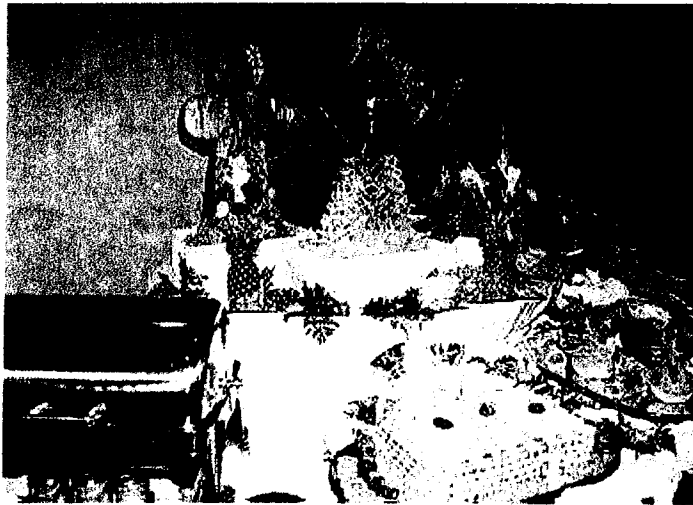


# Hospitality Programs

APRC 2001-2002

Section 1 of 4

# **Hospitality Programs' Program Review**



**September 12, 2001**



# FERRIS STATE UNIVERSITY

**To:** Program Review Committee

**From:** Professor Anthony Agbeh, Hospitality Programs  
Assistant Professor Julie Doyle, Hospitality Programs  
Assistant Professor Lianne Briggs, Hospitality Programs  
Matthew Pinter, Coordinator, Professional Golf Management  
Linda Travis, Associate Professor, College of Business  
Rebecca Kowalkoski, Educational Counselor/Professor, University College  
Terrence Doyle, Center for Teaching, Learning and Faculty Development  
Stuart Travis, Chair, Marketing Department  
Robert Tiggelman, Vice President, Canteen Services

**Subject:** Hospitality Programs Review

**Date:** September 13, 2001

The Hospitality Programs Review Committee respectfully submits the following document to the Program Review Committee for consideration. To remain competitive and provide value to our students and all other stakeholders, the review committee has made some critical recommendations aimed at strengthening the Hospitality Programs. The committee looks forward to the input of the Program Review Committee as a means of improving the quality of the educational services it provides its student population.

The Hospitality Programs review and analysis contained in this document is organized according to the outline of the table of contents. Additional extensive support documents are available in the Appendices of this document and in the Hospitality Programs office and are cited in this document.

## Table of Contents

### Cover Memo

<b>Committee Members</b> .....	1
<b>Section 1</b> Overview of the Hospitality Program.....	3
<b>Section 2</b> Graduate Survey.....	12
<b>Section 3</b> Student Evaluations.....	25
<b>Section 4</b> Employer Survey.....	38
<b>Section 5</b> Faculty Perceptions.....	60
<b>Section 6</b> Advisory Committee Survey.....	81
<b>Section 7</b> Labor Market Analyses.....	88
<b>Section 8</b> Facilities and Equipment.....	91
<b>Section 9</b> Curriculum Evaluation.....	95
<b>Section 10</b> Enrollment Trends for 5 years.....	99
<b>Section 11</b> Program Productivity/Cost .....	103
<b>Section 12</b> Conclusions.....	106
<b>Section 13</b> Recommendations.....	110
<b>Section 14</b> Appendices.....	113

**Hospitality Programs'  
Program Review  
September 2001  
Program Review Panel Members**

**Chair:**

Anthony Agbeh, Professor, Coordinator, Hospitality Programs

**Program Faculty:**

Julie Doyle, Assistant Professor, Hospitality Programs

Lianne Briggs, Assistant Professor, Hospitality Programs

**College of Business Faculty:**

Matthew Pinter, Professor, Coordinator Professional Golf Management Program

Linda Travis, Associate Professor, College of Business

**Individuals with Special Interest in the Program:**

Rebecca Kowalkoski, Professor, University College

Robert Tiggleman, Vice President, Canteen Services, Advisory Committee Member

**Faculty Member Outside the College of Business:**

Terrence Doyle, Associate Professor, Center for Teaching, Learning and Faculty Development

**Marketing Department Chair:**

Stuart Travis, Professor, Computer Information Systems

## Overview of the Hospitality Programs

The Hospitality Programs currently offer 3 degree options for students.

The first is a two-year **Associate in Applied Science Degree in Restaurant Food Industry Management**. This degree originated as an A.A.S. Degree in Food Service Management in 1963 in the School of Allied Health.

The second is a **Bachelor of Science Degree in Hotel Management**. This degree began in 1976 and was originally called Hospitality Management. It requires that a student have an associate's degree to enroll or transfer into this program.

The third degree is a **Bachelor of Science in Resort Management**. This is a four-year degree that has just been moved to the Hospitality Programs in the summer of 2001. This degree program will be reviewed in 2002.

In addition to the three degree offerings the Hospitality Programs also offers a **Minor in Restaurant Food Industry/Hotel Management (18 credits) and two certificates, one in Restaurant Food Industry Management and one in Hotel Management (12 credits each)**. The Ferris Hospitality Programs are one of only a few programs in the nation that offer a minor and certificates in this area.

## Degree Descriptions

The Associates Degree in Restaurant Food Industry Management prepares graduates for supervisory and mid-management positions in the food industry. The Bachelor Degree in Hotel Management prepares graduates for a wide variety of management positions in the hospitality industry including positions in sales, marketing, food and beverage management and the rooms division of hotels. Students in this bachelor degree program are required to complete the **College of Business core courses**, which provides them a solid background in business theory and practice.

Our faculty use their close working relationships with numerous professionals in the hospitality industry to significantly enhance the quality of the education delivered to students. The inclusions of State Advisory Board members as guest speakers and informational resources, the use of \*internships, field trips, other guest speakers, and alumni all enhance the quality of the education students receive. The faculty believe these varied relationships with industry directly contribute to the 95% plus job placement of our graduates.

\* (The word internship is used in this document as synonymous with cooperative education - co-op.)

## Recent History 1993-2001

In October of 1993 the Hospitality Programs had an enrollment of 172 students. It had a full-time director, three full-time tenure track faculties and a full-time secretary. **It was the eighth largest program at FSU and was less expensive to operate than 80% of all programs at FSU.**

**Its credit hour production was 20% higher than the university average and it had a retention rate of 74%.** At this moment in history fiscal restructuring descended upon the university and with it came the announced closure of the Hospitality Programs. With great clarity the program faculty and director detailed all of the benefits to the university of keeping the Hospitality Programs. After consideration of the facts, the administration rescinded its closure order that had already gone public, but the damage was done.

The Hospitality Programs faculties have spent the past nine years trying to overcome the challenges that have presented themselves as a result of fiscal restructuring. The faculties have worked very hard to re-establish the programs' name as a viable and high quality choice for students. The programs are putting in place what they hope will be one of the best recruitment and retention plans in the entire university. The plan includes a Hospitality College Recruitment Day each September for all of the Career Technical Centers that offer food service, hotel and resort classes in the state of Michigan ( 450 students will attend). It is currently working on the development of a marketing CD that will be the **first of its kind to be used at FSU** to target high school juniors and seniors interested in the hotel, resort and restaurant industry.

The rebuilding efforts have been a great challenge given that the programs currently have no secretary or other professional clerical support, have only a half-time coordinator and only two full-time faculty. **Despite these challenges the programs have made new outreaches to the university by offering a minor and certificates, providing the required beverage management course needed by the Professional Golf Management program and developing the new Resort Management degree which is now housed with the Hospitality Programs where it should have always resided.**

It is important for the committee to note that the Hospitality Programs faculty were the developers of a four-year Lodging degree that became the lodging track for the Resort Management degree. The result of having the lodging degree become part of Resort Management (not Hospitality management) was students wanting a degree solely in hotel management ended up in Resort Management and were housed in the Management Department rather than in the Hospitality Programs. The housing of the degree in the management department for its first two years caused some confusion on the part of students and negatively affected the recruitment efforts of the Hospitality Programs. With the program now residing in the Hospitality Management area a major piece of the programs recruitment and expansion effort is in place.

As of the writing of this report, FTIAC enrollment and transfer students both internal and external for the Hospitality Programs fall 2001 shows positive growth compared to 2000. The Introduction to Hospitality Management course, RFIM 110, has a solid enrollment of 23 students this fall of 2001.

### **Mission Statement**

The mission of the Hospitality Programs is to offer students an array of specialized restaurant, food industry, hotel, resort management and business courses. These courses are integrated with the latest industry technologies and hands-on internship experiences to develop educated industry professionals able to contribute, through employment and entrepreneurship, to the economic growth of the state of Michigan, and the national and global industry at large.

### **Program Purposes**

1. Provide students an integrated learning experience of both general education, business core courses and hospitality specific experiences.
2. To provide students with quality work experience by providing paid industry internships structured around specific learning guidelines and objectives.
3. To encourage students' personal growth through advocating lifelong learning, cultural awareness, social responsibility, leadership opportunities and involvement in professional organizations.
4. To provide the hospitality industry graduates that have the theoretical and practical background and people skills needed to be competent managers and industry contributors.
5. To continue to enhance the many professional relationships that currently exist with industry businesses through internships, seminars, trade shows, invitation to speak in classes and other ways that will serve to benefit the programs' students.
6. To be responsive in our curricula to the constant changes that occur in the hospitality industries.
7. To be a university leader in the recruitment and retention of new and transfer students to our programs by the development and implementation of creative and innovative methods.
8. To serve the local community with service outreaches that allow our students to experience the benefits of giving of their time and talents for the betterment of their fellow community members.



## **Programs Goals**

1. To increase the recruitment and retention of qualified program students.
2. To increase the graduation rates of program students.
3. To offer students a more global perspective in understanding the hospitality industry.
4. To improve the speaking, writing and critical thinking skills of our program students.
5. To encourage students to take intellectual risks by including the use of problem- and case-based learning in the curriculum.
6. To encourage leadership development by having students take positions of authority in the programs' restaurant Café Ferris and the annual gala fundraiser.
7. To continue to seek ways to offer learning opportunities to other parts of the university community.
8. To continue to support innovative teaching, faculty development, professional organization involvement and applied research.
9. To continue to work to improve the placement rate of graduates – currently 95%.
10. To encourage greater involvement of alumni in the education of program students by having them be guest speakers, offer internship sites and help place graduates.

## **Strengths and Weaknesses of the Hospitality Program**

### **Strengths:**

#### **The Hospitality Programs---**

1. are an excellent fit to the Ferris mission.
2. offer a curriculum that ensures students will have a strong business background.
3. provide highly competent and personal student advising for both academic progress and job placement.
4. offer multiple degree path options for students.
5. offer laddering opportunity for degrees with any associates degree.
6. have articulation agreements with 15 community colleges and all career technical centers in the state of Michigan to advance recruiting efforts.
7. produce graduates for second largest industry in the state of Michigan thus helping to meet a major labor need.
8. have a strong national and international internship program.
9. operate their own restaurant ensuring real-world application.
10. make major use of business and industry professionals and their companies' resources in the day-to-day teaching of students.
11. provide for students 15 scholarship opportunities from the hospitality industry and private contributors.
12. offer a minor and certificate programs.
13. have faculty in leadership roles in state and national professional organizations.

14. have established one of the better recruitment and retention programs on campus.
15. have a strong fundraising event, Gala Dinner and Auction, which offers leadership opportunities to students and provides excellent public relations for the programs.
16. nearly 1000 alumni assist with internships, full-time employment and professional advice.
17. offer students starting salaries upon graduation that are very competitive with most other business degrees.
18. have faculty that have shown they can overcome hardship (fiscal restructuring) and stabilize and begin to rebuild the programs' enrollments.
19. contribute financially to its ongoing operation by raising \$10-12,000 with its annual Gala.
20. qualify to receive Carl Perkins federal vocational dollars to keep equipment for the restaurant up to date.
21. make a strong contribution to the local community through support of fund raising activities of local charities and school groups.
22. have a strong advisory board with great industry diversity and strong local support.
23. have a well equipped kitchen facility to support instruction in food industry courses.
24. provide required and supportive service to other programs on campus such as Professional Golf Management and Small Business Management.
25. provide service to numerous university groups including CTLFD, International Affairs, and COB.
26. have professional relationships with the Holiday Inn and Conference Center, for real-world applications of classroom learning.
27. provide service and support to local community.

## **Weaknesses**

### **The Hospitality Programs---**

1. location makes it difficult to receive much needed clerical support.
2. have unmet enrollment capacity.
3. have aged and slow computers and printers.
4. have an aged physical facility (no air conditioning, very old carpet etc.).

## **Impact on Ferris State**

The Hospitality Programs are a perfect fit with the role and mission of FSU. The Hospitality Programs prepare students for the second largest revenue producing industry in the state of Michigan. The combination of theory and hands-on practice that makes up the educational fabric of the program is completely in tune with the mission of FSU - to be a national leader in the areas of career and technical education. The program serves

students seeking a wide variety of career interest from restaurant entrepreneurs to hotel general managers. The three degree options plus the availability of a minor and certificates offers students a variety of educational opportunities from as few as 12 credits for a certificate to four-year degrees in hotel and resort management. This wide range of opportunity is one of the great strengths of the programs.

The Hospitality Programs require all of its students to fulfill university general education requirements. It also requires that its graduates complete the College of Business core courses—four (4) courses for the A.A.S. degree, and ten (10) for the hotel and resort management degrees. The Restaurant and Food Industry Management program provides the required Beverage Management course for all PGM students (the PGA of America requires this course for golf graduates) and to many students in the Small Business Management curriculum. The use of laddering is available for students, with an associate's degree, that are seeking a degree in Hotel Management.

### **Impact on the State of Michigan**

The Hospitality Programs have articulation agreements with 15 community colleges and all career technical centers across the state of Michigan. The hospitality program faculties have served and (currently serve) in leadership roles for several of the state and national professional organizations (see Vitas, Appendix D), which allow them to regularly have interaction with colleagues from other programs across the state and nation. The hospitality industry is so massive that even with several other state colleges and universities offering programs, the total number of graduates each year falls far short of industry needs (see Labor Market Analysis, Section 7).

### **Impact on the Local Community**

The Hospitality Programs are keenly aware of the responsibility they have to the local and state community. The programs' faculty and students assist with the American Cancer Society *Relay for Life* by making 800 cookies each fall for sale at the event. They, on a regular basis, see that food left over Café Ferris is donated to the WISE program here in Mecosta County. The programs have hosted state conferences for career and technical educators in the food services area. The programs, through their internships, provide many of the smaller establishments, in the five county area, highly qualified students to work in their businesses. As well as upon graduation providing a much need qualified labor force. The program faculty and students also assist each year with a major fundraiser for one of the local schools in which they are able to showcase their hospitality talents.

### **Impact on the Nation**

Although much of the focus of the program is in the state of Michigan, the program does have an impact on a larger stage. Through the contributions of nearly 1000 alumni there

is a network of highly qualified professionals operating nation-wide serving both the hospitality industry and their local communities, as well. Many of these alumni offer internships and full-time employment opportunities to hospitality students.

The program is also recognized nationally for its well-developed internship program. The Hospitality Programs Cooperative Education Guidelines (see Appendix L) ensure that an internship is both a valuable work experience and an education experience. These guidelines have become a model used by the national Council on Hotels Restaurants International Educators (CHRIE). In addition, some hospitality students come from outside the state of Michigan and all program students have internship opportunities both nationwide and internationally.

### **Expectations for the Future and Plans for Improvement**

It is clear from the labor market demands (see Section 7) that the need for qualified graduates in the hospitality-related fields continues to increase. It is also clear that these graduates will need to have better developed communication, critical thinking and computer skills. It is in these three areas that the faculties are focusing their efforts. The use of case and problem-based learning is commonplace in the curriculum courses. Students are, on a regular basis, asked to use computer technology to produce finished projects that are professional in their appearance and content. The World Wide Web is an integral part of classroom instruction. In addition, students are required, on a regular basis, to do oral presentations to enhance their speaking skills that are so vital to being a successful professional in the hospitality industry.

Another area in which the programs hope to expand the educational opportunities for its students, is with the Holiday Inn Conference Center. With the change in the management structure of the Holiday Inn and Conference Center the program has new concerns, but also new opportunities. The concerns come in the need to build all new working relationships with managers and the parent company, Labelle Management. The opportunities are to have students more deeply involved with "hands-on" learning with a company that has a reputation for excellent service. It is our goal this year to integrate the hands-on activities of the Holiday Inn Conference Center more actively into our courses.

The faculties are also committed to more use of WebCT in the daily teaching of students. All of the faculty have taken WebCT training and some are more actively involved than others in its use.

However, the biggest area of concern remains rebuilding the program to its status prior to fiscal restructuring. As was already been mentioned, the faculties have worked very hard to develop effective recruitment and retention strategies aimed at increasing enrollments, especially of highly qualified students. The programs have stabilized their enrollment to a great extent and from the looks of this year's numbers, appear to be turning the corner in developing new growth.

Another area the program is seeking to add opportunity for students is in hospitality education. A large number of the career and technical center teachers across the state are approaching retirement age. The Hospitality Programs have already begun informal conversations with the College of Education as to the structure of a teaching degree that would have hotel and restaurant management as its area of content.

As a means of expanding the diversity experiences of our students the Hospitality Programs we have begun an exchange program with two newly combined colleges in the Netherlands, Saxion (HOGESCHOOL) in Deventer and Enschede. This fall, the first exchange student arrived from the Netherlands to enroll in the hospitality program. It is our hope that a regular and expanded exchange program will develop in the very near future.

## Hospitality Programs Alumni Survey Results

The following information represents the responses of the alumni that were surveyed during the summer of 2001. Two hundred (200) surveys were sent to alumni that earned bachelor degrees and two hundred and thirty five (235) surveys were sent to alumni earning associate degrees. One hundred and thirty five (135) alumni receiving both degrees were sent both a bachelor and associates degree survey. This made the total number of persons receiving surveys, or the sample size, 300.

Dr. Kristen Salomonson, Assistant Dean of Enrollment Services and Director of the Office of Assessment Services analyzed the survey results. Dr. Salomonson indicated that the sample size was consistent with the response rate for the survey. She also indicated that it is difficult to track alumni beyond one year due to the constant movement of people to new job opportunities.

The results of the survey, in summary, were that the alumni are highly satisfied with the educational experience they received. The data has been separated into responses from alumni receiving **associate degrees** and those receiving **bachelor degrees**.



# FERRIS STATE UNIVERSITY

August 14, 2001

Dear Alumni,

On a rotating basis Ferris State University reviews all of its academic programs. The **Hospitality Programs** are currently taking part in this review process. One of the most important aspects of this review is the level of satisfaction that the alumni had of their educational experience here at Ferris.

Enclosed is a survey(s) that we are asking you to complete and **return to us by August 31, 2001**. If you have received two surveys with this letter and have completed both an Associates and a Bachelors degree at FSU we ask that you complete **both** surveys. We are reviewing both the Associates degree and Bachelors degree as separate programs.

We understand that privacy may be of a concern for you. Please be assured that the information you provide will only be used to report information about students as a whole. No names or personal information will be released or published. Your answers are completely confidential.

If you have any questions concerning the survey, please call the Hospitality Programs Office at 1-800 4FERRIS ext. 2385. Thank you in advance for completing this very important survey(s). We hope all of you are doing well and if you are on campus please stop by and say hello.

Sincerely,

Julie Doyle  
Assistant Professor  
Internship Coordinator  
Hospitality Programs

Encl: survey  
alumni update

# FERRIS STATE UNIVERSITY

## Hospitality Alumni Survey – Associate Degree Recipients

Please take a few minutes to fill out this survey about your experiences in the Hospitality Program here at Ferris State University. Your responses will help us to improve the services we provide. **Please mark an "X" through the square that corresponds to the response to each question that best represents your opinion.** Be sure to include comments about your own experiences. We appreciate you taking the time to carefully complete this survey.

1. What year did you graduate from Ferris State University? \_\_\_\_\_ *Graduation Year*
2. What is your Gender?  Male  Female
3. What is your current employment status?  Full-time  Part-time  Other
4. On an average week, about how many hours do you work? \_\_\_\_\_ *Hours per Week*
5. What is your current job title? \_\_\_\_\_
6. How long have you been in your current position? \_\_\_\_\_ *Years* \_\_\_\_\_ *Months*
7. What are your major job responsibilities?  
\_\_\_\_\_  
\_\_\_\_\_

8. What is your current annual salary?  
 Less than \$25,000   
  \$25,000 to \$45,000   
  \$45,001 to \$65,000   
  \$65,001 to \$85,000   
  More than \$85,000

9. For each of the following elements of the Hospitality Program, please indicate your level of satisfaction. If you have had no experience with the element, please mark "Not Applicable."

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Not Applicable
a. Extra-curricular Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Problem Solving Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Café Ferris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Internship Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Hands-on Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Interaction with Industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Availability of Professional Certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please Turn the Survey Over and Complete the Questions on the Back of the Page. Thank you!



	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Not Applicable
j. Clubs and Organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Professional Networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Availability of Scholarships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Mentoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Applicability to Real Work Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Overall, how satisfied are you with how well the Hospitality Program at FSU prepared you for your career?

Very Dissatisfied     Somewhat Dissatisfied     Somewhat Satisfied     Very Satisfied

11. What do you think the greatest strengths of the Associates Degree Program are?

---



---



---

12. Do you have any suggestions for improving the Hospitality Program that you would like to share?

---



---



---

13. Were there any individuals in the Hospitality Program that had a positive influence on you?

---



---



---

**Please provide your current business address, phone, and e-mail. This information will be used for the purpose of improving our Program. This information is optional. Thank you.**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

# FERRIS STATE UNIVERSITY

## *Hospitality Alumni Survey – Bachelors Degree Recipients*

Please take a few minutes to fill out this survey about your experiences in the Hospitality Program here at Ferris State University. Your responses will help us to improve the services we provide. **Please mark an "X" through the square that corresponds to the response to each question that best represents your opinion.** Be sure to include comments about your own experiences. We appreciate you taking the time to carefully complete this survey.

1. What year did you graduate from Ferris State University? \_\_\_\_\_ *Graduation Year*
2. What is your Gender?  Male  Female
3. What is your current employment status?  Full-time  Part-time  Other
4. On an average week, about how many hours do you work? \_\_\_\_\_ *Hours per Week*
5. What is your current job title?  
\_\_\_\_\_
6. How long have you been in your current position? \_\_\_\_\_ *Years* \_\_\_\_\_ *Months*
7. What are your major job responsibilities?  
\_\_\_\_\_  
\_\_\_\_\_

8. What is your current annual salary?  
 Less than \$25,000   
  \$25,000 to \$45,000   
  \$45,001 to \$65,000   
  \$65,001 to \$85,000   
  More than \$85,000

9. For each of the following elements of the Hospitality Program, please indicate your level of satisfaction for each. If you have had no experience with the element, please mark "Not Applicable."

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Not Applicable
a. Extra-curricular Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Problem Solving Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Hospitality Policy Class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Internship Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Hands-on Experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Interaction with Industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Not Applicable
i. Availability of Professional Certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Clubs and Organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Professional Networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Availability of Scholarships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Mentoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Applicability to Real Work Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Overall, how satisfied are you with how well the Hospitality Program at FSU prepared you for your career?

- Very Dissatisfied     Somewhat Dissatisfied     Somewhat Satisfied     Very Satisfied

11. What do you think the greatest strengths of the Bachelors Degree Program are?

---



---



---

12. Do you have any suggestions for improving the Hospitality Program that you would like to share?

---



---



---

13. Were there any individuals in the Hospitality Program that had a positive influence on you?

---



---



---

**Please provide your current business address, phone, and e-mail. This information will be used for the purpose of improving our Program. This information is optional. Thank you.**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Satisfaction with the Hospitality Associate's Degree Program**

	<i>Very Dissatisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Somewhat Satisfied</i>	<i>Very Satisfied</i>	<i>Not Applicable</i>	<i>% of Respondents Somewhat/Very Satisfied</i>
<b>ASSOCIATE (N=8)</b>						
Extra-curricular Activities				8		100%
Faculty				8		100%
Problem-Solving Training			3	4	1	88%
Café Ferris			2	6		100%
Advising	1		1	6		88%
Internship Opportunities			2	6		100%
Hands-on Experiences			1	7		100%
Interaction with Industry		1		7		88%
Availability of Professional Certificates			2	5	1	88%
Clubs and Organizations			3	3	2	75%
Professional Networking		1	3	4		88%
Availability of Scholarship		1	2	3	2	63%
Communication Skills			2	6		100%
Mentoring			1	7		100%
Applicability to Real Work Situations			1	7		100%
Overall Satisfaction			2	6		100%

	<i>Very Dissatisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Somewhat Satisfied</i>	<i>Very Satisfied</i>	<i>Not Applicable</i>	<i>% of Respondents Somewhat/Very Satisfied</i>
<b>ASSOCIATE/BACHELORS (N=20)</b>						
Extra-curricular Activities			9	7	4	80%
Faculty			5	15		100%
Problem-Solving Training		1	7	11		90%
Café Ferris			4	14	2	90%
Advising		2	3	12	2	75%
Internship Opportunities		1	4	15		95%
Hands-on Experiences		2	2	16		90%
Interaction with Industry		3	6	11		85%
Availability of Professional Certificates		1	4	6	9	75%
Clubs and Organizations			2	8	5	65%
Professional Networking		1	3	8	8	80%
Availability of Scholarship		2	4	3	7	50%
Communication Skills			2	7	11	90%
Mentoring			3	9	8	85%
Applicability to Real Work Situations			4	7	9	80%
Overall Satisfaction			2	8	10	90%

**Satisfaction with the Hospitality Bachelor's Degree Program**

**BACHELOR (N=6)**

	<i>Very Dissatisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Somewhat Satisfied</i>	<i>Very Satisfied</i>	<i>Not Applicable</i>	<i>% of Respondents Somewhat/Very Satisfied</i>
Extra-curricular Activities			1	4		83%
Faculty			2	4		100%
Problem-Solving Training		2	1	3		67%
Hospitality Policy Class			2		4	33%
Advising			1	5		100%
Internship Opportunities			1	5		100%
Hands-on Experiences			2	4		100%
Interaction with Industry		1	2	3		83%
Availability of Professional Certificates			2	3	1	83%
Clubs and Organizations			3	2	1	83%
Professional Networking			4	2		100%
Availability of Scholarship			3	2	1	83%
Communication Skills			3	3		100%
Mentoring		2	1	2	1	50%
Applicability to Real Work Situations		3	3			50%
Overall Satisfaction			2	4		100%

**ASSOCIATE/BACHELORS (N=20)**

	<i>Very Dissatisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Somewhat Satisfied</i>	<i>Very Satisfied</i>	<i>Not Applicable</i>	<i>% of Respondents Somewhat/Very Satisfied</i>
Extra-curricular Activities			9	7	4	80%
Faculty			4	16		100%
Problem-Solving Training		1	9	10		95%
Hospitality Policy Class		1	4	12	2	80%
Advising		2	4	13	1	85%
Internship Opportunities	1		6	13		95%
Hands-on Experiences		4	3	13		80%
Interaction with Industry		2	9	9		90%
Availability of Professional Certificates	1	4	6	9		75%
Clubs and Organizations		2	8	4	6	60%
Professional Networking	1	2	9	8		85%
Availability of Scholarship	2	3	5	6	4	55%
Communication Skills		1	8	11		95%
Mentoring		4	8	8		80%
Applicability to Real Work Situations		5	6	9		75%
Overall Satisfaction		2	8	10		90%

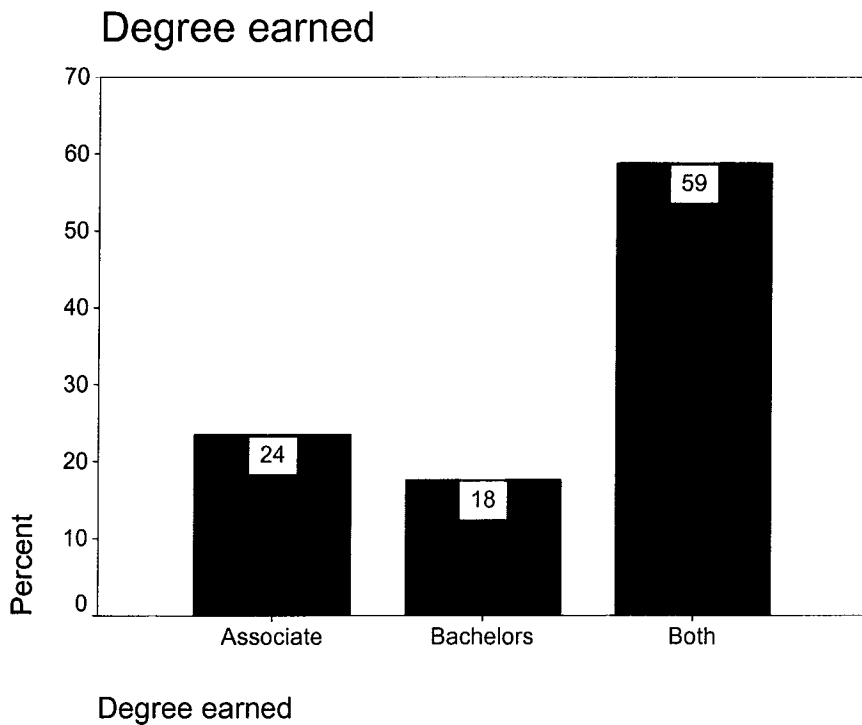
# Hospitality Program Demographic Variables: Frequencies

## Statistics

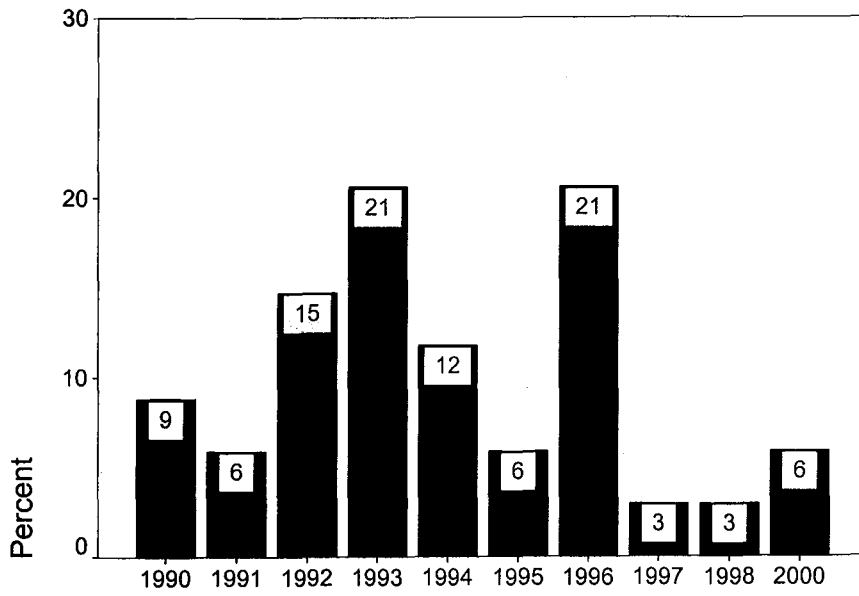
	N		Mean	Mode
	Valid	Missing		
Degree earned	34	0	2.35	3
Graduation yr	34	0	1994.00	1993 <sup>a</sup>
Gender	34	0	1.53	2
Current employmt status	34	0	1.15	1
Avg. hours/week work	34	0	2.38	2
Current job title	34	0		
Been in current position (in months)	34	0	35.88	5 <sup>a</sup>
Major job responsibilities	34	0		
Current annual salary	34	0	2.35	2
Overall satisfaction	34	0	3.53	4

a. Multiple modes exist. The smallest value is shown

## Bar Chart

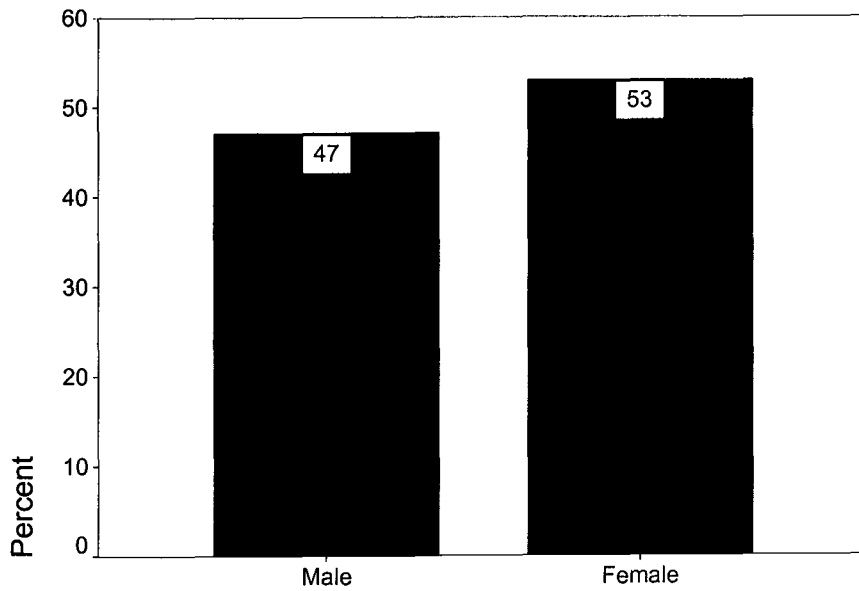


### Graduation yr



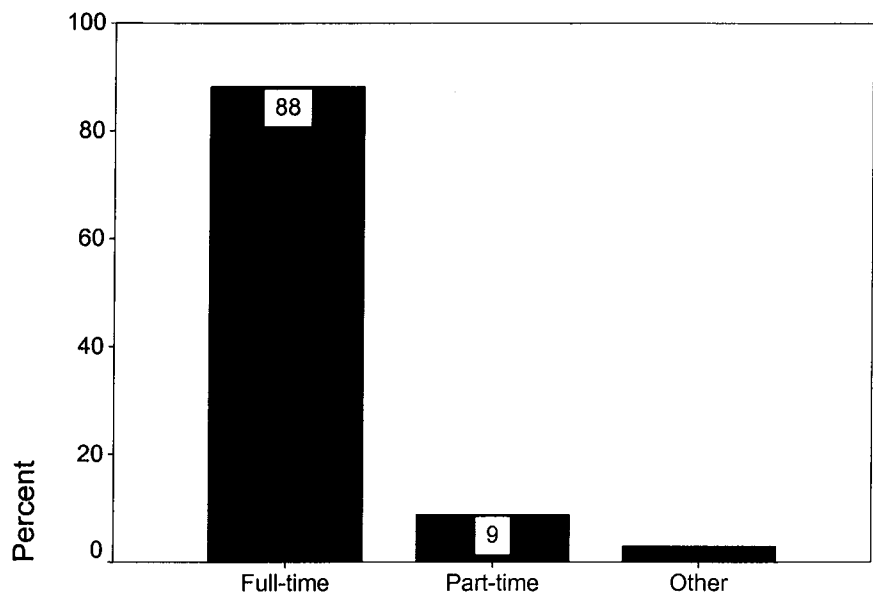
### Graduation yr

### Gender



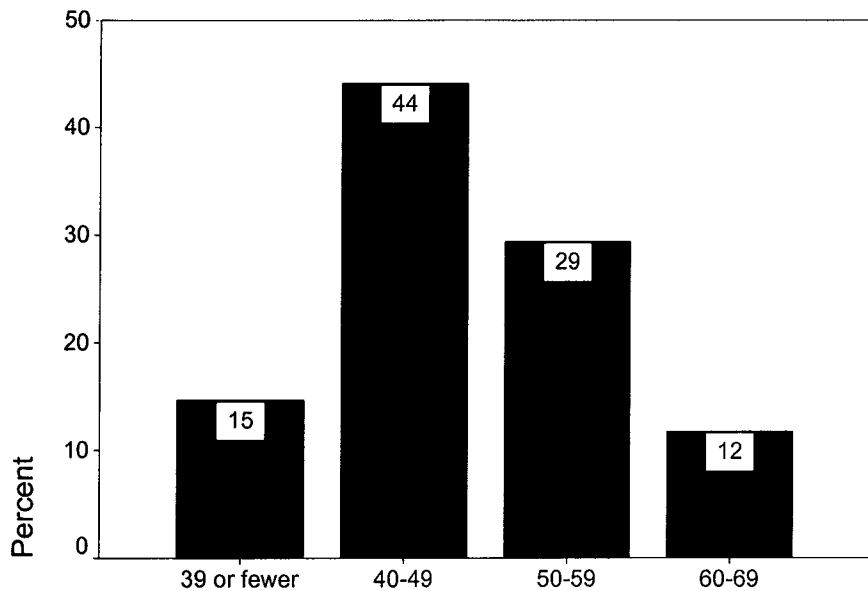
### Gender

### Current employmt status



### Current employmt status

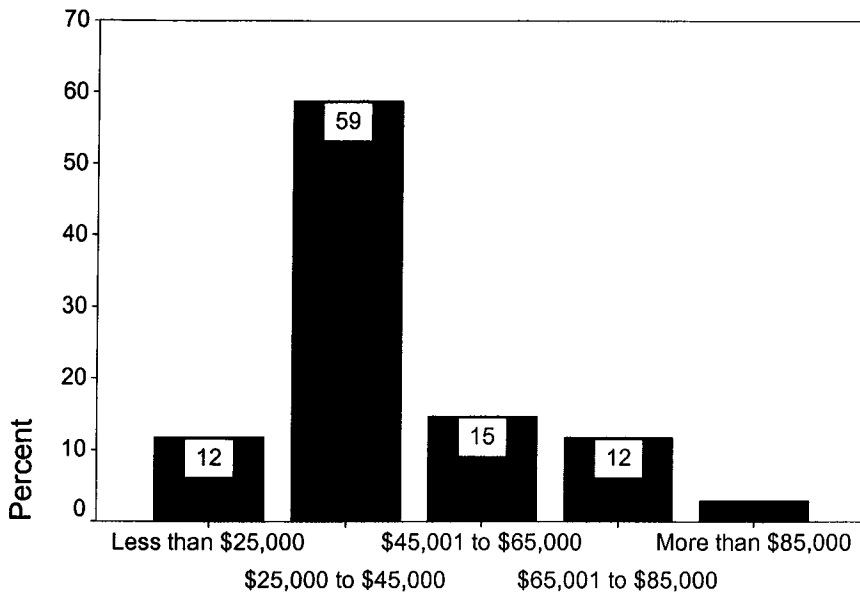
### Avg. hours/week work



### Avg. hours/week work

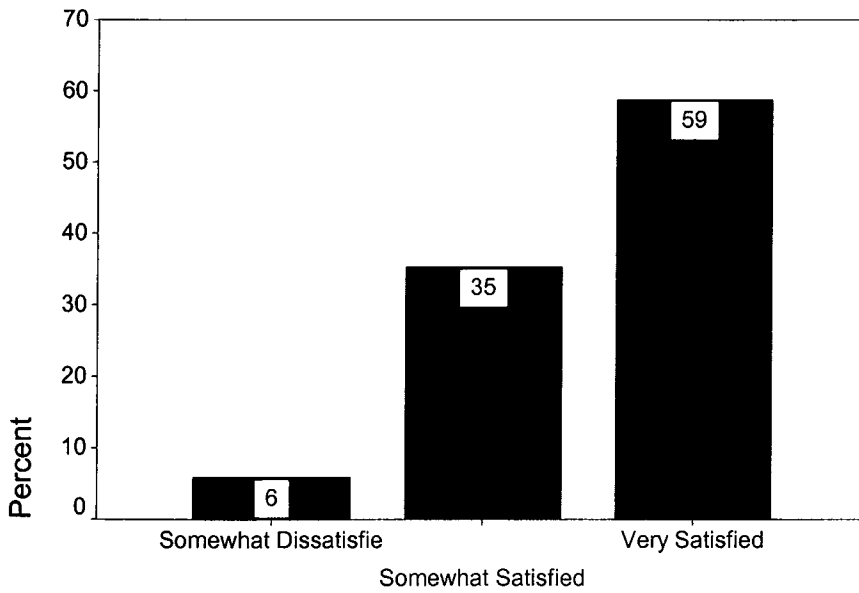


### Current annual salary



### Current annual salary

### Overall satisfaction



### Overall satisfaction

## **Hospitality Programs Employer Survey Results**

The following information represents the responses of the employers that were surveyed during the summer of 2001. Twenty (20) surveys were sent out to key employers throughout the nation.

The results of the survey show that employers who hire FSU Hospitality Programs graduates feel they have strong oral communication skills, written skills and an excellent knowledge of the hospitality industry. The survey results also show that our graduates possess an excellent ability to contribute immediately, and they carry ethics and integrity.



# FERRIS STATE UNIVERSITY

August 9, 2001

Dear Employer:

Each academic major at Ferris State University conducts a detailed Program Review every seven years to measure the effectiveness of the particular curriculum and to solicit information and ideas on how the coursework and related activities should be revised to better prepare our graduates for their professional careers. The Hospitality Programs major in the College of Business is now conducting its Program Review and as part of this effort, we are surveying our students, faculty and staff, alumni, curriculum advisory committee and employers.

As an employer of one of FSU's Hospitality Programs alumni, we would like to have your responses to the survey questions carried on the back of this letter. We've kept the questionnaire short (it should take less than 10 minutes) but please feel free to expand on your answers and to offer additional information and suggestions on an extra sheet of paper. We'll be happy to receive the detailed comments and feedback. Please return the completed questionnaire to us in the enclosed return envelope or *fax to 231-591-2998* by **August 27, 2001**.

The final report on our study will be rather lengthy but we would be happy to forward a summary of the results and analysis when it is available. If you would like to receive this summary, just insert your business card into the envelope with the questionnaire.

It is critical that Ferris State University constantly adjusts and improves its academic curricula to meet the changing needs of employers. Your responses and advice will help us achieve that with the Hospitality Programs majors.

Thank you for your time, cooperation and ideas.

Sincerely,

Julie Doyle  
Assistant Professor  
Internship Coordinator  
Hospitality Programs

COLLEGE OF BUSINESS  
HOSPITALITY PROGRAMS

1316 Cramer Circle, W-C 106, Big Rapids, MI 49307-2736  
Phone 231 591-2382 Fax 231 591-2998

**FERRIS STATE UNIVERSITY  
EMPLOYER QUESTIONNAIRE**

Based on your experience, please rate the following professional skills and knowledge of FSU's Hospitality Programs graduates.

	<u>Excellent</u>		<u>Average</u>		<u>Poor</u>	<u>NO Opinion</u>
1. Oral communications skills	5	4	3	2	1	N/O
2. Written communications skills	5	4	3	2	1	N/O
3. Self confidence	5	4	3	2	1	N/O
4. Management/administrative skills	5	4	3	2	1	N/O
5. Knowledge of the Hospitality industry	5	4	3	2	1	N/O
6. Ability to contribute immediately	5	4	3	2	1	N/O
7. Interpersonal skills	5	4	3	2	1	N/O
8. Ethics and Integrity	5	4	3	2	1	N/O
9. Planning and organizational skills	5	4	3	2	1	N/O
10. Critical thinking/problem solving	5	4	3	2	1	N/O
11. Strong work ethic	5	4	3	2	1	N/O
12. Overall professionalism	5	4	3	2	1	N/O
	<u>Excellent</u>		<u>Average</u>		<u>Poor</u>	
13. How would you rate the readiness of the FSU graduates to work in the Hospitality Industry?	5	4	3	2	1	
14. How does the readiness of the FSU graduates compare to other Hospitality graduates that you have hired?	5	4	3	2	1	
15. What were the skill strengths and weakness of the FSU Hospitality graduates that you have hired?						

If you would like to provide additional suggestions or comments, please do so on an extra sheet of paper. Return the completed survey and comments to us in the enclosed return envelope or **fax to us at 231-591-2998**. Remember to enclose your business card if you would like to receive a summary of the Programs Review results. Thanks for your time and cooperation.

# 2001 Hospitality Employer Survey Results

## Statistics

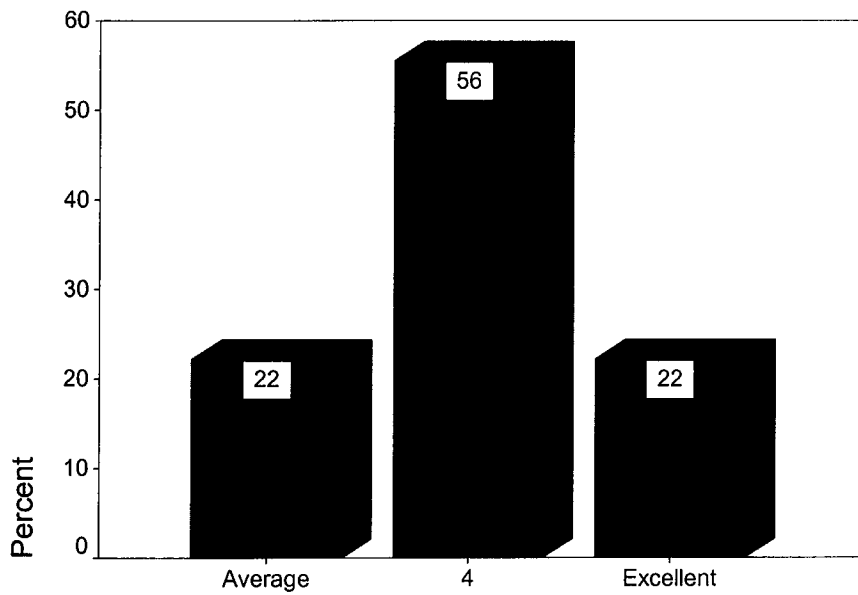
Oral Communication Skills	N	Valid	9
		Missing	0
	Mean		4.00
	Mode		4
Written Communication Skills	N	Valid	9
		Missing	0
	Mean		4.00
	Mode		4
Self-Confidence	N	Valid	9
		Missing	0
	Mean		4.22
	Mode		5
Management/Administrative Skills	N	Valid	9
		Missing	0
	Mean		4.11
	Mode		4
Knowledge of Hospitality Industry	N	Valid	9
		Missing	0
	Mean		4.56
	Mode		5
Ability to Contriibute Immediatley	N	Valid	9
		Missing	0
	Mean		4.22
	Mode		5
Interpersonal SKills	N	Valid	9
		Missing	0
	Mean		4.22
	Mode		5
Ethics and Integrity	N	Valid	9
		Missing	0
	Mean		4.44
	Mode		5
Planning and Organizational Skills	N	Valid	9
		Missing	0
	Mean		4.00
	Mode		4
Critical Thinking/Problem-Solving	N	Valid	9
		Missing	0
	Mean		4.11
	Mode		4
Strong Work Ethic	N	Valid	9
		Missing	0
	Mean		4.56
	Mode		5

## Statistics

Overall Professionalism	N	Valid	9
		Missing	0
	Mean		4.11
	Mode		4
Readiness to Work	N	Valid	9
		Missing	0
	Mean		4.22
	Mode		4
Readiness Compared to Others	N	Valid	9
		Missing	0
	Mean		4.78
	Mode		4

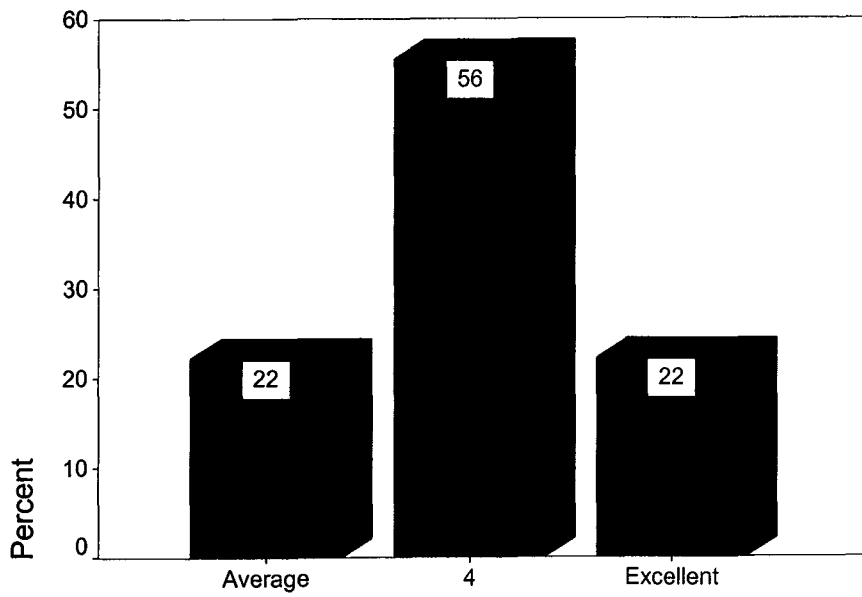
## Hospitality Employer Survey: Descriptive Bar Charts

### Oral Communication Skills



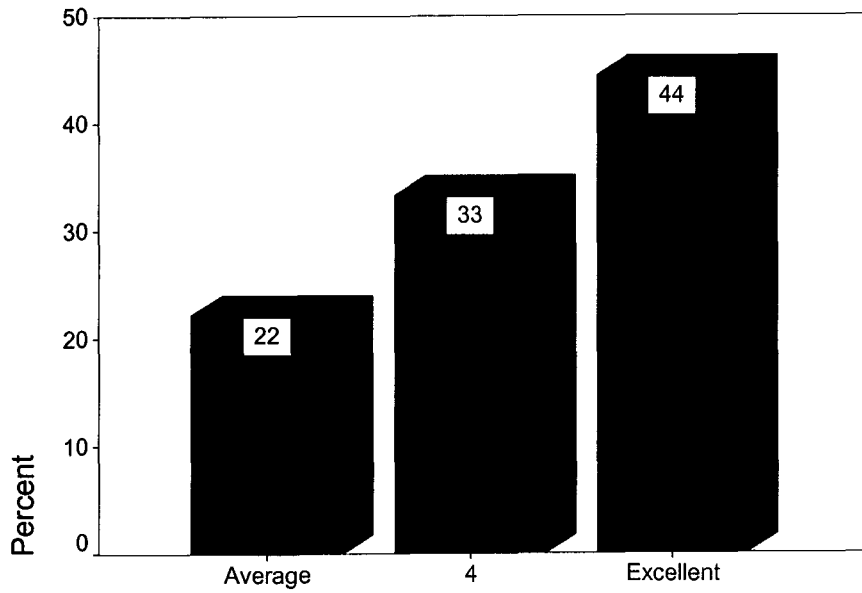
Oral Communication Skills

## Written Communication Skills



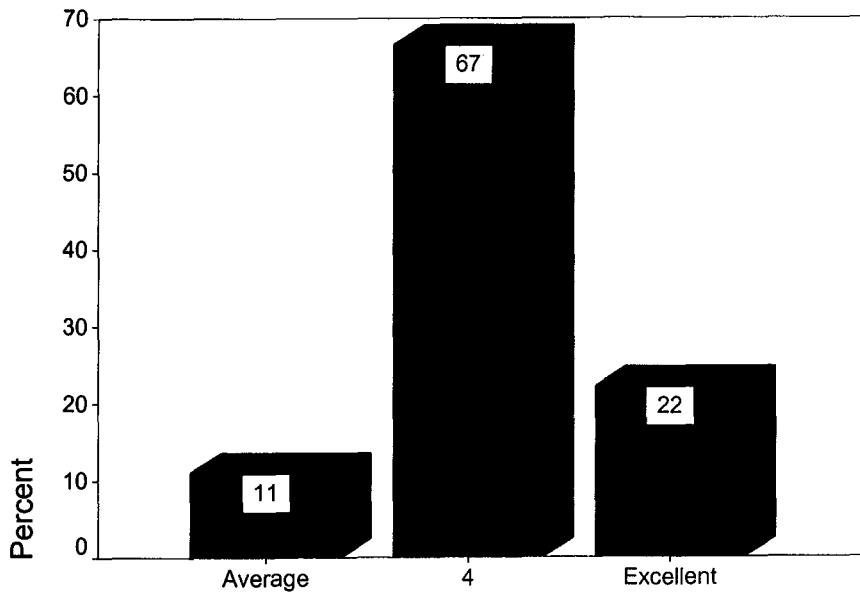
## Written Communication Skills

## Self-Confidence



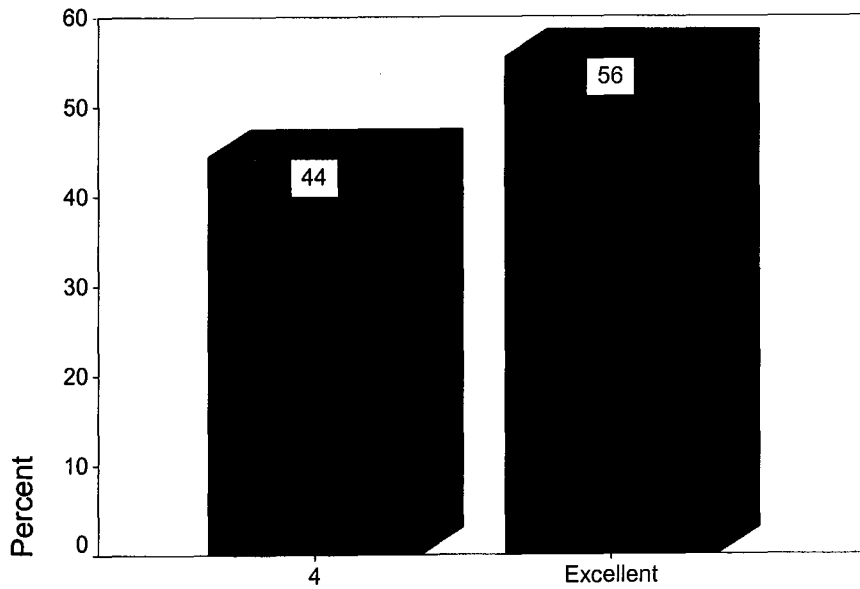
## Self-Confidence

### Management/Administrative Skills



### Management/Administrative Skills

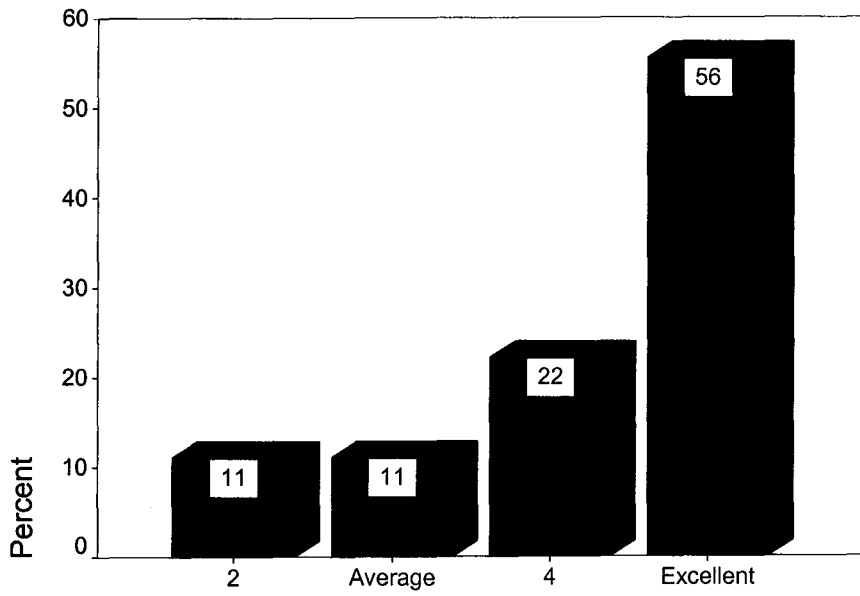
### Knowledge of Hospitality Industry



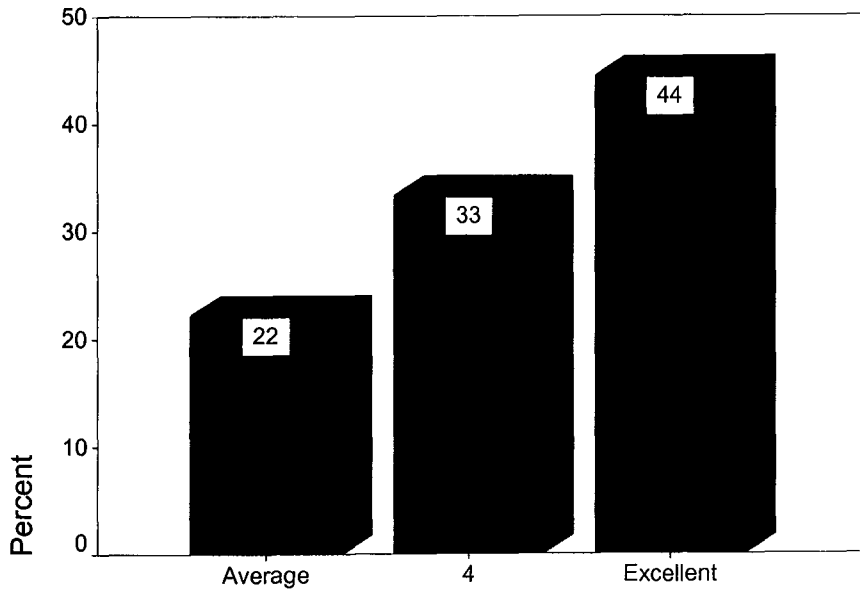
### Knowledge of Hospitality Industry



### Ability to Contriibute Immediately

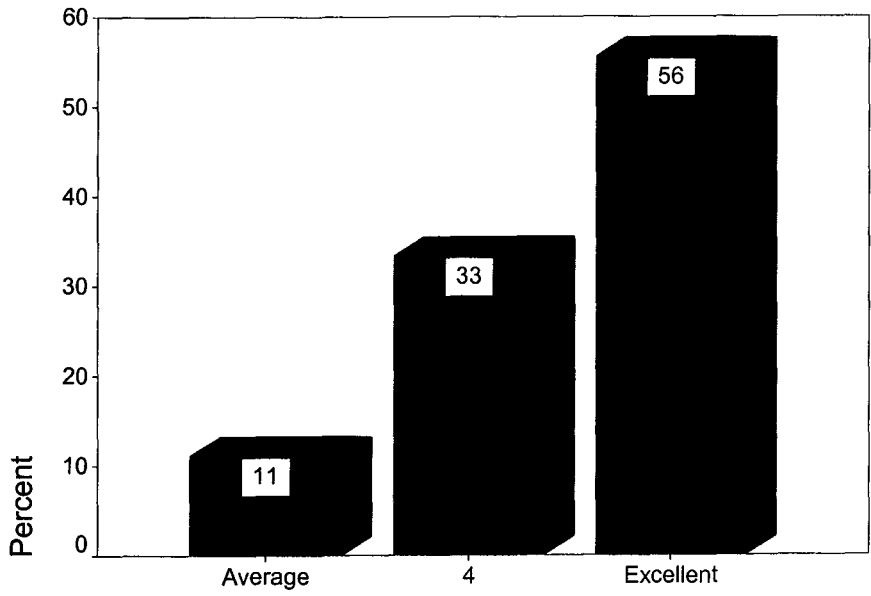


### Ability to Contriibute Immediatley



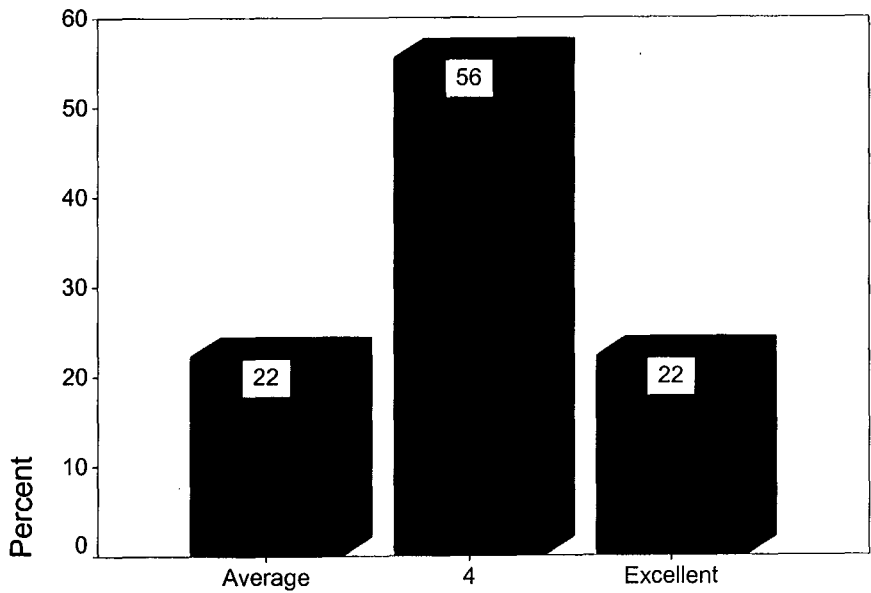
### Interpersonal SKills

### Ethics and Integrity



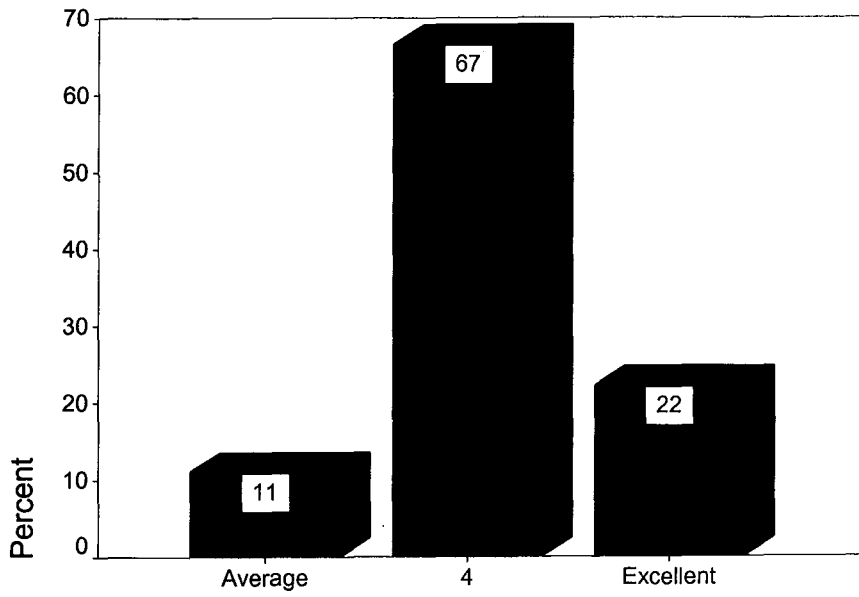
Ethics and Integrity

### Planning and Organizational Skills



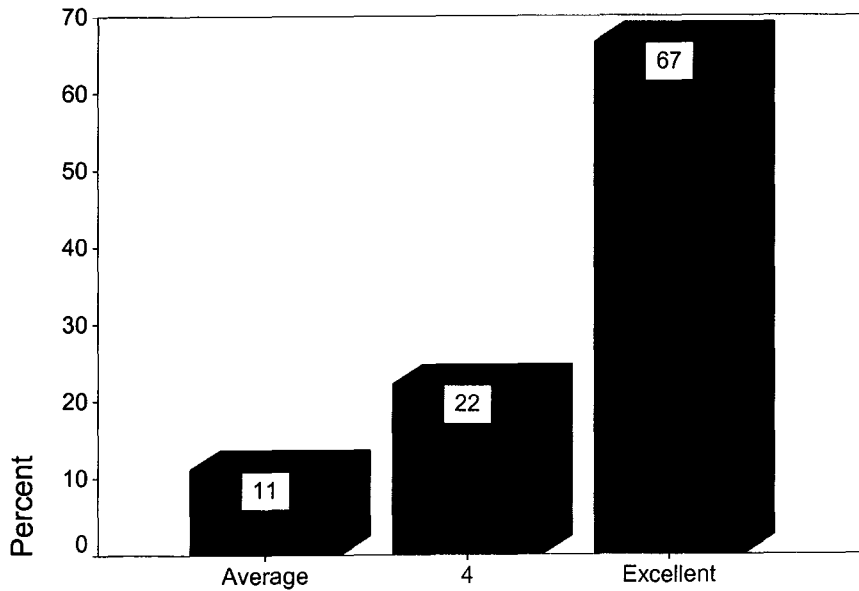
Planning and Organizational Skills

### Critical Thinking/Problem-Solving



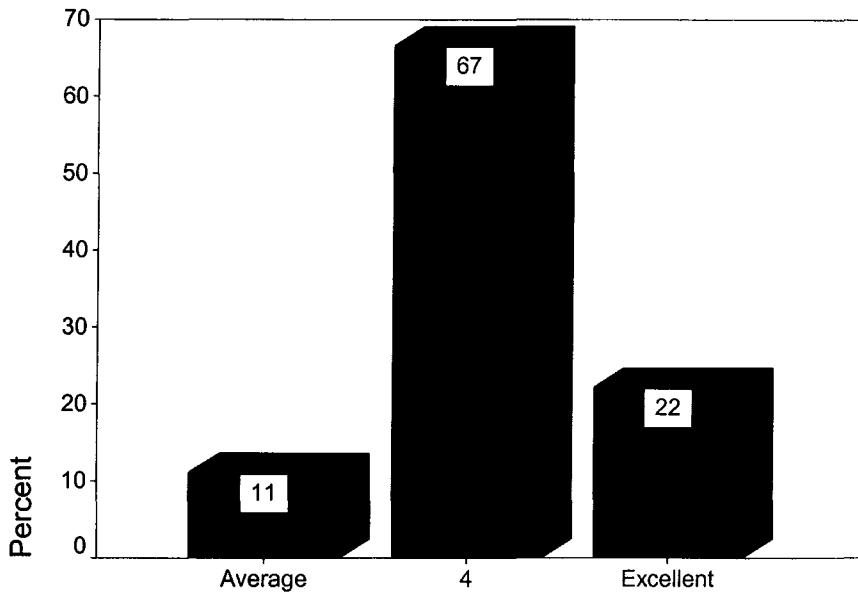
### Critical Thinking/Problem-Solving

### Strong Work Ethic



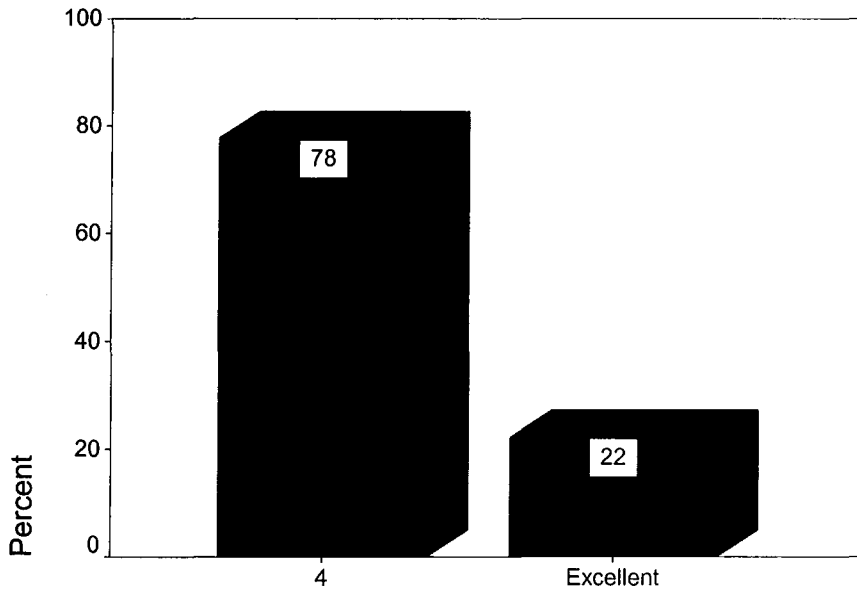
### Strong Work Ethic

### Overall Professionalism



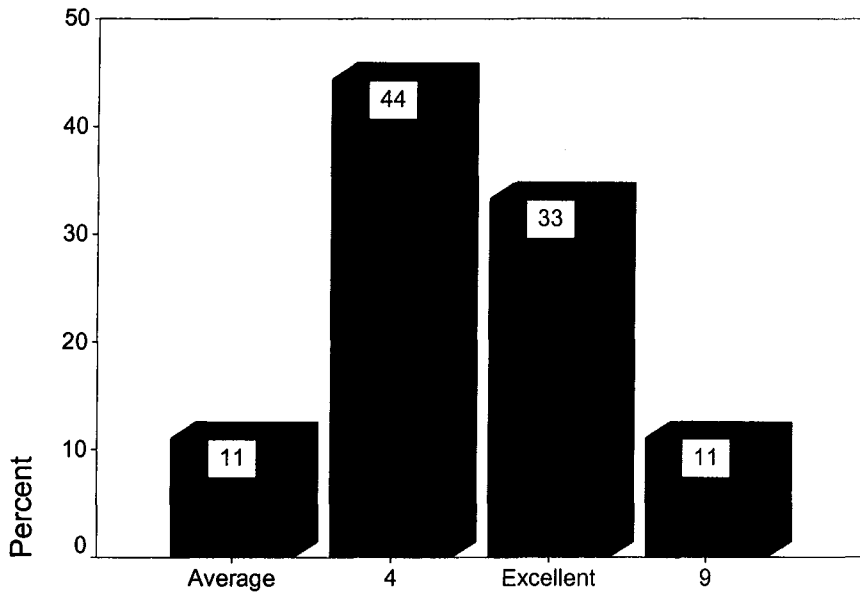
### Overall Professionalism

### Readiness to Work



### Readiness to Work

## Readiness Compared to Others



Readiness Compared to Others

## **Hospitality Programs Student Survey Results**

A student survey was administered in all Hospitality Programs courses during April of 2001. Surveys were handed out by the instructors and completed during class time. This resulted in almost a 100% return rate of 59 respondents. Students in the classes consisted of Intensive English Program, Professional Golf Management, Restaurant and Food Industry Management, Resort Management, Hotel Management majors, undecided students and those completing the minor or one of the certificates.

# Hospitality Programs

APRC 2001-2002

Section 2 of 4

Dear Student,

The Hospitality Programs (Restaurant & Food Industry Management and Hotel Management) is currently undergoing review. Every program at Ferris is reviewed periodically. The review process helps validate what we are doing right and discover what funding or resources we might need to become a better program. Please answer the following questions so that we can continue with successful strategies and make improvements. Thank you for participating.

Your current major at Ferris is: \_\_\_\_\_

Circle the appropriate number for each statement below based on the following scale:

	Poor	Fair	Average	Above Average	Excellent	Not Applicable
1) Perception of the Hospitality Programs as a Whole	1	2	3	4	5	N/A
2) Overall Instruction in Hospitality Programs	1	2	3	4	5	N/A
3) Overall Preparation to Enter Hospitality Field	1	2	3	4	5	N/A
4) Quality of Hospitality Programs Internship Experience	1	2	3	4	5	N/A
5) Availability of Program Advisor	1	2	3	4	5	N/A
6) Willingness of Program Advisor to Help	1	2	3	4	5	N/A
7) Quality of Advising in Program	1	2	3	4	5	N/A
8) Professional Competence of Hospitality Program Faculty	1	2	3	4	5	N/A
9) Perception of Industry Views of the Ferris Hospitality Programs	1	2	3	4	5	N/A
10) Perception in Relation to Similar Programs at Other Schools	1	2	3	4	5	N/A
11) Classroom Facilities for Hospitality Program Students	1	2	3	4	5	N/A
12) Hospitality Related Computer Software Available to Students	1	2	3	4	5	N/A
13) West Commons Computer Hardware Available to Students	1	2	3	4	5	N/A
14) Quality of University Library Books/Periodicals in Hospitality Field	1	2	3	4	5	N/A
15) Overall Quality of General Education at Ferris	1	2	3	4	5	N/A
16) Overall Quality of Education in Business at Ferris	1	2	3	4	5	N/A
17) Quality of College of Business Computer Labs	1	2	3	4	5	N/A

List three strengths of the Hospitality Programs:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

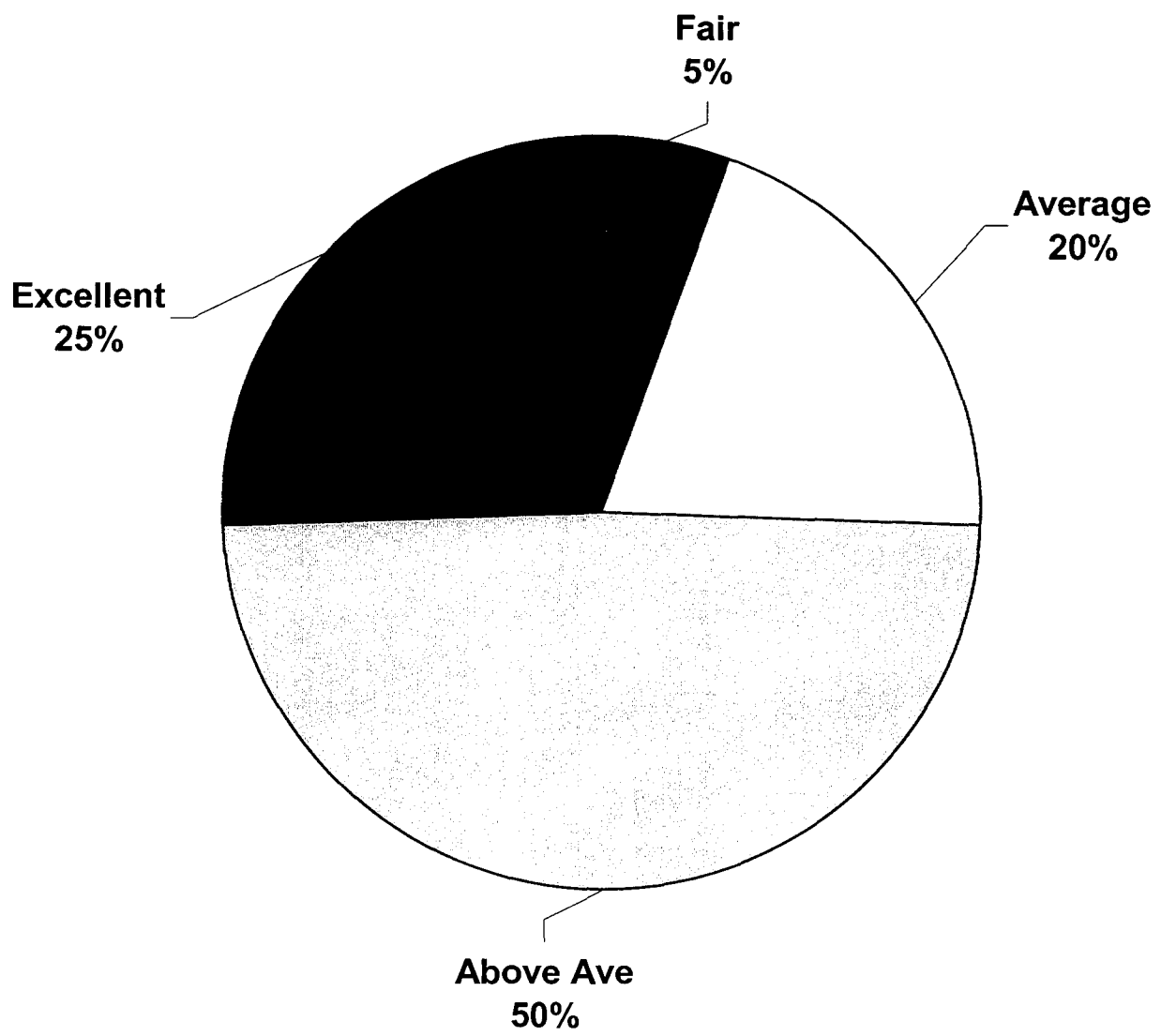
List three areas with room for improvement in the Hospitality Programs:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

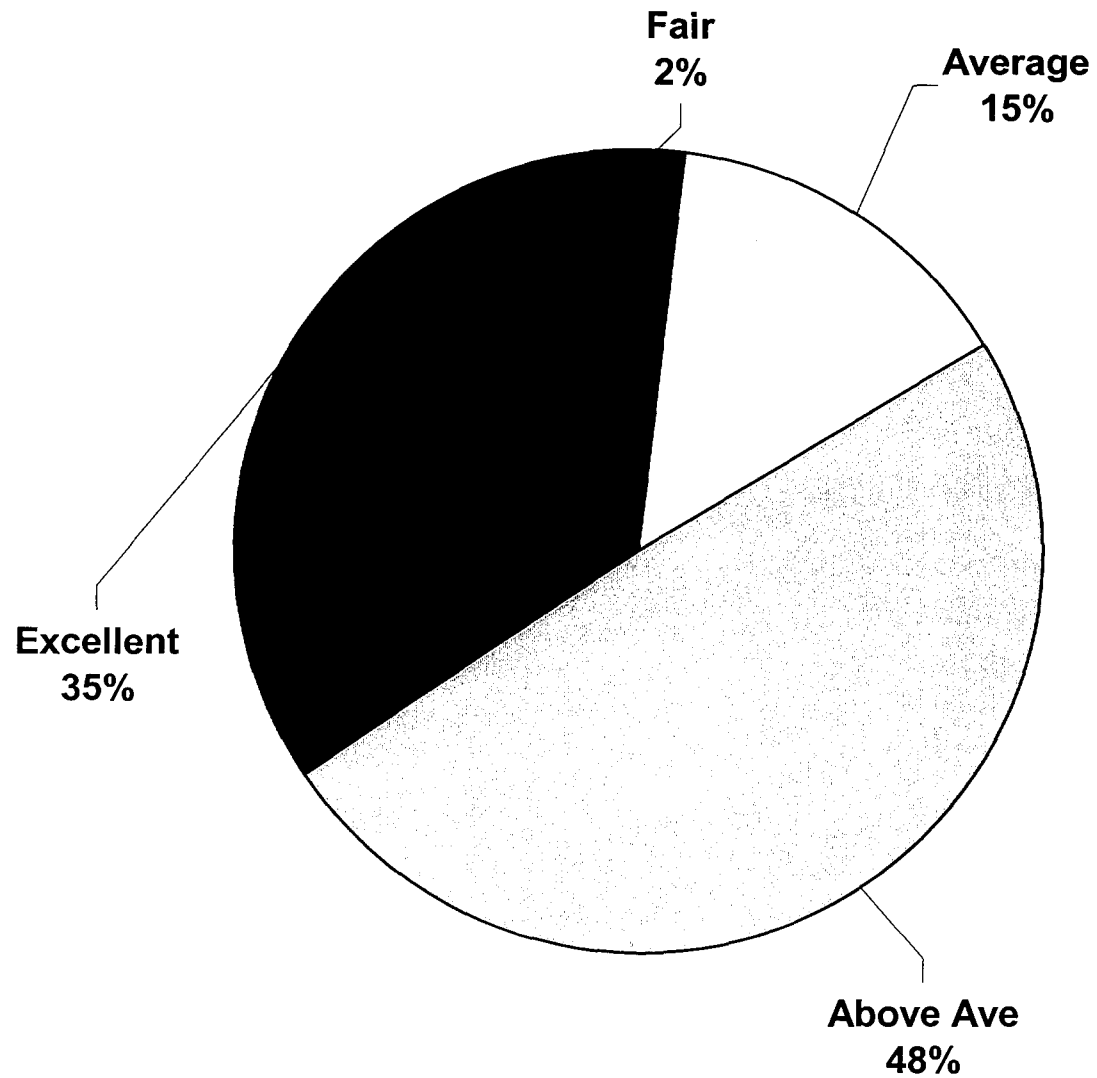
What staff, technology, or innovation is needed in the Hospitality Programs?



### Student Survey: Perception of Hospitality Programs

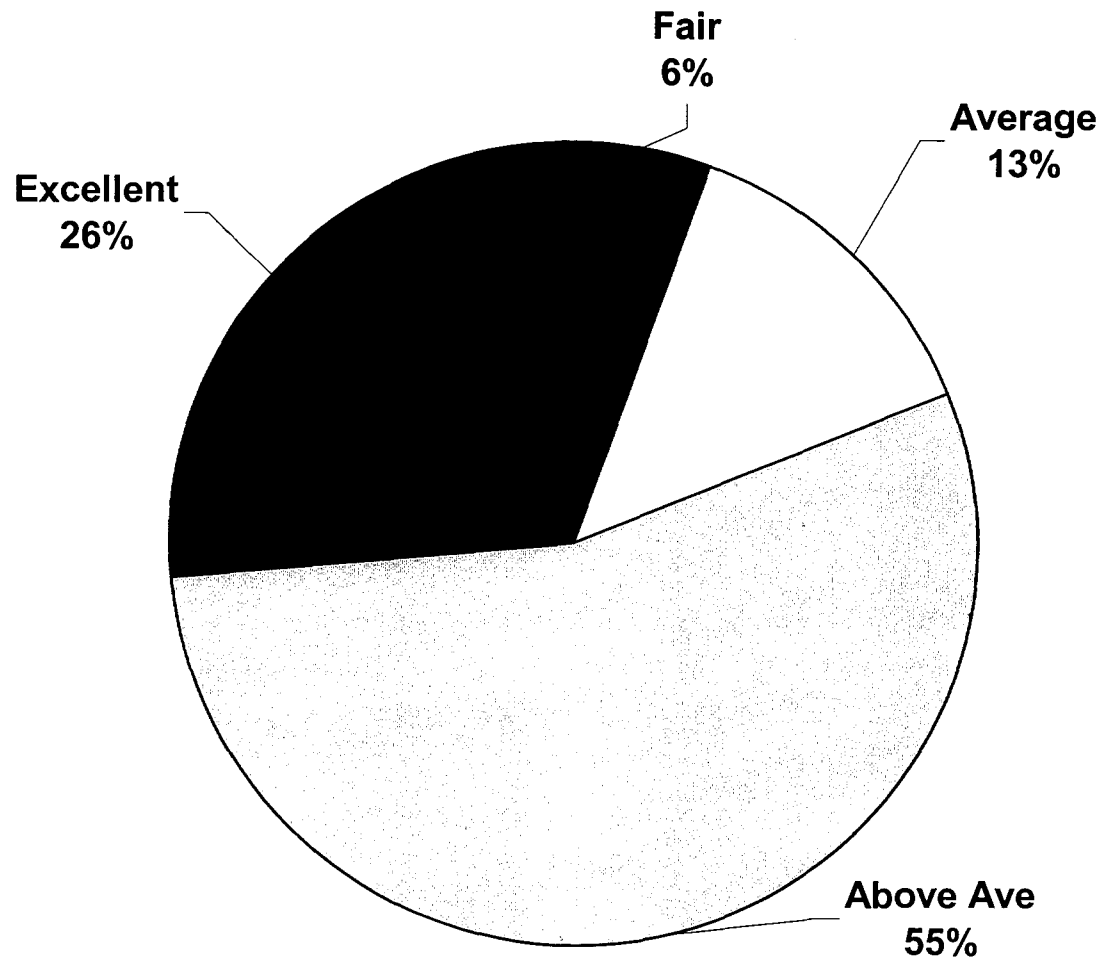


## Student Survey: Instruction in Hospitality Programs

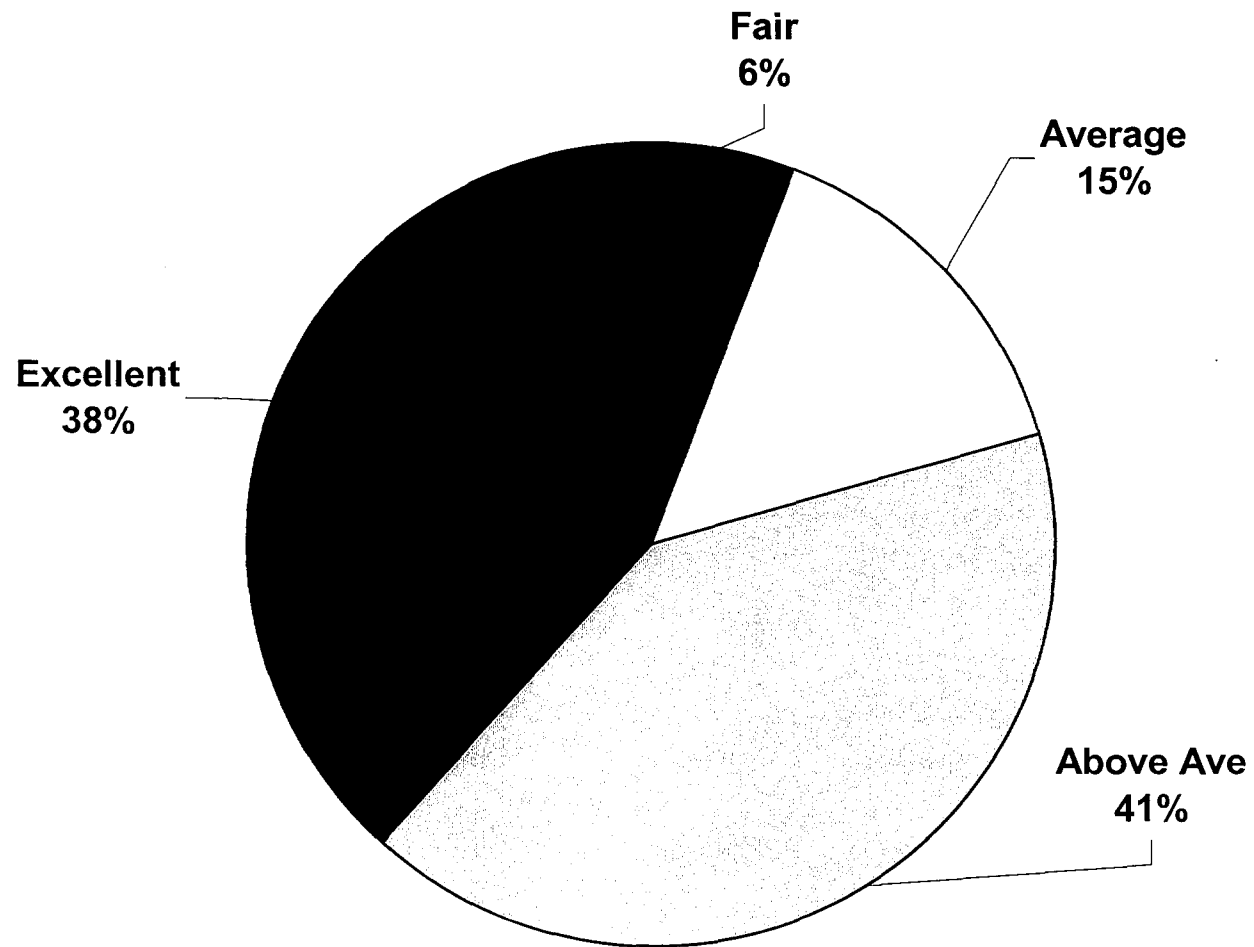


42

## Student Survey: Preparation to Enter Hospitality Field

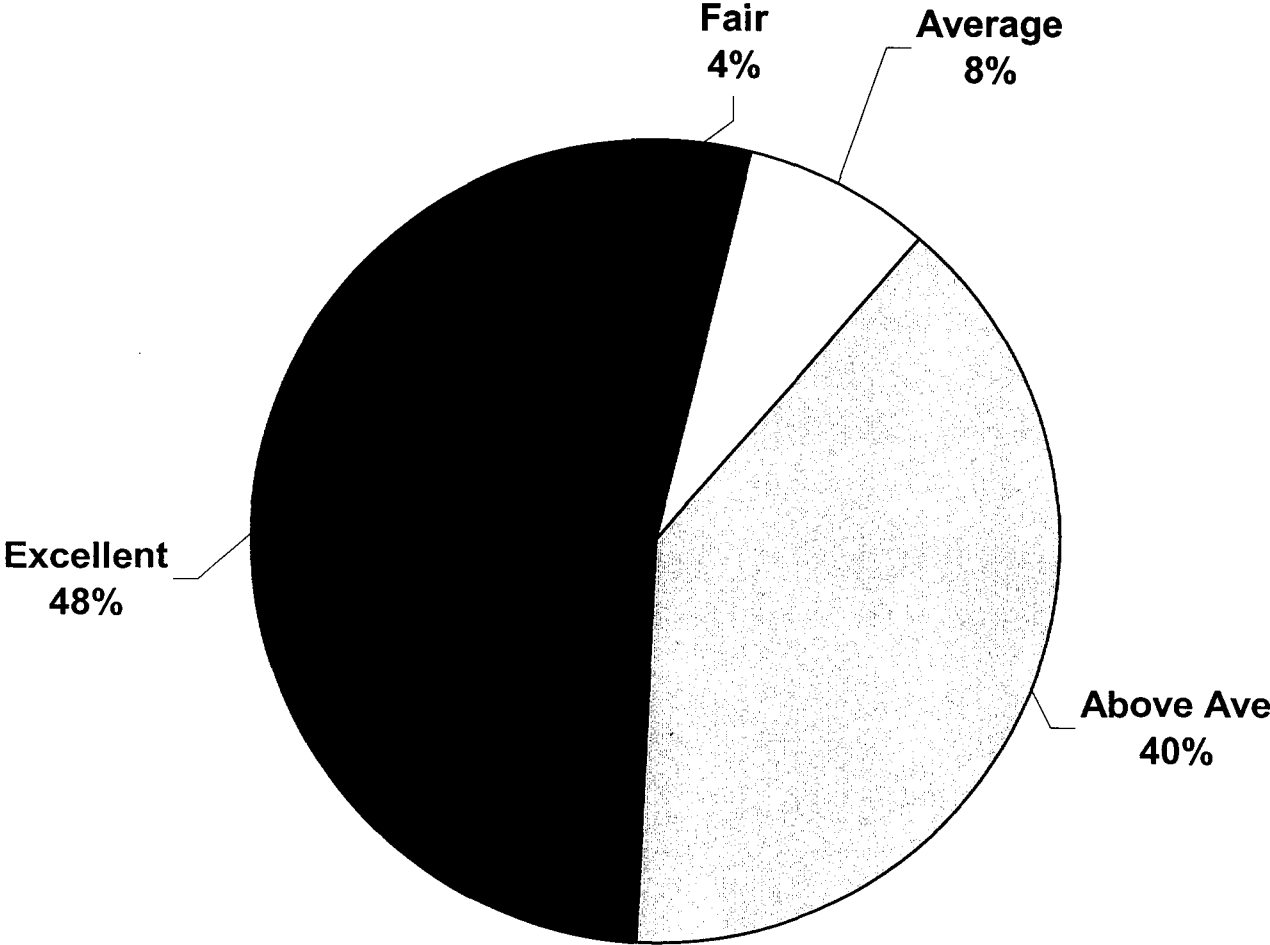


## Student Survey: Quality of Internship Experience



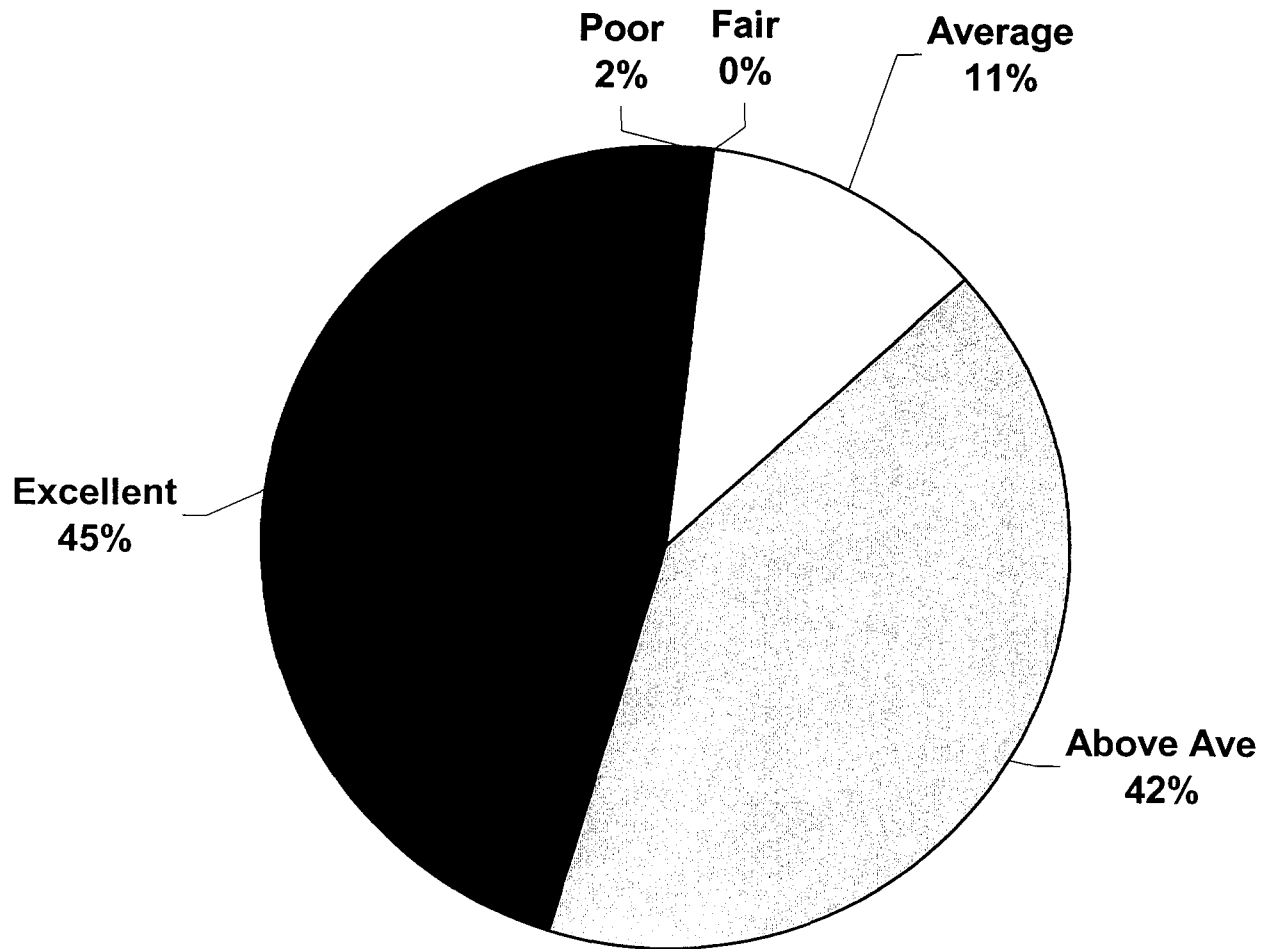
44

**Student Survey: Availability of Program Advisor**

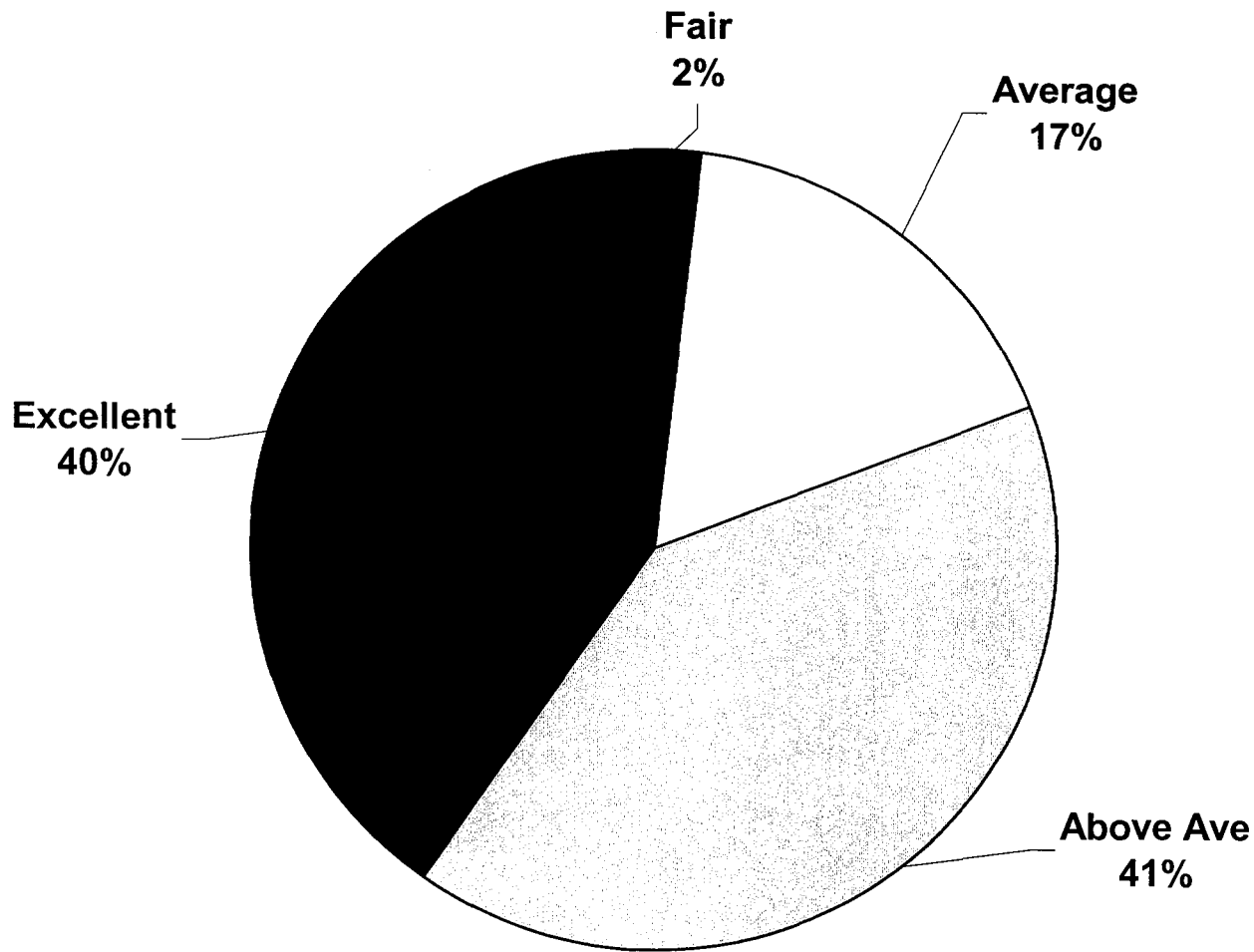


45

### Student Survey: Willingness of Program Advisor to Help

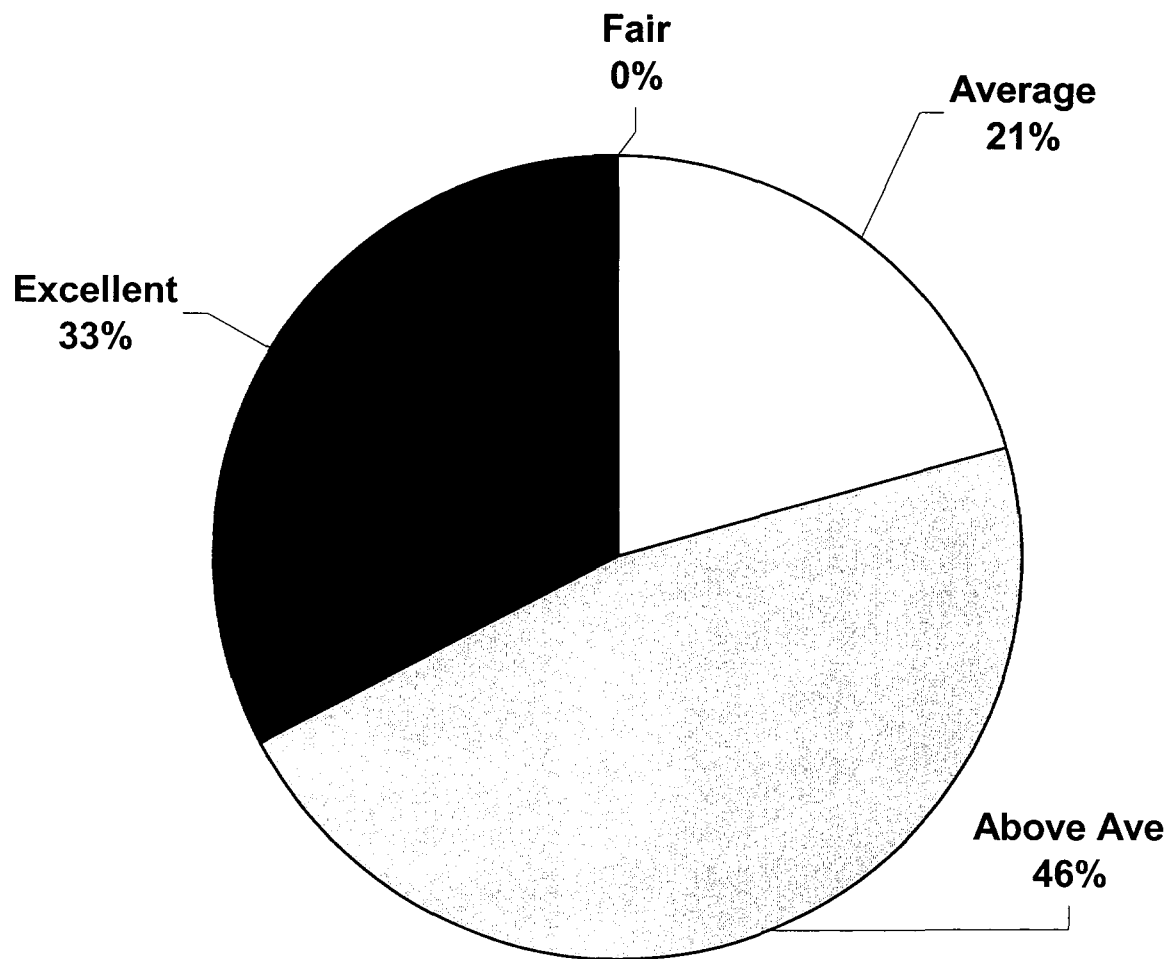


### Student Survey: Quality of Advising in Program



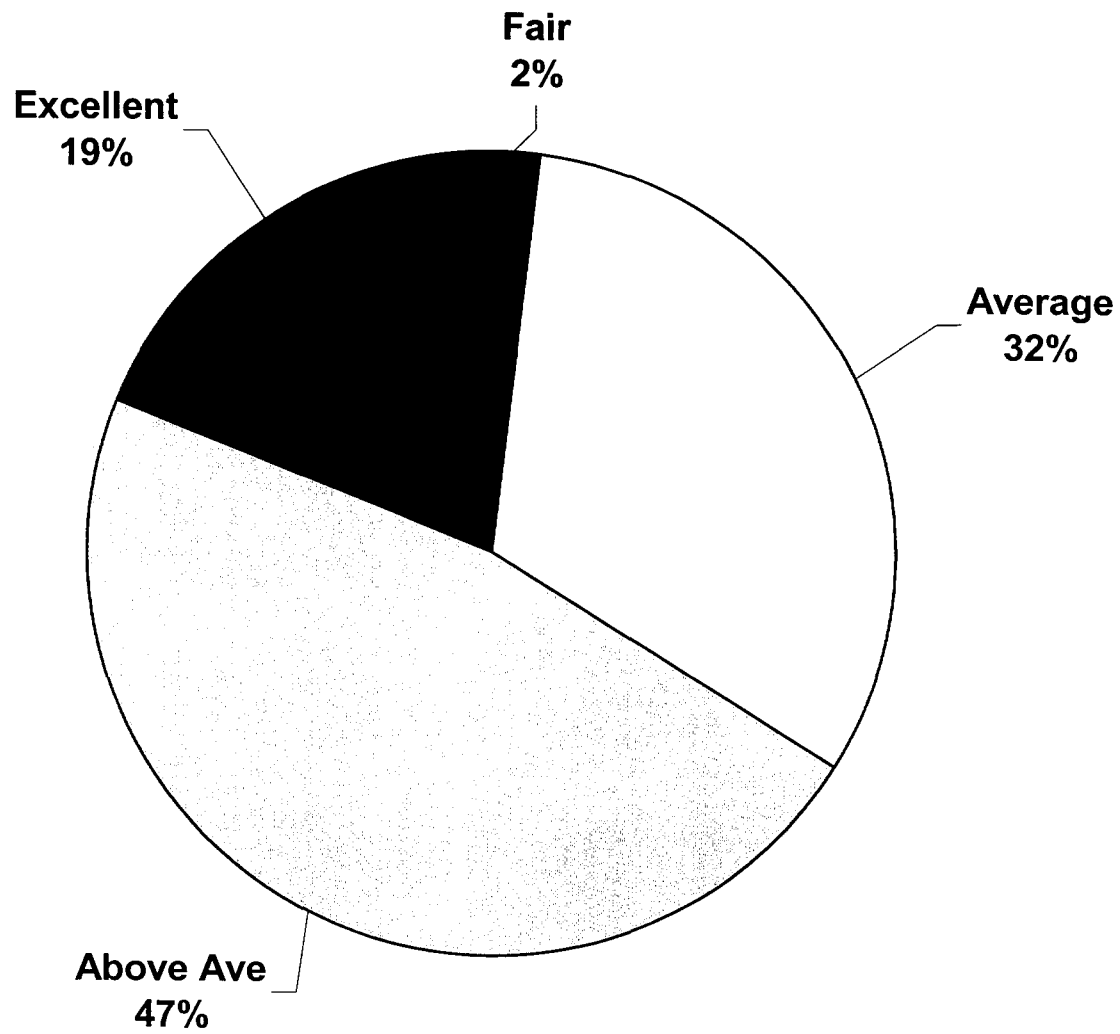
47

### Student Survey: Professional Competence of Program Faculty

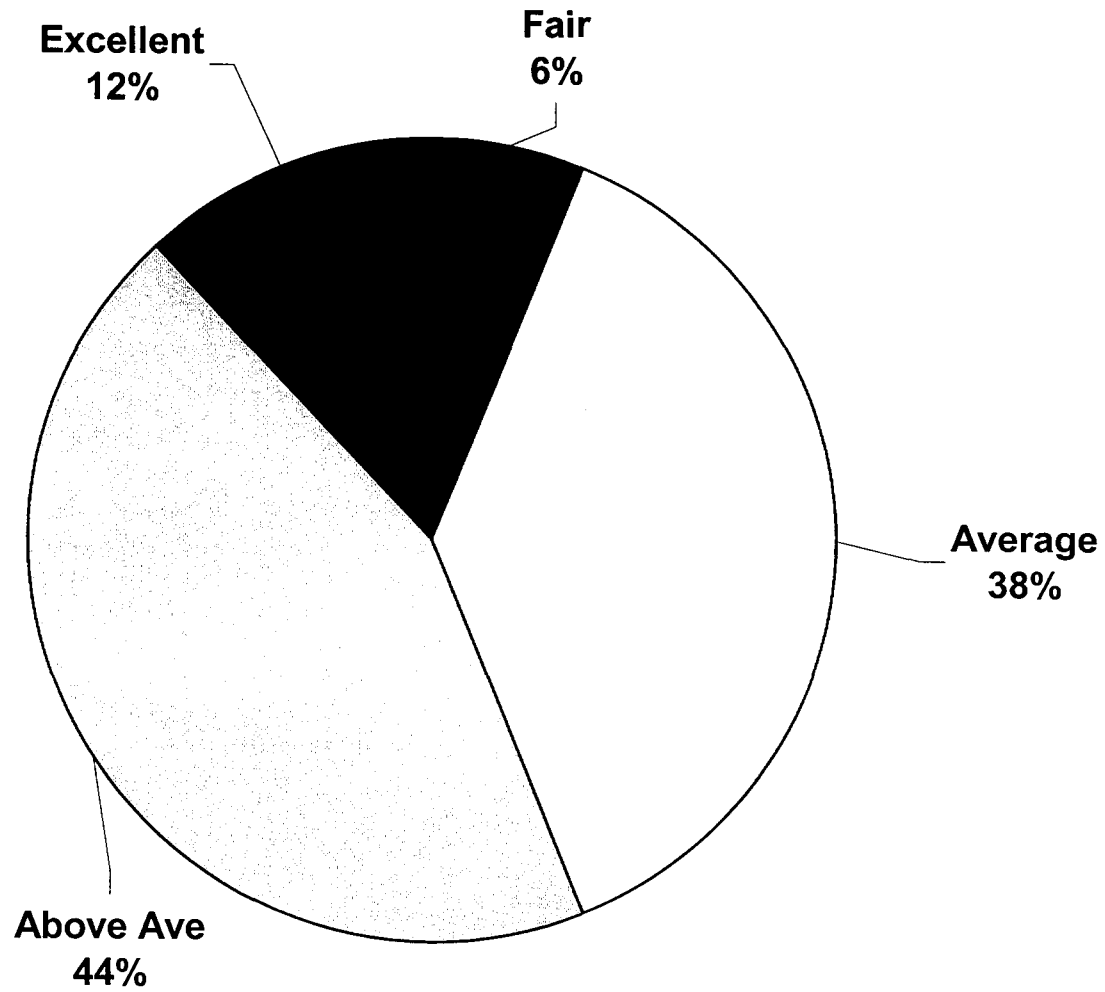




### Student Survey: Perception of Industry View of Programs

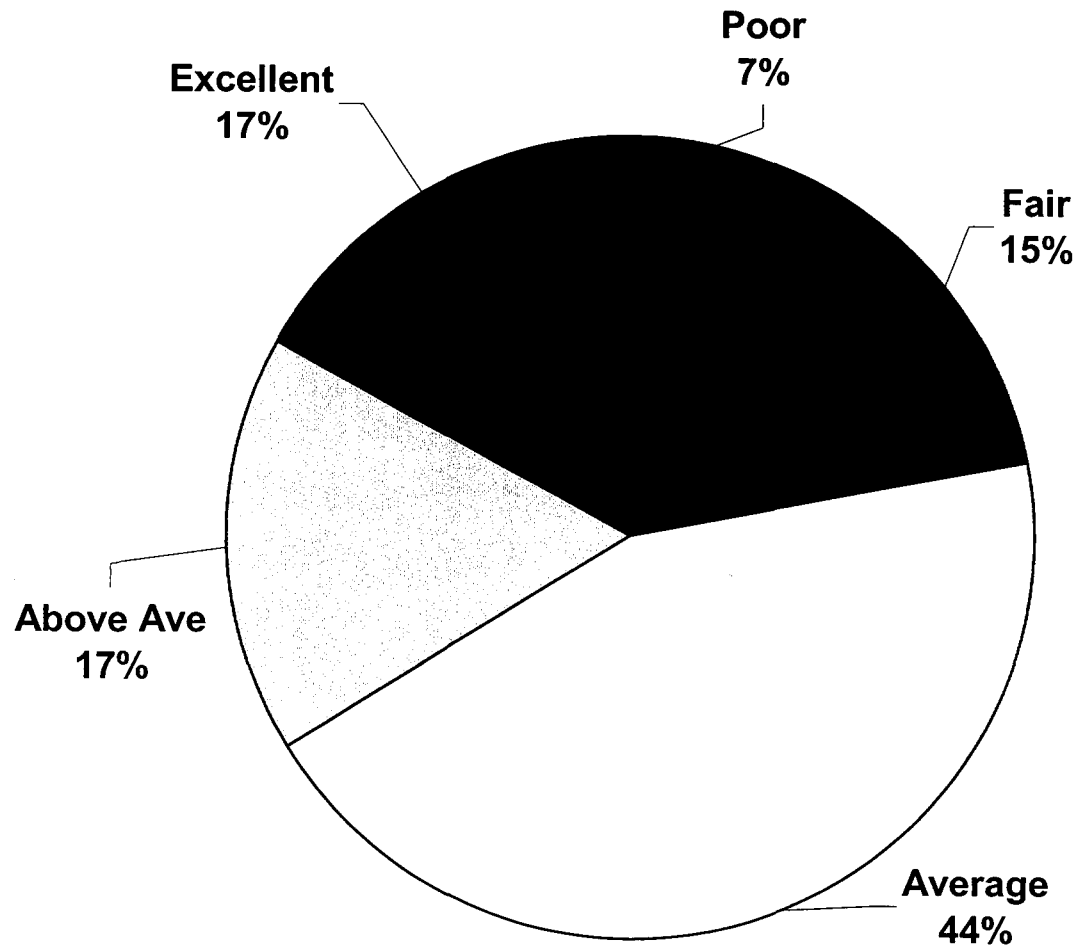


### Student Survey: Perception Relative to Similar Programs



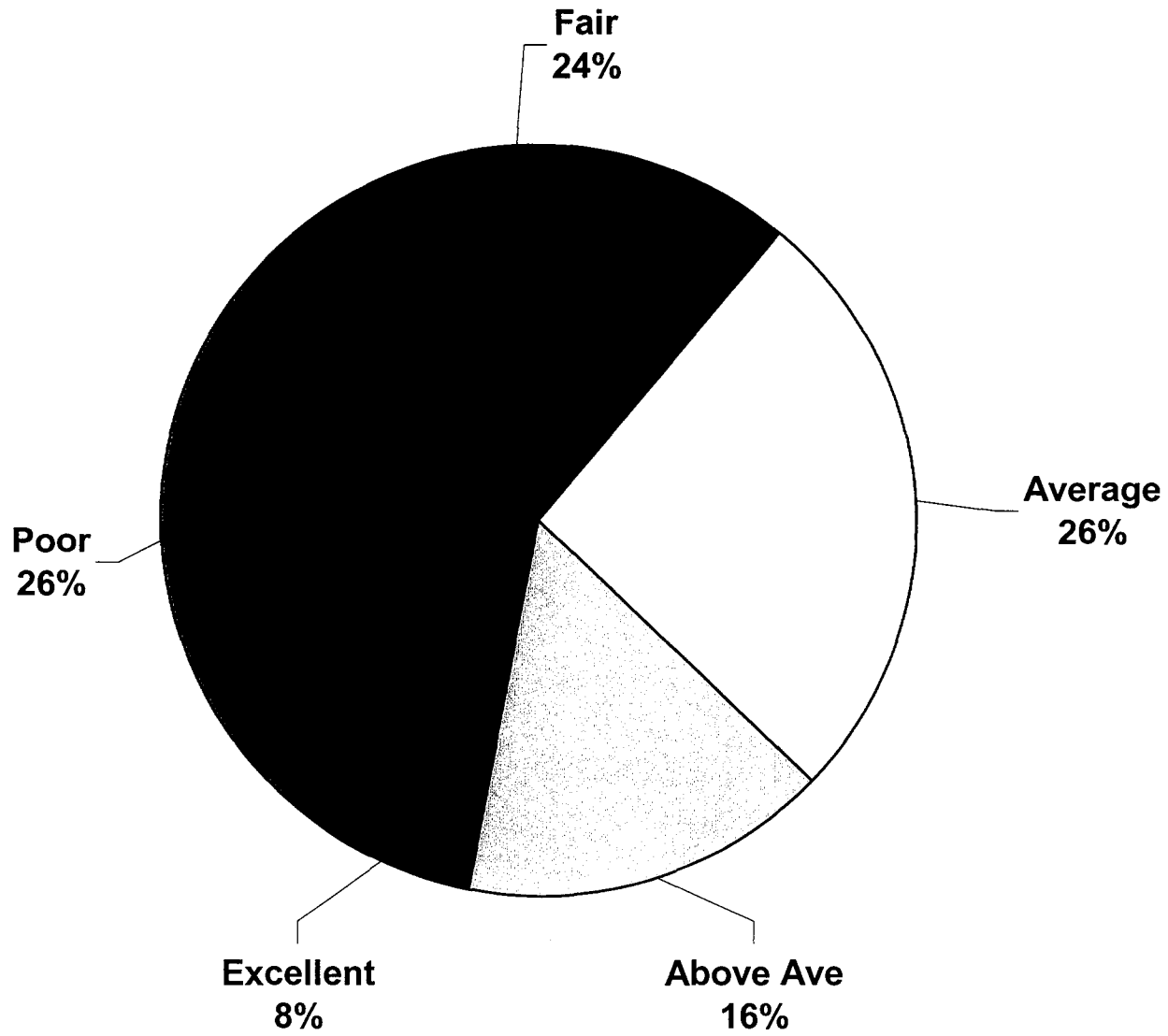
50

## Student Survey: Classroom Facilities for Hospitality Programs



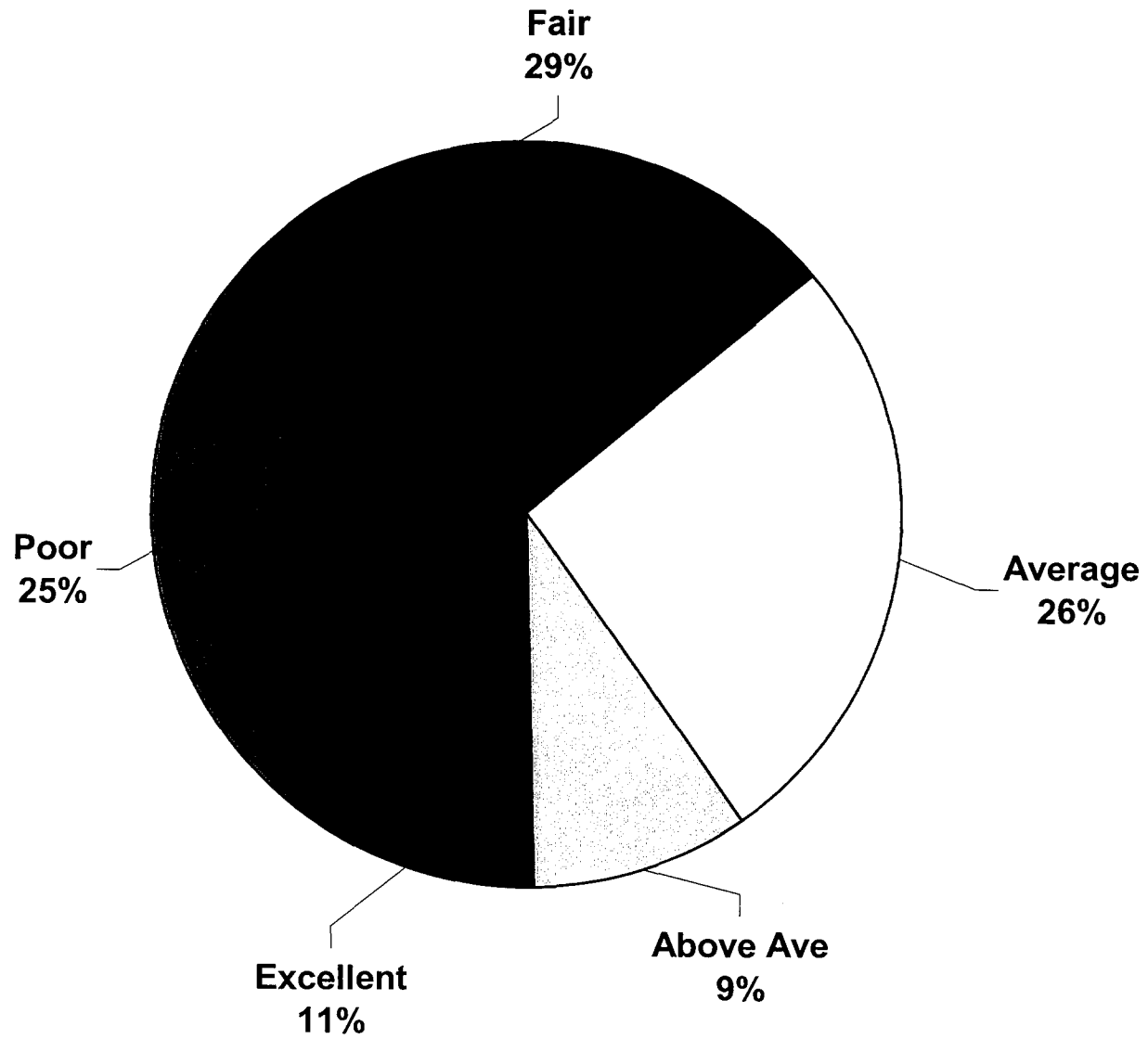
51

## Student Survey: Hospitality-Related Software Available

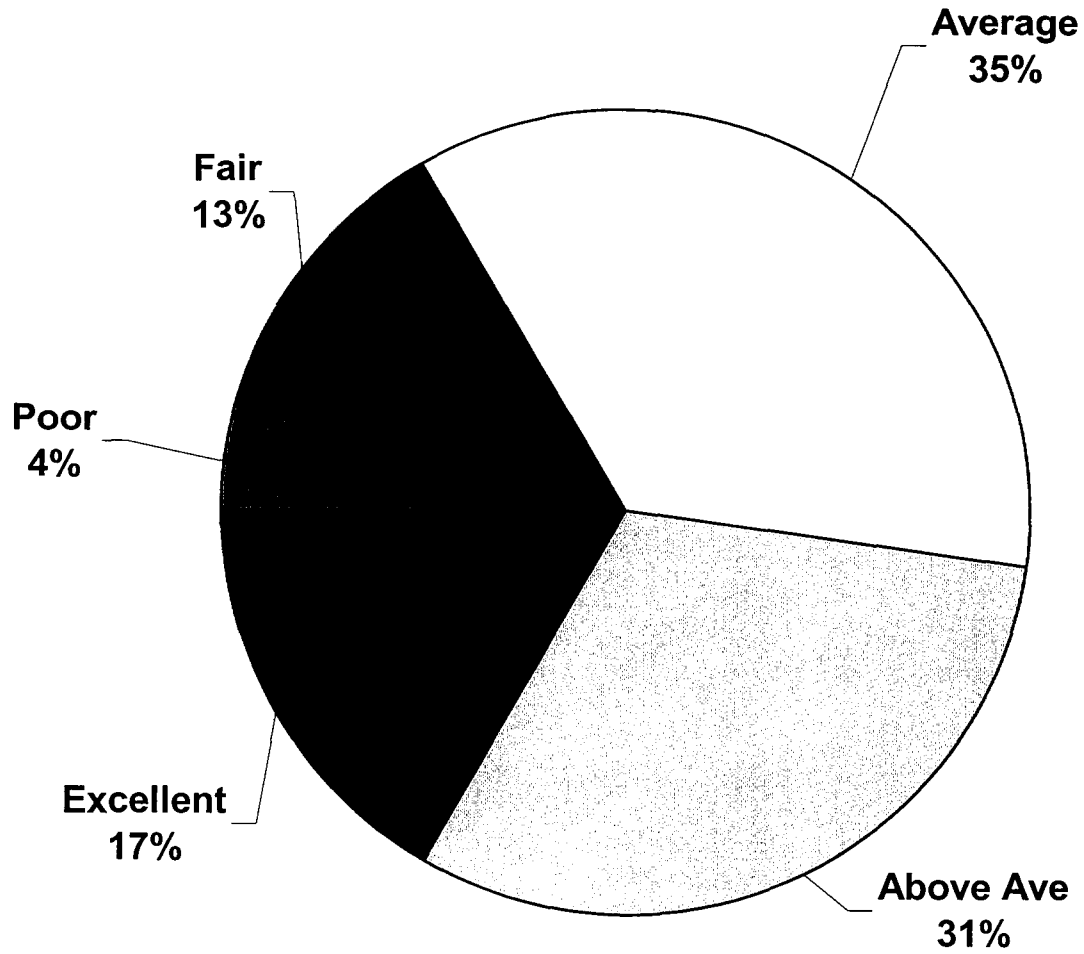


52

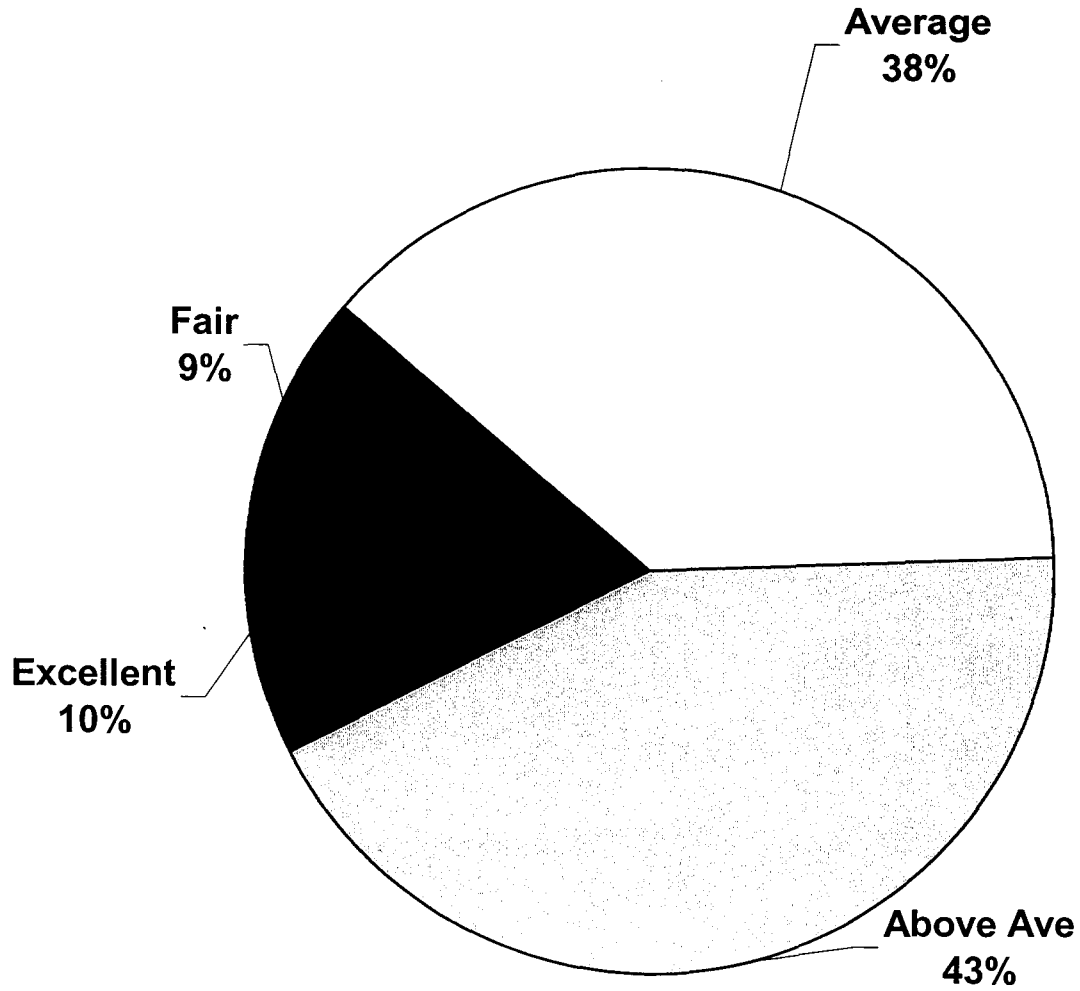
### Student Survey: West Commons Computer Availability



### Student Survey: Quality of Hospitality-Related Books/Periodicals

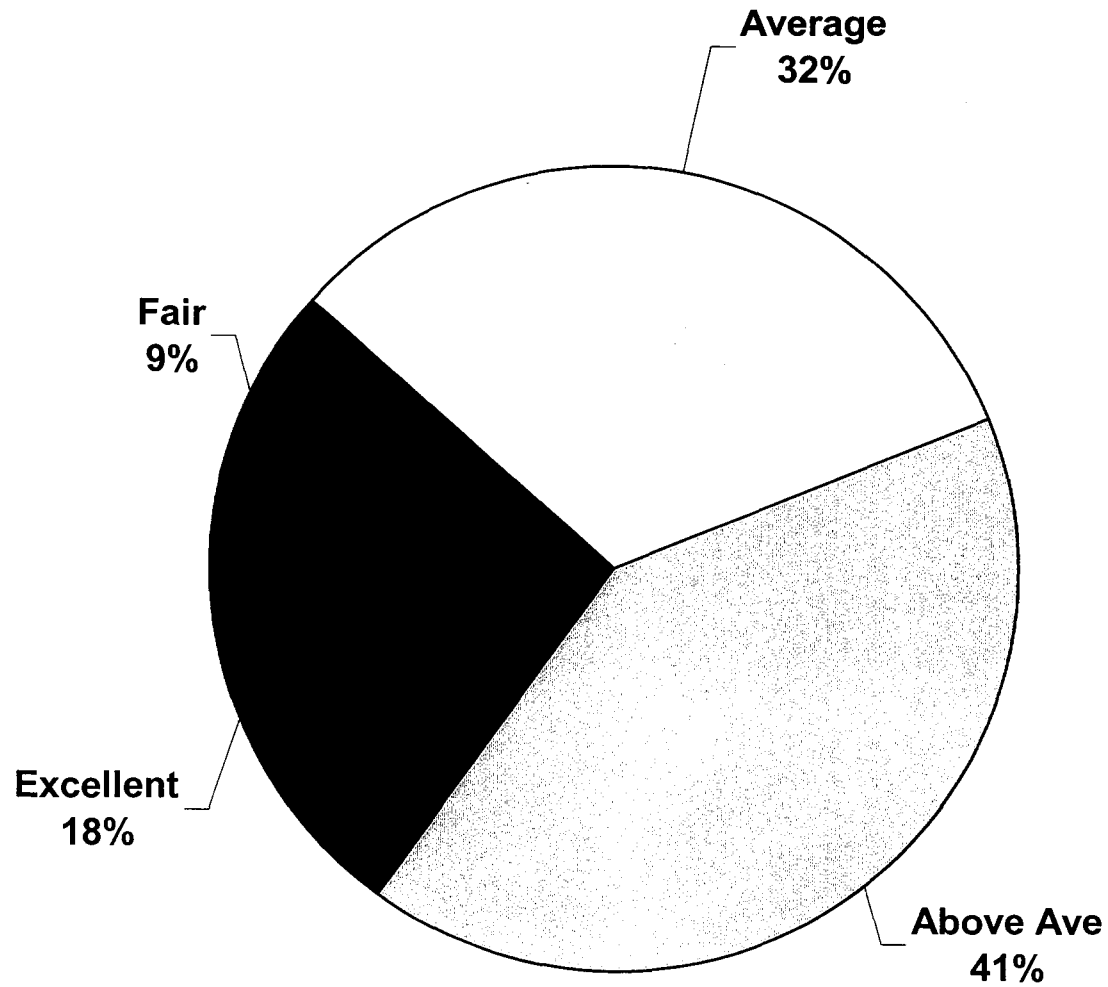


### Student Survey: Quality of General Education



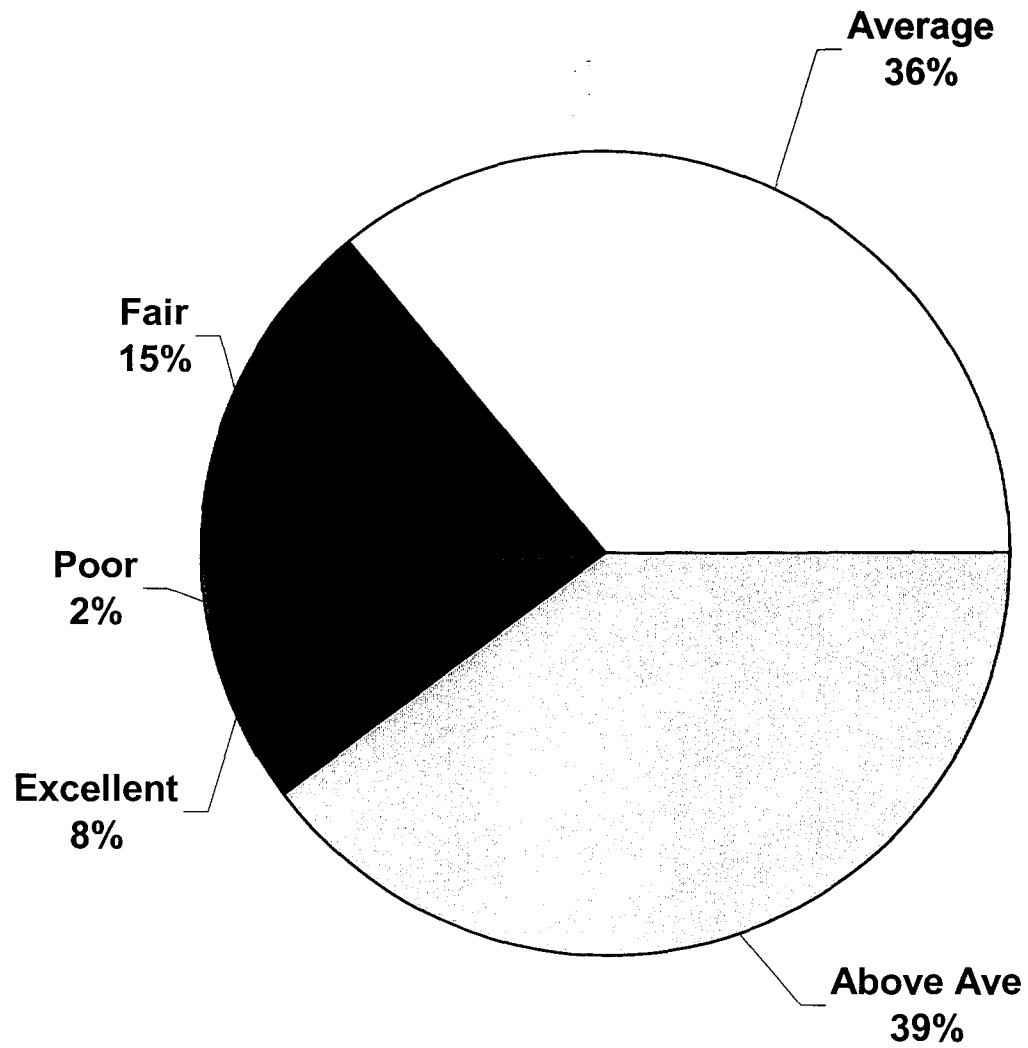
55

### Student Survey: Quality of Education in Business



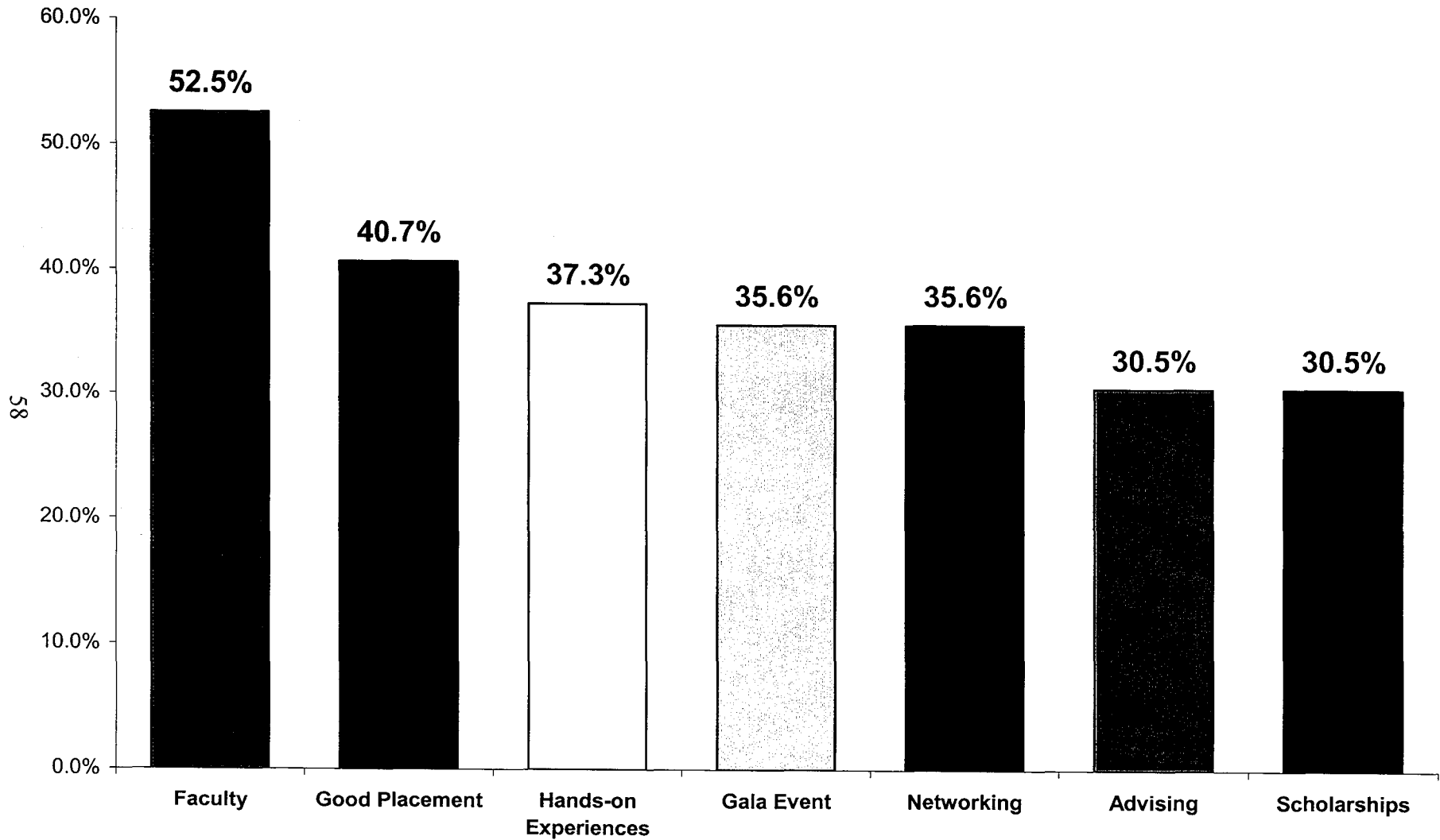


## Student Survey: Quality of College of Business Computer Labs



57

### Strengths of Program - % of Students Indicating Each Area



## **Student Survey – Results of Open-Ended Questions**

**The percentage indicates the number of students that listed the item as a strength of the Hospitality Programs---N=59**

### **Strengths of the Hospitality Programs**

- Faculty 53%
- Good placement 41%
- Hands on experience 42%
- Gala event 36%
- Scholarships 31%
- Advising 31%
- Net working 31%
- Wide variety of Internships 29%
- Café Ferris 21%
- Field trips 14%
- Guest speakers 12%
- Community involvement 12%
- Small class size 12%
- Net working 05%

### **\*Areas for Improvement**

- More computers and printer 52%
- Classrooms 48%
- Clerical 31%
- Building 31%
- Offerings 22%
- Too many industry reps( guest speakers)16%
- Air conditioning 14%
- More participation in Gala 05%
- More Faculty 05%
- Respect on Campus 03%

Dear COB Faculty,

Please take a moment to complete this survey and return to Tony Agbeh, West Commons 106. Your assistance in completing our program review is very much appreciated.

**Faculty Survey  
Hospitality Programs, Academic Program Review  
September 2001**

	<b>Strongly Agree</b>		<b>Strongly Disagree</b>			<b>No Opinion</b>
	1	2	3	4	5	
The Hospitality major fit FSU's mission	1	2	3	4	5	No
FSU's Hospitality curriculum fits the needs of students	1	2	3	4	5	No
FSU's Hospitality Program is an integral part of COB	1	2	3	4	5	No
The resources of the COB that are provided to the Hospitality Program are sufficient.	1	2	3	4	5	No
The COB computer facilities use for Hospitality Programs is sufficient.	1	2	3	4	5	No
The overall quality of Hospitality students is comparable to other COB students.	1	2	3	4	5	No
The overall quality of Hospitality Program students is above the COB average.	1	2	3	4	5	No
The COB administration's commitment to the Hospitality Program is sufficient.	1	2	3	4	5	No
The Hospitality Program needs a stronger recruiting effort.	1	2	3	4	5	No

- **Strengths of the FSU Hospitality Programs**
  
- **What one change would you make to achieve the most significant improvement in the Hospitality Academic Program?**
  
- **Areas that can be improved in the FSU Hospitality Program.**
  
- **What additional faculty, technology, or physical resources are needed, if any, to make the Hospitality Curriculum better and more successful?**
  
- **Other comments that would help us maintain and improve the program.**

## **Hospitality Programs Faculty Survey Results**

College of Business Faculty Perceptions of the Hospitality Programs. 58 of 81 or 72% of the faculty returned the survey.

### **Written Comments---Unedited**

#### **1. Strengths of the FSU Hospitality Programs.**

- Fits Mission; Special Events i.e. Gala, Café Ferris
- Good overall background in needed classes; Good hands on experience
- Dedicated, interest faculty (and students)
- Practical experience as integrated part of the program
- Alliance of RFIM & Hotel Management
- Hands-on; real-life program; career-oriented
- Committed faculty; Good placement
- Faculty; job placement; networking
- Unique niche
- Advisory Board; Fundraising; Industry involvement; Co-op
- Advisory Board; Lots of scholarships for students; Gala events; Contact with industry
- Committed faculty and students
- Fine faculty
- Internship program; Quality of faculty – professionalism, enthusiasm, concern for students
- A good program for FSU. Many students that are unable to make it in more difficult programs are able to get a degree in Hospitality Management and get good jobs.
- Good faculty; career-oriented program
- Advisory Board; Gala fundraising
- Hands on approach – meeting FSU’s mission
- Career oriented; Pretty good facilities
- Commitment of faculty to program
- It fits FSU (mission)
- Excellent faculty; Good facilities
- Faculty
- Gala; Industry network
- Close contact with professors and industry; Hands on instruction
- It has great “hands on” programs; Students get employed when they graduate; Great placement & trained well

**2. What one change would you make to achieve the most significant improvement in the Hospitality Programs?**

- Increase academic standards to recruit even stronger students
- More electives, more general education
- Add secretarial staff member
- The increase use of the Holiday Inn facility in the program
- Change focus of RFIM from volume to more fine dining
- Require business core and focus more on business applications
- Recruit better prepared students
- Raise academic standards dramatically. I have the impression that there are no admissions standards whatsoever for the HM program. Year after year the very worst students in my classes come from the HM program.
- Training is small business management, marketing, business, and math.
- Be more visible
- Build an alliance with Holiday Inn as a learning center and university resource
- Secretarial Support
- Have a full-time secretary because the program is not physically housed in the COB building – with vendors calling or stopping in, student help is not adequate.

**3. Areas that can be improved in the FSU Hospitality Programs.**

- More electives, more general education
- Recruiting Students
- More use of the Holiday Inn Hotel to supplement practical experience in Hospitality courses
- Better focus on objective/goal in HOMT courses
- The program should provide more involvement (on the students' part) to cooperate (in the cooking, preparing, and organizing) for the various needs of departments on campus
- Need a clerical personal (secretary) or adult part-time
- The facility could use new folding walls and air conditioning
- Doing super job with hands-on training
- Image – are we preparing cooks or managers or both?
- More support from College of Business; Release time for recruitment
- Additional recruitment time/effort & money

**4. What additional faculty, technology, or physical resources are needed, if any, to make the Hospitality Curriculum better and more successful?**

- Keep faculty/student ratio low
- No, but any additional faculty should be more professionally qualified rather than scholastically qualified. Should have minimum of ten years experience in field.
- Support for recruitment and retention
- Whatever to achieve better focus on objective/goal
- Present faculty in the program would know more about this
- Internship director or faculty support for intern management
- Better and closer ties with the FSU's hotel
- Secretarial support; more software resources & support; Consistent funding base (not just voc ed); replace worn carpets, tables, chairs, etc.
- Recruitment resources in dollars and time

**5. Other comments that would help us maintain and improve the program.**

- Not very familiar with the program
- Really doing well with the resources, staff and faculty available. Probably – recruiting students is the top priority at this time.
- Good program
- Need more visibility across campus
- I have noticed a lack of interest in academics from this particular program on the students' part. Perhaps the program should demand more on the students' performance and seriousness about college.
- It appears to me that you need a full-time coordinator or director of the HM program.
- Need to have clerical help
- To my knowledge your program and faculty are fine
- Increase student academic standards to be admitted to programs
- Since I only teach one service course in Allied Health for the program, I don't feel qualified to comment on most of these questions. My overall opinion of the program is very strong!
- Program needs clerical help!
- Hire a secretary!



**The following is a list of strengths faculty in the College of Business indicated about the Hospitality Programs. N=58**

**COB Faculty Perceptions**

**\*Strengths**

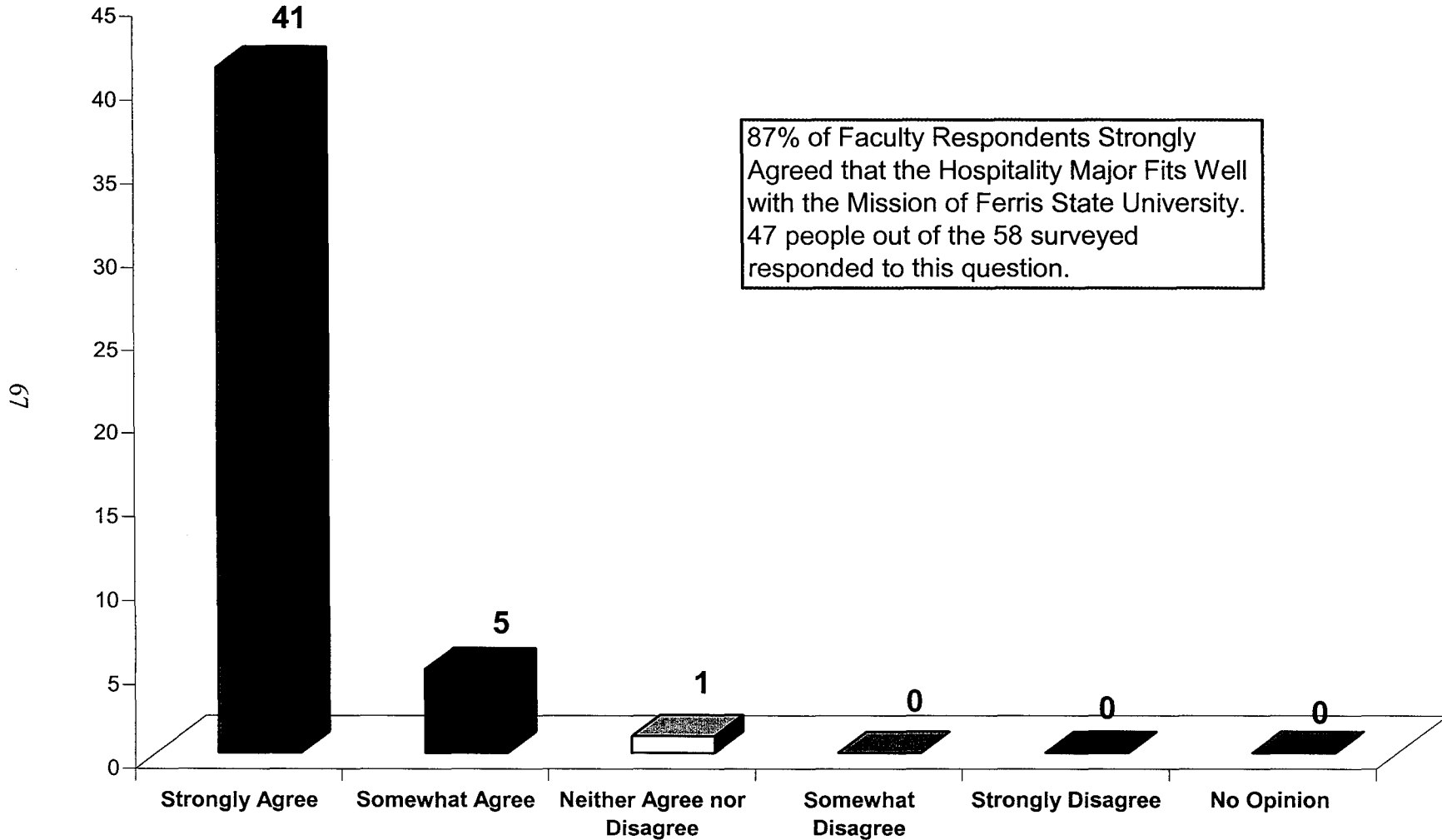
- Program fits FSU mission 59%
- Highly Professional faculty 48%
- Good placement 31%
- Program service to other areas 24%
- Community service 21%
- Gala event fundraising 21%
- Unique niche 16%
- Internships 14%
- Café Ferris 14%
- Industry Network 12%
- Fundraising 12%
- Strong advisory Board 07%
- Scholarships 07%
- Industry Involvement 05%
- Special Events 03%
- Alliance RFIM & Hotel MGMT 02%

**Areas for Improvement---N=58**

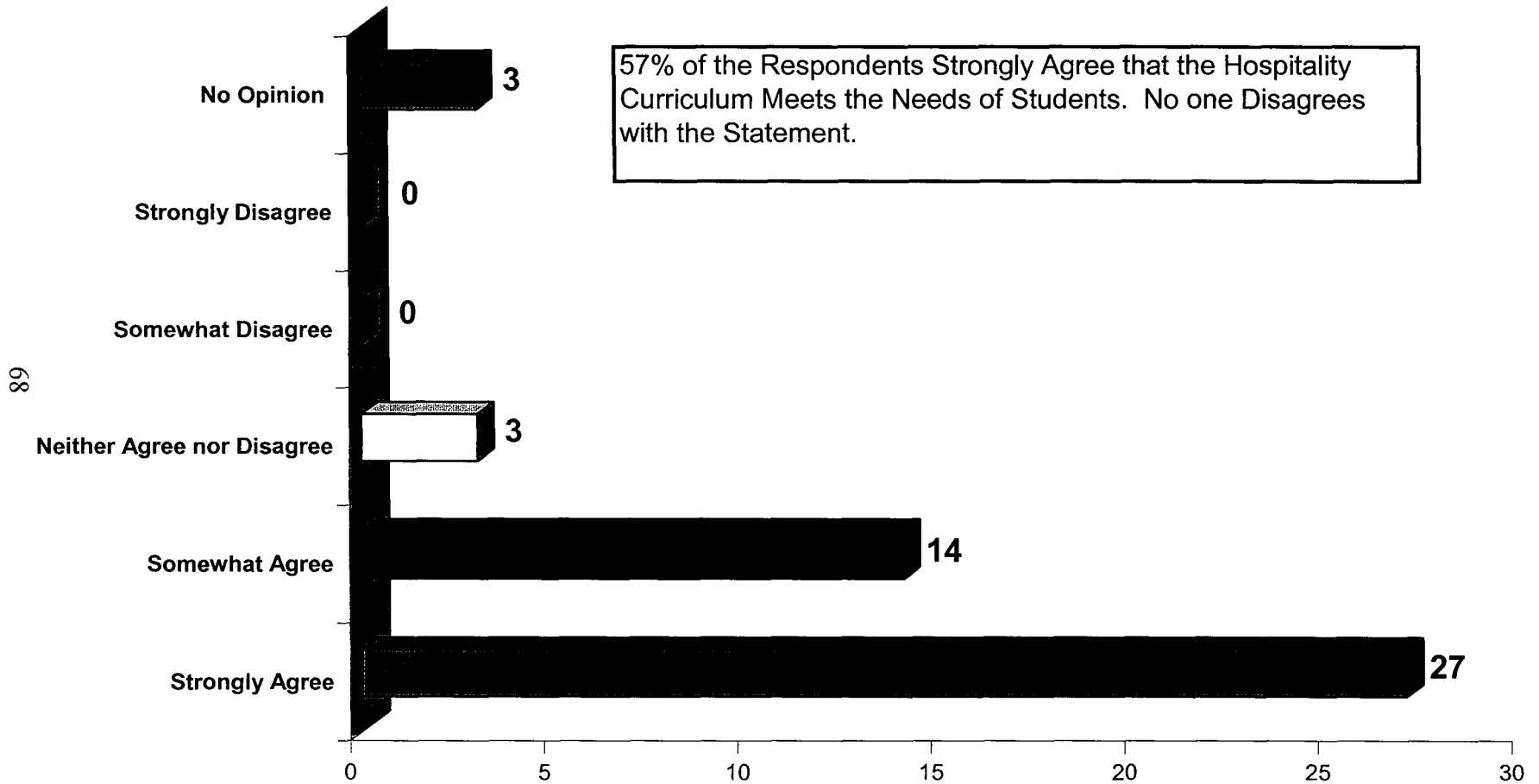
**COB Faculty Perception**

- Need for a secretary 34%
- More support from college 31%
- Recruit more students 21%
- Raise admission standards to recruit stronger students 17%
- More integration with Holiday Inn 16%
- Need more visibility across campus 05%
- More electives 05%
- Need a full-time Coordinator, not present method of having .50 and without secretary or adult part-time 03%
- Image on campus as having weak students 03%

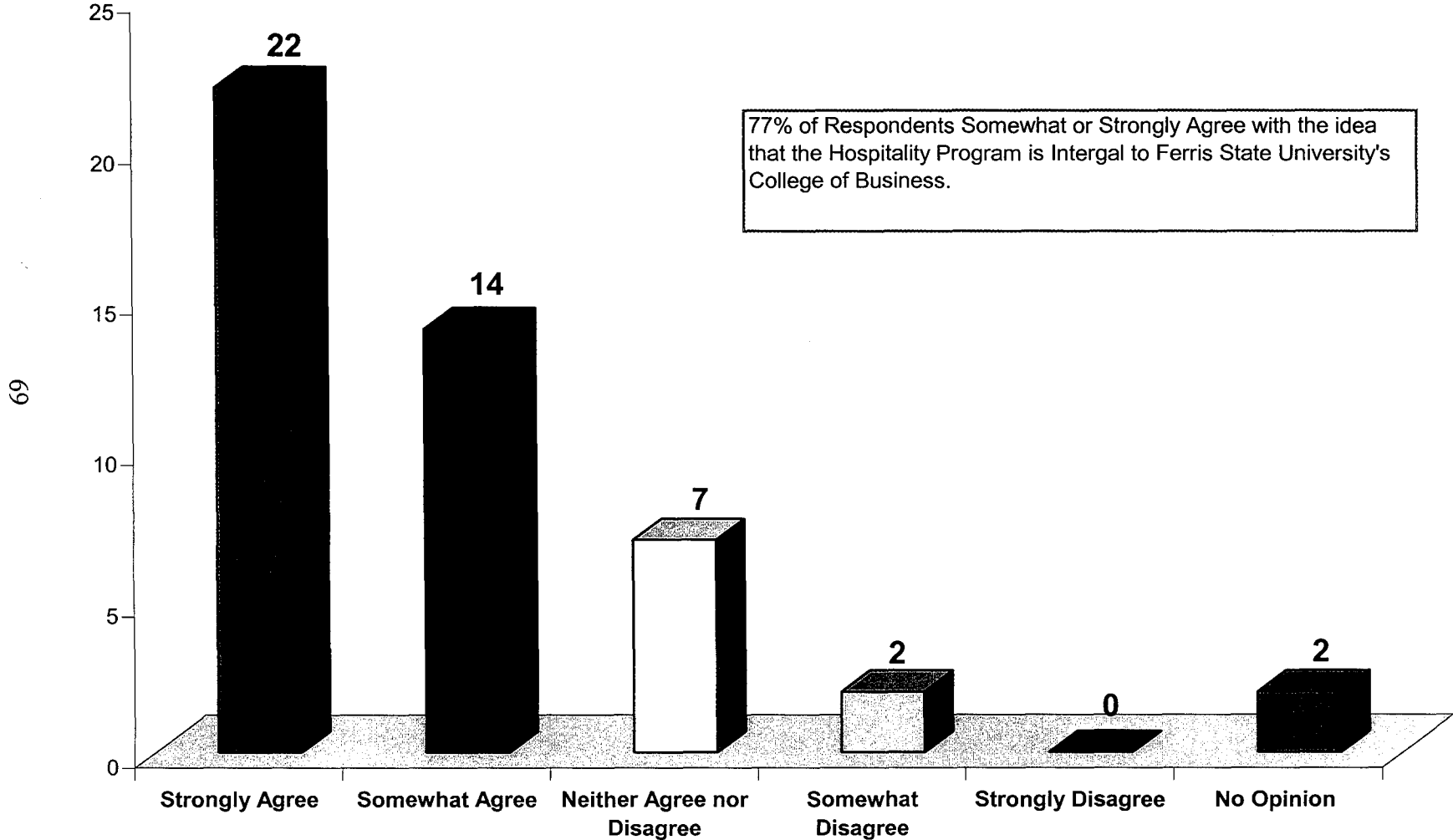
## Faculty Survey: Hospitality Major Fits Ferris Mission



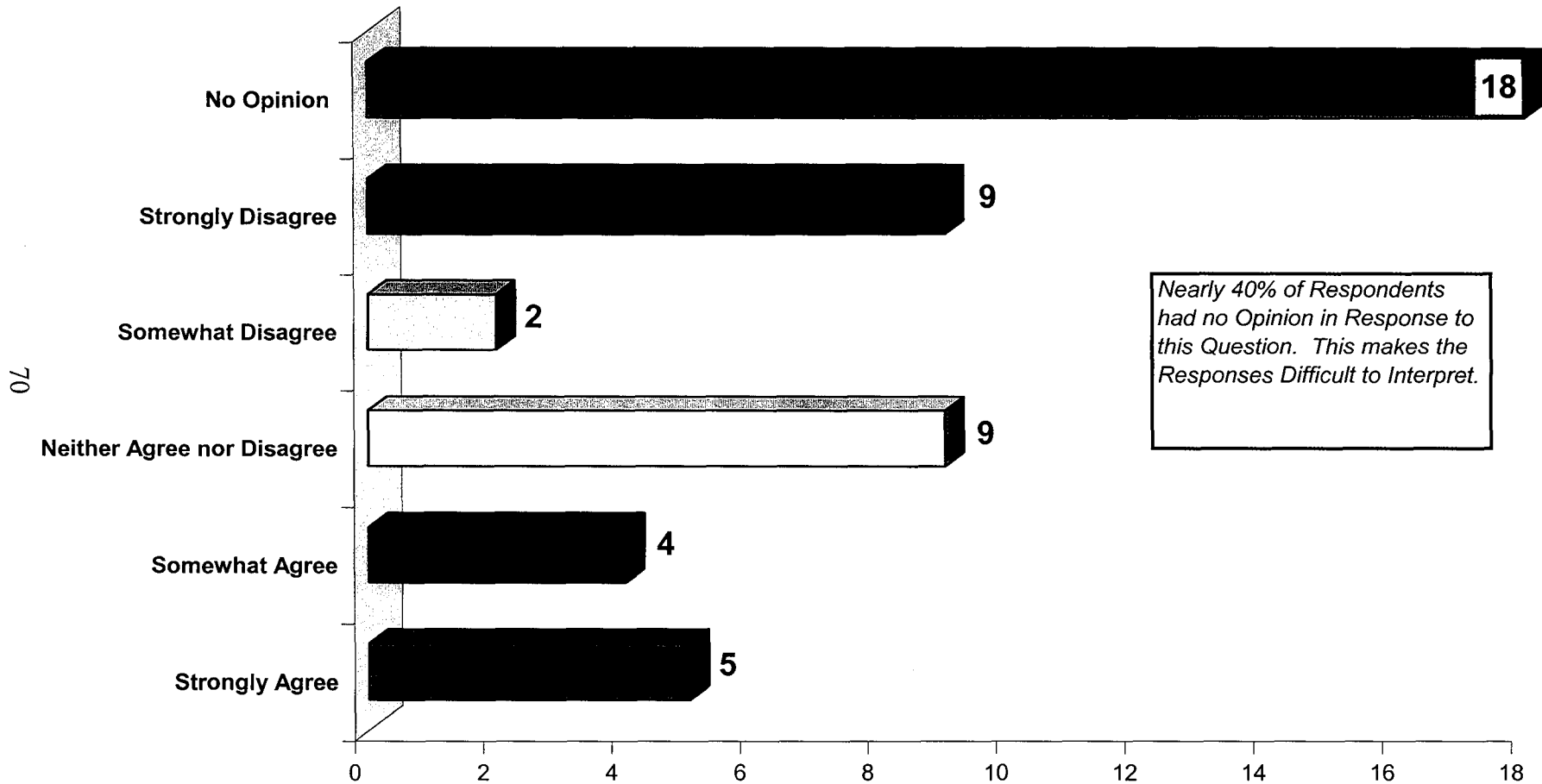
## Faculty Survey: Hospitality Curriculum Meets Student Needs



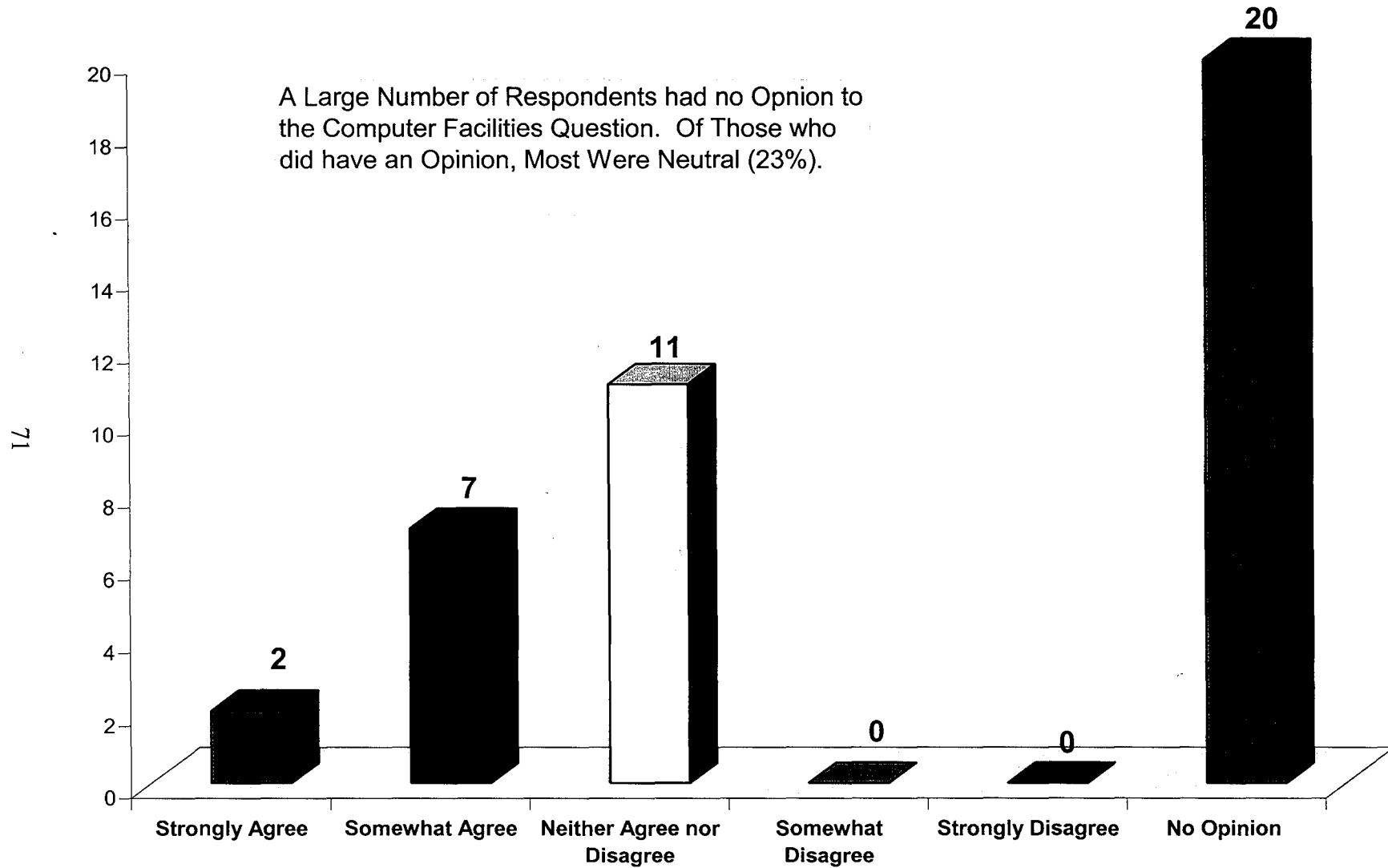
### Faculty Survey: Hospitality Program Integral Part of COB



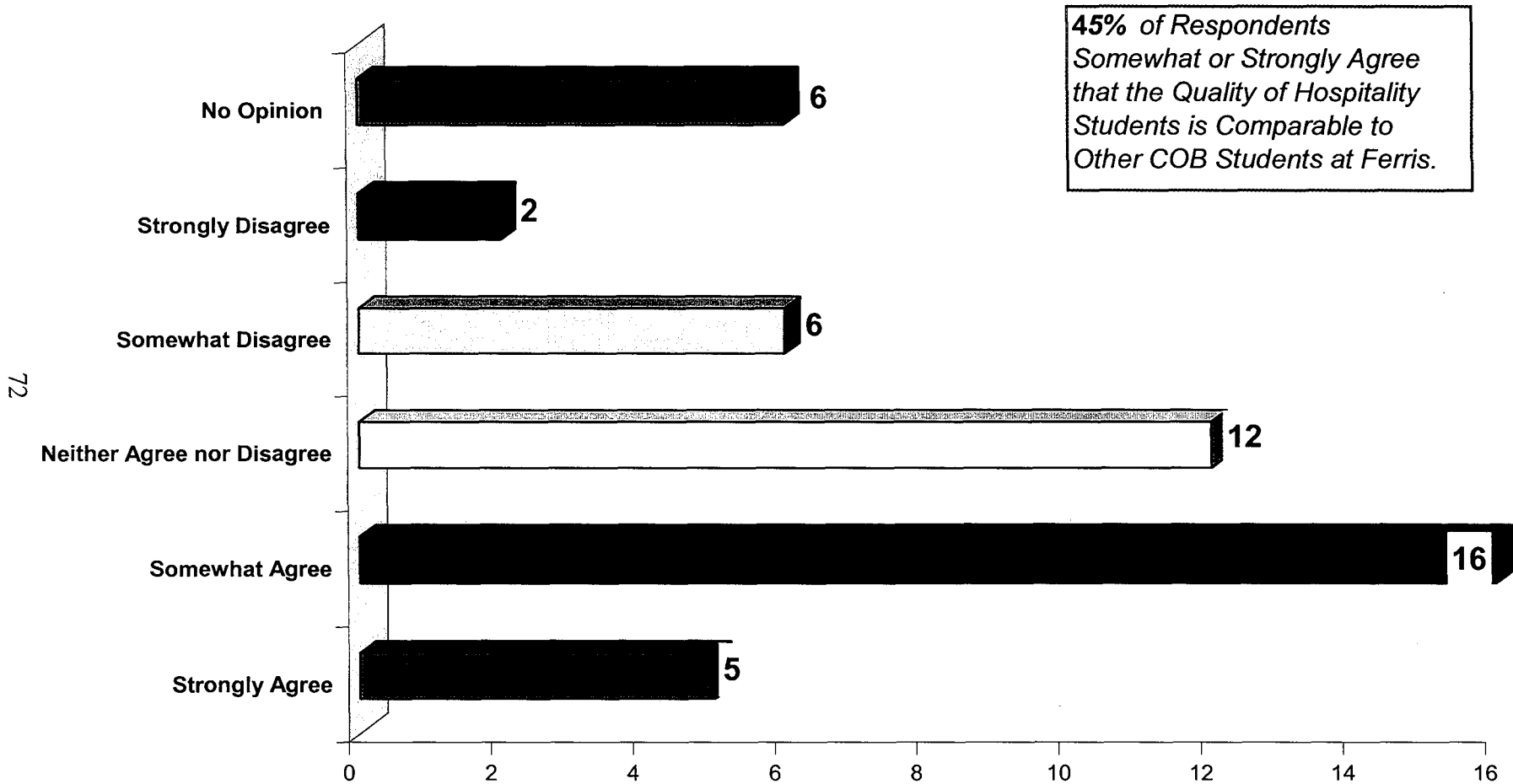
### Faculty Survey: Sufficient COB Resources are Provided



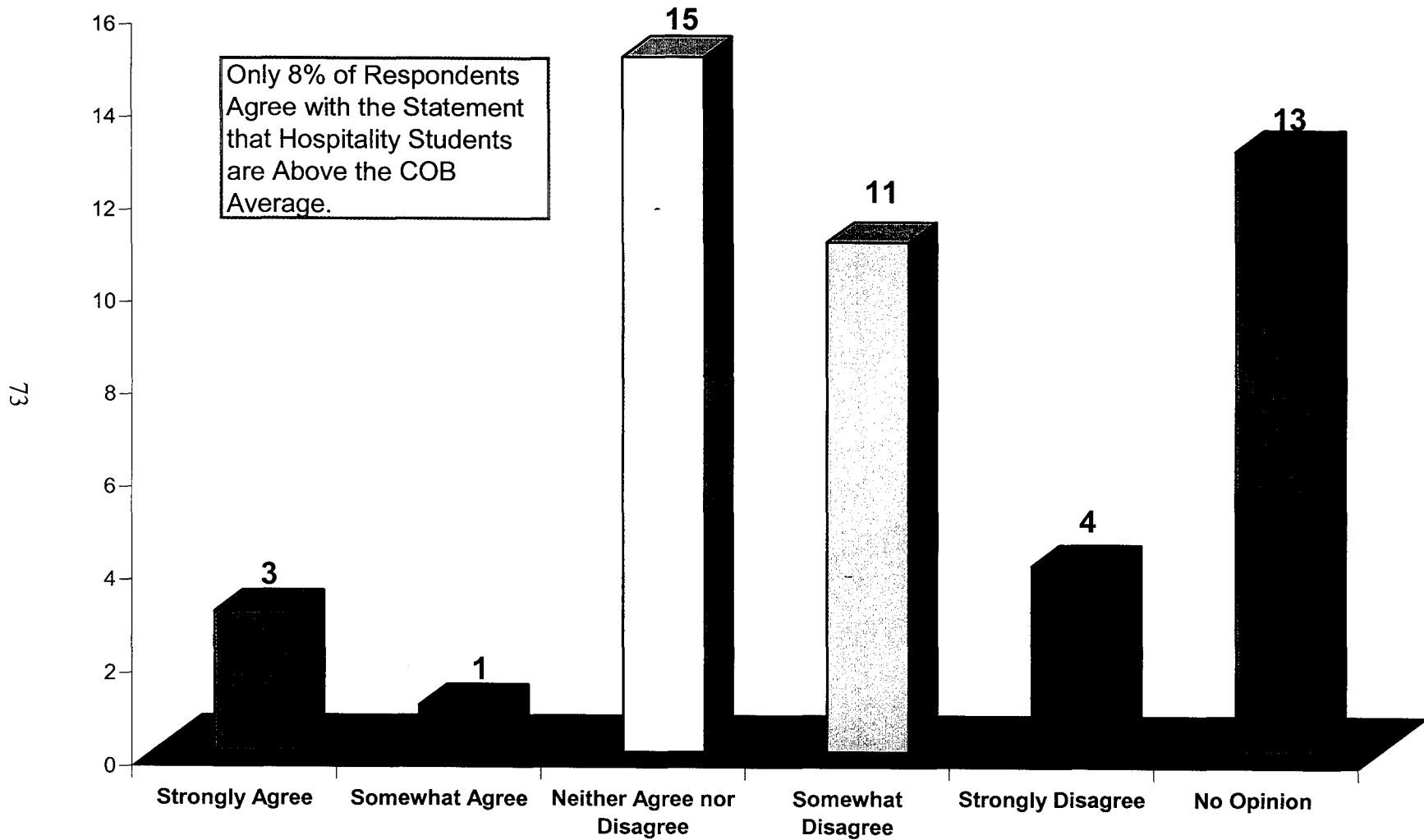
### Faculty Survey: COB Computer Facilities are Sufficient for Hospitality



## Faculty Survey: Quality of Hospitality Students Comparable to Other COB's

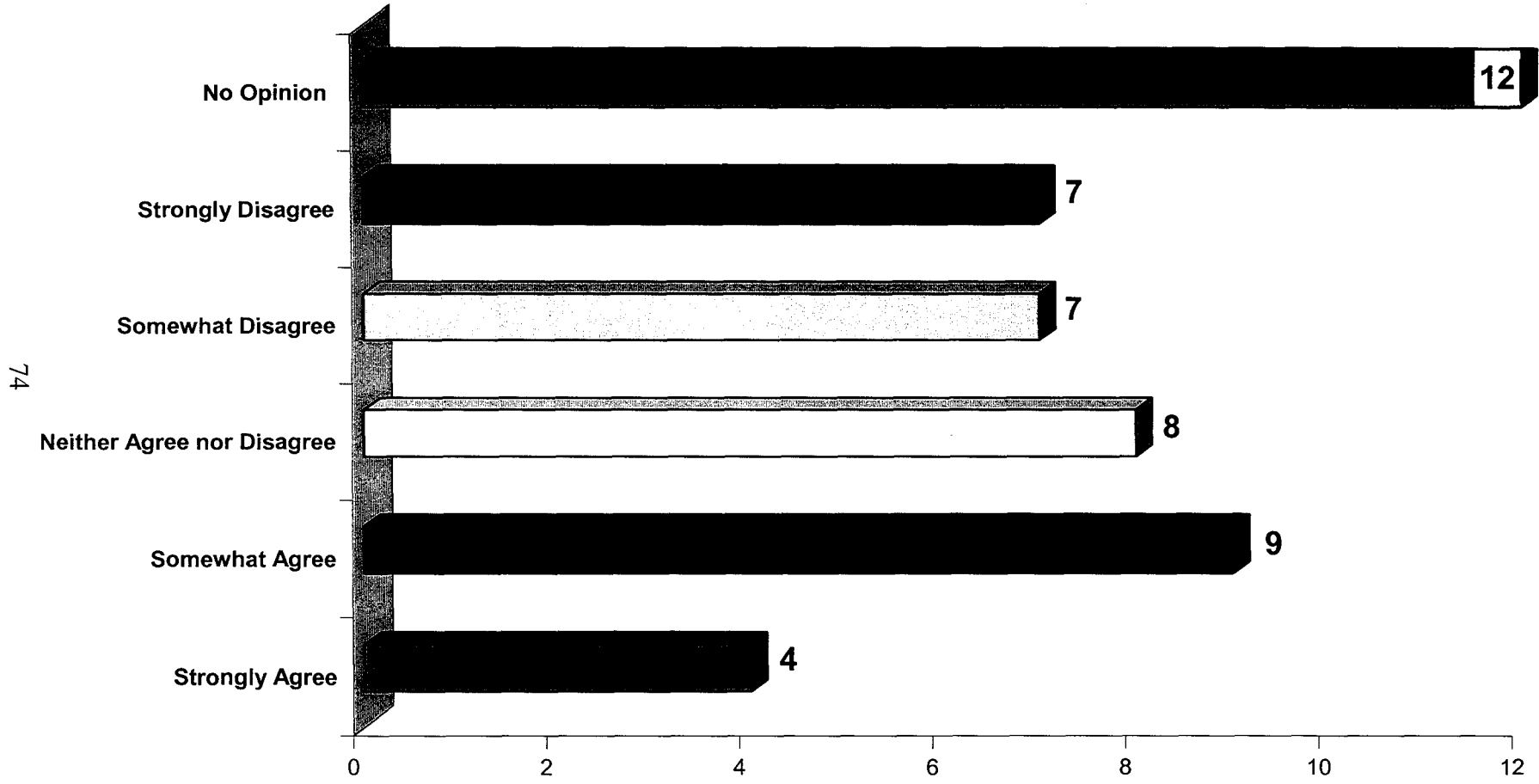


## Faculty Survey: Quality of Hospitality Students Above COB Average

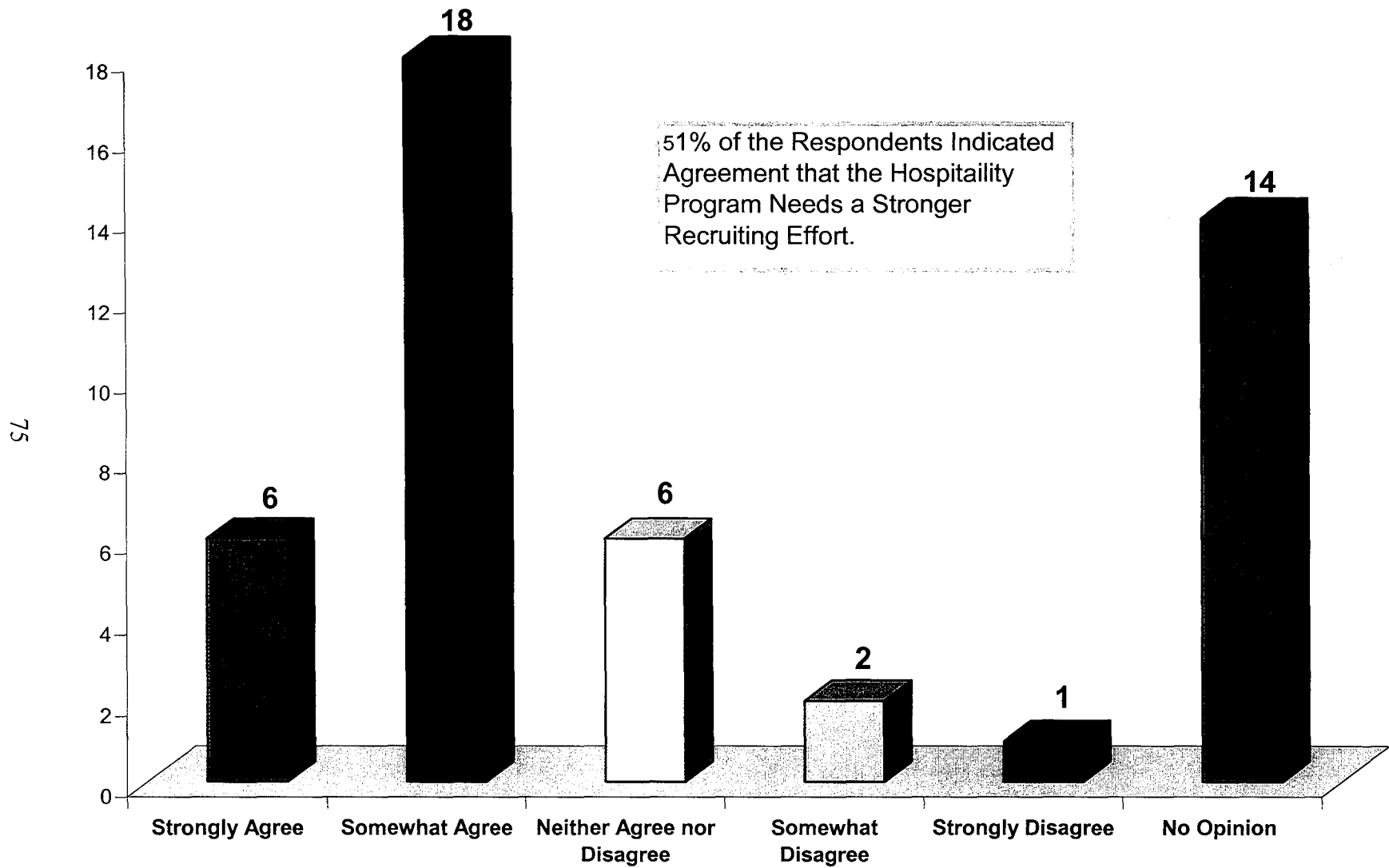




### Faculty Survey: COB Administrative Commitment is Sufficient



## Faculty Survey: Hospitality Programs Need a Stronger Recruiting Effort



**Faculty Survey Results**

*Hospitality Major fits Ferris Mission*

<b>Strongly Agree</b>	41	87%
<b>Somewhat Agree</b>	5	11%
<b>Neither Agree nor Disagree</b>	1	2%
<b>Somewhat Disagree</b>	0	
<b>Strongly Disagree</b>	0	
<b>No Opinion</b>	0	

*Hospitality Curriculum Meets Student Needs*

<b>Strongly Agree</b>	27	57%
<b>Somewhat Agree</b>	14	30%
<b>Neither Agree nor Disagree</b>	3	6%
<b>Somewhat Disagree</b>	0	
<b>Strongly Disagree</b>	0	
<b>No Opinion</b>	3	6%

*Hospitality Program Integral Part of COB*

<b>Strongly Agree</b>	22	47%
<b>Somewhat Agree</b>	14	30%
<b>Neither Agree nor Disagree</b>	7	15%
<b>Somewhat Disagree</b>	2	4%
<b>Strongly Disagree</b>	0	
<b>No Opinion</b>	2	4%

*Sufficient COB Resources are Provided*

<b>Strongly Agree</b>	5	11%
<b>Somewhat Agree</b>	4	9%
<b>Neither Agree nor Disagree</b>	9	19%
<b>Somewhat Disagree</b>	2	4%
<b>Strongly Disagree</b>	9	19%

<b>No Opinion</b>	18	38%
-------------------	----	-----

*COB Computer Facilities are Sufficient for Hospitality*

<b>Strongly Agree</b>	2	4%
<b>Somewhat Agree</b>	7	15%
<b>Neither Agree nor Disagree</b>	11	23%
<b>Somewhat Disagree</b>	0	9%
<b>Strongly Disagree</b>	0	6%
<b>No Opinion</b>	20	43%

*Quality of Hospitality Students Comparable to Other COB's*

<b>Strongly Agree</b>	5	11%
<b>Somewhat Agree</b>	16	34%
<b>Neither Agree nor Disagree</b>	12	26%
<b>Somewhat Disagree</b>	6	13%
<b>Strongly Disagree</b>	2	4%
<b>No Opinion</b>	6	13%

*Quality of Hospitality Students Above COB Average*

<b>Strongly Agree</b>	3	6%
<b>Somewhat Agree</b>	1	2%
<b>Neither Agree nor Disagree</b>	15	32%
<b>Somewhat Disagree</b>	11	23%
<b>Strongly Disagree</b>	4	9%
<b>No Opinion</b>	13	28%

*COB Administrative Commitment is Sufficient*

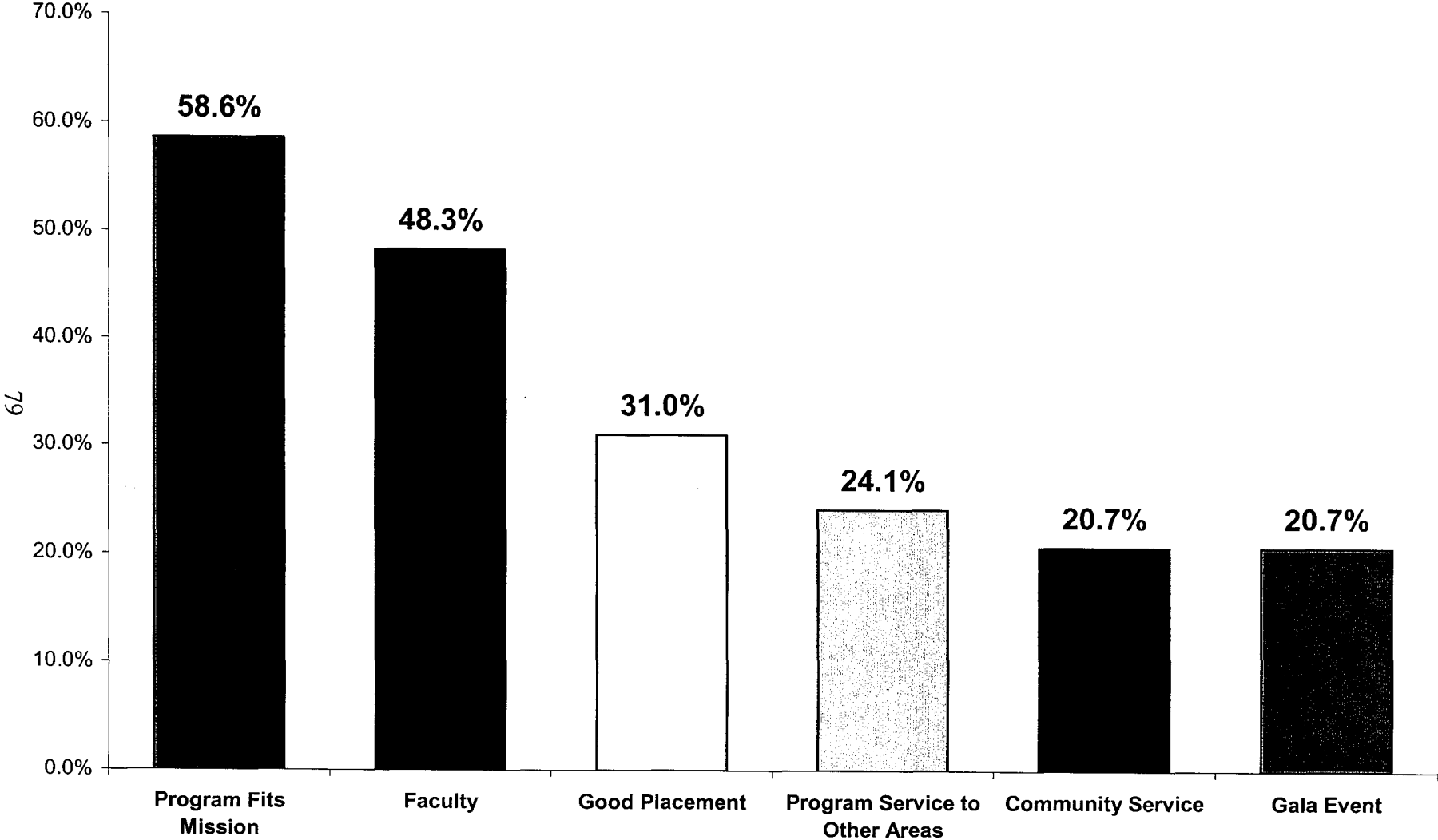
<b>Strongly Agree</b>	4	9%
<b>Somewhat Agree</b>	9	19%
<b>Neither Agree nor Disagree</b>	8	17%
<b>Somewhat Disagree</b>	7	15%

<b>Strongly Disagree</b>	7	15%
<b>No Opinion</b>	12	26%

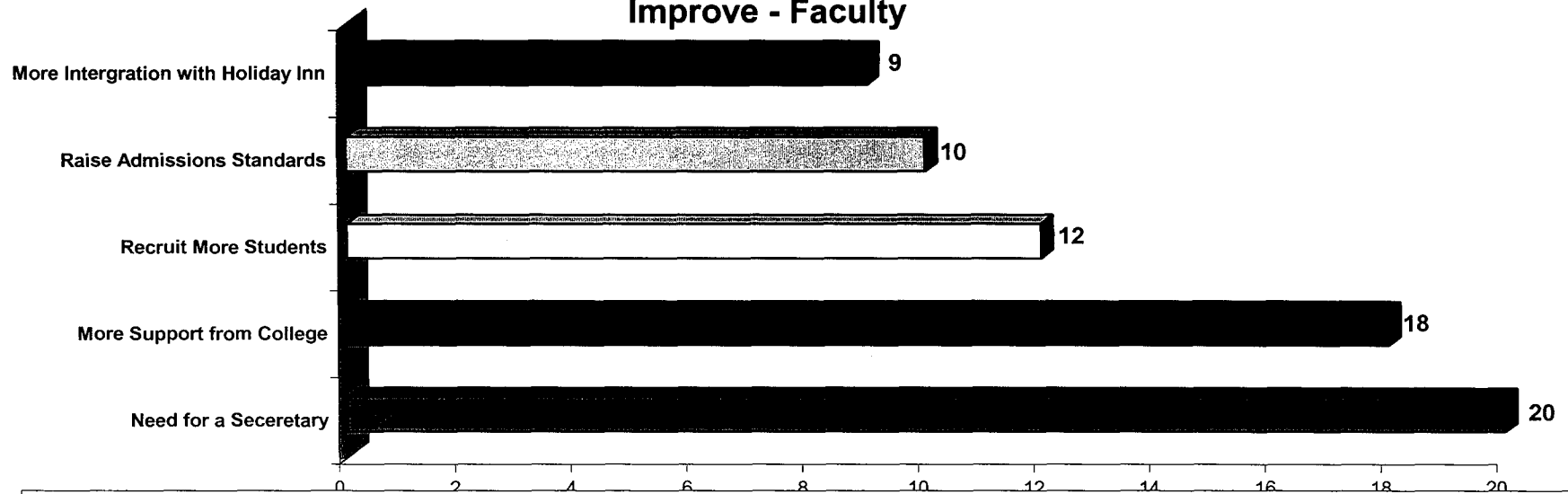
*Hospitality Programs Need a Stronger Recruiting Effort*

<b>Strongly Agree</b>	6	13%
<b>Somewhat Agree</b>	18	38%
<b>Neither Agree nor Disagree</b>	6	13%
<b>Somewhat Disagree</b>	2	4%
<b>Strongly Disagree</b>	1	2%
<b>No Opinion</b>	14	30%

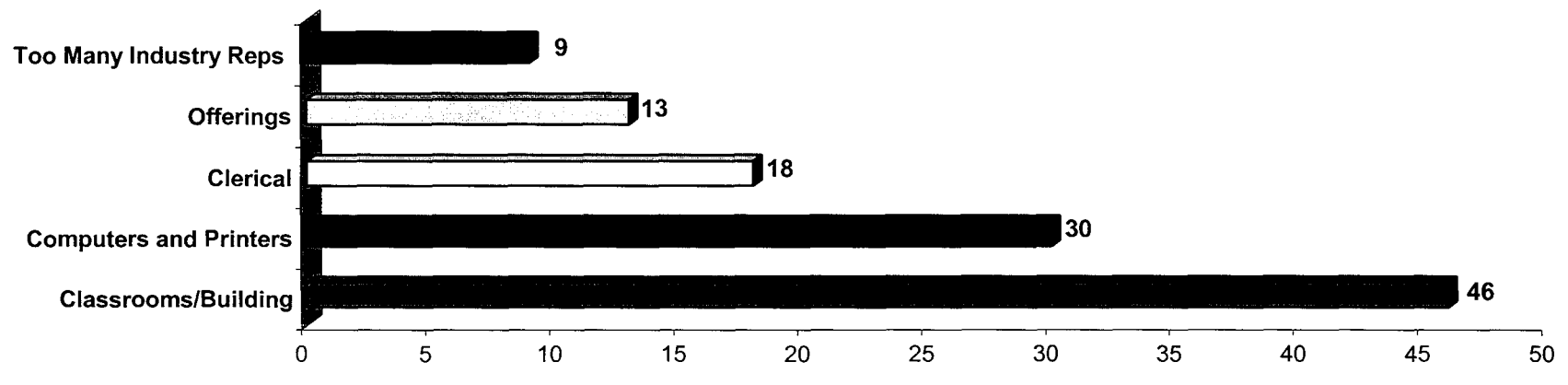
### Strengths of Program - % of Faculty Indicating Each Area



**Comparison of Perceptions  
Improve - Faculty**



**Areas to Improve - Students**



08

September 11, 2001

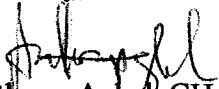
Dear Hospitality Programs' Advisory Board Member,

The Hospitality Program is currently undergoing review for improvements. Every program at Ferris is reviewed periodically. The review process usually helps validate what we are doing right and discover what funding or resources we might need to provide a better program.

Please answer the following open-ended questions so that we might use your expertise to help us grow and better serve the Hospitality Industry. It is extremely important that you take time to answer each of the questions.

Thanks for participating!

Sincerely,



Anthony Agbeh CHA  
Program coordinator/ Professor



# Hospitality Programs

APRC 2001-2002

Section 3 of 4

## Advisory Board Survey

1. *Do you feel additional staffing is needed to manage the Hospitality program and internships? What staff should be added, if any?*
2. *Is the Hospitality program meeting the demands of the hospitality industry? If not, what changes should be made?*
3. *If you were running the Hospitality program, what would be the ideal setup?*
4. *What direction should be taken to maintain a leadership role in the hospitality programs in the United States?*
5. *How do you feel about the effectiveness of the College of Business staff and their support? Effectiveness of the Hospitality staff?*
6. *Does the Hospitality staff have effective relationships within the industry?*
7. *List strength of the Hospitality Program.*
8. *List areas of the program that you feel needs improvement.*

## **Hospitality Programs Advisory Board Survey Results**

Open-ended questions were sent to 14 industry members of the board and five Ferris State board members. Sixty-four percent (64%) of the industry members responded and sixty percent (60%) of the Ferris members responded. The comments listed on the next page are unedited.

**1. Do you feel additional staffing is needed to manage the Hospitality program and internships? What staff should be added, if any?**

**No Comment = 2**

- Yes – Definitely full-time clerical helps because you work with outside vendors. Additionally, physically you are removed from the main College of Business building.
- Definitely an administrative assistant (not just a secretary) is needed.

**2. Is the Hospitality program meeting the demands of the hospitality industry? If not, what changes should be made?**

- Yes, the ones we have had prior hotel experience
- Unsure, however, more students are needed in the program.
- What are internship requirements, many students graduate and think they are qualified for a GM position. The graduates need to be good at everything and great with people. They must have desire and you can't teach that.
- What % of students receive offers for positions they targeted and industry needed. How many received multiple offers? How can Baymont better connect with Ferris State? We'll have 20 inns in MI by the end of 2001. Two growing 1<sup>st</sup> Q. We have no graduates working for us at this time.
- Today's work force demands a lot more than just hospitality skills. More group-based, mind challenging, and thought-oriented assignments need to be included in the curriculum. Case scenarios should be presented that require immediate response and different consequences for their actions should follow to see how they react under pressure and think on their feet.

**3. If you were running the Hospitality program, what would be the ideal setup?**

**No Comments = 1**

- Actual operation of a hospitality property to be operated by the seniors of the program under the eyes of a strong G.M.
- Balance the program with educators and practitioners to deliver education that is both knowledge and application based.

	Academics	Practitioner Delivered
Freshman	80%	20%
Sophomore	70%	30%
Junior	60%	40%
Senior	50%	50%

This provides the requirements for academic credit and industry application.

- Would allow the requirements for academic credit and industry application for each class. Brainstorming would be used to integrate these objectives at multiple points during the degree programs so that these objectives are integrated in the complete degree program.
- Much varied internship experience – students not wait until seniors or after graduation to do an internship.

**4. *What direction should be taken to maintain a leadership role in the hospitality programs in the United States?***

- Work with the American Culinary Federation and other organizations for recognition.
- Stay involved in State and National conferences and opportunities to “showcase” your program.
- Involve industry more. Survey their future needs. Example – International expansion for US based companies will develop a need for multi-national management and experiences. And summer internships could be targeted towards a specific country.
- Producing highly effective and responsible managers. Changes in program to keep students highly motivated and involved will keep the word out.
- Keep curriculum current, anticipate trends in the industry.

**5. *How do you feel about the effectiveness of the College of Business staff and their support? Effectiveness of the Hospitality staff?***

No Comment = 1

- Need clerical support for hospitality programs, COB seems to support fundamentally the recruiting aspect, although funding is hard to get. Recruiting in COB is better. It is hard to recruit and teach too. Hospitality staff needs to maintain communication/recruiting materials with recruiting coordinator in COB and admissions.
- The graduates can only measure that.
- Hospitality faculty needs to be hungry and actively seek out new and innovative ways to teach the hospitality business on a realistic level. Teach valuable information without being sociable.

**6. *Does the Hospitality staff have effective relationships within the industry?***

- I think so, we have a good relationship with Tony, Julie and Lianne.
- It appears to have good relationships with industry.
- The past graduates have a good relationship with the staff but I think that the major companies need to be stroked and dealt with on a corporate level.
- Tony Agbeh and I consult often and he keeps me informed of meetings, agenda and changes in curriculum.
- Some of the staff does and some don't.

**7. *List strength of the Hospitality Program.***

- Program involvement with industry
- Advisory Board is updated fully of developments
- Faculty Involvement with students
- Gala event Fundraising and show casing program
- Good graduates ready to go to work
- Internship
- Lots of scholarships for program students
- Faculty involvement in State and National Conferences
- Students' attendance at State and National Conferences
- Professionalism of Faculty

**8. *List areas of the program that you feel needs improvement.***

- More support from COB (no COB Administrators in program functions e.g. Gala advisory board meetings)
- More students for the program
- More funding for recruitment of students
- Clerical Help-Coordinator conducts meeting and prepares minutes of Advisory Board
- More support from the College
- More group based projects and thought oriented assignments
- Balance program with educators and parishioners to provide both knowledge and application based

## **Labor Analysis for Hospitality Industry**

The diverse and dynamic hospitality and tourism industry provides challenging and exciting career opportunities for people with a variety of talents and interests. The possibilities for satisfying careers are almost limitless, and the rewards and satisfactions provided by the industry far exceed those found in many other fields of work.

The number of people directly employed in the U.S. hospitality and tourism industry is staggering. Presently some sources estimate that about 11.4 million people, or one in eleven workers, are employed in the industry. Of these, approximately 18-20% or about 2.2 million people are employed in managerial, professional, or sales and marketing positions. Even more staggering is the fact that by 2005, the U.S. Bureau of Labor and Statistics predict that the industry will employ around 12.4 million people. This means a 9% increase in jobs over a six year period.

According to the Travel Industry Association of America (TIAA) one in eight U.S. employees are directly or indirectly employed in the industry. This means the actual number of people working in the Hospitality and Tourism Industry approaches 15.8 million in the United States.

Additionally, the industry is one of the largest employers of minorities and women and it affords them the advancement opportunities at levels higher than many other fields of work. For example, the National Restaurant Association found that 45% of 1.4 million restaurant managers were female, 9% were African American and 9% Hispanic.

Furthermore, the hospitality and tourism industry is the first, second, or third largest employer in 32 states and its employment base is the largest of any in the private sector. By itself, the industry employs more people than the agricultural sector, the steel, textile, auto, and electronic industries combined.

Employment in hotels, motels, and other lodging places is expected to increase 18% over the 1998-2008 period, faster than the 15% growth projected for all industries combined. According to the U.S. Bureau of Labor and Statistics, for the State of Michigan and Nationwide, the Food Service and Lodging Managers Industry is growing at an average to above average rate. According to the Occupational Outlook Handbook, job opportunities in hotel management are expected to be especially good for persons with college degrees in hotel or restaurant management. Increasing business travel and domestic and foreign tourism will drive employment growth of hotel managers and assistants.

The National Restaurant Association (NRA) indicates that sales at full service restaurants are expected to bring in 143.3 billion dollars in 2001 – up a healthy 4.0% in real terms from 2000. This is showing strength. Many customers keep bolstering the restaurant-industry-sales growth because of the convenience in going to full-service restaurant and the change in the baby-boomers lifestyle. The percent of the food dollar spent away from home will increase. The NRA has identified that recruiting and

retaining employees is the biggest challenge their business are likely to face in 2001, continuing a long-term trend. They face the challenge of finding and retaining employees. This may account for the increase in employment trends.

The State of Michigan occupational forecasters indicate that the Food Service and Lodging Managers is in the top 40 largest growth occupations.

Source: The Occupational Outlook Handbook 2000-2001



## **Facilities and Equipment**

Ferris Hospitality Programs are housed in the West Commons (W-C) building at 1319 Cramer Circle. The building was originally built as a dining services unit. Part of the building was remodeled and taken over by the Hospitality Programs in the mid-1980s. The building has always been shared with at least one other entity. Although housed separately, the Hospitality Programs fall under the Marketing Department within the College of Business.

Located within the building are three classrooms for use by the Hospitality Programs. W-C 108 was designed along the lines of a home economics classroom. There are ten student workstations and one instructor station for demonstrations. There is seating for about twenty students. The room includes commercial refrigeration, ventilation hood, small convection oven, griddle and deep-fat fryer. This room served the curriculum well when cooking, baking, and food chemistry were taught. Over the years there has been a continuous trend towards less program-specific classes in favor of general education and business core courses. The room is currently used periodically for the Sanitation & Safety, Purchasing, and Beverage Management classes. Although it is being used for these courses, the space does always meet the needs and could be better utilized if remodeled. One major drawback of the room is the theater style seating arrangement that makes it ineffective for projecting on a screen or conducting tests. In general, the room has not been remodeled in more than fifteen years and the floors, cabinets; counters, etc. are in need of repair or replacement. The room needs a fresh coat of paint as well.

The main classroom used by the program is W-C 109. This room is carpeted and has recently been painted. It seats about 36 students comfortably. There is a movable wall between this room and the dining room allowing it to be used for overflow seating. In the room there is a ceiling mounted projector, computer (but no printer), white board and ceiling mounted electric screen. The chairs in the room are reupholstered but old and need of replacement or recovering. The carpet is over fifteen years old and in need of replacement. The movable wall is also in need of replacement since some sections are broken beyond repair and makes it difficult to move.

The last classroom is W-C 110, which is used as Café Ferris. Café Ferris is the public restaurant run by students in the Restaurant and Food Industry Management program. The dining room seats about 75 guests comfortably and has a private banquet room off one side that seats another 25 guests. The room was originally designed to double as a classroom and restaurant. The room is in need of professional decorating. It is embarrassing to teach the basics of interior design when our own restaurant is so lacking in ambience. Beyond this, the chairs and carpet are both over fifteen years old and in need of replacement or recovering. The room has recently been painted.

There is also a commercial kitchen, small office, and service area adjacent to the dining room. The office opens into the kitchen and is used by the instructor teaching the food production class. This office is too small to accommodate a computer workstation (located elsewhere). The service area has recently received some new equipment and is in relatively good shape outside of the need for fresh paint. The commercial kitchen has received new equipment on a regular basis but still has some very old, yet usable equipment as well. It meets all current health and safety codes and has recently been painted. The kitchen offers students an adequate amount of workspace and a variety of different types of commercial equipment to work on. The kitchen is much larger, well equipped, cleaner, and better maintained than would be the case for most restaurants of similar size.

Outside of the classrooms there are other spaces being used by the Hospitality Programs. There is one main office at the front entrance. The office includes a main office/reception area with desk, mailboxes, file cabinets, etc. There are two faculty offices entered through the reception area. At the back of the office is a small room with three computers, printers, CD burner and scanner for student use. This space is also used for the copy machine, storing video equipment, and videotapes. The three computers allow the program to provide industry specific software that could not be accommodated within the College of Business labs.

There are other storage areas within the building used for banquet tables, chairs, office supplies, etc. and a student lounge area. After the Health Sciences Library left it has been rumored that Public Safety will occupy the vacant space. The faculty would welcome Public Safety sharing the W-C building with them but are a little apprehensive about the loss of the storage space that may result.

Our best source for equipment and small wares, outside of infrequent donations, has been Vocational Education Funds through the Carl Perkins Act. These are federal funds mandated for two-year vocational types of programs such as the Restaurant and Food Industry Management. The funds can only be used to purchase those items that will be used directly by students. They do not cover any type of improvement to the building. The problem with relying on this type of funding as a regular source of budget is that it is inconsistent, (no dollars in the past 2 years) and cannot be used for Hotel Management or Resort Management related items. The funding is valuable as it does cover the most urgent needs of the A.A.S. program. Some years the program has received as much as \$40,000+ dollars but for the past two years has received no funding at all. Grants are awarded in two categories of under \$2,000 purchases and over \$2,000 purchases. At times this means the program can purchase items they don't need but not the items they need most.

Beyond the Vocational Education funds there has been only limited support by the College of Business to upgrade the Hospitality Programs facility. As faculty in the College of Business sign up for new office furniture it is our hope that our faculty offices would be added to that list. All College of Business classrooms have been updated with overhead projection systems and computer workstations but Hospitality Programs had to

fund their own in W-C 109. The carpet in W-C 109 & 110 and the movable wall between the rooms are in need of replacement. The upholstered chairs are not only worn but many have food stains that cannot be removed and should be replaced or recovered. A major complaint has been a lack of air-conditioning for W-C 108, 109 and 110. Over the years almost the entire building has been air-conditioned except these rooms. During the fall and spring the temperatures soar when the rooms are full and without windows to open become quite uncomfortable.

Overall though, the Hospitality Program facilities meet the programs' needs. They are much better than those of some comparable schools like Northwood University and Central Michigan University but not up to the standards of others like Michigan State University, which has the Kellogg Center. The program has effectively used field trips, cooperative education experiences, observations and the University's Holiday Inn and Conference Center to fill in gaps. The kitchen and service areas are both well equipped and maintained. Some of the main needs are in the area of updating the current facilities. Over fifteen years of heavy traffic and use is a lot in terms of chairs, office furniture, carpet, walls, etc. Air-conditioning remains a top priority too since our Café Ferris serves the public.

## Curriculum Analysis

Curriculum is the heart of undergraduate education. The courses required and their content dictates what students learn and how they are prepared for their careers. The curriculum of the Hospitality Programs has undergone numerous changes within the last ten years. A recent marketing related change was the title revision of the two programs. The name of the Food Service Management program established in 1963 was updated to **Restaurant and Food Industry Management (RFIM)** to reflect a broader perspective and more positive image. The Hospitality Management program established in 1978 was changed to **Hotel Management (HOMT)**. Marketing research suggested that when recruiting high school students, many could not identify the content of the program by its name.

The Hospitality Programs curriculum has been constantly reviewed and is continuously changing. Comparisons have been made to similar programs at other schools. Advisory Committee input is seriously reviewed and implemented when possible. Alumni surveys have impacted curriculum as well as course content. Some curriculum revisions have been dictated by sources within the University such as the College of Business. Other changes have been prompted by sources outside the University as in the case of the Association of Collegiate Business Schools & Programs (ACBSP) and Council for Hotel, Restaurant & Institutional Educators (CHRIE) accreditation standards.

The first major change of the last ten years was the transition from a quarter-based academic year to a semester-based one. This change required that the curriculum needed to be reduced by roughly two-thirds. At the same time the General Education and College of Business core were both increased. This required that in both programs, but in particular the former **Food Service Management program**, courses within the major had to be drastically reduced. Eliminating and combining courses accomplished this.

Another major change within this past several years has been the College of Business aligning its content and core with the ACSBP accreditation standards. Again this meant a slight increase in the College of Business core and the General Education requirements. At the same time one class was reduced in the RFIM curriculum. Overall, the faculty welcomed ACBSP accreditation. And believe it could be a valuable marketing tool in recruiting students, especially foreign students.

All of these changes have decreased the concentration of courses within the major but strengthened the business background of students in the programs. It has equipped students with a broader knowledge of business in general. This has allowed many graduates from the programs to branch into other business related career fields. In this sense the changes have been very positive. They have also further integrated the Hospitality Programs' students into the College of Business.

Two of the strong points of the curriculum continue to be its hands-on approach and internship program. The focus in the Hospitality Programs is on applied learning. **Café Ferris** and the **Gala**, both of which are student-centered activities, demonstrate this. Other activities include guest speakers from industry, observations, field trips, conferences, and trade shows. The internship program offers students job opportunities throughout the world with major chains such as Hyatt, Marriott, Red Lobster, etc. It also allows students the chance to focus in on specific job areas that they want to pursue in their careers. Although the RFIM program is not culinary based, the student desiring to pursue that avenue has a number of high quality internships from which to choose.

Some other important curriculum changes have been the addition of two certificate programs in both RFIM and HOMT. These offer current students, and non-traditional students working in the industry, the opportunity for further career development within a specific area. A minor in RFIM/HOMT was also added. A number of Professional Golf Management and Small Business Management students have taken advantage of the minor to broaden their future career opportunities.

One of the last curriculum related issues has been the addition of 15 articulation agreements granting college credit for previous learning. The first of these agreements focuses on students entering Ferris from career technical programs at either a home high school or area career technical center. (see appendix H for brochures). An additional articulation arrangement is offered for the non-traditional student entering Ferris with a number of years of industry work experience. They may earn up to twelve credits in the RFIM program by completing the written and performance assessments of the National Occupational Competency Testing Institute (NOCTI) Experienced Worker Quantity Food Preparation test with a score of 80% or higher. The scores in the areas of sanitation & safety, menu planning & nutrition, purchasing and operations then determine specific course credit. The Hospitality Programs' curriculum theme at the broadest level relates to curricular objectives and the need to balance "general education with careerism" or training striving to meet industry needs, while avoiding or debunking a vocational image in the academy.

## Enrollment Trends 1995-1999

### Enrollments—Seventh Day Counts

#### Total Enrollment Hospitality Programs

1995 –	116
1996	96
1997	81
1998	83
1999	81

#### Restaurant and Food Industry Management Enrollments

1995 –	57
1996	62
1997	56
1998	56
1999	57

#### Hotel Management Enrollments

1995	59
1996	34
1997	25
1998	27
1999	24

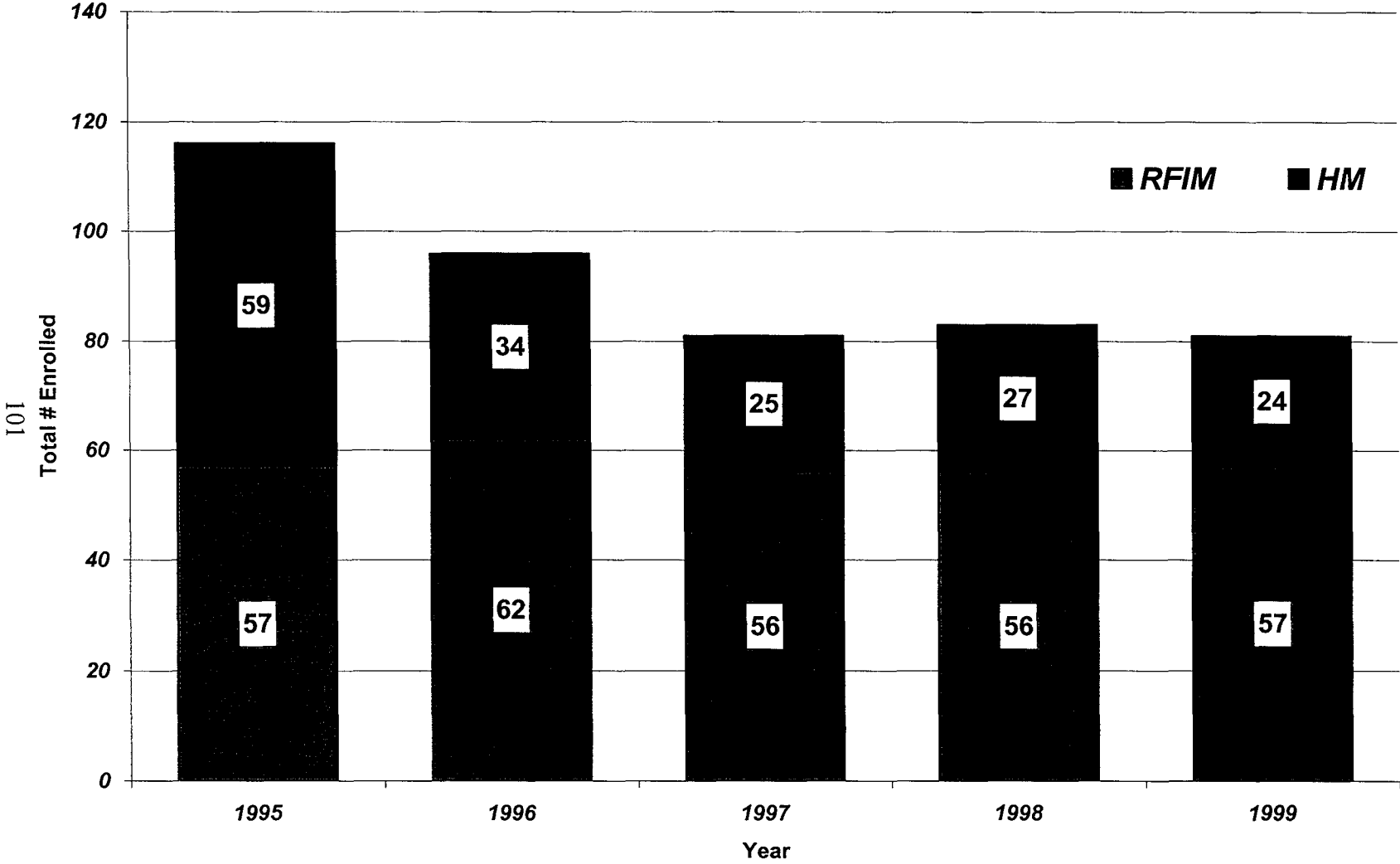
#### Graduates

	HMG	AS	BS
1995	77	41	36
1996	44	21	24
1997	43	18	25
1998	32	13	19
1999	22	15	7

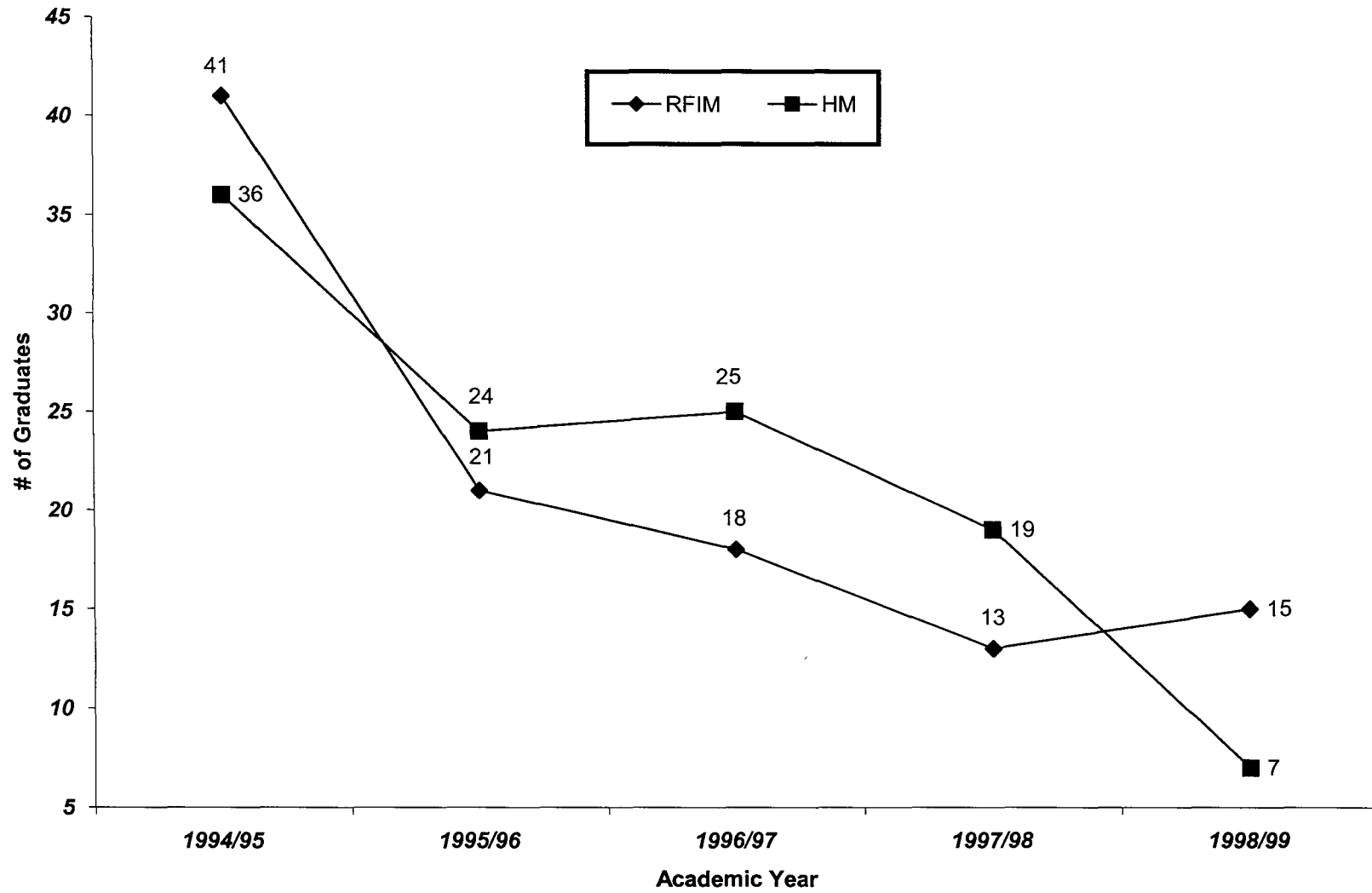
Following fiscal restructuring and the detrimental affect it had on student enrollments the Hospitality Programs have been able to stabilize their enrollments and in 2001 have begun to increase enrollments due to their recruitment and retention efforts, especially in the RFIM program.

As has already been outlined in this document the program is very involved in recruitment and retention efforts. Professor Julie Doyle has been giving presentations for other program faculty groups on the methods being used in the Hospitality Programs.

**Enrollment in Hospitality Programs: 1995 to 1999**



### Hospitality Program Graduates 94/95 to 98/99





Please provide the following information:

**Enrollment Restaurant & Food Industry Management**

	Fall 1995	Fall 1996	Fall 1997	Fall 1998	Fall 1999
Tenure Track FTE	2.82	3.86	3.02	2.60	2.34
Overload/ Supplemental FTEF					
Adjunct/ Clinical FTEF (unpaid)					
Enrollment on-campus total	57	62	56	56	57
Freshman					
Sophomore					
Junior					
Senior					
Masters					
Doctoral					
Pre-Professional Students					
Enrollment off-campus*					
Traverse City					
Grand Rapids					
Southwest					
Southeast					

\*Use official count (7-day)

**Capacity:**

Estimate program capacity considering current number of faculty, laboratory capacity, current equipment, and current levels of S&E.

75 Students

**Financial**

Expenditures*	FY 95	FY 96	FY 97	FY 98	FY 99
Supply & Expense	See MKTG dept	See MKTG dept	See MKTG dept	See MKTG dept	8,117
Equipment					
Voc. Ed. Funds	19,449	17,775	17,476	0	11,504
General Fund					
In-Kind					
Non-General Fund					
<b>Revenues</b>					
Clinic Income					
Scholarship Donations	See Hotel Management	See Hotel Management	See Hotel Management	See Hotel Management	See Hotel Management
Gifts, Grants & Cash Donations	See Hotel Management	See Hotel Management	See Hotel Management	See Hotel Management	See Hotel Management

\*Use end of fiscal year expenditures.

**Other**

	AY 94/95	AY 95/96	AY 96/97	AY 97/98	AY 98/99
Number of Graduates* Total	41	21	18	13	15
On campus	41	21	18	13	15
Off campus					
Placement of Graduates	100%	100%	100%	100%	100%
Average Salary	\$22,500	\$23,500	N/A	\$24,000	N/A

Please provide the following information:

**Enrollment Hotel Management**

	Fall 1995	Fall 1996	Fall 1997	Fall 1998	Fall 1999
Tenure Track FTE	.69	.67	.98	.79	.091
Overload/ Supplemental FTEF					
Adjunct/ Clinical FTEF (unpaid)					
Enrollment on-campus total	59	34	25	27	24
Freshman					
Sophomore					
Junior					
Senior					
Masters					
Doctoral					
Pre-Professional Students					
Enrollment off-campus*					
Traverse City					
Grand Rapids					
Southwest					
Southeast					

\*Use official count (7-day)

**Capacity:**

Estimate program capacity considering current number of faculty, laboratory capacity, current equipment, and current levels of S&E.

36 Students

**Financial**

Expenditures*	FY 95	FY 96	FY 97	FY 98	FY 99
Supply & Expense					See RFIM
Equipment					
Voc. Ed. Funds					
General Fund					
In-Kind					
Non-General Fund					
<b>Revenues</b>					
Clinic Income					
Scholarship Donations	\$14,037.52	\$13,483.52	\$6,812.48	\$13,687.52	\$6,730.00
Gifts, Grants & Cash Donations	\$7,465.50	\$7,158.50	\$7,756.00	\$10,668.37	\$7,300.97

\*Use end of fiscal year expenditures.

**Other**

	AY 94/95	AY 95/96	AY 96/97	AY 97/98	AY 98/99
Number of Graduates* Total	36	24	25	19	7
On campus					
Off campus					
Placement of Graduates	100%	100%	100%	100%	100%
Average Salary	\$23,085	\$25,500	\$26,000	\$28,000	\$31,000

## **Conclusions**

### **Centrality to FSU Mission**

The Hospitality Programs are a perfect fit with the role and mission of Ferris State University. The combination of theory and hands-on practice that makes up the educational fabric of the programs are completely in tune with the mission of FSU to be a national leader in the areas of career and technical education. The program serves students who have a wide range of career interest as well as providing an challenging academic experience for those at the moderate and upper ability levels.

### **Uniqueness and Visibility**

The calling card of the Hospitality Programs is its requirement of a strong business core to compliment the hands-on classroom and industry experiences its students receive. Students have so many choices in the hospitality industry that giving them a narrow restaurant or hotel-only education would limit their opportunities and give them less flexibility in the market place. It is clear that parents and students recognize the value of having a degree with the course mix used by the Hospitality Programs.

The programs are keenly aware of the responsibility they have on the local and State community. The program faculty and students assist with the American Cancer Society's Relay for Life fundraiser, making 800 cookies each fall. On a regular basis see that food left over from Café Ferris is donated to the WISE program here in Mecosta County. They have hosted State Conferences for career technical educators in the food services area. The program through its internships provide many of the small businesses in the five county area with highly qualified students to work in their businesses as well as upon graduation providing a much needed qualified labor force. The program faculty and students also assist each year with a major fundraiser for one of the local schools in which they are able to showcase their professional talent.

Although much of the focus of the program is in the state of Michigan, the program does have an impact on a larger stage. Through the nearly 1000 alumni highly qualified professionals operate nation-wide serving both the Hospitality Industry and their local communities as well. The program is also recognized nationally for its well-developed internship program with the program's guidelines for ensuring that an internship is a valuable work experience and an education experience being used as a model by the national professional organization CHRIE.

## **Service to State**

The program serves primarily students from the state of Michigan. The Hospitality Program prepares students for the second largest revenue producing industry in the State of Michigan. The program has articulation agreement with 15 community colleges and all career technical centers across the state of Michigan. The program faculty have served (and currently serve) in leadership roles for several of the State and National Professional Organization (see Vita, Appendix D) that allow them to regularly have interaction with colleagues from other programs across the state and nation.

## **Demand for Graduates**

The Hospitality Industry is so massive that even with several other state colleges and universities offering restaurant and hotel degrees the total number of graduates each year falls far short of the industry's needs. The placement rate continually approached 100%

## **Placement Rate and Average Salary of Graduates**

Placement rate for graduates is very high, over 95%. Average salaries are very competitive with other business majors. See graduate surveys.

## **Service to Non-Majors**

The programs provide the required beverage management course to all PGM students (as the PGA of America requires this course for golf graduates) and to many in the Small Business Management curriculum. The program offers a minor and certificates for non-majors who have an interest in the field.

## **Facilities and Equipment**

The best source for equipment and small ware outside infrequent donations has been vocational education funding through the federal Carl Perkins Act. These funds are mandated for two-year vocational type programs, such as restaurant and food industry management.

Major needs are in updating the current facilities, carpets, movable walls, while air-conditioning remains a top priority since our Café Ferris serves the public. The polished look of a facility can make a very positive ( or unfortunately negative)impression on students and their parents when making a campus visit and on how enrolled students feel about the quality of their academic program.

## **Library Information Resource**

Through the program's fundraising event, subscriptions to major hospitality periodicals and videos are provided for students for the latest updates and trends. Also the program works very closely with the library liaison, Joe Webber who has been very cooperative in purchasing some of the needed reference texts.

## **Costs**

The programs are cost effective, considering that the Restaurant and Food Industry Management program is a feeder to the Hotel Management program. The program's substantial fundraising activities and donations also help defray some of the cost.

## **Faculty Professional and Scholarly Activities**

The programs faculties are among the most active in the university in using the faculty development activities provided by the Center for Teaching, Learning and Faculty Development. They hold positions of leadership in their professional organizations, attend and present at state and national conferences, have recently engaged in international teaching exchanges and have traveled abroad to develop student exchange opportunities (see Appendix D for Vitas).

## **Administrative Effectiveness**

It is an interesting balancing act to administer a program that has multiple degree opportunities, four budget accounts, five endowments, operates a restaurant, produces a gala fundraiser, offers significant support to the campus and community by hosting breakfasts, lunches and dinners, requires a paid internship experiences for students, is heavily involved in recruitment and retention activities, has no access to clerical support because of its location and the coordinator is only a half-time appointment. Overall, given the challenges, the programs have been well managed.

## **Recommended Changes to the Hospitality Programs**

The following are changes that the review committee sees as being important to the growth and continued quality of the Hospitality Programs.

### **Curriculum**

The current curriculum is well planned and has an excellent mix of general education, business core and program-specific courses. The programs face the same problem that almost all programs on campus do—how to keep up-to-date with the endless increase in new knowledge and technology skills and still have a program that can be completed in two or four years. The committee feels that the programs must engage in long term planning, using their Advisory Board to deal effectively with the pressures to remain up-to-date in its course offerings but not expand the number of hours needed for graduation. This will not be an easy task. Bringing the program in line with the efforts of the College of Business to seek accreditation has made this an even more difficult process and has caused the programs to no longer offer students the option of having elective credits. There does not appear to be any immediate way to resolve this problem in the near future.

### **Facilities**

The programs' facilities are in need of extensive improvements. It needs new carpets (The carpets have not been replaced in 15 years), the moveable wall that separates rooms 110 and 109 is broken and does not move; the same rooms need air conditioning (room 110 serves as Café Ferris). There is furniture that is old and stained and needs replacing. The committee feels that the efforts of the faculty to recruit new students is negatively impacted by the current state of the facility.

### **Equipment**

The classrooms need to be brought in line with those of the main College of Business building in terms of video teaching equipment and computer access. The program needs a budget source other than federal Carl Perkins dollars to up date equipment in its teaching labs.

### **Staffing**

The programs need to have its lack of clerical support addressed. In the summer due to vacations and travel the office is often not open unless a work-study student has been found to cover. The committee feels the coordinator's time is being misused doing clerical tasks.

## **Need for Recruitment Funding**

The programs faculties are working diligently to recruit new students and need to be given the dollar resources need to be effective. The committee believes some release time should be made available for this purpose.

## Appendices

- Appendix A** Hospitality Programs' Check Sheets
- Appendix B** Advisory Board List
- Appendix C** Minutes of Last Advisory Board Meeting
- Appendix D** Faculty Vitae
- Appendix E** Gala Fundraising Income Statement
- Appendix F** Hospitality Programs' Brochure
- Appendix G** Community College Articulation
- Appendix H** Career Technical Center Articulation Brochures
- Appendix I** Scholarships
- Appendix J** Ferris State University Groups Served
- Appendix K** Big Rapids Community Groups Served
- Appendix L** Cooperative Education Guidelines
- Appendix M** Endowments, Scholarships and Development Donations,  
95-99



**Ferris State University - College of Business**  
**ASSOCIATE IN APPLIED SCIENCE DEGREE**

**RESTAURANT AND FOOD INDUSTRY MANAGEMENT - 69 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )		S.H.	GRADE
<b>GENERAL EDUCATION - 24 Credits Required</b>				
<b>COMMUNICATION COMPETENCE - 9 Credits Required</b>				
COMM		COMM 105, COMM 121 OR COMM 221 - (all require none)	3	
ENGL	150	English 1 - (None)	3	
ENGL	250	English 2 - (ENGL 150 or equivalent)	3	
<b>SCIENTIFIC UNDERSTANDING - 4 Credits Required</b>				
Select one course from the following subject areas: <b>ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHSC, PHYS</b>				
		Scientific Understanding Elective w/lab	4	
<b>QUANTITATIVE SKILLS - 3 Credits Required</b>				
MATH	115	Int. Algebra - (MATH 110) - If MATH ACT score is 24 or higher, substitute a gen ed elective.	3	
<b>CULTURAL ENRICHMENT - 3 Credits Required</b>				
Select one course at the 200 level or above from the following: <b>ARCH 244, ARTH, ARTS, COMM 231, ENGL 231, FREN, GERM, HIST, HUMN, LITR, MUSI, SPAN, THTR</b>				
		Cultural Enrichment elective at the 200 level or above.	3	
<b>SOCIAL AWARENESS - 3 Credits Required</b>				
PSYC	150	Introduction to Psychology (None)	3	
<b>ELECTIVES - 3 Credits Required</b>				
		General Education Elective (If needed MATH 110 can be taken)	3	
<b>REST &amp; FOOD INDUSTRY MGMT MAJOR - 21 Credits Required</b>				
RFIM	110	Introduction to Hospitality Industry - (None)	3	
RFIM	113	Sanitation and Safety - (Rest & Food Industry major)	3	
RFIM	114	Menu Planning/Nutrition - (Rest & Food Industry major)	3	
RFIM	115	Food and Labor Cost Control System - (Rest & Food Industry major)	3	
RFIM	207	Beverage Management - (Rest & Food Industry and professional golf management major)	3	
RFIM	211	Purchasing: Hospitality Industry -(Rest & Food Industry major)	3	
RFIM	292	Cooperative Educ - (FS-HM major/by permission only from director & FS-HM coop coord.)	3	
<b>PROFESSIONAL COMPONENT - 21 Credits Required</b>				
ACCT	201	Principles of Accounting 1 - (MATH 110 with a grade of C- or better)	3	
ACCT	202	Principles of Accounting 2 - (ACCT 201 with grade of C- or higher)	3	
ECON	221	Principles of Economics 1 - (MATH 110 or proficiency)	3	
MKTG	321	Principles of Marketing - (ECON 221) - suggest this be taken last semester soph year	3	
RFIM	229	Dining Room Management - (Rest & Food Industry major, RFIM 113, sophomore standing)	3	
RFIM	299	Quantity Food Management - (Rest & Food Industry major, RFIM 113, 114, 115)	6	
<b>RELATED COURSES - 2 Credits Required</b>				
HLTH	125	Responding to Emergencies - (None)	2	
Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.				

**NOTE: A 2.00 GPA is required for the major and a 2.00 cumulative GPA is required for completion of the Restaurant & Food Industry Management degree.**

**Ferris State University - College of Business  
BACHELOR OF SCIENCE DEGREE IN HOTEL MANAGEMENT**

**HOTEL MANAGEMENT - 65 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
----------	--	------	-------	----------

**COMMUNICATION COMPETENCE - 3 Credits Required**

ENGL	ENGL 325 or ENGL 321 - (ENGL 211 or 250)	3		
------	--	---	--	--

**SCIENTIFIC UNDERSTANDING - 3 Credits Required**

Select 1 course with a lab from the following subject areas: ASTR, BIOL, CHEM, GEOG111, GEOG 121, GEOL, PHSC, PHYS

	Scientific Understanding Elective	3		
--	-----------------------------------	---	--	--

**SOCIAL AWARENESS - 6 Credits Required**

ECON	222	Principles of Economics 2 - (ECON 221)	3	
------	-----	--	---	--

		Social Awareness Elective - Select one 300-level or higher course from the following areas: ANTH, PLSC, PSYC, SOCY, GEOG (except GEOG 111, 121 & 421) SSCI (non-economics)	3	
--	--	--	---	--

**CULTURAL ENRICHMENT - 8 Credits Required**

SPAN	101	Beginning Spanish 1 - (None)	4	
------	-----	------------------------------	---	--

SPAN	102	Beginning Spanish 2 - (SPAN 101 or equivalent)	4	
------	-----	--	---	--

**HOTEL MANAGEMENT MAJOR - 24 Credits Required**

HOMT	301	Property and Facilities Management - (Hotel management major)	3	
------	-----	---	---	--

HOMT	305	Hospitality Marketing/Executive Meeting Plan - (MKTG 321, hotel mgmt major)	3	
------	-----	---	---	--

HOMT	307	Human Resources/Training - (Hotel management major)	3	
------	-----	---	---	--

HOMT	392	Coop. Ed. - (Hotel mgmt major, junior standing, permission of dir. and coord.)	3	
------	-----	--	---	--

HOMT	400	Catering/Special Events - (RFIM 299, hotel management major)	3	
------	-----	--	---	--

**OR**

HOMT	404	Front Office Procedures/Account - (ACCT 201, 202, hotel management major)	3	
------	-----	---	---	--

HOMT	403	Hospitality Law - (Hotel management major)	3	
------	-----	--	---	--

HOMT	405	Resort and Recreation Management/Tourism - (Hotel management major)	3	
------	-----	---	---	--

HOMT	499	Hospitality Policies and Issues - (Hotel management major)	3	
------	-----	--	---	--

**BUSINESS CORE - 21 Credits Required**

BLAW	321	Contracts and Sales - (None)	3	
------	-----	------------------------------	---	--

BUSN	499	Interdisciplinary Integrating Experience - (FINC 322, ISYS 321, MGMT 370, MKTG 321, and last semester senior)	3	
------	-----	---	---	--

FINC	322	Financial Management 1 - (ACCT 202, MATH 115)	3	
------	-----	---	---	--

ISYS	321	Bus Info Systems - (ACCT 202, MKTG 321, MGMT 301, & BLAW 321 or 301)	3	
------	-----	--	---	--

MGMT	301	Applied Management - (Junior standing or permission of professor)	3	
------	-----	---	---	--

MGMT	370	Quality/Operations Management - (STQM 260)	3	
------	-----	--	---	--

STQM	260	Introduction to Statistics - (MATH 115)	3	
------	-----	---	---	--

**THE HOTEL MANAGEMENT PROGRAM IS A JUNIOR ENTRY PROGRAM.**

You must have an Associates degree completed to be accepted into the Hospitality Management program. If you did NOT complete the following courses in your associates degree, they must be completed before graduation:

ACCT 201, ACCT 202, COMM 105, 121 or 221, ENGL 150, ENGL 250, Scientific Understanding Elective,

ECON 221, MATH 115, PSYC 150, 200+ level Cultural Enrichment Elective, MKTG 321

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 GPA is required for the major and business core and a 2.00 cumulative GPA is required for completion of the Hotel Management degree.**

**Ferris State University - College of Business  
BACHELOR OF SCIENCE DEGREE IN BUSINESS**

**RESORT MANAGEMENT - 124/130 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )		S.H.	GRADE
<b>COMMUNICATION COMPETENCE - 12 Credits Required</b>				
COMM	121	Fundamentals of Public Speaking - (None)	3	
ENGL	150	English 1 - (None)	3	
ENGL	250	English 2 - (ENGL 150 or equivalent)	3	
ENGL	325	Advanced Writing for Business - (ENGL 250)	3	
<b>SCIENTIFIC UNDERSTANDING - 7-8 Credits Required</b>				
Select two courses from the following subject areas (one must be a lab course): ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHSC, PHYS				
			4	
			3-4	
<b>QUANTITATIVE SKILLS - 3-4 Credits Required</b>				
MATH	115	Inter. Algebra - (MATH 110) - If MATH ACT score is 24 or higher, substitute a free elective.	3	
	OR			
MATH	116	Inter. Algebra & Num. Trig. - (MATH 110) - Select if completing a FMAN minor.	4	
<b>CULTURAL ENRICHMENT - 11 Credits Required</b>				
Complete the courses listed below and select one course at the 200 level or above from the following subject areas: ARCH 244, ARTS, COMM 231, ENGL 322, FREN, GERM, HIST, HUMN, LITR, MUSI, SPAN, THTR				
SPAN	101	Beginning Spanish 1 - (None)	4	
SPAN	102	Beginning Spanish 2 - (SPAN 101 or equivalent)	4	
		Cultural Enrichment Elective - must be at the 200 level or above	3	
<b>SOCIAL AWARENESS - 12 Credits Required</b>				
Complete the courses listed below and select one course at the 300 level or above from the following subject areas: ANTH, ECON, GEOG (except 111 or 121), PLSC, PSYC, SOCY				
ECON	221	Principles of Economics 1 - (MATH 110 or proficiency)	3	
ECON	222	Principles of Economics 2 - (ECON 221)	3	
PSYC	150	Introduction to Psychology - (None)	3	
		Suggest PLSC 323, 331, 341 (If RMLS concentration, must take PSYC 325) - course must be 300/400 level	3	
<b>GENERAL EDUCATION ELECTIVE - 3 Credits Required</b>				
		Elective	3	
<b>E-BUSINESS SKILLS - 6 Credits Required</b>				
ISYS	200	Database Design & Implementation (ISYS 105 or course competency)	3	
ISYS	130	Internet Principles and Design (ISYS 105 or course competency)	3	
<b>BUSINESS CORE - 30 Credits Required</b>				
ACCT	201	Principles of Accounting 1 - (MATH 110 with a grade of C- or better)	3	
ACCT	202	Principles of Accounting 2 - (ACCT 201 with a grade of C- or better)	3	
BLAW	321	Contracts and Sales - (None)	3	
FINC	322	Financial Management 1 - (ACCT 202, MATH 115)	3	
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, MGMT 301 & BLAW 321 or 301)	3	
MGMT	301	Applied Management - (Junior standing or permission of professor)	3	
MGMT	370	Quality/Operations Management (STQM 260)	3	
MKTG	321	Principles of Marketing - (ECON 221)	3	
BUSN	499	Interdisciplinary Intergrating Experience (FINC 322, ISYS 321, MGMT 370 & SENIOR STANDING)	3	
STQM	260	Introduction to Statistics - (MATH 115)	3	

Effective: Fall 2001

**Ferris State University - College of Business  
RESORT MANAGEMENT MAJOR**

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
<b>RESORT MANAGEMENT MAJOR - 27 Credits Required</b>					
ADVG	222	Principles of Advertising - (None)	3		
FMAN	321	Principles of Facilities Management - (Enrollment in FMAN prog. or dept. permit)	3		
HOMT	301	Property & Facilities Management - (None)	3		
HOMT	305	Hospitality Marketing/Executive Meeting Plan - (MKTG 321, HOSP/RES majors only)	3		
MGMT	305	Supervision and Leadership - (Second semester sophomore standing)	3		
PREL	240	Public Relations Principles - (ENGL 150)	3		
RMLS	340	Commercial Recreation - (ACCT 201, MKTG 321, or permission of professor)	3		
RMLS	465	Tourism Planning and Development - (RMLS 340 or permission of professor)	3		
		Directed Elective - Internship in concentration recommended(included in lodging concentration)	3		
<b>CONCENTRATIONS (select one) - 14-18 Credits Required</b>					
<b>MARKETING - 15 Credits Required</b>					
MKTG	322	Consumer Behavior - (MKTG 321, PSYC 150)	3		
MKTG	425	Marketing Research - (MKTG 321, STQM 260)	3		
MKTG	473	Marketing Cases and Problems - (MKTG 321)	3		
		Select two courses from either ADVG, PREL, MKTG OR RETG	6		
<b>FACILITIES OPERATIONS MANAGEMENT - 17 Credits Required</b>					
Upon completion of this concentration, the Facilities Operations Mgt. minor will be granted concurrently with the B.S. degree.					
ARCH	250	Systems Cost Estimating - (MATH 116 or permission of professor)	3		
FMAN	280	Introduction to Facilities Management - (None)(Concurrent workshop required)	2		
FMAN	322	Project Management - (FMAN 321 or permission of professor)	3		
FMAN	441	Property Development & Planning - (FMAN 321)	3		
FMAN	451	Facilities Management & Operation - (FMAN 321 or permission of professor)	3		
HVAC	483	HVACR Building Systems - (None)	3		
<b>FACILITIES PLANNING MANAGEMENT - 15 Credits Required</b>					
Upon completion of this concentration, the Facilities Planning Mgt. minor will be granted concurrently with the B.S. degree.					
ARCH	115	Interior & Exterior Finishes and Systems - (None)	3		
ARCH	250	Systems Cost Estimating - (MATH 116 or permission of professor)	3		
FMAN	280	Introduction to Facilities Management - (None)	2		
FMAN	322	Project Management - (FMAN 321 or permission of professor)	3		
FMAN	331	Facility Program & Design - (FMAN 321, PSYC 325)	3		
<b>LODGING MANAGEMENT - 18 Credits Required</b>					
HOMT	307	Human Resources/Training - (None)	3		
HOMT	392	Internship (Jr standing/permission of coordinator, meets directed elective requirement in major)	3		
HOMT	403	Hospitality Law - (None)	3		
HOMT	404	Front Office Procedures/Accounting - (ACCT 201, 202)	3		
HOMT	405	Resort & Recreation Management/Tourism - (None)	3		
HOMT	499	Hospitality Policies & Issues - (None)	3		
<b>RECREATION AND LEADERSHIP MANAGEMENT - 14 Credits Required</b>					
Upon completion of this concentration, the Recreation and Leadership Mgt. minor will be granted concurrently with the B.S. degree.					
RMLS	121	Introduction to Leisure Services - (None)	3		
RMLS	242	Programming and Evaluation of Leisure Services - (RMLS 180 or permission. of professor.)	3		
RMLS	294	Field Experience in Leisure Services - (RMLS 242, permit and permission of professor.)	3		
RMLS	345	Leisure Services Planning/Designing - Facility - (RMLS 242 or permission. of professor.)	3		
RMLS	348	Risk Management for Leisure Services - (RMLS 242 or permission of professor)	2		

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion of the Resort Management degree.  
A 2.00 GPA is required for the major, business core and concentration.**

**Ferris State University - College of Business  
MARKETING DEPARTMENT**

**RESTAURANT FOOD INDUSTRY MANAGEMENT CERTIFICATE - 12 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
RFIM	113	Sanitation and Safety - (None)	3		
RFIM	114	Menu Planning/Nutrition - (None)	3		
RFIM	115	Food and Labor Cost Control System - (None)	3		
RFIM	207	Beverage Management - (None)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

**For more information, please contact the Hospitality Programs Office  
at (231) 591-2382 or the Marketing Department at (231) 591-2426.**

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**  
Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion  
of the Marketing certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Hospitality  
Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Chair: \_\_\_\_\_

Date: \_\_\_\_\_

**(To receive this certificate, you must complete a certificate clearance in the College of Business - Room 200)**

**Ferris State University - College of Business  
MARKETING DEPARTMENT**

**HOTEL MANAGEMENT CERTIFICATE - 12 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )		S. H.	GRADE	GR. PTS.
HOMT 301	Property Management and Housekeeping - (None)		3		
HOMT 305	Hospitality Marketing/Executive Meeting Planning - *(MKTG 321)		3		
HOMT 307	Human Resources/Training - (None)		3		
OR					
HOMT 403	Hospitality Law - (None)		3		
HOMT 404	Front Office Procedures/Accounting - *(ACCT 201, ACCT 202)		3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

**NOTE:** \*May be waived by Certificate Director in consultation with professor.

**For more information, please contact the Hospitality Programs Office  
at (231) 591-2382 or the Marketing Department at (231) 591-2426.**

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion  
of the Marketing certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Hospitality  
Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Chair: \_\_\_\_\_

Date: \_\_\_\_\_

**(To receive this certificate, you must complete a certificate clearance in the College of Business - Room 200)**

**Ferris State University - College of Business  
MARKETING DEPARTMENT**

**RESTAURANT FOOD INDUSTRY/HOTEL MANAGEMENT MINOR - 18 Credits**

**NAME:** \_\_\_\_\_ **SS#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE
----------	--	------	-------

**RESTAURANT & FOOD INDUSTRY MANAGEMENT (Select Three Courses) - 9 Credits Required**

RFIM	110	Introduction to Hospitality Industry - (None)	3	
RFIM	113	Sanitation and Safety - (RFIM Major or permission of professor)	3	
RFM	114	Menu Planning/Nutrition - (RFIM Major or permission of professor)	3	
RFM	115	Food & Labor Cost Control System - (RFIM Major or permission of professor)	3	
RFIM	207	Beverage Management - (RFIM Major or permission of professor)	3	
RFIM	211	Purchasing: Hospitality Industry - (RFIM Major or permission of professor)	3	

**HOTEL MANAGEMENT (Select Three Courses) - 9 Credits Required**

HOMT	301	Property Management and Housekeeping - (Hotel Mgt. Major or permission of professor)	3	
HOMT	305	Hosp. Mktg/Executive Meeting Planning (MKTG 321, Hotel Mgt. Major or permission of prof)	3	
HOMT	307	Human Resources/Training - (Hotel Mgt Major of permission of professor)	3	
HOMT	403	Hospitality Law - (Hotel Mgt. Major or permission of professor)	3	
HOMT	404	Front Office Procedures/Account - (ACCT 201, 202, Hotel Mgt. Major or permission of prof)	3	
HOMT	405	Resort & Recreation Mgt/Tourism - (Hotel Mgt. Major or permission of professor)	3	

**PROCEDURES**

1. In consultation with a member of the Hospitality faculty, the student will complete a RFIM/HOMT minor checksheet, indicating the courses he/she plans to complete. Signatures of the student and hospitality advisor are required.
2. The completed minor checksheet will be forwarded to the Marketing Department Chair for approval. The approved checksheet will then be forwarded to Student Records in the College of Business.
3. Grades of the completed courses for the RFIM/HOMT minor will be posted on the student's checksheet.
4. Upon completion of the RFIM/HOMT minor, the student will notify the Graduation Secretary in the College of Business, BUS 200. Upon verification that the student has completed the bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.
5. No more than 50% of the credits in this minor may be transferred from another institution, nor, will this minor be granted if more than 6 of the minor credits are specifically required in the students major.

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

**Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.**

**NOTE: A 2.00 GPA is required for completion of the RFIM/HOMT minor.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Hospitality Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Chair: \_\_\_\_\_

Date: \_\_\_\_\_

Effective: Fall 1999

**Appendix B**  
**Ferris State University**  
**Hospitality Programs**  
**Advisory Board**  
July 2001

**Industry Members (16)**

Russ Aubil  
Assistant Rooms Division Manager  
Amway Grand Plaza  
187 Monroe NW  
Grand Rapids MI 49501  
Phone (616) 458-6884  
Fax (616) 776 6468

Rodney Baldus  
Food Service Director  
Mecosta/Osceola Career Center  
18530 190<sup>th</sup> Ave  
Big Rapids MI 49307  
Phone (231) 796-5805

Paul D. Brown  
Director of Sales  
Soaring Eagle Casino & Resort  
6800 Soaring Eagle Blvd  
Mt. Pleasant MI 48858  
Phone 989 775 5312  
Fax 989 775-5383

Rick Conney  
Director  
Dunrovin Conference Center  
Whirlpool Corporation  
PO Box 457  
Baldwin MI 49304  
Phone (231) 745-4642  
Fax (231) 745-2780

Larry Eichenberg  
Gordon Food Service  
PO Box 1787  
Grand Rapids MI 49501  
Phone (616) 249-4137  
Fax (616) 249-4169

Mark Fisher  
Room Division Manager  
Grand Traverse Resort  
100 Grand Traverse Village  
PO Box 404  
Acme, MI 49610  
Phone 231 938 3777  
[mfisher@gtresort.com](mailto:mfisher@gtresort.com)

Brenda Marquardt  
Manager ARAMARK  
10870 Boxwood Dr  
Stanwood MI 49346  
Phone 517 774 6408 (wk)  
Fax 517 774 6541  
[marquibm@cmich.edu](mailto:marquibm@cmich.edu)

Jim Pfaller  
National Program Sales Account  
Manager  
Sysco Food Service  
3700 Sysco Court  
Grand Rapids MI 49512  
Phone (800) 669-3777  
[Jpfaller@iserv.net](mailto:Jpfaller@iserv.net)

Chef Hermann Suhs  
Owner  
Hermann's European Café  
110 N Mitchell St  
Cadillac MI 49601  
Phone (231) 775-9563  
Fax (231) 775-2090

Brad Schmitz  
General Manager  
Holiday Inn Hotel & Conference Center  
1005 Perry St.  
Big Rapids, MI 49307  
Phone 231 796 4400



Fax 231 796 0220  
Holidayinnbigrapids@labellmgt.com

Fax 616 874 1838

Dave Teunissen  
Club Manager  
Kent Country Club  
1600 College Ave  
Grand Rapids MI 49508  
Phone (616) 363-6811

Rick Zurburg  
Director of Franchise Operations  
Baymont Inn & Suites  
1945 Coors Creek Dr  
Collierville TN 38017  
Phone (901) 861-2535  
Fax (901) 861-2537

Robert Tiggelman  
VP Human Resources  
Canteen Services, Inc.  
5695 West River Dr NE  
Belmont MI 49306  
Phone (616) 785-2372  
Fax (616) 785-2379

**Emeritus Members (3)**

Walter Luecke  
Emeritus FSU  
Retired, Director of Dining Services  
16270 220<sup>th</sup> Ave  
Big Rapids, MI 49307  
Phone (231) 79604989

Thomas Tuma  
Executive VP/COO  
Fabiano Brothers  
1219 North Mission  
PO Box 469  
Mt. Pleasant MI 48858-0749  
Phone (517) 773-3605  
Fax (517) 773-6323

Dr. Robert Schuiteman  
Emeritus FSU College of Business  
3858 Montview Dr  
Muskegon MI 49441  
Phone (616) 780-26 17

Regynald Washington  
Food & Beverage Director  
Walt Disney World – Epcot Center  
PO Box 10000  
Lake Buena Vista FL 32837  
Phone 407 560 7458  
Fax 407 560 2082

Bill Garrison  
200 S 4<sup>th</sup> Street  
Apt 48  
Marshall MN 56258

Renee Weston  
Human Resource Generalist  
Applebee's International  
3450 Alaiedon Parkway  
Suite 130  
Okemos, MI 48864  
Phone 616 874 1837

## Ferris Members (10)

Anthony Agbeh  
Coordinator/ Professor  
Hospitality Programs  
106 West Commons  
Big Rapids, MI 49307  
Phone (231) 591-2382  
Fax (231) 591-2998

Rebecca Kowalkoski  
Counselor/ Professor  
College of Business  
Business 200  
Big Rapids, MI 49307  
Phone (231) 591-2420

Lianne Briggs  
Assistant Professor  
Hospitality Programs  
106 West Commons  
Big Rapids, MI 49307  
Phone (231) 591-2384  
Fax (231) 591-2998

Dr. David M. Nicol  
Dean, College of Business  
Ferris State University  
Business 200  
Big Rapids MI 49307  
Phone (231) 591-2422  
Fax (231) 591-3548

Dr. Daniel Burcham  
VP Student Affairs  
301 Rankin Center  
Big Rapids, MI 49307  
Phone (231) 591-3578  
Fax (231) 591-3582

Matt Pinter  
Coordinator/ Professor  
Professional Golf Management  
Ferris State University  
Knollcrest  
Big Rapids MI 49307  
Phone (231) 591-2380  
Fax (231) 591-2839

Julie Doyle  
Assistant Professor  
Hospitality Programs  
106 West Commons  
Big Rapids, MI 49307  
Phone (231) 591-2385  
Fax (231) 591-2998

Ladi Terry  
Director  
Career Planning/Placement  
Ferris State University  
206 Rankin Center  
Big Rapids MI 49307  
Phone (231) 591-2682  
Fax (231) 591-2688

Lori Helmer  
Director , Dinig Services Administrator  
Office SCO  
Big Rapids MI 49307  
231 591 3754

Dr. Stuart Travis  
Department Chair  
Marketing Department  
Ferris State University  
Business 212  
Big Rapids MI 49307  
Phone (231) 591-2624

**Appendix C**  
**Hospitality Programs**  
**Advisory Board Meeting**  
**October 21, 2000**  
**Minutes**

The Hospitality Programs Advisory Board was held on Saturday, October 21, 2000 at the Grand Traverse Resort, Acme, MI. The meeting convened at 9 a.m. with opening remarks from Tony Agbeh, Program Coordinator. He thanked members for attending the meeting and a member introduction was conducted.

**Industry Members in Attendance:**

Larry Eichenberg, Gordon Food Service

Bob Everin, Holiday Inn Big Rapids

Jim Pfaller, Sysco

Renee Weston, Applebee's

Paul Brown, Soaring Eagle Casino

Robert Shuiteman, FSU Emeriti

Walt Luecke, FSU Emeriti

**Representing Ferris State University:**

Dan Burcham, Becky Kowalkoski, Stuart Travis, Linda Travis, Barb Sabisch

(Representing Ladi Terry), Julie Doyle, Lianne Briggs, and Tony Agbeh

Tony explained the procedure of the meeting. The first session was centered on the state of the University and status report of the program. The following was presented.

**The State of The University**

Dan Burcham, spoke of enrollment increase at the university. He gave a summary of buildings on campus. Also efforts the University is making to curtail alcohol consumption. Dr. Burcham also spoke on the effort made by the administration with tip certification to help in this effort.

**Recruitment Retention**

The enrollment figures for the Hospitality Program, which included Restaurant and Food Industry Mgt, Hotel Mgt, a minor in Hotel & Restaurant Mgt, and a certificate was discussed. The program is optimistic the numbers will surely increase because of the more assertive marketing the program has embarked upon. The strategic plan on major recruitment activities for 2000/2001 was presented. The newly printed brochure and posters were shown to the members. The discussion of the voc-tech university day ensued. Twelve voc-tech centers were invited to campus; eight of the twelve schools came with 285 students. The day was full of presentations, seminars, and campus tours. A special feature presentation for teachers, entitled "2010 Foodservice Outlook" was presented by Ken Wasco, Marketing and Research Specialist, of Gordon Food Services. Seminars and presentations for students included such topics and demonstrations as garnishing, dessert plate painting, seafood, and an industry business panel. A follow-up

survey was sent to the teachers and feedback received was encouraging. The comments made have been noted to help make next year's event even more successful. The response was overwhelming but the jury is still out as to what the result will be.

### **Gala**

A report on 2000 Gala was presented, profit of \$6,867 was derived from Gala Monies used for student activities, Co-op travel, scholarship, professional memberships, career fair, student hall of fame, and periodicals. Gala 2001 theme is African Safari, date February 10, 2001. Ticket prices rose from \$50 to \$65. Limit ticket sale to 200 paid with the addition of complimentary tickets.

### **Co-Op**

Four students went abroad this summer to Iceland, Japan, Bahrain, and Italy for co-op. Other co-op sites used include Walt Disney, Hyatt's Hilton Head in South Carolina, Vail, Colorado, etc.

### **Scholarship**

A total of \$5000 (five thousand dollars) has been awarded to students for scholarship this fall. Pocahontas scholarship \$1000, American Hotel Foundation \$2000, and the Distinguished Order of Zerocrats \$2000.

### **Student Travel**

- International Food Service Executive Association Chicago, IL April 2000
- Salute to Excellence National Restaurant Association Chicago, IL May 2000
- Gordon Food Service Fort Wayne, IN October 2000
- American Hotel / Motel Association New York, NY November 2000

These travels are important for students net working and being competitive with other schools nationwide.

### **Professional Development**

In order to keep pace with evolving technological needs the program faculty attended a series of sessions this summer, conducted by the Center for Teaching and Faculty Development, such as Web CT, Critical Thinking Institute, Methods of Learners, Digitizing Data, Repurposing Course Material, Student Assessment, Delivery of Materials, etc. Professor Briggs attended two workshops hosted by Rich's Products in Buffalo, NY. Professor Doyle was among the Walt Disney World's College Relations Educator forum to see firsthand their internship program, which included the living, working, and learning environment. Professor Agbeh was one of the five faculty members chosen by Marriott Corporation to visit their corporate office in Bethesda, Maryland during the summer. The faculty members were introduced to Marriott's leadership team who shared the company's mission, vision, values, and business strategies, along with their own experiences.

### **Professor Kowalkoski reported on COB Admission Standards**

One of the goals of the College of Business is to improve the academic preparedness of the student admitted to COB and to improve the potential for student

success in the College of Business. To do this , COB is reviewing their admissions standards.

Current standards only use high school and/or college grade point average and composite ACT at this point. We are considering using specific ACT, SAT scores in Math and Reading as well as grade point average as selection criteria.

By raising the admission requirements we intend to be able to work with the students that have greater chance for success academically.

How does this affect the Hospitality Programs? Based on our review, only one student of this year's class would have been affected for direct entry to the program. This person would have the opportunity to enter a Pre-Business program which would provide a more intrusive advisory component and require a prescribe set of courses. Thereby guiding them towards direct entry to their chosen career program.

### **Professor Linda Travis reported on College of Business Web Page**

The College of Business home page and department template was displayed. The website is being designed to align with campus guidelines and to improve its external marketing impact. Anticipated launch date for the site is mid-December 2000.

### **Barb Sabisch reported on Ferris Career Success Conference**

**Focus:** Professional conference for seniors to launch them in their road to professional career success

**Program:** Prominent alumnus keynote speaker, concurrent workshops, etiquette luncheon, professional makeovers, networking reception, and mock interviews.

**Coordinated by:** Career Services in collaboration with Alumni relations, minority affairs, and student leadership and activities.

**Sponsored by our "Partners in Success":** Auto-Owners Insurance, Enterprise Rent-A-Car, Target, & CDI Information Technology Services

**Participants:** 95 students registered for the event and 74 attended with 25 attending etiquette luncheon.

**Evaluation:** Overall 75% rated the conference exceptional and 25% good.

A fifteen-minute break was taken. Members reassembled at 11:05 a.m.

The second part of the meeting was a round table discussion mostly by Industry Members.

The question posed was – **What are the most important issues that you see students/graduates facing in the industry today?** These were the topics that were raised.

### **Initial List**

- "People Piece" – Interaction with diverse workforce, Management to hourly.
- Skills sets – Performance, Coaching, Feedback.
- What employer to choose – money not only factor, balance in their life.
- Challenge of Student – Lack of career path.
- Realistic career expectations in industry.
- Business Etiquette skills, Professional courtesy.

- Return on Investment focus.
- Problem Solving – People Business Serving Food, or Food Business Serving. People – Doing this through case studies.
- Communication – Knowing audience.
- Community Service/Volunteerism.
- Network – Role Models.
- Belonging Issues – Being a team player, New ways to connect.
- Opportunities – Mobile Industry.
- Self-Assessment Testing.
- Balance in life, work/personal.

The list was then prioritized to the top three topics so that the program faculty can concentrate on the most pressing needs of students.

#### **Prioritized List**

- People Piece
- Lack of Career Path
- Expectation vs. Reality

#### **Wish List**

A wish list was shared with attendees, which included the following:

- Gala Donations
    - Food
    - Wine
    - Auction
  - Recruitment Voc Tech Scholarship Sponsors
  - Student Travel Sponsors
  - Faculty Development Funding for Professional Activities
- Any member who wishes to contribute can designate funds to any of the mentioned items above.

# Hospitality Programs

APRC 2001-2002

Section 4 of 4

The sites for the October 2001 meeting were discussed. The two sites mentioned were:

- Grand Hotel, Mackinaw Island
- Soaring Eagle Casino and Resort, Mt. Pleasant

It was decided that Tony Conduct the vote by phone or e-mail to see what site the majority of the members prefer.

There being no further business the meeting adjourned at 12:14 p.m.



---

Prepared by  
Tony Agbeh, Program Coordinator

---

Date October 25, 2000



I. Vita

A. Name: Lianne B. Briggs

Rank: Assistant Professor

Tenure/Non-Tenure: Tenure

Department or Division: College of Business/Marketing Department/Hospitality Programs

Teaching Experience:

Areas of Involvement (in teaching)

1988 – Present: Ferris State University, Assistant Professor: Food Chemistry, Quantity Food Management, Principles of Baking, Principles of Cooking, Menu Planning & Nutrition, Food Office Operations & Accounting, Equipment, Layout & Design

1991 – 1993: Big Rapids Community Education (Part-time): Adult Education Instructor, Food Service & Production

B. Education Background:

1999 M.S., Ferris State University  
Major: Career & Technical Education

1985 M.P.S., Cornell University  
Major: Hotel Administration

1980 B.S., Central Michigan University  
Major: Food Service Administration

C. Prior Experience not in Education

1999 Baker Group  
(Summer) Intern  
Grand Rapids, MI

1996 – 1997 Amway Grand Plaza Hotel  
Rooms Division Intern  
Grand Rapids, MI

1989 – 1990 Hermann's European Café  
(Summers) Food Production Worker  
Cadillac, MI

1986 – 1988 ARA Leisure Services/Dubuque Greyhound Park  
Clubhouse Manager  
Dubuque, IA

1985 – 1986 Union Camp/Branigar Inc./Galena Territory  
Dining Room Manager  
Galena, IL

1983 – 1985 Cornell University

(Part-time) Graduate Teaching Assistant  
Ithaca, NY

1984 (Summer) Rock Resorts Int'l/Teton Lodge Co./Jenny Lake Lodge  
Social Hostess (Relief Manager)  
Grand Teton National Park, WY

1982 Cattlemen's Restaurant Inc.  
Manager  
Forsyth, MT

1983 Livingston Bar & Grill  
Kitchen Manager  
Livingston, MT

1981 – 1982 Chico Hot Springs Hotel  
Chef's Apprentice  
Pray, MT

1980 – 1981 Dial Corp./Greyhound Food Management/Prophet Foods  
Assistant Cafeteria Manager  
Livonia, MI

1979 – 1980 Central Michigan University  
Student Manager  
Mt. Pleasant, MI

1977 – 1981 (Seasonal) Yellowstone Park Co./Canteen Services  
Dining Room Manager, Cafeteria Manager  
Yellowstone National Park, WY

D. Professional Memberships

Currently:

International Food Service Executives Association  
Cornell Society of Hotelmen  
Big Rapids Downtown Business Association

Formerly:

Council of Hotel, Restaurant & Institutional Educators  
Michigan Council of Hotel, Restaurant & Institutional Educators  
Ferris Professional Women  
Food Service Educators

E. Professional Meetings Attended

International Food Service Executives Association Annual Conference: 1989 – 2000  
International Food Service Executives Association Branch Meetings, Monthly 1988 – 1993  
National Restaurant Association Annual Trade Show, 1989, 1990, 1991, 1995, 1998, 1999, 2001  
Michigan Council of Hotel, Restaurant & Institutional Educators, 1988 – 1990, 1994 – 1995  
Food Service Educators, 1991, 1992, 1998  
Michigan Marketing Educators Conference, 2001

F. Papers Presented:

G. Publications

H. Other Research Activity

Thesis: An Investigation of Food Service/Hospitality Management Student Satisfaction at Ferris State University.

I. Consulting

Summer Intern for Baker Group, Food Service Consultants (Specializing in Marketing Research and Commercial Kitchen Layout & Design). 1999. Continued Association on Selected Projects.

Consultant for the Student Occupational Competency Assessment Test, 1989 - 1994

Examiner and Consultant for the Michigan Occupational Competency Test in Quantity Food Management, 1989 - Present

J. Professional Growth Activities

Training for Intervention Procedures by Servers of Alcohol, 1989

Coffee Seminar, Coffee Development Group, 1989

The Dale Carnegie Course in Effective Speaking and Human Relations, 1989

Planning Successful Buffets, National Restaurant Association Show 1989

Healthy Profits Through Nutrition, National Restaurant Association Show, 1989

Food Educators Program, Johnson & Wales University, 1990

Promoting Your Restaurant, National Restaurant Association Show 1991

Table Side Cooking, Grand Rapids Community College, 1991

Techniques of Baking & Pastry for Food Educators, Johnson & Wales University, 1992

Rich's Products Corp. Make-up School, 1993

Connelly Awards Chairperson – Active Army Field Kitchens, 1994

Co-owner of Big Rapids Antique Mall, 1996 - Present

Rooms Division Intern (Sabbatical) at Amway Grand Plaza Hotel, 1996/97

Using WebCT for On-Line Instruction, Ferris State University, 1999

HACCP Training, 2000

Food Safety 2000 Seminar, 2000

Michigan/Germany Teacher Exchange Program, 2001

DECA Hospitality Judge, 2001

Reading of related professional materials published by the Nutrition Action Health Newsletter, Foodservice Equipment Reports, Cook's Illustrated, Food Service Director, Food Management, Nation's Restaurant News

K. Seminars, Training Programs, etc., Conducted for Business & Industry

Garnishing Workshops Offered to Varied Community Groups

Culinary Demonstrations at Several College Related Events

Hospitality Seminar through Local Convention & Visitors Bureau

L. Professional Presentations, Speeches, etc.

International Food Service Executives Association, Senior Enrichment Day, Big Rapids

Community Education, Mecosta County Convention & Visitors Bureau

M. Institutional Services Performed

University-wide Committees: Honors Convocation Committee

Department-wide Committees: Marketing Vision Committee, Recruitment & Retention Committee,  
Program Director Search Committee, Faculty Search Committee, Gala Committee, and Tenure Review Committee, Semester Conversion Committee, Tech Prep Committee

Advisor: International Food Service Executives Association

N. Recognition and Honors

Received M.S. in Education from Ferris State University with Highest Distinction, 1999  
Certified Food Service Executive at the Ruby Level, 1999  
Technology Grant Recipient, 1998  
Timme Instructional Assistance Grant Recipient, 1993  
Certificate of Recognition by Ferris Board of Control, 1992  
Teacher Work Study Grant Recipient, 1989

O. Professionally Related Community Activities

Food Chairman of the Mecosta County Council for the Arts, 1991 – 1995

Presented Workshops for Big Rapids Community Education, Lion's Club, Senior Enrichment

Assisted in Various Ways for American Cancer Society, United Asian Student Organization, Learning & Nutrition Project, International Festival of Cultures, American Legion, Miller Residence Hall, Mecosta County Commission on Aging

II. Educational Background to document graduate course work in the field of Education and Hospitality

Management sufficient to support doctoral level preparation.

1. Masters of Professional Studies (M.P.S.) from Cornell University with an emphasis in Food & Beverage Management.
2. Masters of Science (M.S.) from Ferris State University in Career and Technical Education.

III. Teaching Experience sufficient to document doctoral level expertise.

Curriculum development activities include the following: serving on the semester conversion committee for the Food Service and Hospitality Management degree programs; serving on the committee to create Minors in Food Service and Hospitality Management; serving on the committee for the development of a Three Year Hospitality Management degree program.

Course development activities include the following: leading semester conversion of FSMT 299; participating in the development of FSMT 229 and CHEM 104, developing a course in Food Technology (Food Chemistry).

Courses taught include the following: Food Technology (Food Chemistry) Principles of Baking, Principles of Cooking, Quantity Food Management, Menu Planning & Nutrition, Front Office Procedures & Accounting, Equipment, Layout & Design.

Teaching Techniques include the following: emphasizing active learning by employing a variety of techniques such as cooperative learning teams, case studies, computer simulations; videotapes, preparing and distributing printed materials where appropriate; role playing and related techniques; supervising cooperative education experiences and reports; inviting guest speakers;

organizing field trips; supervising independent studies for academic credit.

IV. Documented Practical Experience.

Work experience outside of teaching has been directly related to teaching assignments as follows: year long sabbatical at Amway Grand Plaza Hotel involved working in Housekeeping, Reservations, Front Office, Security and Human Resources departments in order to gain more practical experience in preparation to teach more hotel related courses such as Front Office Procedures and Accounting. Summer experience with The Baker Group in the area of market research and commercial kitchen layout and design allowed the opportunity to gain hands-on experience related to the Equipment, Layout & Design course. Employment at Hermann's European Café provided additional Back and Front of the House experience to aid in the Quantity Food Management course. Prior to teaching working for ARA Leisure Services provided opportunities in hiring and training of employees as well as writing training materials, job descriptions, job specifications, conducting reviews and training sessions, point-of-sale terminal programming and expertise to other units, cash handling and control procedures, and inventory set-up and control.

V. Consulting Experience.

Consulting experience ties into teaching in the classroom as follows: (1) association with The Baker Group resulted in practical applications and computer training related to marketing research and commercial kitchen layout & design (2) consulting with, and acting as Master Examiner, for teacher and student competency testing aids in developing curriculum with those skills needed by industry as well as appropriate teaching strategies and testing techniques.

VI. Scholarly Activity.

Scholarly activity included activities such as the following: developing and conducting student satisfaction surveys, using integrative research which has resulted in creating more active learning concepts in the classroom; developing customized lab manuals for the food chemistry, cooking and baking courses.

## **Julie A. Doyle**

17785 175<sup>th</sup> Avenue  
Big Rapids, MI 49307  
(231) 796-7536

### **EMPLOYMENT:**

1986-Present

#### **Assistant Professor, Hospitality Programs, Ferris State University, Big Rapids, MI**

- Teach a wide range of first and second year *Restaurant and Food Industry Management classes* as well as Upper division *Hotel and Resort Management classes*, and *Cooperative Education courses*. Additional responsibilities include curriculum development, student advising, administration of certification programs, and recruitment, and retention.

1987- Present

#### **Coordinator, Cooperative Education/ Internships Hospitality Management Programs, Ferris State University, Big Rapids, MI**

- Responsible for coordinating all recruitment of companies from around the world in placing our students in some of the finest hotels, resorts and conference centers for their internship experience. This included evening information sessions, on site visitations, career fair and all administrative functions.

1996

#### **Coordinator, College of Business Retention and Recruitment Deans Office, Ferris State University, Big Rapids, MI**

- Responsible for coordinating all recruitment and retention efforts of the College of Business that included conference exhibit display, high school classroom visitation, on campus tours, displays, organized Professional Business - 1986 Day, Autumn Adventure, Career Expo, etc.

1982-1986

#### **Supervisor, Knollcrest/ South/ Rankin Dining Services, Ferris State University, Big Rapids, MI**

- Responsible for lunch and dinner menus for up to 1500 students daily. Duties included ordering, menu planning, and supervising of 18 union staff members and student employees.

1983-1986

#### **Adjunct Faculty, Food Service Hospitality Management, Ferris State University, Big Rapids, MI**

## **NON TEACHING**

Program Coordinator, Hospitality Programs, Cooperative Education

Academic Advisor, Hospitality Programs

## **NATIONAL STATE COMMITTEE SERVICE**

National Internship Special Interest Committee for Council of Hotel Restaurant and Institutional Education Committee, 1990-Present

Michigan Council of Hotel Restaurant and Institutional Education Executive Committee

- 1998-99 President
- 1997-98 Vice President
- 1996-97 Secretary/ Treasurer
- 1995-96 President
- 1994-95 Vice President

Michigan Hospitality Educators Alliance, Executive Board Member, Career Day President, 1999-00

Hospitality Opportunities Association, Executive Board Member and Career Day Chair, 1997-98

Vocational Food Service Hospitality Educators Conference Committee, 1997-98

Michigan Council of Hotel Restaurant and Institutional Education Career Day Committee, (Chair) 1989-97

- |      |  |
|------|--|
| 1981 | Counselor, Financial Aid Office, Ferris State University, Big Rapids, MI |
| 1980 | Supervisor, Peaches Restaurant, Marriott, Kentwood, MI                   |
| 1980 | Assistant Manager, Charlie's Restaurant, Big Rapids, MI                  |
| 1979 | Assistant Manager, Charwood Inn Restaurant, Paris, MI                    |

## **CONTINUING EDUCATION**

- 2001 International Partnership Exchange Student Signing Agreement Committee, Netherlands, Finland
- 2000-01 Midstate Clark Foodservices Fall Food Show, Mt. Pleasant, MI
- 2000 Center for Teaching Learning and Development, Facilitating Student Learning Program
- Methods and Learners
  - Repurposing Course Materials
  - Digitizing Data
  - Integrating Materials into Web CT
  - Student Assessment Techniques
- 2000 Michigan Grape and Wine Industry Council Faculty Wine Seminars and Tours
- 2001 American AHE Conference, New Orleans, LA
- 2001 Walt Disney Worlds Educator Forum, Lake Buena Vista, FL
- 1999-00 Gordon Food Service Show/ Conference, Grand Center, Grand Rapids, MI
- 1999 Training Seminars: The Labor force2000, Power of Target Marketing, The People Connection, Back to Basics, Making Foodservice Both the industry "Choice" and "Opportunity", Get the Facts on Food Irradiation.
- 1999 MICHIRE Conference, Northwestern Michigan College, Traverse City, MI (Michigan Council of Hotel Restaurant Institution Educators)
- 1999 Council of Hotel Restaurant Institutional Educators Midwest Conference, Merrisville, IN MICHIRE President representative
- 1998-01 FSUS Training/ Structured Learning Assistance Training, University College, FSU, Big Rapids, MI
- 1999-01 Soaring Eagle Casino Resort, Tour with senior students, Mt. Pleasant, MI
- 1989-99 BilMar Sara Lee Corporation Plant Tour, Zeeland, MI
- 1990-98 Amway Grand Plaza Rooms Division Tour, Grand Rapids, MI



- 1997-99 American Hotel & Motel Resort Association Conference  
Amway Grand Plaza, Grand Rapids, MI  
Hyatt Dearborn Regency, Dearborn, MI  
Hilton, Farmington Hills, MI
- 1998 Lilly Conference on College and University Teaching, Arrowhead, CA
- 1997-98 Department of Education Hospitality & Food Service Vocational  
Conference, Holiday Inn Conference Center, Big Rapids, MI Chair  
Garland Resort, Lewiston, MI presenter
- 1998 Faculty FSU Summer Institute, Web CT and Web based Instruction,  
Big Rapids, MI
- 1997 West Michigan Tourist Association Annual Convention, Big Rapids, MI
- 1997/00 National Restaurant Association, "Salute to Excellence", "Faculty Forum",  
Conference, Chicago, IL
- 1997-98 Hospitality Opportunity Alliance Conference and Career Days, Big Rapids, MI
- 1994-98 Legislative Employment Law Update Seminar, Big Rapids, MI
- 1997 Career Tech Services Career Fair, Fremont, MI
- 1996 TRENDS in Occupational Studies Conference, Traverse City, MI
- 1990-96 SYSCO Grand Rapids Show/ Conference, Grand Rapids, MI
- 1994-01 MICHRIE State Conference and Career Days, Big Rapids, MI
- 1996 Governors School to Work Conference, Lansing, MI

## **ASSIGNMENTS**

### **AT FERRIS: TEACHING**

- Restaurant and Food Industry Management 114 Menu Planning and Nutrition
- Restaurant and Food Industry Management 115 Food and Labor Cost Control
- Restaurant and Food Industry Management 125&126 Principles of Food Production
- Restaurant and Food Industry Management 207 Beverage Principles and Management
- Restaurant and Food Industry Management 211 Selection and Procurement in Purchasing in the Hospitality Industry
- Restaurant and Food Industry Management 292 Cooperative/ Internship Education

- Hotel Management 301 Executive Housekeeping and Facilities Property Management
- Hotel Management 305 Executive Marketing and Meeting Planning
- Hotel Management 392 Cooperative/ Internship Education
- Hotel Management 404 Front Office Procedures and Accounting
- Hotel Management 405 Resort Recreation and tourism Management
- Ferris State University Seminar (FSUS 100) Orientation for Freshman Seminar

**UNIVERSITY  
COMMITTEE  
SERVICE**

2000	College of Business Admissions Standards Committee
2000-01	Programmatic Marketing Committee
1999-01	Career Services, "Get Professional Series", Committee
1986-01	Hospitality Programs Advisory Board Committee
1992-01	Hospitality Programs Gala Fund Raising Committee
1990-01	Marketing Department Tenure Committee
1995-01	Autumn Adventure Recruitment Committee
1998	Marketing Strategic Planning Committee
1996/98/00	College of Business Sabbatical Committee, Chair
1996-01	University Autumn Adventure Recruitment Committee
1998/99/00	College of Business Promotions Merit Committee
1988-96	Timme Center for Teaching Excellence Advisory Committee
1996	College of Business Recruitment and Retention Committee, Chair
1996	Career Expo Recruitment and Retention Committee
1996	Career Placement Assistant Director Search Committee
1989-99	FSU Vocational Educational Special Services Program Advisory Committee

- 1988-96 FSU College of Business Cooperative Education Advisory Committee, Chair/  
Secretary 1989-96
- 2000 Michigan Department of Career Development, FSU & Recruitment-Hospitality  
Day, Articulation
- 2001-01 Hospitality Day Recruitment, Chairperson, Presenter
- 2000 West Michigan Tourist Association Forum, Lansing, MI
  - Out of the box Recruiting and Retention of Domestic Labor
- 2000 FSU Orientation Panel
  - TOPIC: How to be a Successful College Student
  - TOPIC: New Faculty Orientation Program "Transition Experiences of a  
New Faculty Member"

## **PRESENTATIONS & RECRUITMENT**

- 2001 International Partnership Exchange Student Signing Agreement Committee,  
Netherlands, Finland
- 2001 West Michigan Hospitality Academy Hospitality Day, FSU Recruitment  
Coordinator
- 1999-00 Technical Conference, FSU Business Faculty Panel, Big Rapids, MI
- 2000 Etiquette in Dining in Business Industry- FSU Volleyball Team
- 1999-01 Get Professional Series, FSU Career Services, Big Rapids, MI
  - TOPIC: Etiquette in Dining for the Business Luncheon/ Cultural  
Differences
- 1999 FSHM "Six-Pack" Recruitment effort to FSU Career Exploration classes.
  - TOPIC: Career Opportunities in the Hospitality Industry
- 1998 PanKow Vocational Center Career Fair, guest speaker, Clinton, Township, MI
  - Career Opportunities in the Hospitality Industry
  - How to Prepare for College
- 1997-98 New Directions High School, Big Rapids, MI
  - Career Opportunities in the Hospitality Industry
  - Career Opportunities in the Business World
- 1997-98 Mecosta/ Osceola County High School Teachers Retreat, New Directions High  
School, Big Rapids, MI
  - Career Opportunities in the Hospitality and Business World

- 1997-98 FSU Admissions College of Business Representative ATC Building, Grand Rapids, MI  
 ➤ Careers in Business/ FSU College of Business Opportunities
- 1997 DECA, Association of Marketing Students Conference, Detroit, MI  
 ➤ Career Opportunities in the world of Business
- 1997 Michigan Business Educators Association Conference, Northville, MI  
 ➤ Careers in Business
- 1997 GASC Technology Center, Flint, MI  
 ➤ Careers in Business
- 1997 Ottawa Career Vocational Center, Holland, MI  
 ➤ Careers in the Hospitality Industry
- 1997 Muskegon High School, Muskegon, MI  
 ➤ Careers in the Hospitality and Business Industry
- 1996 Canteen Corporations Annual Conference, Holiday Inn Conference Center, Big Rapids, MI  
 ➤ Topic: The Magic of Change
- 1996 Governors School to Work Conference, Lansing, MI  
 ➤ Topic: Internships/Collaborative Learning
- 1996 South West High School College Career Fair, LC Walker Arena, Muskegon, MI
- 1994-96 Mecosta County Convention Visitors Bureau Service Seminar, Big Rapids, MI  
 ➤ Topic: Etiquette in Dining for the Business Luncheon  
 ➤ Topic: Positive Attitude and Body Language  
 ➤ Topic: Service Meeting the Expectation

## **CONSULTING**

- 1995-01 Techniques in Intervention Procedures of Serving Alcohol, Health Communications, Inc. Washington D.C.  
 ➤ Conducted seminars for Mecosta County Local Business  
 ➤ Conducted seminars for Hospitality and Professional Golf Mgt. Students in Beverage Management Course
- 1997-98 Team Leader for Vocational Hospitality & Food Services for on site reviews, Dept. of Education State of Michigan, Lansing, MI

- 1996-01 Michigan Occupational Competency Assessment Center Master Examiner.  
Quantity Foods and Baking
- 1997 National Occupational Competency Testing Institute. Hospitality Management  
test review and pilot consultant.

### **COMMUNITY SERVICE**

- 1999-01 Relay for Life, Mecosta County
- 1999 Blue Lake International Choir Local Chairperson
- 1997-01 Big Rapids High School Athletics Adult Volunteer
- 1997-99 Boy Scouts of America Adult Volunteer Local Den
- 1997-01 St. Mary's Parish Gala Dinner Dance, Culinary and Service Chair
- 1997-01 St. Mary's Parish Fall Festival, Service Committee
- 1992-01 Mecosta County 4-H Extension Club Adult Volunteer Explorers, Equestrian,  
Crafts, Bird Watching
- 1996-01 Audubon Mecosta County Club

### **EDUCATION**

M.S. (1987) Ferris State University, Big Rapids, MI  
Occupational Education-Hospitality Management, High Distinction

B.S. (1980) Ferris State University, Big Rapids, MI  
Hospitality Management College of Business

A.A.S. (1978) Ferris State University, Big Rapids, MI  
Food Service Management College of Business

### **RECOGNITION**

- 2000-01 FSU Student Satisfaction Survey
- 2000 FSU "Pat-on-the-Back"

## **ANTHONY O. AGBEH**

**Address:** 303 Woodward Avenue  
Big Rapids, MI 49307  
Residence: (231) 796-4219  
Office: (231) 591-2382  
Fax: (231) 591-2998  
E-mail: AgbehA@Ferris.edu

### **PROFESSIONAL OBJECTIVE**

To contribute to the success of a progressive college/university by providing collegiate and visionary leadership where my teaching and research experience can be utilized to contribute to quality, higher education and industry practice. To be a positive influence in the lives of students; and participate in the ongoing enhancement of hospitality education.

### **EDUCATION**

**Master of Science in Hotel and Food Service**

Florida International University, Miami Florida

Date of Graduation, December 1983

**Bachelor of Science in Hotel Restaurant and Tourism**

Florida International University, Miami Florida

Date of Graduation, May 1982

**Associate of Science in Hotel Restaurant and Tourism**

Palm Beach Junior College, 1980

**Certified Hotel Administrator (CHA) 1991-2006**

**Area of Specialty:** Hospitality education, curriculum development,  
marketing, planning and development of Hospitality Programs

### **PRESENT EMPLOYMENT**

**Professional Experience:**

2000- Present Coordinator/  
Professor

1996-1999 Coordinator/  
Associate Professor

1990- 1996 Director/  
Associate Professor

In this position, I report to  
the Marketing Department Head, and  
Interact with the Dean to fulfill assignments.  
Director/ Associate Professor, Hospitality Programs,  
Ferris State University, Big Rapids, MI

## **PREVIOUS EMPLOYMENT**

August 1989  
To July 1990

**Department Head**, Hotel, Restaurant and Tourism Administration  
Morris Brown College, Atlanta, Georgia

Summary of Selected Responsibilities:

- Responsible for Department Academic Planning and Faculty Staffing.
- Responsible for Departmental Budget.
- Initiated and developed close working relationships with the community
- Formation of an Industry Advisory Board, 1989
- Chaired Continuing Education Committee, 1989
- Member Curriculum Committee, 1989-1990
- Served on a Search Committee for Associate Dean Academic Affair, 1989
- Served on Provost Council, 1989-1990
- Fund Raising Event, 1989

### **Courses Taught:**

- Laws of Inn Keepers
- Travel and Tourism
- Food and Beverage Service
- Organizational Management
- Human Resource Management

In this position I reported directly to the Provost

May 1989  
to August 1996

**Director**, Hotel, Restaurant and Tourism Administration,  
Wiley College, Marshall, TX.

Responsibilities:

- Reported to Business Department Chair
- Developed Articulation Agreement with St. Phillips College, 1986
- Chair Career Awareness Committee, 1986-1989
- Organized College Career Day, 1986-1989
- Faculty Advisor to Externship, 1986-1989
- Curriculum Development, 1986-1989
- Fund Raising Event, 1986-1989

### **Courses Taught:**

- Introduction to Hotel and Restaurant Management
- Special Problems – Hospitality & Restaurant Industry
- Hospitality Law
- Seminars in Hospitality
- Policy Issues

- Human Resource/Training
- Property and Facilities Management
- Special Studies/Independent Studies

January 1984  
to August 1986

**Manager**, Victoria Station, Miami, FL

Responsible For:

- Total Restaurant operation including management of 100-120 employees.
- Interview, hiring and disciplining employees
- Oversaw dining room operations
- Scheduled personnel
- Planned and Supervised outside catering
- Developed training tools for restaurant
- Trained new employees
- Developed in-house forms
- Ordering and receiving supplies

October 1979  
to January 1984

**Food Service Supervisor**, The Raindancer, West Palm Beach, FL

Responsibilities:

- Supervised 20 personnel on Dining Room Staff
- Did end of the month inventory
- Interview, Hire and Supervise employees
- Ordering and receiving supplies
- Record keeping

### **Responsibilities/Accomplishments**

(The following is a brief summary of my responsibilities/accomplishments since 1990 as Program Director/coordinator)

- Responsible for change of name of the program to reflect what we train our students to do
- Responsible for the program academic planning, including faculty staffing and curricula planning
- Responsible for preparing, monitoring and authorizing the program's budget
- Responsible for: program brochure, catalog description, curriculum, transfer and articulation, program review and development
- Instructional development, course development, course evaluation, supervision, and student advising
- Served in College of Business Council, 1996-Present



- Served in Administrative Council of College of Business, 1990-1996
- Faculty Advisor for Eta Sigma Delta Honors Society, 1994 - present
- Responsible for fund-raising and capital improvements, 1990-Present
- Industry relations to ensure student employment
- Developed Fiscal Enhancement Plan of the Hospitality Management Program, 1995
- Generated substantial sums of scholarship money for Hospitality Program, 1990-Present
- Strengthened and enhanced the program's Advisory Committee that has led to development of outreach program, areas of programmatic augmentation and diminution, and led to contribution of cash and in-kind gift of over hundreds of thousands of dollars
- Led the campaign that helped save the Hospitality Management Program at Ferris that was listed to be closed in 1994. Through my leadership the program was reinstated.
- Established Houston Resource Center, 1994
- Initiated the highly successful annual GALA that has raised over \$147,000 since 1992, with a profit of over \$75,000
- Establishment of Articulation Agreement with fifteen community colleges
- Developed three-year accelerated degree program, 1995
- Developed Hospitality Certificates, 1995
- Developed Hospitality Minor, 1995
- Developed Improvement Plan for Vocational Education funding, 1992
- Established a working and closer relationship of integration of our curriculum with the Holiday Inn Hotel & Conference Center on Campus

### **Principal Teaching Interest Areas**

#### **Courses Taught:**

Introduction to Hospitality Management  
Organizational Management  
Hospitality Human Resource and Training  
Policy Issues on Hospitality Industry  
Special Studies in Hospitality Industry  
Property and Facilities Management

**Special Projects:**

Mapping Curriculum to Accreditation Standards, 2001  
Outcome Assessment for Hospitality Program  
Responsible for program assessment efforts and auditing the curriculum, 1991-Present  
Construction of Academic Master Plan  
Retention and Conversion efforts, 1993-1997  
Responsible for program's open house and classroom visits  
Developed program fact sheet and conducted classroom visits  
Developed Hospitality Management Good Neighbor Program  
Established Hospitality Management Guest Lecture Series

**Presentation Topics:**

Conflict Resolution Management  
Assessment outcomes  
Hospitality Customer Service  
Fundraising for Your Program  
How to Promote Your Program  
Diversity Management  
Industry in the Classroom  
Teaching Techniques that Make a Difference  
Learning Styles  
Faculty Development Internships

**Publications:**

- Agbeh, A. "Top Ten List: How to spot a Nontech in the computer lab," Hosteur Magazine Vol. 7, No. 1, Fall 1997.
- Agbeh, A & Heroux, M. "Community Connections," Hosteur Magazine Vol. 6, No. 1, Fall 1996.
- Agbeh, A. Co-authored Revised Monitoring Handbook: Career Tech Education Hospitality Food Service, MI Department of Education, Summer 1997.
- Agbeh, A. & Elfrink, J. "Assessment outcome in Hospitality Education Implication for the Future" Hospitality Research Journal Vol. 18, No.3, 1995.
- Agbeh, A. & Buchanan, P. "Case Studies in Hospitality, Travel, and Tourism," International Case Clearing House, 1993.
- Agbeh, A. "What You Can Do For Food Service Industry," Michigan Restaurateur, October 1993.
- Agbeh, A. "What Industry Can Do for Education," The Management Magazine of the Michigan Travel and Tourism, Summer 1993.

**Presentations:**

- Agbeh A. (July 2001) "Panel Discussion on Faculty Internship." Hyatt Hotel CHRIE Conference Toronto Canada
- Agbeh A. (August 2000) "Panel Discussion on Faculty Internship." Marriott Hotel New Orleans
- Agbeh, A. (August 1999) "Fine Tuning the Classroom." SGID CHRIE Conference. Albuquerque, NM.
- Agbeh, A & Heroux, M. (February 1999) "Getting the Industry in the Classroom." Mid West Regional Conference, Merrillville, IN.
- Agbeh, A. (February 1998) "Should the Educational Institute of the American." Hotel and Lodging Association Establish a Hospitality Academy, Orlando, FL.
- Agbeh, A. (August 1997) "Fundraising for Your Program or I Didn't Know This Was in My Job Description." Council on Hotel Restaurant Institutional Education Conference, Providence, RI.
- Agbeh, A. & Heroux, M. (August 1997) "Bringing Industry into the Classroom, More than Guest Speakers." CHRIE, Providence, RI.
- Agbeh, A. & Kwansa, F. (August 1996) "Effect of Dual Culture on Hospitality Faculty in Their Quest for Academic Careers." CHRIE, Washington D.C.
- Agbeh, A. (August 1996) "Down But Not Out, Disarming the Ax." Council on Hotel and Restaurant Institution Education Conference, Washington D.C.
- Agbeh, A. & Grottola, M. (1995) "Survival or Extinction of Small/Moderately Hospitality Program." CHRIE Conference, Nashville, TN.
- Agbeh, A. (1993) "Student Assessment Outcome." CHRIE Conference, Chicago, IL.

**Seminars, Training Programs Conducted for Business & Industry**

- Mystery Shopper, Holiday Inn Hotel & Conference Center, Big Rapids, MI, Fall 1998
- Mecosta County Convention & Visitors Bureau – Hospitality Service Seminar, 1996
- Building Your Business Through Customer Service, Mecosta County Area, 1995

**Moderator:**

- The manager guide to Immigrants in the American Workplace, CHRIE Conference 2001, Toronto, Canada
- Student Web Pages, The Electronic Portfolio, Mid West Regional Conference, Merrillville, IN, February 1999
- Are your Students Really Learning? Council on Hotel Restaurant Institution Education Annual Conference, Providence, RI, August 1997
- Optimizing Rooms Operation Profit- A Room Pricing Model Incorporating Demand and Cost. CHRIE Annual Conference, Providence, RI, August 1997
- Evaluation by Segment of the Variability of Rev Par in the U.S. Hotel Industry, CHRIE Annual Conference, Providence, RI, August 1997
- "Building your own Business Through Customer Service" Service Seminar, Mecosta County, MI, Fall 1996

**Consulting:**

- Amarnath Gowda, Wood Creek Office Attorneys at Law, Farmington Hills MI
- Warner Norcross & Judd LLP Attorneys at Law, Grand Rapids, MI, Fall 1999
- Tenneco Automotive, Bolles Harbor Facility Monroe Lodge, MI, Summer 1999
- Mystery shopper - Woody's Restaurant, Holiday Inn Hotel and Conference Center, Big Rapids, MI, Fall 1998
- Team leader site visitation, Area Bay Technical Center, MI Department of Education. Office of Career and Technical Education, January 1998
- Team leader site visitation, Mecosta/Osceola Career Technical Center, MI Department of Education. Office of Career and Technical Education, February 1998
- Woody's Restaurant Secret Shopper, Big Rapids, MI, 1995
- Mecosta County Convention and Visitors Bureau, 1992
- Jerry E. Mitchel Associate International Limited Nocomis, Florida, 1989
- East TX Lodging and Dining Association, 1989

**Books/Paper Reviews:**

- Collateral Reviewer: Research and Project Funding, American Hotel Foundation
- Paper Review: 2001 Annual CHRIE Conference, Toronto, Canada
- Paper Review: Annual CHRIE Conference Albuquerque, NM, August 1999
- Reviewer Introduction text Educational Foundation of the National Restaurant Association Chicago, IL
- Paper Review: Forecasting methods on lodging operation, CHRIE Conference, 1998
- Paper Review: Relationship between Discussion Support System and Sales Performance in Lodging Industry, CHRIE Conference, 1998, Albuquerque, NM
- Paper Review: The citizenship role of hotels in Wilmington, Delaware, CHRIE Conference, 1998
- Paper Review: Should Resort Use Automatic Service charge Policies at Some of the United States Most Prominent Resorts, CHRIE Conference, 1998
- Paper Review: Ethical Decision Making Based on a Combination of Ethical Precepts, CHRIE Conference, 1998
- Book Review - Goll: Hospitality Management (West educational Publishing), 1994
- Book Review - Madeline Schneider: The Professional Housekeeper (Van Nostrand Reinhold), 1992
- Educational Testing Service SIGI Plus Materials, Restaurant/Food service Manager and Hotel/Motel Manager
- Reviewer - Introduction Text, Educational Foundation of the National Restaurant Association
- Reviewer - Concepts of Food Service Operations and Management, 2<sup>nd</sup> Edition

**Board Membership:**

- Board of Trustee: Educational Institute of the American Hotel and Motel Association: Orlando, FL. 1997-Present
- Executive Board of Directors Mecosta County Convention and Visitors Bureau, Big Rapids, MI. 1995-Present
- Board Member Big Rapids Cooperative Preschool 2001
- St. Mary's School Board: Big Rapids, MI. 1998-2000
- Membership Committee Council on Hotel Restaurant Institution Education, CHRIE Washington D.C. 1996-1998
- Advisory Board member Barber Scotia College, Hospitality Administration North Carolina, 1996-1997
- Curriculum Committee West Michigan Hospitality Academy, Grand Rapids, MI 1992-1995
- Co-Chair International Council on Hotel Restaurant Institution Education (CHRIE) High School Outreach, 1999

**Course and Curriculum Development:**

- Developed – FSMT 229 Dinning Room Service Mgmt., 1998
- Developed – FSMT 400 Special Events/Catering, 1996
- Developed – FSMT 297 Special Studies in Restaurant and Food Industry Management, 1993
- Developed – HSMT 307 Human Resource Mgmt., 1995
- Developed – HSMT 497 Special Studies in Hotel Management, 1993
- Developed - HSMT 499 Policy Issue, 1995
- Prepared an integration plan with the Holiday Inn & Conference Center, 1995
- Prepared a three-year accelerated B.S. Degree Program, 1995
- Developed a brochure for Hospitality Program, 1995
- Developed a Hospitality Mgmt. Minor Program, 1995
- Developed two certificates in Food Service and Lodging, 1995
- Served on Administrative Committee that developed university policy on minors, 1994
- Developed RFIM/HOMT 297/497 Special Studies, 1993
- Developed a five year plan for Hospitality Program

**University Committee:**

- College of Business Scholarship Committee, 2001-Present
- International Advisory Board Committee, 1999-Present
- Building/Emergency Coordinator Committee, 1999-Present
- International Education Committee, 1998-1999
- College of Business Assessment Committee, 1997-1999
- Search Committee VP Administration and Finance, 1996
- Chair Search Committee Replacement Faculty Hospitality Programs Management, Summer 1996

- Advisor Eta Sigma Delta Honors Society, 1996-Present
- College of Business Council, 1995-Present
- Administrative Committee Member on University Policy on Minors, 1995
- Holiday Inn & Conference Center Advisory Committee, 1990-1995
- Minority Faculty and Staff Committee, 1991-Present

**Community Service:**

- Serve on Board of Education St. Mary's School. Big Rapids, MI., 1998-2000
- Serve on Executive Board Mecosta County Convention and Visitor Bureau, 1994-Present
- Serve as Board Member, Big Rapids Cooperative Preschool, 2001 School Year
- Serve on Finance Council, St. Paul's Church, 1993-1998
- Prepared survey questionnaires for Mecosta County CVB on service seminar for the county, January 1998
- Developed Hospitality Programs Good Neighbor Program, (WISE), 1994-Present
- Search Committee St. Paul's Business Office Manager, 1996

**Selected Workshops and Grants:**

- Problem Based Learning, Sponsored by CTLFD, Summer 2001
- Teach what you test – Test what you teach, Sponsored by CTLFD, Summer 2001
- Comedy in College: Laugh your way to Learning, Sponsored by CTLFD, Winter 2000
- Team Based Learning. Practical Applications In Today's Classroom, CHRIE Conference, New Orleans, 2000
- WebCT Syllabus/Walk-In WebCT, Winter 2000
- The West Point Methods of Instruction Workshop, Winter 2000
- With a Little Help From My Friends: Implementing Information Technology into the Curriculum, Fall 2000
- Exploration of Essential Leadership Qualities, Fall 2000
- How We Learn, Fall 2000
- Ferris State University Facilitating Student Learning, Summer 2000
- Ferris State University Critical thinking workshop, Summer 2000
- Critical Thinking Workshop, July 2000
- E-Commerce, Y2K and Techno-Trends Workshop, MI Hotel & Lodging Association Conference, 1999
- Service Disney Style, MI Hotel & Lodging Association Conference, Grand Rapids, MI, April 1999
- Teaching by Case Method Workshop, Fall 1999
- Legal Issues for Teachers in Higher Education, March 1999
- The Project 30 Alliance, Sponsored by College of Education FSU, 1999
- Synergy from others; Cultural Diversity on Campus, SST Communication Sponsored by HRD FSU, 1999

- Careers in Lodging/Food Service International Hotel/Motel and Restaurant Show; New York, November 1998
- Midwest Regional CHRIE Conference, Merriville, IN, February 1998 and 1999
- Received \$10,000 grant from Canteen Services Inc., 1998
- Legislative Employment update seminar Big Rapids, 1995-1997
- National Restaurant Association, "Salute to Excellence," Faculty Forum Conference, Chicago IL. 93, 94, 95, 98
- Critical Incidents in the Classroom, Sponsored by Center for Faculty Learning and Faculty Development, 1998
- Ferris State University Assessment workshop, Holiday Inn, 1997
- Received Arts and Lecture Grants, 1997
- Served on workshop on MI Delegates to White House Conference on Tourism, 1996
- Governors school to work conference, Lansing MI, 1996
- Total Quality Management TQM Omni Hotel, Detroit, 1992
- Statler Foundation Grant \$10,000, 1991

**Other Activities:**

- Faculty Intern, Hyatt Hotel, Dallas Texas, Summer 2001
- Ferris State University Leadership Development Program, 2000-2001
- Participated in ACBSP Accreditation Training Workshop, 2001
- Faculty Intern, Marriott International Inc., Summer 2000
- Lodging Industry Education Summit, New York, Fall 1999
- The Educational Foundation of the National Restaurant Association Hospitality Education Research Consensus, 1998
- Mentor for New Faculty Member, 1997
- Participated in the AACSB Accreditation Workshop, Spring 1993
- Participated in ACPHA Accreditation Training Workshop, Summer 1991
- Secret Shopper Service; Holiday Inn & Ramada Inn, Marshall, TX, 1989
- Faculty Intern, Stouffer's Waverly Hotel, Atlanta, 1989
- Faculty Intern, Wyatts Cafeteria, Austin TX, 1988

**Special Honors, Recognition and Awards:**

- Ferris State University Leadership Development Program Certificate, 2001
- Certificate of Appreciation: St. Mary, Board of Education, 2000
- Certificate of Appreciation, Midwest Regional CHRIE Conference, 1999
- Certificate of Appreciation: The Educational Foundation of the National Restaurant Association Hospitality Research Census, 1998.
- Certificate of Appreciation; Ferris State University
- Who is Who in Lodging, 1994
- Numerous community/social organization awards, 1990-1993
- Certified Hotel Administrator, 1991-2006

- Certificate of Completion Total Quality Management - Omni International Hotel Detroit, MI 1992
- Award of Service Dedication Vision - Wiley College, 1989
- Certificate of Achievement - Victoria Station, 1984
- Award of Merit - Palm Beach County Hotel Motel Association, 1979

**Professional Membership:**

- Florida International University Hospitality Society, since 1997
- American Hotel and Lodging Association AHMA, since 1994
- Council on Hotel Restaurant Institution Education CHRIE, since 1986
- Michigan CHRIE, since 1990
- Michigan Restaurant Association MRA, since 1991
- Michigan Travel and Resort Association MTRA, since 1991
- National Restaurant Association NRA, since 1989
- Historically & Predominately Black Colleges & Universities (HPBCU), since 1989

\*Portfolio is available upon request.



### Gala Income Statement

Theme	African Safari	Windy City Jazz	Orient Express	Moreve in Milan	An Evening in New York	Carnival	Casino	A Night in Hawaii	Mardi Gras	Roaring 20's	
Year	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	TOTAL
Revenue	\$ 12,141.31	\$ 13,398.56	\$ 17,041.94	\$ 12,297.88	\$ 20,391.06	\$ 18,284.36	\$ 18,131.00	\$ 14,362.20	\$ 11,600.00	\$ 10,104.00	\$147,752.31
Expense	\$ 3,679.92	\$ 6,530.87	\$ 9,582.85	\$ 8,018.67	\$ 7,821.37	\$ 8,594.10	\$ 8,805.00	\$ 9,525.71	\$ 5,511.86	\$ 4,053.00	\$72,123.35
Net Profit	\$ 8,461.39	\$ 6,867.69	\$ 7,459.09	\$ 4,279.21	\$ 12,569.69	\$ 9,690.26	\$ 9,326.00	\$ 4,836.49	\$ 6,088.14	\$ 6,051.00	\$ 75,628.96

# How do I apply?

Applicants for admission to the Hospitality programs can apply on our web site at [www.ferris.edu](http://www.ferris.edu) or call 800-4-FERRIS.

## Do you want to know more?

Just complete this reply card and drop it in the mail! We'll send you more information on this exciting program.

"Ferris Hospitality programs are two of the country's finest hospitality and tourism programs."

-Doug E. Adair  
Former Executive V.P. CHRIE



## About Ferris State University...

Ferris State is in its second century as one of the nation's premier professional and technical universities. Ferris provides the education to make its graduates immediately employable in their chosen fields. More than 120 educational programs are offered and Ferris State boasts a 98 percent placement rate of its graduates. A wide variety of student organizations are active on campus, encompassing social, athletic, political, artistic and religious activities and interests. Arts and cultural events, varsity athletics and an extensive intramural sports program further enrich student life.

Ferris State's modern, 600-acre campus is located in Big Rapids, Michigan, in west central Michigan's vacation-recreation country.

### Big Rapids

Ferris State University  
Hospitality programs  
1319 Cramer Circle  
Big Rapids, MI 49307-2279  
(231) 591-2382  
[www.ferris.edu](http://www.ferris.edu)

# Hospitality programs



I'm interested in Hospitality programs at Ferris.

Name	_____
Street	_____
Apt.	_____
City/State/Zip	_____
Phone/E-mail	_____
High School	_____
Graduation Year	_____
Social Security #	_____

Ferris Hospitality Programs?

- Small class size – individual attention is the key
- Faculty pass on practical business expertise
- Excellent graduate job placement record – exceeds 90 percent
- Required paid internships throughout the world
- An associate degree readily leads to multiple four-year degree options
- You can easily transfer from community colleges
- On campus hotel/conference center
- Nationally recognized faculty
- Degree offered within College of Business, Marketing Department

What we offer...

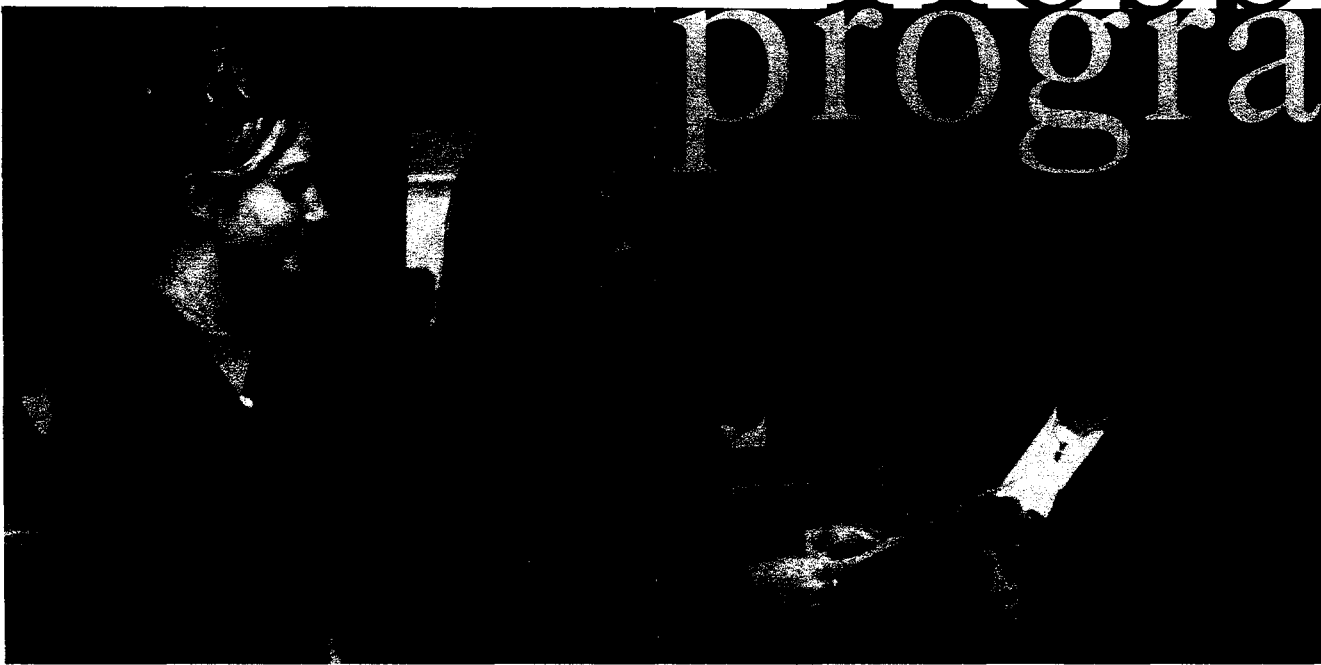
- Restaurant and Food Industry Management associate degree
- Hotel Management bachelor's degree
- Three-year accelerated BS degree in Hotel and Restaurant Industry Mgt.
- Minor in Hotel and Restaurant Industry Management available
- Certificate in Restaurant and Food Industry Management available
- Certificate in Hotel Management available
- Numerous scholarships are offered yearly

Paid Internship Sites

- Military Internship Worldwide
- Walt Disney World, Florida
- Hyatt Hilton Head Island, South Carolina
- Marriott Vail, Colorado
- Marriott Tan-Tar-A, Missouri
- Grand Hotel, Michigan



# Hospitality programs



## Everywhere

Hospitality operations are found in just about every community in every country of the world, ranging from the simplest to most elegant. You could work for:

- |              |              |            |
|--------------|--------------|------------|
| Hotels       | Caterers     | Parks      |
| Motor Hotels | Bars/Taverns | Camps      |
| Restaurants  | Motels       | Casinos    |
| Cruise Ships | Resorts      | Riverboats |

## **Appendix G**

### **Community College Articulation**

Delta College  
Grand Rapids Community College  
Henry Ford Community College  
Highland Park Community College  
Ivy Tech  
Jackson Community College  
Kirkland Community College  
Lake Michigan College  
Macomb Community College  
Monroe Community College  
Montcalm Community College  
Mott Community College  
Northwestern Michigan Community College  
Oakland Community College  
Schoolcraft Community College  
St. Clair Community College  
Washtenaw Community College  
Wayne Community College  
Westshore Community College



# Hospitality Programs

## What We Offer...

- Restaurant and Food Industry Management associate degree
- Hotel Management bachelor's degree
- Resort Management bachelor's degree.
- Minor in Hotel and Restaurant Industry Management available
- Certificate in Restaurant and Food Industry Management available
- Certificate in Hotel Management available

## SAMPLE PAID INTERNSHIP SITES

Military Internships Worldwide  
 Walt Disney World, Florida  
 Hyatt Hilton Head Island, South Carolina  
 Marriott Vail, Colorado  
 Marriott Tan-Tar-A, Missouri  
 Grand Hotel, Michigan

## OPPORTUNITY IS EVERYWHERE

Hospitality operations are found in just about every community in every country of the world, ranging from the simplest to most elegant. You could work for:

Hotels	Caterers	Parks
Motor Hotels	Bars/Taverns	Camps
Restaurants	Motels	Casinos
Cruise Ships	Resorts	Riverboats



# Need More Information?

**F**or more information about the opportunities offered with the FSU/Michigan Career-Technical Advanced Placement Program, contact your high school and/or career technical center counselor.

**Y**ou can also call the  
 FERRIS STATE UNIVERSITY  
 ADMISSIONS OFFICE at:  
 1-800-4-FERRIS (1-800-433-7747).

**F**ind us on the World Wide Web at:

<http://www.ferris.edu/htmls/acadimics/articulation/>

**F**ind more information on particular Hospitality Programs at:

Restaurant and Food Industry Management  
[www.ferris.edu/HTMLS/colleges/business/foodserv.htm](http://www.ferris.edu/HTMLS/colleges/business/foodserv.htm)

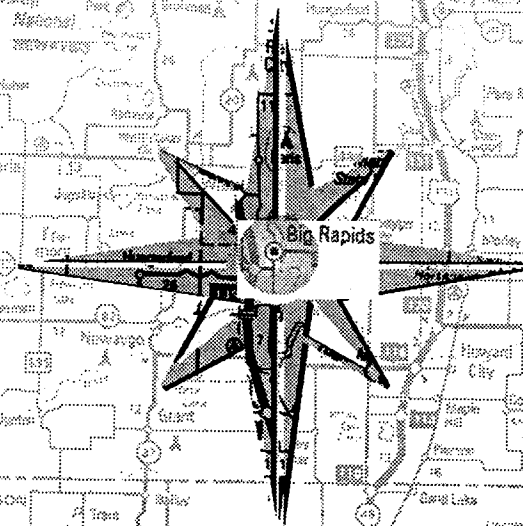
Hotel Management  
[www.ferris.edu/HTMLS/colleges/business/hotelb.htm](http://www.ferris.edu/HTMLS/colleges/business/hotelb.htm)

Resort Management  
[www.ferris.edu/HTMLS/colleges/business/resmang.htm](http://www.ferris.edu/HTMLS/colleges/business/resmang.htm)

or call FERRIS STATE UNIVERSITY  
 HOSPITALITY PROGRAMS at:  
 231-591-2382

# Your Pathway to College

A GUIDE TO EARNING COLLEGE CREDIT FOR YOUR FOOD SERVICE VOCATIONAL TRAINING



...with your Career Technical Center and/or Consortium and Ferris State University



## Receive University Credit

FERRIS STATE UNIVERSITY offers the opportunity to give advanced placement credit to students who are attending, or have attended a Career Technical Center or other school program that participates in the statewide Articulation-Advanced Placement Agreement. This agreement was developed to better serve our students and prepare them to enter a world-class workforce. Working together, FERRIS STATE UNIVERSITY and the Michigan Career Technical Centers better serve the needs of our students.

ADVANCED PLACEMENT is a process where career technical education students who have demonstrated specific skill levels by an assessment process are given college credit for those skills when they enroll at FERRIS STATE UNIVERSITY. There is **NO** charge for the college credits.

You may be eligible for up to 9 credits\* of Advanced Placement in the Restaurant and Food Industry Management A.A.S. program.

College credit may be granted for the following required courses:

- 3 cr. RFIM 113—Sanitation & Safety
- 3 cr. RFIM 229—Dining Room Management
- 6 cr. RFIM 299—Quantity Food Management

\*Value of \$1,620 in 2000/2001 Tuition



## Who is Eligible?

- ✓ The student who attends a technical center or high school that utilizes the Michigan Career Technical Education curriculum and has signed an Articulation Advanced Placement Agreement with FSU and...
- ✓ The student who has a "B" average in the food service program and their home school and...
- ✓ The student who is recommended by the career technical education instructor and administrator and who has successfully demonstrated the proper level of skills.



## How to seek Advanced Credit

- ✓ Complete a *Notice of Intent Form*. (Your area career technical center or home school counselor has the form.) It should be filed at the end of your junior year or at the beginning of your senior year.
- ✓ Complete an application for admission to Ferris State University after your junior grades in high school are posted.
- ✓ Satisfactorily complete the NOCTI Job Ready written and performance tests in either Food Production, Management & Services or Culinary Arts Access ACF Validated Graduate Assessment with a composite score of 80% or higher.
- ✓ Have your high school instructor complete the *Student Transmittal Form* before you leave the Career Center.



## Why Choose Restaurant & Food Industry Management?

- The Restaurant and Food Industry Management associate degree leads into the Hotel Management bachelor's degree.
- Small class size and individual attention.
- Faculty with practical business expertise.
- Nationally recognized faculty.
- Degree offered within the College of Business, Marketing Department.
- On campus hotel/conference center.
- Student operated restaurant – Cafe Ferris.
- Required, paid internships throughout the world.
- Numerous scholarships offered yearly.
- Strong industry support through guest speakers, field trips and Advisory Committee.
- Average associate degree graduate starting salaries of \$28,000.
- Employment placement rate exceeding 98%.
- Student chapters of the International Food Service Executive Association and Eta Sigma Delta.

## **Appendix I**

### **Scholarships**

American Express Scholarship  
American Hotel Foundation Scholarship  
American Society of Travel Agents (ASTA) Scholarship  
Canteen Services, Inc. Scholarship  
Cobb Scholarship  
Distinguished Order of Zerocrats Scholarship  
Dykstra Scholarship  
Garrison Scholarship  
Greg Dreath Memorial Scholarship  
Hospitality Programs Freshman Scholarship  
International Food Service Executive Association Scholarship  
Karl W. Mehlmann Scholarship  
Michigan Hotel and Lodging Associates Scholarship  
National Restaurant Association Education Foundation  
National Tour Foundation Scholarship  
Pocahontas Scholarship

## **Appendix J**

### **Ferris State University Groups Served**

#### Required Service

- Provides the required Beverage Management course to all PGM students, as required by the PGA of America.

#### Other Groups Served

- Center for teaching, learning, and faculty development
  - Food for thought
  - New faculty orientation
  - Grant group
- Career services, etiquette luncheon
- International Affairs – International Festival and Culture
  - Thanksgiving Dinner
  - Good Neighbors
- College of Business – Distinguished Business Lecture
- College of Pharmacy – Rite Aid Pharmacy Feud
- College of Optometry – Award Dinner
- Honors Program – Recognition Dinner
- Tutoring Center – Employee Recognition Luncheon
- Vice Presidents – Cookie Bake-off



**Appendix K**  
**Big Rapids Community Groups Served**

- Cancer Society – Relay for Life
- Osceola and Mecosta County on Aging – Senior Meals
- Wise – Food Donations
- United Way – Cake Auction
- TIPS Training for local Businesses
- Artworks Annual Auction – Service and Food
- St Mary's – Festival and Annual Gala
- Serve on the Board of Directors – Mecosta County CVB
- Serves on the Advisory Board – MOCC Career Center
- MOCC Career Fair Success Day

**Restaurant Food Industry Management  
Hotel Management  
College of Business  
Cooperative Education  
Work Experience  
(C.E.W.E)  
Guidelines**

**RFIM 292  
HOTM492**

- Unit I Description of Cooperative Education Work Experience (C.E.W.E.)
- Unit II Registration and Grade for C.E.W.E.
- Unit III Requirements for Credit/Grade
- Unit IV Examples of Acceptable and Unacceptable Work
- Unit V Requirements for RFIM 292 and HOTM 492
- Unit VI Placement for Professional Work Experience
- Unit VII Report Specifications
- Unit VIII Report Content
- Unit IX Weekly Journal
- Unit X Resume
- Unit XI Mailing Address/Checklist

C.E.W.E Report Due \_\_\_\_\_  
C.E.W.E Contract Dates \_\_\_\_\_

## **Unit I DESCRIPTION OF COOPERATIVE EDUCATION WORK EXPERIENCE (C.E.W.E.)**

The importance of extensive practical experience prior to graduation cannot be overemphasized. As an integral part of the degree requirements, each Food Service/Hospitality Management student must complete at least two (400-hour minimum approved Cooperative Education Work Experiences at an approved organization within the hospitality industry each a minimum of 400 hours.

## **Unit II REGISTRATION AND GRADE FOR C.E.W.E.**

The completion of the following criteria is required before applying to for RFIM 292/HOMT 492:

1. Student must be enrolled in the Restaurant Food Industry Management or Hotel Management.
  2. Student must have 2.0 cumulative grade point average.
  3. Student must have completed 30 credits in the RFIM/HOMT curriculum. (See RFIM/HOMT check sheet)
  4. Student must have taken RFIM 110 INTRODUCTION TO THE HOSPITALITY INDUSTRY, or the equivalent.
  5. Students must select an **approved** cooperative education site.
  6. Students cannot work for immediate family.
  7. Student must meet with the Cooperative Education Coordinator to complete the following:
    - A. **Student Information Form**
    - B. **Permit to Register**
- To receive credit the student must register for RFIM 292/HOMT 492 and submit the required reports as outlined in the Guidelines. Permits to register are available only through the Cooperative Education Office. Grading is on the credit/no credit (CR/NCR) basis.
8. Students leaving for more than one semester from campus:
    - A. Will receive from the registrar's office information for telephone registration for the following semester.
    - B. Must make an appointment with the University's Business Office in Prakken to defer any GSL or NDSL loans.
    - C. If returning to On Campus Residence Hall, complete Housing Form.

### Unit III                      REQUIREMENTS FOR CREDIT/GRADE

To receive credit:

1.     Restaurant Food Industry Management students must pass three credits of internship to meet requirements for graduation. Hotel Management students must pass an additional three credits of internship to meet requirements for graduation. Six total C.E.W.E. credits are required for a Bachelor's degree.
  
2.     Students do not have to enroll in 3 C.E.W.E. credits in one term. Variable credit is possible following the format below:  
  135 hours = 1 credit  
  
  270 hours = 2 credits  
  
  400 hours = 3 credits
  
3.     In order to receive credit the following criteria must be met:
  - A.     Student information form completed.  
          (Yellow RFIM 292/ Blue HOMT 492)
  
  - B.     Updated RESUME on file with the Cooperative Education Coordinator
  
  - C.     Weekly Journal
  
  - D.     C.E.W.E. Report
  
  - E.     Employers Evaluations
  
  - F.     Verification Letter (hours and positions worked)
  
  - G.     Photograph and Negative of Student on the Job

### Unit IV                      EXAMPLES OF ACCEPTABLE WORK

As stated, the C.E.W.E. must receive prior approval. Typically, entry level positions are acceptable for RFIM 292/HOMT 492. However, supervisory/management positions are desirable.

As a guide to the student, the following lists of work and job areas are presented. These lists are by no means exhaustive, and the student who has any doubt as to the acceptability of the contemplated employment is advised to contact the Coordinator.

Examples of entry level work areas that are acceptable for RFIM 292/HOMT 492:

Human Resources  
Front Desk  
Housekeeping  
Convention Services

Food and Beverage Service  
Culinary  
Purchasing  
Catering

Examples of supervisory/management work areas that are acceptable for RFIM 292/HOMT 492:

Catering Management  
Food and Beverage Mgmt.  
Culinary Management

Convention Sales/Service Mgmt.  
Sales Manager

**\*\*Examples of work areas for RFIM 292/HOMT 492:**

Resorts and hotels  
Restaurants  
Fine Dining  
Family Dining  
Cafeteria  
Fast Service Dining  
Bed and Breakfast/Inns  
Distributors  
Golf & Country Clubs

Conference Centers  
National and State Parks  
Airport/In-Flight  
Cruise Ships  
College/Universities  
Hospitals/Correctional Facilities  
Military Clubs  
Vending  
Private Yacht/Mountain Clubs

**\*\* International and National experiences available**

### **Unit V            REQUIREMENTS FOR RFIM 292 AND HOMT 492**

- A.** Before any C.E.W.E. can be approved, the RFIM 110 intro class or equivalent must be completed. Cooperative Education is discussed as a part of this course and covers the following areas:
1. DEFINITION and exploration of Cooperative Education
  2. GUIDELINES for EMPLOYER and STUDENT
  3. RESUME WRITING
  4. INTERVIEWING TECHNIQUES
  5. PRESENTATION OF STUDENTS EXPERIENCES
- B.** No more than one 400 hour unit may be earned for one summer's work regardless of a possible additional work load (i.e. more than 16 weeks, more than 40 hours per week, more than one job).

\*\*\*\*\*  
\*C. Students who have a written or verbal contract with an approved  
\* co-op site must honor the full time commitment even if it exceeds  
\* 400 hours. Failure to do so will result in a no credit grade.  
\*\*\*\*\*

D. Students that are ***fired*** from their Cooperative Education Experience due to theft, punctuality, breaking company/corporate policies, etc. **will not** be able to use the hours accumulated for credit. If the student is able to secure another approved cooperative education position at an approved cooperative education site and complete the required 400 hours in the new position, credit is available. If the student is unable to secure another position then the grade will result in ***failure***.

**Unit VI PLACEMENT FOR PROFESSIONAL WORK EXPERIENCES**

The student is responsible for locating the work experience. However, the RFIM/HOMT Program helps through the following means:

- A. RFIM/HOMT Cooperative Education **Work Experience Board**, West Commons 106
- B. **Information Sessions** (company recruiters TBA)
- C. F.S.U. Career Placement Office, Rankin 206
- D. **Cooperative Education Coordinator**, West Commons 106
- E. F.S.U. Student Employment Office, Prakken Bldg.
- F. **MICHRIE Career Day**, TBA

**Unit VII REPORT SPECIFICATIONS**

**A. Materials**

Reports must be typewritten (double-spaced) on quality, non-erasable, 8 1/2 X 11" bond paper. All report materials must be bound securely in an acceptable report folder (i.e. paper clips, staples, or file folders are **not** secure buildings and will not be accepted). Supplementary materials must be secured and folded so not to project beyond the pages of the report folder.

**B. Labeling**

**TITLE PAGE** must consist of :

Student name  
Student Social Security Number

Course Number and Semester Enrolled  
Name of Company  
Location of Company  
Number of Guest Rooms (Hotel)  
Number of Seats (Restaurant)  
Supervisors Name  
Supervisors Title

### C. Table of Contents

List each main topic and page number

### D. Body of Report

- \* A minimum length equivalent to 10 double-spaced typed pages, excluding supplementary material, is required. Reports must have a 1 1/2" left margin, 1" right margin, and 1 1/2" border on top and bottom.
- \* Each main topic must be capitalized and underscored, with appropriate sub-headings.
- \* Supplementary materials, if any, (i.e. charts, maps, photographs, etc.) should be labeled and included in an appendix.
- \* Supplementary materials, if any, (i.e. charts, maps, photographs, etc.) should be labeled and included in an appendix.

### E. Required Supplements

The following must be completed by the co-op employer supervisor and returned to the Cooperative Education Office:

1. **Evaluation forms:**  
Each approved coop site receives two copies of the evaluation forms from the Cooperative Education Coordinator. The evaluation form must be returned to the Cooperative Education Coordinators office at midpoint and at the end of the semester. This form requires the signatures of both the evaluator and the student.
2. The following must be included at the end of the report:
  - a. **Letter of Verification:** on company letterhead including total hours worked, position(s) held and a management signature. (Request before leaving position).
  - b. **Resume:** updated to include cooperative work experience.

- c. **Photograph/Film Negative:** Students are required to provide a photograph and film negative of themselves in their working attire on the job (including logo or name of site in the photo, if at all possible).
- F. **Students should make a copy of their C.E.W.E. report** for their own protection in case of any loss during the mailing.
- G. **Recommended References**  
  
The Elements of Style; Strunk and White; MacMillan Publishing Company, New York  
  
Student's Guide for Writing College Papers; Turabian; University of Chicago Press, Chicago  
  
Examples of "exceptional" and "failing" reports are available in the Hospitality Programs Cooperative Education Office for reference.
- H. **Reports will be evaluated on form and content.**
- I. **Reports that fail to meet requirements receive an "I" grade** (incomplete). If the appropriate corrections are not made within the following semester and Incomplete is changed to an "F" (failure).

## **Unit VIII      REPORT CONTENT**

The best Cooperative Education Work Experience, and subsequently the best report, is one that results in the student gaining knowledge and understanding of the organization.

A report dealing only in specifics of the job is not a complete report. The student is to research the organization beyond the immediate working environment.

The expectations for each section of the final report are outlined on the following pages which follow.

### **I. Operational Case Study**

The purpose of this section of the final report is to provide an overview of the individual unit or property as well as the entire corporation. You will be expected to conduct personal interviews with selected managers to develop this section of the report. The minimum topics are outlined below. You should consider adding to these topics.

#### **A. Description of the Property**

1. Location and local trading area.
2. Size and number of rooms, number of seats in the food and beverage outlets and meeting rooms, square footage, etc.



3. Product-service mix: guest rooms, meeting rooms, food and beverage outlets, catering, recreational facilities, etc.

**B. Organization, Management Structure, and Work Environment:**

1. Owners of the property
2. Chain affiliation, information about the chain and the parent organization.
3. Organizational structure of the unit's management; show an organizational chart.
4. Organizational structure of the parent company.
5. Compare the formal and informal lines of communication. How would they compare with other organizations you have worked?
6. Would you describe the work environment as pleasant, tough, neutral or threatening?
7. Do others appear to be satisfied? Explain your decisions.
8. Do others make suggestions to their supervisors?
9. Do you see any personnel problems in the work environment; if so, explain.

**C. Marketing Management**

1. Guest profile, who are the present guests?
2. Target markets, to whom does the property appeal?
3. What do the guests like and dislike about the property?
4. What could be done to increase guest satisfaction?
5. Who are the direct competitors, how do they compare?
6. What are the property's strengths and weaknesses in comparison with the competition?
7. What is the property's primary marketing strategies?
8. What methods/media does the property use for advertising and promotion?
9. Determination for prices of rooms; menu items; banquet menus; meeting room rentals, and other revenue centers?
10. What marketing tactics have been most and least successful? Why?

**D. Human Resource Management**

1. How many full and part-time employees does the property employ?
2. How many supervisory and management personnel are employed?
3. How are new employees (both hourly employees and managers) recruited, oriented, trained and evaluated? What type of professional development is offered or encouraged?
4. Demographically and culturally describe the hourly management employees.
5. What is the average starting wage for hourly employees?
6. What benefits are offered to hourly employees? Which ones are employer paid and which ones are employee paid?
7. What is the average annual turnover rate for hourly and management personnel?

8. What techniques have been most and least successful in motivating employees, reducing turnover, and maintaining guest satisfaction?
9. To what extent do hourly employees communicate and participate with managers in the management of the facility?
10. How might guest service be improved?

## **E. Operations and Administration**

1. How does the property manage the daily functions of
  - a. Purchasing
    1. List all preveyors
  - b. Receiving
    1. List all cooler, freezer and dry storage space
    2. Make a drawing of storage layout
  - c. Inventory control
  - d. Food production
    1. List by brand name and type all large equipment in all (RFIM) kitchens/ (HOMT) housekeeping/front office
  - e. Service provided by guest contact employees
2. If the property offers lodging services, how does the property manage the daily functions of: (\*HOMT 492 only)
  - a. Reservations
  - b. Check-in and room assignment
  - c. Guest accounting
  - d. Check-out
  - e. Monitoring guest satisfaction with the services provided
3. Describe the means by which the propety provides the following services, and how does it manage these services:
  - a. Maintenance
  - b. Housekeeping
  - c. Accounting
  - d. Security
4. Equipment, is it leased or purchased?
5. Does the firm have an energy management program? Describe the system used.
6. Computerization: Describe the extent to which the property utilizes computers.
  - a. What functions are automated?
  - b. What types of management informarion do the systems provide?
  - c. What have been the benefits and drawbacks of computerization?
  - d. Show examples of computerized information and explain how this is used by managers to improve performance.

## **F. Financial Management**

1. What are the annual sales for the various profit centers: Rooms, food and beverage by unit, catering and retail stores, recreational facilities, etc.
2. What is the average occupancy rate for room (\*HOMT 492 only)
3. What is the average room rate: How does this differ by market segment, time of year, day of the week, etc.? (\*HOMT 492 only)
4. What is the average number of guests served per meal per day in each of the food and beverage outlets? (\*RFIM 292 only)
5. What are the budget amounts/percentages for each of the major expense categories?
6. How are budgets determined? Who is involved in the planning?
7. Describe the operational cost control procedures which are used to control the major expense categories?
8. What is the estimated market value of the property?

## **G. Strategic Planning**

1. What are the firm's short term and long term goals and objectives?
2. How will the firm change in the next 2, 5 and 10 years?
3. What trends does the management see that will impact on their property?
4. How do they plan to adapt to take advantage of these trends?

## **II. Interviews with Managers**

Each student will interview at least two managers working within the business environment. These managers may be employed by the same firm which employs the student, or they may work for another food service/lodging company. Students should select individuals working at different levels within the organization and should seek individuals with different types of responsibilities. The interview should not be highly structured, but rather more conversational in nature. Each interview should include discussion around the following broad based areas. Identify the date, time and location of interview.

1. What has been the managers career path to their current position?
2. What companies have they worked for and what have their responsibilities been?
3. If they could change anything about their career to date, what would it be? What would they do differently?
4. What do they enjoy most about and least about their current position and the responsibilities of the position?
5. What do they see as the most challenging aspect of their position? How are they working to overcome these challenges?
6. What trends will have an impact on their business in the next 2-5 years?
7. What do they see as the most critical challenges ahead for their particular segment of the business environment?

8. What advice would they offer someone entering the business environment today?

### **III. Personal Assessment**

1. To what extent have you learned new disciplines for learning and managing your time?
2. Have your career goals been reinforced or have you decided to alter your original goals?
3. What new skills have you acquired and what present skills have been reinforced? Consider the full range of skills: leadership; technical; communication; artistic; social; political and others.
4. What specific techniques have you learned which will improve your interpersonal skills? How will these improve your ability to be a successful manager?
5. How could your internship learning experience have been more beneficial? What were the most positive and negative aspects of your experience?
6. What suggestions would you make for improving this internship learning experience?

### **Unit IX WEEKLY JOURNAL**

A weekly journal must be made by the student while on their C.E.W.E. The journal will include day-to-day experiences and any new insights the student gained of the operation. It is intended to help you be more observant. Participant observation involves looking for patterns, processing what you have seen, discussed or read. The journal is meant to help you to be reflective, rather than just merely descriptive. It therefore differs from a diary or log. You are encouraged to include your own creative work: poetry, art and such matter as photos, brochures, clippings, menus and letters. The journals are to be submitted with your final C.E.W.E. Report.

### **Unit X RESUME**

An updated resume including the RFIM 292/HOMT 492 Cooperative Education Experience must be submitted with your final C.E.W.E. Report. This must be free of grammatical errors.

**Unit XI MAILING ADDRESS**

Cooperative Education Coordinator  
Restaurant Food Industry Management  
Hotel Management  
Ferris State University  
West Commons 106  
Big Rapids, MI 49307

1-800-4-FERRIS ask to be transferred to extension X2385

OR

Direct: 231-591-2385

FAX: 231-591-2998

E-MAIL: Julie\_Doyle@Ferris.edu

---

**-CHECKLIST**

Before mailing packet, do you have all of the following?

\_\_\_\_\_ Complete Typed C.E.W.E. Report

\_\_\_\_\_ Verification Letter

\_\_\_\_\_ Weekly Journals

\_\_\_\_\_ Employers Evaluations (2)

\_\_\_\_\_ Updated Resume

\_\_\_\_\_ Photograph/Negative



**Ferris State University  
Hospitality Management  
Endowments - Scholarships - Development Donations**

<u>Account Name</u>	<b>FY 1995</b>	<b>FY 1996</b>	<b>FY 1997</b>	<b>FY 1998</b>	<b>FY 1999</b>	<b>Total</b>
3302900390 - Canteen Services, Inc. Endowment				\$5,000.00		
3303400390 - Gilbert H. Cobb Memorial Endowment	\$4,800.00	\$1,250.00	\$100.00	\$1,000.00	\$1,250.00	
3304520390 - Gregory Dreuth Memorial Endowment					\$480.00	
0545604190 - Dykstra Food Service Endowment	\$3,000.00	\$3,000.00	\$3,000.00			
0546754190 - W. S. Garrison Endowment	\$50.00	\$2,020.00				
6249100390 - Weldon S. Garrison Scholarship	\$150.00					
6253200390 - Hospitality Management Enrichment Fund	\$6,037.52	\$7,213.52	\$3,712.48	\$7,687.52	\$5,000.00	
<b>Total Endowments and Scholarship</b>	<b>\$14,037.52</b>	<b>\$13,483.52</b>	<b>\$6,812.48</b>	<b>\$13,687.52</b>	<b>\$6,730.00</b>	<b>\$54,751.04</b>
4154820390 - Hospitality Management Food Service	\$160.00		\$125.00			
4155570390 - Hospitality Management Gala	\$7,255.50	\$6,654.50	\$7,531.00	\$5,801.05	\$6,260.97	
4157050390 - Hospitality Management Food Service Develop	\$50.00	\$504.00	\$100.00	\$367.32	\$45.00	
4160680390 - Food Service Hospitality Management Development				\$4,500.00	\$995.00	
<b>Total Hospitality Management Development</b>	<b>\$7,465.50</b>	<b>\$7,158.50</b>	<b>\$7,756.00</b>	<b>\$10,668.37</b>	<b>\$7,300.97</b>	<b>\$40,349.34</b>
<b>Inkind</b>						
4160680392 - Hospitality Management Program					\$50.00	\$50.00
<b>Grand Total</b>	<b>\$21,503.02</b>	<b>\$20,642.02</b>	<b>\$14,568.48</b>	<b>\$24,355.89</b>	<b>\$14,080.97</b>	<b>\$95,150.38</b>