

Hospitality, Tourism & Event Management

HTEM Advisory Board Newsletter-Spring 2019

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Accreditation & Strategic Planning

The hospitality program at SIU worked diligently during the Fall '18 semester to prepare documentation complying with ACPHA standards. Assessment is based on the philosophy of continual quality improvement, not only to meet the standards set by the commission, but more importantly to improve the hospitality education we offer our students. As of March 2019, the program has been granted ACPHA accreditation until 2024.

Part of the assessment plan included Strategic Planning and Marketing. Subsequently, we have created an Alumni Subcommittee to review our strategic planning documents and give feedback on any additional programmatic changes. Thanks to our Advisory Board for their continued support.

SIU Restructuring

The original plan (i.e., going from 8 colleges with 58 departments and schools to 6 colleges with 21 schools) is at various stages. Seven schools have been submitted to IBHE for review. The School of Management & Marketing (includes HTA) has undergone campus review but has not gone forward to the IBHE. See *links below*

https://chancellor.siu.edu/_common/doc/vision2025/current-proposed-colleges-12-10-18.pdf

Online Hospitality Program

The online program launched in the fall of 2016 with 7 students. Current spring 2019 online program enrollment is 26 with an additional 47 of our campus-based students also enrolled in at least one online course. The majority of early online students are nontraditional adult learners and enrolled on a part-time basis; 3 students have graduated from the online program as of Fall 2018 with another 4 campus-based students completing their last semester online.

Student RSO's

Student clubs associated with the program are small, but active.

Eta Sigma Delta, the national hospitality honorary society, inducted 10 new members in the Spring of 2018, six in the Fall of 2018, and one new member in the Spring of 2019. Members of ESD traveled to Chicago to attend the DePaul University career fair. Service activities included delivering Meals on Wheels once a month and assisting with Advisory Board meetings.

The Culinary Club staged a successful catering event, hosting dozens of guests in the Chancellor's Suite at Saluki football games while also engaging in a number of service activities, including for the local Boys and Girls Club and SIU's "Farm to Fork" dinner.

Meeting Professionals International is busy planning the "Carbondale Food and Fashion" event, which will take place April 23 - 27, 2019. Club members also attend professional meetings in St. Louis to effectively network with current industry professionals.

Smokin' Dawgs, the student barbecue society, competed in the "Praise the Lard" barbecue competition in Murphysboro, Illinois in the Fall of 2018, and will be competing in the Alpha Gamma Rho national collegiate barbecue competition in Nashville in March of 2019.

Student Recruitment

The primary recruitment of students for the HTEM program is done through admissions. However, the HTEM faculty have also taken the initiative to promote the program.

High school students:

April 5 – April 6: We attend the Future Business Leaders of America (FBLA) leadership conference in Springfield IL.

April 11 – April 13: The State Leadership and Skills Conference is the pinnacle conference for the students in SkillsUSA Illinois. We are participating for the first time this year.

Community Colleges

Faculty visits various community colleges in Indiana, Kentucky, Missouri, Tennessee, and Chicagoland meeting the transfer coordinators, program coordinators, faculty, and students. The aim of the visit to community colleges is to recruit students not only for our campus program but also for our online program.

Hospitality Student Business Activities

- Hoops and Hellos social with business students
- Marketing U Career Success Seminar
- Career Exploration Trip Nashville TN

Advisory Board Research by Dr. Clark Griffin

As part of my dissertation research, I investigated the perceptions of hospitality industry professionals and faculty on their involvement in curriculum development. Using a quantitative methodology, a survey was developed and sampled 568 ICHRIE members and 2,366 hospitality industry professionals. The data analysis found that there were statistically significant differences in perceptions of involvement in curriculum development between faculty and industry. The findings found that industry professionals were somewhat dissatisfied with their involvement in the curriculum development process. Industry professionals were somewhat dissatisfied with the current state of post-secondary curriculum, compared to faculty who were somewhat satisfied. The findings also found that faculty were somewhat satisfied with their involvement in the curriculum development process. The most significant finding indicated that faculty could benefit from improved communication with industry.

Upcoming Events:

- Spring 2019 Food and Fashion Event
- Fall 2019 Ice Carving Event

