

Marshall Community & Technical College

Institutional Effectiveness & Outcome Assessment

IE/OA Tool Kit

Program-Degree or Certificate

Hospitality Management-Hotel/Lodging Management Option

Steps	Date Completed
1. Program Mission Statement	<hr/> 3-23-05
2. Statements of Intended Outcome	<hr/> 3-23-05
3. Curriculum Audit	<hr/> 3-23-05
4. Assessment Measures	<hr/> 3-23-05
5. Assessment Timetable	<hr/> 3-23-05
6. Outcomes Assessment Tool (Feedback Loop)	<hr/> 3-23-05
7. Resources Requested for Program Improvement (use space provided below)	<hr/> 8-30-05
<div style="border: 1px solid black; padding: 5px;"><p>Open a Cooking & Culinary Institute, Bed & Breakfast, Restaurant and/or Catering business to enhance students' educational experience; to give students real world experience and better prepare students for the working environment.</p></div>	
8. New Directions Recommended for Program (IE Program Expansion, New Workforce Focus, etc.) (use space provided below)	<hr/> 8-30-05
<div style="border: 1px solid black; padding: 5px;"><p>Accreditation for culinary program. Develop and implement a third track-Food Service Management-AAS and a fourth track-Baking and Pastries-AAS.</p></div>	

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 1. PROGRAM MISSION STATEMENT

Program-Degree or Certificate

**Hospitality Management-Hotel/Lodging
Management Option**

Program or Department Name

Business & Information Technology

Team Members

Deborah Williams

Date

March 23, 2005

Current Institutional Mission Statement

Marshall Community and Technical College is a comprehensive student-centered college focused on teaching and learning and responsive to changing and diverse needs.

Program Mission Statement

The Hospitality Management program, Hotel/Lodging Management Option, maintains student learning as its main priority and is committed to excellence in a learning environment that focuses on a student-oriented curriculum based on the recognized industry standards emphasizing progressive techniques and trends; and maintains a learning environment that emphasizes a practical, hotel and lodging experience, and enables graduates to obtain employment in the Hospitality Industry.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 2. STATEMENTS OF INTENDED OUTCOMES

Program-Degree or Certificate
Hotel/Lodging Management
Team Members
Deborah Williams
Date
March 23, 2005
Program Mission Statement
The Hospitality Management program, Hotel/Lodging Management Option, maintains student learning as its main priority and is committed to excellence in a learning environment that focuses on a student-oriented curriculum based on the recognized industry standards emphasizing progressive techniques and trends; and maintains a learning environment that will emphasize a practical, hotel and lodging experience, and enables graduates to obtain employment in the Hospitality Industry.
STATEMENT OF INTENDED OUTCOME 1
Students completing the program will secure employment in the hospitality field
STATEMENT OF INTENDED OUTCOME 2
Graduates of the Hospitality Management program, Hotel/Lodging option will have encountered real-world management problems and issues.
STATEMENT OF INTENDED OUTCOME 3
Students will have a working knowledge of the industry and be able to apply principles of organization and management to the field.
STATEMENT OF INTENDED OUTCOME 4

General Education Outcomes

- Communicate effectively using written and oral skills.
- Apply mathematics and basic scientific concepts for problem solving activities.
- Utilize technology competently.
- Use critical thinking skills.
- Develop an awareness of ethical behavior.
- Recognize the richness of diversity.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 3. CURRICULUM AUDIT

Curriculum Audit Grid*																			
Program Degree or Title		Hotel/Lodging Management Option										Courses							
Intended Outcomes		CA 110	CA 120	CA 200	CA 257	CA 260	CA 275	HM 101	HM 137	HM 145	HM 155	HM 210	HM 220	HM 222	HM 250	HM 285	HM 299		
1.	Students completing the program will secure employment in the hospitality field.	I	I	I	I	I	I	R	E	I	I	I	I	E	I	I	R		
2.	Graduates of the Hospitality Management program, Hotel/Lodging option will have encountered real-world management problems and issues.	I	I	I	I	I	I	R	E	I	I	I	E	E	E	E	R		
3.	Students will have a working knowledge of the industry and be able to apply principles of organization and management to the field.	E	E	E	I	I	I	R	I	I	I	I	E	E	E	E	R		
4.	General Education Outcomes:																		
	Communicate effectively using written and oral skills.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
	Apply mathematics and basic scientific concepts for problem solving activities.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
	Utilize technology competently.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
	Use critically thinking skills.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
	Develop an awareness of ethical behavior.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
	Recognize the richness of diversity.	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	R		
		I = Introduced E = Emphasized R = Reinforced																	

Introduces-Student is not familiar with content/skill, behavioral, or affective disposition. Instruction concentrates on introducing students to the content area/skill and bring them to some predetermined level of competence.

Emphasizes-Student should have brought basic content/skill to the component area. Instruction concentrates on enhancing content/strengthening skill and adding new content material/building more complex skills based on entrance competency.

Reinforces – Student bring reasonable knowledge/content/skill/competency to the situation as a result of content/skill being taught and/or emphasized at some previous point in their educational career. Instructional activity continues to build upon previous competency and reinforces content/skill competency.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 4. ASSESSMENT MEASURES

Program – Degree or Certificate

Hotel/Lodging

Team Members

Deborah Williams

Date

March 23, 2005

* For each Outcome assessment measure, designate the assessment result/level that indicates

- Student learning has exceeded standards
- Student learning has met standards

Statement of Intended Outcome 1

Students completing the program will secure employment in the hospitality field.

Assessment Measure #1

Given objective and skill measurements, students will be able to secure a job in the hospitality industry.

Assessment Measure #2

Student's will complete a graduate survey.

Assessment Measure #3

Statement of Intended Outcome 2

Graduates of the Hotel/Lodging option will have encountered real-world management problems and issues.

Assessment Measure #1

Students will complete competency exams.

Assessment Measure #2

Students will apply practical applications during internship/apprenticeship learning experiences.

Assessment Measure #3

Statement of Intended Outcome 3

Student will have a working knowledge of the industry and be able to apply principles of organization and management to the field.

Assessment Measure #1

Students will complete comprehensive exams.

Assessment Measure #2

Students will apply classroom studied processes while working in the internship/apprenticeship.

Assessment Measure #3

Statement of Intended Outcome 4

General Education Outcomes

- Communicate effectively using written and oral skills.
- Apply mathematics and basic scientific concepts for problem solving activities.
- Utilize technology competently.
- Use critical thinking skills.
- Develop an awareness of ethical behavior.
- Recognize the richness of diversity.

Assessment Measure #1

Students will complete a General Education Learning Outcomes Portfolio.

Assessment Measure #2

Assessment Measure #3

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IE/OA 6. OUTCOMES ASSESSMENT TOOLS (FEEDBACK LOOP)

An **Outcomes Assessment Plan** should be in accord with the College's Mission Statement, the Division's Mission Statement, and the Program's intended outcomes. **Ongoing Assessment Techniques** should assess the effects of the program and its services upon campus students and the workforce:

Marshall Community and Technical College Mission Statement

Marshall Community and Technical College is a comprehensive student-centered college focused on teaching and learning, and responsive to changing and diverse needs.

Operational Vision Statement

Marshall Community and Technical College will be learning centered, community-connected, & future focused. Marshall Community and Technical College strives to provide high-quality and relevant learning opportunities to meet the workforce, transfer, basic skills, and lifelong learning needs of the communities it serves.

Operational Values

In support of our vision and mission, Marshall Community and Technical College affirms the following values:

- **Learner-based education**
- **Broad-based and community-based partnerships**
- **Excellence and accountability**
- **Continuous program improvement**
- **Results-oriented decision-making.**

Program/Option/Unit Mission Statement

The Hospitality Management program, Hotel/Lodging Management Option, maintains student learning as its main priority and is committed to excellence in a learning environment that focuses on a student-oriented curriculum based on the recognized industry standards emphasizing progressive techniques and trends; and maintains a learning environment that emphasizes a practical, hotel and lodging experience, and enables graduates to obtain employment in the Hospitality Industry.

Program Outcomes Upon completion of the program, <u>What must students know?</u>	Assessment Methods Used for Each Program Outcome	What standards or benchmarks (such as %) did you use?	How did you use the assessment results in program planning?	What dates were the assessment data reviewed and program/ curriculum revised?
Students completing the program will secure employment in the hospitality field	Competency exam and practical application.	All AAS-Hotel/Lodging option program majors will successfully complete an internship.	Internship evaluations to be administered and analyzed Fall 2005 and Spring 2006.	Curriculum revised spring 2005.
Graduates of the Hotel/Lodging option will have encountered real-world management problems and issues.	Student learning has met standards when responding internship supervisors in the AAS-Hotel/Lodging option program report that graduates implement appropriate problem solving strategies.	All AAS-Hotel/Lodging option program majors will successfully complete an internship.	Internship evaluations to be administered and analyzed Fall 2005 and Spring 2006.	Curriculum revised spring 2005.
Students will have a working knowledge of the industry and be able to apply principles of organization and management to the field.	Student learning has met standards when responding internship supervisors in the AAS-Hotel/Lodging option program report that graduates are able to implement appropriate principles of organization and management.	All AAS-Hotel/Lodging option program majors will successfully complete an internship.	Internship evaluations to be administered and analyzed Fall 2005 and Spring 2006.	Curriculum revised spring 2005.
Current General Education Outcomes: <ul style="list-style-type: none"> • Communication Skills <ul style="list-style-type: none"> Oral Written • Quantitative Skills/Science • Technological Skills • Critical Thinking Skills • Ethical Behavior Awareness • Diversity Awareness 	Students will complete a General Education Outcomes Portfolio.	Student learning has met General Education Outcomes when Portfolio has been successfully completed.	In Progress	In Progress

PROGRAM ASSESSMENT METHODS	Would Like To Try This	X	Have Used This X	Title of Course That Assessment Method Was Used In
PRE-ENTRY ASSESSMENT				
Application forms/Student Information				
Placement Tests				
Competencies				
<u>Other??</u>				
MID-PROGRAM ASSESSMENT				
Internship/Fieldwork Performance Review				
Skills Proficiency Tests				
Student Focus Groups				
<u>Other??</u>				
END OF MAJOR ASSESSMENT				
Summary Project, Paper				
Student GPA				
Portfolios				
Competency Exam	X			
Oral Presentation	X			
Are students performing better/worse than predecessors on Capstone Experience? Basis for judgment?				
Exit Interview, Oral and/or Written	X			
Licensure/Certification Practice Tests				
Licensure/Certification Exam Pass Rates				
Alumni Satisfaction Survey	X			
Community Needs Assessment	X			
Advisory Committees and Employer Feedback			X	HM 299, INTERNSHIP/APPRENTICESHIP
Placement Effectiveness			X	HM 299, INTERNSHIP/APPRENTICESHIP
Employment and/or Employer Satisfaction Measures			X	HM 299, INTERNSHIP/APPRENTICESHIP
Dropout and Non-Completer Rates	X			
Program Demographics – # Students Beginning, # Halfway, # Completes; % Change in Completes Over Time	X			
Program Review & Specialized Accreditation	X			
<u>Other??</u>				

CLASSROOM ASSESSMENT METHODS	Would Like to Try This X	Have Used This X	Title of Course that Assessment Method Was Used In:
Classroom Activities (handouts)			
Daily Assignments			
Evaluation Instruments From Other Sources			
Exam Evaluations			
Faculty Self-Assessment			
Notebooks			
Oral Presentation			
Placement Tests			
Portfolio			
Pre-Test, Post-Test	X		
Prompts (Journals/Index Cards)			
Quizzes			
Student Evaluations using MCTC format			
Student Focus Groups			
Student-Generated Test Questions			
Student Information			
Student Self-Assessment			
Student Focus Groups		X	HM 250, MANAGING HOSPITALITY MARKETING
Student Input – Free form oral and written			
Team Assessments by Students			
Weekly Questions Drop Box			
Writing (Para, Essays, Reports, etc.)			
Minute Paper (CAT)			
Muddiest Point (CAT)			
One-sentence Summary (CAT)			
Other CAT's			