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.

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