



Student Learning Outcomes (SLOs) Report for Non-Accredited Programs

(updated 9/19/23)

Program Type: **Non-Accredited Program**

Program Name: Bachelor of Science in Hospitality and Tourism Management

Submitted By: Lisa Brooks

Email: tlbrooks@eiu.edu

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Review Cycle:

- X Even Year**
- Odd Year

Review Round:

- X Round A** (Associate Dean review)
- Round B** (Associate Dean + VPAA review)

All SLO reports are archived here: <https://www.eiu.edu/assess/majorassessment.php>

DUE: **October 15th** to your Associate Dean or designee

Each academic program is expected to prepare a Summary of the Assessment Data by Student Learning Outcome. This summary may take the form of a chart or other means of presentation that describes the annual data collected, when it is collected, in which course(s), through which assignment or activity, and by whom. This summary should clearly indicate what the program seeks to discover in its students' learning. The summary should correspond to the record-keeping documents maintained by the academic program.

Program Name:

PART 1. OVERVIEW OF STUDENT LEARNING OUTCOMES AND MEASURES

Student Learning Outcome (SLO)	What measures and instruments are you using? This could be an oral or written exam, a regularly assigned paper, a portfolio—administered early and later in coursework.	How are you using this info to improve student learning? What are you hoping to learn from your data? Include target score(s) and results , and specify whether these were met, not met, or partially met for each instrument.	Does your SLO correspond to an undergraduate learning goal (ULG) : writing, speaking, quantitative reasoning, critical thinking, responsible citizenship?
Demonstrate effective communication skills for the hospitality and tourism industry using written, oral, and technological formats.	a. EIU EWP Ratings – EWP Rating Rubric b. EIU Speaking Rubrics – Primary Trait Rubrics in CMN 1310G & Senior Seminar c. HTM 2700 Trends and Issues Presentation – HTM Speaking Rubric	a. The scores were slightly below the EIU average indicating that the expectation for writing skills was not met over the course of the evaluation period. b. CMN 1310G – Scores indicate that the “above EIU average” was partially met with above average scores in 2020-2021 & 2023-2024. In addition, Senior Seminar scores reflect that the goal was partially met with above averages scores in 2018-2019. Overall, data suggests that HTM students partially met the speaking goal when compared to the EIU averages. c. The target score of 80% 3+ on 4-point scale was partially met over the course of the evaluation period. The data reflects improvement in speaking skills during the	Yes. This objective corresponds with the ULG’s of writing and speaking.

	<p>d. HTM 4380 Company Analysis Paper – HTM Writing Rubric</p> <p>e. Internship Supervisor Evaluation—Site Supervisor Survey A Items</p> <p>f. Senior Exit Survey – Exit Survey Question 14 -- 80% 4+ on 5- point scale</p>	<p>evaluation period with the goal being met in FA23 (85%).</p> <p>d. The target score of 80% 3+ on 4-point scale was not met suggesting lower than average writing skills.</p> <p>e. The target score of 80% 3+ on 4-point scale was met during the evaluation period. Note: The internship supervisor evaluation information was changed in SU23 to be in alignment with the School of Business internships. Previously, the internship was unique to the HTM program. Recommend replacing Internship Supervisor Survey A Items with updated School of Business internship assessment data.</p> <p>f. The target score of 80% 4+ on 5-point scale was met with 100% attainment in each year of the evaluation period suggesting that student perceptions of communication skills are strong.</p>	
<p>Analyze problems and apply managerial solutions utilizing quantitative reason concepts and critical thinking skills.</p>	<p>a. HTM 2740 Star Reports – HTM Quantitative Rubric</p> <p>b. HTM 3370 Case Studies – HTM Critical Thinking Rubric. Note: HTM 3370 removed from HTM major effective FA24. Replaced assignment with HTM 4380 Leadership: HTM Leaders Book Summary using the HTM Critical Thinking Rubric effective SP24. Will propose this course and assignment change for the future.</p>	<p>a. The target score of 80% 3+ on 4-point scale was met with 87% attainment during the evaluation period.</p> <p>b. The target score of 80% 3+ on 4-point scale was partially met during the evaluation period. HTM 4380 Leadership: HTM Leaders Book Summary using the HTM Critical Thinking Rubric in SP24 suggests improved assessment outcomes due to the change to a senior-level course and applied subject matter, i.e., from ethical decision-making (abstract, philosophical principles) to applied leadership practices.</p>	<p>Yes. This objective corresponds with the ULG's of quantitative reasoning and critical thinking skills.</p>

	<p>c. HTM 3786 Inventory Assignment – HTM Thinking Rubric (Student Position and Conclusion Items). HTM 3786 – Removed from curriculum in FA23.</p> <p>d. HTM 4380 Hotel Final Simulation Report – HTM Quantitative Rubric. Note: HTM 4380 was revised to remove the HTM Simulation assignment to HTM 2740 effective FA24. A new computer simulation program has been selected and data will continue to be assessed in HTM 2740).</p>	<p>c. The target score of 80% 3+ on 4-point scale was met during the evaluation period. Note: This course was removed from the HTM curriculum in FA23 due to faculty retirement. An equivalent has not been identified.</p> <p>d. The target score of 80% 3+ on 4-point scale was not met during the evaluation period. Students struggled with the user-friendliness of the hotel simulation computer program which may have contributed to the lower-than-expected scores. A new, more user-friendly hotel simulation program has been selected which may improve outcomes.</p>	
	<p>e. Internship Site Supervisor Evaluation – Site Supervisor Survey B Items Average</p> <p>f. Senior Exit Survey—Exit Survey Q5, Q12 average.</p>	<p>e. The target score of 80% 3+ on 4-point scale was met during the evaluation period. Note: The internship supervisor evaluation information was changed in SU23 to be in alignment with the School of Business internships. Previously, the internship was unique to the HTM program. Recommend replacing Internship Supervisor Survey B Items with updated School of Business internship assessment data.</p> <p>f. The target score of 80% 3+ on 4-point scale was met during the evaluation period.</p>	

<p>Develop an awareness of ethical values and social responsibility in a multicultural environment. Demonstrate functional and operational skills relevant to the hospitality and tourism industry.</p>	<p>a. HTM 2600G: Final Paper – HTM Ethics & SR Rubric</p> <p>b. HTM 3370: Utilitarianism Assignment – HTM Ethics & SR Rubric. Course removed from curriculum in FA24. Equivalent data collected in HTM 4380 Generational Differences Case Study effective SP24.</p> <p>c. Internship Supervisor Evaluation – Site Supervisor C Items Average</p> <p>d. Senior Exit Survey – Exit Survey Q7, Q13 average</p>	<p>a. The target score of 80% 3+ on 4-point scale was partially met during the evaluation period.</p> <p>b. The target score of 80% 3+ on 4-point scale was partially met during the evaluation period. HTM struggled with applying philosophical, ethical principles of Utilitarianism. This course was removed from the HTM program effective FA24 and replaced with an applied Business Ethics course, BUS 2750 Legal and Social Environment of Business. Assessment data collected from HTM 4380 effective SP24 shows improvement and meets goal.</p> <p>c. The target score of 80% 3+ on 4-point scale was met. Note: The internship supervisor evaluation information was changed in SU23 to be in alignment with the School of Business internships. Previously, the internship was unique to the HTM program. Recommend replacing Internship Supervisor Survey C Items with updated School of Business internship assessment data.</p> <p>d. The target score of 80% 4+ on 5-point scale was met during the evaluation period.</p>	<p>Yes. This objective corresponds with the ULG's of critical thinking and responsible citizenship.</p>
<p>Demonstrate functional and operational skills relevant to the hospitality and tourism industry.</p>	<p>a. HTM 2740 Case Studies – HTM Writing Rubric (Research/Data and Managerial Response items).</p> <p>b. HTM 3786: Final Management Report—HTM Writing Rubric</p>	<p>a. The target score of 80% 3+ on 4-point scale was met during the evaluation period.</p> <p>b. The target score of 80% 3+ on 4-point scale was met during the evaluation period.</p>	<p>Yes. This objective corresponds with the ULG of writing skills.</p>

	<p>(Research/Data and Managerial Response items). Note: This course was removed effective FA24. Recommend substituting HTM 2740 – HTM hotel simulation assignment.</p> <p>c. Internship Supervisor Evaluation – Site Supervisor Survey D Items Average</p> <p>d. Senior Exit Survey – Exit Survey Q6, Q8, Q9, Q10, Q11 average</p>	<p>Note: HTM 3786 was removed from the curriculum effective FA24 due faculty retirement. Recommend substituting HTM 2740 since the HTM hotel simulation assignment fulfills this objective.</p> <p>c. The target score of 80% 3+ on 4-point scale was met during the evaluation period. Note: The internship supervisor evaluation information was changed in SU23 to be in alignment with the School of Business internships. Previously, the internship was unique to the HTM program. Recommend replacing Internship Supervisor Survey D Items with updated School of Business internship assessment data.</p> <p>d. The target score of 80% 4+ on 5-point scale was met during the evaluation period.</p>	

PART 2. IMPROVEMENTS AND CHANGES BASED ON ASSESSMENT

- A. Provide a short summary (1-2 paragraphs) or bulleted list of any **curricular actions** (revisions or additions) that were approved over the past two years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

The HTM major was revised in SP24 with curriculum changes going into effect FA24. Specifically, in FA23 Dean Cheney requested that the HTM major be revised to reflect the reduction in HTM faculty staffing from three Unit A members to two due to retirement. HTM faculty examined assessment criteria, student impact, and functional and operational skills relevant to the hospitality and tourism industry during the curriculum review process and recommendations were made accordingly. A summary of the curriculum revisions that are relevant to the student learning outcomes data are below:

- HTM 4380 and HTM 2740 were revised. The HTM hotel simulation assignment was removed from the HTM 4380 course and added to HTM 2740. In the future, we recommend substituting data from the HTM hotel simulation assignment in the revised course, HTM 2740. The revised plan will provide assessment data for the “Demonstrate functional and operational skills relevant to the hospitality and tourism industry” The target scores will remain the same.

- The HTM 3786 Hospitality Operations and Cost Control course, commonly known as the student-run Café, was removed from the HTM major due to lack of staffing. In the future, we recommend substituting data from HTM 4380 Hospitality Leadership: HTM Leaders Book Summary using the critical thinking rubric for the “analyze problems and apply managerial solutions utilizing quantitative reason concepts and critical thinking skills” student learning outcome (SLO). The target scores will remain the same.
- HTM 3370 Ethical and Legal Issues in Hospitality was removed from the HTM major and replaced with BUS 2750 Legal and Social Environment of Business. Assessment data for critical thinking will be replaced with data from the HTM 4380 Hospitality Leadership course using the Generational Differences Case Study beginning SP24 4380 Hospitality Leadership. The revised plan will provide assessment data for the “Analyze problems and apply managerial solutions utilizing quantitative reason concepts and critical thinking skills” student learning outcome (SLO). The target scores will remain the same.
- HTM 4320 Destination Management was changed from an elective to a required course based on a strong history of student demand, as well as functional and operational skill sets relevant to the HTM industry. In the future, we recommend identifying an assignment from HTM 4320 that will provide assessment data to satisfy the “Demonstrate functional and operational skills relevant to the hospitality and tourism industry” student learning outcome (SLO). The target scores will remain the same.

B. Provide a brief description or bulleted list of **any improvements (or declines)** observed/measured in student learning. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

- Some improvements have been made in speaking skills (CMN 1310G; HTM 2700).
- Improvements in the “Demonstrate functional and operational skills relevant to the hospitality industry” student learning objective were observed. The target goal was met across each of the assessment areas: HTM 2740 Case Studies; HTM 3786 Final Management Report; Internship Supervisor Evaluation; and Senior Exit Survey Q6, Q8, Q9, Q10, Q11 average. This student learning objective is considered a strength of the HTM program.
- Quantitative reasoning and critical thinking skills remain below the target goal. Interestingly, student perceptions of their ability to apply critical thinking and quantitative reasoning are rated consistently above the target goal (senior exit survey Q5, Q12). An intervention that was made that has not yet resulted in student improvement was to replace the hotel simulation computer program that was in HTM 4380 and moved to HTM 2740. Students struggled with the user-friendliness of the hotel simulation computer program which may have contributed to the lower-than-expected scores. A new, more user-friendly hotel simulation program has been selected which may improve outcomes.

C. HISTORY OF DATA REVIEW OVER THE PAST TWO YEARS

Please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to assessment plan, and reaffirmation of SLOs).

Date of annual (or periodic) review	Individuals or groups who reviewed the assessment plan	Results of the review (i.e., reference proposed changes from any revised SLOs or from point 2.A. curricular actions
October 15, 2024	Dr. Farhad Sadeh, Dr. Lisa Brooks, Dr. Nichole Hugo	Dr. Lisa Brooks, the HTM program coordinator, submitted the HTM report to Dr. Farhad Sadeh for review. Increasing enrollment remains a priority. Articulation agreements, social media campaigns, open houses are examples of on-going recruitment activities. The HTM student exit surveys reveal that students are highly satisfied with the HTM program. Retention in the HTM program is strong. HTM faculty deliver superior-level instruction.
Spring 2024	Dr. Brooks, the HTM program coordinator	Dr. Brooks submitted the curriculum changes to the HTM major through the necessary curriculum channels with CAA approving the changes in SP24. The HTM curriculum changes went into effect FA24 impacting data collection for some courses.
Fall 2023	Drs. Brooks & Hugo; Dr. David Martin; Dean Cheney	HTM faculty met several times in Fall 2023 to discuss changes to the HTM major and minor. Many of these changes were further reviewed by Drs. Brooks and Hugo to examine assessment data and strategies to maintain the integrity of the student learning outcomes. HTM courses and assignments were identified in the proposed curriculum to fulfill the student learning outcomes. It was agreed that the program assessment plan has a strong foundation.
February 10, 2023	VPAA; Dr. David Martin, Chair; Dean Cheney; HTM Faculty	HTM program was rated in “good standing” by VPAA. The focus has been ensuring student needs were met and student learning outcomes were continuously improved. Since this is a revised program, increasing program awareness to meet the enrollment goal of 40 students has been a priority.

Dean Review and Feedback

Dean or designee

Date

VPAA Office Review and Feedback (for "Round B" SLO report only)

VPAA or designee

Date