.

Table 1
Program Core Course Grade Distributions

<table>
<thead>
<tr>
<th>Semester</th>
<th>Grade Distributions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>Spring 2009</td>
<td>68.9%</td>
</tr>
<tr>
<td>Spring 2010</td>
<td>73.0%</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>90.5%</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>60.7%</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>75.6%</td>
</tr>
</tbody>
</table>

Source: Collegewide Grade Distribution Report (Generated at the end of the session)
Figure 6 provides a visual representation of the grade distributions for those students receiving a grade of A, B, or C.

![ABC Grade Distributions](image)

**Figure 6: ABC Grade Distributions**

Source: Collegewide Grade Distribution Report (Generated at the end of the session)
A classroom success rate was also calculated for the program. Classroom success is defined as the percent of students successfully completing the course with a grade of A, B, or C, divided by the total number of students in the course. The vast majority of students in the program continue to succeed in the courses as shown by Figure 7. In Spring 2009, 96.7% of the students were successful, as compared to 98.1% in Spring 2010. In Fall 2009, 96.1% of the students succeeded as compared to 97.9% in Fall 2010.

Figure 7: Classroom Success

Source: Collegewide Grade Distribution Report (Generated at the end of the session)
**Fulltime/Adjunct Faculty Ratio**

Table 2 displays the number and percentage of equated credit hours (ECHs) taught by the individual faculty classifications within the Hospitality and Tourism Management program. Fulltime Faculty taught 64.5% of the ECHs in 2009-10, as compared to 84.2% in 2008-09. Adjunct Faculty taught 35.5% of the ECHs in 2009-10, as compared to 15.8% in 2008-09.

**Table 2**
*Equated Credit Hours by Faculty Classification*

<table>
<thead>
<tr>
<th></th>
<th>Fulltime Faculty</th>
<th>Percent of Load Faculty</th>
<th>Adjunct Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of ECHs</td>
<td>% of Classes Taught</td>
<td>Number of ECHs</td>
</tr>
<tr>
<td>Fall 2007-2008</td>
<td>17.0</td>
<td>77.3%</td>
<td>0.0</td>
</tr>
<tr>
<td>Spring 2007-2008</td>
<td>16.0</td>
<td>76.2%</td>
<td>0.0</td>
</tr>
<tr>
<td>Summer 2007-2008</td>
<td>8.5</td>
<td>100.0%</td>
<td>0.0</td>
</tr>
<tr>
<td>2007-2008 Total</td>
<td>41.5</td>
<td>80.6%</td>
<td>0.0</td>
</tr>
<tr>
<td>Fall 2008-2009</td>
<td>14.0</td>
<td>100.0%</td>
<td>0.0</td>
</tr>
<tr>
<td>Spring 2008-2009</td>
<td>21.0</td>
<td>72.4%</td>
<td>0.0</td>
</tr>
<tr>
<td>Summer 2008-2009</td>
<td>7.5</td>
<td>100.0%</td>
<td>0.0</td>
</tr>
<tr>
<td>2008-2009 Total</td>
<td>42.5</td>
<td>84.2%</td>
<td>0.0</td>
</tr>
<tr>
<td>Fall 2009-2010</td>
<td>17.0</td>
<td>65.4%</td>
<td>0.0</td>
</tr>
<tr>
<td>Spring 2009-2010</td>
<td>17.5</td>
<td>57.4%</td>
<td>0.0</td>
</tr>
<tr>
<td>Summer 2009-2010</td>
<td>11.0</td>
<td>78.6%</td>
<td>0.0</td>
</tr>
<tr>
<td>2009-2010 Total</td>
<td>45.5</td>
<td>64.5%</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Source: PeopleSoft Student Administration System: Faculty/Adjunct Ratio Report (S_FACRAT)
The Fulltime/Adjunct Faculty Ratio is calculated by dividing a program’s adjunct’s ECHs by the sum of the Adjunct’s, Percent of Load’s, and Fulltime Faculty’s ECHs. Figure 8 displays the Fulltime/Adjunct Faculty Ratio information for the last three academic years. The highest semester for Adjunct ECHs was Spring 2009-10 in which adjunct faculty taught 42.6% of the program’s course load as shown in Table 2. The three-semester average for adjuncts (35.5%) in 2009-10 is consistent with the College’s general 65/35 Fulltime/Adjunct Faculty Ratio guideline.

![Full-Time / Adjunct Faculty Ratio](image)

**Figure 8: Full-time/Adjunct Faculty Ratio**

Source: PeopleSoft Student Administration System: Faculty/Adjunct Ratio Report (S_FACRAT)
Program Profitability

**Relative Profitability Index (RPI-T)**
Relative Profitability Index (RPI-T) is a measure of program profitability. It is calculated by dividing a program’s income by the sum of its personnel expenses and current expenses. Only Fund 10 financials are used in the calculation of RPI-T; specifically, program revenues (GL 400000), personnel expenses (GL 500000), and current expenses (GL 600000).

Program revenues (GL 400000) can include (1) student application fees and tuition, (2) out of state fees, and (3) gifts from alumni and charitable organizations.

Personnel expenses (GL 500000) can include (1) personnel salary expenses for program management, and instructional staff, (2) personnel salary expenses for OPS and student assistants, and (3) personnel benefits. Personnel assigned to multiple programs may have partial personnel expenses assigned to an individual program.

Current expenses (GL 600000) can include operating expenses for (1) travel, (2) goods and services, and (3) materials and supplies. Current expenses can also include scholarship and fee waivers.
The RPI-T for the Hospitality and Tourism Management program increased (0.86) during 2009-10 from the previous year (0.60), reaching a six-year high in 2009-10, as shown by Figure 9.

To provide a comparison of the program’s RPI-T to other similar programs, three other comparative measures were calculated. The 2009-10 mean RPI-T for SPC was 0.81; the 2009-10 mean RPI-T for Seminole Campus programs was 1.08; and the 2009-10 mean RPI-T for programs which offered 25-50% of their courses online was 0.89.

**Figure 9: Fiscal Summary**

Source: PeopleSoft Financial Production System: Summary of Monthly Organization Budget & Actuals Status Report (ORGBUDA1) from End of Fiscal Year
Program Improvements

**Capital Expenditures**

There were no Capital Expenditures (Fund 10 & 16) for the Hospitality and Tourism Management program (Org: 11220103) during the past three years as shown on Table 3.

*Table 3*

| Hospitality and Tourism Management Program Capital Expenditures |
| --- | --- | --- | --- |
| Year | Capital Outlay | Account | Purchase Description |
| 2007-08 | 0 | 700000 | None |
| 2008-09 | 0 | 700000 | None |
| 2009-10 | 0 | 700000 | None |
| Total | 0 | 0 | None |

Source: PeopleSoft Financial Production System: Summary of Monthly Organization Budget & Actuals Status Report (ORGBUDA1) from End of Fiscal Year
Academic Outcomes

As part of SPC quality improvement efforts, academic assessments are conducted on each AAS/AS program every three years to evaluate the quality of the program’s educational outcomes. The Hospitality and Tourism Management program was evaluated through an Academic Program Assessment Report (APAR) in 2008-09.

Each of the program’s ten Major Learning Outcomes (MLOs) was evaluated during the 2008-09 assessment. Each of the ten MLOs is listed below:

1. The student will acquire the basic understanding of the hospitality and tourism industry and be able to identify the major segments and the impacts of tourism on economies. This includes how the various components are interrelated.

2. The student will gain skills necessary for supervising employees and gain skills required between employers and employees and gain skills required between employers and employees. Skills include motivation, communication skills for effective leadership and managing conflict in the hospitality industry.

3. The student will learn the systematic approach to managing housekeeping operations and front desk operations in the hospitality industry. Emphasis is placed on the role of the housekeeping department and understanding the managerial skills necessary to efficiently operate this and other hotel operation centers. Related areas include hotel organization; front office responsibilities; front office accounting; check-out settlement; night audit; planning and evaluating operations; and revenue management.

4. The student will develop marketing understanding in the hospitality industry. The student will develop an understanding for segmentation; positioning in line with consumer preferences; the channels of distribution; marketing research; sales; advertising; public relations; promotion; data base marketing; individual guest behavior; guests of tomorrow.
5. The student will demonstrate workplace skills through supervised practical experience displaying human-relations and professional work skills. The student will understand customer service techniques appropriate to address the customer’s needs and solve problems based on available information in representative situations.

6. The student will learn the proper security and sanitation methods and the Hazard Analysis Critical Control Point system. Students will learn what causes food spoilage; food preservation techniques; purchasing; receiving; pathogenic microorganisms; regulatory and professional organizations.

7. The student will learn cost control for food and beverage operations; purchasing; receiving; storage; preparation and service. This includes understanding how to select purveyors and methods for determining food costs, menu planning and menu engineering.

8. The student will learn the scope and segmentation of the convention and group business market. This includes sales strategies to attract markets with specific needs and the operational techniques to meet those needs.

9. The student will learn the basic history and principles of food service operations with topics including; menu development; dining service styles and procedures; service equipment and supplies; facility layout; decor; cleaning and maintenance; casual/theme restaurants; banquets and catered events; room service and food service in related hospitality facilities such as academic, military and quick food.

10. Students will earn the operations of clubs and resorts. This includes the club board and its general manager; service excellence in clubs; leadership in club operations; quality management systems; strategic management in clubs; marketing clubs; club fitness. Resort topics include major recreational activities; front of the house operations; plant and ground maintenance; security and safety; risk management; the expectations of resort guests.
Means of Assessment

The Hospitality and Tourism Management (HGMT) program used the results of a locally developed structured-response (multiple-choice) assessment instrument to assess the program. To make summative interpretation for program improvement, the End of Program Assessment Tool was used to assess student achievement by major learning outcomes. The criteria for success stated that program mean scaled score for each subtest should be at (or above) the 80% mean scaled score.

Data was collected during 2008 and 2009, and the data findings for each MLO are displayed in Tables 4 and 5. SPC mean scores for all ten MLOs exceeded the criteria for success during 2008 and 2009.

Table 4
Hospitality and Tourism Management Assessment Results

<table>
<thead>
<tr>
<th>Major Learning Objective Assessed</th>
<th>Hospitality and Tourism Management 2008 Assessment Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SPC Mean</td>
</tr>
<tr>
<td>MLO 1</td>
<td>95.6</td>
</tr>
<tr>
<td>MLO 2</td>
<td>89.2</td>
</tr>
<tr>
<td>MLO 3</td>
<td>90.8</td>
</tr>
<tr>
<td>MLO 4</td>
<td>92.3</td>
</tr>
<tr>
<td>MLO 5</td>
<td>90.0</td>
</tr>
<tr>
<td>MLO 6</td>
<td>92.4</td>
</tr>
<tr>
<td>MLO 7</td>
<td>91.8</td>
</tr>
<tr>
<td>MLO 8</td>
<td>92.9</td>
</tr>
<tr>
<td>MLO 9</td>
<td>95.2</td>
</tr>
<tr>
<td>MLO 10</td>
<td>94.1</td>
</tr>
</tbody>
</table>

Source: Academic Outcomes from 2008-09 Academic Program Assessment Report (APAR)
**Table 5**
Hospitality and Tourism Management Assessment Results

<table>
<thead>
<tr>
<th>Major Learning Objective Assessed</th>
<th>Hospitality and Tourism Management 2009 Assessment Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SPC Mean</td>
</tr>
<tr>
<td>MLO 1</td>
<td>94.0</td>
</tr>
<tr>
<td>MLO 2</td>
<td>92.9</td>
</tr>
<tr>
<td>MLO 3</td>
<td>88.2</td>
</tr>
<tr>
<td>MLO 4</td>
<td>89.6</td>
</tr>
<tr>
<td>MLO 5</td>
<td>93.3</td>
</tr>
<tr>
<td>MLO 6</td>
<td>92.2</td>
</tr>
<tr>
<td>MLO 7</td>
<td>91.3</td>
</tr>
<tr>
<td>MLO 8</td>
<td>100.0</td>
</tr>
<tr>
<td>MLO 9</td>
<td>90.3</td>
</tr>
<tr>
<td>MLO 10</td>
<td>90.3</td>
</tr>
</tbody>
</table>

Source: Academic Outcomes from 2008-09 Academic Program Assessment Report (APAR)

The 2008-09 follow-up report was completed in July 2010. Two of the three action items were successfully completed, and the results published in the December 2008-09 follow-up report. The next assessment report is scheduled to be completed during the 2011-12 academic year.
Stakeholder Perceptions

Student Survey of Instruction (SSI)
Each semester, St. Petersburg College (SPC) administers the Student Survey of Instruction. Students are asked to provide feedback on the quality of their instruction using a 7-point scale where 7 indicates the highest rating and 1 indicates the lowest rating.

The purpose of the SSI survey is to acquire information on student perception of the quality of courses, faculty, and instruction, and to provide feedback information for improvement.

Beginning in Fall 2008, all SSI forms (except Clinical B) have been administered electronically using an online format. During 2009-10, the SSI items were reviewed and revised by a committee composed of faculty and administrators. As a result of the revision process, the lecture, non-lecture, and eCampus forms were consolidated into one form, independent of modality, which has been administered online since Spring 2010.

As part of the instrument validation process, the results from the SSI over the last few years were assessed for reliability and validity. The results of this assessment suggested three underlying factors.

The three factors are faculty engagement, preparation and organization, and course instruction. The survey questions are grouped into these categories as defined below:

- **Faculty Engagement** - focuses on how successful the instructor was in encouraging student performance, the instructor’s level of enthusiasm for the subject and respect for students, how well the instructor applied the stated grading policies including providing students appropriate information to determine their grades, and the instructor’s responsiveness to student questions outside of the classroom.

- **Preparation and Organization** - focuses on the instructor’s overall preparation for the course, the instructor’s ability to start and end class on time, the amount of time spent on course-related activities by
the instructor, and the even assignment and appropriateness of course material throughout the term.

- **Course Instruction** - focuses on the instructor’s clarity of instruction, how well the course objectives were defined by the instructor, and how well the instructor met student expectations.

**SSI Results.** The SSI survey is electronically distributed to all students enrolled in traditional classroom sections, lab courses and self-paced or directed individual study, and online courses at the College. The average scores are all well above the traditional threshold (an average of 5.0) used by the College for evaluating seven-point satisfaction scales during all three semesters. The average survey results by semester and content area are shown by Figure 10.

![Figure 10: SSI Results](image)

Source: Student Survey of Instruction Administration Site

**Summary.** All the individual average content area scores were above the traditional threshold (an average of 5.0) used by the College for evaluating seven-point satisfaction scales. These results suggest general overall satisfaction with the courses within the Hospitality and Tourism Management program.
Management program; specifically, as they relate to faculty engagement, preparation and organization, and course instruction.
Advisory Committee

Community input and participation is an important component of the educational process at the College. The advisory committees are an example of community input. Advisory committees meet a minimum of twice annually with additional meetings as needed for good program coordination.

Advisory committee members are appointed by the College President to serve a one-year term of office and must have a demonstrated competency in the program specialty area or an understanding of the program and of the community at large. An exception to the above may be a lay person directly involved in a related program field such as counseling, public relations, or administration of a business or industry.

Specific Functions of Advisory Committees are:

1. Assessing how the program meets the current occupational needs of employers.
2. Reviewing and making recommendations on the program curriculum.
3. Providing input to help prepare students for work in their chosen field.
4. Assisting in recruiting, providing internships, and in placing qualified graduates in appropriate jobs.
5. Expanding and enhancing St. Petersburg College’s reputation in the community by fostering positive community relationships.
6. Approving all program equipment purchases in excess of $999.99.
Recent Meeting Summary.
A Hospitality and Tourism Management advisory committee meeting was held on August 3, 2010. The meeting consisted of a program update, status of the industry, discussions about the spring fundraiser, course update, status of the culinary program, and a discussion about performance standards.

Program Update
Robert Meyer provided a program update, noting that FIU was leaving the partnership program, and there is no replacement yet for the coming academic year. The University Partnership is in discussion with USF Sarasota, as they have expressed some interest. A possible development of a business track within technology and management is pending the outcome of these discussions.

Status of the Industry
Steve Springman provided an update on the status of the industry, noting that economic recovery is slow, with minimal hiring for the industry. He reported that overall demand is growing slowly, with occupancy up 2-3%, and the luxury segment performing the best.

Spring Fundraiser
Steve Springman discussed the spring fundraiser which is planned to be a bowling tournament at Liberty Lanes on May 12th. He suggested that Sysco Foods be the reception sponsor. The committee suggested starting the sponsor level at $5,000, and it was noted that the goal is to have 200 bowlers. Jay Dempsey noted that the role of the student volunteers would be critical, as the bowling subcommittee worked out the details of the tournament.

Course Update
The committee discussed courses that would be appropriate to add for a hospitality track in Management Organizational Leadership. John Kelly agreed to look at possibilities, and provide his suggestions at the spring meeting.
Status of Culinary Program
Jim Olliver noted that the culinary program had been added to the college master planning request, and that he had discussed the culinary interest with the new president. He stated that the advisory committee played a vital role in pushing culinary plans forward, but the current economic climate made such fund raising difficult. He encouraged the committee to think of culinary as an important goal, and continue to explore ways to bring a culinary program to SPC.

Performance Standards
Robert Meyer provided a draft of performance standards for students in the program. Many committee members felt that EA/EO would make the implementation of such a set of standards very difficult. Jay Dempsey and Robert Meyer agreed to continue discussing the topic, and report back at the spring meeting.

The complete committee minutes along with the minutes from previous meetings are located in Appendices B, C, D, and E.

Recent Alumni Survey Information
Fourteen Alumni Surveys were provided to the 2008-09 graduates of the Hospitality and Tourism Management program. Responses were received from two A.S. graduates and four Certificate completers.

Forty-two percent of the graduates contacted responded to the survey (6 of 14). Not all respondents answer every survey question; therefore, the percentages listed below represent the responses to each survey question in relation to the total number of responses received for each question.

Notable results include:
- 66.7% of recent graduate survey respondents who were employed, were employed full-time.
- 16.7% of recent graduate survey respondents had a current position related to their studies.
- 66.7% of recent graduate survey respondents indicated their main goal in completing a degree or certificate at SPC was to “Obtain employment,” while the remaining 33.3% stated their goal was to “Change career fields.”
• 100.0% of recent graduate survey respondents indicated that their SPC degree allowed them to “Change career fields”, and 50.0% selected each of the following: “Continue my education,” “Earn more money,” “Get a promotion,” “Meet Certification/training needs,” and “Obtain employment.” [Note: The total may exceed 100% as this question allows multiple responses.]

• 50.0% of recent graduate survey respondents indicated that SPC did “Exceptionally well” in helping meet their goal, 33.3% “Very well,” while 16.7% thought that SPC did “Adequately.”

• 50.0% of recent graduate survey respondents indicated that they earned between $15.00 and $19.99 per hour ($31,000 and $41,999 annually); 33.3% earned $25.00 or more per hour ($52,000 or more annually); and the remaining 16.7% earned between $10.00 and $14.99 per hour ($21,000 and $30,999 annually).

• 50.0% of recent graduate survey respondents indicated they are continuing their education.

• 100.0% of recent graduate survey respondents would recommend SPC’s Hospitality and Tourism Management program to another.

• An evaluation of Hospitality and Tourism Management graduates’ general education outcomes is displayed in Table 6. Graduates indicated high levels of satisfaction with their college preparation in the area of general education outcomes. Five outcomes each received a mean score of 5.0. Nineteen outcomes received mean scores between 4.0 and 4.7, while the remaining one outcome received a mean score of 3.7.
### Table 6
College Preparation Ratings for Recent Hospitality and Tourism Management Program Graduates

<table>
<thead>
<tr>
<th>General Education Outcomes (Five point rating scale with five being the highest)</th>
<th>Item Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td><strong>Communicating clearly and effectively with others through:</strong></td>
<td></td>
</tr>
<tr>
<td>Speaking</td>
<td>6</td>
</tr>
<tr>
<td>Listening</td>
<td>6</td>
</tr>
<tr>
<td>Reading</td>
<td>6</td>
</tr>
<tr>
<td>Writing</td>
<td>3</td>
</tr>
<tr>
<td><strong>Your use of mathematical and computational skills:</strong></td>
<td></td>
</tr>
<tr>
<td>Comfortable with mathematical calculations</td>
<td>6</td>
</tr>
<tr>
<td>Using computational skills appropriately</td>
<td>6</td>
</tr>
<tr>
<td>Accurately interpreting mathematical data</td>
<td>6</td>
</tr>
<tr>
<td><strong>Using the following forms of technology:</strong></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>6</td>
</tr>
<tr>
<td>Word Processing</td>
<td>6</td>
</tr>
<tr>
<td>Spreadsheets</td>
<td>6</td>
</tr>
<tr>
<td>Databases</td>
<td>6</td>
</tr>
<tr>
<td>Internet Research</td>
<td>6</td>
</tr>
<tr>
<td><strong>Thinking logically and critically to solve problems:</strong></td>
<td></td>
</tr>
<tr>
<td>Gathering and assessing relevant information</td>
<td>6</td>
</tr>
<tr>
<td>Inquiring about and interpreting information</td>
<td>6</td>
</tr>
<tr>
<td>Organizing and evaluating information</td>
<td>6</td>
</tr>
<tr>
<td>Analyzing and explaining information to others</td>
<td>6</td>
</tr>
<tr>
<td>Using information to solve problems</td>
<td>6</td>
</tr>
</tbody>
</table>
### Table 6

**College Preparation Ratings for Recent Hospitality and Tourism Management Program Graduates continued**

<table>
<thead>
<tr>
<th>General Education Outcomes</th>
<th>Item Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>(Five point rating scale with five being the highest)</em></td>
<td>N</td>
</tr>
<tr>
<td><strong>Working effectively with others in a variety of settings:</strong></td>
<td></td>
</tr>
<tr>
<td>Participating as a team player (e.g., group projects)</td>
<td>6</td>
</tr>
<tr>
<td>Working well with individuals from diverse backgrounds</td>
<td>6</td>
</tr>
<tr>
<td>Using ethical courses of action</td>
<td>6</td>
</tr>
<tr>
<td>Demonstrating leadership skills</td>
<td>6</td>
</tr>
<tr>
<td><strong>Appreciating the importance of lifelong learning:</strong></td>
<td></td>
</tr>
<tr>
<td>Showing an interest in career development</td>
<td>6</td>
</tr>
<tr>
<td>Being open to new ideas and challenges</td>
<td>6</td>
</tr>
<tr>
<td>Willingness to take on new responsibilities</td>
<td>6</td>
</tr>
<tr>
<td>Pursuing additional educational opportunities</td>
<td>6</td>
</tr>
</tbody>
</table>

**Employer Survey Information**

Employer Surveys were sent out based on the permissions provided by recent graduates in the 2008-09 recent graduate survey. Since permission was not received from Hospitality and Tourism graduates, Employer Survey information is not available.
Occupation Profile

Two occupation descriptions were located in the Bureau of Labor Statistics for the Hospitality and Tourism Management program. The first was the occupation description for Lodging Managers and the second was for Food Service Managers. The information below is separated by each occupation description.

Occupation Description for Lodging Managers

The occupation description used for Lodging Managers by the Bureau of Labor Statistics is shown below:

*Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.*

US, State, and Area Wage Information for Lodging Managers

The distribution of 2009 wage information for the Hospitality and Tourism Management program, Lodging Managers is located in Table 7. The median yearly income for Lodging Managers was $46,300 in the United States, and $65,350 in the local area. The wage information is divided by percentiles for hourly and yearly wages. This information is also separated by location.

**Table 7**

**Wage Information for Lodging Managers**

<table>
<thead>
<tr>
<th>Location</th>
<th>Pay Period</th>
<th>10%</th>
<th>25%</th>
<th>Median</th>
<th>75%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>Hourly</td>
<td>$13.68</td>
<td>$16.98</td>
<td>$22.26</td>
<td>$30.71</td>
<td>$41.15</td>
</tr>
<tr>
<td></td>
<td>Yearly</td>
<td>$28,450</td>
<td>$35,310</td>
<td>$46,300</td>
<td>$63,890</td>
<td>$85,600</td>
</tr>
<tr>
<td>Tampa-St. Petersburg-Clearwater, FL MSA</td>
<td>Hourly</td>
<td>$17.73</td>
<td>$19.86</td>
<td>$31.42</td>
<td>$41.92</td>
<td>$50.42</td>
</tr>
<tr>
<td></td>
<td>Yearly</td>
<td>$36,880</td>
<td>$41,320</td>
<td>$65,350</td>
<td>$87,200</td>
<td>$104,870</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics, Occupational Employment Statistics Survey; Florida Agency for Workforce Innovation
National, State, and County Trends for Lodging Managers

Employment trend information is included in Table 8 and divided by country and state. The average annual increase in employment for Lodging Managers over the next 6 - 8 years for the country and state is between 4.7% and 10.0%.

Table 8
State and National Trends for Lodging Managers

<table>
<thead>
<tr>
<th>United States</th>
<th>Employment</th>
<th>Percent Change</th>
<th>Job Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2018</td>
<td></td>
</tr>
<tr>
<td>Lodging managers</td>
<td>59,800</td>
<td>62,600</td>
<td>+4.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Florida</th>
<th>Employment</th>
<th>Percent Change</th>
<th>Job Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>Lodging managers</td>
<td>4,120</td>
<td>4,510</td>
<td>+10.0%</td>
</tr>
</tbody>
</table>

1Job Openings refers to the average annual job openings due to growth and net replacement.

Note: The data for the State Trends and the National Trends are not directly comparable. The projections period for the State Trends is 2006-2016, while the projections period for the Country and County Trends is 2008-2018.


Occupation Description for Food Service Managers

The occupation description used for Food Service Managers by the Bureau of Labor Statistics is shown below:

Plan, direct, or coordinate activities of an organization or department that serves food and beverages.

US and Area Wage Information for Food Service Managers

The distribution of 2009 wage information for the Hospitality and Tourism Management program, Food Service Managers is located in Table 9. The median yearly income for Food Service Managers was $47,210 in the United States, and $53,730 in the local area. The wage information is divided by percentiles for hourly and yearly wages. This information is also separated by location.
### Table 9
**Wage Information for Food Service Managers**

<table>
<thead>
<tr>
<th>Location</th>
<th>Pay Period</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>Hourly</td>
<td>$14.33</td>
</tr>
<tr>
<td></td>
<td>Yearly</td>
<td>$29,810</td>
</tr>
<tr>
<td><strong>Tampa-St. Petersburg-Clearwater, FL MSA</strong></td>
<td>Hourly</td>
<td>$15.08</td>
</tr>
<tr>
<td></td>
<td>Yearly</td>
<td>$31,360</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics, Occupational Employment Statistics Survey; Florida Agency for Workforce Innovation

### National, State, and County Trends for Food Service Managers

Employment trend information is included in Table 10 and divided by country and state. The average annual increase in employment for food service managers over the next 6 - 8 years for the country and state is between 5.3% and 12.0%.

### Table 10
**State and National Trends for Food Service Managers**

<table>
<thead>
<tr>
<th>United States</th>
<th>Employment</th>
<th>Percent Change</th>
<th>Job Openings ¹</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2018</td>
<td></td>
</tr>
<tr>
<td>Food service managers</td>
<td>338,700</td>
<td>356,700</td>
<td>+ 5.3%</td>
</tr>
<tr>
<td>Florida</td>
<td>Employment</td>
<td>Percent Change</td>
<td>Job Openings ¹</td>
</tr>
<tr>
<td></td>
<td>2006</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>Food service managers</td>
<td>15,840</td>
<td>17,780</td>
<td>+ 12.0%</td>
</tr>
</tbody>
</table>

¹Job Openings refers to the average annual job openings due to growth and net replacement.

Note: The data for the State Trends and the National Trends are not directly comparable. The projections period for the State Trends is 2006-2016, while the projections period for the Country and County Trends is 2008-2018.

**Major Employers**

Graduates of SPC’s Hospitality and Tourism Management program are employed in various hotels and restaurants, including Intercontinental Hotels, Holiday Inn, Hooters, St. Petersburg Chamber of Commerce, Outback, Marriott Hotels, The Vinoy, Lowes Resorts, Hyatt Hotels, Red Lobster, Disney, Ritz Carlton Hotels, Dennys, Subway, TGI Friday’s, Chilis, La Quinta, Olive Garden, and Six Flags, as depicted in Table 11.

### Table 11

**Major Employers**

<table>
<thead>
<tr>
<th>Employers of Hospitality and Tourism Management Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercontinental Hotels</td>
</tr>
<tr>
<td>Holiday Inn</td>
</tr>
<tr>
<td>Hooters</td>
</tr>
<tr>
<td>St. Petersburg Chamber of Commerce</td>
</tr>
<tr>
<td>Outback</td>
</tr>
<tr>
<td>Marriott Hotels</td>
</tr>
<tr>
<td>The Vinoy</td>
</tr>
<tr>
<td>Lowes Resorts</td>
</tr>
<tr>
<td>Hyatt Hotels</td>
</tr>
<tr>
<td>Red Lobster</td>
</tr>
<tr>
<td>Disney</td>
</tr>
<tr>
<td>Ritz Carlton Hotels</td>
</tr>
<tr>
<td>Dennys’s</td>
</tr>
<tr>
<td>Subway</td>
</tr>
<tr>
<td>TGI Friday’s</td>
</tr>
<tr>
<td>Chili’s</td>
</tr>
<tr>
<td>La Quinta</td>
</tr>
<tr>
<td>Olive Garden</td>
</tr>
<tr>
<td>Six Flags</td>
</tr>
</tbody>
</table>

Source: Program Director input
Total Placement

Total Placement is the percentage of students who have an acceptable placement after graduation. Acceptable placement includes students who are enlisted in the military, continuing their education, and/or employed in their field within the first year of graduation. Only students with A.S. and A.A.S degrees are used in the calculation. The Total Placement in the Hospitality and Tourism Management program from 2005-06 through 2006-07 remained consistent at 100%, but decreased to 89% in 2007-08 as shown by Figure 11.

![Total Placement Graph](Image)

*Figure 11: Total Placement*

Source: 2010-11 SPC Factbook, Table 38
State Graduates Outcomes

To provide reference information for the employment trend data, program graduate state outcome data is provided for all academic programs included within Hospitality and Tourism Management. Hospitality and Tourism Management program graduate state outcome data is provided in Table 12.

Sixty-nine students completed a state Hospitality and Tourism Management program in 2007-08, of those fifty-two had some matching state data and were employed. Seventy-nine percent (79%) of those state graduates were employed at least a full quarter, resulting in an overall placement rate of 81%. SPC’s graduates exceeded this figure, with a placement rate of 100% as depicted in Table 12.

Table 12
Hospitality and Tourism Management Program Graduates 2007-08 Outcomes by Florida Community College

<table>
<thead>
<tr>
<th>Florida Community College</th>
<th>Total Completers</th>
<th># Found Employed</th>
<th># Employed for a Full Qtr</th>
<th>% Employed For a Full Qtr</th>
<th>FETPIP Pool</th>
<th># Training Related (Employed, Education, or Military)</th>
<th>Placement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona State</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>100</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Broward</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>88%</td>
<td>7</td>
<td>5</td>
<td>71%</td>
</tr>
<tr>
<td>Miami Dade</td>
<td>14</td>
<td>9</td>
<td>7</td>
<td>78%</td>
<td>9</td>
<td>6</td>
<td>67%</td>
</tr>
<tr>
<td>Palm Beach</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>50%</td>
<td>3</td>
<td>2</td>
<td>67%</td>
</tr>
<tr>
<td>Pensacola</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>75%</td>
<td>5</td>
<td>3</td>
<td>60%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>12</td>
<td>9</td>
<td>6</td>
<td>67%</td>
<td>9</td>
<td>9</td>
<td>100%</td>
</tr>
<tr>
<td>Valencia</td>
<td>18</td>
<td>14</td>
<td>13</td>
<td>93%</td>
<td>15</td>
<td>13</td>
<td>87%</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>50%</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>69</td>
<td>52</td>
<td>41</td>
<td>79%</td>
<td>52</td>
<td>42</td>
<td>81%</td>
</tr>
</tbody>
</table>

Source: Florida Education and Training Placement Information Program (FETPIP), Community College Vocational Reports (http://www.fldoe.org/fetpip/pdf/0708pdf/fcs0708asc.pdf)
Program Administrator’s Perspective: Issues, Trends, and Recent Successes

An ongoing issue in the Hospitality and Tourism Management program has been the need for a culinary program or track. The main obstacle has been the requisite for expensive specialized facilities. The addition of a culinary program will be explored further in the 2011-12 academic year.

Another challenge has been the elimination of Florida International University’s B.A. program, which was offered at SPC through the University Partnership Center (UPC). This program served our students in Pinellas County who wished to continue on with their hospitality studies in the Tampa Bay area. We have been exploring other partnerships, and recently, USF program administrators located at the Sarasota campus have expressed an interest. Presently, UPC and USF administrators are discussing the possibility of a partnership for the next academic year. It is our goal to acquire a replacement for the FIU partnership.

Student retention continues to be a concern. The majority of students in the Hospitality and Tourism program work in the industry, and their work often conflicts with school. A typical pattern of hospitality students is to loop in and out of school with the forces of time and financial resources being competitive factors. This pattern will most likely continue, especially in view of the current economic climate.

The Parks and Leisure program has been a positive addition to the hospitality program, as they complement each other, and offer more career choices for our students.
Program Action Plan

Program: Hospitality and Tourism Management

Date Completed: October 2010

Prepared By: Robert Meyer

I. Action Plan Items

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Measure Addressed (Value)</th>
<th>Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Complete performance standards for students in Hospitality and Tourism.</td>
<td>Actual Course Enrollment</td>
<td>October 2011</td>
<td>Robert Meyer</td>
</tr>
<tr>
<td>2 Replace FIU 2+2 with SPC 4-year alternative.</td>
<td>Actual Course Enrollment</td>
<td>October 2011</td>
<td>Robert Meyer</td>
</tr>
<tr>
<td>3 Review marketing material, and revise where necessary.</td>
<td>Actual Course Enrollment</td>
<td>October 2011</td>
<td>Robert Meyer</td>
</tr>
<tr>
<td>4 Continue to explore ways utilize social media.</td>
<td>Actual Course Enrollment</td>
<td>October 2011</td>
<td>Robert Meyer</td>
</tr>
<tr>
<td>Action Item</td>
<td>Measure Addressed (Value)</td>
<td>Completion Date</td>
<td>Responsible Party</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------</td>
<td>-----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>5</td>
<td>Continue to explore opportunities to bring culinary courses and facilities to Campus to complement the hospitality management curricula as part of the master planning initiative.</td>
<td>Program Development</td>
<td>October 2011</td>
</tr>
</tbody>
</table>

II. **Special Resources Needed:**

Approximately $3 million is needed for culinary laboratories, and related classrooms. A new culinary instructor will have to be hired.

III. **Area(s) of Concern/Improvement:**

Two areas of concern are general enrollment, and program development.
President’s Cabinet Review

Summary of observations, recommendations, and decisions:

The Hospitality and Tourism Management CAPR was presented to the President’s Cabinet on March 14, 2011. At that time there was concern expressed regarding the number of students completing the program. To address these concerns, the Hospitality and Tourism Management Leadership have taken the following steps:

- Worked with the Workforce and Academic Effectiveness areas to begin a discussion with the Provost/Dean’s Council about global strategies for improving completion rates in the AS degree and certificate programs. This included the development of a new initiative to require students to be in the correct program plan once they have completed a select number of introduction courses in each AS program. Once implemented, this new initiative would improve the institution’s ability to more accurately track students within the programs.

- Creation of shorter term certificates in the Hospitality and Tourism Management. Three new certificates will begin this fall, pending Board of Trustee approval. Each certificate will be attainable within one academic year. The certificates are Rooms Division Specialist, Rooms Division Operations, and Food and Beverage Specialist. These certificates will provide students the ability to complete a credential in a short period of time and encourage them to continue their studies towards an AS degree.
References

Contact Information

Please address any questions or comments regarding this evaluation to:

Jesse Coraggio, Ph.D.
Director, Academic Effectiveness and Assessment
St. Petersburg College, P.O. Box 13489, St. Petersburg, FL 33733
(727) 341-3084
coraggio.jesse@spcollege.edu
### HOSPITALITY AND TOURISM MANAGEMENT

**ASSOCIATE IN SCIENCE DEGREE**

(HMGT-AS)

http://www.spcollege.edu/program/HMGT-AS

(Fully transferable to a Bachelor’s Degree at Florida International University)

Dr. Robert Meyer, Lead Instructor (727) 394-6165

---

#### **GENERAL EDUCATION COURSES (18 credits)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENC 1101</td>
<td>Composition I or (Honors)</td>
<td>3</td>
</tr>
<tr>
<td>ENC 1102</td>
<td>Composition II or (Honors)</td>
<td>3</td>
</tr>
<tr>
<td>Humanities/Fine Arts Approved Course****</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mathematics a</td>
<td>One college-level course with MAC, MAP, MAS, MGF or STA prefix</td>
<td>3</td>
</tr>
<tr>
<td>Social &amp; Behavioral Sciences Approved Course****</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SPC 1065</td>
<td>Business and Professional Speaking OR (SPC 1017, 1017H, 1608 or 1608H)</td>
<td>3</td>
</tr>
</tbody>
</table>

#### PROFESSIONAL CORE COURSES (46 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACG 2021</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CGS 1100</td>
<td>Computer Applications</td>
<td>3</td>
</tr>
<tr>
<td>GEB 1011</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>FSS 2235C</td>
<td>Introductory Food Production Management</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1000</td>
<td>Introduction to the Hospitality and Tourism Industry</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1210</td>
<td>Supervision in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1300</td>
<td>Housekeeping Operations</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1410</td>
<td>Front Office Procedures</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1500</td>
<td>Marketing in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HFT 2450</td>
<td>Hospitality Cost Controls</td>
<td>3</td>
</tr>
<tr>
<td>HFT 2600</td>
<td>Hospitality Law</td>
<td>3</td>
</tr>
<tr>
<td>HFT 1941</td>
<td>Operations &amp; Service Practicum</td>
<td>2</td>
</tr>
<tr>
<td>HFT 2265</td>
<td>Food Service Operations</td>
<td>3</td>
</tr>
<tr>
<td>HFT 2942</td>
<td>Hospitality Internship</td>
<td>3</td>
</tr>
<tr>
<td>MNA 1751</td>
<td>Customer Service I</td>
<td>1</td>
</tr>
<tr>
<td>MNA 1760</td>
<td>Customer Service II</td>
<td>1</td>
</tr>
<tr>
<td>PHI 1631</td>
<td>Studies in Professional Ethics OR (PHI 1600, 1602H, 2635, or 2649)</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL PROGRAM HOURS** 64
Appendix B: Advisory Board Committee Minutes and Recommendations, 2010-11

Hospitality Advisory Meeting
Fall 2010

Present:
Steve Springman
Dan Babbitt
John Kelley
Damette Lynch
Jay Dempsey
Heather Alamillo
Jim Olliver
Robert Meyer
Gary Graham

Steve Springman called the meeting to order at 9:00 AM

Robert Meyer: Provided a program update report. Noted that FIU was leaving the partnership program and at this time there was not replacement for next academic year. USF Sarasota has expressed some interest and the University Partnership was in discussions with them. There is some interest in developing a business track within technology and management but this is pending the outcome of the discussions with USF.

Steve Springman provided an update on the status of the industry. He indicated that the economic recovery is slow for the hospitality industry and that most operations were doing minimal hiring. He noted that the best recovery seems to be in the NE sector of the US and was hopeful that trend would continue across the US. In brief the notes were that overall demand is growing however it is slow. Average room rates are slipping. Occupancy is up 2-3%. Average daily rate has dropped 2-3%. The luxury segment is performing the best. Although the restaurant industry has been hard hit it appears the higher end restaurants are performing the best. Heather pointed out that technology and video conferencing is having some negative impact on meeting sales.
Appendix B: Advisory Board Committee Minutes and Recommendations, 2010-11, con’t

Steve Springman discussed the spring fundraiser which is planned to be a bowling tournament at Liberty Lanes. It was agreed by the committee that the event would take place at Liberty Lanes on May 12th 2011. There was discussion of the format for the sponsors and the awards. The committee suggested the sponsor level should start at $5000.00. It was also decided to change the lane sponsors to associate. Dannette Lynch suggested there be a sponsor for the awards ceremony. Steve Springman suggested that Sysco Foods be the reception sponsor. Jay Dempsey noted that there will be limited space for the reception and that it would need to be held perhaps in a meeting room. Dannette Lynch and Jay Dempsey noted with teams of 4 the goal would be 200 bowlers. Jay Dempsey also noted the role of the student volunteers would be critical as the bowling subcommittee worked out the details of the tournament. The committee agreed that the subcommittee would be working more on tournament details after the first of the year.

The next topic discussed was what courses would be appropriate to add for a hospitality track in Management Organizational Leadership. The initial suggestions included human resources, organizational management, strategic management and/or sales and marketing. John Kelly agreed to serve as a subcommittee to look at possibilities and provide his suggestions at the spring meeting.

Dannette Lynch pointed out that the local Tampa Bay industry has provided some $200,000.00 to SPC in scholarships through their fund raising programs. The Extravaganza this year is attracting 350 attendees.

Jim Oliver provided a review of the status of culinary. He noted that it had been added to the college master planning request. He noted that he had discussed the culinary interest with the new president. He noted that funds for new construction for colleges were tight due to the economy. He noted that the advisory committee played a vital role in pushing culinary plans forward but did admit the current economic climate made such fund raising difficult. He encouraged the committee to think of culinary as an important goal and continue to explore ways to bring a culinary program to SPC.

Robert Meyer provided a draft of performance standards for students in the program. The committee was highly critical of the list of performance standards. Many committee members felt that EA/EO would make the implementation of such a set of standards very difficult. After much discussion it was agreed that Jay Dempsey and Robert Meyer would continue a discussion on the topic and report back at the spring meeting.

The next meeting was set for 4-7-11 possibly at Liberty Lanes.

The meeting was adjourned at 11:00 AM.
Appendix C: Advisory Board Committee Minutes and Recommendations, 2009-10

Hospitality Advisory Meeting Minutes
June 29, 2010

Present:
Heather Alamilo
Steve Springman
John Kelley
Dan Babbitt
Sandy Ho
James Olliver
Lynne Wolfe
Gary Graham
Robert Meyer

The meeting was called to order at 9:30 AM

Jim Olliver provided a campus and college update for the committee. The points included enrollment being up, Seminole hiring nine new faculty, A discussion of the Institute for Public Policy, Update on the new President Bill Law. Discussed that culinary was still being explored and the new president had been made aware of that goal.

Lynne Wolfe provided updates on the Career and Development Center. Highlights provided were the high school competition. Discussed Road Trip Nation and several events that were planned for fall. There was more discussion of the Entrepreneurship Certificate Program which will begin fall 2010.

Jim Olliver discussed the new uniform A.S program brochures. He explained that hospitality was included but the program can continue to utilize the current brochures as well.

Robert Meyer delivered a program report and update. Feedback from the committee was that customer service skills continue to be critical. Addition feedback from the committee was that one-on-one speaking skills are important for employees and new hires. Also important are written skills; problem solving; team efforts; skills in developing long-term solutions to problems; ability for employees to take constructive criticism. Robert Meyer assured the committee that these topics were included in the present curriculum.
Appendix C: Advisory Board Committee Minutes and Recommendations, 2009-10, con’t

Steve Springman and Heather Alamillo provided the industry update. The main points were that the industry is still sluggish. Concern remains about the immediate and long-term impact of the gulf oil spill. ADR is still not good in the industry. Concern that there is “anti-big business” sentiment among some consumers. Overall it is difficult to evaluate the current business situation. The economy recovery remains a concern. High end hospitality business appears to be getting stronger. However overall booking patterns are not predictable. There is some movement for the big players to form collective bargaining strategies.

The bowling tournament discussion provided a general agreement to move ahead with the event. The target date would be spring of 2011. A discussion of both Liberty Lanes and Seminole Lanes resulted in a decision to move forward with Liberty Lanes. A subcommittee was formed which included Heather Alamillo, Dannette Lynch, Steve Springman, Jay Dempsey and Robert Meyer. Lynn Wolf provided some historical information with past events at Liberty Lanes. A subcommittee meeting for this event planning was set for August 3rd at Spring Hill Suites.

With no other business the meeting was adjourned at 10:45 AM.
Appendix C: Advisory Board Committee Minutes and Recommendations, 2009-10, con’t

Hospitality Advisory Minutes
12-17-09

In attendance:
Jim Olliver, Calvin Harris, John Kelley, Dannette Lynch, Steve Springman, George Glover

Discussion of any needs for new equipment. It was concluded that at this time there are no needs for additional equipment.

The group discussed the on-going need for customer service training as this remains a constant goal for the industry. Dr. Meyer explained that there are two customer service courses and that customer service is taught in virtually every class.

There was a discussion of using social networking for the program and Dr. Olliver explained the college was moving forward with social networking efforts.

The golf tournament was discussed and after lengthy discussion it was decided to investigate a bowling tournament for next year as opposed to a golf tournament. Dannette Lynch provided examples of a successful bowling tournament that she had overseen last year. This was the FLRA bowling tournament which proved more successful than a bowling tournament.

Steve Springman suggested that we began investigation of such an event and make a decision at the spring meeting.

The committee to investigate the bowling tournament is John Kelley, Dannette Lynch, and Steve Springman as well as Dr. Meyer.

There was a discussion of a combination of Parks and Recreation and Hospitality in certain areas. This was put forward by Dr. Olliver. Calvin Harris felt that the program should be kept independent but work together. Calvin believed each program has their own market and own brand name.

Dr. Olliver explained the FIU teach-out. He explained we were looking for another partner and would keep the committee informed of the process.

The meeting was adjourned with not additional business.
Appendix D: Advisory Board Committee Minutes and Recommendations, 2008-09

Hospitality Advisory Committee
Fall Meeting 2008

Present: Steve Springman; Dan Babbitt; George Glover; Heather Robinson; John Kelly; Joan Remington; Jim Olliver

Call to order by Steve Springman

Steve Springman discussed contacts by representatives of the travel agent sector who were interested in SPC adding a travel agent training program. Steve indicated that they had tried this program at PTEC last year and the program failed. The enrollment for the year was two students and thus PTEC cancelled the program. It was the feeling of the committee that this sector was not an area that the SPC program should look at in this economy.

Robert Meyer opened a discussion and review of the current SPC program. The committee reviewed the program and continued to stress customer service as a vital component. Virtually every course now has a customer service component plus two customer service courses. The committee believed the course offerings were fine after the review.

The committee discussed the current economy and felt that this was a normal business cycle, but added that the downturn will most likely continue through 2009.

The committee discussed the proposed scholarship program which was endorsed at the last meeting. It was concluded that this was not the time to implement such a program due to the stress on SPC Foundation funds. The proposed expansion of the scholarship program was tabled.

Robert Meyer discussed the interest of a book exchange by the hospitality club. Dr. Olliver explained this had been reviewed by the college legal counsel and determined it could be done. The approval was given to the Hospitality club to organize the effort for implementation in fall of 2009.

The committee next discussed if a golf tournament should be launched for 2009. The economy has been a major concern of the members. Steve Springman put the tournament to a vote and it was unanimous that a tournament should be done in the spring of 2009. The members of the committee all agreed that it would be a difficult year but pledged to support the event. The first golf organizational meeting was scheduled for December 8th. Hooters Restaurants agreed to again sponsor the event. The place and date will be determined in the month of December at the golf subcommittee meetings. Jim Olliver said he would contact SPC Institutional Advancement regarding a contact person to assist with the event. Joan Remington discussed the possibility of other types of projects other than a golf event. The committee felt at this time they should stick with the golf tournament, since starting a new event in tough times could prove challenging.
Appendix D: Advisory Board Committee Minutes and Recommendations, 2008-09, con’t

Jim Olliver discussed the concern expressed by a student who had a felony in their background and explained potential responses as the issue pertains to internships. Dr. Olliver explained the appropriate college administrators had reviewed the situation and had concluded that one option would be for students to be responsible for finding their own internships. Also we could put in the catalogue appropriate language in the course description.

Dr. Olliver discussed the challenges the college faced during these difficult economic times and assured the committee the college was being very proactive in guiding the college through these challenging. He pointed out the enrollment is up 10% at the Seminole Campus and over 4% college-wide. He discussed the culinary program and indicated that during these difficult times that initiative remains on hold. He indicated that the college was looking at new ways to raise money and discussed the Seminole art auction to support the Natural Habitat Park Project as an example.

There was a discussion of the green movement in the hotel industry and Jim Olliver explained that Seminole was looking a green programs. Heather discussed the interest in the industry in the green movement and Jim Olliver indicated that there may be some additional opportunities to tie the hospitality program into his green initiatives. The discussion included a discussion about local/organic gardening, and the group endorsed a potential initiative/fund-raiser that might highlight this topic, potentially by inviting vendors and even having an organic cooking demonstration in the Digitorium.

The spring meeting date was set for May 14th at 9:00 AM. Place TBD.

The meeting was adjourned at 10:30.
**Appendix E: Advisory Board Committee Minutes and Recommendations, 2007-08**

**HOSPITALITY ADVISORY COMMITTEE MEETING**  
**DATE: MAY 27, 2008, 9:00 AM**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Discussion/Recommendations</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome/Introductions</td>
<td>Introduction completed. Review of minutes tabled.</td>
<td></td>
</tr>
<tr>
<td>Annual Program Review</td>
<td>Members provided positive feedback regarding current enrollment and marketing efforts by Dr. Meyer for the program</td>
<td>Recommended Dr. Meyer continue with local marketing efforts which continue to prove successful</td>
</tr>
<tr>
<td>Mini-grant/Scholarships</td>
<td>The mini-grant program was reviewed. There is approximately $138,000.00 currently in the hospitality fund.</td>
<td>Members approved and recommended a maximum of $24,000 for the next academic year. Members recommended a template to be developed for possible scholarships. This will be discussed at the next meeting further.</td>
</tr>
</tbody>
</table>

**Update on Annual golf tournament**

- Move date to spring of 2009  
  More time in academic year to prepare for tournament  
  Recommended

- Hooter’s Corporation again agreed to sponsor  
  Discussion that the Hooter sponsored event was well organized and supported  
  Recommended

- Golf Course  
  Place of event for spring of 2009 still under investigation  
  Continue to report on progress at next meeting

- Student involvement  
  The Hospitality Club proved again to be an excellent support element in the tournament  
  Recommended the club again be directly involved in the 2009 tournament

- Marketing plans  
  The information be put together by the middle of September  
  Will review at next meeting

**Update on Program**  
Tabled until Nov meeting.

- Review of program by advisory members  
  To be done during fall semester  
  Recommended

- Culinary  
  Discussion of the difficulty of starting new program in tight economic times. Discussion of a focus group.  
  Steve Springman chair, will continue to discuss interest in the community
Appendix E: Advisory Board Committee Minutes and Recommendations, 2007-08, con’t

<table>
<thead>
<tr>
<th>Parks and Recreation</th>
<th>Review of program by Larry Goldsmith.</th>
<th>No action required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>Review of current members</td>
<td>New members will be submitted at the start of fall semester after review of current members who have left the community due to job relocation.</td>
</tr>
</tbody>
</table>

Next meeting: TBD pending which times will work with advisory
Will be coordinated with college wide advisory meeting dates and times

Adjournment
Adjourned at approximately 11:15 AM.