

**STUDENT LEARNING ASSESSMENT PROGRAM  
SUMMARY FORM 2004-05**

**Degree and  
Program Name:**

Bachelor of Science in Family and  
Consumer Sciences: Business Option,  
Hospitality Management Concentration

**Submitted by:**

Richard Wilkinson

Please complete a separate worksheet for each academic program (major, minor) at each level (undergraduate, graduate) in your department. Worksheets are due to the VPAA annually by June 1. For departments undergoing the IBHE program review, this worksheet should be submitted in fulfillment of the requirements for the learning assessment portion of the statewide review. For information about assessment, visit the Assessment webpage at <http://www.eiu.edu/~assess/>.

What are the learning objectives?	How, where and when are they assessed? Committee/person responsible?	What are the expectations?	What are the results?	How will the results be used? Committee/person responsible?
1. Demonstrate ability to communicate effectively	a. Internship Evaluation items 2 and 3 b. FCS 4345 Written communication component of assignments in Web based course c. FCS 3790 Writing Intensive course	a. average of 2.5 b. 90% a "C" or better on Part B of "Individual Presentation" rubric c. average of 2.5 on WI rubric	a.S2004 3.8 SU2004 3.4 S2005 3.2 b.S2004 100% F2004 100% S2005 100% c. F2003 average 2.6 S2004 average 3.0 F2004 average 3.0 S2005 average 3.4	Data is collected by the 2 faculty in the hospitality management concentration and Richard Wilkinson completes and updates this assessment grid at the end of each semester.
2. Demonstrate problem solving and critical thinking skills	a. Internship Evaluation items 9 and 14 b. Exit Survey item 9	a. average of 2.5 b. average of 3.0	a. S2004 3.3 SU2004 3.7 S2005 2.8 b. S2004 4.1 S2005 4.1	
3. Demonstrate the development of an ethical framework for decision making	a. Internship Evaluation Items 10, 17, 18 and 21 b. Exit Survey items 10 c. Participation in service projects exit survey item 17	a. average of 2.5 b. average of 3.0 c. 10% or higher	a. S2004 3.7 SU2004 3.7 S2005 3.5 b. S2004 4.2 S2005 4.1	

			c. S2004 77% S2005 57%	
4. Demonstrate leadership ability	a. Internship Evaluation Items 13, 15, 16, and 19 b. Hospitality students in leadership positions or in honors programs as reported on exit survey item 18 c. Exit survey leadership item 24	a. average of 2.5 b. 10% of hospitality students c. average of 3.0	a. S2004 3.4 SU2004 3.8 S2005 3.3 b. S2004 41% S2005 29% c. S2004 4.3 S2005 4.3	
5. Demonstrate practical skills and awareness of current industry standards and challenges	a. Internship Evaluation items 1 and 11 b. Exit survey item 7 c. Participation in professional associations as reported on exit survey items 20 and 21 d. grades in FCS 2140 lab activities e. Exit survey practical skills item 26	a. average of 2.5 b. average of 3.0 c. 20% of hospitality students maintain membership or attend conference d. class average of 85% e. average of 3.0	a. S2004 3.7 SU2004 2.9 S2005 3.4 b. S2004 4.2 S2005 3.9 c. S2004 53% S2005 57% d. F2003 93% S2004 88% F2004 91% S2004 90% e. S2004 4.4 S2005 4.0	
6. Demonstrate competence in technology	a. Grades in FCS 4345 web based course b. Menu Engineering Simulation c. Exit survey technology item 25	a. class grade point average of 2.5 b. mean score of 75% or higher c. average of 3.0	a. F2004 2.40 S2005 2.90  b.S2004 average 78% F2005 average 81% S2005 average 80% c.S2004 4.2 S2005 3.6	
7. Develop a global perspective and an ability to work with diverse groups in multicultural settings	a. Internship Evaluation items 4 and 5 b. completion of a foreign language course exit survey item 22 c. Participation in Study	a. average of 2.5 b. 5% of hospitality students c. 10% of hospitality students d. 25% of hospitality students	a. S2004 3.7 SU2004 3.8 S2005 3.7 b. S2004 41% S2005 43% c.	

	Abroad reported on exit survey  d. Participation in global issues/diversity campus programs or seminars as reported on exit survey 19		d. S2004 65% S2005 57%	
8. Obtain industry job placement and career advancement	a. Immediate job placement with in the industry or enrollment in advanced education as measured by Alumni Services, b. Job placement at time of exit survey item 23 c. Exit survey sufficient knowledge item 27	a. 90% of hospitality students b. 20% c. average of 4.0	a. b. S2004 29% S2005 71% c. S2004 4.4 S2005 4.1	

## PART TWO

Describe your program's assessment accomplishments since your last report was submitted. Discuss ways in which you have responded to the CASA Director's comments on last year's report or simply describe what assessment work was initiated, continued, or completed.

We continue to fine tune our assessment collection methods and the wording of the student learning objectives. Data was collected for all objectives throughout the year. Several minor changes were made in the data collection process. Data collection for Item 5d was changed from class average to average of just lab activities, as this more clearly is indicative of the objective. Data collection for item 6a was revised at the original wording was found to be uncollectible/unusable; while this item uses a class average we continue to identify a better method to assess this objective within the FCS 4345 class. For item 7c the senior exit survey was revised to allow for data collection.

We are generally pleased with the analysis of our data; expectation levels continue to be exceeded as measured by grades on specific activities and assignments, student reported results on the senior exit survey, and employer/internship supervisors on their evaluation of student interns.

### **PART THREE**

Summarize changes and improvements in curriculum, instruction, and learning that have resulted from the implementation of your assessment program. How have you used the data? What have you learned? In light of what you have learned through your assessment efforts this year and in past years, what are your plans for the future?

The hospitality management concentration curriculum has undergone a major revision this past year. Several new courses were developed and will provide for data collection and assessment of student learning objectives. The student learning objectives provided the guidance for developing new courses. While there was not a lot of data for analysis when the curriculum revision project began, all new and revised courses were developed from the perspective of how they fit into the student learning objectives. A mission statement for the hospitality concentration was developed based upon the student learning objectives. As our new courses are phased in over the next few years, we will develop expectations for student experiences related to specific course activities/assignments. We are attempting to develop a survey to gather information from graduates of our hospitality program for use in assessment. We will continue to use the senior exit survey and the internship supervisor evaluation as key measures, as they both reflect learning activities integrated throughout our curriculum.