

Hospitality Programs

REMG, RFIM, HOTM, HOTR
2006-07 Program Review Panel

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Overview of the Hospitality Programs

The Hospitality Programs currently offers four degree options for students.

The first degree is a two year Associate in Applied Science in Restaurant and Food Industry Management. This degree originated as an A.A.S. degree in Food Service Management in 1963 in the College of Allied Health. The Associate in Applied Science degree in Restaurant and Food Industry Management prepares graduates for supervisory and mid-management positions in the food industries.

The second degree is a Bachelor of Science in Hotel Management. This degree began in 1976 and was originally called Hospitality Management. (It required that a student have an associate degree to enter or transfer into this degree program). The Bachelor of Science 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.

The third degree is a Bachelor of Science in Resort Management. This is a four year degree that began in the summer of 2001. It originated with a partnership between three colleges on campus: the College of Business, the College of Education, and the College of Technology. The College of Education's recreation, leisure, and wellness courses as well as the College of Technology's Facilities Management courses were infused within the major and a concentration choice was available. After analysis of enrollment trends, industry changes, and advisory board input, the Resort Management degree has been modified and updated. The Bachelor of Science degree in Resort Management prepares graduates for a wide variety of management positions in the resort industry including sports, spa, and entertainment management, special events planning, meeting planning, sales, marketing, food and beverage management, and the rooms division of hotels.

The fourth degree combines the two year Restaurant and Food Industry Management degree with Hotel Management for a Bachelor of Science degree. These two degrees have been combined into a Bachelor of Science degree in Hotel Management with an A.A.S. in Restaurant and Food Industry Management to offer students that want a foods background with hotel experience a four year degree option.

Students in these bachelor degree programs are required to complete the **College of Business core courses**, which provide them with a solid background in business theory and practice.

In addition to the four degree offerings, the Hospitality Programs also offers **three minors in Restaurant and Food Industry Management, Club Management, and Special Event and Meeting Planning (18 credits each)**. The Ferris Hospitality Programs is one of only a few programs in the nation that offers minors in these areas. **It also offers six certificates: Club Management, Culinary Management, Restaurant and Food Industry Management, Sports, Spa and Entertainment Operations, Hotel Management, and Special Event and Meeting Planning (12 credits each)**.

Academic Program Review Hospitality Program Department Chair's Comments

The Hospitality program at Ferris State University is a program that has demonstrated excellent growth over the past five years. This has been accomplished through the efforts of very dedicated and hard working faculty and their ability to adapt the program to better fit the changing market conditions.

The entire SEHM department, including the Hospitality program, is currently updating the assessment tools used to judge the success of our graduates. Future tasks to be completed this year include revising syllabi to state learning outcomes and how they relate to program outcomes. New measures for assessment, along with evaluation of such measures, are also an area to be addressed this coming year.

The development of minors in Club Management and Special Event Planning has proven to be excellent additions to the Hospitality program and other programs in the department and other colleges at the University. They have contributed to a significant increase in student credit hour production and enhanced the education and credentials of the students they serve. The Club Management minor is programmed to be available entirely on line within the next 2 years.

Current additions to both faculty and staff servicing the Hospitality program will greatly increase the efficiency of the program and long term staffing plans have been developed to address the continued growth in this area.

The Hospitality program at Ferris is an excellent fit for the mission of the institution. It is well positioned to meet the demands of the changing state economy from manufacturing to service industry based as it will produce the people with the necessary skills to succeed within the hospitality industry. There is great opportunity to partner with selected community colleges to offer 2+2 or 3+1 transfer programs. If the decision is made to pursue this opportunity, it is imperative that additional staffing is in place to insure success.

Brief History 1993-2001

The Hospitality Programs has been in existence since 1958. At that time, it was housed in the School of Allied Health. The program progressed and grew and in 1978 it became a part of the College of Business in the Marketing Department. In October of 1993, the Hospitality Programs had an enrollment of 172 students. It had a full-time director, three full-time tenure track faculty and a full-time secretary.

Following the fiscal restructuring crisis of 1993, the program dropped to a low enrollment of 61 students by the fall of 2001. Since then, the Hospitality Programs faculty, through tireless work, has increased the fulltime student enrollment 150% to 177 students for the fall of 2007. In addition, by developing new minors, the Hospitality Programs now has 134 students enrolled in these minors. The faculty accomplished this turnaround by developing new program offerings that reflected the interest of today's students and the emerging needs of the hospitality industry.

In the summer of 2006, the Hospitality Programs became part of a new Department of Sports, Entertainment, and Hospitality Management within the College of Business. This new department allows for greater collaboration between programs that all serve the leisure markets of a global economy. All of this positive development in the Hospitality Programs has come at a cost. The one tenured and one temporary full-time faculty and the coordinator have extended and stressed themselves in ways that cannot be sustained to rebuild this program and make it the success that it has become. The half-time coordinator must not only administrate the program, oversee recruiting and fundraising, run the internship program, and teach a course but also has had to do the clerical work of the program. These duties simply exceed any reasonable expectation for any faculty member. The Hospitality Programs is currently in the process of hiring a part time clerical position who will work 28 hours a week.

Mission Statement

The mission of the Hospitality Programs is to offer an array of specialized restaurant, food industry, hotel, and resort management and business courses 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, the national, and global industry at large.

Program Purposes:

1. Provide students an integrated learning experience of general education, business core courses, and hospitality-specific experiences.
2. To provide students with quality work experience by providing industry internship experiences 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 industries with graduates that have the theoretical and practical background and 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, invitations 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 occurs 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 recruitment and retention methods.
8. To serve the local community with service outreaches that allows our students to experience the benefits of giving of their time and talents for the betterment of their fellow community members.

Program 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 global perspective in understanding the hospitality industries.
4. To improve the oral, written, 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 industry partnership opportunities, in the four student organizations, 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 learner-centered teaching practice, faculty development, professional organization involvement, and applied research.
9. To continue to work to improve the placement rate of graduates.
10. To encourage greater involvement of alumni in the education of program students by having them be guest speakers, take on interns, and hire graduates.
11. To have the minor in Club Management available to students in a fully online delivery system by May 2008.

Expectations for the Future and Plans for Improvement

It is clear from the labor market demands that the need for qualified graduates in the hospitality related fields would continue 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 program is focusing its 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. They are also asked to use the World Wide Web on a regular basis to do research and the web is used in instruction regularly as well. In addition students are required to do more oral presentation to enhance their speaking skills that are so vital to being a successful professional in this area.

Another area which the program will continue to expand is the educational opportunities for its students at the Holiday Inn Hotel & Conference Center in Big Rapids, Michigan. With the continual change in management at the Holiday Inn Hotel and Conference Center, the program has concerns to continue to enhance working relationships with new managers and the parent company, Labelle Management. The opportunity is to have our students more deeply involved with

“hands-on” learning with a company that has a reputation for excellent service. The program frankly used caution in involving its students with the previous management team, as the experience was not always positive or representative of what good service should be. It is our goal this year to integrate the hands-on activities of the Holiday Inn more actively into our courses.

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

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 closing in on 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 as its content area hotel and restaurant management.

As a means of expanding the diversity experiences of our students the Hospitality Programs have begun exchange program opportunities with colleges in the Netherlands, Saxion (HOGESCHOOL) Deventer. In the fall of 2003 the first student arrived from the Netherlands to enroll in the Hospitality Programs. Since 2003, we have had two other exchanges from Germany and the Netherlands. The Hospitality Programs is currently working on a partnership with the GROUPE ESC TROYES School in France.

The goals represent the combined vision of the faculty and the highly diverse Hospitality Programs advisory board consisting of over twenty members from all areas of the hospitality industry. The goals are in harmony with the forecasts that are developed by the American Hotel and Lodging Association, The National Restaurant Association, the Occupational Outlook Handbook, and the U.S. Department of Labor for where the labor needs of the hospitality industry are anticipated to be heading.

Since the program goals are a direct result of the anticipated labor needs of the marketplace combined with the academic preparation levels that the advisory board and faculty have developed, the goals are as close to being cutting-edge as possible in offering the best opportunity for our graduates to be well prepared.

The goals remain very much the same as they were in 2001 with the one change being our faculty’s embracing a learner-centered approach to instruction which

increases the involvement and responsibility of our students in their own learning. The reasons these goals are remaining the same is because they still represent the core elements of what the program is striving to accomplish including increasing enrollment, retention and graduation rates, having our students heavily involved in industry-based education through partnerships, clubs and internships, and developing our students to be thinking, problem solving, management-ready graduates.

As is explained in the next section of this review document, the Hospitality Programs is an excellent fit with the Ferris mission. The Hospitality Programs also reflect the specific mission of the College of Business to be learner-centered and responsive to the changes in the workforce needs and building good relationships with industry partners. All are things the Hospitality Programs does exceedingly well. The division of Academic Affairs has stressed faculty to be learner-centered which this faculty has fully adopted as well as to be administratively efficient which this program cannot get any more efficient as it is run with just a half-time coordinator and no secretary.

Program Visibility and Distinctiveness

The Hospitality Programs are an excellent fit to the Ferris mission as they combine hands-on, real world educational experience with challenging academic coursework leading to graduates that are not only work ready but also prepared for advancement in their careers. The program is housed in the College of Business, and whereas many programs are in other schools, this solid business core sets our students apart and is a major reason for the strong placement rate of our students.

Highly competent and personal student advising is offered by the program faculty for both academic progress and job placement. This may not sound like this would set us apart, however, the relationships we seek to form with our students by offering excellent advising and career placement assistance is at the core of our success in growing and developing this program. Evidence of this can be seen in the student program evaluations.

Multiple degree paths are options for students and laddering opportunity for 2+2 degrees with any Associate degree. This flexibility is unique and not found in most other four year colleges or universities.

The Hospitality Programs has a strong national and international internship program which rivals any other college in the country. The guidelines for the internship experience developed here are used as a model by CHRIE, the national professional organization for Hospitality programs.

We provide for students over 15 scholarship opportunities from the Hospitality industry and private contributors.

We offer minor and certificate programs that reflect the cutting edge of industry needs and students' interest. An example of this is Special Event & Meeting Planning, which has become one of the major growing new job fields in the past several years.

We have a strong fundraising event, Gala, that offers leadership opportunities to students as the Gala is run like a business operation with a student CEO and CFO overseeing the student-staffed event. The event in 2007 raised \$20,000 which will be used to support students' educational opportunities including travel to national student organization conferences.

We have nearly 1,000 alumni to assist the program and its students with internships and full-time employment. This makes our program well known across the nation.

We make a strong contribution to the local community through support of fundraising activities of local charities and school groups. Our students, through their four organizations, make significant contributions to charities in the Mecosta County area.

The Hospitality Programs has a strong advisory board committee with great industry diversity and strong local support (see Appendix F).

The Hospitality Programs will have the first fully online minor in Club Management available in the nation by May 2008. Some of the courses are already being taught. The significance of this is the minor meets a significant educational need of golf professionals whose industry has changed and requires them to be more responsible for club operations in addition to the golf and pro shop operation.

Main Competitors

The three most direct competitors are Grand Valley State University, Central Michigan University, and Northwood University. Michigan State University also impacts upon our enrollment but not in the direct way the three institutions first listed do. In addition, Baker College is a competitor because it offers a two year degree and is less expensive. Grand Rapids Community College as well as the Culinary Arts program at the Great Lakes Culinary Institute in Traverse City offers a certified culinary degree which produces chefs an option not available at FSU.

None of our three main competitors are culinary institutions so they face the same limitations we do for students interested in this aspect of our industry. What separates FSU from our competitors is our new emphasis on Special Event & Meeting Planning, our degree in Resort Management and our one-to-one service that we give our students. CMU offers a degree in Gaming and Entertainment which our program had proposed many times to the administration but found opposition to this venture at various places within the institution.

Program Relevance

Hotels (referred to as accommodations) and food services make up 8.1% of all employment in the U.S. according to the U.S. Bureau of Labor Statistics. The Bureau reports it expects an 18% increase in employment opportunities from 2002 to 2012 in these areas. The National Restaurant Association reports that it anticipates 2 million new jobs in the restaurant industry between 2006 and 2016. In Michigan, the Michigan Restaurant Association reports that it anticipates an increase of 46,500 new jobs between 2006 and 2016, or an 11% increase. Hospitality-related industries in Michigan had over 12 billion in sales in 2006. The industry, despite the employment problems of the state, continues to grow.

Dealing with Change

The two most important channels for keeping the Hospitality Programs up to speed with the ever-changing environment of the industry is its over 1,000 alumni and its Advisory Board. These two groups have their collective pulses on what is happening in the industry and regularly report their findings to the faculty of the program. The new additions of the Club Management and Special Event & Meeting Planning minors are the direct result of input from these two vital groups. In addition, because each of the faculty is deeply involved in their professional

groups and act as advisors to student organizations that all have national conferences (which Gala funds provide the means to attend) they are well versed on what is happening in the industry and what changes might be needed to remain on the cutting edge. Thanks to the changes that have taken place in the curriculum approval process at FSU it is easier for our program to develop and bring new online opportunities for our students. For example, since our last review in 2001 we have added a new bachelor degree, four new certificates, and two new minors.

Why Students Enroll in the Hospitality Programs

A comprehensive survey was done of the currently enrolled hospitality students with assistance from Institutional Research and Testing in March of 2007. A complete copy of the survey and results can be found in Appendix A.

The students were queried first about advising support. Ninety percent (90%) of those responding (95 students) indicated that the advisor's availability and willingness to help were at the good to excellent level with two-thirds of those responding indicating excellence. We begin with this finding as it is evidence of one of the powerful reasons why students choose the Hospitality Programs. The goal to give students excellent service is conveyed to students and parents and is shared by word of mouth between enrolled students and their friends in other programs as evidenced by the number of internal transfers that the program receives.

When asked about instructional quality the response was 92% good to excellent. Faculty competence response was 97% good to excellent. The availability of internship opportunities (which are all paid internships) again was 90% good to excellent. When asked if they were well prepared for entering the industry the response was 97% good to excellent.

Program Value

Value to Ferris State

The Hospitality Programs are a perfect fit with the role and mission of FSU. The Hospitality Programs prepares 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 on all academic levels from those needing an opportunity to those seeking to be the future general manager of a Marriott or Hyatt hotel. The four degree paths plus the availability of minors and certificates offers students career opportunities in dozens of industry operations from starting their own restaurant to managing a K-12 or hospital food service operation to being a general manager of a major hotel.

The Hospitality Programs requires all of its students to fulfill the 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, ten (10) for the hotel and resort degree. The program provides the beverage management course to all PGM students (as the PGA of America requires this course for golf graduates) and to many in the Tennis and Small Business Management programs. The use of laddering (2+2) is available for students with an associate degree that are seeking a degree in Hotel Management.

Value to Students

Students entering the Hospitality Programs are given an extensive assortment of opportunities to experience the industry first-hand. Four different student organizations are available with the faculty acting as advisors for all of them. Each organization focuses on a special aspect of the industry operations and each provides leadership opportunities, travel to national conferences, and local involvement in charity activities. Students complete two-400 hour internships in which opportunities exist to work at properties literally around the world. These internships often are the stepping stones to employment. The program faculty also takes the students to many food and hotel shows to introduce them to industry employers and expose them to the enormous size of this multi-billion dollar industry. All of these opportunities exist because the faculty go above and beyond just teaching a course to insure that their students have the best education possible preparing them for entry into the hospitality industry.

Value to Employers

Each year, every student that participates in a paid internship completes a detailed report of his or her experiences. Part of that report is specific input from the supervisor/manager of the intern about the value this student provides the business/property he or she worked at. This constant flow of information from employers is the most valuable assessment of the value our students have to

employers. From this feedback we are able to determine if our students are being prepared properly for a work experience. The value to employers is also chronicled by input from alumni that regularly hire new hospitality graduates. These alumni are first-line witnesses to the level of readiness of our students. Finally, information about students' value is garnered from the Advisory Board as many of its members hire our students when they graduate. Our placement rate of slightly over 97% is also evidence that we are meeting the needs of the employers.

Value to External Entities

Most of the information regarding this area can be gleaned from the vitas of the faculty. One of the most significant contributions is the work program coordinator Julie Doyle does as Chair and Chief Facilitator of the annual Hospitality Programs Career Fair sponsored by the Michigan Hospitality Educators Alliance (MIHEA). This career fair offers opportunities to all Michigan colleges and universities to bring their students to meet with over 30 companies seeking interns and full-time employees. Julie also offers alcohol awareness certification workshops for the Big Rapids and Mecosta County businesses as an outreach to increase responsible drinking among college students. The entire faculty is active in their professional organizations and all advise student organizations.

Value to State of Michigan

The Hospitality Programs has articulation agreements with 15 community colleges across the state of Michigan. The Hospitality Program faculty have served and (currently serve) in leadership roles for several of the state and national professional organizations (see Appendix D for faculty vitae), which allows them to regularly interact 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.

Value to the Local Community

The Hospitality Programs are keenly aware of the responsibility they have to the local and state community. The program faculty and students assist with the Relay for Life by making 800 cookies each fall. Students have also assisted as meeting planners and the logistics of the annual Big Rapids Christmas Parade and provided Thanksgiving dinner for community residents. On a regular basis they have hosted

state conferences for vocational educators in food service areas. The program, through its internship program, provides many of the smaller establishments in the five county areas 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 community groups and student organizations with small fund raisers by putting on dinners for the groups.

Value to 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 with a network of highly qualified alumni operating nation-wide serving both the hospitality industry and their local communities. Many of these alumni offer internship and full-time employment opportunities to hospitality students. The Hospitality Programs is also recognized nationally for its well-developed internship program with the Ferris guidelines for ensuring that an internship is both a valuable work experience and an educational experience being used as a model by the national professional organization, CHRIE. In addition, Hospitality students have internship opportunities nationwide and internationally.

Graduate Exit Survey

Currently, the College of Business Dean's Office conduct surveys of each graduating senior. The Educational Benchmarking, Inc. (EBI) survey results will be available through the Dean's Office in the near future.

The Hospitality **Student Survey** was utilized to obtain feedback on every facet of student interaction with the program. The positive responses align with the annual increase in enrollment experienced in these degrees. The highlights of the survey focus on the availability and quality of the faculty. Good to excellent ratings for advisor availability, willingness, and quality are all above 90% of respondents. We also see strong satisfaction scores for quantity and quality of student clubs, field trips, and trade shows with scores of those responding being nearly 90%.

The Hospitality **Alumni Survey** also highlighted advisor availability and willingness with 93.8% of respondents rating these categories as excellent. We also see from this group a very strong positive response regarding career opportunity exposure and quality/quantity of internships, in-class speakers, and tradeshow. Questions regarding career development, preparation, and job search assistance by faculty all received satisfaction ratings well over 80%. Another important response is based on 81.2% of respondents finding value in their required internships with only 3.1% strongly disagreeing.

The Ferris State University **Faculty Survey** revealed strong scores in the program's consistency with the FSU mission, relevance of courses, and current revisions of curriculum. Scores also indicated that 74% of respondents said that the faculty provided strong academic and career advising. Over 77% of respondents indicate they agree that the program's students are prepared to enter the workforce and conduct themselves professionally in classes. Faculty comments positively focused on the value of the required internship for the program and the dedication of the program's faculty.

The **Employer/Internship Survey** indicates an above average score for every category. Highest scores were found to fall within employee cooperativeness, honesty/integrity, dependability, and a willingness to learn. Strong scores were also found in quality of work, enthusiasm, and communication skills. The general knowledge and understanding of business rating was also above average.

The **Advisory Board Survey** provides an opportunity for industry input on the status of the program. The results state that 100% of respondents agree that faculty

are providing appropriate academic and career planning advising with 92% indicating students are well prepared to enter the workforce with a foundation for multiple career possibilities. Over 91% of respondents indicate internships to be varied and of high quality.

Profile of Students

Student Demographic Profile

*See graphs in Appendix B

Offering classes on the main campus face to face as well as offering online classes during the summer meets the needs of our student profile at this time. Discussions are in progress to offer hospitality courses at our offsite campuses in both Traverse City and Grand Rapids.

Quality of the Students

In addition to ACT and GPA's of students entering the program, certifications, earned, as well as career center participation, are evaluated. NOCTI exams are available for advanced placement for these individuals.

Student Recognition

2007 **FSU Torchbearer Award**

Joseph Madison, Resort Management, Club Minor

Alissa Pasant, Resort Management, Special Events Minor

2007 **FSU Rising Star Award**

Elizabeth Block, Hotel and Restaurant Management

2007 **Heart & Soul Award & Humanitarian Award - MI Campus Compact**

Erica Rogerson, Resort Management, Club and Special Events Minors

2007 **College of Business Student Excellence Award**

Benjamin Eli Powell, Resort Management, Club, Restaurant Management,
& Statistics Minor

Rachel Anderson, Hotel and Restaurant Management

2007 **CMAA Club Managers Association of America**

Attended international conference in Anaheim, CA

2007 **NSMH - National Society of Minorities in Hospitality**

Attended national conference in Seattle, WA

2007 **PCMA - Professional Convention Management Association**

Attended national conference in Toronto, CA

2007 **NRA Salute to Excellence, Chicago, IL**

Erik Fetters, Hotel and Restaurant Management

Elizabeth Block, Hotel and Restaurant Management

- 2006 **FSU Rising Star**
Erica Rogerson, Resort Management
- 2006 **Salute to Excellence Award National Restaurant Association**
Erin McManus, Hotel and Restaurant Management
Lynn Slupski, Resort Management
- 2006 **Hyatt Minority Scholarship Award**
Rachel Anderson, Hotel and Restaurant Management
- 2006 **NSMH - National Society of Minorities in Hospitality**
Dalilah Cornish received National Public Relations Award
- 2006 **Alticor Inc. Sister City Project**
Benjamin Powell, Joseph Madison, Lynn Slupski, & Leah Blaszczyk
- 2006 **CMAA - Club Managers Association of America**
Attended international conference in Hawaii
- 2006 **CMAA Joe Perdue Award**
Joseph Madison, Resort Management, Club Minor
- 2006 **College of Business Student Excellence Award**
Yvette Finley, Hotel Management
Dalilah Cornish, Hotel & Restaurant Management

As you can see from the awards and scholarly activities our students have been involved in just the last year that our students are very active and highly regarded both inside FSU and among their peers.

All Hospitality students are required to work and participate on the annual Hospitality Gala, which is an authentic learning experience in all aspects of the hospitality industry from meeting planning, to food preparation, to service with a smile. As a direct result of the relationship between the three current faculty members in the department with all of the students, the gala has become an outstanding educational experience for the students providing the optimum in experiential learning. It has grown in scope and complexity from a fundraising event to a structured “corporation.” Student involvement includes front of house service, décor, special services, as well food preparation, valet, silent auction, etc. to produce an event that far exceeds attendee expectations. This event has produced significantly increased profits annually for the last four years. As a result of their advanced level of teamwork, the **Hospitality Programs was nominated for the FSU Distinguished Team Award.**

Our program supports the American Cancer Society Relay for Life by making hundreds of cookies each year as part of a community fundraiser.

Our students volunteer to work major food functions in Grand Rapids to see how the process of major food service is accomplished including a dinner for 5000 people at once.

In 2006 four of our students worked directly in a service learning project for the Alticor Inc. Amway Hotel Corporation to produce a restaurant concept for the new JW Marriott Hotel that is to be built in Grand Rapids. The concept was produced using the Marriott's CS software tool and is now posted on the Marriott website as the national example of Marriott executive's new expectations for submission.

Employability of Students

The Hospitality Programs has a 97% employment rate into full time positions. Graduate Follow-Up Survey summary reports are included in this report. Of those graduates that responded from 2002 – 2005, placement rate ranged from 86% - 100%. Salary ranges according to the graduate survey ranged from \$25,000 in 2001 to \$35,000 2005. The faculty, through their advising and networking, provide career assistance and placement assistance. Each Hospitality Programs student is required to complete two internships which many of these opportunities result in full time placement after graduation. In addition, students from our four professional organizations attend national conferences that offer opportunities for interaction with many potential employers.

Each year the MIHEA, the Michigan Hospitality Educational Alliance, has an annual career fair. This event is directed by FSU Hospitality Programs coordinator Julie Doyle. This event brings in over 30 companies seeking full time, part time, and internships specifically for the hospitality management students. Career fairs at FSU are also available on campus for our students. Careers are available globally, although most of our graduates will stay within the United States. Current information from the alumni office shows that over 87% of alumni remain in the hospitality industry after graduation and that 79 % remain in the state of Michigan. Additional educational training (certification and or masters degrees) beyond the initial degree being pursued is less than 10% annually.

Enrollment

The anticipated fall enrollment for the Hospitality Programs is 177 students. Enrollment has increased over 150% over the past five years.

*See graphs in Appendix B

Academic Program Review

Hospitality Program

Dean's Comments

The growth of our Hospitality programs over the past five years has been consistently impressive (see the chart below). Early data indicates that F'07 enrollment will continue the trend (tentatively up 8+% over F'06). The curricular refocusing that has occurred has obviously produced a programmatic offering that is deemed distinctive and valuable. Key in this has been our shift from an emphasis on two-year offerings (where our two-year competitors were better equipped and less expensive) to four-year offerings (where our capabilities and positioning are competitive). The success of this effort is borne out by change in the percentage of Hospitality students enrolled in BS programs, which went from 46% in F'02 to 83% in F'06 (see below).

Program	[Fall]	2002	2003	2004	2005	2006
Hotel Management (B.S)		9	13	13	19	21
Hotel with RFIM combined (B.S.)				2	27	29
Resort Management (B.S.)		24	36	47	54	68
Restaurant & Food Ind. Mgt. (A.A.S.)		<u>38</u>	<u>38</u>	<u>39</u>	<u>26</u>	<u>24</u>
Enrolled Majors		71	87	101	126	142
Annual growth			22.5%	16.1%	24.8%	12.7%
4-Year growth						100.0%
<u>Degree Enrollment %</u>						
BS		46.5%	56.3%	61.4%	79.4%	83.1%
AAS		53.5%	43.7%	38.6%	20.6%	16.9%

While indications are that we are moving in the right direction, we haven't specific confirmation that our students are emerging with all of the skills, knowledge and abilities that we deem appropriate (job placement is, indeed, a form of corroboration, but is not a guarantee of such). In the vein of continuous improvement, we have begun, and will be working over the coming year on, development and implementation of learning outcomes measures, as well as the process for interpreting the results and initiating change as appropriate.

In addition to the increase in majors, we have expanded our certificate offerings in support of non-majors, and are beginning to offer some coursework on-line. This has added to the increase in student credit hour production (which has grown 67% over the most recent three year period available: 02/03-05/06). The dedication and commitment of our two permanent and one temporary faculty have made this possible.

The combination of more students to advise and oversee in these heavily experiential programs, and more students in the hospitality classes, mandates that we increase our instructional and support staffing, if at all possible. During the past three years, we converted a part-time adjunct position to a two-year full-time adjunct. We hope to secure approval this year to add another permanent position (by transferring a permanent faculty line from another program). In addition, we have just been approved to fill a part-time clerical position to support the program. These actions should enable us to continue to grow, assuring the integrity of the learning process.

As for the physical resource issues, the larger program-specific ones identified (e.g., the kitchen renovation) are problematic. In the near term, we will have to find alternative resources. For the long-term, we likely will have to find donations to fund such needs, if we are to address them. As for the more conventional instructional area needs, we will strive to address them through the physical plant improvement programs as all similar needs in the Business building are addressed.

The hospitality industry continues to boom despite other downturns in Michigan's economy. It is clearly a program that should be expanding but only with adequate support to do so both in adding new faculty and a clerical position.

Program Capacity

Based on a statistical analysis of capacity vs. enrollment for the Hospitality Programs and based on trend lines of the compiled data, linear relationships can be seen to cross at spring 2007, showing that new faculty is needed to meet the new student demand. If we are to offer all of our Club Minor courses as online opportunities each semester, a faculty will be needed to teach these courses. Certification through the American Culinary Federation is being considered. If this is to proceed, culinary faculty, upgraded equipment and upgrading of labs will need to be approved.

Retention and Graduation

The Hospitality Programs is located in West Commons sharing a building with Public Safety. Traffic flow in and out of this building is 24/7. Signage, brochures, and marketing tools have been displayed for anyone coming or going from this building advertising the Hospitality Programs. With the high traffic flow into Public Safety, this gives us excellent visibility to on-campus students. Currently, online classes are being offered for the Club Management Minor. Classes on the main campus are offered each day during the work week. There are multiple entry points into the degree programs and laddering 2+2 options are available for all two year degrees. Discussions are underway to expand the Hospitality Programs to campuses in Traverse City and Grand Rapids. Given our current human resources, looking at any further expansion without new resources is not practical.

Curriculum

Hospitality Programs bachelor degrees require the business core consisting of 10 classes / 30 credits; General Education courses equate to a minimum of 45 credits; and the Major courses range from 28-31 credits. There are no hidden prerequisites. Each of the degrees within the Hospitality Programs has been reviewed and revised since the last program review. With data and input from alumni, advisory board, and industry changes, the **Resort Management degree** has changed. The Resort Management major courses reduced total credits from 124/130 to now 120/122; we have added new concentrations (that result in minors) and deleted concentrations that showed low enrollment. The Hospitality Programs also added Special Event and Meeting Planning, Club Management and Sports, Spa and Entertainment Operations, with the deletion of Marketing, Lodging, Facilities Operations and Facilities Planning Management.

The **Hotel Management bachelor degree** is a new degree. Historically it was a 2+2, with the Hotel Management piece equating to 65 credits beyond the associate degree. Based on alumni, advisory board, and student demand a new stand-alone Hotel Management Degree was developed. The new 2+2 configuration is now known as **Hotel Management with an AAS in Restaurant & Food Industry Management**. This allows the student to take the Hotel/ Restaurant Major courses of 28 credits, and then select an additional 18 credits of elective courses, 9 in the Restaurant & Food Industry category, and 9 in the Hotel Management category.

The **AAS Restaurant and Food Industry Management** degree had the following changes: credits reduced from 69 to 62. New courses added into the Restaurant major and Professional Component: RFIM 101 Orientation to Hospitality Programs, RFIM 227 Industry Exploration, MGMT 301 Applied Management, MGMT 373 Human Resource Management, and new classes into the Elective Courses category; RFIM 111 Principles of Food Science, RFIM 127 Principles of Cooking & Baking, as well as RFIM 226 Cuisines of the World. Classes deleted were: RFIM 299 Quantity Food Management, MKTG 321 Principles of Marketing, ACCT 202 Principles of Accounting 2, RFIM 110 Introduction to Hospitality Industry and HLTH 125 Responding to Emergencies.

*See Appendix C for Sample Course Syllabi

Quality of Instruction

The professional interaction that the Hospitality Programs faculty have with their students is unmatched at FSU. Highly competent and personal student advising is offered by the program faculty for both academic progress and job placement. The relationships formed with our students by offering excellent advising and career placement assistance is at the core of our success in growing and developing this program following the 1993 fiscal crisis. Evidence of this can be seen in the student program evaluations. Each faculty member advises one of the student organizations which are very actively engaged in national club activities.

A comprehensive survey was done of the currently enrolled hospitality students with assistance from Institutional Research and Testing in March of 2007. A complete copy of the survey and result can be found in Appendix A.

The students were queried first about advising support. Ninety percent (90%) of those responding (95 students) indicated that advisor availability and willingness to help were good to excellent with two-thirds of those responding indicating excellence. We begin with this finding as it is evidence of one of the powerful reasons why students choose the Hospitality Programs. The goal to give students excellence service is conveyed to students and parents and is shared by word of mouth between enrolled students and their friends not enrolled as evidenced by the number of internal transfers that the program receives.

When asked about instructional quality, the response was 92% good to excellent. In faculty competence the response was 97% good to excellent. The availability of

internship opportunities (which are all paid internships) again was 90% good to excellent. When asked if they were well prepared for entering the industry the response was 97% good to excellent.

The faculty have continued to update their teaching and professional skills. The program faculty as a whole have adopted a learner-centered approach to teaching. Help with this undertaking came directly from the Faculty Center for Teaching and Learning at FSU. (See Appendix D for Vitae for specific development activities).

Composition and Quality of Faculty

*See Appendix D for faculty vitae

Degree Program Cost and Productivity Data

The following classes are typically offered in the fall semesters:

RFIM 101 – Orientation to Hospitality Industry, RFIM 113 – Sanitation & Safety, RFIM 114 – Menu Planning & Nutrition, RFIM 115 – Food & Labor Cost Control System, RFIM 204 – Food & Beverage Operations in Clubs, RFIM 207 – Beverage Management, RFIM 211 – Purchasing: Hospitality Industry, RFIM 214 – Equipment, Layout, & Design, RFIM 227 – Industry Exploration, RFIM 292 – Cooperative Education, HOMT 301 – Property Management & Housekeeping, HOMT 392 – Cooperative Education, HOMT 401 – Special Event Planning.

The following classes are typically offered in the winter semesters:

RFIM 111 – Principles of Food Science, RFIM 127 – Principles of Cooking & Baking, RFIM 207 – Beverage Management, RFIM 226 – Cuisines of the World, RFIM 229 – Dining Room Management, RFIM 292 – Cooperative Education, HOMT 305 – Hospitality Marketing/Executive Meeting Planning, HOMT 312 – Club Operations Management & Governance, HOMT 392 – Cooperative Education, HOMT 403 – Hospitality Law, HOMT 404 – Front Office Procedures, HOMT 405 – Resort & Recreation Management/Tourism, HOMT 499 – Hospitality Policies & Issues.

The following classes are typically offered in the summer semesters:

RFIM 292 – Cooperative Education, HOMT 392 – Cooperative Education,
 *HOMT 305 – Hospitality Marketing/Executive Meeting Planning, *HOMT 312 –
 Club Operations Management & Governance.

*These classes are offered online.

HOMT Student Credit Hours for 2001-2006				
Year	Summer	Fall	Winter	F + W (a)
2001-02	21.00	65.00	187.00	252.00
2002-03	26.00	80.00	184.00	264.00
2003-04	25.00	128.00	290.00	418.00
2004-05	140.00	106.00	464.00	570.00
2005-06	158.00	156.00	476.00	632.00

HOMT Full Time Equated Faculty for 2001-2006				
Year	Summer	Fall	Winter	Avg F + W (b)
2001-02	0.23	0.99	1.95	1.47
2002-03	0.27	0.98	1.61	1.30
2003-04	0.27	0.96	1.03	0.99
2004-05	0.26	0.49	1.50	0.99
2005-06	0.50	0.49	2.17	1.33

HOMT SCH/FTEF for 2001-2006				
Year	Summer	Fall	Winter	F + W (a / b)
2001-02	89.57	65.77	95.98	171.62
2002-03	95.50	81.66	113.97	391.26
2003-04	94.00	133.63	282.63	421.38
2004-05	545.07	217.53	309.89	574.43
2005-06	314.75	316.27	219.08	474.12

RFIM Student Credit Hours for 2001-2006				
Year	Summer	Fall	Winter	F + W (a)
2001-02	43.00	324.00	280.00	604.00
2002-03	35.00	352.00	280.00	632.00
2003-04	137.00	447.00	354.00	801.00
2004-05	153.00	451.00	364.00	815.00
2005-06	138.00	562.00	309.00	871.00

RFIM Full Time Equated Faculty for 2001-2006				
Year	Summer	Fall	Winter	Avg F + W (b)
2001-02	0.27	2.43	1.63	2.03
2002-03	1.23	2.27	2.14	2.21
2003-04	0.23	2.29	1.39	1.84
2004-05	0.49	2.01	1.28	1.64
2005-06	0.50	2.59	1.10	1.84

RFIM SCH/FTEF for 2001-2006				
Year	Summer	Fall	Winter	F + W (a / b)
2001-02	161.93	133.24	172.03	297.58
2002-03	28.51	155.04	131.11	572.32
2003-04	585.36	195.01	253.96	434.61
2004-05	310.25	224.08	285.40	495.72
2005-06	277.10	217.26	280.91	472.50

Assessment and Evaluation

Listed below are the Hospitality Programs' assessment mechanisms.

Graduates of the **Resort Management Program** are expected to demonstrate the following program-level learning outcomes:

- Develop and execute strategies to address challenges confronting the hospitality
- Apply service marketing and management concepts relevant to the development and deployment of hospitality business service delivery systems
- Research, interpret, and apply current and emergent hotel and restaurant theory and practice to better achieve hospitality business goals
- Create, construct, and implement sales plans, marketing materials, and special event programs to promote hospitality business

- Develop, analyze, and execute basic accounting, budgeting, variance analysis, and financial operations as they apply to food, beverage, and lodging operations of a hospitality business
- Incorporate cultural, social, economic, and psychological context of food and nutrition in food and beverage operations of a hospitality business
- Develop and manage human resources required to meet the needs and goals of a hospitality business – including utilization of available strategic human resource alliances and developing trends in the hospitality industry
- Apply accounting and financial information to executive decision making in a hospitality business
- Apply quantitative methods, management information systems, and principles of the legal environment to a hospitality business

The assessment measures that are used, both direct and indirect, are listed below:

Direct:

- Portfolio
- Capstone project
- Certification exams (6)
- External evaluation of performance during internships

Indirect:

- Alumni survey
- Employer survey
- Student survey
- Job placement data
- Graduation rate

Graduates of the **Hotel Management w/ AAS in Restaurant & Food Industry Management Program** are expected to demonstrate the following program-level learning outcomes:

- Graduates apply their knowledge regarding the hospitality industry to whatever career track within the industry they pursue.
- Graduates are effective users of recent research and theory in hospitality operation management and can assess new advances in their specialties.
- Graduates are recognized for excellent preparation and are vigorously recruited by employers and are successful in finding jobs in their specialty and / or meeting their goals.

- Graduates express satisfaction with their academic preparation and the opportunities afforded to them by the Hospitality Programs administration.
- Students demonstrate a high degree of readiness and preparation for each progressive stage of development through their degree program once admitted.
- Examine the functions of human resource management, with special attention to strategic human resource alliances and developing trends.
- Apply accounting and financial information to executive decision making in the hotel and restaurant industry.
- Examine service marketing and management concepts relevant to the hotel and restaurant industry and explore how these concepts can be applied to service delivery systems.
- Examine mechanisms and techniques employed in the management of hotel management, convention and meeting management, and or food service/ restaurant management.
- Develop strategies to address the challenges of a specific problem in the hotel and restaurant industry management on basis of interest and preparation and apply this to their current work environment.
- Conduct independent research in their major area of work on the analysis of a problem for a hotel and or restaurant organization.
- Knowledge and understanding of financial management of hotel and restaurant food and beverage goods and services.
- Knowledge and understanding of legal environment of profit and non-profit organizations.
- Knowledge and understanding of quantitative methods and management information systems, including computer applications
- Relevant operational and / or management experience in the hospitality industry with guidance and supervision guaranteed by the industry and the academic program.
- Appreciate the cultural, social, economic and psychological context of food and nutrition.

The assessment measures that are used, both direct and indirect, are listed below:

Direct:

- Portfolio
- Capstone project
- Certification exams (6)
- External evaluation of performance during internships

Indirect:

- Alumni survey
- Employer survey
- Student survey
- Job placement data
- Graduation rate

Graduates of the **Hotel Management Program** are expected to demonstrate the following program-level learning outcomes:

- Develop and execute strategies to address challenges confronting the hospitality
- Apply service marketing and management concepts relevant to the development and deployment of hospitality business service delivery systems
- Research, interpret, and apply current and emergent hotel and restaurant theory and practice to better achieve hospitality business goals
- Create, construct, and implement sales plans, marketing materials, and special event programs to promote hospitality business
- Develop, analyze, and execute basic accounting, budgeting, variance analysis, and financial operations as they apply to food, beverage, and lodging operations of a hospitality business
- Incorporate cultural, social, economic, and psychological context of food and nutrition in food and beverage operations of a hospitality business
- Develop and manage human resources required to meet the needs and goals of a hospitality business – including utilization of available strategic human resource alliances and developing trends in the hospitality industry
- Apply accounting and financial information to executive decision making in a hospitality business
- Apply quantitative methods, management information systems, and principles of the legal environment to a hospitality business

The assessment measures that are used, both direct and indirect, are listed below:

Direct:

- Portfolio
- Capstone project
- Certification exams (6)
- External evaluation of performance during internships

Indirect:

- Alumni survey
- Employer survey
- Student survey
- Job placement data
- Graduation rate

Administration Effectiveness

The Hospitality Programs has joined the newly formed department: Sports, Entertainment and Hospitality Management.

This new department allows for greater collaboration between programs that all serve the leisure markets of a global economy. The department head is extremely supportive of the initiatives, growth and direction of the Hospitality Programs. At the time of this report the Hospitality Programs is in the process of hiring a 28-hour/week secretary. Classes and teaching schedules are effective and efficiently prepared. Courses are taught in a timely manner as well as online courses are now being offered.

Facilities and Equipment

Instructional Environment

All of the Hospitality classes, with the exception of Hospitality Law, are taught in the West Commons (WCO) building. The program office and faculty offices are located in WCO Room 106. The three main classrooms are WCO 108, 109 & 110. The lab kitchen in WCO 108 accommodates 20 students with 10 cooking stations. WCO 109 is a standard classroom with seating for up to 36 students. WCO 110 doubles as both a classroom and dining room with seating for 36 students or up to 75 dining guests. WCO 105 is the main kitchen adjacent to the WCO 110 classroom. Outside of these four main areas are additional storage and a two-station computer lab for student use. Both WCO 109 and 110 are equipped with an instructor work station, internet access, screen, and overhead projector.

Although it cannot be changed, it should be noted that being in a separate building from both the department office and College of Business office presents challenges. Most paper work needs to be routed from West Commons to Knollcrest and on to the College of Business. This causes delays not experienced by other programs in the College of Business.

The main office and faculty offices are physically in good repair with recent paint. The office furniture is old and does not match. Most of the furniture came from other areas on campus. Both WCO 109 & 110 are in need of new paint and new carpet. The carpet in both rooms is over twenty years old and well worn. Neither area has air conditioning.

The WCO 108 kitchen is in very poor repair. The cabinets, floors, ceiling, and sinks all need replacement. The commercial equipment such as hood, fryer, freezer, etc. are in good repair with many pieces recently purchased. The stoves at each station (ten stations) were purchased new within the last year. Other cabinets and storage are mismatched coming from other areas on campus. This room is not air conditioned. The general impression of the room is shabby and out dated.

The WCO 108 kitchen remodel and air conditioning for the all three classrooms remain the highest priorities in respect to the physical facilities. The WCO 108 kitchen layout is an impediment to instruction. Each station has a small sink usable only for food prep. All dishes are washed at a single three compartment sink. At the end of each lab there are twenty students lined up to wash their dishes. The second concern would be the proximity of utensils and ingredients to each

station. Students waste a substantial amount of nonproductive classroom time gathering ingredients and utensils as well as carrying dishes to and fro from the dish sink and drying rack.

Currently the amount of space is adequate for classroom instruction. If enrollment continues to grow as it has in the past few years this may not be the case. Lack of office space will be a growing concern as a part-time secretary and temporary full-time faculty member join the staff this coming fall.

Upon request of our Dean, a recent quote was obtained from the Physical Plant estimating the cost of updating the WCO 108 kitchen. The cost of new floors, cabinets, sinks, painting, and ceilings was around \$100,000. This quote does not include air conditioning for the space. The decision was made to table the project for this fiscal year. There are no plans for new carpeting, furniture, painting or air conditioning in the other classrooms and/or offices.

Remodeling the kitchen would free up a substantial amount of classroom time for production and learning if needed items were closer and more convenient. Time spent waiting to wash dishes could be better utilized. The lack of air conditioning results in hot and humid environments with no air circulation making it hard for students to concentrate.

Computer Access and Availability

There are instructor work stations in WCO 109 & 110. Each station has internet hook-up plus overhead projector and screen. There is also a small computer lab that is heavily used by students in the program. This consists of two computers and a single printer. Program specific software includes the Virtual Hotel in BUS 118 used by the Front Office & Accounting class and Menu Engineering in BUS 326 used by the Menu Planning & Nutrition class. Other software used is generic such as EXCEL, purchased by students such as TAP, or internet accessed such as the USDA's Healthy Eating Index.

Virtual Hotel is a hotel front desk simulation allowing the students to practice making reservations, posting charges, changing guest room status, and other typical functions. The Menu Engineering program is used to analyze costs and sales in an actual restaurant to identify the most profitable menu items. The Menu Planning class uses the sales information from Noto's Old World Italian in Grand Rapids. The class benefits from being able to analyze a real restaurant and Noto's receives valuable feedback. EXCEL is used in case study analysis. The United

States Department of Agriculture's (USDA) Healthy Eating Index and Food Pyramid are used to assess the nutritional value and adequacy of different foods and diets. Microsoft Word is used in designing menus. The TAP program is an on-line sanitation training program preparing students to pass the Certified Food Safety Manager exam. PowerPoint is used by students in preparing presentations. WebCT is used for on-line testing. There are so many software programs used by Hospitality students it is hard to summarize them all, these only serve as examples.

The Hospitality Programs student computer lab with only two work stations is heavily used. Additional work stations are needed. A color printer in the building would be nice too as a lot of menu design and printing goes on.

There is an offer from Jonas software to donate software to the Club Management minor. Jonas software has about 60% of the private club market in the US and Canada. Many jobs in club management are posted looking for applicants familiar with Jonas software. The value of the donation would be in the neighborhood of \$200,000. Ferris would be the second school in the country, behind The University of Nevada at Las Vegas, to receive such a donation. The software would be used by at least four separate hospitality courses. The donation cannot be accepted though until Hospitality Programs has a server to run the software on. Discussions have been on-going over the past two years regarding this offer.

The College of Business lacks adequate computer lab space and support. Buying software is far easier than being able to schedule time in the computer lab. It is almost impossible to schedule time in a computer lab if the class only needs to work on the software for a few days or weeks. Labs in FLITE are far easier to schedule but if the class is working on program-specific software that option doesn't work. Even when College of Business computer labs are available there is not enough support. Computers are often out of order leaving some students without a computer to do in-class assignments.

Initially it was thought that Jonas would be able to donate the server as well as the software. The next option was applying for an Exceptional Merit Grant this past spring. The grant was not awarded. At present the possibility of sharing a server with the statistics program is being pursued. It is not apparent whether sharing a server will work. The cost of the server is around \$7,000. The server has been included in both planning documents and one time requests.

The program uses a number of on-line services such as TAP, the USDA site, newsletter subscriptions like RestaurantOwner.com, Lotus Notes, and WebCT. This area is deemed more than adequate.

Other than the lack of adequate computer lab space and support in the College of Business mentioned above this is not an area of concern. Tech support for faculty and classroom computers is good. Training and support for WebCT is sufficient and the faculty is proficient. On-line courses are being taught by an adjunct faculty but support for this and the use of WebCT are not an issue.

Other Instructional Technology

Other types of instructional technology used by the Hospitality Programs would fall within the parameters of small wares and equipment. Equipment would include commercial restaurant equipment as well as some home types such as the stoves in WCO 108. Small wares would include items such as kitchen knives, portable burners, wine glasses, pots and pans, etc. Other resources are available based on the cooperation of area businesses and the campus community.

These types of resources are used in many different classes. The Dining Room Management class practices carrying trays, setting tables, opening wine bottles, and tableside cooking. The Beverage Management class utilizes beer and wine tasting along with practice making mixed drinks. The food lab classes actually prepare a variety of foods and baked goods. These are a few examples of the types of activities classes participate in.

In some cases the program does not have the resources needed but relies on other avenues. The Property & Facilities Management class learns about hotel laundry facilities by touring them at the Holiday Inn. The same class practices making up hotel rooms at both the Holiday Inn and Country Inn & Suites. They also do independent inspections of local businesses for Americans with Disabilities Act (ADA) compliance. The Front Office Operations & Accounting class does individual observations of the front desk at the Holiday Inn. Students in the Purchasing class tour, and assist in, one of the storerooms on campus. The Industry Practicum class learns about hospital tray lines during a field trip to Butterworth Hospital. Again, these are only a few examples of how the Hospitality Programs is committed to partnering with the industry to expand resources available to students.

Most instructional technology is purchased through federal Vocational Education (Voc Ed) funds under the Carl Perkins Act. One problem with this reliance is lack of consistent or base funding. This past year the program received \$26,000 for equipment and small wares. This was the first time in many, many years that the

program received any substantial amount of funding. Another problem is that sometimes needs fall outside of funding parameters and the most urgent ones go unmet. Additionally, Voc Ed funds do not cover things like repairing broken equipment such as microwaves, fryer filters, and mixers. There are a number of items sitting around the building in need of repair with no funds to do so. Another issue is that Voc Ed funds are specifically earmarked for two year programs. Lastly, Voc Ed funds are tied to enrollment of *Special Populations* in a program. With ever increasing admission standards it follows that the enrollment of *Special Populations* is destined to decline.

There is no acquisition plan within the College of Business to fund instructional technology. Only on rare occasions has the College of Business funded these types of purchases. There has never been an inclusion in the budget for this.

Currently the most urgent needs are in order of priority; 1) remodel WCO 108 kitchen, 2) air condition classrooms, 3) provide new office furniture, and 4) carpet WCO 109 & 110. The current status of small wares and equipment is adequate other than areas mentioned above. Some items are old and worn but still usable until funds are available to replace them.

Library Resources

Library holdings specific to the program are more than adequate and represent a broad range such as electronic databases, CD's, cookbooks, and books on management theory.

Support from FLITE has been very good. Scheduling computer lab time is not difficult. Materials are easily put on reserve. Librarians are always willing to assist as needed both in the classroom and one-on-one with faculty.

Requests to purchase materials have never been turned down for lack of funds. Denials have been based on materials falling outside of purchase guidelines and not due to budget restrictions.

Conclusions

It is clear from all of the documentation in this program review document that the Hospitality Programs is an excellent fit for FSU. The Hospitality Programs through its Gala friend and fund raiser, professional partnerships, offices held in professional organizations by faculty and students, and its significant growth has demonstrated that it is a visible both on campus and nationally and a highly effective player in the market place of hospitality programs in Michigan.

The Hospitality Programs are a perfect fit with the role and mission of FSU. The Hospitality Programs prepares 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 on all academic levels from those needing an opportunity to those seeking to be the future General Manager of a Marriott or Hyatt hotel. The four degree paths plus the availability of minors and certificates offers students career opportunities in dozens of industry operations from starting their own restaurant to managing a K-12 or hospital food service operation to being a GM of a major hotel.

Enrollment is up 150% from 71 students in Fall 2002 to 177 students in Fall 2007. This increase is taxing the resources of the program to meet the needs of the students. New degrees, minors and certificates have been added to attract new students and to stay current with the needs of the market place.

The curriculum is under constant revision with new courses, degrees, minors and certificates while closing courses and certificates that were poorly enrolled.

New Course:

Special Event Planning (HOMT 401)

New Certificates:

Club Management

Culinary Management

Sports, Spa, & Entertainment Operations

Special Event & Meeting Planning

New Minors:

Club Management

Special Event & Meeting Planning

New Degree:

B.S. - Hotel & Restaurant and Food Industry Management

Removed concentrations in B.S. Resort Management degree:

Lodging Management (infused into the Resort Management major)

Facilities Operations Management

The current faculty has nearly forty years of teaching experience between them and is deeply committed to their students. Expansion will require additional faculty especially if the Hospitality Programs is to be available in off campus markets. The Hospitality Programs is considering several future initiatives which would require additional faculty to implement. One of which would be to partner with the College of Allied Health which currently offers the nutritional courses needed to offer a Certified Dietary Managers Certification. This would be a strategic effort to offer the health care/food service industry with qualified, certified dietary management. Another initiative is the development of a Spa Management Minor and Certificate which will provide a Retail Management for Spas Certification. This is in response to the rapid growth of spas and a movement to advance spa culture and to sustain health and well-being within the resort industry.

This review process has been enlightening and it is our hope that the committee's feedback will help us to continue to improve and will be supportive of our efforts to expand our programs offerings.

FERRIS STATE UNIVERSITY

Hospitality Alumni Survey

As part of the Academic Program Review process, we are asking Hospitality students to please take a few minutes to complete this survey of the program. Your answers will be confidential. You will be provided a space for your contact information at the end of the survey, but this information will only be used for the drawing to win a French knife. Please respond to the survey by January 30, 2007.

Q1 Please rate each of the following aspects of the Hospitality Management program.

	Poor	Fair	Good	Excellent	Does Not Apply
a. Availability of my advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Willingness of my advisor to help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Quality of academic advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Quality of career advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Availability of required courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Clarity of degree requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Quality of instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Fairness of grading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Opportunities for student feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Quality of interaction with faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Professional competence of departmental faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Exposure to a wide range of career opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Quality of internship experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Availability of internship experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Quality of students in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Classroom facilities related to the major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Lab facilities related to the major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Helpfulness of office staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Quality of library holdings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Industry-specific software training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Overall preparation to enter hospitality industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Overall quality of leadership program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2

For each of the following items, please indicate your level of satisfaction with the *quantity* of the item.

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does Not Apply
a. Participating in Gala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Student clubs in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Field trips taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Outside class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attending trade shows/seminars/conferences/meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Opportunities for networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Opportunities for leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3

For each of the following items, please indicate your level of satisfaction with the *quality* of the item.

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does Not Apply
a. Participating in Gala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Student clubs in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Field trips taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Outside class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attending trade shows/seminars/conferences/meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Opportunities for networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Opportunities for leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4

Please rate each of the following aspects of the FSU Hospitality Programs.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a. I am satisfied with my current career development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Hospitality Programs prepared me for my first job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Hospitality Programs prepared me for my current job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Ferris gave me the tools to advance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Hospitality Programs faculty were helpful in my job search.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. The program provided me with information in my job search.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. My internship(s) was/were valuable in my career.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I plan to, or am, furthering my formal education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 If a course in basic nutrition were offered as a scientific understanding elective, would you have taken it?

Yes
 No

Q6 If a BS in Restaurant Management were offered, would you have enrolled in it?

Yes
 No

Q7 If an AAS in Culinary Management (accredited by the American Culinary Federation) were available, would you have enrolled in it?

Yes

No

Q8 If an AAS in Culinary Management were offered along with a BS in Small Business, would you have enrolled in it?

Yes

No

Q9 What things do you like the most about Hospitality Programs?

Q10 What things do you like the least about Hospitality Programs?

Q11 What suggestions for improvement would you make?

Q12 Upon entering the industry, do you feel you were lacking skills in any particular areas?

Q13 Which was the highest degree you earned from Hospitality Programs?

Certificate

Minor in Club Management

Minor in Restaurant & Food Industry Mgmt

AAS in Restaurant & Food Industry Management

BS in Resort Management

BS in Hotel Management

BS in Restaurant & Food Industry Management

None of the above

Q14 What year did you graduate?

Q15 What is your current job title?

Q16 Please use this space for additional comments.

Please provide your name and a valid e-mail address if you would like to be entered into the drawing to win a French knife.

Q17 Your name

Q18 Your valid e-mail address

Thank you for your time and participation.

Hospitality APR...Alumni

Frequencies

Prepared by: Institutional Research & Testing, 03/07

Statistics

	N		Mean	Median	Std. Deviation
	Valid	Missing			
q1a Advisor availability	32	0	3.94	4.00	.246
q1b Advisor willingness	32	0	3.94	4.00	.246
q1c Acad adv quality	32	0	3.75	4.00	.508
q1d Career adv quality	32	0	3.53	4.00	.761
q1e Req'd course availability	32	0	3.38	3.50	.707
q1f Deg req'mt clarity	32	0	3.56	4.00	.564
q1g Instruction quality	32	0	3.50	4.00	.672
q1h Grading fairness	32	0	3.63	4.00	.554
q1i Stu feedbk opportun's	32	0	3.56	4.00	.619
q1j Fac interact'n quality	31	1	3.71	4.00	.461
q1k Dept fac competence	32	0	3.66	4.00	.483
q1l Career opportun's exposure	31	1	3.39	4.00	.761
q1m Internship quality	32	0	3.75	4.00	.672
q1n Internship availability	32	0	3.69	4.00	.644
q1o Student quality	32	0	3.22	3.00	.608
q1p Class facilities	32	0	3.34	3.00	.602
q1q Lab facilities	32	0	3.38	3.00	.660
q1r Office staff helpfulness	32	0	3.53	4.00	.621
q1s Library hold'gs quality	32	0	3.47	3.00	.803
q1t Industry-specific software train'g	32	0	3.09	3.00	1.027
q1u Overall prep for industry	32	0	3.47	3.00	.621
q1v Overall quality of ldrship	32	0	3.66	4.00	.602
q2a Quantity: Stu clubs	32	0	3.59	4.00	.979
q2b Quantity: Field trips	32	0	3.69	4.00	.693
q2c Quantity: In-class spkrs	31	1	3.74	4.00	.575
q2d Quantity: Outside spkrs	32	0	3.66	4.00	.787
q2e Quantity: Trade shows	32	0	3.69	4.00	.535
q2f Quantity: Networking	31	1	3.61	4.00	.715
q2g Quantity: Leadership	32	0	3.53	4.00	.621
q3a Quality: Gala	32	0	4.00	4.00	.568
q3b Quality: Stu clubs	32	0	3.53	3.50	.915
q3c Quality: Field trips	32	0	3.72	4.00	.634
q3d Quality: In-class spkrs	32	0	3.56	4.00	.716
q3e Quality: Outside spkrs	32	0	3.50	4.00	.672
q3f Quality: Trade shows	32	0	3.72	4.00	.581
q3g Quality: Networking	32	0	3.44	4.00	.716
q3h Quality: Leadership	32	0	3.47	4.00	.621
q4a Satis'd career dev'mt	32	0	4.16	4.00	.987
q4b Well prepared for 1st job	32	0	4.22	5.00	1.008
q4c Well prepared for current job	32	0	3.88	4.00	1.040
q4d Have tools to advance	32	0	4.25	4.00	.672
q4e Fac helpful in job search	32	0	4.09	4.00	.963
q4f Internship valuable	32	0	4.22	5.00	1.070

Statistics

	N		Mean	Median	Std. Deviation
	Valid	Missing			
q4g Plan to/am contin'g formal ed	32	0	3.47	3.50	1.319
q5 Basic nutrition course	32	0	1.31	1.00	.471
q6 BS Rest Mgmt offered	32	0	1.56	2.00	.504
q7 AAS Culinary Mgmt offered	32	0	1.47	1.00	.507
q8 Liked most	32	0			
q9 Liked least	32	0			
q10 Suggestions	32	0			
q11 Lack'g skills	32	0			
q12 Highest degree	31	1	5.26	6.00	1.210
q13 Year graduated	32	0			
q14 Current job title	32	0			
q15 Additional comments	32	0			

Frequency Table

q1a Advisor availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	6.3	6.3	6.3
	Excellent	30	93.8	93.8	100.0
	Total	32	100.0	100.0	

q1b Advisor willingness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	6.3	6.3	6.3
	Excellent	30	93.8	93.8	100.0
	Total	32	100.0	100.0	

q1c Acad adv quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	9	28.1	28.1	28.1
	Excellent	22	68.8	68.8	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q1d Career adv quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	4	12.5	12.5	12.5
	Good	8	25.0	25.0	37.5
	Excellent	19	59.4	59.4	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q1e Req'd course availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	4	12.5	12.5	12.5
	Good	12	37.5	37.5	50.0
	Excellent	16	50.0	50.0	100.0
	Total	32	100.0	100.0	

q1f Deg req'mt clarity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	3.1	3.1	3.1
	Good	12	37.5	37.5	40.6
	Excellent	19	59.4	59.4	100.0
	Total	32	100.0	100.0	

q1g Instruction quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	9.4	9.4	9.4
	Good	10	31.3	31.3	40.6
	Excellent	19	59.4	59.4	100.0
	Total	32	100.0	100.0	

q1h Grading fairness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	3.1	3.1	3.1
	Good	10	31.3	31.3	34.4
	Excellent	21	65.6	65.6	100.0
	Total	32	100.0	100.0	

q1i Stu feedbk opportun's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	6.3	6.3	6.3
	Good	10	31.3	31.3	37.5
	Excellent	20	62.5	62.5	100.0
	Total	32	100.0	100.0	

q1j Fac interact'n quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	9	28.1	29.0	29.0
	Excellent	22	68.8	71.0	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

q1k Dept fac competence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	11	34.4	34.4	34.4
	Excellent	21	65.6	65.6	100.0
	Total	32	100.0	100.0	

q1l Career opportun's exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	5	15.6	16.1	16.1
	Good	9	28.1	29.0	45.2
	Excellent	17	53.1	54.8	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

q1m Internship quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	3.1	3.1	3.1
	Good	9	28.1	28.1	31.3
	Excellent	19	59.4	59.4	90.6
	Does Not Apply	3	9.4	9.4	100.0
	Total	32	100.0	100.0	

q1n Internship availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	3.1	3.1	3.1
	Good	10	31.3	31.3	34.4
	Excellent	19	59.4	59.4	93.8
	Does Not Apply	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

q1o Student quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	9.4	9.4	9.4
	Good	19	59.4	59.4	68.8
	Excellent	10	31.3	31.3	100.0
	Total	32	100.0	100.0	

q1p Class facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	6.3	6.3	6.3
	Good	17	53.1	53.1	59.4
	Excellent	13	40.6	40.6	100.0
	Total	32	100.0	100.0	

q1q Lab facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	6.3	6.3	6.3
	Good	17	53.1	53.1	59.4
	Excellent	12	37.5	37.5	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q1r Office staff helpfulness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	6.3	6.3	6.3
	Good	11	34.4	34.4	40.6
	Excellent	19	59.4	59.4	100.0
	Total	32	100.0	100.0	

q1s Library hold'gs quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	6.3	6.3	6.3
	Good	17	53.1	53.1	59.4
	Excellent	9	28.1	28.1	87.5
	Does Not Apply	4	12.5	12.5	100.0
	Total	32	100.0	100.0	

q1t Industry-specific software train'g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	9.4	9.4	9.4
	Fair	3	9.4	9.4	18.8
	Good	17	53.1	53.1	71.9
	Excellent	6	18.8	18.8	90.6
	Does Not Apply	3	9.4	9.4	100.0
	Total	32	100.0	100.0	

q1u Overall prep for industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	3.1	3.1	3.1
	Good	16	50.0	50.0	53.1
	Excellent	14	43.8	43.8	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q1v Overall quality of ldrship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	13	40.6	40.6	40.6
	Excellent	17	53.1	53.1	93.8
	Does Not Apply	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

q2a Quantity: Stu clubs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	3.1	3.1	3.1
	Somewhat Dissatisfied	2	6.3	6.3	9.4
	Somewhat Satisfied	12	37.5	37.5	46.9
	Very Satisfied	11	34.4	34.4	81.3
	Does Not Apply	6	18.8	18.8	100.0
	Total	32	100.0	100.0	

q2b Quantity: Field trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	2	6.3	6.3	6.3
	Somewhat Satisfied	8	25.0	25.0	31.3
	Very Satisfied	20	62.5	62.5	93.8
	Does Not Apply	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

q2c Quantity: In-class spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	1	3.1	3.2	3.2
	Somewhat Satisfied	7	21.9	22.6	25.8
	Very Satisfied	22	68.8	71.0	96.8
	Does Not Apply	1	3.1	3.2	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

q2d Quantity: Outside spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	2	6.3	6.3	6.3
	Somewhat Satisfied	11	34.4	34.4	40.6
	Very Satisfied	15	46.9	46.9	87.5
	Does Not Apply	4	12.5	12.5	100.0
	Total	32	100.0	100.0	

q2e Quantity: Trade shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Satisfied	11	34.4	34.4	34.4
	Very Satisfied	20	62.5	62.5	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q2f Quantity: Networking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	3	9.4	9.7	9.7
	Somewhat Satisfied	7	21.9	22.6	32.3
	Very Satisfied	20	62.5	64.5	96.8
	Does Not Apply	1	3.1	3.2	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

q2g Quantity: Leadership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	1	3.1	3.1	3.1
	Somewhat Satisfied	14	43.8	43.8	46.9
	Very Satisfied	16	50.0	50.0	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q3a Quality: Gala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Satisfied	5	15.6	15.6	15.6
	Very Satisfied	22	68.8	68.8	84.4
	Does Not Apply	5	15.6	15.6	100.0
	Total	32	100.0	100.0	

q3b Quality: Stu clubs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	4	12.5	12.5	12.5
	Somewhat Satisfied	12	37.5	37.5	50.0
	Very Satisfied	11	34.4	34.4	84.4
	Does Not Apply	5	15.6	15.6	100.0
	Total	32	100.0	100.0	

q3c Quality: Field trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	1	3.1	3.1	3.1
	Somewhat Satisfied	9	28.1	28.1	31.3
	Very Satisfied	20	62.5	62.5	93.8
	Does Not Apply	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

q3d Quality: In-class spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	3	9.4	9.4	9.4
	Somewhat Satisfied	9	28.1	28.1	37.5
	Very Satisfied	19	59.4	59.4	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q3e Quality: Outside spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	2	6.3	6.3	6.3
	Somewhat Satisfied	13	40.6	40.6	46.9
	Very Satisfied	16	50.0	50.0	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q3f Quality: Trade shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	1	3.1	3.1	3.1
	Somewhat Satisfied	8	25.0	25.0	28.1
	Very Satisfied	22	68.8	68.8	96.9
	Does Not Apply	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q3g Quality: Networking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	4	12.5	12.5	12.5
	Somewhat Satisfied	10	31.3	31.3	43.8
	Very Satisfied	18	56.3	56.3	100.0
	Total	32	100.0	100.0	

q3h Quality: Leadership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	2	6.3	6.3	6.3
	Somewhat Satisfied	13	40.6	40.6	46.9
	Very Satisfied	17	53.1	53.1	100.0
	Total	32	100.0	100.0	

q4a Satis'd career dev'mt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.1	3.1	3.1
	Somewhat Disagree	1	3.1	3.1	6.3
	Neither Agree nor Disagree	4	12.5	12.5	18.8
	Somewhat Agree	12	37.5	37.5	56.3
	Strongly Agree	14	43.8	43.8	100.0
	Total	32	100.0	100.0	

q4b Well prepared for 1st job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	3	9.4	9.4	9.4
	Neither Agree nor Disagree	4	12.5	12.5	21.9
	Somewhat Agree	8	25.0	25.0	46.9
	Strongly Agree	17	53.1	53.1	100.0
	Total	32	100.0	100.0	

q4c Well prepared for current job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.1	3.1	3.1
	Somewhat Disagree	2	6.3	6.3	9.4
	Neither Agree nor Disagree	7	21.9	21.9	31.3
	Somewhat Agree	12	37.5	37.5	68.8
	Strongly Agree	10	31.3	31.3	100.0
	Total	32	100.0	100.0	

q4d Have tools to advance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	4	12.5	12.5	12.5
	Somewhat Agree	16	50.0	50.0	62.5
	Strongly Agree	12	37.5	37.5	100.0
	Total	32	100.0	100.0	

q4e Fac helpful in job search

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.1	3.1	3.1
	Somewhat Disagree	1	3.1	3.1	6.3
	Neither Agree nor Disagree	4	12.5	12.5	18.8
	Somewhat Agree	14	43.8	43.8	62.5
	Strongly Agree	12	37.5	37.5	100.0
	Total	32	100.0	100.0	

q4f Internship valuable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.1	3.1	3.1
	Somewhat Disagree	2	6.3	6.3	9.4
	Neither Agree nor Disagree	3	9.4	9.4	18.8
	Somewhat Agree	9	28.1	28.1	46.9
	Strongly Agree	17	53.1	53.1	100.0
	Total	32	100.0	100.0	

q4g Plan to/am contin'g formal ed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	12.5	12.5	12.5
	Somewhat Disagree	2	6.3	6.3	18.8
	Neither Agree nor Disagree	10	31.3	31.3	50.0
	Somewhat Agree	7	21.9	21.9	71.9
	Strongly Agree	9	28.1	28.1	100.0
	Total	32	100.0	100.0	

q5 Basic nutrition course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	68.8	68.8	68.8
	No	10	31.3	31.3	100.0
	Total	32	100.0	100.0	

q6 BS Rest Mgmt offered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	43.8	43.8	43.8
	No	18	56.3	56.3	100.0
	Total	32	100.0	100.0	

q7 AAS Culinary Mgmt offered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	53.1	53.1	53.1
	No	15	46.9	46.9	100.0
	Total	32	100.0	100.0	

q8 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-Small class sizes -Oper-door policy of all staff -Great bonding btwn students -Excellent variance in class reqmnts & activities	1	3.1	3.1	3.1
		2	6.3	6.3	9.4
	Field trips, hands on training, help with internships, & finding jobs. Also, the real life experience related to the students by instructors & classroom speakers.	1	3.1	3.1	12.5
	Great learning in a family like atmosphere	1	3.1	3.1	15.6
	Hands on	1	3.1	3.1	18.8
	Hospitality Classes, Business Law, and Hospitality Law	1	3.1	3.1	21.9
	I completed the program in 1972!!! The small class sizes & cycling through the program w/ the same ppl was helpful.	1	3.1	3.1	25.0
	I enjoyed the hands on classes the most.	1	3.1	3.1	28.1
	I got my associates in FS Mgmt; it was a really good program. I was active in IFSEA & the Gala; I think it was important to get involved. My internship with the Vail Marriott was amazing.	1	3.1	3.1	31.3
	I like working in Cafe Ferris. Most of the professors were great. They could have more hands on experience.	1	3.1	3.1	34.4
	I loved the instructors, the instruction & the availability of jobs on the market for my degree.	1	3.1	3.1	37.5
	Interaction with students & profs.	1	3.1	3.1	40.6
	Julie Doyle really cares about the students	1	3.1	3.1	43.8
	My teachers & advisors were terrific. I couldn't have asked for more! We all addressed each other by first names & it was like a small family on campus. Hospitality Law w/ Prof Vermeer was fabulous!	1	3.1	3.1	46.9
	n/a	1	3.1	3.1	50.0
	Networking, unique opportunities	1	3.1	3.1	53.1
	Small friendly atmosphere	1	3.1	3.1	56.3
	Smaller classes, great for learning--great instructors. Very hands on program & internships were great for preparing to be out in the job market	1	3.1	3.1	59.4
	Speakers, hands-on, field trips	1	3.1	3.1	62.5

q8 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The availability & friendliness of the fac & staff. Especially Julie Doyle & Lianne Briggs!	1	3.1	3.1	65.6
	The fact that we receive first hand experiences before we are sent out into the "real" world.	1	3.1	3.1	68.8
	The faculty are great & always willing to help. The material was also very practical & easily applied to real world situations.	1	3.1	3.1	71.9
	The faculty was amazing... I loved the program	1	3.1	3.1	75.0
	The faculty was great. I loved the classes. I liked the layout of the textbooks & still use them every once in a while. The amount of scholarships offered was great.	1	3.1	3.1	78.1
	The gala was a lot of fun & got students involved in real life situations.	1	3.1	3.1	81.3
	The helpfulness of the faculty & their willingness to always help.	1	3.1	3.1	84.4
	The networking & professionalism that I learned	1	3.1	3.1	87.5
	The overall availability of the profs during & after school.	1	3.1	3.1	90.6
	The real time opportunities to meet w/ industry pros & get 1st hand experience	1	3.1	3.1	93.8
	The relationship we developed w/ fellow students & instructors. That I have been out for 11 yrs & still feel I can call any of my instructors for help, questions or guidance.	1	3.1	3.1	96.9
	Working & meeting ppl that enjoyed the same field.	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q9 Liked least

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		4	12.5	12.5	12.5
	I semester was just too short to get (or take) it all...	1	3.1	3.1	15.6
	At the time, most of the classes were offered once a year. If you were unable to get into a given class, you had a one year wait.	1	3.1	3.1	18.8
	Because my degree was more career specific to me. I didn't need to learn how to run a resturant or golf course. I am in Hotel Mgmt.	1	3.1	3.1	21.9
	CMAA students were held above others. New CMAA students werent treated very well.	1	3.1	3.1	25.0
	FSU Core classes.	1	3.1	3.1	28.1
	Hated serving class - when I took it I didnt feel I learned valuable things - now when I reflect I think there should have been more to it	1	3.1	3.1	31.3
	I can't think of anything I disliked about the program.	1	3.1	3.1	34.4
	I can not think of anything.	1	3.1	3.1	37.5
	I didn't really enjoy the back of the house Gala prep, but that had nothing to do with academics.	1	3.1	3.1	40.6
	I do disagree with the way that they changed the format of the GALA committee.	1	3.1	3.1	43.8
	I felt I was more interested in catering/restaurant field but there was not an option to pursue my degree for a BA.	1	3.1	3.1	46.9
	I liked everything!	1	3.1	3.1	50.0

q9 Liked least

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I think that with this industry, more real world experience could help. Most internships don't prepare you for actually having the job title that matches your degree.	1	3.1	3.1	53.1
	I wish that the school would have been located in a better city. The program is excellent however Big Rapids is a horrible city for this type of program. There are very few high-end hotels, restaurants, resorts, country clubs, etc.	1	3.1	3.1	56.3
	It was geared toward mostly managing a restaurant or a hotel. I would have liked more opportunities such as event planning or nutrition. I would have also liked more with the business aspects such as buying and financing your own business.	1	3.1	3.1	59.4
	It was hard to identify with my peers in class. Some liked to party too much and I just didn't fit in with that crowd.	1	3.1	3.1	62.5
	Just some of the guest speakers that I wasn't personally interested in, but other classmates were	1	3.1	3.1	65.6
	My actual business classes were very poor. I did not learn anything in core classes like statistics, accounting, and marketing. It sometimes felt like they were just letting us pass-without earning it.	1	3.1	3.1	68.8
	n/a	2	6.3	6.3	75.0
	None	1	3.1	3.1	78.1
	Nothing.	1	3.1	3.1	81.3
	Quality of students & lack of clubs	1	3.1	3.1	84.4
	The classes we had to take that were not specifically related to the field.	1	3.1	3.1	87.5
	The instructors were very personable and wanted to see students succeed.	1	3.1	3.1	90.6
	The simulation program offered in HOMT 499- awful. No further explanation	1	3.1	3.1	93.8
	Those that did not stand out got the least amount of help.	1	3.1	3.1	96.9
	Tony Agbeh.	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q10 Suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		10	31.3	31.3	31.3
	Food Science should have either a chemistry pre-requisite or a better detail of how much chemistry it entailed, I came from a high school that required no chem to graduate, and that did make the class more difficult for me.	1	3.1	3.1	34.4
	I am sure things have changed a great deal since my completion of the program. At least they should have changed.	1	3.1	3.1	37.5
	I feel there should be more nutrition classes	1	3.1	3.1	40.6
	I guess because you have to keep the Hospitality Program more general in the outlook. You can't seperate the Golf and resturant management programs.	1	3.1	3.1	43.8
	I would like to see more involvement with the Holiday Inn and their operations.	1	3.1	3.1	46.9
	In general there was mostly a rush through the subjects/ topics. I suppose there should be more time for specific details. I know this is hard to accomplish.	1	3.1	3.1	50.0
	In the program it seems that about half of the students participate in everything and the other half participate in nothing. I would encourage the teachers to make it mandatory for students to be inat least one club...actively! Success in the hospitality industry comes from ppl who are go-getters, some...	1	3.1	3.1	53.1
	Maybe find out the students ultimate career goals & help them tailor their experience & education to that goal, inform them of the nature of the careers they chose & what they will need to do to get there.	1	3.1	3.1	56.3
	More business classes.	1	3.1	3.1	59.4
	More classes on "Real-Life" situations.	1	3.1	3.1	62.5
	More clubs available inside the program.	1	3.1	3.1	65.6
	More hands on experience within the classroom.	1	3.1	3.1	68.8
	More real world management expereince.	1	3.1	3.1	71.9
	Move the entire program to the downtown Grand Rapids location. More restaurants & more exposure. Encourage students to work more in the industry before graduating. The food service industry values work experience as much as a degree.	1	3.1	3.1	75.0
	n/a	2	6.3	6.3	81.3
	None	1	3.1	3.1	84.4
	None...the program is great.	1	3.1	3.1	87.5
	Provide equal yet distinct opportunities for all hospitality clubs & let each club operate in its functional boundries	1	3.1	3.1	90.6
	Resort Mgmt majors should be exposed to F&B along w/ Golf & Tennis operations	1	3.1	3.1	93.8
	The Healthcare industry is currently under tremendous growth. I think somekind of program should be offered for managing dieticians and nurtrition for Healthcare facilities including hospitals and assisted living facilities.	1	3.1	3.1	96.9
	You could some how incorporate travel and tourism into the program. That would have been more beneficial to me.	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q11 Lack'g skills

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid		9	28.1	28.1	28.1	
	Business Psychology	1	3.1	3.1	31.3	
	I am currently working in a hosp as an Asst Food Svc Dir & have no knowledge on nutrition or pt diets. A course in Nutrition would have been super helpful to me now, especially a minor degree or certificate in Nutrition. Health care...	1	3.1	3.1	34.4	
	I feel that I could have used more real world experience.	1	3.1	3.1	37.5	
	I think I was not strong enough in the administrative side & thus forced to take food & beverage positions	1	3.1	3.1	40.6	
	I would have liked to see a class more geared towards the financial side of the industry.	1	3.1	3.1	43.8	
	Just prior work experience	1	3.1	3.1	46.9	
	Managing a diverse group of people.	1	3.1	3.1	50.0	
	Mgmt skills, simply b/c I had yet to have an experience in a mgmt position.	1	3.1	3.1	53.1	
	n/a	1	3.1	3.1	56.3	
	Never really entered the field. My internships were great but once out of college I got into the travel industry.	1	3.1	3.1	59.4	
	No	1	3.1	3.1	62.5	
	No, but I needed more "people skills" (experience). Dealing w/ dissatisfied customers. And what I found out too late, a board of directors who didn't know the business.	1	3.1	3.1	65.6	
	No, program helped to be very prepared	1	3.1	3.1	68.8	
	None	1	3.1	3.1	71.9	
	Not in particular. Most of what I am lacking is experience dependant.	1	3.1	3.1	75.0	
	Not really.	1	3.1	3.1	78.1	
	Not really. A little more emphasis in the culinary part would have been helpful.	1	3.1	3.1	81.3	
	Not that I can clearly recall	1	3.1	3.1	84.4	
	Overall mgmt of employees	1	3.1	3.1	87.5	
	Salary Negotiation Experience in Banquets	1	3.1	3.1	90.6	
	Yes, Convention Services, Marketing & Sales within the hospitality world.	1	3.1	3.1	93.8	
	Yes, mostly the experience, but I am sure nobody will be perfect in the beginning	1	3.1	3.1	96.9	
	Yes....Real-life situations, dealing with corporate, & how to talk during an interview.	1	3.1	3.1	100.0	
	Total		32	100.0	100.0	

q12 Highest degree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Minor in Club Management	1	3.1	3.2	3.2
	AAS in Restaurant & Food Industry Management	10	31.3	32.3	35.5
	BS in Resort Management	2	6.3	6.5	41.9
	BS in Hotel Management	15	46.9	48.4	90.3
	None of the above	3	9.4	9.7	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

q13 Year graduated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	05/19	1	3.1	3.1	3.1
	1972	1	3.1	3.1	6.3
	1978	1	3.1	3.1	9.4
	1993	2	6.3	6.3	15.6
	1996	1	3.1	3.1	18.8
	1999	1	3.1	3.1	21.9
	2000	2	6.3	6.3	28.1
	2001	4	12.5	12.5	40.6
	2002	1	3.1	3.1	43.8
	2004	2	6.3	6.3	50.0
	2005	6	18.8	18.8	68.8
	2006	9	28.1	28.1	96.9
	dec 0	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q14 Current job title

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	3.1	3.1	3.1
	Asst Food Svc Dir	2	6.3	6.3	9.4
	Asst Front Office Mgr	2	6.3	6.3	15.6
	Asst Mgr Catering Services	1	3.1	3.1	18.8
	Asst Production Mgr/Lead Cook	1	3.1	3.1	21.9
	Catering Mgr at Notre Dame	1	3.1	3.1	25.0
	Center of the Plate Marketing Specialist	1	3.1	3.1	28.1
	Claims Rep	1	3.1	3.1	31.3
	Client Care Specialist - Mortgage Industry	1	3.1	3.1	34.4
	Collections Officer	1	3.1	3.1	37.5
	Dir of Dining Svcs	1	3.1	3.1	40.6
	Food & Beverage/Clubhouse Mgr	1	3.1	3.1	43.8
	Front Desk Mgr	1	3.1	3.1	46.9
	Front Desk/Audit Clerk	1	3.1	3.1	50.0
	Home Furnishings Consultant	1	3.1	3.1	53.1
	Home Health Aide	1	3.1	3.1	56.3
	Hostess	1	3.1	3.1	59.4
	Marketing Mgr	1	3.1	3.1	62.5
	Night Supervisor at the Detroit Marriott	1	3.1	3.1	65.6
	Private Banking Officer	1	3.1	3.1	68.8
	Project Engineer Plastic & Foam Process	1	3.1	3.1	71.9
	Property Mgr for a Hotel	1	3.1	3.1	75.0
	Receptionist	1	3.1	3.1	78.1
	Reservations Mgr	1	3.1	3.1	81.3
	Restaurant Mgr	1	3.1	3.1	84.4
	Restaurant Supervisor	1	3.1	3.1	87.5
	Sales Associate	1	3.1	3.1	90.6
	Sales Asst	1	3.1	3.1	93.8
	Sr Account Executive	1	3.1	3.1	96.9
	Sr. Sales Mgr	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

q15 Additional comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		17	53.1	53.1	53.1
	After seeing what long hours were required, holidays worked, etc. I decided to go a different route and get into travel. I was a travel counselor for about 5 years, quit working to raise a family. Once I went back to work, it was with an Early Head Start	1	3.1	3.1	56.3
	I am so blessed that my friend opened my eyes to the wonder of the hospitality programs, I truly believe that it is the best program at Ferris State. When I left I felt ready to take on any job that I received because of the excellent staff and the excell	1	3.1	3.1	59.4
	I am very glad that I could be a member of Ferris' Hospitality Programs for one semester. I can greatly recommend it to interested students/ people.	1	3.1	3.1	62.5
	I truly enjoyed my entire experience while obtaining my degree. My professors were nothing short of excellent both in instruction and guidance. The classes were presented in a way that made learning fun and interactive. I'd do it all over again if I could	1	3.1	3.1	65.6
	I went on for my bachelors in Business Administration at Ferris and my Masters of Management at Aquinas College.	1	3.1	3.1	68.8
	I worked a total of 10 years in the food service industry, if you count my time in the army. Now, I work in Mexico in manufacturing. The restuarant business is a microcosm of modern manufacturing. In that vein, my food service back ground has served m	1	3.1	3.1	71.9
	Julie, Leann and Amy you are amazing	1	3.1	3.1	75.0
	n/a	1	3.1	3.1	78.1
	Thank you for everything!	1	3.1	3.1	81.3
	Thank you for the great opportunity!	1	3.1	3.1	84.4
	Thanks for everything, without Lianne, Amy and Julie, I would not have turned out to be such a success (in my opinion).	1	3.1	3.1	87.5
	the customer service skills I acquired at school were exceptional and I will use them in every postion I am ever in and in everyday life as well.	1	3.1	3.1	90.6
	The instructors and faculty of Ferris State University all went the extra mile, when ever and where ever I needed any help or instructional information and I am very grateful for this.	1	3.1	3.1	93.8
	The Resort Management program when I was enrolled in it was very new and at the time needed a lot of development.	1	3.1	3.1	96.9
	We need a book of current and past students NAME Current Job Contact Information Past Company Facility and Job Title! Will be great for students looking for internships or just to ask questions about facilities if they are thinking of that facility for	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

FERRIS STATE UNIVERSITY

Hospitality Faculty Survey

As part of the Academic Program Review, the Hospitality Program is asking faculty members to take a few minutes to fill out this survey regarding the program.

Q1 For each item listed below, please choose the option that best represents your perception.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a. Hospitality Programs are consistent with the mission of FSU.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The program curriculum includes courses relevant to program objectives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The program and its curriculum are regularly reviewed to insure that they remain current.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The program is guided by an effective advisory board.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The quality of the Hospitality programs at Ferris compares favorably with similar programs throughout the state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Program faculty provides students with appropriate academic advising.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Program faculty provide students with appropriate advising about career planning and placement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Program faculty provide students with appropriate classroom activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The FSU administration supports the program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. The current operating budget is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. The number of qualified tenure-track faculty is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Instructional facilities and equipment are sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Library and research resources are sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. The number of clerical and support staff is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. The program has adequate resources allocated for coordination and administration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. The department and university provide program faculty sufficient opportunities and support for professional development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Hospitality Programs students conduct themselves professionally and diligently in classes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Hospitality Programs students compare favorably with students other College of Business students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Hospitality Programs students are prepared to enter the workforce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Hospitality Programs provide ample opportunity for practical experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2 What do you see as the strengths of Hospitality Programs?

Q4 If you have additional comments that might assist in the program review process, please include them here.

Q3 What do you see as the areas needing improvement?

Thank you for your participation and feedback.

Hospitality APR...Faculty

Frequencies

Prepared by: Institutional Research & Testing, 03/07

Statistics

	N		Mean	Median	Std. Deviation
	Valid	Missing			
q1a Consistent w/ FSU mission	27	0	4.07	5.00	1.466
q1b Curriculum relevant to obj's	26	1	4.19	5.00	1.201
q1c Prog/curr regularly reviewed	26	1	4.00	5.00	1.386
q1d Effective Adv Board	26	1	3.92	5.00	1.383
q1e Quality compares favorably	26	1	3.65	4.00	1.384
q1f Fac provide acad advising	26	1	3.92	4.50	1.383
q1g Fac provide career advising	27	0	4.07	5.00	1.328
q1h Appropriate class activity	25	2	3.84	4.00	1.344
q1i Admin supports program	27	0	3.30	3.00	1.137
q1j Sufficient operating budget	27	0	2.70	3.00	.775
q1k Sufficient number faculty	27	0	2.96	3.00	.759
q1l Sufficient facil's/equipmt	27	0	2.93	3.00	.829
q1m Sufficient library/rsch resources	26	1	2.96	3.00	.958
q1n Sufficient clerical/support staff	26	1	2.65	3.00	1.056
q1o Adequate resources	25	2	2.60	3.00	.957
q1p Sufficient pro devmt opportunities	25	2	3.08	3.00	1.256
q1q Students show profes'l conduct	26	1	3.65	4.00	1.294
q1r Students compare favorably	26	1	3.73	4.00	1.343
q1s Students prepared	26	1	4.08	5.00	1.383
q1t Ample practical experience	26	1	4.12	5.00	1.243
q2 Program strengths	27	0			
q3 Areas need improvement	27	0			
q4 Additional comments	27	0			

Frequency Table

q1a Consistent w/ FSU mission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	14.8	14.8	14.8
	Neither Agree nor Disagree	3	11.1	11.1	25.9
	Somewhat Agree	3	11.1	11.1	37.0
	Strongly Agree	17	63.0	63.0	100.0
	Total	27	100.0	100.0	

q1b Curriculum relevant to obj's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	7.4	7.7	7.7
	Neither Agree nor Disagree	4	14.8	15.4	23.1
	Somewhat Agree	5	18.5	19.2	42.3
	Strongly Agree	15	55.6	57.7	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1c Prog/curr regularly reviewed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Somewhat Disagree	1	3.7	3.8	15.4
	Neither Agree nor Disagree	3	11.1	11.5	26.9
	Somewhat Agree	5	18.5	19.2	46.2
	Strongly Agree	14	51.9	53.8	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1d Effective Adv Board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Neither Agree nor Disagree	7	25.9	26.9	38.5
	Somewhat Agree	2	7.4	7.7	46.2
	Strongly Agree	14	51.9	53.8	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1e Quality compares favorably

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	14.8	15.4	15.4
	Neither Agree nor Disagree	6	22.2	23.1	38.5
	Somewhat Agree	7	25.9	26.9	65.4
	Strongly Agree	9	33.3	34.6	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1f Fac provide acad advising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Somewhat Disagree	1	3.7	3.8	15.4
	Neither Agree nor Disagree	4	14.8	15.4	30.8
	Somewhat Agree	5	18.5	19.2	50.0
	Strongly Agree	13	48.1	50.0	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1g Fac provide career advising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.1	11.1
	Neither Agree nor Disagree	4	14.8	14.8	25.9
	Somewhat Agree	5	18.5	18.5	44.4
	Strongly Agree	15	55.6	55.6	100.0
	Total	27	100.0	100.0	

q1h Appropriate class activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	12.0	12.0
	Neither Agree nor Disagree	6	22.2	24.0	36.0
	Somewhat Agree	5	18.5	20.0	56.0
	Strongly Agree	11	40.7	44.0	100.0
	Total	25	92.6	100.0	
Missing	System	2	7.4		
Total		27	100.0		

q1i Admin supports program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.1	11.1
	Somewhat Disagree	1	3.7	3.7	14.8
	Neither Agree nor Disagree	12	44.4	44.4	59.3
	Somewhat Agree	7	25.9	25.9	85.2
	Strongly Agree	4	14.8	14.8	100.0
	Total	27	100.0	100.0	

q1j Sufficient operating budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	7.4	7.4	7.4
	Somewhat Disagree	7	25.9	25.9	33.3
	Neither Agree nor Disagree	15	55.6	55.6	88.9
	Somewhat Agree	3	11.1	11.1	100.0
	Total	27	100.0	100.0	

q1k Sufficient number faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.7	3.7	3.7
	Somewhat Disagree	5	18.5	18.5	22.2
	Neither Agree nor Disagree	15	55.6	55.6	77.8
	Somewhat Agree	6	22.2	22.2	100.0
	Total	27	100.0	100.0	

q1l Sufficient facil's/equipmt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	7.4	7.4	7.4
	Somewhat Disagree	3	11.1	11.1	18.5
	Neither Agree nor Disagree	18	66.7	66.7	85.2
	Somewhat Agree	3	11.1	11.1	96.3
	Strongly Agree	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

q1m Sufficient library/rsch resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	7.4	7.7	7.7
	Somewhat Disagree	3	11.1	11.5	19.2
	Neither Agree nor Disagree	18	66.7	69.2	88.5
	Strongly Agree	3	11.1	11.5	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1n Sufficient clerical/support staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	14.8	15.4	15.4
	Somewhat Disagree	6	22.2	23.1	38.5
	Neither Agree nor Disagree	13	48.1	50.0	88.5
	Somewhat Agree	1	3.7	3.8	92.3
	Strongly Agree	2	7.4	7.7	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1o Adequate resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	14.8	16.0	16.0
	Somewhat Disagree	5	18.5	20.0	36.0
	Neither Agree nor Disagree	14	51.9	56.0	92.0
	Somewhat Agree	1	3.7	4.0	96.0
	Strongly Agree	1	3.7	4.0	100.0
	Total	25	92.6	100.0	
Missing	System	2	7.4		
Total		27	100.0		

q1p Sufficient pro devmt opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	12.0	12.0
	Somewhat Disagree	5	18.5	20.0	32.0
	Neither Agree nor Disagree	8	29.6	32.0	64.0
	Somewhat Agree	5	18.5	20.0	84.0
	Strongly Agree	4	14.8	16.0	100.0
	Total	25	92.6	100.0	
Missing	System	2	7.4		
Total		27	100.0		

q1q Students show profes'l conduct

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Somewhat Disagree	1	3.7	3.8	15.4
	Neither Agree nor Disagree	6	22.2	23.1	38.5
	Somewhat Agree	8	29.6	30.8	69.2
	Strongly Agree	8	29.6	30.8	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1r Students compare favorably

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Somewhat Disagree	2	7.4	7.7	19.2
	Neither Agree nor Disagree	3	11.1	11.5	30.8
	Somewhat Agree	9	33.3	34.6	65.4
	Strongly Agree	9	33.3	34.6	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1s Students prepared

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	11.1	11.5	11.5
	Somewhat Disagree	1	3.7	3.8	15.4
	Neither Agree nor Disagree	2	7.4	7.7	23.1
	Somewhat Agree	5	18.5	19.2	42.3
	Strongly Agree	15	55.6	57.7	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q1t Ample practical experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	7.4	7.7	7.7
	Somewhat Disagree	1	3.7	3.8	11.5
	Neither Agree nor Disagree	3	11.1	11.5	23.1
	Somewhat Agree	6	22.2	23.1	46.2
	Strongly Agree	14	51.9	53.8	100.0
	Total	26	96.3	100.0	
Missing	System	1	3.7		
Total		27	100.0		

q2 Program strengths

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		7	25.9	25.9	25.9
	All the hospitality students that I've come in contact w/ seem very well-organized & on top of things. If it's a sign of the instructors & the overall prog, then I'm impressed w/ how things are going in that prog.	1	3.7	3.7	29.6
	Career orientation connections w/ industry internships	1	3.7	3.7	33.3
	Career oriented/driven prog that fit the mission of FSU/COB to a 't'.	1	3.7	3.7	37.0
	Commitment of staff.	1	3.7	3.7	40.7
	Connected to the workplace by providing sev'l internship opportunities.	1	3.7	3.7	44.4
	Dedicated faculty.	1	3.7	3.7	48.1
	Dedicated faculty. Valuable internship opportunities.	1	3.7	3.7	51.9
	Dedication of the faculty & the support they give their students even though they are short staffed.	1	3.7	3.7	55.6
	Faculty	1	3.7	3.7	59.3
	Hands on & profs that have & continue to work in the industry.	1	3.7	3.7	63.0
	Highly motivated & dedicated faculty.	1	3.7	3.7	66.7
	Internships	1	3.7	3.7	70.4
	Internships Hands-on experience Networking opportunities Gala	1	3.7	3.7	74.1
	Internships, faculty interaction w/ students, adv board	1	3.7	3.7	77.8
	Involved, committed faculty w/ profes'l experience & connections.	1	3.7	3.7	81.5
	Lots of hands-on opportunities. Faculty is extremely knowledgeable. Adv board is very accessible & helpful. Gala & special dinners are great!	1	3.7	3.7	85.2
	One of only a few in the nation.	1	3.7	3.7	88.9
	Outstanding faculty	1	3.7	3.7	92.6
	The opportunities for hands-on learning	1	3.7	3.7	96.3
The time the students spend in authentic industry related activities. The excellent advising & personal help the students receive. The quality of the faculty.	1	3.7	3.7	100.0	
Total	27	100.0	100.0		

q3 Areas need improvement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		12	44.4	44.4	44.4
	Additional faculty & administrative staff for recruiting, advising & internship coordination.	1	3.7	3.7	48.1
	As w/ all programs, probably insufficient resources to do the best job possible.	1	3.7	3.7	51.9
	Bring back Cafe Ferris for the dining experience.	1	3.7	3.7	55.6
	Definitely need additional faculty & support (clerical) staff as the programs are growing.	1	3.7	3.7	59.3
	Expand rooms & resources - maybe utilize the CDR in Rankin & develop classroom there if/when they remodel.	1	3.7	3.7	63.0
	Facilities & more faculty	1	3.7	3.7	66.7
	I don't know enough about the day to day workings of the program to answer many of the questions.	1	3.7	3.7	70.4
	I think they need a "lab" like Cafe Ferris to practice in.	1	3.7	3.7	74.1
	More administrative help.	1	3.7	3.7	77.8
	N/A	1	3.7	3.7	81.5
	N/A??	1	3.7	3.7	85.2
	Need for administrative assistant staff position	1	3.7	3.7	88.9
	Support. The prog has grown & continues to do so, but the infrastructure needs to be strengthened to support that growth.	1	3.7	3.7	92.6
	The program need clerical support. It also needs fulltime coordinator--it has become too large to operate w/ the faculty & student help that it has.	1	3.7	3.7	96.3
	Too many similar degree options; delete Hotel since there is a lodging concentration on Resort Mgmt. Advertise the Resort Mgmt prog more & use it as the emphasis.	1	3.7	3.7	100.0
Total	27	100.0	100.0		

q4 Additional comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		21	77.8	77.8	77.8
	A number of the questions above were answered w/ a neither agree or disagree. That isn't to be taken as any sort of negative comment. It's really a matter of not having sufficient info to respond. A number of the q's dealt w/ resources. The staff do exceptionally well w/ what they have to work w/.	1	3.7	3.7	81.5
	Excellent progs that deserve ample support.	1	3.7	3.7	85.2
	I hope other people can give you a better assessment than I can.	1	3.7	3.7	88.9
	N/A	1	3.7	3.7	92.6
	There's much more potential to partner with CC's & other progs (such as Health Care Admin) as the baby boomer generation ages, but not ready for "assisted living". So, staffing would be critical in order to expand from our current prog'g.	1	3.7	3.7	96.3
	This prog's faculty are among the most hard working on campus. They live the caring model of education. They need help w/ clerical support if they are to continue to grow.	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

FERRIS STATE UNIVERSITY

Hospitality Student Survey

As part of the Academic Program Review process, we are asking Hospitality students to please take a few minutes to complete this survey of the program. Your answers will be confidential. You will be provided a space for your contact information at the end of the survey, but this information will only be used for the drawing to win a French knife. Please respond to the survey by January 30, 2007.

Q1 What is your current degree program?

- Certificate
- Minor in Club Management
- Minor in Restaurant & Food Industry Mgmt
- AAS in Restaurant & Food Industry Mgmt
- BS in Resort Management
- BS in Hotel Management
- BS in Restaurant & Food Industry Mgmt
- None of the above

Q2

Please rate each of the following aspects of the Hospitality Management program.

	Poor	Fair	Good	Excellent	Does Not Apply
a. Availability of my advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Willingness of my advisor to help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Quality of academic advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Quality of career advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Availability of required courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Clarity of degree requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Quality of instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Fairness of grading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Opportunities for student feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Quality of interaction with faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Professional competence of departmental faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Exposure to a wide range of career opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Quality of internship experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Availability of internship experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Quality of students in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Classroom facilities related to major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Lab facilities related to major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Helpfulness of office staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Quality of library holdings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Industry-specific software training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Overall preparation to enter hospitality industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Overall quality of leadership for program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3

For each of the following items, please indicate your level of satisfaction with the *quantity* of the item.

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does Not Apply
a. Participating in Gala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Student clubs in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Field trips taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Outside class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attending trade shows/seminars/conferences/meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Opportunities for networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 For each of the following items, please indicate your level of satisfaction with the *quality* of the item.

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does Not Apply
a. Participating in Gala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Student clubs in the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Field trips taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Outside class guest speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attending trade shows/seminars/conferences/meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Opportunities for networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 Please rate each of the following aspects of the FSU Hospitality Programs.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a. Hospitality Programs at Ferris prepares students to enter industry better than other schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Hospitality Programs does a better job preparing students to enter industry than other programs on campus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Hospitality Programs does a better job preparing students to enter industry than other programs in the College of Business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 If a course in basic nutrition were offered as a scientific understanding elective, would you take it?

Yes
 No

Q10 What things do you like the most about Hospitality Programs?

Q7 If a BS in Restaurant Management were offered, would you have enrolled in it?

Yes
 No

Q8 If an AAS in Culinary Management (accredited by the American Culinary Federation) were available, would you have enrolled in it?

Yes
 No

Q9 If an AAS in Culinary Management were offered along with a BS in Small Business, would you have enrolled in it?

Yes
 No

Q11 What things do you like the least about Hospitality Programs?

Q13 Please use this space for any additional comments.

Q12 What suggestions for improvement would you make?

Please provide your name and a valid e-mail address if you would like to be entered into the drawing to win a French knife.

Q14 Your name

Q15 Your valid e-mail address

Thank you for your time and participation.

Hospitality APR...Current Students...Frequencies
Prepared by: Institutional Research & Testing, 03/07

Statistics

	N		Mean	Median	Std. Deviation
	Valid	Missing			
q1 Current deg prog	95	0	4.79	5.00	1.719
q2a Advisor availability	95	0	3.85	4.00	.564
q2b Advisor willingness	95	0	3.92	4.00	.539
q2c Acad adv quality	95	0	3.80	4.00	.576
q2d Career adv quality	95	0	3.66	4.00	.709
q2e Req'd course availability	94	1	3.29	3.00	.875
q2f Deg req'mt clarity	95	0	3.53	4.00	.666
q2g Instruction quality	95	0	3.45	3.00	.632
q2h Grading fairness	93	2	3.45	3.00	.581
q2i Stu feedbk opportun's	95	0	3.43	3.00	.630
q2j Fac interact'n quality	95	0	3.63	4.00	.566
q2k Dept fac competence	95	0	3.60	4.00	.572
q2l Career opportun's exposure	95	0	3.63	4.00	.715
q2m Internship quality	95	0	3.89	4.00	.856
q2n Internship availability	95	0	3.52	4.00	.797
q2o Student quality	95	0	3.27	3.00	.691
q2p Class facilities	95	0	3.27	3.00	.856
q2q Lab facilities	95	0	3.33	3.00	.939
q2r Office staff helpfulness	95	0	3.48	3.00	.634
q2s Library hold'gs quality	95	0	3.65	4.00	1.039
q2t Indus-specif software train'g	94	1	3.30	3.00	1.134
q2u Overall prep for industry	95	0	3.54	4.00	.633
q2v Overall quality of ldrship	94	1	3.60	4.00	.661
q3a Quantity: Stu clubs	93	2	3.57	4.00	.982
q3b Quantity: Field trips	94	1	3.67	4.00	.847
q3c Quantity: In-class spkrs	94	1	3.66	4.00	.770
q3d Quantity: Outside spkrs	93	2	3.58	4.00	.913
q3e Quantity: Trade shows	94	1	3.70	4.00	.890
q3f Quantity: Networking	94	1	3.60	4.00	.794
q4a Quality: Gala	94	1	3.63	4.00	.842
q4b Quality: Stu clubs	94	1	3.70	4.00	.982
q4c Quality: Field trips	94	1	3.71	4.00	.899
q4d Quality: In-class spkrs	93	2	3.62	4.00	.833
q4e Quality: Outside spkrs	94	1	3.69	4.00	.880
q4f Quality: Trade shows	94	1	3.81	4.00	.737
q4g Quality: Networking	94	1	3.67	4.00	.753
q5a Better prep than other schools	95	0	3.81	4.00	.937
q5b Better prep than other progs	95	0	3.99	4.00	.995
q5c Better prep than other COB progs	95	0	3.86	4.00	1.048
q6 Basic nutrition course	95	0	1.39	1.00	.490
q7 BS Rest Mgmt offered	95	0	1.73	2.00	.448
q8 AAS Culinary Mgmt offered	95	0	1.61	2.00	.490
q9 Liked most	95	0			
q10 Liked least	95	0			
q11 Suggestions	95	0			
q12 Additional comments	95	0			

Frequency Table

q1 Current deg prog

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	6	6.3	6.3	6.3
	Minor in Club Management	11	11.6	11.6	17.9
	Minor in Restaurant & Food Industry Mgmt	3	3.2	3.2	21.1
	AAS in Restaurant & Food Industry Mgmt	5	5.3	5.3	26.3
	BS in Resort Management	33	34.7	34.7	61.1
	BS in Hotel Management	26	27.4	27.4	88.4
	None of the above	11	11.6	11.6	100.0
	Total	95	100.0	100.0	

q2a Advisor availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	1.1	1.1	1.1
	Good	20	21.1	21.1	22.1
	Excellent	66	69.5	69.5	91.6
	Does Not Apply	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

q2b Advisor willingness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	2.1	2.1	2.1
	Good	12	12.6	12.6	14.7
	Excellent	73	76.8	76.8	91.6
	Does Not Apply	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

q2c Acad adv quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	1.1	1.1	1.1
	Good	24	25.3	25.3	26.3
	Excellent	63	66.3	66.3	92.6
	Does Not Apply	7	7.4	7.4	100.0
	Total	95	100.0	100.0	

q2d Career adv quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	6	6.3	6.3	6.3
	Good	27	28.4	28.4	34.7
	Excellent	55	57.9	57.9	92.6
	Does Not Apply	7	7.4	7.4	100.0
	Total	95	100.0	100.0	

q2e Req'd course availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	3.2	3.2	3.2
	Fair	13	13.7	13.8	17.0
	Good	36	37.9	38.3	55.3
	Excellent	38	40.0	40.4	95.7
	Does Not Apply	4	4.2	4.3	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q2f Deg req'mt clarity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	5	5.3	5.3	5.3
	Good	39	41.1	41.1	46.3
	Excellent	47	49.5	49.5	95.8
	Does Not Apply	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

q2g Instruction quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	5	5.3	5.3	5.3
	Good	44	46.3	46.3	51.6
	Excellent	44	46.3	46.3	97.9
	Does Not Apply	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

q2h Grading fairness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	3.2	3.2	3.2
	Good	46	48.4	49.5	52.7
	Excellent	43	45.3	46.2	98.9
	Does Not Apply	1	1.1	1.1	100.0
	Total	93	97.9	100.0	
Missing	System	2	2.1		
Total		95	100.0		

q2i Stu feedbk opportun's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	6	6.3	6.3	6.3
	Good	43	45.3	45.3	51.6
	Excellent	45	47.4	47.4	98.9
	Does Not Apply	1	1.1	1.1	100.0
	Total	95	100.0	100.0	

q2j Fac interact'n quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	3.2	3.2	3.2
	Good	30	31.6	31.6	34.7
	Excellent	61	64.2	64.2	98.9
	Does Not Apply	1	1.1	1.1	100.0
	Total	95	100.0	100.0	

q2k Dept fac competence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	2	2.1	2.1	2.1
	Good	36	37.9	37.9	40.0
	Excellent	55	57.9	57.9	97.9
	Does Not Apply	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

q2l Career opportun's exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	6	6.3	6.3	6.3
	Good	30	31.6	31.6	37.9
	Excellent	52	54.7	54.7	92.6
	Does Not Apply	7	7.4	7.4	100.0
	Total	95	100.0	100.0	

q2m Internship quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	5	5.3	5.3	5.3
	Good	25	26.3	26.3	31.6
	Excellent	40	42.1	42.1	73.7
	Does Not Apply	25	26.3	26.3	100.0
	Total	95	100.0	100.0	

q2n Internship availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	9	9.5	9.5	9.5
	Good	37	38.9	38.9	48.4
	Excellent	40	42.1	42.1	90.5
	Does Not Apply	9	9.5	9.5	100.0
	Total	95	100.0	100.0	

q2o Student quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	11	11.6	11.6	11.6
	Good	49	51.6	51.6	63.2
	Excellent	33	34.7	34.7	97.9
	Does Not Apply	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

q2p Class facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	3.2	3.2	3.2
	Fair	12	12.6	12.6	15.8
	Good	40	42.1	42.1	57.9
	Excellent	36	37.9	37.9	95.8
	Does Not Apply	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

q2q Lab facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	3.2	3.2	3.2
	Fair	13	13.7	13.7	16.8
	Good	38	40.0	40.0	56.8
	Excellent	32	33.7	33.7	90.5
	Does Not Apply	9	9.5	9.5	100.0
	Total	95	100.0	100.0	

q2r Office staff helpfulness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	3.2	3.2	3.2
	Good	47	49.5	49.5	52.6
	Excellent	41	43.2	43.2	95.8
	Does Not Apply	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

q2s Library hold'gs quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	2	2.1	2.1	2.1
	Fair	8	8.4	8.4	10.5
	Good	37	38.9	38.9	49.5
	Excellent	22	23.2	23.2	72.6
	Does Not Apply	26	27.4	27.4	100.0
	Total	95	100.0	100.0	

q2t Indus-specif software train'g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	3.2	3.2	3.2
	Fair	22	23.2	23.4	26.6
	Good	32	33.7	34.0	60.6
	Excellent	18	18.9	19.1	79.8
	Does Not Apply	19	20.0	20.2	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q2u Overall prep for industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	3	3.2	3.2	3.2
	Good	42	44.2	44.2	47.4
	Excellent	46	48.4	48.4	95.8
	Does Not Apply	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

q2v Overall quality of ldrship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	1.1	1.1	1.1
	Fair	1	1.1	1.1	2.1
	Good	38	40.0	40.4	42.6
	Excellent	49	51.6	52.1	94.7
	Does Not Apply	5	5.3	5.3	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q3a Quantity: Stu clubs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	3	3.2	3.2	3.2
	Somewhat Dissatisfied	6	6.3	6.5	9.7
	Somewhat Satisfied	37	38.9	39.8	49.5
	Very Satisfied	29	30.5	31.2	80.6
	Does Not Apply	18	18.9	19.4	100.0
	Total	93	97.9	100.0	
Missing	System	2	2.1		
Total		95	100.0		

q3b Quantity: Field trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	6	6.3	6.4	7.4
	Somewhat Satisfied	30	31.6	31.9	39.4
	Very Satisfied	43	45.3	45.7	85.1
	Does Not Apply	14	14.7	14.9	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q3c Quantity: In-class spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	8	8.4	8.5	8.5
	Somewhat Satisfied	25	26.3	26.6	35.1
	Very Satisfied	52	54.7	55.3	90.4
	Does Not Apply	9	9.5	9.6	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q3d Quantity: Outside spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	12	12.6	12.9	12.9
	Somewhat Satisfied	30	31.6	32.3	45.2
	Very Satisfied	36	37.9	38.7	83.9
	Does Not Apply	15	15.8	16.1	100.0
	Total	93	97.9	100.0	
Missing	System	2	2.1		
Total		95	100.0		

q3e Quantity: Trade shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	8	8.4	8.5	9.6
	Somewhat Satisfied	25	26.3	26.6	36.2
	Very Satisfied	44	46.3	46.8	83.0
	Does Not Apply	16	16.8	17.0	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q3f Quantity: Networking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	5	5.3	5.3	6.4
	Somewhat Satisfied	35	36.8	37.2	43.6
	Very Satisfied	43	45.3	45.7	89.4
	Does Not Apply	10	10.5	10.6	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4a Quality: Gala

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	8	8.4	8.5	8.5
	Somewhat Satisfied	33	34.7	35.1	43.6
	Very Satisfied	39	41.1	41.5	85.1
	Does Not Apply	14	14.7	14.9	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4b Quality: Stu clubs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	8	8.4	8.5	9.6
	Somewhat Satisfied	33	34.7	35.1	44.7
	Very Satisfied	28	29.5	29.8	74.5
	Does Not Apply	24	25.3	25.5	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4c Quality: Field trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	9	9.5	9.6	10.6
	Somewhat Satisfied	22	23.2	23.4	34.0
	Very Satisfied	46	48.4	48.9	83.0
	Does Not Apply	16	16.8	17.0	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4d Quality: In-class spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	10	10.5	10.8	10.8
	Somewhat Satisfied	26	27.4	28.0	38.7
	Very Satisfied	46	48.4	49.5	88.2
	Does Not Apply	11	11.6	11.8	100.0
	Total	93	97.9	100.0	
Missing	System	2	2.1		
Total		95	100.0		

q4e Quality: Outside spkrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	9	9.5	9.6	9.6
	Somewhat Satisfied	28	29.5	29.8	39.4
	Very Satisfied	40	42.1	42.6	81.9
	Does Not Apply	17	17.9	18.1	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4f Quality: Trade shows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Dissatisfied	3	3.2	3.2	3.2
	Somewhat Satisfied	27	28.4	28.7	31.9
	Very Satisfied	49	51.6	52.1	84.0
	Does Not Apply	15	15.8	16.0	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q4g Quality: Networking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	1	1.1	1.1	1.1
	Somewhat Dissatisfied	2	2.1	2.1	3.2
	Somewhat Satisfied	35	36.8	37.2	40.4
	Very Satisfied	45	47.4	47.9	88.3
	Does Not Apply	11	11.6	11.7	100.0
	Total	94	98.9	100.0	
Missing	System	1	1.1		
Total		95	100.0		

q5a Better prep than other schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.1	2.1	2.1
	Somewhat Disagree	4	4.2	4.2	6.3
	Neither Agree nor Disagree	28	29.5	29.5	35.8
	Somewhat Agree	37	38.9	38.9	74.7
	Strongly Agree	24	25.3	25.3	100.0
	Total	95	100.0	100.0	

q5b Better prep than other progs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.1	2.1	2.1
	Somewhat Disagree	6	6.3	6.3	8.4
	Neither Agree nor Disagree	17	17.9	17.9	26.3
	Somewhat Agree	36	37.9	37.9	64.2
	Strongly Agree	34	35.8	35.8	100.0
	Total	95	100.0	100.0	

q5c Better prep than other COB progs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.2	3.2	3.2
	Somewhat Disagree	5	5.3	5.3	8.4
	Neither Agree nor Disagree	26	27.4	27.4	35.8
	Somewhat Agree	29	30.5	30.5	66.3
	Strongly Agree	32	33.7	33.7	100.0
	Total	95	100.0	100.0	

q6 Basic nutrition course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	61.1	61.1	61.1
	No	37	38.9	38.9	100.0
	Total	95	100.0	100.0	

q7 BS Rest Mgmt offered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	27.4	27.4	27.4
	No	69	72.6	72.6	100.0
	Total	95	100.0	100.0	

q8 AAS Culinary Mgmt offered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	38.9	38.9	38.9
	No	58	61.1	61.1	100.0
	Total	95	100.0	100.0	

q9 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		10	10.5	10.5	10.5
	Amt of info learned	1	1.1	1.1	11.6
	Availability of the advisors and teachers.	1	1.1	1.1	12.6
	Classmates	1	1.1	1.1	13.7
	Close-knit, personal approach between students and faculty, availability of professors, clubs, subject material for the most part, field trips, networking	1	1.1	1.1	14.7
	Cooking classes	1	1.1	1.1	15.8
	Cooking Classes	1	1.1	1.1	16.8
	Easy courses.	1	1.1	1.1	17.9
	Faculty	1	1.1	1.1	18.9

q9 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faculty very helpful and knowledgeable.	1	1.1	1.1	20.0
	Faculty, Gala experience	1	1.1	1.1	21.1
	Field trips	1	1.1	1.1	22.1
	Friendly and outgoing staff	1	1.1	1.1	23.2
	Friendly staff, availability of internships and scholarships.	1	1.1	1.1	24.2
	Good instructors, they have much knowledge of the industry and a general interest in the subjects they teach.	1	1.1	1.1	25.3
	Great opportunities for internships and really nice people.	1	1.1	1.1	26.3
	Great Staff, Good Classes, awesome student peers	1	1.1	1.1	27.4
	Great teachers, interactive classes, great networking opportunities and scholarships	1	1.1	1.1	28.4
	Hands on experience	1	1.1	1.1	29.5
	How you get to know the hospitality staff really well and can become close with the program teachers.	1	1.1	1.1	30.5
	I enjoy the opportunities to actually "do" the things we are learning in the classroom. I find the instructors extremely helpful & very knowledgeable in the topics they are teaching. The office staff is also very friendly and available for assistance when needed.	1	1.1	1.1	31.6
	I enjoy the professors a lot! I also thought that the professors had "real world" knowledge of the Hospitality industry.	1	1.1	1.1	32.6
	I feel that it prepares everyone for their career very well.	1	1.1	1.1	33.7
	I just wanted a career in hospitality.	1	1.1	1.1	34.7
	I like how all of the staff is available to help whenever they are not in class or meetings. I like that it feels like family walking into West Commons.	1	1.1	1.1	35.8
	I like how involved students are in Gala and how well the students prepare the event. I like the helpfulness of the faculty and how available they are. I how well prepared the program makes students and how involved we are in the industry.	1	1.1	1.1	36.8
	I like the fact that the facility is always available to talk to.	1	1.1	1.1	37.9
	I like the friendliness of the staff and how you feel like you are welcomed by them.	1	1.1	1.1	38.9
	I like the interaction with students and the first hand knowledge that we get from guest speakers and or field trips. I have outside experience, but this program really opened my eyes to other opportunities available to me.	1	1.1	1.1	40.0
	I liked how it was a family-type environment. Everyone knew each other for the most part and it was easy to get help if you needed it.	1	1.1	1.1	41.1
	I love the guest speakers and the trips. It makes it more realistic, rather than just sitting in a class taking notes.	1	1.1	1.1	42.1
	I really like how each professor truly wants to help and get to know their students. We definitely are not just a number in Hospitality.	1	1.1	1.1	43.2
I really like how the program is small and the faculty is really personable!	1	1.1	1.1	44.2	
I think Julie Doyle, the advisor for the Hospitality Program, is the best professor on campus.	1	1.1	1.1	45.3	
I was a transfer student & Julie was one of the best things about coming to FSU, she was very easy to talk to and she went above & beyond to try to find me a internship	1	1.1	1.1	46.3	

q9 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instructors are very helpful. They are always available after class.	1	1.1	1.1	47.4
	Interesting	1	1.1	1.1	48.4
	Internships	1	1.1	1.1	49.5
	It's a great choice in a career, it's a very fun thing to do.	1	1.1	1.1	50.5
	It's like a family	1	1.1	1.1	51.6
	It is like a family. I come to class and everyone knows everyone. I can go to any of the professors if I need help or to talk, and I have. They are always there for me or anyone else if we need them.	1	1.1	1.1	52.6
	Julie and Amy are great to talk to and get advice about future plans and class choices	1	1.1	1.1	53.7
	Julie Doyle is probably the most influential & impt asset the program has. I feel like the other profsors in the hospitality dept. are great but Julie goes the extra mile to motivate & interest the students in all aspects of hospitality. It would be great if she taught more.	1	1.1	1.1	54.7
	N/A	1	1.1	1.1	55.8
	Nothing really stands out	1	1.1	1.1	56.8
	Professors willingness to interact and work with students	1	1.1	1.1	57.9
	Quality of people & friendly environmt	1	1.1	1.1	58.9
	Smaller classes so get to know prof	1	1.1	1.1	60.0
	Teacher's are great & easy to talk to. They take an interest in the students.	1	1.1	1.1	61.1
	Tests & quizzes are fairly straight fwd & there isn't much work except the very involved term project.	1	1.1	1.1	62.1
	The attitude of the professors.	1	1.1	1.1	63.2
	The availability of participation activities is great.	1	1.1	1.1	64.2
	The availablity to be involved with professionals in the industry on many levels	1	1.1	1.1	65.3
	The classes and the activites that are offered.	1	1.1	1.1	66.3
	The faculty and students.	1	1.1	1.1	67.4
	The faculty is great-they are always willing to help & put real life examples into the classroom experience. Other BUS core classes have teachers that are less than above par.	1	1.1	1.1	68.4
	The food.	1	1.1	1.1	69.5
	The frienliness and helpfulness of the staff. The ciriculum is something I really enjoy and they make it even more enjoyable.	1	1.1	1.1	70.5
	The guest speakers and field trips!	1	1.1	1.1	71.6
	The hands on experince, the speakers and class field trips are very heplful.	1	1.1	1.1	72.6
	The helpfulness of the profs	1	1.1	1.1	73.7
	The informative classes, professors, and internship oportunites. Resume builders. Field Trips	1	1.1	1.1	74.7
	The instuctors know what they are talking about.	1	1.1	1.1	75.8
	the lab activities...	1	1.1	1.1	76.8
	The networking and friendly helpful staff	1	1.1	1.1	77.9
The new meeting planning minor	1	1.1	1.1	78.9	
The oportunities available to practice what we will do in the real world	1	1.1	1.1	80.0	
The oportunities for internships	1	1.1	1.1	81.1	
The people	1	1.1	1.1	82.1	

q9 Liked most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The people are all very nice.	1	1.1	1.1	83.2
	The professors and feild trips.	1	1.1	1.1	84.2
	The program is fun, the teachers aren't boring and i seem to always like my classmates. we also learn very interesting things that help you socially which i wouldn't learn in other majors.	1	1.1	1.1	85.3
	The real-world situations	1	1.1	1.1	86.3
	The relationships that we form with the professors. how they will do almost anything to help you get what you want. and they are there for you if you need to talk about anything.	1	1.1	1.1	87.4
	The small class size and availability of all advisors and teachers. Lianne, Julie or Amy seem to be available whenever i have a question.	1	1.1	1.1	88.4
	The staff. Very fun.	1	1.1	1.1	89.5
	The teachers are the best teachers I have had here at FSU. They really care.	1	1.1	1.1	90.5
	The teachers are very personable with the students	1	1.1	1.1	91.6
	The teachers.	1	1.1	1.1	92.6
	The teachers. They make the learning experience fun but yet still educational. They bring there experiences into the classroom which also gives them creditability while teaching.	1	1.1	1.1	93.7
	The teaching staff is fun	1	1.1	1.1	94.7
	The things i like most about the hospitality programs is the hands on experience we learn through labs, cooking, and project.	1	1.1	1.1	95.8
	Their fun and interesting	1	1.1	1.1	96.8
	They offer real life experience that actually applies to the real world.	1	1.1	1.1	97.9
	Very interactive, fun, and interesting classes.	1	1.1	1.1	98.9
	You get to drink in one of the classes.	1	1.1	1.1	100.0
Total	95	100.0	100.0		

q10 Liked least

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		24	25.3	25.3	25.3
	Amount of hours needed for internship.	1	1.1	1.1	26.3
	Availability of required courses.	1	1.1	1.1	27.4
	Cafe Ferris is closed. GRCC has a better program & is better equipped for my type of degree. Even the students at the vocational center in Fremont operate a restaurant. There isn't a 4 yr prog specifically for the food industry. Culinary courses are very limited.	1	1.1	1.1	28.4
	Content can be a bit better at times.	1	1.1	1.1	29.5
	Free labor for gala	1	1.1	1.1	30.5
	Guest speakers who do not know anything about the hospitality field, all the outside work.	1	1.1	1.1	31.6
	Having to wait on gala attendees.	1	1.1	1.1	32.6
	Homework	1	1.1	1.1	33.7
	I am in resort management concentrating in spa and I would have liked to have a course in that field teaching a little more about it.	1	1.1	1.1	34.7

q10 Liked least

	Frequency	Percent	Valid Percent	Cumulative Percent
I can't think of anything I am unhappy about.	1	1.1	1.1	35.8
I dislike the facilities that we use. West Commons is nice, but I feel like we could learn so much more if we were using new, up-to-date facilities w/ industry related qualities. I also dislike how our program doesn't have a large reputation as a quality prog.	1	1.1	1.1	36.8
I feel really separated from the PGM people in my hospitality classes.	1	1.1	1.1	37.9
I least like the amount of time and work that is involved with the term project along with all of the other credits I am taking.	1	1.1	1.1	38.9
I love this program.	1	1.1	1.1	40.0
I wish that all of my classes were from the hospitality program.	1	1.1	1.1	41.1
I wish that the availability of some classes could be better than they are.	1	1.1	1.1	42.1
I wish there were more events for students to assist in, as to learn more about the industry as a whole. Events such as GALA but on a smaller scale.	1	1.1	1.1	43.2
Inclusion of gala as grading criteria. I commute to class from home & am only on campus twice a week. I have asked about committees that I could help on ahead of time & none have anything available on the days i am. I cannot afford to take off work or 5% of my grade.	1	1.1	1.1	44.2
It would be nice if more classes were offered two days a week for 75 minutes/day instead of three days a week for 50 minutes/day.	1	1.1	1.1	45.3
Lack of BS in restaurant management, redundancy of material between different classes, lack of industry technology such as computerized restaurant, reservation, or lodging software.	1	1.1	1.1	46.3
Limited amount of times classes are offered	1	1.1	1.1	47.4
Mrs. Briggs is what I least like. Not b/c she didn't know what she was teaching, it was b/c it seemed like she lacked common sense. ie she seems somewhat dense	1	1.1	1.1	48.4
N/A	3	3.2	3.2	51.6
Not enough clubs to join	1	1.1	1.1	52.6
Not much	1	1.1	1.1	53.7
Not very many cooking classes	1	1.1	1.1	54.7
Not very many summer classes.	1	1.1	1.1	55.8
Nothing	2	2.1	2.1	57.9
One of the things that i like the least is the favoritism of certain individuals and that material is repeated constantly.	1	1.1	1.1	58.9
Repeitiveness of in class material compared to similar classes like videos	1	1.1	1.1	60.0
Repetitive learning from class to class...same material in different classes.	1	1.1	1.1	61.1
Resort Management has to take a lot of Rec classes that are so focused to sports... something I will never use. We really need more spa specific courses	1	1.1	1.1	62.1
Same field trips & same speakers repeatedly.	1	1.1	1.1	63.2
Small number of staff, limited class sizes, we have more students then classes so it's a fight for every class	1	1.1	1.1	64.2
So far away this semester	1	1.1	1.1	65.3
Some instructors feel they need to treat certain students as if they are superior to others.	1	1.1	1.1	66.3
Some of the classes that are required.	1	1.1	1.1	67.4

Valid

q10 Liked least

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some of the laps for classes are long but it isn't that bad	1	1.1	1.1	68.4
	Some of the speakers are a little long winded.	1	1.1	1.1	69.5
	Some of the things learned will not be used in the future	1	1.1	1.1	70.5
	Some things I already know	1	1.1	1.1	71.6
	Sometimes there are so many firdl trips that other professors get frustrated with us.	1	1.1	1.1	72.6
	Sometimes we have a lot of projects do at the same time and its difficult especially when its with the same teacher	1	1.1	1.1	73.7
	That I'm not yet in the program.	1	1.1	1.1	74.7
	That some classes are only offered every other semester or every other year.	1	1.1	1.1	75.8
	The availability of the classes that i need to take in order to graduate when i want to.	1	1.1	1.1	76.8
	The availability of the courses.	1	1.1	1.1	77.9
	The class times & small number of sections offered.	1	1.1	1.1	78.9
	The classrooms & environmt	1	1.1	1.1	80.0
	The facilities at West Commons	1	1.1	1.1	81.1
	The faculty tends to reference two students too much. We all want the opportunity to shine. Why do we always get compared to those two students?	1	1.1	1.1	82.1
	The feild trips overlap too much. Students go to the same place 3-4 times plus during their career at Ferris. Also, being in several hospitality courses in one semester creates a lot of missed class due to the number of field trips.	1	1.1	1.1	83.2
	The homework is hard and very time consuming	1	1.1	1.1	84.2
	The lack of online classes	1	1.1	1.1	85.3
	The location of the classes.	1	1.1	1.1	86.3
	The non close parking of the facility	1	1.1	1.1	87.4
	The number of classes offered. I know it's a small program, but they only offer a limited amount of classes each semester. There should be more classes offered in different variety areas.	1	1.1	1.1	88.4
	The options of classes. Some classes are only offered every other winter, can be an inconvenience at times.	1	1.1	1.1	89.5
	The politics of the students.	1	1.1	1.1	90.5
	The program is very clicky.	1	1.1	1.1	91.6
	The seafood.	1	1.1	1.1	92.6
	The student organizations.	1	1.1	1.1	93.7
	Theres so many different programs and I am unsure what some of them are for or what they do.	1	1.1	1.1	94.7
They are hard.	1	1.1	1.1	95.8	
Too many people using the stuff in the cooking class	1	1.1	1.1	96.8	
Uninvolvement of students in the Hospitality clubs/organizations, lack of enthusiasm outside of the classroom, thee could be more field trips/out of classroom learning	1	1.1	1.1	97.9	
Very time consuming in comparison to other COB majors. More out of class commitments.	1	1.1	1.1	98.9	
You should be required to join an organization	1	1.1	1.1	100.0	
Total	95	100.0	100.0		

q11 Suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		33	34.7	34.7	34.7
	Better class rooms	1	1.1	1.1	35.8
	Better facility to work in.	1	1.1	1.1	36.8
	Better food	1	1.1	1.1	37.9
	Better involvement with extracurriculars, more field trips/experiential learning	1	1.1	1.1	38.9
	Better lab equipment	1	1.1	1.1	40.0
	Condense field trips somehow. Only go to certain places for certain classes, that would reduce multiple visits by students.	1	1.1	1.1	41.1
	Culinary MGMT degree	1	1.1	1.1	42.1
	Different times or more sections for the courses.	1	1.1	1.1	43.2
	Don't have any.	1	1.1	1.1	44.2
	Explore other hospitality groups to implement for students	1	1.1	1.1	45.3
	Get more money from the Univ to expand the prog & give students more opportunities to work w/ all of the tools of trade they may be using in the workplace. Allow event planning minors to plan more events or rater give us more opportunities to practice skills we are learn'g in our minor.	1	1.1	1.1	46.3
	Give hospitality programs a bigger building or more space and a full-time secretary.	1	1.1	1.1	47.4
	Have a bigger building for the students...that same classroom for all my classes gets old	1	1.1	1.1	48.4
	Have someone other than Lianne, Amy and Julie teach the math involved.	1	1.1	1.1	49.5
	Having a bigger computer lab area for the hospitality students.	1	1.1	1.1	50.5
	I can't really think of any suggestions. They have done a great job so far with this program. Just try to add more classes each semester.	1	1.1	1.1	51.6
	I dont have any.	1	1.1	1.1	52.6
	I think the Hotel Management Degree should have more hospitality finance classes so we learn more about revenue mgmt, financial statements, financial projects...and how it all relates to hospitality. I also think we should have fewer ISYS classes & more hosp sales & mgmt	1	1.1	1.1	53.7
	I think we should go on more field trips to see how the trade is done.	1	1.1	1.1	54.7
	I wish more people realized what a great opportunity Gala is and ran for a board position.	1	1.1	1.1	55.8
	I wish we had a BS in restaurant management and a masters in hospitality business. Also, material is repeated in many of the different classes. If I have to study wine service in one more class I'm going to go crazy!	1	1.1	1.1	56.8
	I would really like to see a BS in Restaurant Management. I am very interested in restaurants, not so much hotels.	1	1.1	1.1	57.9
	I would suggest expansion. I think there are a lot of courses out there that would be interesting to take and receive additional information.	1	1.1	1.1	58.9
Less guest speakers from on campus!!!!!!	1	1.1	1.1	60.0	
Less people in the cooking class	1	1.1	1.1	61.1	
make classes available throughout the year. not just certain one's	1	1.1	1.1	62.1	
Make term projects less dense with extended due dates	1	1.1	1.1	63.2	

q11 Suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe have the same speakers, just don't have so many classes have the same ones. So overall there would be less class periods of speakers, yet they still see the same amount of them only once.	1	1.1	1.1	64.2
	Maybe hire one more professor, but I do not want the program to get too large.	1	1.1	1.1	65.3
	More "real life experiences"	1	1.1	1.1	66.3
	More assignments that relate to what can be expected for an entry level or management job after graduation.	1	1.1	1.1	67.4
	More available classes.	1	1.1	1.1	68.4
	More clarification of the programs offered through the Hospitality Office.	1	1.1	1.1	69.5
	More hands on experiences in classes.	1	1.1	1.1	70.5
	More hands on opportunities for hotel experience.	1	1.1	1.1	71.6
	More hospital management clubs	1	1.1	1.1	72.6
	More hotel classes	1	1.1	1.1	73.7
	More in Hotel learning experiences. "Hands on activities"	1	1.1	1.1	74.7
	More internship guidance	1	1.1	1.1	75.8
	More Resort Management classes during the summer.	1	1.1	1.1	76.8
	More staff and classrooms would be nice	1	1.1	1.1	77.9
	More trade shows	1	1.1	1.1	78.9
	More wine tasting and mixology labs.	1	1.1	1.1	80.0
	N/A	3	3.2	3.2	83.2
	New classrooms	1	1.1	1.1	84.2
	None	2	2.1	2.1	86.3
	None that I can think of at this time.	1	1.1	1.1	87.4
	none.	1	1.1	1.1	88.4
	Offer a spa class for the Concentration in Sports and Spa entertainment. Have the option to take the spa class or the sports marketing class. I'm in this field for the spa aspect and i have to take a spa class else where.	1	1.1	1.1	89.5
	Offer more classes twice a week for 75 minutes/day instead of three days a week for 50 minutes/day.	1	1.1	1.1	90.5
	Open Cafe Ferris back up and remove DPS from the building so that we have enough classrooms. Offer a four year degree with emphasis on the food industry rather than making student switch to hotel/resort.	1	1.1	1.1	91.6
	Possibly a job fair especially for the Hospitality students similar to that of the PGM Job Fair.	1	1.1	1.1	92.6
	Provide more places for internships near Michigan.	1	1.1	1.1	93.7
	Some of the guest spkrs for Liannes class sometimes lack what I feel like is needed in a guest speaker. Sometimes the FSU employees that will speak seem to lack interesting facts about there jobs. They only provide us w/ the bare facts that deal w/ the job they have.	1	1.1	1.1	94.7
	Some type of culinary classes	1	1.1	1.1	95.8
	Try to get everystudent involved with an hospility RSO	1	1.1	1.1	96.8
	We need better & more classrooms; maybe our expand our building	1	1.1	1.1	97.9
Wider variety of online courses	1	1.1	1.1	98.9	
Write on the board with brighter pens.	1	1.1	1.1	100.0	
Total	95	100.0	100.0		

q12 Additional comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		72	75.8	75.8	75.8
	Amy Dorey is the greatest teacher I have ever had. She knows all about everything she teaches & has the most enthusiasm I have ever seen in a faculty member.	1	1.1	1.1	76.8
	Don't have any	1	1.1	1.1	77.9
	Glad I transferred into the program, I am very pleased.	1	1.1	1.1	78.9
	I am so glad that I had to opportunity to attend FSU. I have enjoyed my time here very much.	1	1.1	1.1	80.0
	I am sorry if you could not draw much from my survey b/c I have only recently enrolled in a related field & have not yet had the opportunity to experience the things asked in this survey.	1	1.1	1.1	81.1
	I enjoy the program!	1	1.1	1.1	82.1
	I love the program	1	1.1	1.1	83.2
	I love the program. It has really helped me figure out what I want to do w/ my life & I really feel prepared once I graduate. Thanks!	1	1.1	1.1	84.2
	I think it would be very valuable to hold internship showcases or learning sessions. Meaning info is gathered on different internships & are presented in a Q&A format w/ several hospitality staff there to really give good info	1	1.1	1.1	85.3
	If there was a Culinary Mgmt and/or BS in Restaurant Mgmt, I would switch programs in a heartbeat	1	1.1	1.1	86.3
	Is it possible to offer a Master's in Hospitality? I think a graduate study program would be very useful & profitable.	1	1.1	1.1	87.4
	Keep up the good work.	1	1.1	1.1	88.4
	N/A	3	3.2	3.2	91.6
	No additional comments.	1	1.1	1.1	92.6
	None	2	2.1	2.1	94.7
	Thanks for everything!	1	1.1	1.1	95.8
	The only reason I am still at FSU is the hospitality faculty. Other schools are superior in every other way. FSU used to be one of the best but now it has been reduced to two classrooms & a lab.	1	1.1	1.1	96.8
	The whole office is amazing!	1	1.1	1.1	97.9
	This is my first sem in the prog so a lot of this info I was unable to give an accurate answer for.	1	1.1	1.1	98.9
Timeliness of starting classes is important to me. If classes tend to start 3-8 minutes after designated time, you are training students to show up late and it be exceptable	1	1.1	1.1	100.0	
Total	95	100.0	100.0		

As part of the Academic Program Review, the Hospitality Program is asking advisory board members to take a few minutes to fill out this survey regarding the program.

For each item listed below, please choose the option that best represents your perception.

	Strongly Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Strongly Agree
Hospitality Programs are consistent with the mission of Ferris.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The program curriculum includes courses relevant to program objectives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The program and its curriculum are regularly reviewed to insure that they remain current.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The program is guided by an effective advisory board.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of Hospitality Programs at Ferris compares favorably with similar programs throughout the state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program faculty provides students with appropriate academic advising.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program faculty provides students with appropriate advising about career planning and placement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program faculty provides students with appropriate classroom activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Ferris administration supports the program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current operating budget is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of qualified tenure-track faculty is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instructional facilities and equipment are sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of clerical and support staff is sufficient to meet program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The program has adequate resources allocated for coordination and administration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The department and university provide program faculty sufficient opportunity and support for professional development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality students are prepared to enter the workforce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality Programs prepares students to enter industry better than other schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are job opportunities available to Ferris Hospitality graduates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality Programs provides a foundation for multiple career possibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faculty members have good rapport with students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are a number of varied and high quality internships available to students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What qualities/skills (if any) do you feel are lacking in graduates of Hospitality Programs?

What do you see as the strengths of Hospitality Programs?

What do you see as areas needing improvement?

Please provide comments and suggestions that would help to better prepare future graduates.

Thank you for your time and assistance.

Hospitality APR...Advisory Board

Frequencies

Prepared by: Institutional Research & Testing, 06/07

Statistics

	N		Mean	Median	Std. Deviation
	Valid	Missing			
q1a Progs consistent w/ FSU mission	10	2	5.00	5.00	.000
q1b Includes courses relevant to objectives	12	0	4.83	5.00	.577
q1c Prog & curr regularly reviewed	9	3	4.67	5.00	1.000
q1d Guided by effective Advisory Bd	12	0	4.67	5.00	.651
q1e Quality compares favorably to sim state progs	10	2	5.00	5.00	.000
q1f Fac provide appropriate acad advising	10	2	4.80	5.00	.422
q1g Faculty provide appropriate career plan'g advising	10	2	4.90	5.00	.316
q1h Faculty provide appropriate classroom activities	7	5	4.71	5.00	.756
q1i Ferris administration supports the program	9	3	3.89	4.00	1.054
q1j Current operating budget is sufficient	8	4	2.25	2.00	1.389
q1k Number of qualified tenure-track faculty is sufficient	9	3	2.22	2.00	1.093
q1l Instructional facilities & equipment are sufficient	10	2	3.30	3.00	1.160
q1m Number of clerical & support staff is sufficient	9	3	1.78	1.00	1.093
q1n Prog has adequate resources allocated	9	3	2.11	2.00	.928
q1o Faculty given sufficient pro dev opportunity & support	7	5	3.29	3.00	1.113
q1p Students are well prepared to enter the workforce	12	0	4.42	4.50	.669
q1q Stu's prep'd to enter industry better than other schools	11	1	4.18	4.00	.751
q1r Job opportunities available to graduates	12	0	4.83	5.00	.389
q1s Provides foundation for multiple career possibilities	12	0	4.75	5.00	.452
q1t Faculty members have good rapport w/ students	10	2	4.80	5.00	.422
q1u Varied & high quality internships available to students	11	1	4.73	5.00	.647
q2 Qualities/skills (if any) are lacking	12	0			
q3 Strengths of Hospitality Programs	12	0			
q4 Areas needing improvement	12	0			
q5 Comments/Suggestions	12	0			

Frequency Table

q1a Progs consistent w/ FSU mission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	83.3	100.0	100.0
Missing	Don't Know	2	16.7		
Total		12	100.0		

q1b Includes courses relevant to objectives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	8.3	8.3	8.3
	Strongly Agree	11	91.7	91.7	100.0
	Total	12	100.0	100.0	

q1c Prog & curr regularly reviewed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	1	8.3	11.1	11.1
	Strongly Agree	8	66.7	88.9	100.0
	Total	9	75.0	100.0	
Missing	Don't Know	3	25.0		
Total		12	100.0		

q1d Guided by effective Advisory Bd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	8.3	8.3	8.3
	Somewhat Agree	2	16.7	16.7	25.0
	Strongly Agree	9	75.0	75.0	100.0
	Total	12	100.0	100.0	

q1e Quality compares favorably to sim state progs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	83.3	100.0	100.0
Missing	Don't Know	2	16.7		
Total		12	100.0		

q1f Fac provide appropriate acad advising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	2	16.7	20.0	20.0
	Strongly Agree	8	66.7	80.0	100.0
	Total	10	83.3	100.0	
Missing	Don't Know	2	16.7		
Total		12	100.0		

q1g Faculty provide appropriate career plan'g advising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	1	8.3	10.0	10.0
	Strongly Agree	9	75.0	90.0	100.0
	Total	10	83.3	100.0	
Missing	Don't Know	2	16.7		
Total		12	100.0		

q1h Faculty provide appropriate classroom activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	8.3	14.3	14.3
	Strongly Agree	6	50.0	85.7	100.0
	Total	7	58.3	100.0	
Missing	Don't Know	4	33.3		
	System	1	8.3		
	Total	5	41.7		
Total		12	100.0		

q1i Ferris administration supports the program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	1	8.3	11.1	11.1
	Neutral	2	16.7	22.2	33.3
	Somewhat Agree	3	25.0	33.3	66.7
	Strongly Agree	3	25.0	33.3	100.0
	Total	9	75.0	100.0	
Missing	Don't Know	2	16.7		
	System	1	8.3		
	Total	3	25.0		
Total		12	100.0		

q1j Current operating budget is sufficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	33.3	50.0	50.0
	Neutral	2	16.7	25.0	75.0
	Somewhat Agree	2	16.7	25.0	100.0
	Total	8	66.7	100.0	
Missing	Don't Know	4	33.3		
Total		12	100.0		

q1k Number of qualified tenure-track faculty is sufficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	16.7	22.2	22.2
	Somewhat Disagree	5	41.7	55.6	77.8
	Somewhat Agree	2	16.7	22.2	100.0
	Total	9	75.0	100.0	
Missing	Don't Know	3	25.0		
Total		12	100.0		

q1l Instructional facilities & equipment are sufficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	3	25.0	30.0	30.0
	Neutral	3	25.0	30.0	60.0
	Somewhat Agree	2	16.7	20.0	80.0
	Strongly Agree	2	16.7	20.0	100.0
	Total	10	83.3	100.0	
Missing	Don't Know	1	8.3		
	System	1	8.3		
	Total	2	16.7		
Total		12	100.0		

q1m Number of clerical & support staff is sufficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	41.7	55.6	55.6
	Somewhat Disagree	2	16.7	22.2	77.8
	Neutral	1	8.3	11.1	88.9
	Somewhat Agree	1	8.3	11.1	100.0
	Total	9	75.0	100.0	
Missing	Don't Know	3	25.0		
Total		12	100.0		

q1n Prog has adequate resources allocated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	16.7	22.2	22.2
	Somewhat Disagree	5	41.7	55.6	77.8
	Neutral	1	8.3	11.1	88.9
	Somewhat Agree	1	8.3	11.1	100.0
	Total	9	75.0	100.0	
Missing	Don't Know	3	25.0		
Total		12	100.0		

q1o Faculty given sufficient pro dev opportunity & support

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	2	16.7	28.6	28.6
	Neutral	2	16.7	28.6	57.1
	Somewhat Agree	2	16.7	28.6	85.7
	Strongly Agree	1	8.3	14.3	100.0
	Total	7	58.3	100.0	
Missing	Don't Know	5	41.7		
Total		12	100.0		

q1p Students are well prepared to enter the workforce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	8.3	8.3	8.3
	Somewhat Agree	5	41.7	41.7	50.0
	Strongly Agree	6	50.0	50.0	100.0
	Total	12	100.0	100.0	

q1q Stu's prep'd to enter industry better than other schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	16.7	18.2	18.2
	Somewhat Agree	5	41.7	45.5	63.6
	Strongly Agree	4	33.3	36.4	100.0
	Total	11	91.7	100.0	
Missing	Don't Know	1	8.3		
Total		12	100.0		

q1r Job opportunities available to graduates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	2	16.7	16.7	16.7
	Strongly Agree	10	83.3	83.3	100.0
	Total	12	100.0	100.0	

q1s Provides foundation for multiple career possibilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	3	25.0	25.0	25.0
	Strongly Agree	9	75.0	75.0	100.0
	Total	12	100.0	100.0	

q1t Faculty members have good rapport w/ students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	2	16.7	20.0	20.0
	Strongly Agree	8	66.7	80.0	100.0
	Total	10	83.3	100.0	
Missing	Don't Know	2	16.7		
Total		12	100.0		

q1u Varied & high quality internships available to students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	8.3	9.1	9.1
	Somewhat Agree	1	8.3	9.1	18.2
	Strongly Agree	9	75.0	81.8	100.0
	Total	11	91.7	100.0	
Missing	Don't Know	1	8.3		
Total		12	100.0		

q2 Qualities/skills (if any) are lacking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		8	66.7	66.7	66.7
	I haven't had the experience w/ the grads to evaluate their skill levels. I've been impressed w/ the stu's in the planning & execution of the annual Gala.	1	8.3	8.3	75.0
	I think stu's need to understand that education & experience combined create a strong leader. Education w/ little to no experience doesn't mean you are ready to assume an upper level mgmt position. Use the first few years of your career to be a sponge & learn all you can before getting a title.	1	8.3	8.3	83.3
	Leadership - What it is & what it takes.	1	8.3	8.3	91.7
	Leadership skills. Technical skills & tasks are easily taught. The ability to build a strong & diverse team, lead that diverse team so they achieve business goals is a significant challenge. Stu's need to understand the critical nature of their ability to lead the team.	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

q3 Strengths of Hospitality Programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	25.0	25.0	25.0
	I believe the students from FSU are more realistic in expectations than many other schools. Continue to build variety in the progs to create breadth of knowledge & experience for students. Keep a business focus.	1	8.3	8.3	33.3
	Keeping up w/ current trends & systems that change quickly in this industry.	1	8.3	8.3	41.7
	Leadership of Julie Doyle & new oversight from Matt Pinter.	1	8.3	8.3	50.0
	Leadership of the dept.	1	8.3	8.3	58.3
	Recruitment, advising, req'd internships, hands-on educational experience (e.g. Gala), off-campus site visits, assistance w/ placement, follow-up w/ alumni, & actively involved adv board.	1	8.3	8.3	66.7
	Strong faculty support, balanced prog w/ acads & practical training, gala event, strong hospitality alumni & industry support, solid leadership, visible FSU admin support.	1	8.3	8.3	75.0
	The existing faculty & the quality of the progs.	1	8.3	8.3	83.3
	The teaching staff, the internship prog, & the preparation of stu's to achieve success in the hospitality field.	1	8.3	8.3	91.7
	The thing that I've always been impressed w/ is the faculty works hard to give the students every opportunity to succeed. They also work hard w/ placement whether it be internships or permanent job.	1	8.3	8.3	100.0
Total	12	100.0	100.0		

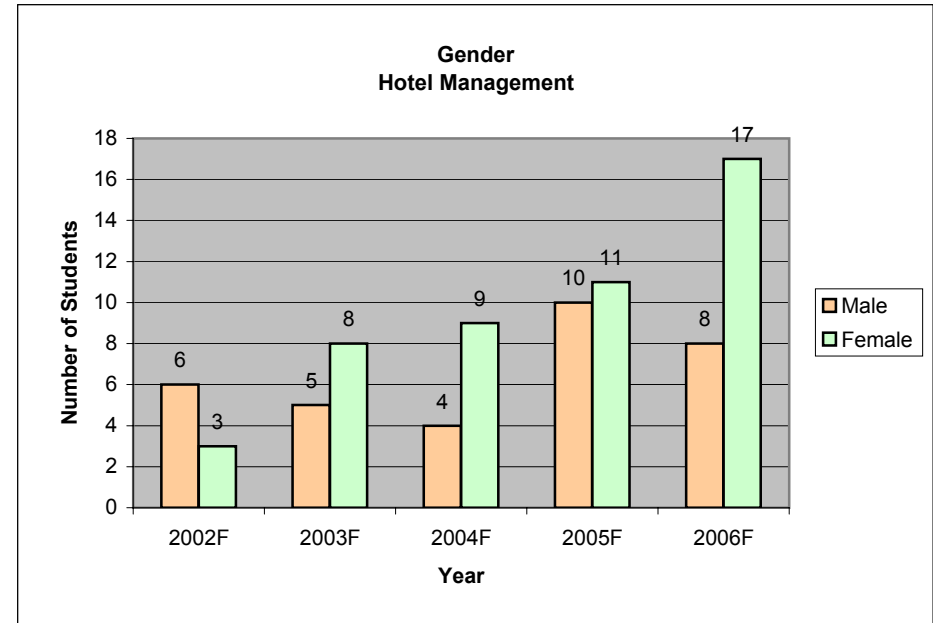
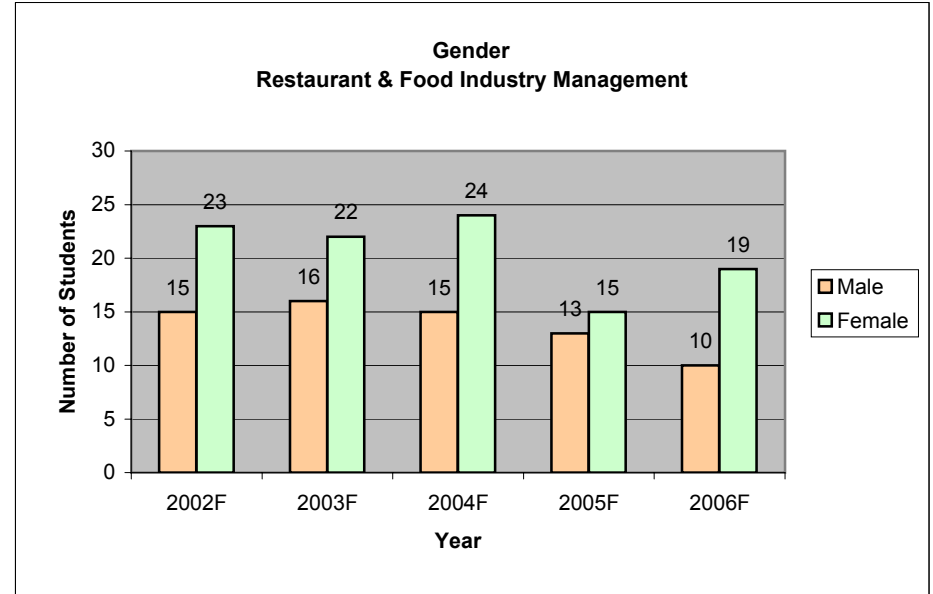
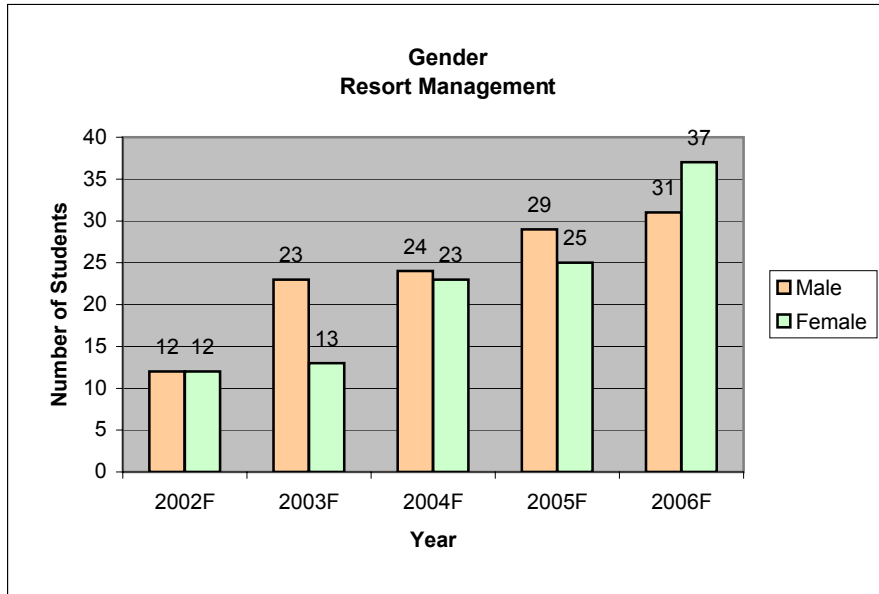
q4 Areas needing improvement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	50.0	50.0	50.0
	Clerical staff in the office would free up the faculty for teaching & counseling, which would be a better use of their skills.	1	8.3	8.3	58.3
	Dept could use more FT faculty & additional support professionals.	1	8.3	8.3	66.7
	I'd like to place more students into our system for internships & employmt. Any suggestions for us to get more exposure to the students would be helpful.	1	8.3	8.3	75.0
	I don't feel our progs are getting the full support from the Coll. For any prog to grow you need the support staff to grow w/ it & I don't see adequate support staff for this prog.	1	8.3	8.3	83.3
	Overall, I believe the dept needs additional resources. The challenge is creating the business case to support that need given the small size of the prog. Hospitality orgs are having an increasingly difficult time recruiting strong mgrs/leaders. The school faces the same issue. To grow, the prog I believe add'l resources are needed. I believe we've done some work to combine this prog w/ others which I think is a great idea. In the end, this is about running a business. Have a variety of experiences creates a variety of options & increased marketability of stu's.	1	8.3	8.3	91.7
	The prog is growing but the faculty is in need of add'l clerical support. Stu/faculty ratio should be monitored closely as the prog grows.	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

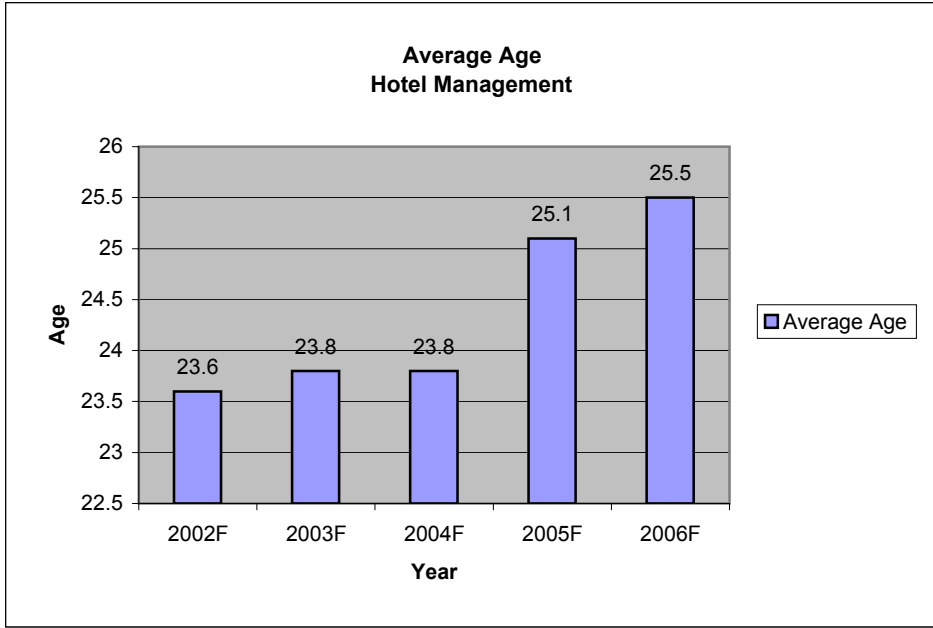
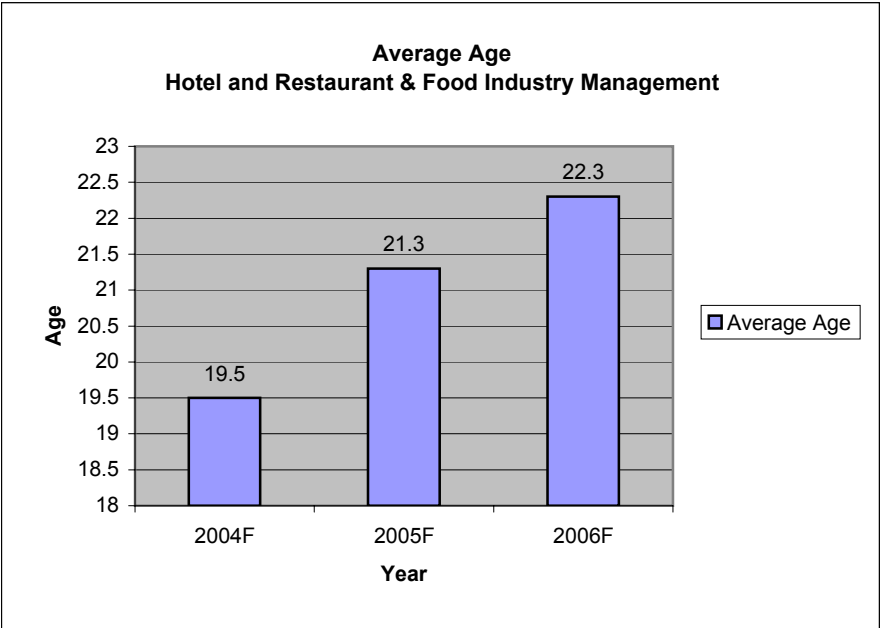
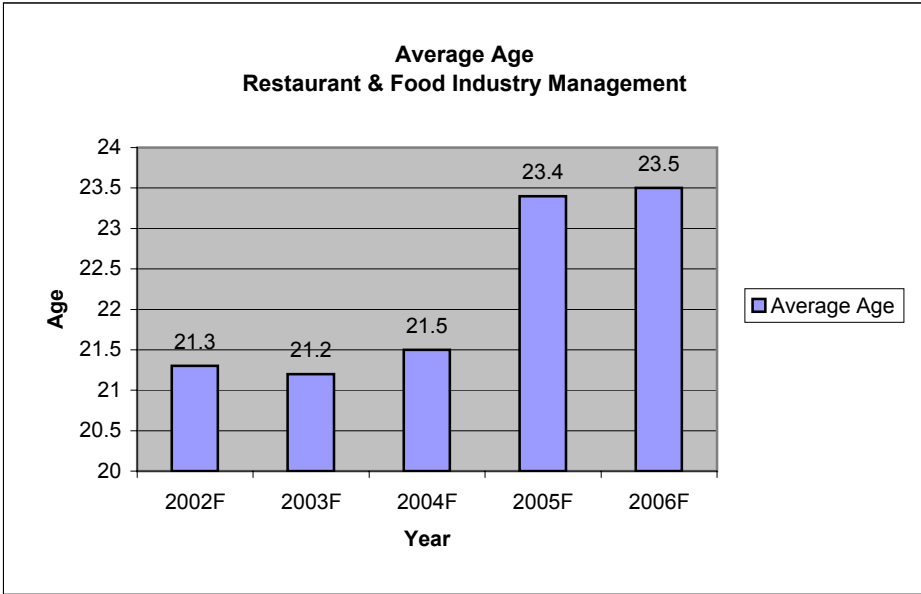
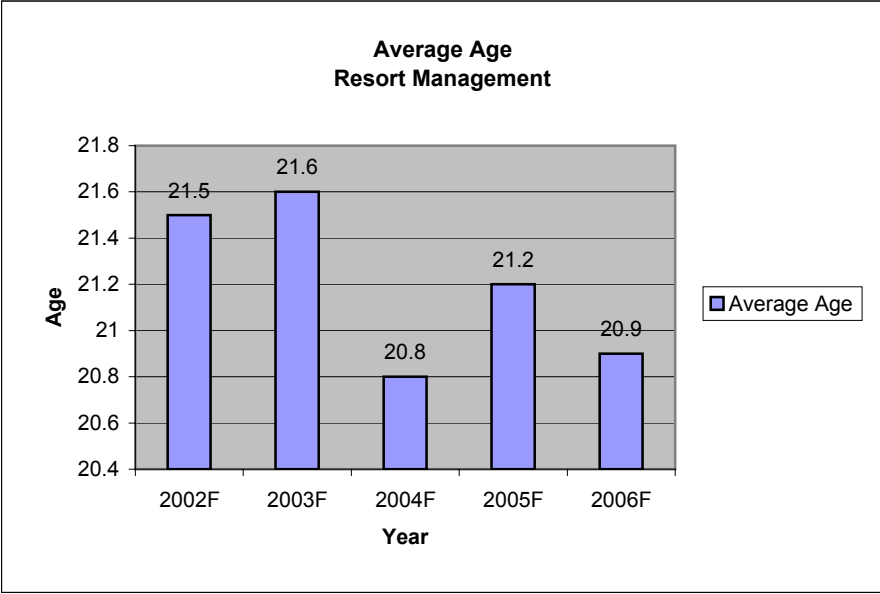
q5 Comments/Suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		9	75.0	75.0	75.0
	EXPERIENCE-get as much of it as possible. Assume as many leadership positions & opportun's as possible-both in school & out. Take advantage of leadership opportun's that group projects provide. Also participate in volunteer orgs for add'l leadership experience. Being a trainer at their job during college is also great experience.	1	8.3	8.3	83.3
	Required in-semester workstudy prog for hotel mgmt majors to enhance their chances of a mgmt job immediately after graduation.	1	8.3	8.3	91.7
	See Q2	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

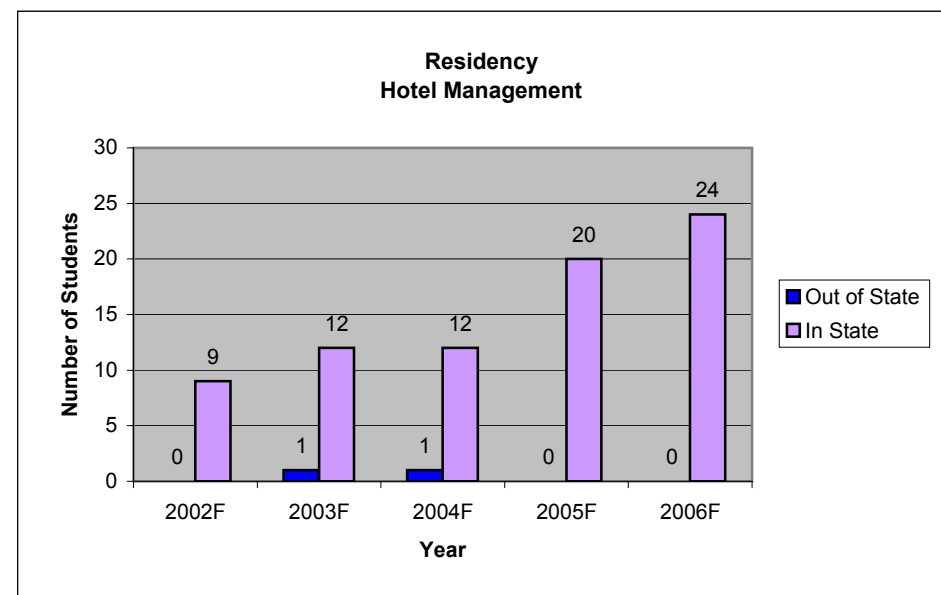
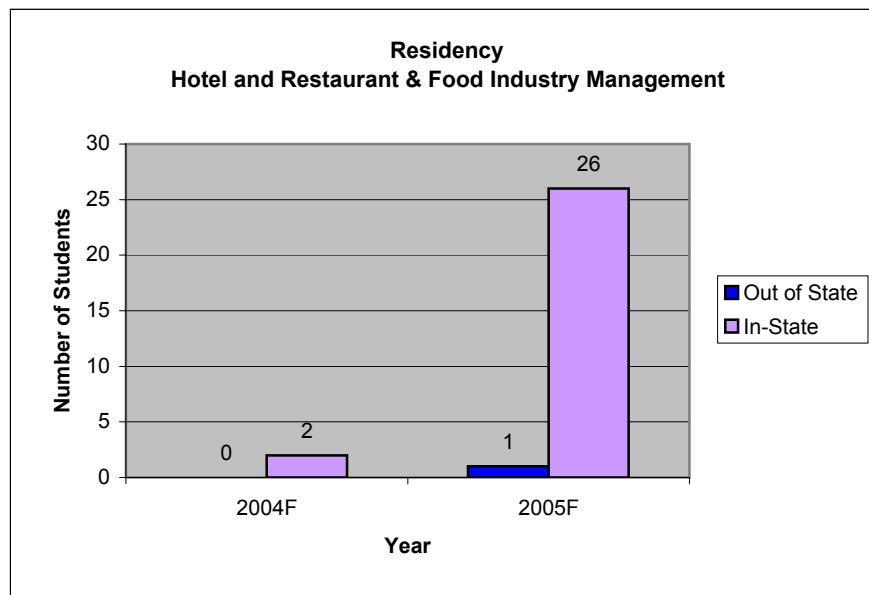
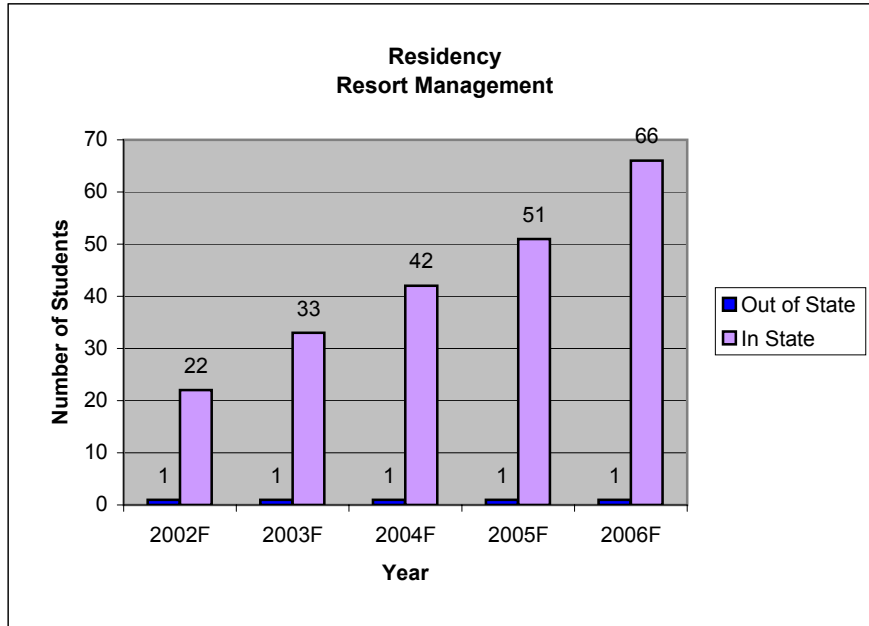
Hospitality Programs Student Profile
Gender - All degrees



Hospitality Programs Student Profile
Average age - All degrees

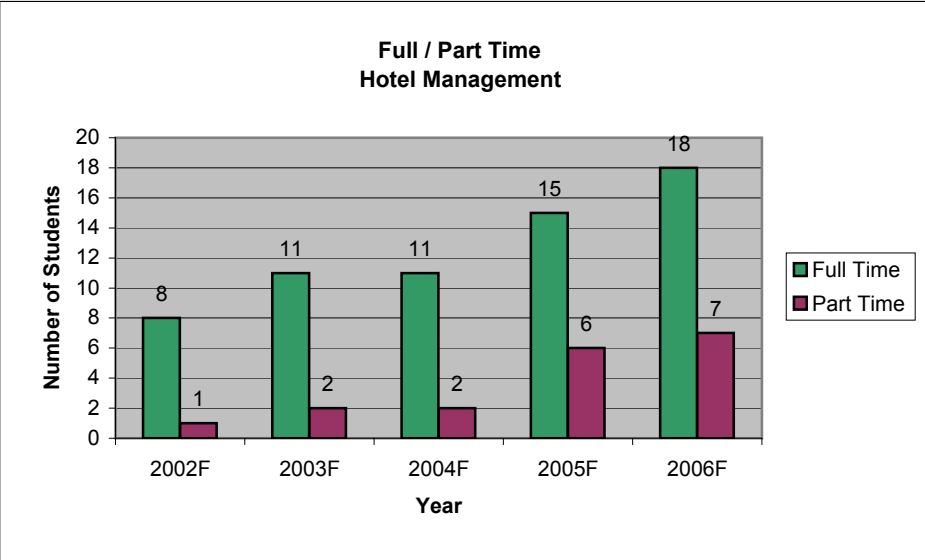
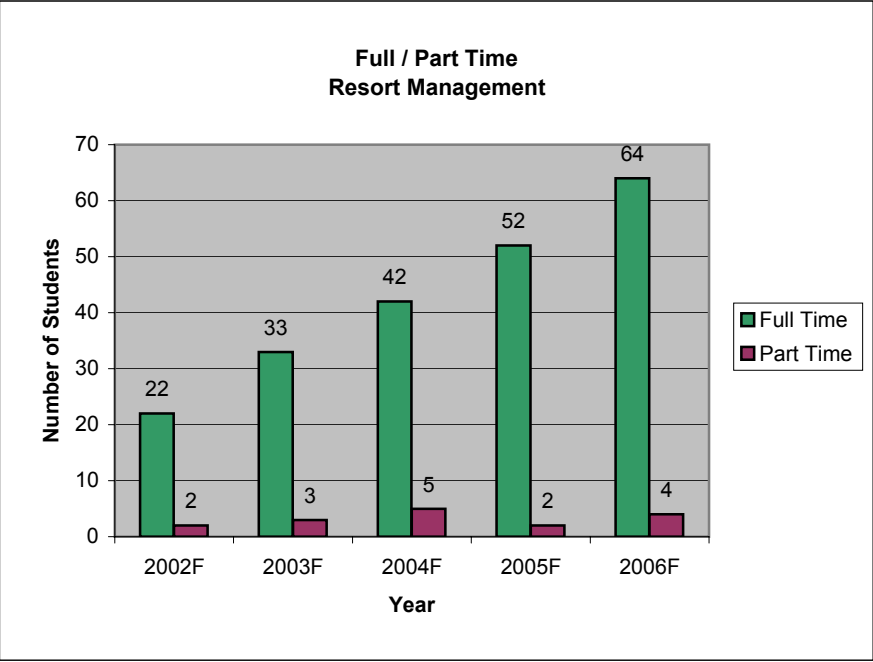


Hospitality Programs Student Profile
Residency - All degrees

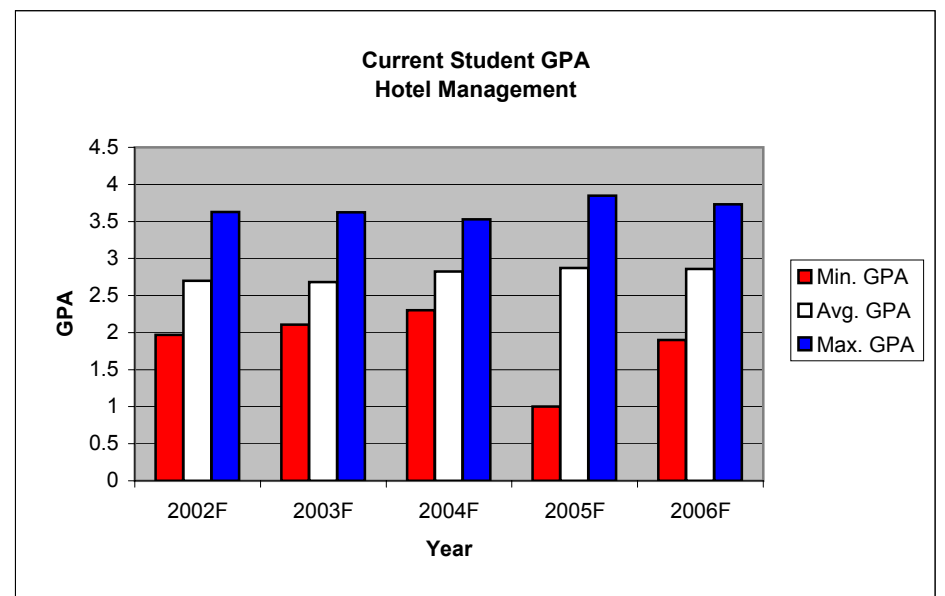
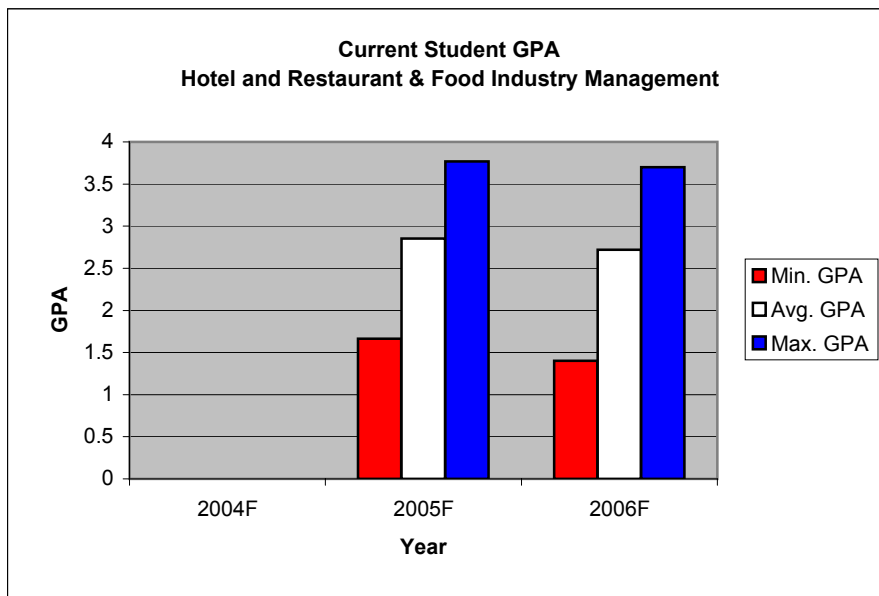
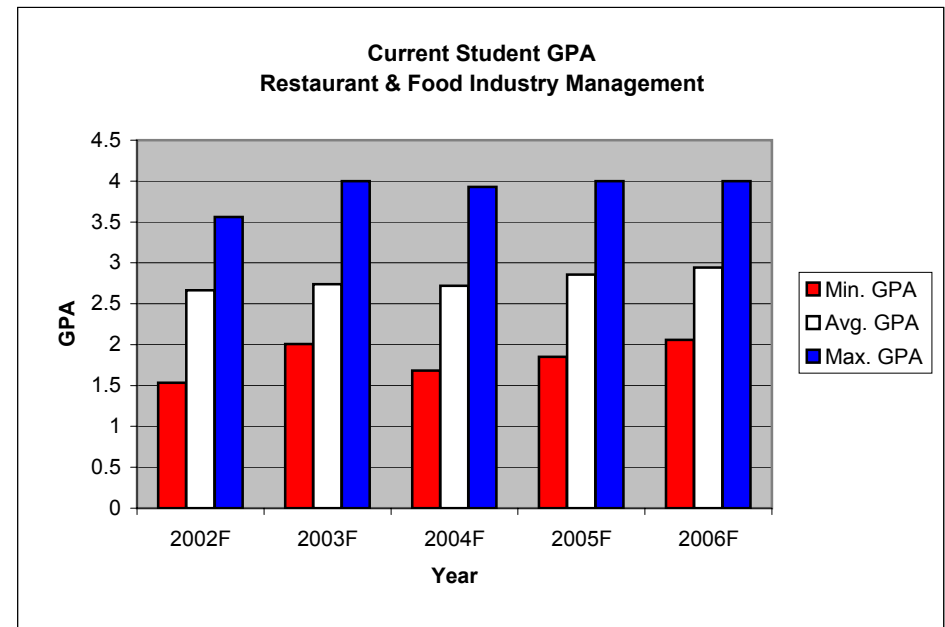
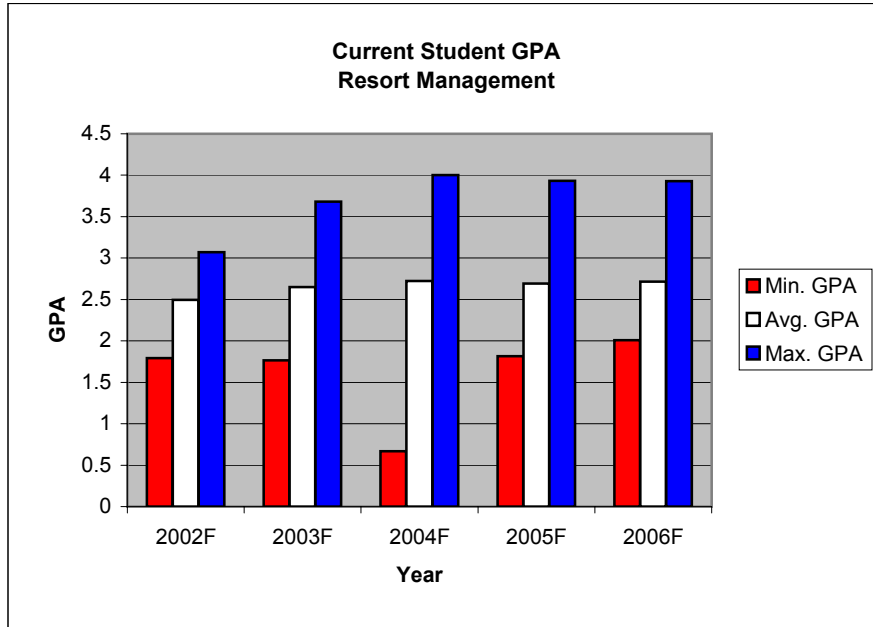


Hospitality Programs Student Profile

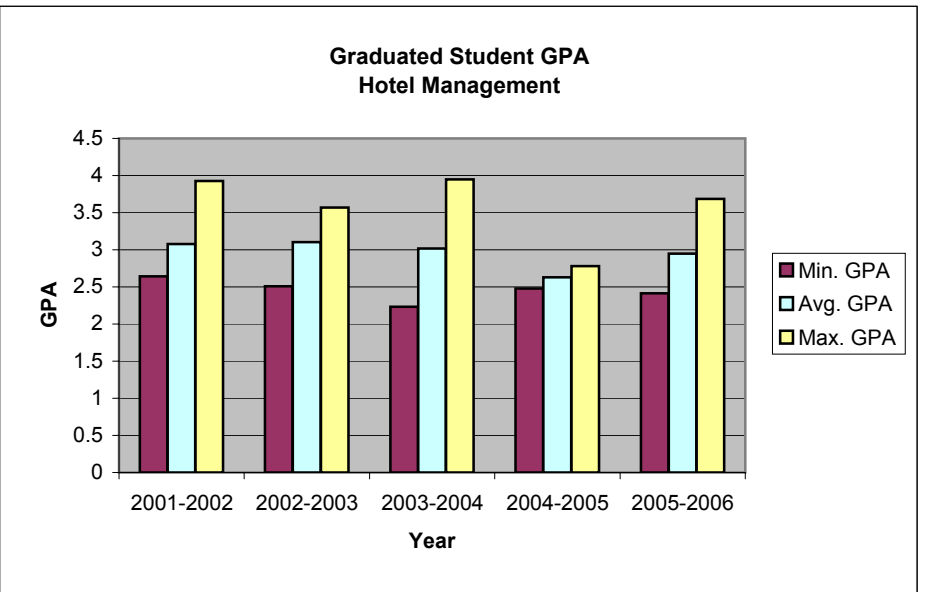
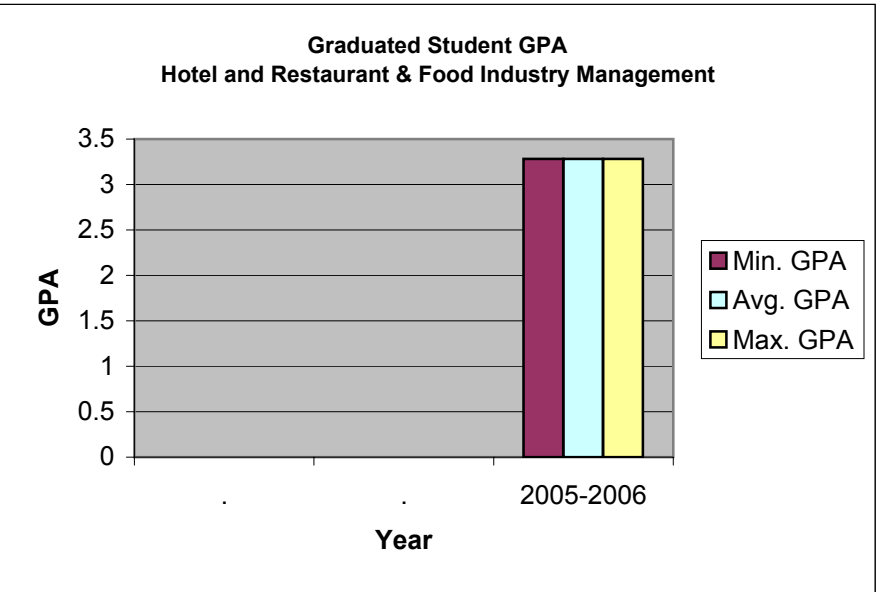
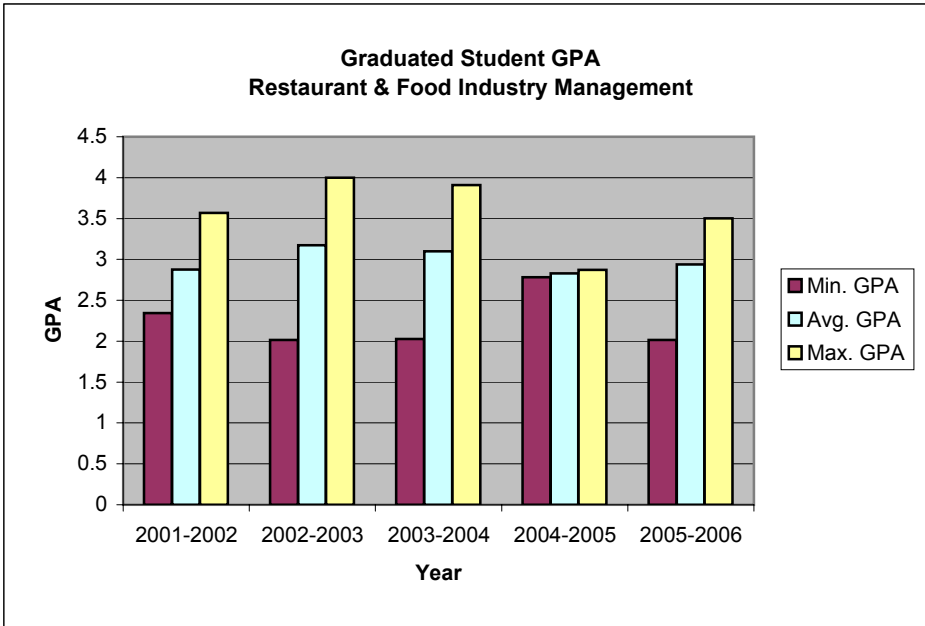
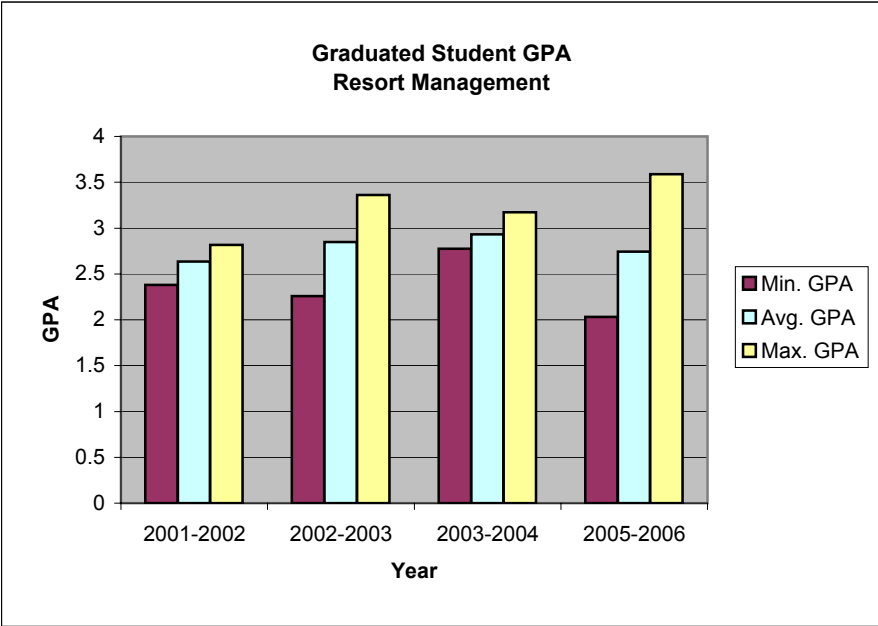
Full / Part Time - All degrees



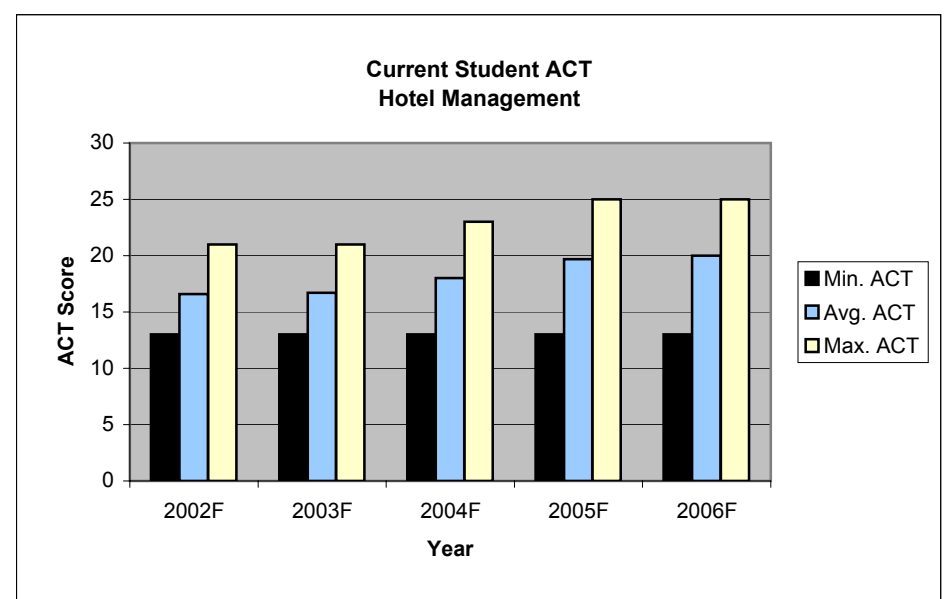
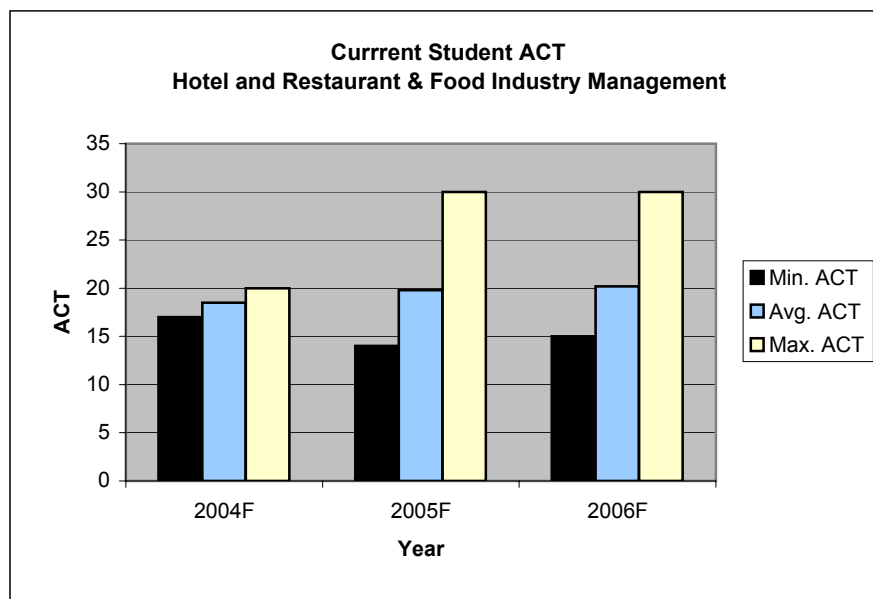
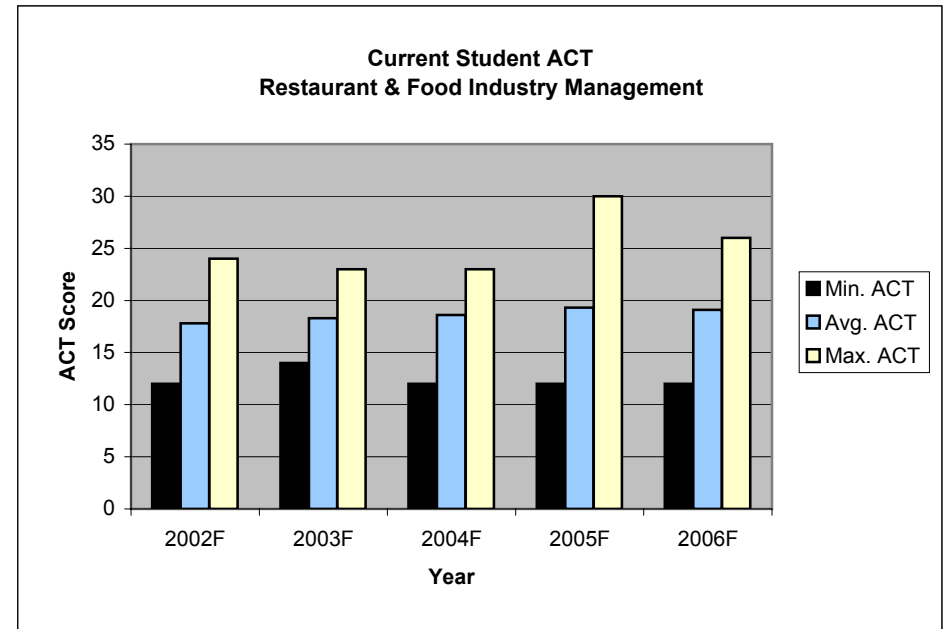
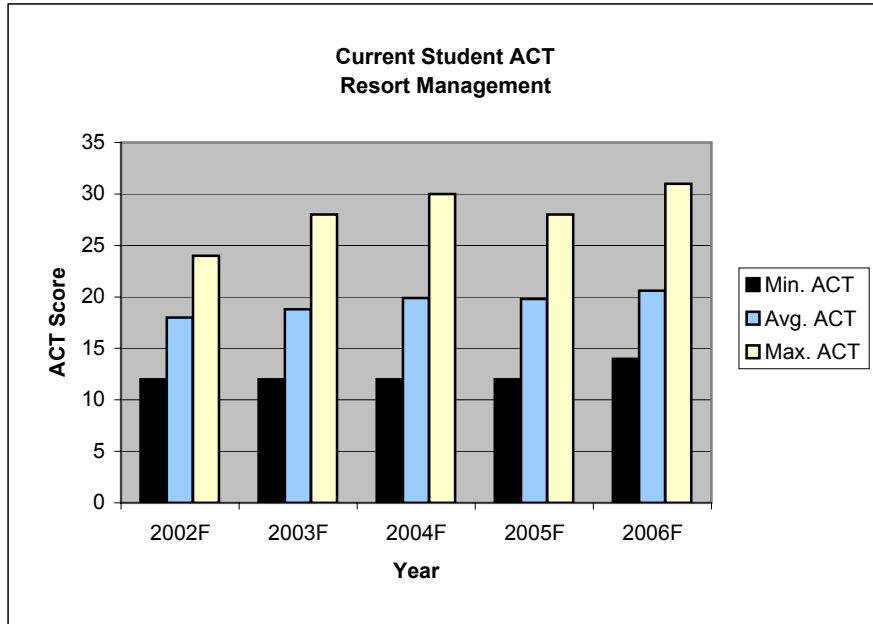
Hospitality Programs Student Profile
Current Student GPA - All degrees



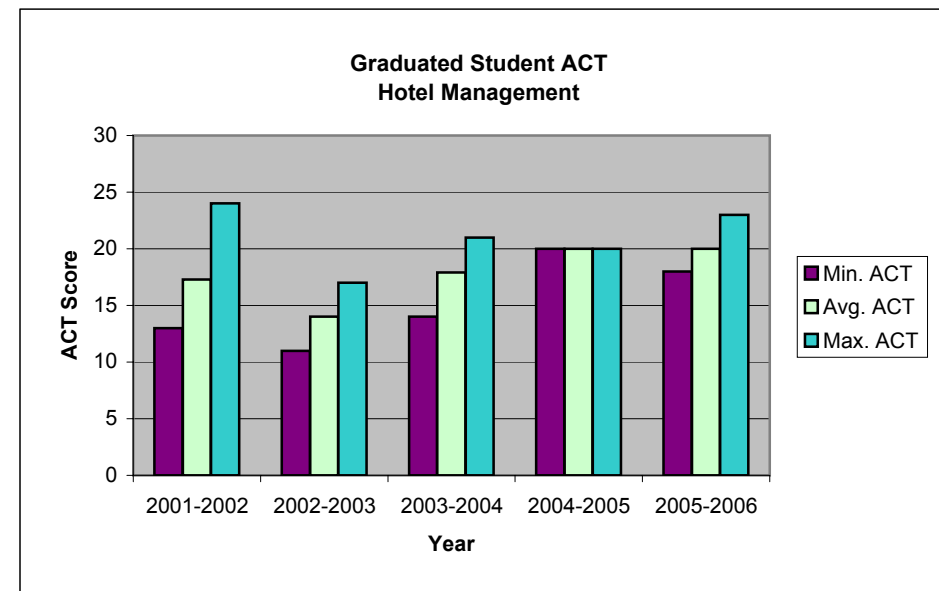
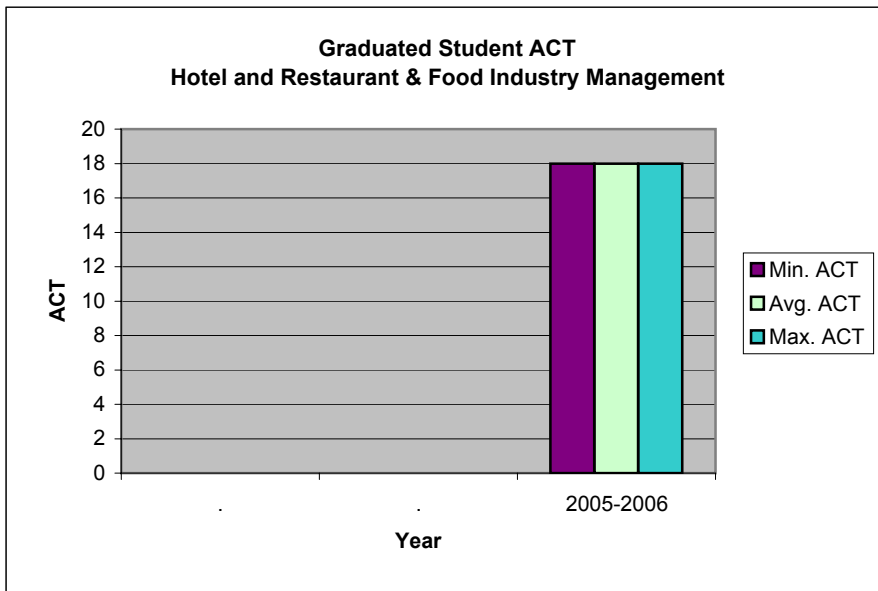
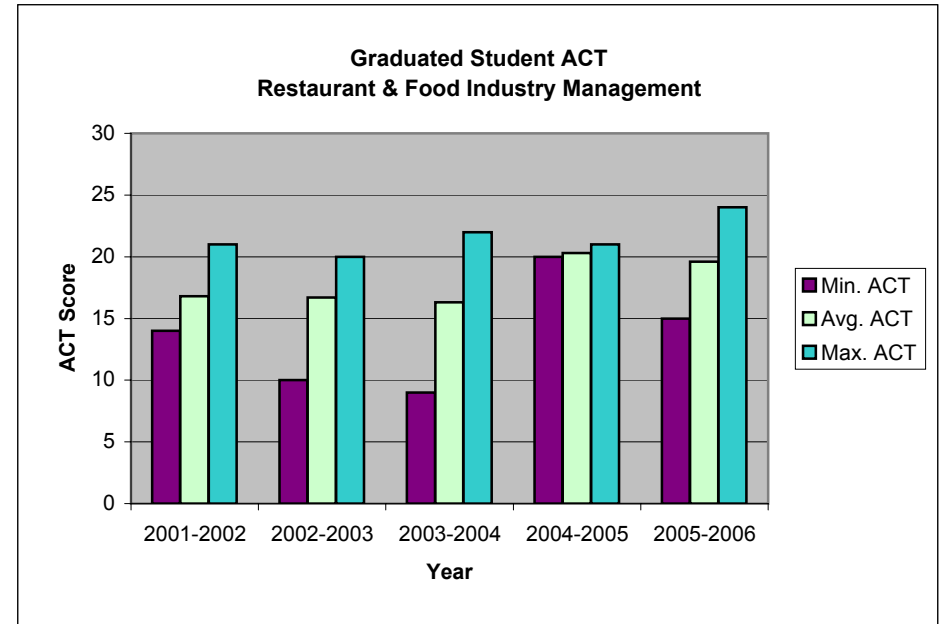
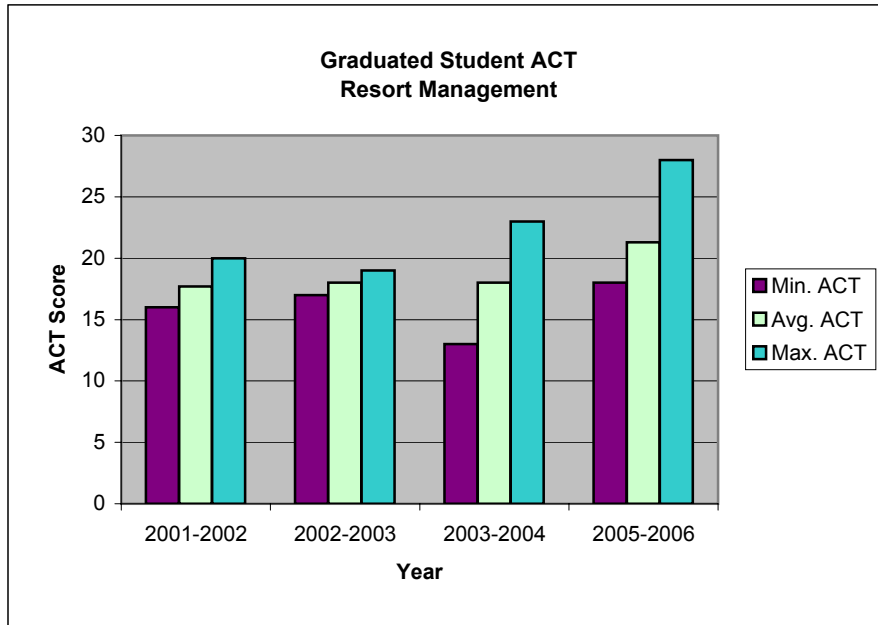
Hospitality Programs Student Profile
 Graduated Student GPA - All degrees



Hospitality Programs Student Profile
Current Student ACT - All degrees

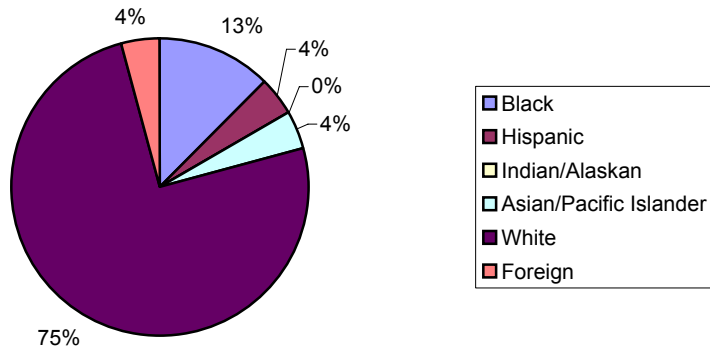


Hospitality Programs Student Profile
 Graduate Student ACT - All degrees

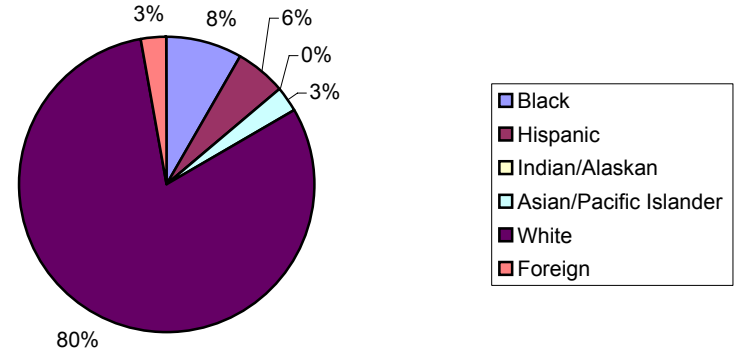


Hospitality Programs Student Profile
Race / Ethnicity - Resort Management

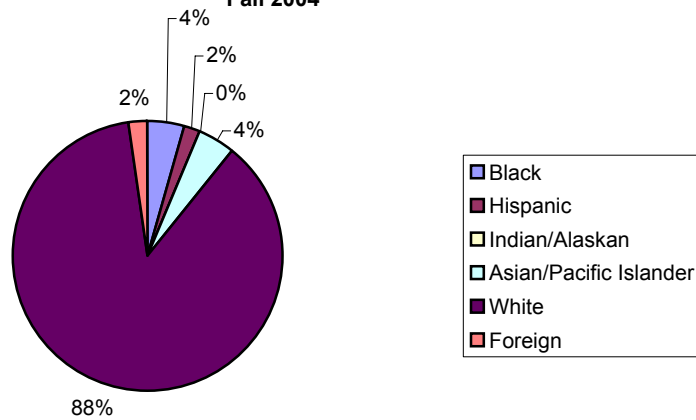
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Resort Management
Fall 2002



Race / Ethnicity
Resort Management
Fall 2003

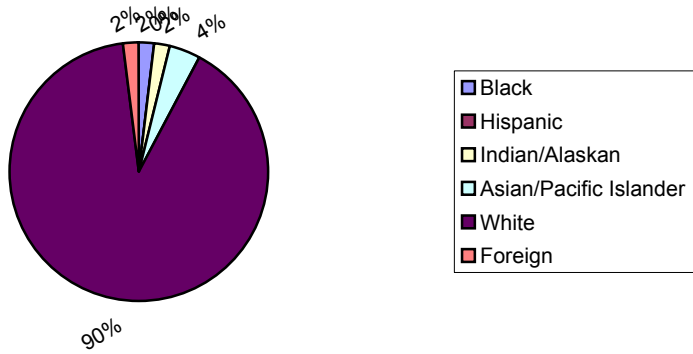


Race / Ethnicity
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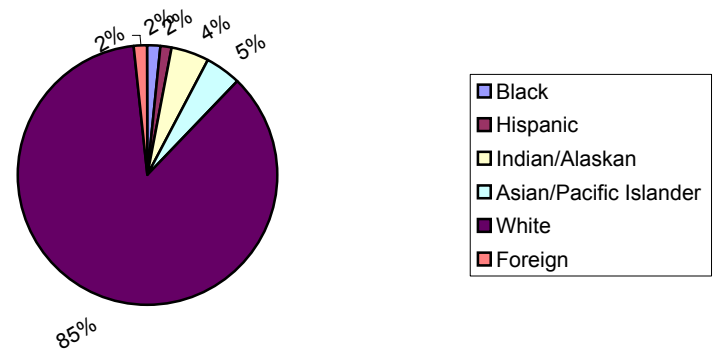


Hospitality Programs Student Profile
Race / Ethnicity - Resort Management

Race / Ethnicity
Resort Management
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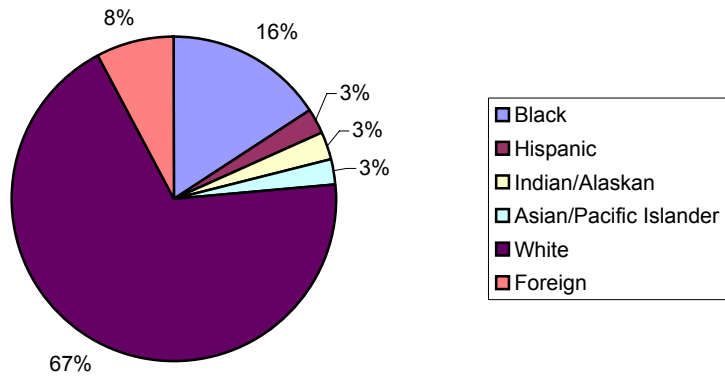


Race / Ethnicity
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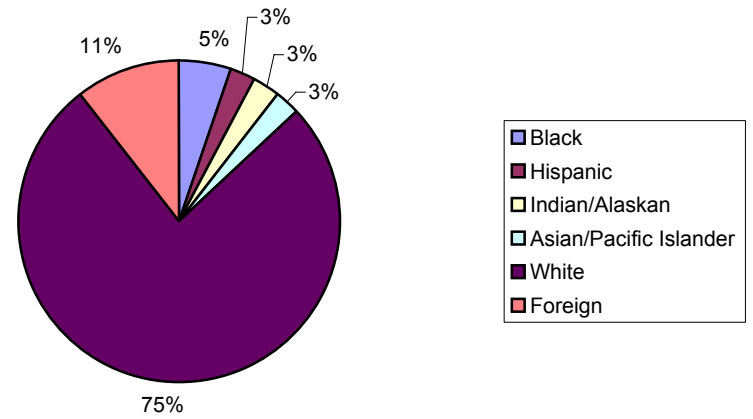


Hospitality Programs Student Profile
Race / Ethnicity - Restaurant & Food Industry Management

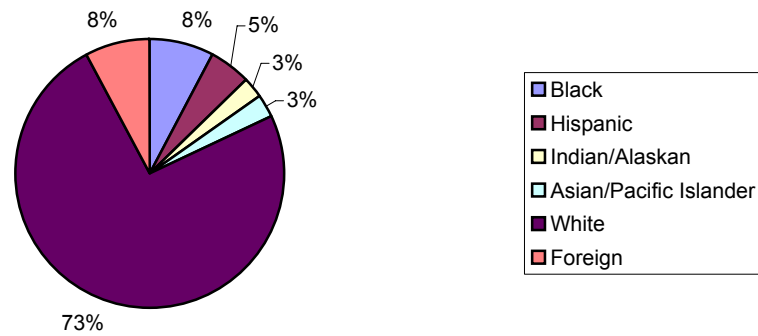
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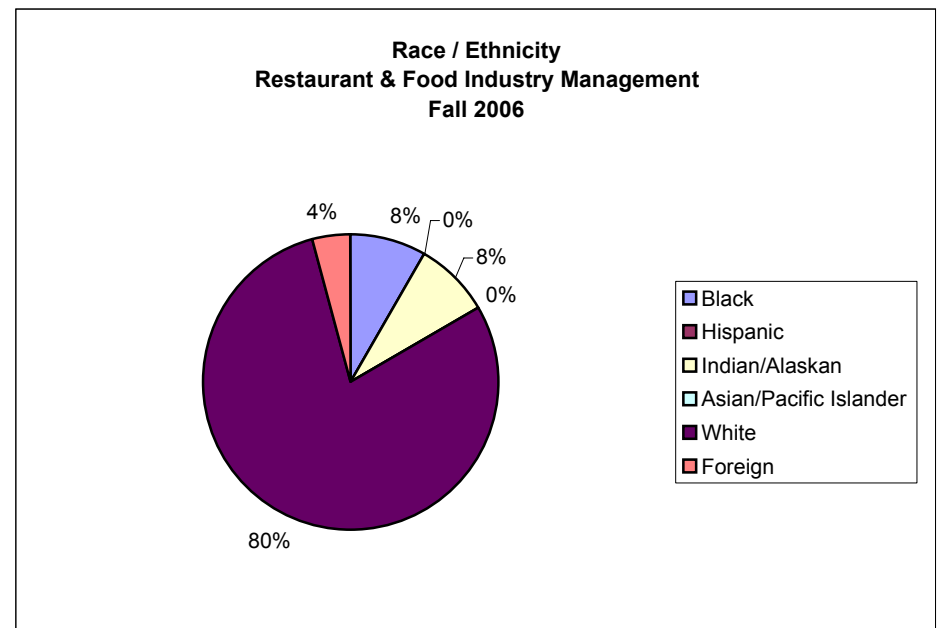
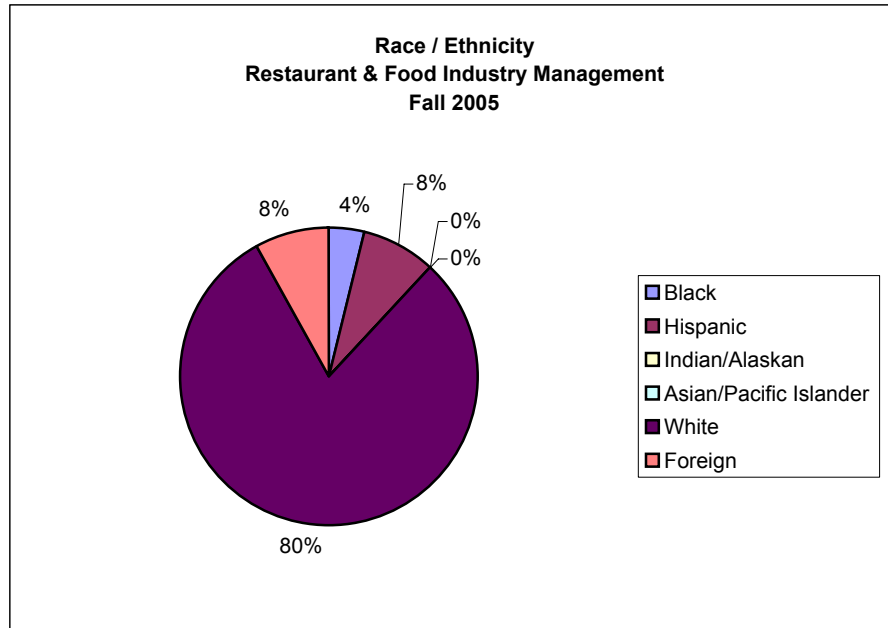
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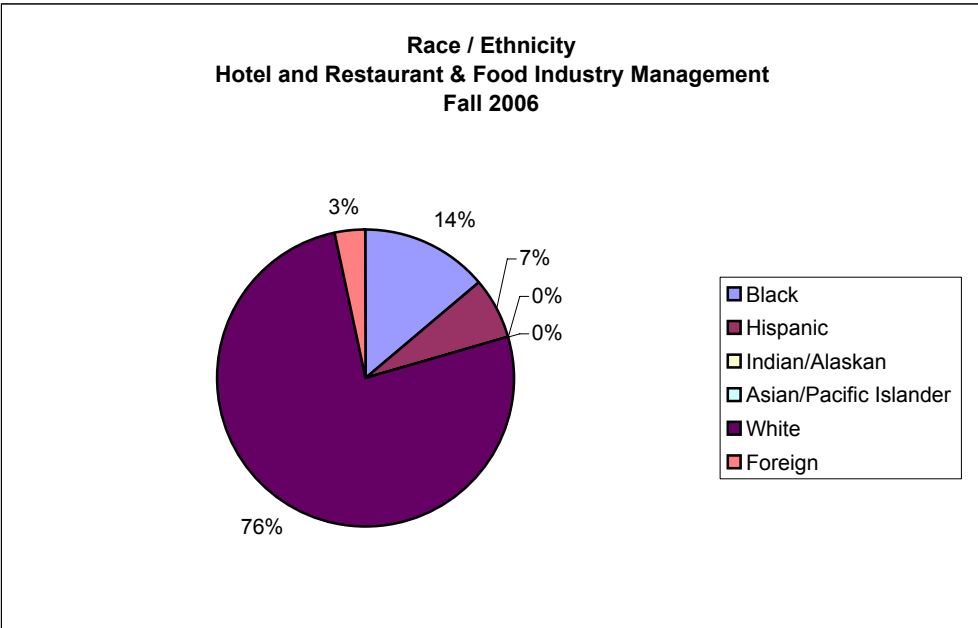
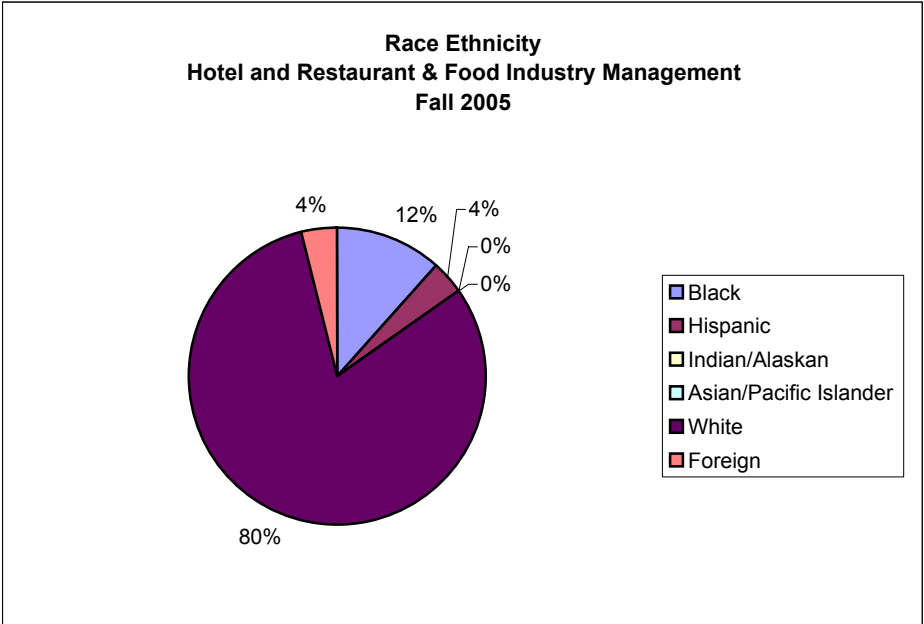
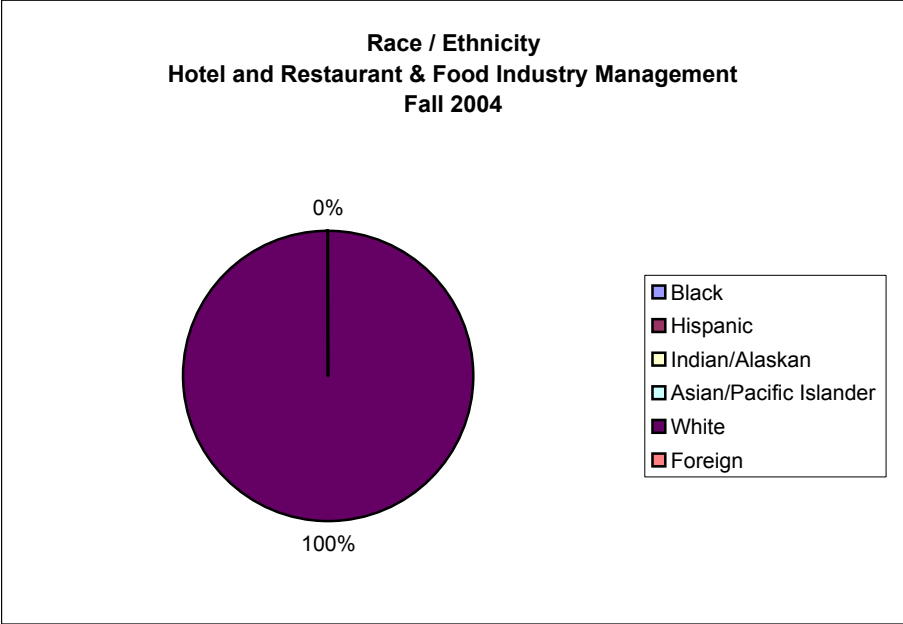
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Restaurant & Food Industry Management
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Hospitality Programs Student Profile
Race / Ethnicity - Restaurant & Food Industry Management

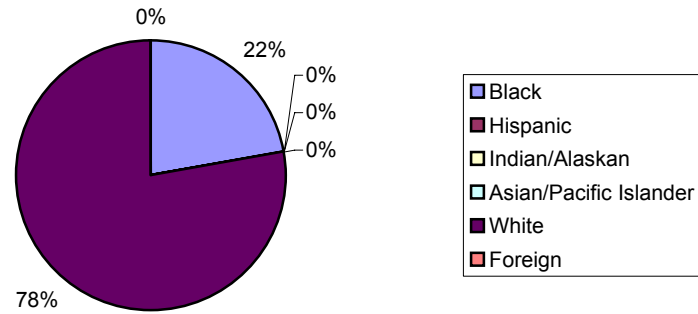


Hospitality Programs Student Profile
Race / Ethnicity - Hotel and Restaurant & Food Industry Management

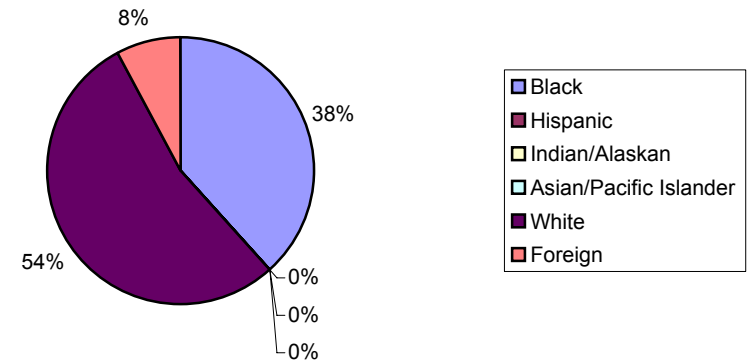


Hospitality Programs Student Profile
Race / Ethnicity - Hotel Management

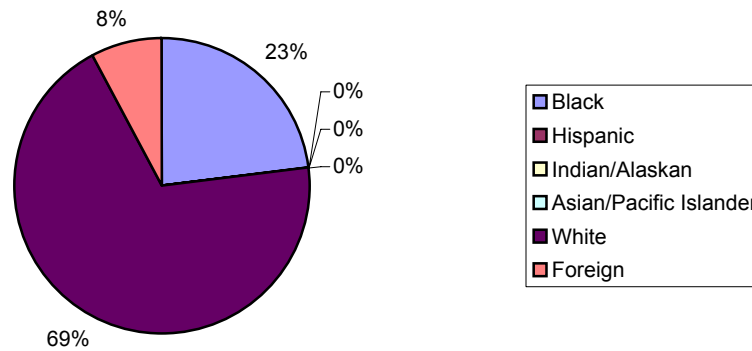
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Race / Ethnicity
Hotel Management
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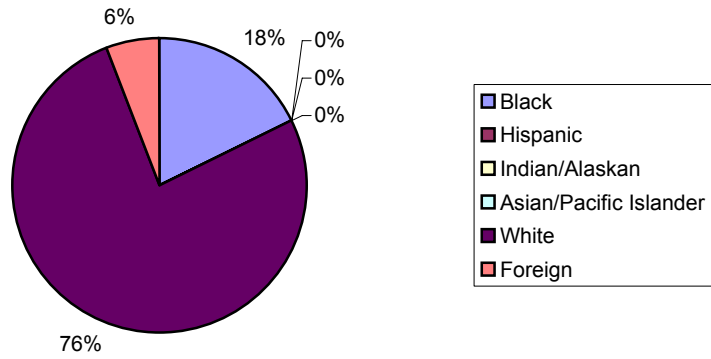


Race / Ethnicity
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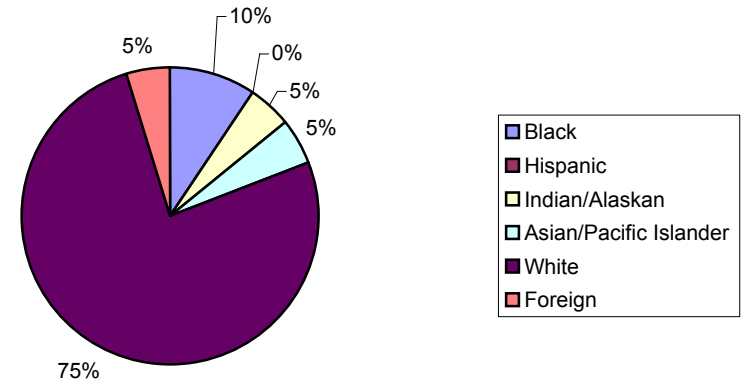


Hospitality Programs Student Profile
Race / Ethnicity - Hotel Management

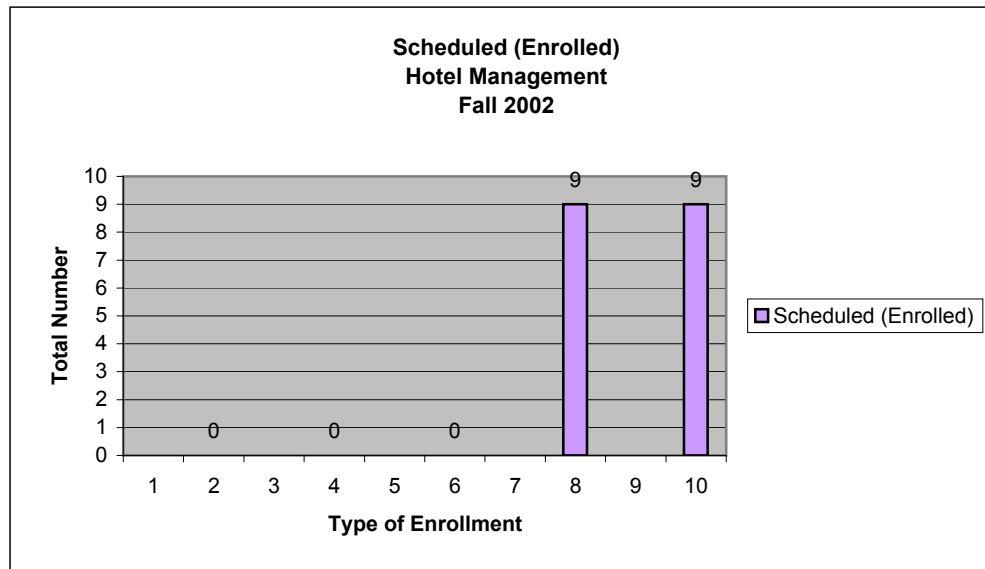
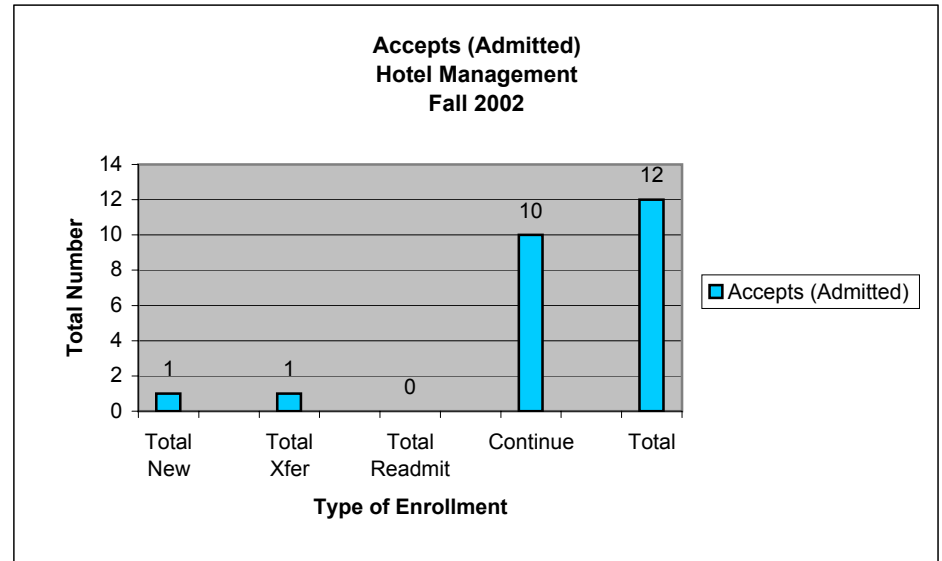
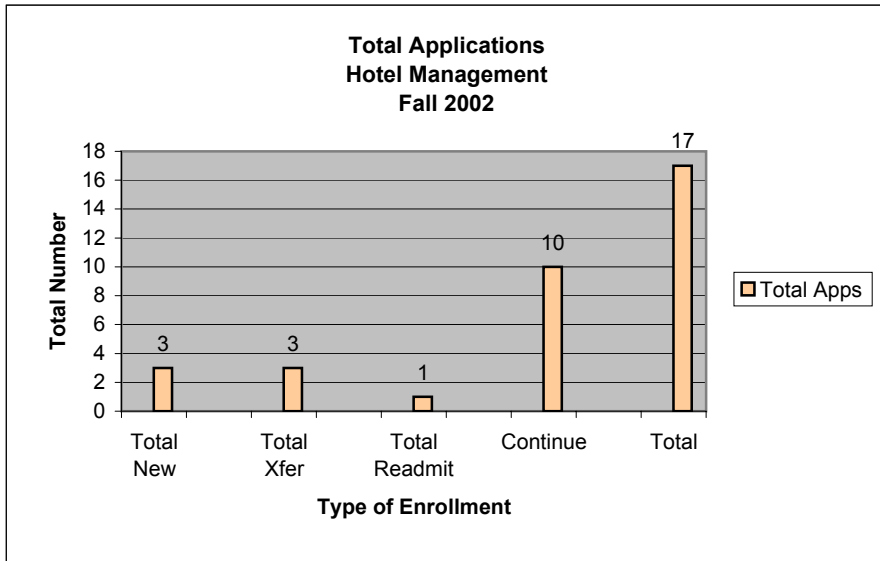
Race / Ethnicity
Hotel Management
Fall 2005



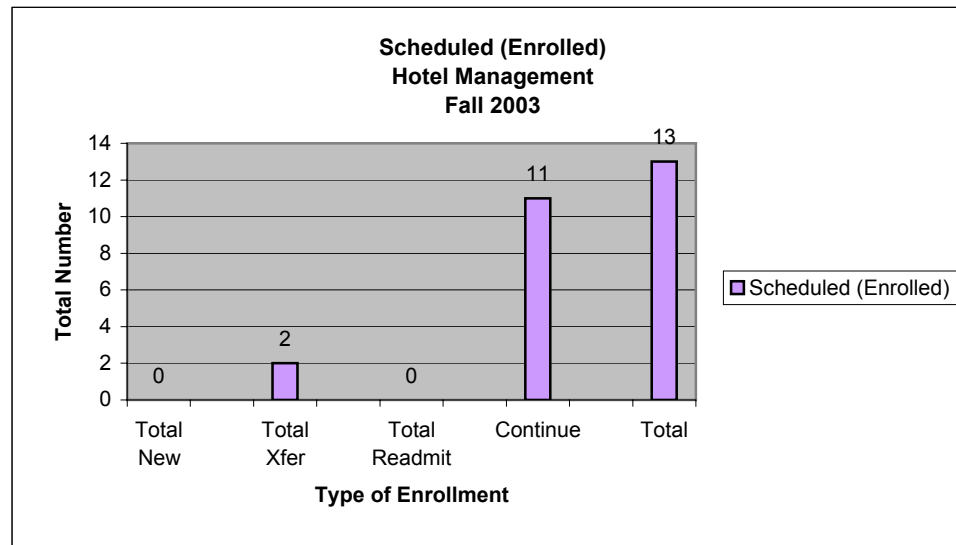
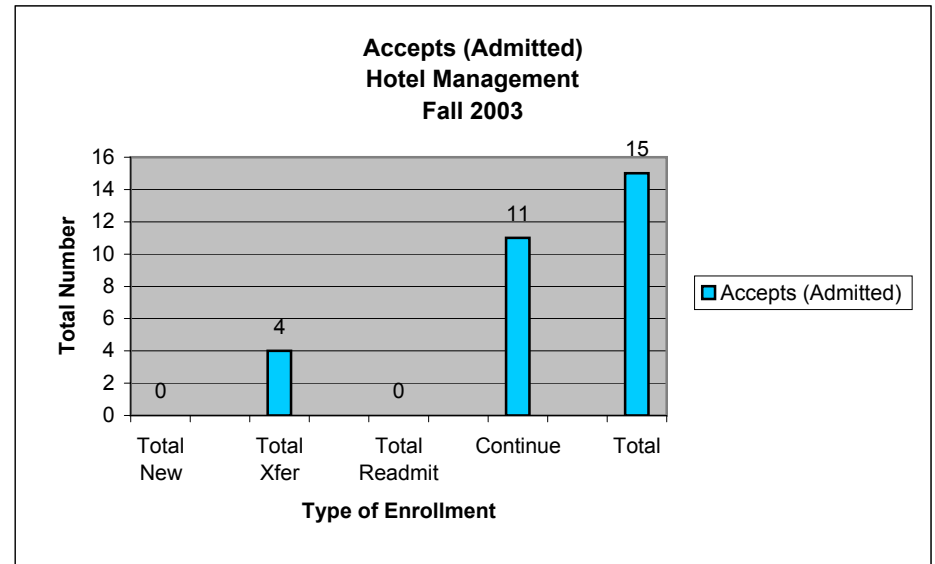
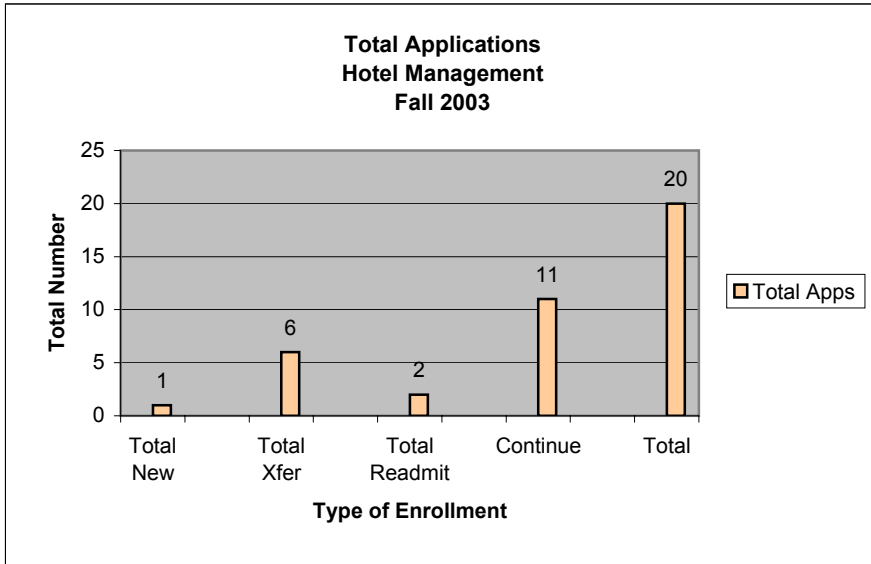
Race / Ethnicity
Hotel Management
Fall 2006



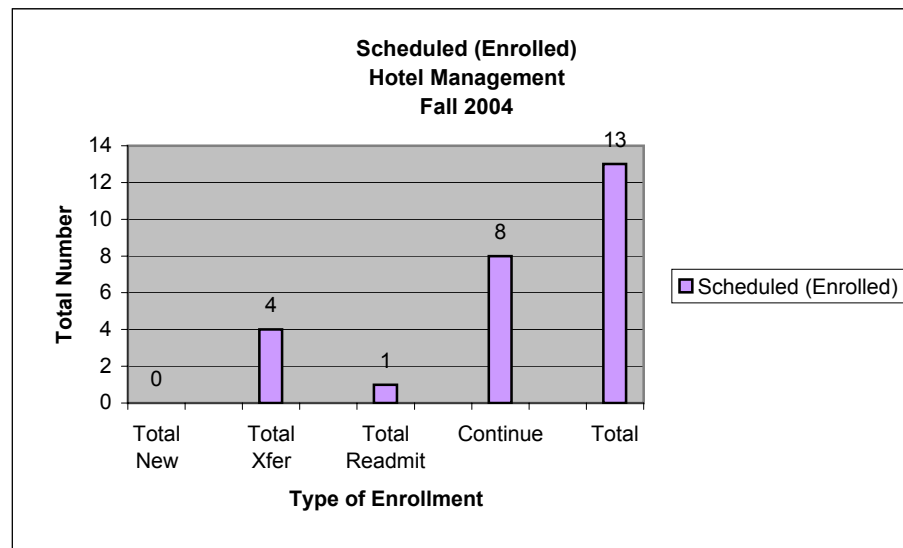
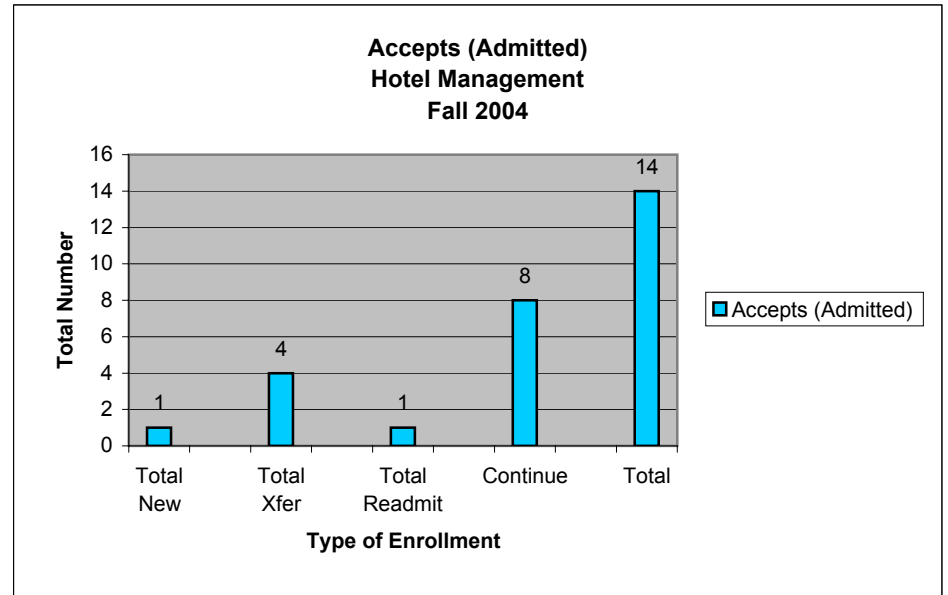
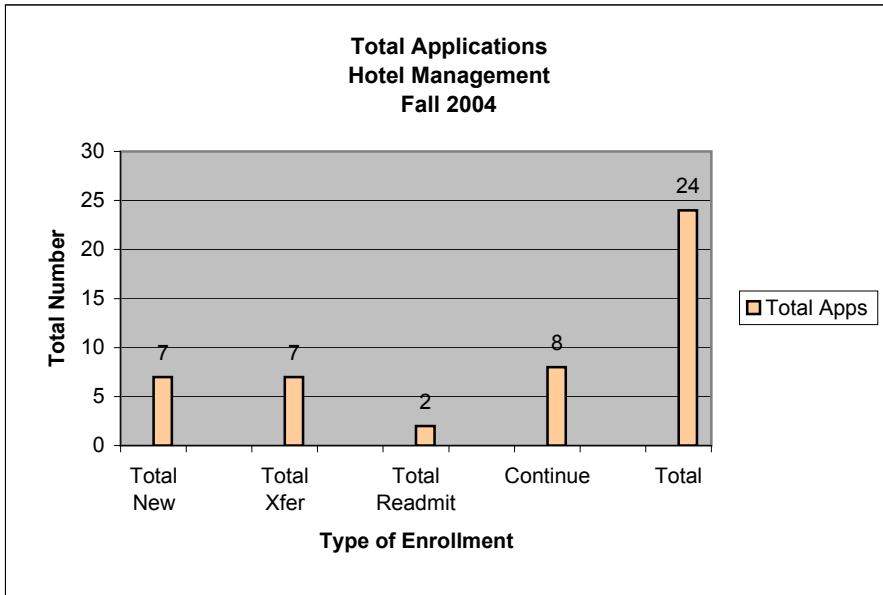
**Enrollment
Hotel Management - Fall 2002**



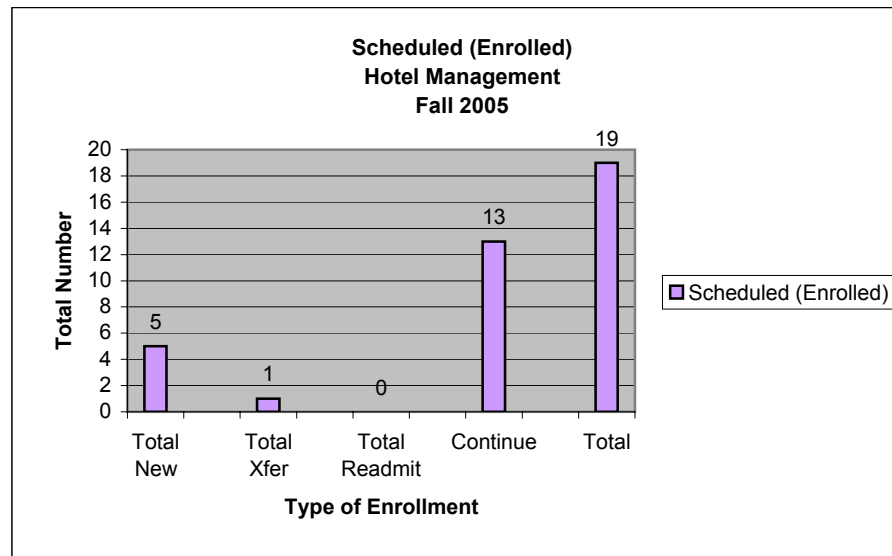
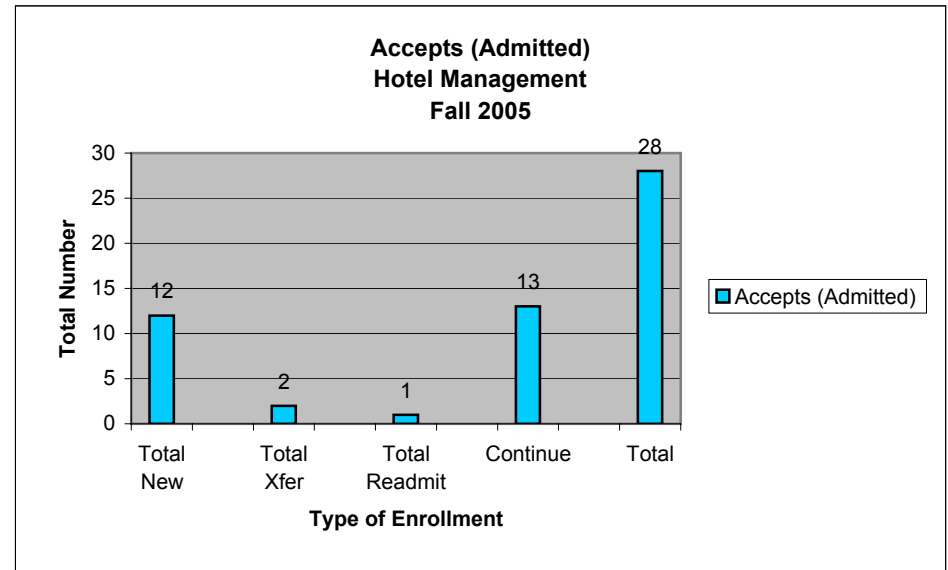
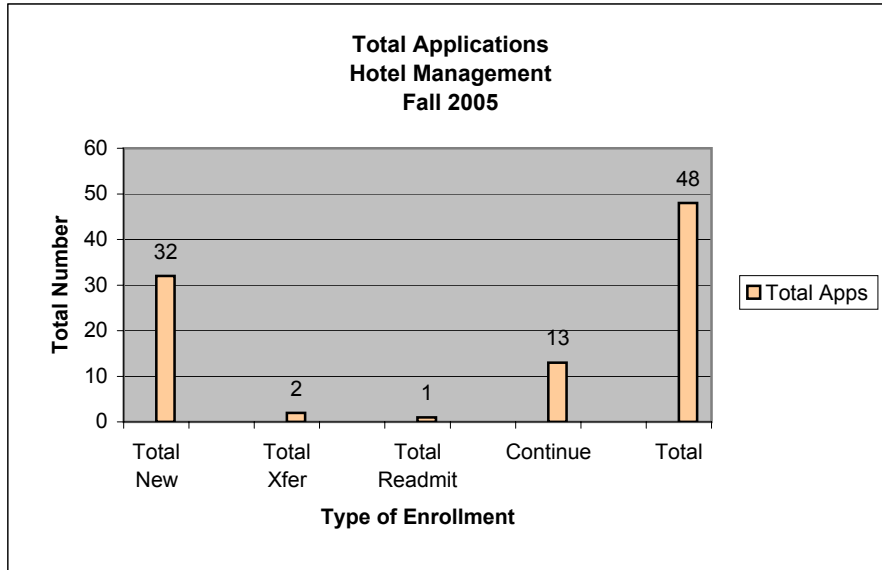
Enrollment
Hotel Management - Fall 2003



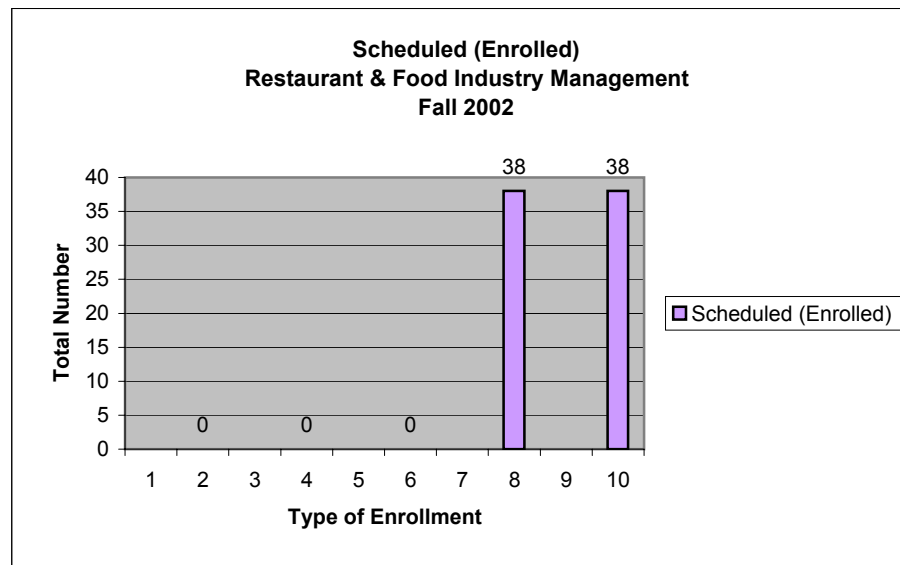
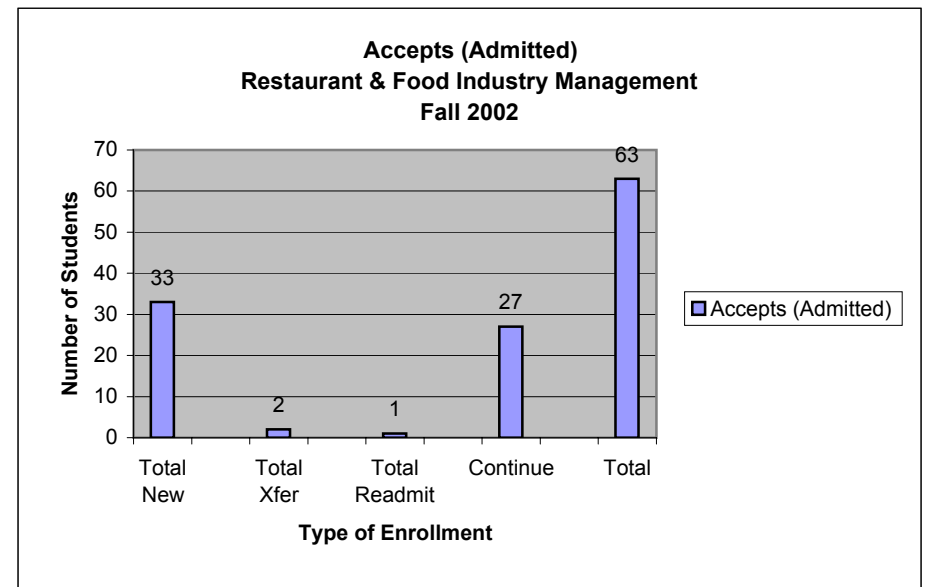
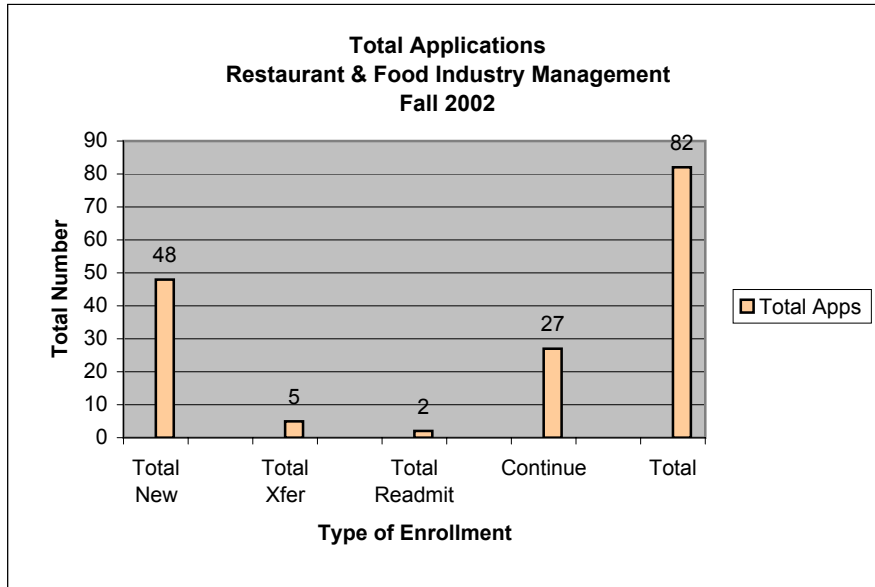
Enrollment
Hotel Management - Fall 2004



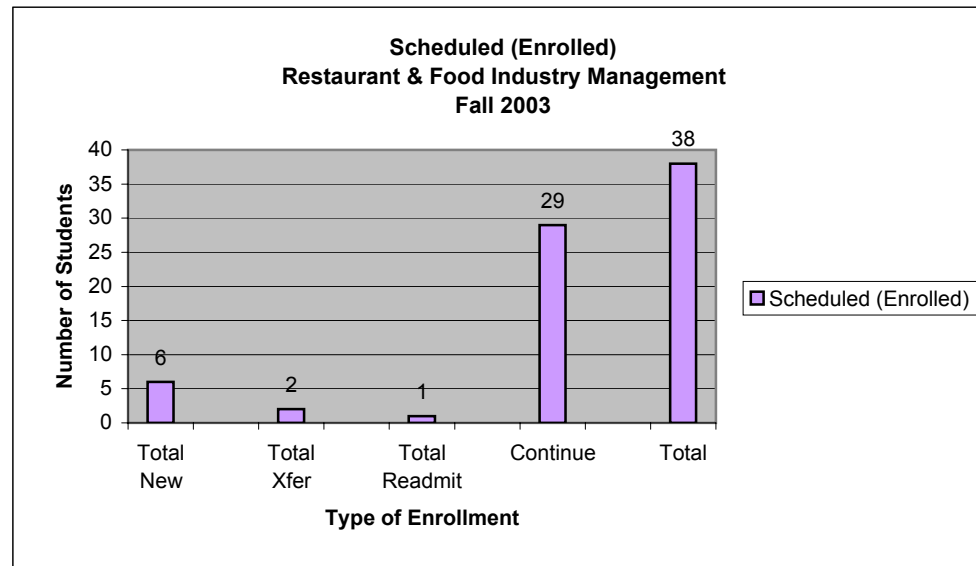
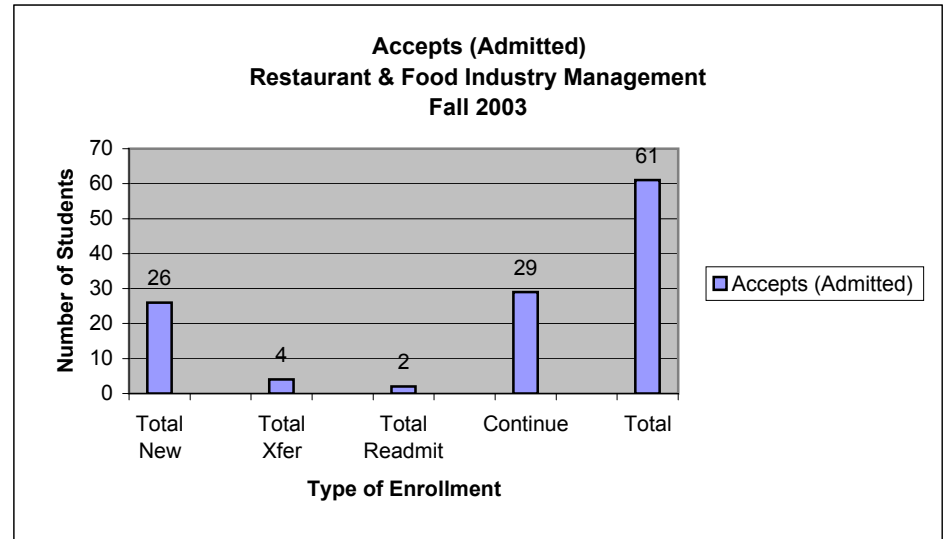
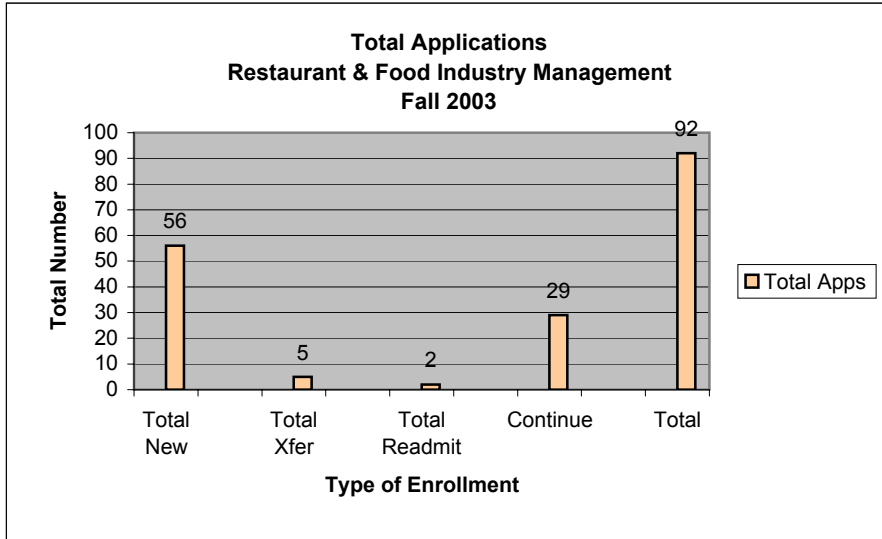
Enrollment
Hotel Management - Fall 2005



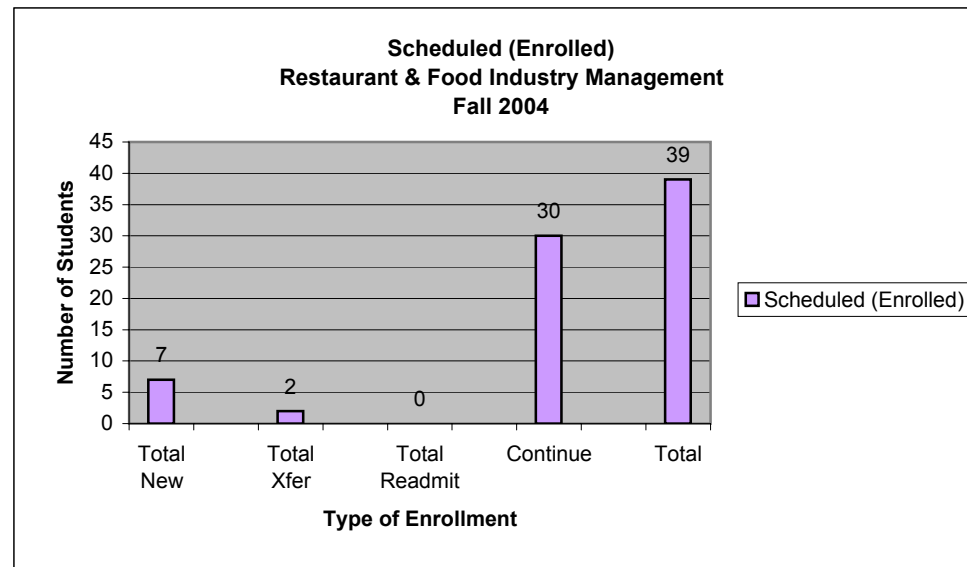
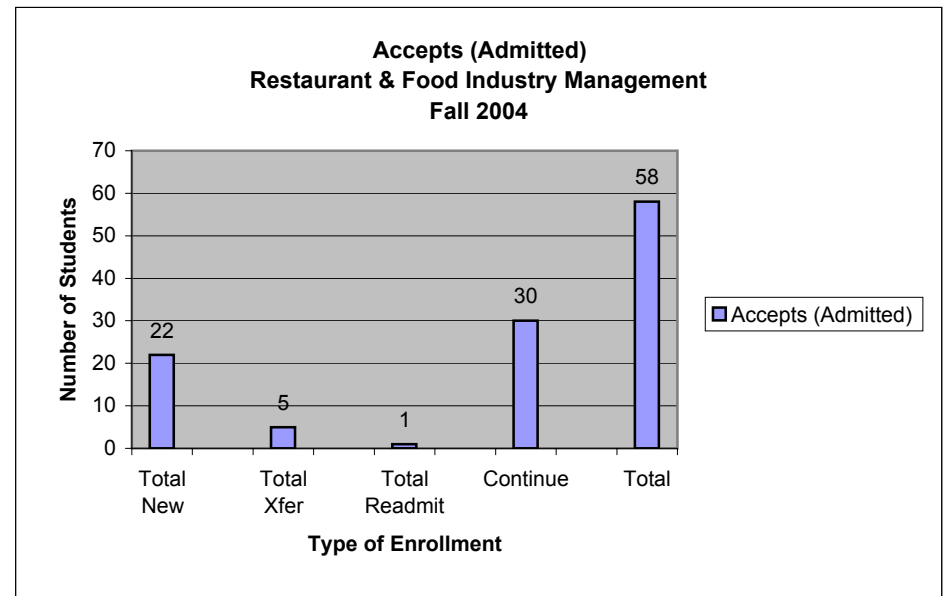
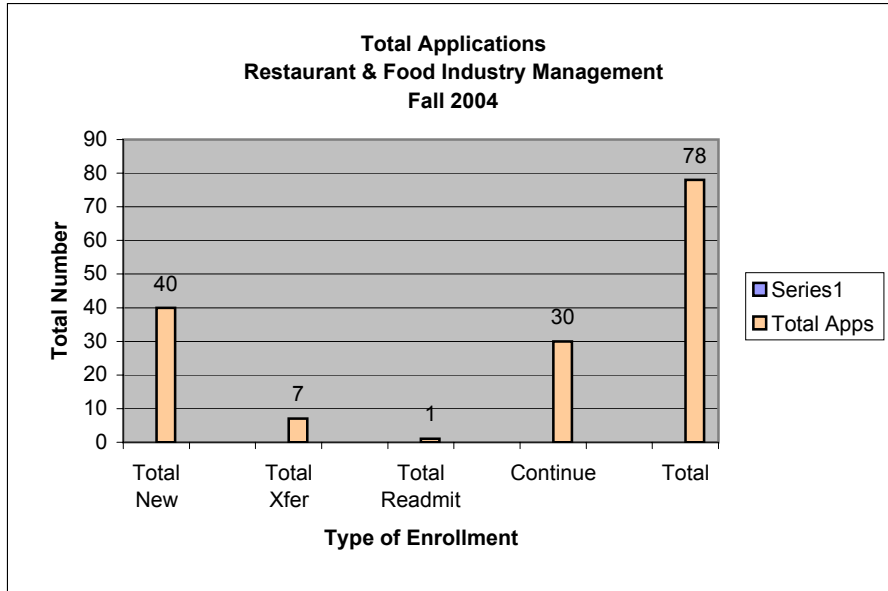
Enrollment
Restaurant & Food Industry Management - Fall 2002



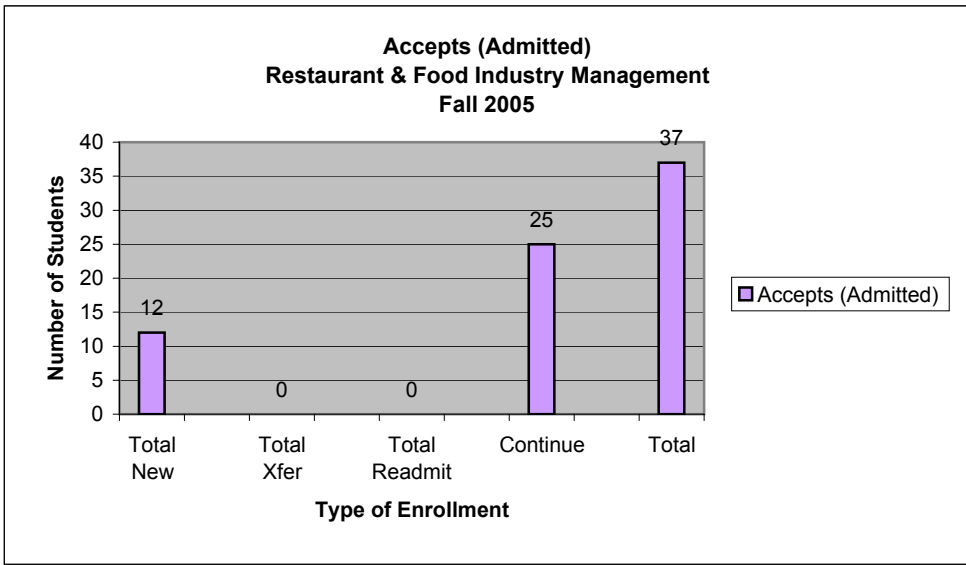
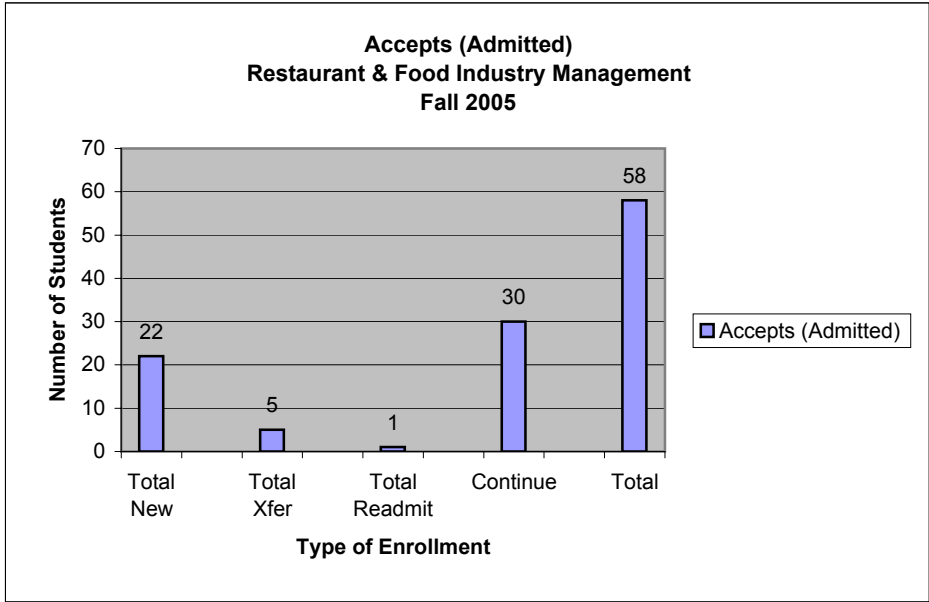
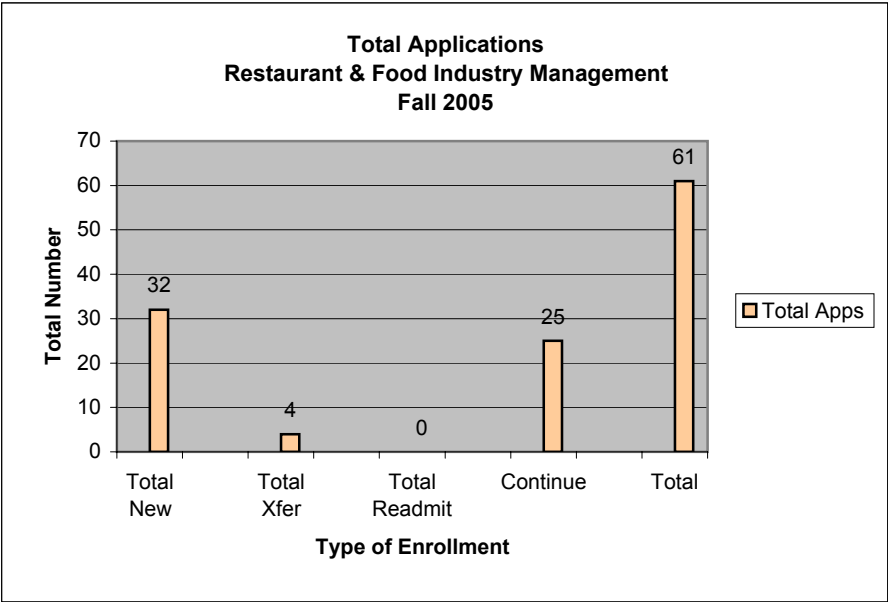
Enrollment
Restaurant & Food Industry Management - Fall 2003



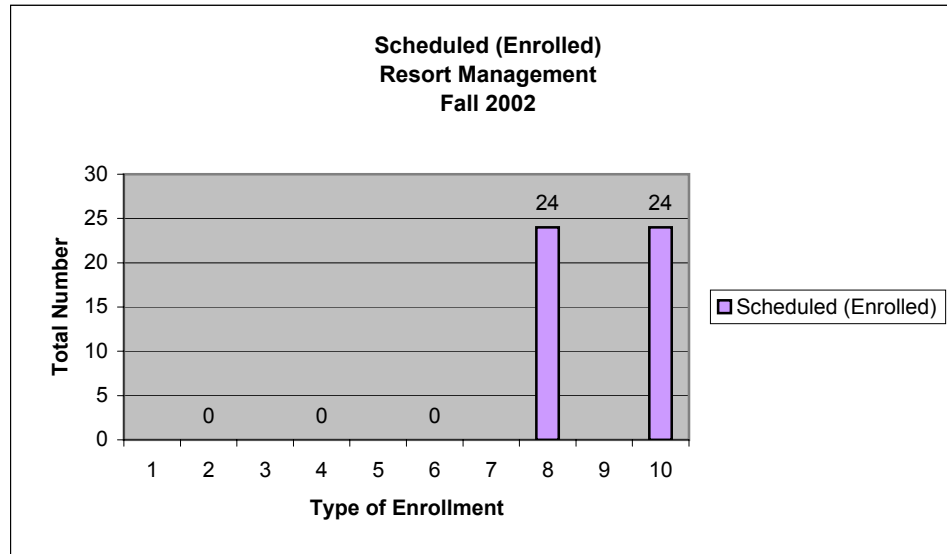
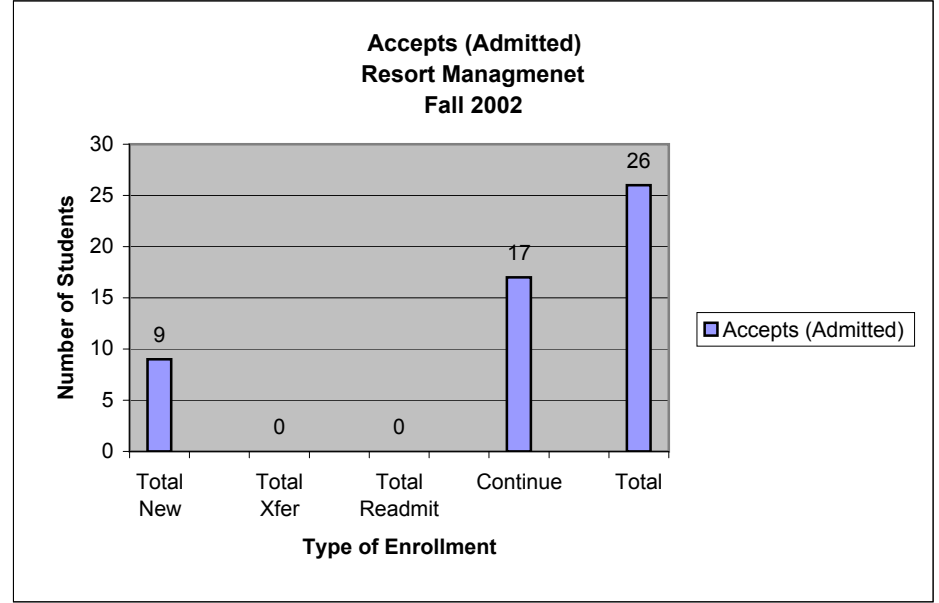
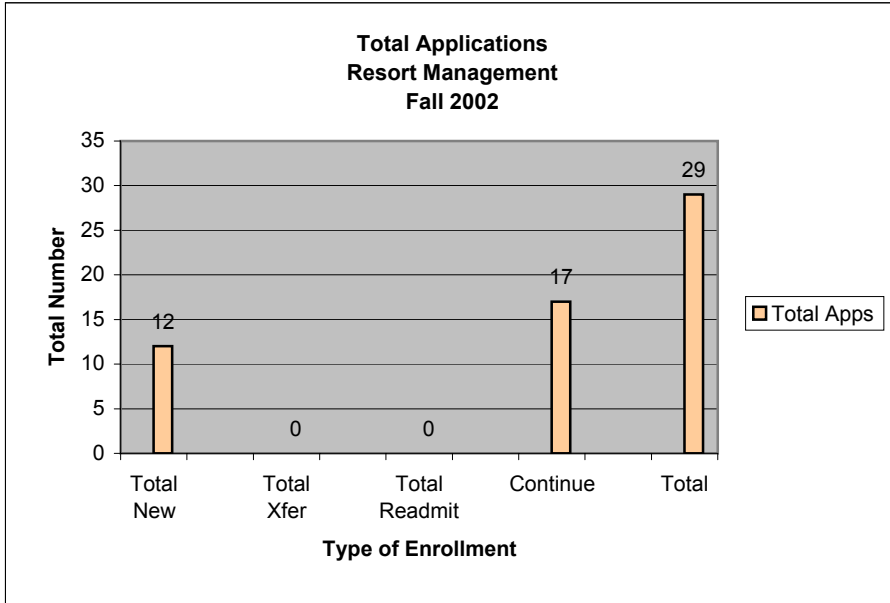
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Restaurant & Food Industry Management - Fall 2004



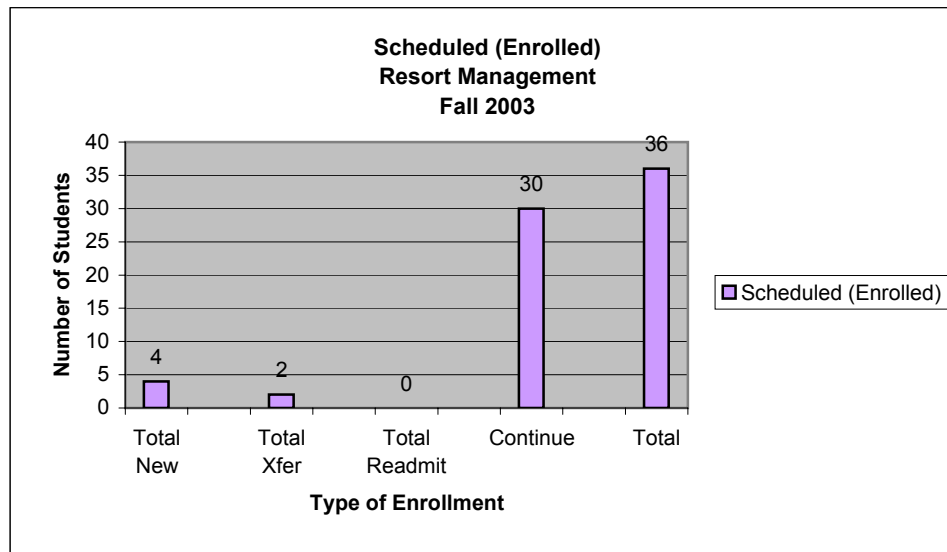
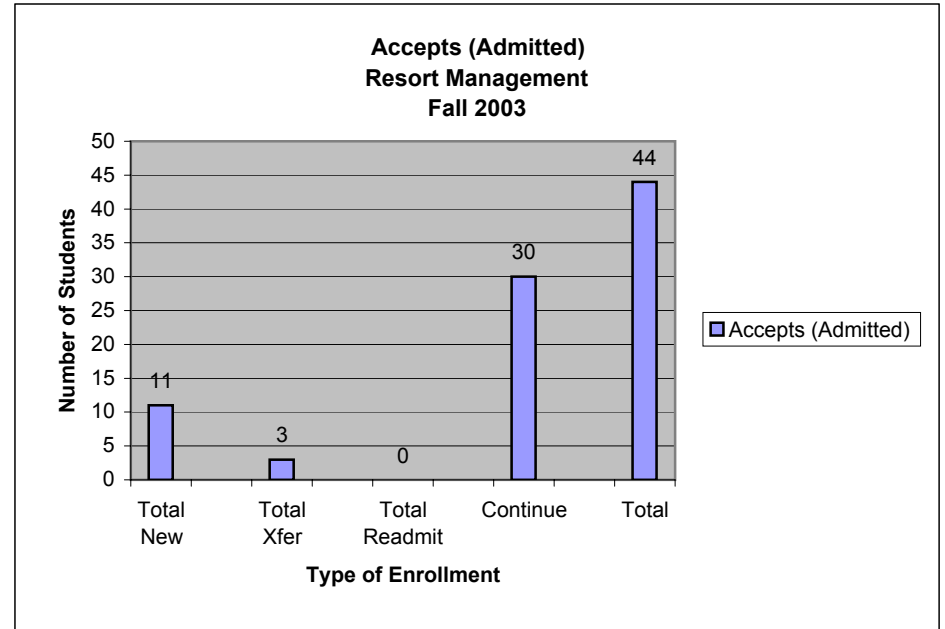
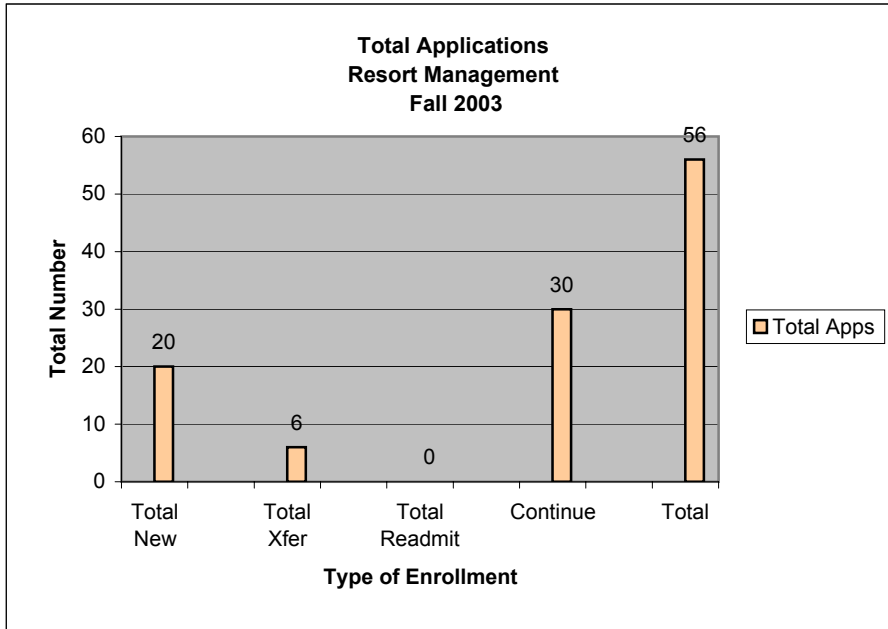
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 Restaurant & Food Industry Management - Fall 2005



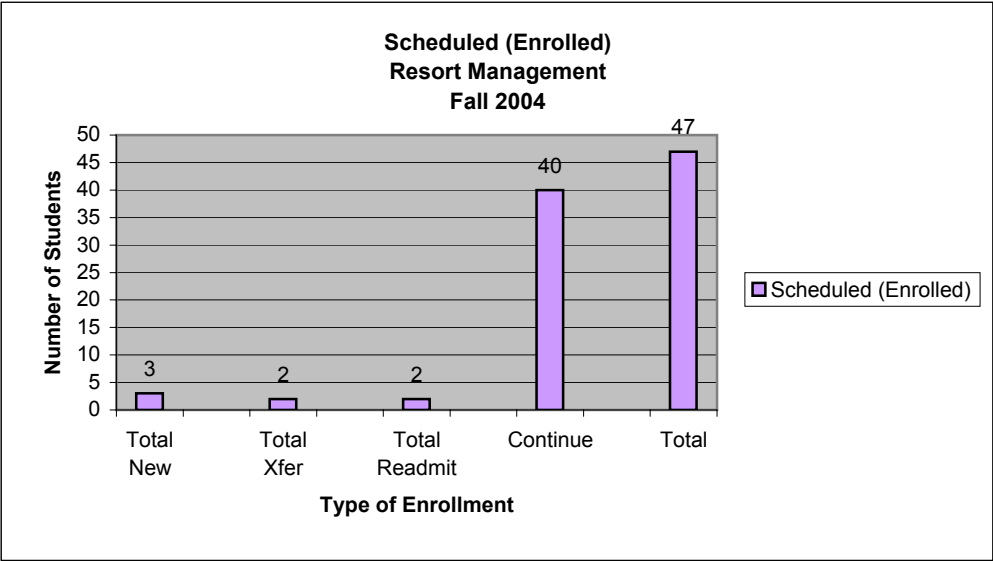
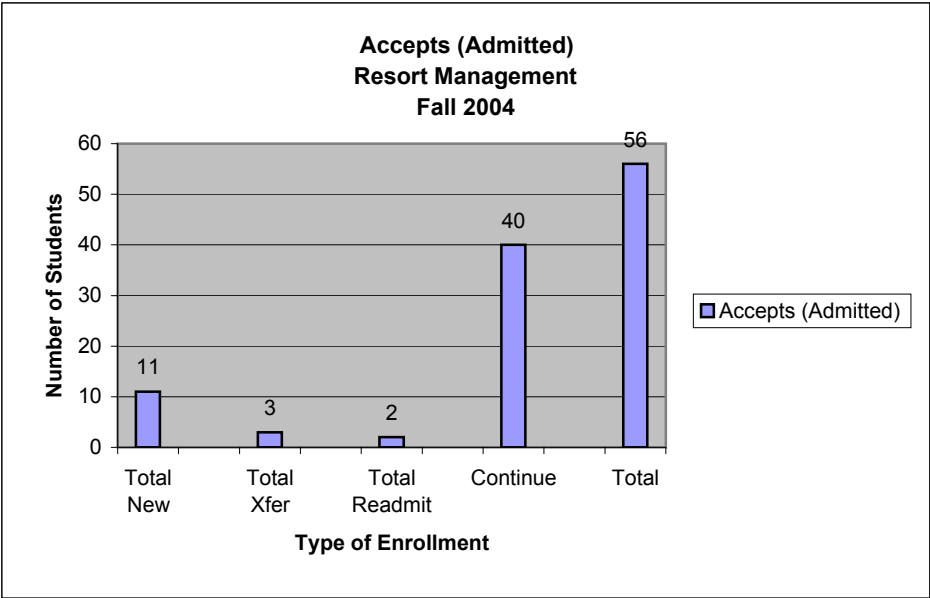
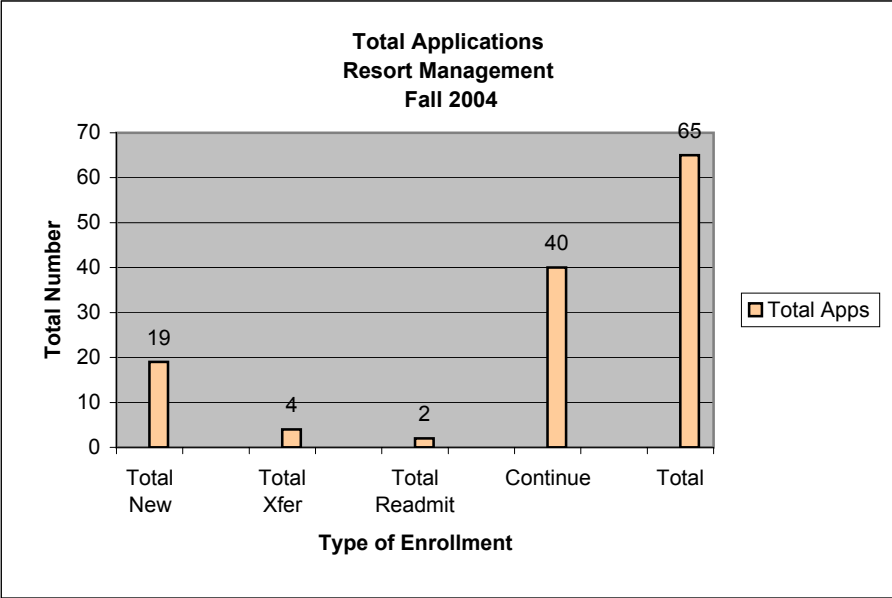
Enrollment
Resort Management - Fall 2002



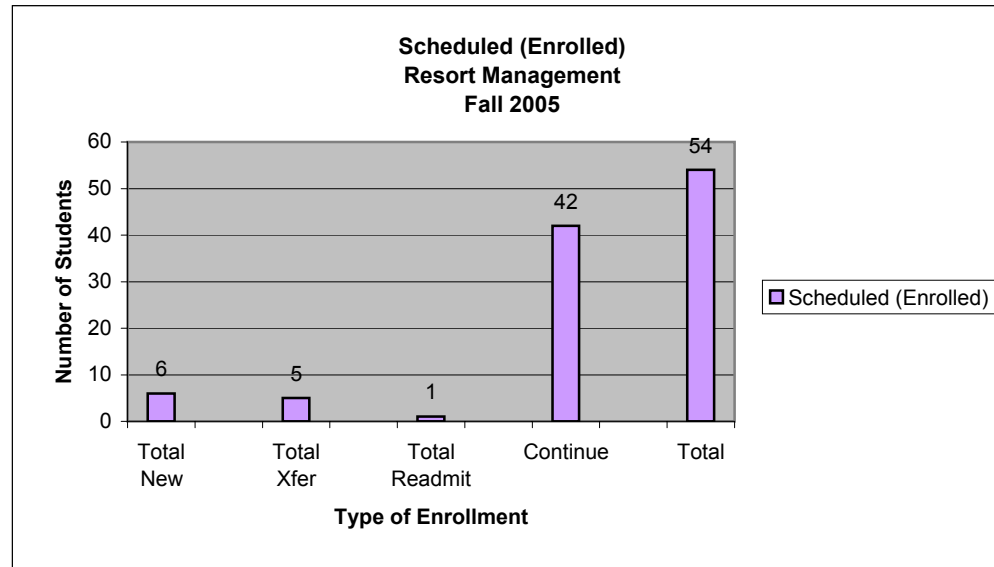
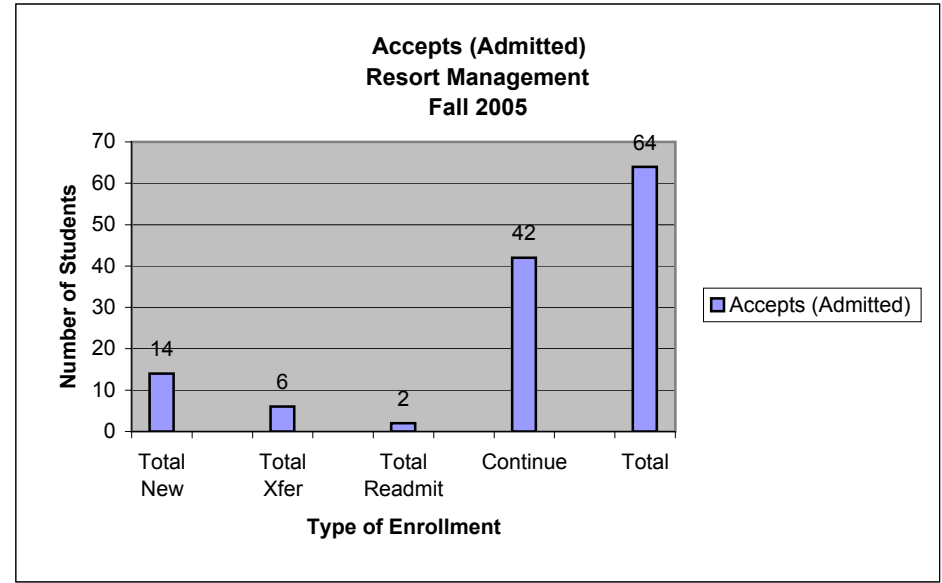
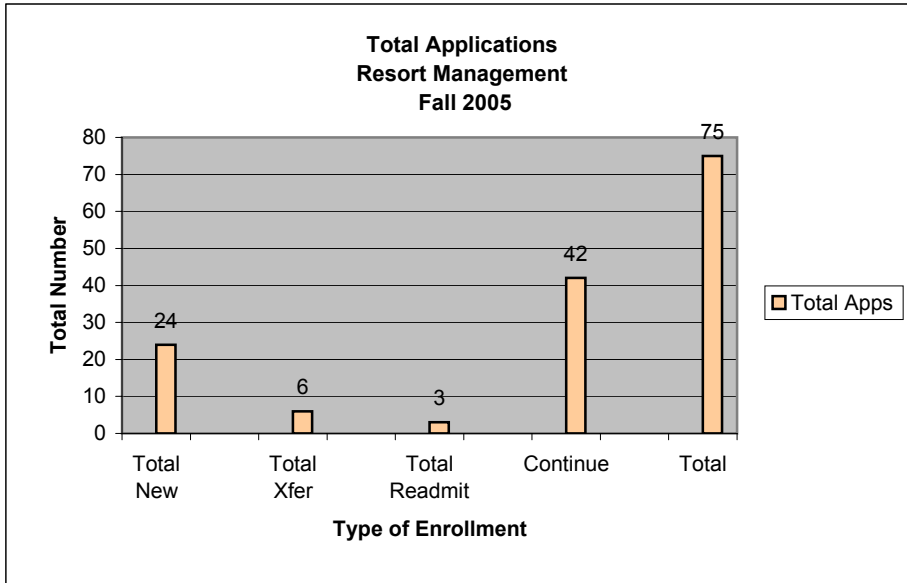
Enrollment
Resort Management - Fall 2003



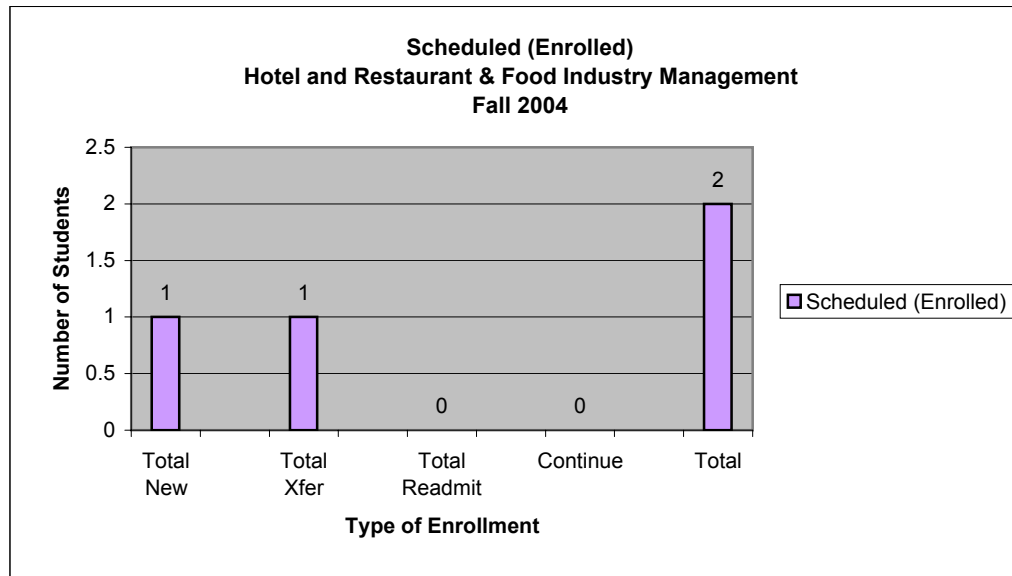
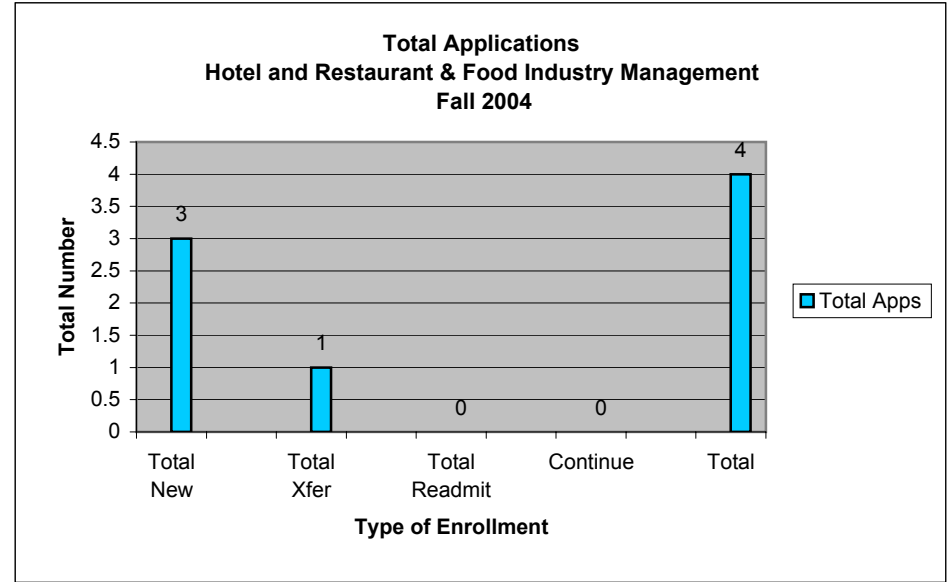
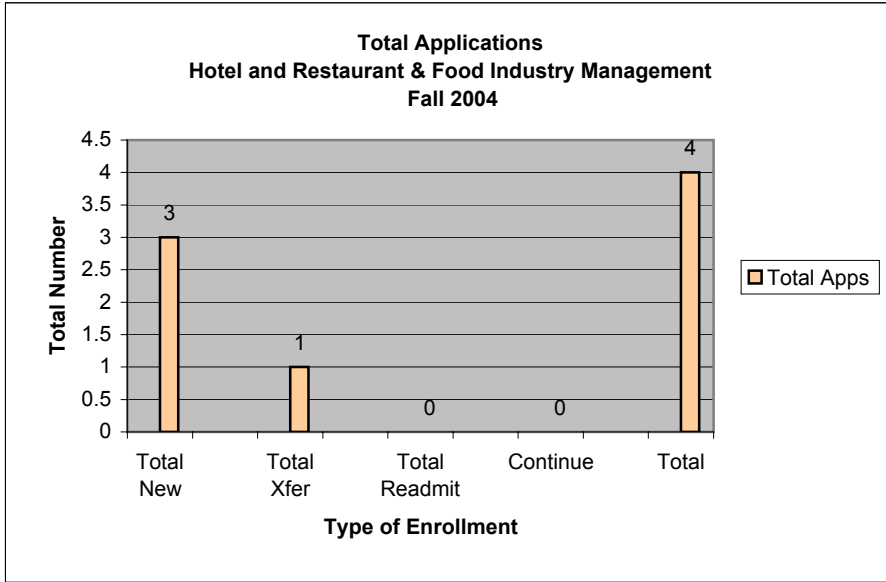
Enrollment
Resort Management - Fall 2004



Enrollment
Resort Management - Fall 2005



Enrollment
Hotel and Restaurant & Food Industry Management - Fall 2004



**FERRIS STATE UNIVERSITY
HOSPITALITY PROGRAMS
HOMT 305
EVENT PLANNING
SPRING 2007**

INSTRUCTOR: Amy M Dorey, R.S.

OFFICE : West Commons 106-C

TEXTBOOK: CONVENTION MANAGEMENT AND SERVICES, 7TH EDITION,
Abbey & Astroff

TELEPHONE: 231-591-2383

FAX: 231-591-2998

EMAIL: doreya@ferris.edu

COURSE TIME: HOMT 305-001 MWF 10:00 am – 10:50 am

HOMT 305-002 MWF 10:00 am – 10:50 am

OFFICE HOURS: MTWR 12:00 pm – 1:00 pm

General Course Description:

This course will give the student a practical insight into different kinds of meetings and conventions. The course will study the different types of organizations that stage such events, and the people who hold the key to site selections. The course will identify how to reach and sell to these important groups and key people. This course will give the student a basic understanding of the service aspect of planned events. Students will gain an understanding of function rooms and meeting setups, food and beverage service, audiovisual requirements, admission systems, exhibits and trade shows and finally convention billing and post-convention review.

HOMT 305 Outcomes:

Upon successful completion of HOMT 305, students will have demonstrated

- an understanding of the key characteristics of today's meetings market including classification of meetings, the client market, and meeting facilities
- knowledge on organizing and performing convention sales with consideration to unique market characteristics
- ability to analyze and determine appropriate relevance of contractual requirements and negotiations tuned to the meetings industry
- ability to assemble plans, organize details and implement control mechanisms for quality of all venue requirements including logistics, function room set, food and beverage, service, technical tools, admissions, and companion programs
- strategic approach for billing and post-convention review for continuous improvement initiatives

Attendance:

Attendance for this course is mandatory. You are allowed 3 unexcused absences from class.

Excused absences are granted with prior notice only by the instructor under the following conditions:

1. a pre-approved university excused absence i.e. field trip, for which a university letter must be presented to the instructor **PRIOR** to the event
2. illness with documentation from a doctor or the health center, for which the documentation must be presented to the instructor at the beginning of the next class
3. extenuating circumstances at the instructor's discretion.

WEEK 1

M 1/08 Class Introduction

W 1/10 Chapter 1 Introduction to the Convention, Meetings and Trade Show Industry

F 1/12 Chapter 1 Introduction to the Convention, Meetings and Trade Show Industry
Introduction to Course Project
- Present "Contact" Assignment DUE Friday 1/19

WEEK 2

M 1/15 Martin Luther King Day *No classes

W 1/17 Chapter 2 Developing a Marketing Plan

F 1/19 Chapter 3 Organizing for Convention Sales

WEEK 3

M 1/22 Chapter 3 continued

W 1/24 **Exam I Chapter 1 - 3**

F 1/26 Chapter 4 Selling the Association Market

WEEK 4

M 1/29 Chapter 4 Selling the Association Market

W 1/31 Chapter 5 Selling the Corporate Meetings Market

F 2/02 Chapter 6 Selling Other Markets

WEEK 5

M 2/05 Ch 4/5/6 Comparison and Analysis

W 2/07 **Exam II Chapter 4-6**

F 2/09 Library Exercise ***Meet in FLITE

WEEK 6

M 2/12 Chapter 7 Selling to the Meetings Market

W 2/14 Chapter 7 continued

F 2/16 Chapter 8 Advertising to the Meeting Planner

WEEK 7

M 2/19 Chapter 8 continued

W 2/21 Chapter 9 Negotiations & Contracts

F 2/23 Chapter 9 continued

WEEK 8

- M 2/26 **Exam III Chapter 7 – 9**
- W 2/28 Project In-Class presentation
- F 3/02 Project In-Class presentation

SPRING BREAK 3/05 – 3/09

WEEK 9

- M 3/12 Chapter 10 The Service Function
- W 3/14 Chapter 10 continued / Chapter 11 Guestrooms
- F 3/16 Chapter 11 continued

WEEK 10

- M 3/19 Guest Speaker, Jim Peckrul, Midland CVB
- W 3/21 Chapter 12 Preparing for the Event
- F 3/23 Chapter 12 continued / Chapter 13 Function Rooms and Meeting Setups

WEEK 11

- M 3/26 Chapter 13 continued
- W 3/28 **Exam IV Chapter 10 - 13**

FRIDAY 3/30 "Havana Nights" GALA, HICC, All required to participate- no class
lecture

WEEK 12

- M 4/02
- W 4/04 Chapter 14 Food & Beverage Service
- F 4/06 Easter Recess *No class

WEEK 13

- M 4/09 Chapter 14 continued
- W 4/11 Chapter 15 Audiovisual Requirements – Guest Speaker Mark Wilson
- F 4/13 Chapter 15 continued

WEEK 14

- M 4/16 Chapter 16 Admission Systems and Other Services
- W 4/18 Chapter 17 Exhibits and Trade Shows
- F 4/20 Chapter 18 Convention Billing and Post Convention

WEEK 15

- M 4/23 Chapter 14 – 18 Review & Analysis
- W 4/25 **EXAM V Chapter 14 - 18**
- F 4/27 Review for final exam

WEEK 16

Final Exam – Cumulative Certification Final

EVALUATION BREAK DOWN:

EXAMS: There will be five exams and one Final Exam in this course. Exams will be primarily multiple choice with some short answer, true or false, and short essay.

INDUSTRY EXPERIENCE:

**During the course of the semester, every student will be required to visit a sales office within a resort / convention sales /conference sales / CVB / catering sales / club or meeting planner’s office for a 2 hour interview/job shadow.

GUEST SPEAKERS: Throughout the semester, a variety of guest speakers will bring their expertise to the classroom. There will be a written report due on each. Please be on time and dress appropriately! Appropriately is defined as NO blue jeans, NO ball caps. Attire must be business casual to be admitted to class.

PROJECT: There will be a four phase semester project for this course. Details will be presented during the course of the semester.

GALA PARTICIPATION: All RFIM/HOMT students are required to participate in the annual fundraising Gala. Students will be required to serve a minimum of 8 hours on a committee. Verification of hours served will be required by the committee’s chair and/or co-chair. The funds from the Gala are used to benefit the students of the hospitality program through scholarships, field trips, and educational materials.

Out of total possible points

95-100% A	76-79% C+	60-62% D-
90-94% A-	73-75% C	59 - F
86-89% B+	70-72% C-	
83-85% B	66-69% D+	
80-82% B-	63-65% D	

EXAMS:

Exam 1 _____	80 pts
Exam 2 _____	80 pts
Exam 3 _____	80 pts
Exam 4 _____	80 pts
Exam 5 _____	80 pts
Final _____	100 pts

GUEST SPEAKERS

Peckrul _____	25pts
_____	25pts
_____	25pts

GALA:

Participation: _____ 100 pts

INDUSTRY EXPERIENCE:

Sales Visit _____ 45 pts

Library Exercise _____ 20 pts

PROJECT:

Phase 1: _____ 80pts

Phase 2: _____ 80pts

Phase 3: _____ 80pts

Phase 4: _____ 80pts

TOTAL POINTS AVAILABLE _____ / 1060

***The instructor reserves the right to make modifications to this syllabus as deemed necessary and/or pertinent to the class.

RFIM 113 Food Sanitation & Safety Fall 2006

Instructor: Amy M Dorey, R.S.

Class: Section 211 Lecture Monday 1:00 pm – 2: 50 pm
Lab Wednesday 1:00 pm – 2:50 pm

Office Hours: West Commons 106C M/W 11:00 pm –12:30 pm
T/R 3:00 pm – 3:30 pm
and by appointment

Contact Information: office phone 231-591-2383
University e-mail doreya@ferris.edu

Description:

Discussion of food borne diseases and illnesses transmitted by food and food handlers. Relationship of sanitary conditions in the preparation, storage, and service of food and the preservation of health. Laws and regulations of safety and the responsibility of the foodservice manager in upholding these health regulations. Opportunity to take and earn the National ServSafe certification upon completion of the course.

Textbook:

ServSafe Coursebook, Third Edition (with scantron examination form). Educational Foundation, National Restaurant Association. 2004.

Voucher:

Available at James Lundberg Bookstore in Rankin Center (see Course-Specific Materials Fee)

Course-Specific Materials Fee

Certain courses within the Hospitality program use software and/or support materials unique to the conduct of those courses. In order for you to perform what is deemed necessary to achieve the learning objectives of this course, you are required to pay a fee which will be used to provide the items you need.

The fee is to be paid at the Bookstore within the first two weeks of classes. You will need to give to the instructor your bookstore receipt to confirm payment. Failure to pay the fees within the specified time frame will result in your being removed from the course roster.

Course Objectives

1. The student will recognize relationships of microorganisms and contaminants to food borne diseases.
2. The student will be able to identify unsafe food handling practices by a strong understanding of safety control procedures.

3. The student will recognize and be able to effectively implement effective standards and operating procedures for cleanliness and sanitation.
4. The student will be able to name the basic goals of sanitation management and have a working knowledge of regulatory agencies.
5. The student will be able to illustrate the key concepts of an effective food safety training program.

Classroom expectations & etiquette:

1. Attend class regularly - Turn off all cell phones and pagers!!!!
2. Participate fully in class discussion and activities.
3. Be on time!! Tardiness is distracting and disruptive. Mrs. Dorey reserves the right to lock the classroom door if tardiness becomes excessive.
4. Do not pack up and prepare to leave prior to the end of class.
5. No eating permitted in class. Drinks are allowed.
6. Maintain a positive attitude about your learning.
7. Read any noted reading assignment prior to attending class.
8. Address the instructor and your fellow students in an appropriate manner.
9. Respect the views and opinions of other students. Tolerance will be required.
10. The instructor reserves the right to request a student who is disruptive to leave the room for the rest of the period thereby forfeiting points for the day.

Academic Honesty:

The university expects students to maintain their own academic integrity and the reputation of the institution. Academic dishonesty is an intentional act of fraud in which a student seeks to claim credit for the work or efforts of another without authorizations. It also includes forgery of academic documents, impeding or damaging the academic works of others, assisting other students in acts of dishonesty, and cheating. Academic dishonesty WILL NOT be tolerated in the classroom and can result in a failure of the course. Students who are unclear on this topic should consult with the instructor.

Attendance Policy

STUDENTS ABSENT FROM CLASS MORE THAN **THREE** TIMES FOR ANY REASON WILL AUTOMATICALLY RECEIVE AN "F" GRADE FOR THE COURSE IF THE FOURTH ABSENCE OCCURS AFTER THE FINAL DAY FOR "W" GRADES IN THE TERM. This includes occasional illness, personal choice, personal problems, court dates, etc. (some exceptions are listed below.) If the fourth absence occurs during the "w" grade period, the student may take a "w" in the course.*

EXCEPTIONS:

1. Long-term illness with doctor verification
2. Death in the family
3. Serious family emergency with prior instructor notification

*Excused students are still responsible for missed classes and must complete designated assignments and turn them in.

*****APPAREL AND ATTENDANCE.**

Appropriate apparel is absolutely required on dates when the class has a field trip or a guest speaker. Appropriate apparel is defined as business attire. Absolutely no t-shirts, hats, or blue jeans will be allowed. Any student appearing for a field trip or a guest speaker that is not appropriately dressed will not be allowed to attend. Absences resulting from inappropriate apparel will result in a grade of zero for the correlating assignment.

Grading System:

Grades in this class will be based on lab participation, article reviews, quizzes, guest speaker reports, assignments, and hourly examinations. Pop quizzes cannot be made up. Missed examinations may be made up only if **prior** arrangements have been made with the instructor. **Late work is not acceptable. Any work turned in after the designated due date/time will lose 25% of available points for each day it is late. Submissions may not be made via e-mail without prior consent of the instructor.

Lab attendance - 5 points for each of 11 active labs	_____	/55
Article reviews – 10 points each for 4 reviews	_____	/40
Quizzes (must be present to earn points) - 6 @ 20 points each	_____	/120
Guest Speaker Report - 15 points each for 4 guest speakers	_____	/60
GFS Food Show Report	_____	/25
Request Foods Report	_____	/25
Storage Report	_____	/10
Backpack to Briefcase	_____	/15
Group Presentation	_____	/50
4 hourly examinations at 100 points each	_____	/400
Total points possible	_____	/800

95-100%	A	73-75%	C
90-94%	A-	70-72%	C-
86-89%	B+	66-69%	D+
83-85%	B	63-65%	D
80-82%	B-	60-62%	D-
76-79%	C+	59 and less	F

TENTATIVE SCHEDULE –

<u>Date</u>	<u>Lecture/Lab</u>	<u>Reading</u>
Week 1		
M 8/28	Introductions Course Syllabus Synopsis of the course	
W 8/30	Lecture - Providing Safe Food Group Project Introduction Lab – Regulatory Agencies	Ch 1
Week 2		
M 9/4	Labor Day – No class	
W 9/6 15	Lecture – The Microworld Lab – The Microworld Exercise Article Review # 1 Due	Ch 2 p. 2-1 through 2-
Week 3		
M 9/11 2-27	Lecture - The Microworld Lab – Case Study / Industry Resources	Ch 2 p. 2-16 through
W 9/13 3-10	Lecture - Foodborne Illness & Food Allergies Lab – Mushroom mystery / Chemical contamination	Ch 3 p. 3-1 through
Week 4		
M 9/18	Group Presentations - Microorganisms	
W 9/20	Group Presentations - Microorganisms	
Week 5		
M 9/25 though 3-15	Lecture – Foodborne Illness & Food Allergies Lab – Allergen Identification / Secure the Food *** Guest Speaker – Brenda Walton, RD *Review for Exam I	Ch 3 p. 3-11
W 9/27	Examination # 1	Chapters 1, 2, & 3
Week 6		
M 10/2 4.12	Lecture – The Safe Food Handler - GFS Show Assignment Discussion	Ch 4 p. 4.1 through

		Lab – Hand washing etiquette - What’s up? And on? And under?	
W	10/4 4-16	Lecture - The Safe Food Handler	Ch 4 p. 4-12 through
		- The Flow of Food – An Intro	Ch 5
		Lab – Results analysis	
		Article Review # 2 Due	
R	10/5	GFS Show – Required Attendance – All day	
Week 7			
M	10/9 7	Lecture – Purchasing & Receiving	Ch 6 p. 6-1 through 6-7
		Lab – Thermometers: Calibrating, Reading, and is this thing working??	
W	10/11 6.23	Lecture - Purchasing and receiving	Ch 6 p. 6-8 through
		Lab – Receiving & Inspecting exercise	
Week 8			
M	10/16	Examination #2	Ch 4, 5, & 6
W	10/18	Lecture - Storage	Ch 7
		Lab – Dining Services labeling and inspection processes	
		***Guest Speaker – Bryan Marquardt – Meeting at site (tba)	
R	10/19	Backpack to Briefcase – Required Attendance 11:00 am in Rankin Center Dome Room **Professional Dress	
		Required	
Week 9			
M	10/23	Lecture – Preparation	Ch 8
		Lab - Cooling Competition	
W	10/25	Lecture – Service	Ch 9
		Lab – Free time exchange for GFS Show	
		Article Review # 3 Due	
Week 10			
M	10/30	Lecture – HACCP	Ch 10
		Lab – ***Guest Speaker (tba)	
W	11/1	Examination #3	Chapters 7, 8, 9, & 10

Week 11

M 11/6 MIHEA Career Fair – No Class

W 11/8 Lecture – Sanitary Facilities & Equipment Ch 11
Lab - Materials identification

Week 12

M 11/13 Lecture – Cleaning & Sanitizing Ch 12 p, 12-1 through
12-12

W 11/15 Lab – Sanitizing? Or just giving the dishes a nice bath?
through 12-28 Lecture – Cleaning & Sanitizing Ch 12 p, 12-12

Lab – Results Analysis / Case Study
Article Review # 4 Due

Week 13

M 11/20 Lecture – Integrated Pest Management Ch 13
Lab – Cross Contamination, Smoss Contamination

W 11/22 Lecture - ***Guest Speaker, Cathy Martin, MDA
Lab – Results Analysis

Week 14

M 11/27 Lecture – Regulations Review Ch 14
Lab – Employee Training Ch 15

W 11/29 Field Trip ** Request Foods** Leave at Noon from WC 106

Week 15

M 12/4 Examination # 4 Ch 11, 12, 13, 14 & 15

W 12/6 Final Exam Review

Week 16

12 / 11-15 Final Exam Week – Certification Exam on assigned exam day (tba)

Grade Portfolio

Lab attendance - 5 points for each of 11 active labs _____/55

Article reviews – 10 points each for 4 reviews _____/40

Quizzes (must be present to earn points) - 6 @ 20 points each _____/120

Guest Speaker Report - 15 points each for 4 guest speakers _____/60

GFS Food Show Report _____/25

Request Foods Report _____/25

Storage Report _____/10

Backpack to Briefcase _____/15

Group Presentation _____/50

4 hourly examinations at 100 points each _____/400

Total points possible _____/800

VITA

- a. Julie A. Doyle
Associate Professor
Tenure
Sports, Entertainment & Hospitality Management Department/ Hospitality Programs

TEACHING EXPERIENCE:

Ferris State University 1986- Present
Restaurant Food Industry Management
Hotel Management
Resort Management

Assignments:

RFIM 114 Menu Planning and Nutrition
RFIM 115 Food and Labor Cost Controls
FSMT 125 & 126 Principles of Food Production
RFIM 207 Beverage Principles and Management
RFIM 211 Selection and Procurement for the Hospitality Industry
RFIM 292 Cooperative Education / Internship Experience Coordinator
HOMT 301 Executive Housekeeping and Facilities Property Management
HOMT 305 Executive Marketing and Meeting Planning
HOMT 392 Cooperative Education/ Internship Experience Coordinator
HOMT 400 Catering Special Studies
HOMT 404 Front Office Procedures and Accounting
HSMT 405 Resort Recreation and Tourism Management
FSUS 100 Orientation for Freshman Seminar
RFIM 101 Introduction to Hospitality Industry

Advisor: Eta Sigma Delta Hospitality Honors students
NSMH National Society of Minorities in Hospitality

b. EDUCATIONAL BACKGROUND

M.S. 1987 Ferris State University, Big Rapids, MI
Occupational Education, Hospitality Management *High Distinctions
College of Education

B.S. 1980 Ferris State University, Big Rapids, MI
Hospitality Management
College of Business/ Marketing Department

A.A.S. 1978 Ferris State University, Big Rapids, MI
Food Service Management
College of Business/ Marketing Department

c. PRIOR EXPERIENCE NOT IN EDUCATION

Management/Supervisor, Knollcrest/ South/ Rankin Dining Services, Ferris State University, Big Rapids, MI
Counselor, Financial Aid Office, FSU, Big Rapids, MI
Management/Supervisor Restaurants, Marriott, Kentwood, MI
Assistant Manager, Charlie's Restaurant, Big Rapids, MI
Assistant Manager, Charwood Inn Restaurant, Paris, MI

d. PROFESSIONAL MEMBERSHIP

Michigan Hotel Motel & Resort Association
Member 2004-2007
Education/ Scholarship Committee 2007

Kent County Lodging Association
Member 2006-2007

Council Hotel Restaurant Institutional Educators, Washington D.C.
Member 1992-2007

Michigan Council of Hotel Restaurant Institutional Educators 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 and Career Day Director, 1999-2004
2000-07 President

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

National Restaurant Association, Chicago, IL
Member

e. PROFESSIONAL MEETINGS ATTENDED

2007 NRA National Restaurant Associations Salute to Excellence, Chicago, IL

2007 MHM&RA Michigan Hotel Motel and Resort Association, Education Committee, Midland, MI

2007 HSMAI/International Resort Management Conference, Colorado Springs, CO

2007 NSMH National Society of Minorities in Hospitality, Seattle, WA

2006 NSMH National Society of Minorities in Hospitality, Dallas, TX

2006 Muskegon Career Technical Food Service Advisory Board Meeting, Muskegon, MI

2006 HSMAI/International Resort Management Conference, Pinehurst, NC

2005 HSMAI/International Resort Management Conference, Phoenix, AZ

2005 Disney Keys to Excellence, Grand Rapids, MI Service Excellence

2005 Great Lakes Hospitality & Tourism Educators Conference, East Lansing, MI

2005 JW Marriott Hotel Educational Partnership Meeting, Grand Rapids, MI

2005 Michigan Tourism Outlook & Legislative Conference, Lansing, MI

2005-2007 Mecosta Osceola Intermediate School District Advisory Board

2005-2004 Muskegon Area Career Tech Center Advisory Board

2005/ 2006/ 2007 Kent County Lodging Association, Grand Rapids, MI

2004 Michigan Meeting Planners International Educational Conference, Grand Rapids, MI

2004 Michigan Council of Hotel Restaurant Institution Educators, MSU East Lansing, MI

2004 International Council of Hotel Restaurant Institutional Educators, Philadelphia, PA

2004 Resort Management Conference, Greenbriar, WV

2004/2003/2002/2001/1998 Lilly Conference on College and University Teaching
Oxford, OH, Arrowhead, CA, FSU Big Rapids, MI, Pomona, CA

2003 Michigan Meeting Planners International Educational Conference, Grand Rapids, MI

2003 National Restaurant Association, "Salute to Excellence", Chicago, IL

2004/2003/2002 Michigan Restaurant Association Pro Management Conference, Big Rapids, MI,
Midland, MI, Grand Rapids, MI

2002 National School Conference Institute, Phoenix, AZ

2001 Professional and Organizational Development Conference, Vancouver, CAN, St. Louis, MO

2003/2000/1997 National Restaurant Associations Annual Conference, Chicago, IL

2001 American Association for Higher Education Conference
New Orleans, LA

2001 International Partnership Exchange Student Signing Agreement Meeting, Netherlands, Finland
2000 Michigan Grape and Wine Industry Council Faculty Forum, Paw Paw, MI
2000 Walt Disney Worlds Educator Forum, Lake Buena Vista, FL
Michigan Council of Hotel Restaurant Institutional Educators
Executive Board Meetings, biannual
Career Fair/ Conference Committee Meetings, four each year
International Council of Hotel Restaurant Institutional Educators
2004 Philadelphia, PA
1999 Annual International Conference/ President MI, Albuquerque, NM
1999 Midwest Conference
American Hotel and Motel Resort Association Conference
1999-97 Annual State
1998-97 Department of Education Hospitality and Food Service Vocational Conference
Annual State

f. PAPERS PRESENTED

BPA Business Professionals of America State Leadership Conference, presenter, Etiquette in Dining
Grand Rapids, MI 2007
Conference on Career Education Academic Integration in Career Programs, Devos Grand Rapids, MI
FSU Board of Trustees/ Hospitality Programs Presentation Inn at Bay Harbor, Petoskey, MI 2006
King/Chavez/Parks college Day Summer Program presenter, 2005-2006
Channel 9& 10 Presentation on Etiquette in Dining, 2006
COB Leadership Advisory Board, Hospitality Programs , 2005
Educators' Academy, FSU, Career Paths in the Hospitality Industry, 2005-2007
FLEX for Success Professional Career & Leadership Conference, Etiquette Dinner Keynote 2005/ 2006
FLEX for Success Professional Career and Leadership Conference, FSU, "Business Professional Tips on
Dining Etiquette", 2003-2004

Michigan Restaurant Associations Pro Management Conference, Grand Rapids, MI "Hospitality Careers
and College Educational Opportunities"

Oakland Career Expo, Bloomfield Hills, MI "Careers in the Hospitality Industry"

Professional Organizational Development Conference, Vancouver CA, "Hesburgh Certificate of
Excellence Award SLA Model and How it is Used in the Hospitality Programs Curriculum"

International Partnership Exchange Agreement, Finland, Netherlands, "Hospitality Management in the
U.S."

Michigan Department of Career Planning, FSU, "Hospitality University Recruitment Effort"

Get Professional Series, FSU Career Services, "Etiquette in Dining For the Business Luncheon/ Cultural
Differences"

Career Success Conferences, FSU Career Services, "Etiquette in Dining For the Business Luncheon/
Cultural Differences"

Canteen Corporations Annual Conference, HICC, "The Magic of Change"

Mecosta County Convention Visitors Bureau Service Seminar, "Positive Attitude and Body Language",
"Service Meeting the Expectation"

g. Publications:

MDCD Michigan Department of Career Development, Career Wise, "Flexibility Is Hallmark of Hospitality Programs.

i. CONSULTING

Alcohol Awareness Certification, TIPS On Premise, St. Ives Golf & Resort, Canadian Lakes, MI 2007
Alcohol Awareness Certification, TIPS Mecosta County, Big Rapids, MI 2003-2007
LTBB Victories Casino, Petoskey, MI 2006
National Occupational Competency Testing Institute
2003-2002 Food Production, Management & Services Job Ready Performance and Written Exams
2001 Connecticut Industry Validation Project in Nutrition, Food Production & Services
1997 Michigan Hospitality Management test review and pilot test consultant

2003-2002 Bay Mills Casino and Resort, Brinkley, MI , Professional Guest Service Standards

2005-1997 Michigan Occupational Competency Assessment Center Master Examiner. Quantity Foods and Baking

1995-2005 Techniques in Intervention Procedures of Serving Alcohol, Health Communications, Inc. Washington D.C.

Conduct seminars for Mecosta County local business

Conduct seminars for Hospitality and Professional Golf Mgt. students

1997-98 Team Leader for Vocational Hospitality and Food Services for on site reviews, Dept. of Education State of Michigan, Lansing, MI

1997 National Occupational Competency Testing Institute, Hospitality Management test review and pilot consultant

j. PROFESSIONAL GROWTH ACTIVITIES

2006-2005 GFS/ Amway Christmas Banquet Coordinator, Grand Rapids, MI

2005-2006 GFS Food Show, Grand Rapids, MI

2005 7 Secrets to Improve your Marketing and Get More Sales, Grand Rapids, MI

2005-2004 Michigan Grape and Wine Industry Annual , Thompsonville, MI

2003 Mission Point Resort Mackinaw Island Sales Blitz

2003 Zehnders Property Tour and Educational Forum, Frankenmuth, MI

2002 Opus One/ Mondovi Winery Property Tours and Forum, Napa, CA

2002 Holiday Inn Conference Center, Dearborn, MI Sales Blitz Coordinator

2002 The New Millennial, Who Are our Students Seminar, FSU

2003-01 Center for Teaching Faculty Development, How Our Students Use the Web, Improving Student Involvement In The Classroom, Effective Classroom Techniques, Test What You Teach, Teach what You Test, test making seminar, FSU, Web CT, Digitizing Data, Learning the Learner, Teaching Methodologies, Improving Student Involvement.

2003-00 Midstate Clark Foodservices Fall Food Show/ Conference, Mt. Pleasant, MI
Food Handlers Seminar 2002

2002 St. Julian Wines Property Tour and Wine Master Forum, Paw, Paw, MI

2001 Michigan Grape and Wine Industry Council Faculty Wine Seminars and Tours, Paw Paw, MI

2007/ 2003/ 2000/ 1997 National Restaurant Association Conference/ Show, Chicago, IL Salute to Excellence, Faculty Forum

2001 Professional Organizational Development Conference, Vancouver, CA

2000 MHEA, Michigan Hospitality Educators Alliance, Shanty Creek Resort, Executive Board Meeting/
Career Day Planning/ Marketing Strategic Planning, Elected President

2000 American Association of Higher Education Conference, New Orleans, LA

2000 Walt Disney Worlds Educators Forum, Orlando, FL

2002-00 Soaring Eagle Casino and Resort, Mt. Pleasant, MI Property tour and Marketing Sales

2000-1990 Gordon Food Service show/ Conference, Grand Center, Grand Rapids, MI
Training Seminars: The Labor Force 2000, Power of Target marketing, The people Connection,
Back to Basics, Making Foodservice Both the Industry of "Choice" and "Opportunity", Get the Facts on
Food Irradiation.

2002-2000 Grand Traverse Spa and Resort, Traverse City, MI Property tour and executive board
meeting

1999 MICHRIE Conference, Northwestern Michigan College, Traverse City, MI (Michigan Council of
Hotel Restaurant Institution Educators)

1999 Council of Hotel Restaurant Institutional Educator International Conference, Albuquerque, NM
MICHRIE President

1999 Council of Hotel Restaurant Institutional Educators Midwest Conference, Merrisville, IN MICHRIE
President

2003-98 FSUS Training/ Structured Learning Assistance, University College, FSU, Big Rapids, MI

1999-89 BilMar Sara Lee Corporation Processing Plant Tour, Zeeland, MI

2003-1990 Amway Grand Plaza, Grand Rapids, MI Tour

1999-97 American Hotel and Motel Resort Association Conference
Amway Grand Plaza, Grand Rapids, MI
Hyatt Dearborn Regency, Dearborn, MI
Hilton, Farmington, MI

2003-2000 Lilly Conference on College and University Teaching, Arrowhead, CA, FSU Big Rapids, MI
Pomona, CA

1998-97 Department of Education Hospitality and Food Service Vocational Conference,
Holiday Inn Conference Center, Big Rapids, MI Chair
Garland Resort, Lewiston, MI presented

1998 Faculty FSU Summer Institute, Web CT and Web Based Instruction, Big Rapids, MI

1998 West Michigan Tourist Association Annual Convention, Big Rapids, MI presented and attended

m. INSTITUTIONAL SERVICES PERFORMED

Management Department

Sabbatical Review Committee

Recruitment and Retention Committee

Hospitality Programs Advisory Board Committee

Hospitality Programs Gala Fund Raising Committee

Hospitality Programs Web Site Development
Oakland Career Day, recruitment effort

Marketing Department

Hospitality Programs Advisory Board Committee
Hospitality Programs Gala Fund Raising Committee
Hospitality University Recruitment Committee/ Chair
Marketing Department Tenure Committee
Autumn Adventure Recruitment Committee
Promotions and Merit Committee
Sabbatical Committee

College of Business

College of Business Admissions Standards Committee
DECA /COB Judge/ Recruitment
University College High School Career Day COB
Kent Skills College Recruitment effort
COB Sabbatical Committee/ chair
COB Promotions and Merit Committee
COB Autumn Adventure Recruitment
Career Expo Recruitment and Retention Committee
COB Cooperative Education Advisory Committee, Chair/ Secretary

University

Articulation Community College Transfer Task Force
Programmatic Marketing University Committee
Career Services, "Get Professional Series", Committee
University Autumn Adventure Recruitment Committee
Media Distribution Assessment Committee
Timme Center for Teaching Excellence Advisory Committee
Career Placement Assistant Director Search Committee
FSU Vocational Educational Special Services Program Advisory Committee

n. RECOGNITION AND HONORS

CHE Certified Hospitality Educator, Educational Institute of the American Hotel and Motel Association
2003
Distinguished Teacher Award FSU, nominated 2003-2004
Ferris Award for Academic Excellence, nominated 2003
Who's Who Among Americans Teachers Award, 2002
Teaching Excellence Award for Baccalaureate/ Graduate Degree Institutions in Region 4, nominated
2001
Outstanding FSU Student Affairs Recognition Award 2001
Michigan Hospitality Educators Alliance: President 2003-2000
MICHRIE President 1994/ 1997
MICHRIE Hospitality Educator of the Year Award 1994
St. Mary's Gala Culinary Coordinator 2003-1997
FSU Student Satisfaction Survey Recognition 2001-2000

o. PROFESSIONALLY RELATED COMMUNITY ACTIVITIES

MOISD, Mecosta Osceola Intermediate School District Career Center Advisory Committee 2003-2001
Blue Lake International Choir Local Chairperson 1999
Relay for Life/ United Church 1999-2003
Big Rapids High School Athletics Adult Volunteer 1997-2002

Boy Scouts of America Adult Volunteer 1997-2000
St. Mary's Parish Gala Dinner Dance, Culinary and Service Chair 1997-2003
St. Mary's Parish Fall Festival, Service Committee 1996-2002
Mecosta County 4-H Extension Club Adult Volunteer
Explorers, Equestrian, Crafts, Bird Watching 1992-2000
Audubon Mecosta County Club 1996-2001

JULIE A. DOYLE

17785 175th Avenue

Big Rapids, MI 49307
(231) 796-7536
doylej@ferris.edu

1319 Cramer Circle WC 106

Big Rapids, MI 49307
office: 231-591-2385
fax: 231-591-2998

Employment

- Present-** **Coordinator, Hospitality Programs, Sports Entertainment & Hospitality Management Department, Ferris State University, Big Rapids, MI**
ETA Sigma Delta, Honors Hospitality Advisor, FSU
NSMH, National Society of Minorities in Hospitality Advisor, FSU
- Present-2004** **Associate Professor, Hospitality Programs, Ferris State University, Big Rapids, MI**
- 2004-1986** **Assistant Professor, Hospitality Programs, Ferris State University, Big Rapids, MI tenured 1991**
*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, recruitment and retention.*
- Present - 1987** **Coordinator, Cooperative Education/ Internships Hospitality 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.
- Present – 2000** Summer Registration Faculty, College of Business, Ferris State University, Big Rapids, MI
- 1997-1996** **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 (.25 release time) that included conference exhibit display, high school classroom visitations, on campus tours, displays, organized Professional Business Day, Autumn Adventure, Career Expo, etc.
- 1986-1982** **Management/ Supervisor/ Knollcrest/ South/ Rankin Dining Services, Ferris State University, Big Rapids, MI**

Responsible for developing and coordinating production 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.

1986-1983 Adjunct Faculty, Food Service Hospitality Management, Ferris State University, Big Rapids, MI

1981 Counselor, Financial Aid Office, Ferris State University, Big Rapids, MI

1980 Management/ Supervisor/ Peaches Restaurant/ Marriott, Kentwood, MI

1980 Management/ Assistant Manager/ Charlie's Restaurant, Big Rapids, MI

1979 Management/ Assistant Manager/ Charwood Inn Restaurant, Paris, MI

Teaching Assignments

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 100/101) Orientation for Freshman Seminar

Non Teaching

Program Cooperative Education/ Internship Coordinator, Hospitality Programs
 ETA SIGMA DELTA, Honors Hospitality Advisor, FSU
 NSMH National Society of Minorities in Hospitality, Advisor, FSU
 Academic Advisor, Hospitality Programs, FSUS College of Business

National/ State Committees

International Council on Hotel, Restaurant and Institutional Education 2007 - 1993
 Hotel Sales Marketing Association International 2007 - 2004
 American Hotel & Lodging Association 2007- 2000
 Michigan Hotel Motel & Resort Association, Education Committee 2007
 Kent County Lodging Association 2007- 2005
 Hospitality Business Alliance Post Secondary Michigan Restaurant Association
 Educational Support Foundation 2003-2002
 National Internship Special Interest Committee for Council of Hotel. Restaurant and Institutional Education Committee, Present – 1990
 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

Mecosta Osceola ISD Hospitality /Food Service Advisory Committee 2007 - 2000

Muskegon Career Center Hospitality/ Food Service Advisory Committee 2007 - 2004

Michigan Hospitality Educators Alliance, Executive Board Member, President and Career Day Director, 2007-1999 Hospitality Opportunities Association, Executive Board Member and Career Day Chair, 1998-97

Vocational Food Service Hospitality Educators Conference Committee, 1998-97

Michigan Council of Hotel Restaurant and Institutional Education Career Day Committee, (Chair) 1997-1989

University Committees/ Service

Committees

Transfer Student Task Force Committee 2005

Programmatic Marketing University Committee, 2004-2000

Career Services, "Get Professional Series", Committee 2004-1999

Instrumental in Securing \$80,000+ of equipment donation, 2002

Autumn Adventure University Committee, 2001-1995

All University Sabbatical Committee, 1997

Media Distribution Assessment Committee, 1997

FSU Vocational Educational Special Services Program Advisory Committee 1999-1988

Service

Admissions Office Wexford/Missaukee Career Tech Center Program Speaker, 2007

Minority Affairs FSU King/Chavez/Parks College Day Program Speaker, 2005, 2006

Panel Discussion for Professional Career and Leadership Conference, 2006 -02

Panel Discussion for New Faculty Orientation, CTLFD, 2003 -2000

Dining Services, NACUFS internship session, 2003-2001

Athletic Department Volleyball, Etiquette in Dining Workshop, 2000

Faculty Panel, Student Affairs, Student Orientation, 2000

College of Business Committee/Service

Committees

COB Sabbatical Leave Review Committee 2007-2006/ 2005-2006/2004-03/2003-02/ 2001-00/1999-98

COB Recruitment and Retention Committee 2004-2005/2003-01/1999-98

COB Promotion Merit Committee 2001/1999/1997

COB Admissions Standards Committee 2001-2000

COB Cooperative Education Advisory Committee, Secretary 1997

Service

COB Transfer ACT Grand Rapids Representative, 2006-2005

COB DECA Regional Competition Judge, 2004, 2003

COB Kent Skills College Day, Grand Rapids, MI recruitment representative, 2003-02

COB University College High School Career Day, business representative, 2002

COB Dawg Days (recruitment effort), 2003-01

COB Autumn Adventure, recruitment, 2000-1998
DECA, Association of Marketing Students Conference, Detroit, MI, recruitment, 1997
Michigan Business Educators Association Conference, Northville, MI, recruitment 1997
GASC Technology Center, Flint, MI recruitment 1997

Department/ Program Committees/ Service

Committees

Sports Entertainment & Hospitality Management Sabbatical Leave Committee 2007-2006
SEHM Department Secretary Selection Committee 2007
Management Department Sabbatical Leave Review Committee 2005-2004-03/2003-2002
Management Department Recruitment and Retention Committee 2003-2002
Management Department Tenure Committee 2004-2002
Marketing Department Tenure Committee 2002-1990
Marketing Department Strategic Planning Committee 2000
Marketing Department Recruitment and Retention Committee Representative 2001-1998
Marketing Department Sabbatical Leave Committee Representative 2000/ 1998
Hospitality Programs Advisory Board Committee 2007-1986
Hospitality Programs Gala Fund Raising Committee 2007-1992

Service

American Culinary Federation certification effort, 2007
Jonus Software development effort, 2006-2007
FSU Spring Institute Banquet Faculty Center for Teaching & Learning, 2007-2006
FSU New Faculty Reception, Katke Club House, Big Rapids, MI August 2006
FSU Admissions Retreat, Hospitality Programs recruitment effort, Big Rapids, MI 2004-2003
Hospitality Programs website development, recruitment effort 2007-2001
Hospitality Programs Academy of Travel & Tourism, recruitment effort, FSU 2003
Hospitality Programs Oakland Career Expo, recruitment effort, Bloomfield Hills, MI 2002
Hospitality Recruitment Day, recruitment effort 2001-2000
Grand Rapids Career Technical Center visitation recruitment effort 2002- 2001
Hospitality Academy visitation coordinator, recruitment effort 2000
Muskegon Community College, "Taste of Tomorrow", Muskegon, MI recruitment 1999
FSHM "Six-Pack" recruitment effort to FSU Career Exploration classes 1999
PanKow Vocational Center Career Fair, Clinton, Township, MI recruitment 1998
Newago County Career Technical Center, Fremont, MI recruitment 1997
Career Preparation Center, Sterling Heights, MI recruitment effort 1997

PUBLIC SERVICE

MAISD, Muskegon Area Intermediate School District Career Center Advisory Committee 2005-2007
MOISD, Mecosta Osceola Intermediate School District Career Center Advisory Committee 2007-01
BRHS Big Rapids High School Athletic Department Golf, donation, food logistics for awards banquet, 2006-2005

BRHS, Big Rapids High School Band Association donations, food logistics, 2007-2005
GIRL SCOUTS OF AMERICA, Mecosta County, Big Rapids, MI Etiquette in Dining
Presentation, 2007

St. Mary's Parish Gala Event, Big Rapids, MI (raise profit of over \$35,000 annually)
Culinary /Service Committee Chair 2003-1997

TIPS, Techniques in Intervention of Serving Alcohol, Health Communications. Student
Affairs/ Community **Master Certified Trainer** 2007-1999

PRESENTATIONS AT PROFESSIONAL MEETINGS AND CONFERENCES:

Business Professionals of America State Leadership Conference, Grand Rapids, MI “
Rules for Business Dining”, 2007

Michigan Restaurant Associations Pro Management, Grand Rapids, MI “*Hospitality
Career and University Educational Career Paths*”, 2002

Oakland Career Expo, Bloomfield Hills, MI “*Careers in the Hospitality Industry*”,
2002

Flex For Success, Professional Career and Leadership Conference, FSU, presenter,
“*Business Etiquette in Dining*” and faculty panel, 2002

Professional Organizational Development Conference, Vancouver CA, “*Hesburgh
Certificate of Excellence Award SLA Model and How it is Used in the Hospitality
Programs Curriculum*”. 2001

International Partnership Exchange Agreement, Finland, Netherlands, “*Hospitality
Management in the U.S.*” 2001

Michigan Department of Education Career Development, FSU, “*Hospitality
University Recruitment Effort*”. 2001

Get Professional Series, FSU Career Services, “*Etiquette in Dining For the Business
Luncheon/ Cultural Differences*”. 2002-1999

West Michigan Tourist Association Conference, East Lansing, MI “*Out of the Box
Recruiting and Retaining of Domestic Labor*” 2000

Mecosta Osceola County High School Teachers Retreat, New Directions High School,
Big Rapids, MI, “*Career Opportunities in the Hospitality and Business World*”. 1998-97

Department of Education Hospitality and Food Service Conference, HICC Big
Rapids, MI “*Labor Force Challenges in the Hospitality Industry*” 1998

West Michigan Tourist Association Conference, Big Rapids, MI “*Domestic Labor
Challenges in the Tourism Industry*” 1998

PROFESSIONAL MEETINGS AND CONFERENCES ATTENDED

Hotel Sales Marketing Association International Conference
Colorado Springs, CO 2007

Pinehurst, NC 2006
Phoenix, AZ 2005
White Sulpher Springs, WV 2004
National Society of Minorities National Conference
Seattle, WA 2007
Dallas, TX 2006
Muskegon Area Intermediate School District Career Center, Advisory Board
Meeting, 2007-2006

Kent County Lodging Association, Grand Rapids, MI 2007-2005

Michigan Hotel, Motel & Resort Association, Education Committee, Midland, MI
2007

National Restaurant Association, "Salute to Excellence", Faculty Forum, Chicago, IL
2007/2003/2000/ 1997

Disney Keys to Excellence, Grand Rapids, MI 2005

Great Lakes Hospitality & Tourism Educators Conference, East Lansing, MI 2005

JW Marriott Hotel Educational Partnership Meeting, Grand Rapids, MI 2006

Michigan Meeting Planners International Educational Conference, Grand Rapids,
MI 2003

Lilly Conference on College and University Teaching, Pomona, CA 2003, Big Rapids,
MI 2002

Michigan Restaurant Association Pro Management Conference, Midland, MI 2003
Grand Rapids, MI 2002

National School Conference Institute on Increasing Student Achievement, Phoenix, AZ
2002

International Partnership Exchange Student Signing Agreement Committee,
Netherlands, Finland, 2001

Professional and Organizational Development Conference, Vancouver, CAN,
"Hesburgh Certificate of Excellence Award SLA Model and How it is used in the
Hospitality Programs Curriculum", 2001

Professional and Organizational Development Conference, St. Louis, MO 2001

American Association for Higher Education Conference, New Orleans, LA 2001

Michigan Grape and Wine Industry Council Faculty Wine Seminars and Tours, Paw
Paw, MI 2000

Walt Disney Worlds Educator Forum, Lake Buena Vista, FL 2000

Gordon Food Service Show/ Conference, Grand Rapids, MI 1999-1990

MICHRIE (Michigan Council of Hotel Restaurant Institution Educators) Conference, Northwestern Michigan College, Traverse City, MI 1999

CHRIE (Council of Hotel Restaurant Institutional Educators) International Conference, Albuquerque, NM MICHRIE President Representative 1999

CHRIE Midwest Conference, Merrisville, IN MICHRIE President Representative 1999

American Hotel & Motel Resort Association Conference, Grand Rapids, MI Dearborn, MI, Farmington, MI 1999-1997

Lilly Conference on College and University Teaching, Lake Arrowhead, CA 1998

Department of Education Hospitality & Food Service Vocational Conference, Big Rapids, MI, Lewiston, MI 1998-1997

West Michigan Tourist Association Annual Convention, Big Rapids, MI 1998

Hospitality Opportunity Alliance Conference and Career Days, Big Rapids, MI 1998-1997

CONTINUING EDUCATION (other than professional presentation and professional meetings attended)

American Hotel and Motel Lodging Association Educational Institute CHE Certified Hospitality Educator. This is considered one of the most prestigious levels of accomplishments in our industry. Eastern Michigan University, Ypsilanti, MI 2003

Zehnders Property Tour and Educational Forum, Frankenmuth, MI 2003

Mission Point Resort Mackinaw Island Sales Blitz 2003

Midstate Food Show / Educational Seminars, Mt. Pleasant, MI 2003

Amway Grand Plaza Property Tour and Educational Forum, Grand Rapids, MI 2003

Opus One/ Mondovi Winery Property Tour and Educational Forum, Napa, CA 2002

St. Julian Wines Property tour and Wine Master Educational Forum, Paw Paw, MI 2002

Holiday Inn Dearborn/ Detroit, MI Sales Blitz 2002

Center for Teaching Learning and Faculty Development, FSU, *“How Our Students Use the Web—How Faculty Can Guide Them to be More Web Savvy”* 2003, *“Improving Student Involvement In The Classroom”*, 2002, *“Effective Classroom Discussion Techniques”*, 2002 *“Test What You Teach, Teach What You Test”*, 2001, *“Facilitating Student Learning Program”*, *“Methods and Learners”*, *Repurposing Course Materials”*,

“Digitizing Data”, “Integrating Materials into Web CT”, “Student Assessment Techniques”, Summer Institute 2000. Web CT and Web Based Instruction, Summer Institute 1998.

TIPS Techniques in Intervention Procedures for Alcohol Awareness, Health Communications Training for Trainer Certification, Battle Creek, MI 2003-1997

Clark Midstate Food Show Seminars, Mt. Pleasant, MI “State of Michigan Food Handlers Seminar”, 2002

FSUS Training/ Structured Learning Assistance Training, University College, FSU 2002-1998

The New Millennial, Who Are our Students Seminar, FSU 2002

Gordon Food Services Conference, Grand Rapids, MI Training Seminars, “The Labor Force 2000”, “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

Radisson Plaza, Property Tour, CVB Sales Forum, Kalamazoo, MI 2001

West Michigan Tourist Association, Property Tour and Forum, Grand Rapids, MI 2002-2001

Yoplait General Mills Corporation Tour and Forum, Reed City, MI 2001

Soaring Eagle Resort and Casino, Property Tour Marketing and Sales, Mt. Pleasant, MI 2002-1999

Broadmoor Hotel, Property Tour Internship Forum, Colorado Springs, CO 2000

Grand Traverse Resort and Spa, Property Tour Marketing and Sales, Acme, MI 2002-1998

Amway Grand Plaza Hotel, Property Tour Rooms Division, Grand Rapids, MI 2002-1997

Gordon Food Services Warehouse Tour, Executive Management Forum, Grand Rapids, MI 2003-01

Clark Midstate Food Services Show, Mt. Pleasant, MI 2003-1998

Bil Mar Sara Lee Corporation, Marketing Sales Production Tour, Executive Management Forum, 1999-1989

HONORS AND RECOGNITIONS

FSU Excellent Team Award, nominated 2007

FSU Student Affairs Office, Certificate of Recognition, 2005

CHE Certified Hospitality Educator, Educational Institute of the American Hotel and Motel Association, 2003

Distinguished Teacher Award FSU, nominated 2004-2003

Ferris Award for Academic Excellence, nominated 2003

Who's Who Among Americans Teachers Award, 2002

Outstanding FSU Student Affairs Recognition Award 2001

Teaching Excellence Award for Baccalaureate/Graduate Degree Institutions in Region 4, nominated 2001

MHEA (Michigan Hospitality Educators Alliance), president 2003 -2000

MICHRIE (Michigan Hospitality Restaurant Institution Educators), president 1999/1994

St. Mary's Gala Culinary Service Coordinator 2003-1997

FSU Student Satisfaction Survey Recognition 2001-2000

FSU "Pat on the Back" Recognition 2000

MICHRIE Hospitality Educator of the Year Award 1994

PUBLICATIONS

MDCD Michigan Department of Career Development, Career Wise "*Flexibility Is Hallmark of Hospitality Programs*" 2002

CONSULTING

NOCTI National Occupational Competency Testing Institute.

Food Production, Management and Services written and practical complete revision, 2003-2002

Hospitality Lodging Management pilot test, 2003

Connecticut Industry Validation Project in Nutrition, Food Production & Services, 2001

Michigan Hospitality Management test review & pilot test consultant 1997

Bay Mills Casino Resort, Brinkley, MI Professional Guest Service Consultant, 2003-2002

TIPS Techniques in Intervention Procedures of Serving Alcohol, Health Communications, Inc. Washington D.C. Conduct seminars for Mecosta County local business's Master Certified Trainer 2003-1995

Team Leader for Vocational Hospitality & Food Services for on site reviews, Dept. of Education State of Michigan, Lansing, MI 1998-1997

MOCAC Michigan Occupational Competency Assessment Center, Master Examiner. 2002-1996

COMMUNITY VOLUNTEER

Relay for Life, American Cancer Society, Mecosta County, Big Rapids, MI 2007-1998

St. Mary's Parish Gala Dinner Event, Culinary & Service Chair, Big Rapids, MI 2003-1997

St. Mary's Parish Fall Festival, Service Committee, Big Rapids, MI 2002-1997

Blue Lake International Choir Local Chairperson, Big Rapids, MI 1999

Big Rapids High School Adult Volunteer, Athletics, Thespian, Big Rapids, MI 2002-1997

Boy Scouts of America Adult Volunteer Local Den, Big Rapids, MI 1999-97

Mecosta County 4-H Extension Club Adult Volunteer, Explorers, Equestrian, Crafts, Bird Watching, Big Rapids, MI 2001-1992

Audubon Mecosta County Club, Big Rapids, MI 2002-1996

EDUCATION

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

B.S. Hospitality Management – Ferris State University, Big Rapids, MI 1980

A.A.S. Food Service Management, Ferris State University, Big Rapids, MI 1978

Vita

A. Name: Lianne B. Briggs

Rank: Associate 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, Food & Beverage Operations for Clubs, Property & Facilities Management, Industry Practicum, Policies & Issues, Club Governance, and World Cuisines.

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

B. Education Background:

Present Ph. D., Western Michigan University
Major: Higher Education Leadership
ABD Expected Graduation: December 2006

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 Branigar Inc. /Galena Territory/UnionCamp

	Dining Room Manager Galena, IL
1983 – 1985 (Part-time)	Cornell University 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
Club Managers of America Association

Formerly:
Council of Hotel, Restaurant & Institutional Educators
Michigan Council of Hotel, Restaurant & Institutional Educators
Ferris Professional Women
Food Service Educators
Big Rapids Downtown Business Association

E. Professional Meetings Attended

Club Managers Association of America World Conference: 2005
Club Managers Association of America Legislative & Leadership Conference: 2005
Great Lakes Hospitality Tourism Educators Conference: 2005
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
Lily North Conference, 2001
Michigan Marketing Educators Conference, 2001, 2002
Equity in the Classroom XII Conference, 2002

F. Papers Presented

G. Publications

Flexibility is Hallmark of Hospitality Programs, Career Wise, Nov. 2002, Publication of the Michigan Department of Career and Technical Education.

H. Other Research Activity

Thesis: An Investigation of Food Service/Hospitality Management Student Satisfaction at Ferris State University. 1998

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 - 2002
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
Learning and Teaching Workshop, Ferris State University, 2002
Eclectic Ethnic: A Culinary Workshop, 2003
Energy Star Online Training Session, 2005

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, The Rooms Chronicle, Lodging, Chef Educator Today

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

K. Institutional Services Performed

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

Advisor: International Food Service Executives Association, 1989-96, 1998-2001
Advisor: Club Managers Association of America, 2005

M. Recognition and Honors

Received M.S. in Education from Ferris State University with Highest Distinction, 1998
Certified Food Service Executive at the Ruby Level, 1999
Certified Food Service Executive at the Sapphire Level, 2004
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
German Exchange Teacher, 2001
Judge for State Wide DECA Competition, 2001-2003
Continuing Education Scholarship from Foodservice Educators Network International, 2003
Certified Hotel Administrator, 2003
Faculty Intern for Club Managers Association of America, 2005

N. Professionally Related Community Activities

Food Chairman of the Mecosta County Council for the Arts, 1991 – 1995
Riverdays Festival, Antique Show, Humanities Council of West Michigan, 2002

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, United Way, Gospel Choir, International Neighbors
Scholar Program, Eta Sigma Delta, WISE, Art Works, and St. Mary's Church.

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, 1995.
2. Masters of Science (M.S.) from Ferris State University in Career and Technical Education, 1998.

3. Doctorate of Philosophy (Ph.D.) in Higher Education Leadership from Western Michigan University, ABD Expected date of graduation, December 2006.

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 and Certificates 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 RFIM 229 and CHEM 104, developing courses in Food Science, Food & Beverage Operations for Clubs, Industry Practicum, World Cuisines, and Club Governance

Courses taught include the following: Food Science, Principles of Baking, Principles of Cooking, Quantity Food Management, Menu Planning & Nutrition, Front Office Procedures & Accounting, and Equipment, Layout & Design, Food & Beverage Operations for Clubs, Property & Facilities Management. Industry Practicum, Policies & Issues, Club Governance, and World Cuisines.

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.

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 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.

Consulting Experience.

Consulting experience ties into teaching in the classroom as follows: (1) association with 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.

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.

Updated Oct. 2, 2005

Lianne Briggs

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Big Rapids, MI 49307
(231) 796 – 4019
briggsl@ferris.edu

Education:

Cornell University, Ithaca, NY
M.P.S. degree in Hotel Administration - May 1985
Concentration in Food & Beverage Management
Ferris State University, Big Rapids, MI
M.S. degree in Occupation Education – August 1998.
Graduated with Highest Distinction.
Central Michigan University, Mt. Pleasant, MI
B.S. degree in Food Service Administration - May 1980
New England Culinary Institute, Montpelier, VT- June to Oct. 1980

Work Experience:

Assistant Professor
1988-Present

Ferris State University, Big Rapids, MI

- Taught courses in Food Chemistry, Menu Planning & Nutrition, Baking, Cooking, Equipment, Layout & Design, Front Office Operations & Accounting and Quantity Food Management.
- Responsible for all aspects of seventy seat student run restaurant operation.
- Faculty Advisor to student club and Student Advisees.
- Wrote four lab manuals as well as three Alumni Newsletters.
- Responsible for all purchasing including major equipment.
- Developed, designed and implemented new courses.
- Actively involved in program recruitment activities.

Rooms Division Intern
1996-1997

Amway Grand Plaza Hotel, Grand Rapids, MI

- Rotated through Housekeeping, Reservations, Front Desk, Security, and Human Resource departments during Sabbatical Leave.

*Adult Education
Instructor*
1991-1993

Big Rapids Community Education, Big Rapids, MI

- Responsible for evening Food Service class operating a small restaurant.

Club House Manager
1986-1988

ARA Leisure Services, Dubuque Greyhound Park, Dubuque, IA

- Managed dining room with 632 seats serving up to 1,000 ala carte and banquet meals a day.
- Responsible for hiring, training and supervision of sixty employees.
- Wrote job descriptions, specifications and training manual.
- Assigned to Met Center stadium in Minneapolis, MN on off season.

Other Work Experience
1978-2001

Summer intern for Baker Management (food service consultants).
Managed and/or supervised food service operations for a wide range of employers, to include: Yellowstone Park Company, Central Michigan University, Teton Park Company, Prophet Foods, and Cattlemen's Inc.

Certifications/

Connelly Awards Chair for Active Army Field Kitchens

**Accomplishments/
Awards:**

Teacher Work-Study Grant Recipient
Food Chairman for the Mecosta County Council for the Arts
Timme Instructional Assistance Grant Recipient
Certified Food Service Executive, Ruby Level
Master Examiner of Teacher Candidates in Quantity Foods
Branch President of the International Food Service Executives Association
Michigan/Germany Exchange Teacher

Additional Work Experience

- Line Cook**
Summer 1976
- Huron Shores Golf Course, Port Sanilac, MI
- Worked as evening line cook.
 - Employed 40 hours per week.
- Bus & Beverage**
Spring Semester 1977
Fall Semester 1977
- Central Michigan University, Mt. Pleasant, MI
- Stocked residence hall cafeteria line.
 - Employed 15 hours per week.
- Kitchen Help**
Summer 1977
Winter 1977/78
- General Host Corporation, Yellowstone National Park, WY
- Rotational position to include bus person, dish/pot washer, cafeteria help, cashier, pantry and cook.
 - Employed 50-55 hours per week.
- Staffeteria Supervisor**
Summer 1978
Summer 1979
- General Host Corporation, Yellowstone National Park, WY
- Served approximately 40 employees three meals daily.
 - Responsible for menu planning, food ordering, employee supervision, inventory and food preparation.
 - Recognized for lowest food cost and highest health inspection record of all employee dining units park wide.
 - Employed 60-70 hours per week.
- Deli Worker**
Christmas Break 1978/79
- Royal Market, Hollywood, FL
- Temporary seasonal help. Positions included busser, line server, and general kitchen help.
 - Employed 40-45 hours per week.
- Student Manager**
1979/80 Academic Year
- Central Michigan University, Mt. Pleasant, MI
- Supervised weekend operations of student union cafeteria.
 - Responsible for any catered functions during shift such as coffee breaks or meetings.
 - Supervised 5 to 7 student employees per shift.
 - Worked as relief for full time union employees.
 - Employed 20 hours per week.
- Cook**
Summer/Fall 1980
- M.J. Friday's, Montpelier, VT
- Worked as evening line cook at vegetarian restaurant.
 - Employed 20 hours per week.
- Pantry Worker**
Fall 1980
- Nemo's Saloon, Renaissance Center, Detroit, MI
- Prepared sandwiches, quick breads and salads.
 - Employed 50 hours per week.

Assistant Manager
*Fall 1980 through
Spring 1981*

Greyhound Food Management, Livonia, MI

- Supervised second shift operations of General Motors employees' cafeteria.
- Responsibilities included inventory, ordering, receiving, billings and transmittals.
- Employed 45 hours per week.

Cafeteria Supervisor
Summer 1981

TWA Services, Yellowstone National Park, WY

- Served approximately 300 employees three meals daily.
- Supervised staff of approximately 20 employees including cooks servers and checkers.
- Promoted by end of season to Coffee Shop Manager and later Dining Room Manager.
- Employed 60 hours per week.

Chef's Apprentice
Winter 1981/82

Chico Hot Springs Hotel, Pray, MT

- Worked under Chef Larry Edwards.
- Prepared menu of classical French cuisine.
- Responsible for meat and fish cutting, preparing desserts, baking bread, and line cooking.
- Assumed responsibility for the kitchen and food ordering in the chef's absence.
- Employed 45 hours per week.

Restaurant Manager
Spring/Summer 1982

Cattlemen's, Inc., Forsyth, MT

- Opened and managed 100 seat family style restaurant.
- Responsible for staffing, payroll, food ordering, bookkeeping.
- Employed 80 hours per week.

Cook/Baker
*Fall 1982 through
Summer 1983*

Livery Stable, Bozeman, MT

- Worked as both baker and lunch line cook.
- Acted as relief dinner cook at The Old Saloon, Pray, MT for same owners.
- Employed 45 hours per week in beginning and later remained on part time basis of 12 hours per week and on call.

Kitchen Manager
*Fall 1982 through
Summer 1983*

Livingston Bar & Grill, Livingston, MT

- Helped in opening of lunch and dinner operation specializing in fresh seafood, steaks, barbecued items and ethnic foods.
- Supervised kitchen staff, planned daily specials, assisted in food ordering and inventory.
- Employed on Sundays as Omelet Maker at the Chico Hot Springs Hotel for the same owners.
- Employed 50 hours per week.

Graduate Teaching Assistant

*1983/84 Academic Year
1984/85 Academic Year*

Cornell University, Ithaca, NY

- Instructed students in bake shop area of restaurant course.
- Assisted instructor by organizing food labs, ordering food, setting up demonstrations and supervising lab clean-up.
- Prepared and decorated desserts and baked goods to be photographed for publication in a new cookbook.
- Employed 20 hours per week.

Social Hostess

Summer 1984

Rock Resorts International, Grand Teton National Park, WY

- Rotational position relieving the General Manager, Night Auditor, Maitre-d', Front Desk and doing hotel reservations.
- Employed 50 hours per week.

Head Cook

Christmas Break 1984/85

Cornell University, Ithaca, NY

- Temporary position in faculty club preparing food, planning menus, ordering food and supervising other cooks and kitchen help.
- Employed 40 hours per week.

Pantry/Deli Worker

Summer 1989

Summer 1990

Hermann's European Cafe, Cadillac, MI

- Prepared salads and pantry items for restaurant.
- Later transferred to deli operation preparing salads and sandwiches, opening, closing and operating cash register.
- Employed 40 hours per week.

Additional Education

Vocational Food

Service Training

1975/76 Academic Year

Sanilac County Career Center, Peck, MI

Completed one year in the Food Service program with perfect attendance and a 4.0 GPA.

Applied Food Service Sanitation

Winter 1981

National Institute for the Foodservice Industry, Hamtramck, MI

Completed certification course for Foodservice Sanitation.

Gourmet Foods

Winter Semester 1981

Henry Ford Community College, Dearborn, MI

Studied and practiced such skills as working with pastillage, royal icing, marzipan, chocolate and pate a choux. Received an Honorable Mention in the Michigan Restaurant Association Show.

Basic English

Fall Semester 1985

Highland Community College, Freeport, IL

Studied basic English writing skills in Adult Education Course.

Supervisory Skills

Summer 1986

ARA Leisure Services Division

Attended two day workshop to improve supervisory skills.

T.I.P.S.

Health Education Foundation

<i>February 1989</i>	Certified in Training for Intervention Procedures for Servers of Alcohol.
The Dale Carnegie Course <i>Spring 1989</i>	<u>Ralph Nichols Corporation</u> , Grand Rapids, MI Completed course in Effective Public Speaking and Human Relations.
Planning Successful Buffets <i>May 1989</i>	<u>Educational Foundation of the National Restaurant Association</u> , Chicago, IL Attended one day seminar on how to set up, cost out, display, and maximize profits on buffets.
Healthy Profits Through Nutrition <i>May 1990</i>	<u>Educational Foundation of the National Restaurant Association</u> , Chicago, IL Attended one day seminar on how to apply nutritional principles to food service operations in response to guest demand.
Food Educators Program <i>August 1990</i>	<u>Johnson & Wales University</u> , Providence, RI Attended one week class studying baking, grade manger, ethnic cuisine, and table service.
Promoting Your Restaurant <i>May 1991</i>	<u>Educational Foundation of the National Restaurant Association</u> , Chicago, IL Attended one day seminar on how to market a restaurant through both outside advertising as well as within the operation.
Tableside Cooking <i>June 1991</i>	<u>Grand Rapids Community College</u> , Grand Rapids, MI Attended one day class on tableside cooking.
Techniques of Baking & Pastry for Food Educators <i>July 1992</i>	<u>Johnson & Wales University</u> , Charleston, SC Attended one week class studying yeast breads, puff pastry, Danish pastries, marzipan, chocolate, petit fours and other bakery products.
Rich's Make-up School <i>June 1993</i>	<u>Rich's Products Corporation</u> , Buffalo, NY Attended two day school on how to use various Rich's products.

Amy M Dorey R.S.
11910 Hudson Bay Rd
Canadian Lakes, MI 49346
231-972-3329
doreya@ferris.edu

Objective

Employment within the educational arena focusing on hospitality courses in convention sales, event and meeting planning, dining room management and food safety

Education

Ferris State University, Big Rapids, MI
Master of Business Administration
December 2005

Central Michigan University, Mt.Pleasant, MI
Bachelor of Science, December 1997
Double Major: **Biology/Environmental Science**

Lansing Community College, Lansing, MI

Work Experience

Ferris State University, Hospitality Programs, Big Rapids, MI Jan 2002 –
present

Adjunct Faculty

Responsible for instruction of students enrolled in Convention Sales & Service, Dining Room Management, Sanitation & Safety, and Food, Beverage & Labor Cost Control. Faculty advisor for the annual fundraising gala executive planning committee.

Ferris State University Hospitality Program Advisory Board member.

Holiday Inn Hotel & Conference Center, Big Rapids, MI Dec 2004 –
present

Event Coordinator / Bartender

Primarily responsible for sales, site tours, planning, and execution of on-site weddings. Supervisory coverage of additional events as needed. Responsible for set-up and execution of bar service for large and special events on a contract basis.

The Inn at St. Ives, Canadian Lakes, MI Mar 2004 –
Sept 2004

Guest Service and Sales Representative

Responsible for resort package development and sales for St. Ives Golf Resort, home of “Tullymore”, the #1 New Upscale Public Golf Course in the U.S. for 2002. Guest reservations and front desk operations.

Monroe County Health Department Mar 1998 – Sept 2001

Environmental Health Division, Monroe, MI

Registered Sanitarian

Responsible for permit issuance and on-site inspection of all departmental programs for residential, public, and commercial locations within the county in accordance with local, state, and federal regulations. Routine inspections of food service facilities to ensure compliance with applicable food safety standards. Offer technical assistance and education to the general public for environmental health programs. Coordinate the non-community water supply program for Monroe County ensuring maintenance of all minimum program requirements.

The Lord Fox, Dixboro, MI Sept 1999 – Feb 2000

Closing Manager, Bartender

Responsible for front of the house operations of a la carte fine dining establishment including seating, server supervision, wine presentation, reservations, customer relations, server cash outs and end of the day financial reports.

The British Isles/The Golden Rose, Okemos, MI Jan 1998 – Mar 1998

Server

Responsible for customer service and side work at medieval theme restaurant and a la carte fine dining establishment

LaSenorita Mexican Restaurants, Mt Pleasant, MI Aug 1995 – Dec 1997

Opening Manager, In-Store Trainer, Bartender, Server

Responsible for opening administrative duties, supervising facility preparation for opening, and front of the house operations during hours. Responsible for training all new front of the house staff on dining room/server operations.

Professional Activities

Professional Convention Management Association, 2006 – present

Annual Educational Conference, Toronto, January 2007

Greater Midwest Chapter Quarterly Meeting, March 2007

Annual Bowl-A-Thon “Cheerleader”, October 2006

PCMA FSU Student Chapter Faculty Advisor, 2006 – present

FSU King/Chavez/Parks College Day Program Speaker, 2005, 2006

Hospitality Programs Annual Gala Faculty Advisor, 2002 - present

Michigan Hospitality Education Alliance 2004 Annual Career Fair Co-Director

Amway Hotel Corporation

Ferris State University Marriott Marketing Project, Project Manager

Michigan Meeting Planners International
Education session, Battle Creek, MI, 2004
Education session, Faculty representative for planning, Big Rapids, MI,
2005
“Meetings Up North” Inaugural Weekend, Northern Michigan
DeVos Place Conference Center, special events banquet server, Grand Rapids, MI
Michigan Grape & Wine Industry Council Annual Educational Conference, 2004-
05
MICHRIE Great Lakes Hospitality Educators Conference, 2005
Member of the American Hotel & Lodging Association
National Restaurant Association Educational Foundation
ServSafe Certified Instructor, 2003-05
“Salute to Excellence” Faculty Representative, May 2005
Michigan Environmental Health Association
Recreational Waters Educational Conference Planning Committee, 2002
Annual Educational Conference Planning Committee, 2001

VITA

A. Name: Gayle Sowles Lopez

Rank: Assistant Professor

Tenure: Non-Tenure

Teaching Experience: Ferris State University full-time faculty since Fall 2001. Tenure track Assistant Professor – Fall 2004. Teaching Business Law and Legal Studies courses which include the following: BLaw 321 Contracts and Sales, BLaw 301 Legal Environment of Business, HOMT 403 Hospitality Management Law, LLaw 280 Civil Litigation and LLaw 253 Advanced Legal Research and Writing.

Excellent student and course evaluations from Fall 2001 – Winter 2005.

B. Educational Background: J.D.- Law, University of San Francisco School of Law, top 15%; B.S. - Business Administration, A.A.S. - Legal Assistant, Certificate – Real Estate, Ferris State University.

C. Prior Experience not in Education: Eight years experience practicing law as In-House Counsel for Aetna Casualty & Surety Co. and Travelers Property & Casualty Co., representing defendants in a variety of litigated civil cases. Cases include premises liability, products liability, automobile liability, subrogation, contractual indemnity and construction defect. Jury and Court trial experience as well as participation in all types of ADR including arbitration, mediation and settlement negotiations. Supervised legal assistant assignments and reviewed their work product.

Additional work experience includes working as an insurance representative for Aetna Casualty & Surety Company.

D. Professional Memberships: Michigan Bar Association, California Bar Association, American Bar Association. Also, admitted to practice in the United States District Court, Northern District of California and the Ninth Circuit Court of Appeals.

E. Professional Meetings Attended:

American Association for Paralegal Education National Conference – Tampa, FL, October 2005.

Hospitality Law Conference – Houston, TX, February 2005.

LILLY Conference on Higher Education – Athens, Georgia, February, 2002.

F. Papers Presented:

Wrote numerous pleading and motions filed in State and Federal Courts in California including summary judgment motions and appellant and appellee briefs. 1992 – 2000.

G. Publications:

H. Other Research Activity:

Currently teach two courses, LLAW 253 – Advanced Legal Research and Writing and LLAW 280 – Civil Litigation, which require ongoing legal research.

I. Consulting:

Legal consultant for Butterfield Woods HOA and White Lake Yacht Club.

J. Professional Growth Activities:

Attended the American Association for Paralegal Education National Conference – Tampa, FL, October 2005.

Attended the Hospitality Law Conference – Houston, TX, February 2004.

Participated in the 5 week Advising Workshop conducted by Dr. William Potter and Rebecca Kowalkoski – Winter Semester 2005.

Attended Faculty Teaching & Learning Day at the beginning of each Fall Semester from Fall 2001 – Fall 2005.

Attended the LILLY Conference on Higher Education – Athens, GA, February 2002.

Participated in the New Faculty Training seminars conducted by Terry Doyle – Fall 2001 – Winter 2002.

K. Seminars, Training Programs, conducted for Business and Industry:

Conducted numerous legal seminars for clients and insurance representatives regarding insurance coverage and litigation issues. 1992- 2000.

L. Professional Presentations, Speeches:

Gave presentations to Whitehall and Montague District Schools' students regarding law in the United States which included the difference between criminal and civil cases and legal careers. Spring 2004.

Litigated hundreds of civil cases which included both court and jury trials as well as oral arguments on appeal. 1992 - 2000

M. Institutional Service Performed:

Advisor to students in the Legal Studies program.

SLA professor in BLAW 321- Contracts and Sales - Fall 2001 – present.

PBO Faculty Advisor to the Legal Studies Association – Fall 2001 – present.

Member of FSU Legal Studies Advisory Board – Fall 2000 – present.

Member of the College of Business Curriculum Committee – Fall 2005.

Member of the Faculty and Staff Development Committee – Fall 2004 – present.

Member of the Law School Resource Committee – Winter 2005 – present.

Assisted at registration during the First Annual College of Business Celebration – Fall 2005.

Assisted in PBO Day – Fall 2004.

Participated in Commencement Ceremony for the College of Business – Fall 2002 - present

N. Recognition and Honors:

2004 Teacher of the Year Award presented by Pi Kappa Alpha.

Selected to be honored at the 1993 annual Student-Athlete Committee (SAAC) Faculty Appreciation Night to honor Faculty members who have had a positive impact on athletes academic careers.

O. Professionally Related Community Activities:

Director on the Board of Directors - White Lake Yacht Club.

Legal Consultant – Butterfield Woods HOA

Participated in Whitehall and Montague District Schools Career Day by Giving presentations regarding law in the United States – Spring 2004.

P. Submission Date:

October 24, 2005.

Vita

- a. Kimberli A. Flanagan
 Doctoral Student
 Research Associate
 CTE Educator
 Hospitality Professional

TEACHING EXPERIENCE:

Western Michigan University	2003-Present	Adjunct Faculty
Online Course Development/Instruction		
Ferris State University	1994-2002	Adjunct Faculty
e.college.com	2000-2001	Faculty
Northwood University	1999-2001	Assistant Professor
Northwestern Michigan College	1997-2000	Adjunct Faculty/Event Mgr

Hospitality Management
Hotel/Restaurant/Resort Management
Culinary Arts/Hotel & Restaurant Management
Principles of Marketing
Principles of Management
Interpersonal Communications
Freshman Orientation Seminar
College Study Skills
Foundations of Career and Technical Education
Career and Employability Skills

Assignments:

Foundations in Career and Technical Education
Menu Planning
Nutrition
Quantity Food Management
Dining Room Management
Introduction to Hospitality
Principals of Marketing
Merchandising Seminar
Principals of Management
Food and Beverage Management
Food and Beverage Cost Controls
Freshman Orientation Seminar
Catering Management
Cooperative Education/ Internship Coordinator
Beverage Management
Interpersonal Communications
Study Skills for Academic Success
Time Management

Career and Employability Skills
Professional Job Search Strategies
Curriculum Development in Career and Technical Education

b. EDUCATIONAL BACKGROUND

Ph.D. Western Michigan University, Kalamazoo, MI
Educational Leadership, Career and Technical Education
College of Education

M.S. 1997 Ferris State University, Big Rapids, MI
Career and Technical Education, Hospitality Emphasis * High Distinctions
College of Education

B.S. 1994 Ferris State University, Big Rapids, MI
Hospitality Management
College of Business / Marketing Department

A.A.S. 1992 Ferris State University, Big Rapids, MI
Food Service Management
College of Business / Marketing Department

c. PRIOR EXPERIENCE NOT IN EDUCATION

Training Coordinator / Consultant, Yarrow Golf and Conference Center
Assistant Food and Beverage Manager, Holiday Inn Hotel & Conference Center
Food Service Consultant, LaBelle Management
Assistant Director of Delis, Olesons Food Markets
Food Service Manager, Marriott Corporation, Marriott Management Services
Front of House Staff/Trainer, Brinker International Macaroni Grill
Food and Beverage Supervisor, Mission Point Resort, Mackinac Island
Server/Bartender, The Golden Mushroom
Management Intern, Chuck Muer Corporation

d. PROFESSIONAL MEMBERSHIP

Muskegon Area Career Tech Center Advisory Committee (Chair)
ACTE, Association of Career and Technical Educators
NCDA, National Career Development Association
CHRIE, Council Hotel Restaurant Intuitional Educators, Washington D.C.
Michigan Council of Hotel Restaurant Institutional Educators, Lansing Michigan
Michigan Hospitality Educators Alliance
National Restaurant Association, Chicago IL
Michigan Restaurant Association, Lansing MI
American Culinary Federation
International Food Service Executives Association

e. PROFESSIONAL MEETINGS ATTENDED

TRENDS in Occupational Studies
Michigan Governors Conference on Career and Technical Education
Walt Disney World Faculty Scholar Program
Michigan Council of Hotel Restaurant Institutional Educators
 Annual Conferences
Department of Education Hospitality and Food Service Vocational Conference
American Culinary Federation
 Midwest Regional Conference, Chicago IL
American Culinary Federation, State Conference, NW Michigan
International Downtown Association Conference
 Hospitality Marketing, Pittsburgh PA
National Conference on Hospitality and Tourism
 Via Satellite, Washington DC
Pride in Excellence Series
 Chicago IL
“Presto, Changeo” Putting Magic in your Training
 Chicago, IL
Critical Thinking in the College Classroom
 Cleveland, OH
Teaching Strategies for New Faculty

f. PROFESSIONAL PRESENTATIONS

Leadership Development and Teamwork, Management Seminar, Yarrow Golf and Conference Center

Mecosta County Chamber of Commerce Service Seminar “Hospitality Eye to Detail”

Michigan Department of Career Planning, FSU, “Hospitality University Recruitment Initiative”

“50 for your Future”, NMC Career Services, “Time Management”

“50 for your Future”, NMC Career Services, “Study Skills”

Northwood University Professional Development Seminar, “Marketing Hospitality”

Northwood University Professional Development Seminar, “Attention to Detail and Customer Service”.

g. PUBLISHED MATERIALS

Training Manuals and Testing Tools for Training, LaBelle Management

Training Manuals and Testing Tools for Training, Guest Services, Inc.

Employee Handbook, Angelo Bros. Italian Restaurant

UAW News, United Auto Workers Publications. A paper written for the Nationwide Scholarship Competition: "What role should the UAW play in educating today's youth?"

Management Enhancement Manual, Chuck Muer Corporation (Charlies)
Written as a task while completing management internship

h. CONSULTING

Train the Trainer / Leadership Development Series, Yarrow Golf and Country Club

National Occupational Competency Testing Institute, Subject matter expert for the Connecticut Industry Validations Project in the Area of Nutrition, Food Production and Services.

Techniques in Intervention Procedures for Persons Serving Alcohol, Health Communications, Inc.

Menu Design and Enhancement, LaBelle Management

Skills Enhancement & Training, Guest Services Inc.

i. PROFESSIONAL GROWTH ACTIVITIES

Leadership Development Program Certificate in Career and Technical Education

Muskegon Area Career Tech Center Advisory Committee

Occupational Education Studies Advisory Committee

Michigan Career Leaders Network

National Restaurant Association Conference Show, Chicago IL

Salute to Excellence Faculty Representative, National Restaurant Association, Chicago IL

Gordon Food Service show/Conference, Grand Rapids, MI

Training Seminars: The Labor Force 2000, The New Food Code, The Power of Target Marketing, The People Connection, Back to Basics, Making Foodservice both the industry of "Choice" and "Opportunity".

MHEA, Michigan Hospitality Educators Alliance Annual Conference
Soaring Eagle Casino and Resort Property Tour and Marketing Sales Presentation
MICHRIE Conference, Northwestern Michigan College.
Walt Disney World Faculty Scholar Program
Northwood University Faculty Summit
Michigan Restaurant Association Annual Food Show
Structured Learning Assistance Training, Ferris State University
BilMar Sara Lee Corporation Processing Plant Tour
Department of Education Hospitality and Food Service Vocational Conference
Sysco Food Show

j. INSTITUTIONAL SERVICES PERFORMED

College of Education Curriculum Committee Activities
Focus Group/ Enrollment Management
Occupational Educational Studies
Teacher Education Grant Supervision and Facilitation
Hospitality Programs Advisory Board Committee
Hospitality Programs Fundraising Committee
Hospitality Programs Recruitment
New Faculty Development Committee
Stafford Dinner Advisory Committee
Development/Annual Giving Faculty Liaison-Hospitality
Externship Development Committee
Business Professionals of America Faculty Advisor
DECA Judge, State and National Competitions
Pilot Faculty Member-e.college.com Online Instruction Program
Pilot Member, National Grant- Structured Learning Assistance Program

k. COMMUNITY ACTIVITIES

Gildas Club Grand Rapids
Race For a Cure
Kentwood Jaycees
Relay for Life
St. Mary's Parish Gala Dinner Dance Culinary Committee

Michelle Cordell
14536 Viaduct Road * Copemish, Michigan 49625 * (231) 885-1831

Qualifications

- *Over fifteen years experience as supervisor / Executive Chef in hospitality industry*
- *Skilled as team leader in daily operation of successful food service operation*
- *Developed and supervise intern program at present place of work with FSU*
- *Active leadership role in numerous charitable fund raising events*
- *Documentation and accurate record keeping skills*

Employment History

- 1993 – present** *Whirlpool's Dunrovin Conference Center, Baldwin, MI **Executive Chef**
All aspects of management duties involved in operation of food service / hospitality at a exclusive corporate conference center facility, including fine dining menu development, staff training, food and labor cost controls, inventory, scheduling, hiring, all food / equipment related ordering, guest relations, FSU intern mentor.
- 1999 – 2004** *Northwestern Michigan College, Traverse City, MI **Culinary Arts Adjunct Instructor / Chef of entry level classes to advanced world cuisine including student performance appraisal, effective test composition, superb communication skills, motivation related to the industry, on campus and off-site special functions with students.**
- 1990-1993** *Bowers Harbor Inn, Traverse City, MI **Executive Chef**
Overall food service management duties at on of northern Michigan's premier Destination high volume restaurants. Seasonal staff as high as 30.
- 1986-1990** *Grand Traverse Resort, Acme, MI **First Cook / ACF Apprentice**
Began culinary career, completed four year professional apprenticeship while Pursuing AAS degree at NMC. Classically trained in all aspects of culinary Arts, from banquet production to fine dining, to baking and pastries.

Education

<i>Ferris State University Non-traditional Senior Year / Including International Internship</i>	<i>American Culinary Institute Continuing Ed. 80 credit hours</i>
<i>Northwestern Michigan College Associate Degree / Culinary Arts</i>	<i>Greystone Culinary Institute Continuing Ed. 80 credit hours</i>
<i>American Culinary Federation Four Year Apprenticeship</i>	<i>Numerous professional seminars</i>

Michelle Cordell

14536 Viaduct Road
Copemish, MI 49625
Telephone: (231) 885-1831

To whom it may concern:

Please consider my industry experience and academic credentials during your search for a culinary arts adjunct instructor. These significant related job skills include;

***ACF CEC certification
*computer comfortable
*effective test composition
*community service**

***math and analytical skills
*student performance appraisal
*supervisory and fiscal experience
*ability to motivate others**

I have twenty years experience in the hospitality industry, which include fifteen years as Executive Chef at two world-class properties. I am a 1987 graduate of NMC in Culinary Arts and have temporarily delayed pursuing my bachelor's degree in Resort and Hospitality Management at FSU. I have had the honor of being an Adjunct Instructor in Culinary Arts at NMC for five years. In my present position at Dunrovin Conference Center I have initiated and developed a culinary internship with Ferris State University.

Other skills that I convey to my students and staff include:

**+self starting +positive attitude +foster consensus
+organization +ability to handle conflict +ability to lead**

I feel confident in my ability to make a productive and lasting contribution to any organization. I look forward to the opportunity to share these skills.

Sincerely yours,

Michelle Cordell

Michelle Cordell

Justin A. Mortier

18949 Kirk St.
Big Rapids, MI 49307

(231) 629-2814
justinamortier@yahoo.com

Objective To continue building a career in which utilizing my diverse background in communication, sales, education, marketing, and management will ultimately promote the company's success from within and improve the overall performance.

Skills Superior oral and written communication skills, motivated, organized, leadership oriented, management, a dynamic personality, and a willingness to relocate.

Hotels **General Manager- *Holiday Inn Hotel & Conference Center - 3/2005 - Current***
Responsible for P&L of multi-million dollar hotel and F&B operation. Property includes 118 room hotel, and multiple F&B outlets. Leading by example, teaching the love of hospitality. Increased profit with less revenue in F&B, increased ADR and occupancy in hotel.

Director of Sales- *Holiday Inn Hotel & Conference Center- 11/2004 - 3/2005*
Manage sales and marketing to all markets, budget development, pace projections, lead & motivate sales office, set sales goals, yield management, maintain client relationships, and continue to build our client base.

Sr. Sales Manager- *Holiday Inn Hotel & Conference Center- 03/2004 - 11/2004*
Managing sales and marketing efforts to all Association, Corporate, and SMERF. Incorporated marketing plan to increase revenue on strict budget, yield management, and rebuilt deteriorating client relationships.

Sales Manager- *Hyatt Regency Chicago- 06/2003 - 03/2004*
Selling meetings and conventions, guest rooms and meeting space for downtown Chicago focusing on northeast U.S. and international accounts. Maintaining current accounts, prospecting new ones and exceeding the expectations of both.

Front Office Manager- *Hyatt Regency O'Hare- 09/2002 - 06/2003*
Responsible for managing front office and business center staff. Preparing payroll forecast for rooms division departments. Controlling escalated complaints and other guest related issues. Preparing front desk for convention groups checking in.

Sales & Service Manager- *Hyatt Regency O'Hare- 05/2002 - 09/2002*
Responsible for planning, organizing, and managing groups for Meeting Connections. Details include maximizing meeting space for all groups, managing rooming lists and VIP's, as well as Banquet and AV needs.

Membership Currently a two year board member of MMPI (Michigan Meeting Planners International), MSAE (Michigan Society of Association Executives) member, Friends of Ferris Board Member, V.P. of the Mecosta County CVB, Member of Ferris State University Hospitality Advisory Board, and Jaycees member.

Experience

SDA 101 Instructor- *Central Michigan University- 08/2001- 05/2002*

Teach, lecture, facilitate discussion, promote improvement of communication skills, facilitate development of presentation skills in students.

Regional Sales Manager- *Schelde North America- 05/2000 - 07/2001*

Managing a 15 state territory in which to sell, market, and service top quality volleyball and basketball equipment.

Education

Central Michigan University- 08/2001 - Ongoing

M.A. in Organizational Communication

Emphasis: Communication theory and application in organizations

Ferris State University- 08/1995 - 05/2000

B.A. in Business / Secondary Education, Minor in Communication

Emphasis: Presentations, education, management, marketing and coaching

GPA 3.5 Graduated in 2000 with honors.

References Easily Available Upon Your Request

**Ferris State University - College of Business
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT**

CLUB MANAGEMENT CERTIFICATE - 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()		S.H.	GRADE
12 Credits Required				
HOMT	312	Club Operations Management & Governance (None)	3	
RFIM	204	Food & Beverage Operations in Clubs (None)	3	
RFIM	207	Beverage Management (RFIM, MPGM, MPTM, REMG & HOTM students only)	3	
RFIM	229	Dining Room Service Management (None)	3	
PROCEDURES				

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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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

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 Club Management certificate.

Student: _____

Date: _____

Hospitality Advisor: _____

Date: _____

Dept. Chair: _____

Date: _____

Ferris State University - College of Business
SPORT, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT

CULINARY MANAGEMENT CERTIFICATE - 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE
REQUIRED COURSES - 6 Credits Required				
RFIM	114	Menu Planning/Nutrition (None)	3	
RFIM	229	Dining Room Service Management (None)	3	
SELECT TWO OF THE FOLLOWING COURSES - 6 Credits Required:				
RFIM	111	Principles of Food Science (None)	3	
RFIM	127	Principles of Baking and Cooking (None)	3	
RFIM	214	Equipment and Layout (None)	3	
RFIM	226	World Cuisines (None)	3	
PROCEDURES				

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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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 Culinary Management certificate.

Student: _____

Date: _____

Hospitality Advisor: _____

Date: _____

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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT

HOTEL MANAGEMENT CERTIFICATE - 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
HOMT	301	Property and Facilities Management (None)	3		
HOMT	305	Convention and Meeting Sales (None)	3		
MGMT	373	Human Resource Management (Jr. Status or instructor approval)	3		
OR					
HOMT	403	Hospitality Law - (None)	3		
HOMT	404	Front Office Procedures/Accounting - (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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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 Hotel Management Certificate.

Student: _____

Date: _____

Hospitality
Advisor: _____

Date: _____

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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT

RESTAURANT & FOOD INDUSTRY MANAGEMENT CERTIFICATE
12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
REQUIRED COURSES - 6 Credits Required					
RFIM	113	Sanitation and Safety - (None)	3		
RFIM	115	Food and Labor Cost Control System - (None)	3		
SELECT TWO OF THE FOLLOWING COURSES - 6 Credits Required:					
RFIM	114	Menu Planning/Nutrition (None)	3		
RFIM	204	Food/Bev Operations in Clubs (None)	3		
RFIM	207	Beverage Management (None)	3		
RFIM	211	Purchasing: Hospitality Industry (None)	3		
RFIM	214	Design/Layout Food Facilities (None)	3		
RFIM	227	Industry Exploration (None)	3		
RFIM	229	Dining Room Service 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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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 Restaurant & Food Industry Management Certificate.

Student: _____

Date: _____

Hospitality Advisor: _____

Date: _____

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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT

RESTAURANT & FOOD INDUSTRY MANAGEMENT CERTIFICATE
12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
REQUIRED COURSES - 6 Credits Required					
RFIM	113	Sanitation and Safety - (None)	3		
RFIM	115	Food and Labor Cost Control System - (None)	3		
SELECT TWO OF THE FOLLOWING COURSES - 6 Credits Required:					
RFIM	114	Menu Planning/Nutrition (None)	3		
RFIM	204	Food/Bev Operations in Clubs (None)	3		
RFIM	207	Beverage Management (None)	3		
RFIM	211	Purchasing: Hospitality Industry (None)	3		
RFIM	214	Design/Layout Food Facilities (None)	3		
RFIM	227	Industry Exploration (None)	3		
RFIM	229	Dining Room Service 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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.**

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 Restaurant & Food Industry Management Certificate.**

Student: _____

Date: _____

Hospitality
Advisor: _____

Date: _____

Dept. Chair: _____

Date: _____

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

Ferris State University

Sports, Entertainment and Hospitality Management Department Special Event & Meeting Planning Certificate– 12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED	COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ()		S.H.	GRADE
REQUIRED COURSES – 12 Credits Required				
RFIM	204	Food and Beverage Operations in Clubs	3	
RFIM	229	Dining Room Management	3	
HOMT	305	Convention and Meeting Sales	3	
HOMT	401	Special Event Planning (HOMT 305)	3	

In consultation with Hospitality Programs coordinator, the student will complete certificate checksheet. Signatures of the student and Hospitality Programs coordinator are required.

1. The completed checksheet will be forwarded to the Sports, Entertainment and Hospitality Management Department Chair for approval. The approved checksheet will then be forwarded to Student Records in the College of Business.
2. Grades of the completed courses for the certificate will be posted on the student's checksheet.
3. Upon completion of the certificate the student will notify the Graduation Secretary in the College of Business, BUS 200.

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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.**

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 Special Event & Meeting Planning Certificate.

Student: _____ Date: _____

Advisor: _____ Date: _____

Department 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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT

SPORT, SPA, ENTERTAINMENT OPERATIONS CERTIFICATE
11-12 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
HOMT	392	Internship (Department Approval)	3		
HOMT	403	Hospitality Law (Hotel or Resort Students Only)	3		
OR					
MGMT	357	Risk Management (MGMT 301 or Instructor Approval)	3		
RMLS	213	Health Promotion (HLTH 124 or RMLS 121 or Instructor Approval)	2		
OR					
RMLS	428	Recreation Sport & Athletic Sport Marketing (MKTG 321 or Instructor Approval)	3		
		Directed Elective (Prior permission of advisor required)	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 Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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 Sport, Spa, Entertainment Operations Certificate.

Student: _____

Date: _____

Hospitality
Advisor: _____

Date: _____

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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT**

CLUB MANAGEMENT MINOR - 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()		S.H.	GRADE
18 Credits Required				
HOMT	305	Convention and Meeting Sales (None)	3	
HOMT	312	Club Operations Management & Governance (None)	3	
HOMT	392	Internship (By Permission)	3	
RFIM	204	Food & Beverage Operations in Clubs (None)	3	
RFIM	207	Beverage Management (In programs: RFIM, PGMG, PTMG, REMG or HOMT)	3	
RFIM	229	Dining Room Service Management (None)	3	
PROCEDURES				

1. In consultation with a member of the Hospitality faculty, the student will complete a Club 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 Sports, Entertainment & Hospitality Management Dept 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 Club minor will be posted on the student's checksheet.
4. Upon completion of the Club Management 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.

For more information, please contact the Hospitality Programs Office at (231) 591-2382 or the Sports, Entertainment & Hospitality Management Department at (231) 591-2380.

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 Club Management minor.

Student: _____

Date: _____

Hospitality Advisor: _____

Date: _____

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
SPORTS, ENTERTAINMENT & HOSPITALITY MANAGEMENT DEPARTMENT**

RESTAURANT FOOD INDUSTRY/HOTEL MANAGEMENT MINOR - 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED	COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE
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RESTAURANT & FOOD INDUSTRY MANAGEMENT - 9 Credits Required

RFIM	113	Sanitation & Safety (None)	3	
RFIM	115	Food & Labor Cost Control System (None)	3	

Select One 3 Credit Course From The Following:

RFIM 111 Principles of Food Science (None)	RFIM 211 Purchasing: Hospitality Industry (None)	RFIM 226 World Cuisines (None)
RFIM 114 Menu Planning/Nutrition (None)	RFIM 214 Design/Layout Food Facilities (None)	RFIM 227 Industry Exploration (None)
RFIM 127 Principles of Cooking & Baking (None)	RFIM 207 Beverage Management (RFIM, MPGM, MPTM, HOTM Students Only)	
RFIM 204 Food/Bev Operations in Clubs (None)	RFIM 229 Dining Room Service Management (None)	

			3	
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HOTEL MANAGEMENT (Select Three Courses) - 9 Credits Required

HOMT	301	Property Facilities Management	3	
HOMT	305	Convention and Meeting Sales	3	
HOMT	403	Hospitality Law (Hotel or Resort MGMT Students Only)	3	
HOMT	404	Front Office Procedures/Account (None)	3	
HOMT	405	Resort & Recreation Mgt/Tourism (None)	3	
MGMT	373	Human Resource Management (Jr Status or Instructor Approval)	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 Sports, Entertainment & Hospitality Management Dept. 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.

**For more information, please contact the Hospitality Programs Office at (231) 591-2382
or the Sports, Entertainment & Hospitality Management Department at (231) 591-2380.**

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.

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

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

Student: _____

Date: _____

Hospitality Advisor: _____

Date: _____

Dept. Chair: _____

Date: _____

Ferris State University

Sports, Entertainment and Hospitality Management Department Special Event & Meeting Planning Minor– 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE
REQUIRED COURSES – 18 Credits Required				
MKTG	231	Professional Selling (COMM121 strongly recommended)	3	
RFIM	204	Food and Beverage Operations in Clubs	3	
RFIM	229	Dining Room Management	3	
HOMT	305	Convention and Meeting Sales	3	
HOMT	392	Internship	3	
HOMT	401	Special Event Planning (HOMT 305)	3	

In consultation with Hospitality Programs coordinator, the student will complete the minor check sheet. Signatures of the student and Hospitality Programs coordinator are required.

- The completed minor check sheet will be forwarded to the Sports, Entertainment and Hospitality Management Department Chair for approval. The approved checksheet will then be forwarded to Student Records in the College of Business.
- Grades of the completed courses for the minor will be posted on the student's check sheet.
- Upon completion of the minor program, 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 the completion of the Special Event & Meeting Planning minor on the student's official transcript.

NOTE: 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 50% of the minor credits are specifically required in the students major.

**For more information, please contact the Hospitality Programs Office at (231) 591-2382
or the Sports, Entertainment & Hospitality Management Department at (231) 591-2380.**

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 Special Event & Meeting Planning Minor.

Student: _____ **Date:** _____

Advisor: _____ **Date:** _____

Department 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
ASSOCIATE IN APPLIED SCIENCE DEGREE

RESTAURANT AND FOOD INDUSTRY MANAGEMENT - 62 Credits

NAME: _____

ID#: _____

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE
COMMUNICATION COMPETENCE - 9 Credits Required				
COMM		COMM 105, or COMM 121 (all require none)	3	
ENGL	150	English 1 - (ENGL 074 or a min score of 14 on ACT or a min score of 370 on SAT)	3	
ENGL	250	English 2 - (ENGL 150 with a grade of C- or better)	3	
SCIENTIFIC UNDERSTANDING - 4 Credits Required				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html Select one course from the scientific understanding subject area - it must be a lab course.				
			4	
QUANTITATIVE SKILLS - 3 Credits Required				
MATH	115	Int. Algebra - (MATH 110 with a grade of C- or better, or 19 on ACT or 460 on SAT)	3	
		Note: if MATH ACT score is 24 or higher, substitute a gen ed elective.		
CULTURAL ENRICHMENT - 3 Credits Required				
Cultural Enrichment elective, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html				
			3	
SOCIAL AWARENESS - 3 Credits Required				
ECON	221	Prin of Macroeconomics - (MATH 110 w/ a grade of C- or better or ACT of 19 or SAT of 460)	3	
ELECTIVES - 3 Credits Required				
		General Education Elective (If needed MATH 110 can be taken)	3	
REST & FOOD INDUSTRY MGMT MAJOR - 19 Credits Required				
RFIM	101	Orientation to Hospitality Industry - (None)	1	
RFIM	113	Sanitation and Safety - (None)	3	
RFIM	115	Food and Labor Cost Control System - (None)	3	
RFIM	207	Beverage Management (In programs: RFIM, PGMG, PTMG or REMG)	3	
RFIM	211	Purchasing: Hospitality Industry (None)	3	
RFIM	227	Industry Exploration (RFIM 113)	3	
RFIM	292	Restaurant and Food Industry Internship (Department approval)	3	
BUSINESS CORE - 9 Credits Required				
ACCT	201	Principles of Accounting 1 (MATH 110 w/ a grade of C- or better, or 19 on ACT or 460 on SAT)	3	
MGMT	301	Applied Management (None)	3	
MGMT	373	Human Resource Management (Jr standing or instructor approval)	3	
MAJOR COURSES - Choose 9 Credits - Required				
RFIM	111	Principles of Food Science (None)	3	
RFIM	114	Menu Planning and Nutrition (None)	3	
RFIM	127	Principles of Cooking & Baking (None)	3	
RFIM	214	Equipment, Layout & Design (None)	3	
RFIM	226	Cuisines of the World (None)	3	
RFIM	229	Dining Room Management (None)	3	
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.				

2004 Fall/Updated 06S

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 Business

HOTEL MANAGEMENT – 121-122 Credits

Name: _____ ID #: _____

REQUIRED	COURSE TITLE-PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR PTS
COMMUNICATION COMPETENCE – 12 Credits Required				
COMM	121 Fundamentals of Public Speaking (None)	3		
ENGL	150 English I (ENGL 074 or a minimum score of 14 on ACT or a minimum score of 370 on SAT)	3		
ENGL	250 English II (ENGL 150 with a grade of C- or better)	3		
ENGL	325 Advanced Business Writing (ENGL 250 or 211)	3		
SCIENTIFIC UNDERSTANDING – 7/8 Credits				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html Select two courses from the scientific understanding subject area (one must be a lab course).				
		4		
		3/4		
QUANTITATIVE SKILLS – 3 Credits Required				
MATH	115 Intermediate Algebra (MATH 110 with a grade of C- or better, or 19 on ACT or 460 on SAT) If MATH ACT is 24 or higher, substitute a general education elective.	3		
CULTURAL ENRICHMENT - 9 Credits Required *				
Cultural Enrichment electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html				
	Cultural Enrichment Elective	3		
	Cultural Enrichment Elective	3		
	Cultural Enrichment Elective – (200 Level or above)	3		
SOCIAL AWARENESS – 9 Credits Required *				
Social Awareness electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/soccourses.html (SIX COURSES OF SOCIAL AWARENESS CATEGORY SATISFIED WITH RELATED COURSE REQUIREMENTS.)				
	Social Awareness Elective	3		
GENERAL EDUCATION ELECTIVES – 6 Credits Required*				
General Education electives, consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html				
		3		
		3		
NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES				
Students who return to the university after 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.				

*Global Consciousness and Race/Ethnicity or Gender requirements must be met either through Cultural Enrichment, Social Awareness or General Education courses.

Advising Notes:

FSUS 100 requirement satisfied by _____
 Global Consciousness requirement satisfied by _____
 Race, Ethnicity, Gender requirement satisfied by _____

Ferris State University Hotel Management Major

REQUIRED		COURSE TITLE-PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR.PTS.
HOTEL MANAGEMENT MAJOR – 28 Credits Required					
HOMT	301	Property and Facilities Management (None)	3		
HOMT	305	Convention and Meeting Sales	3		
HOMT	392	Hotel Management Internship (Departmental Approval)	3		
HOMT	403	Hospitality Law (Hotel or Resort Management students only)	3		
HOMT	404	Front Office Procedures/Accounting (None)	3		
HOMT	405	Resort and Recreation Management Tourism (None)	3		
HOMT	499	Hospitality Policies and Issues (Jr Standing)	3		
ISYS	200	Database & Implementation (ISYS 105)	3		
MGMT	373	Human Resource Management (Jr Status or instructor approval)	3		
RFIM	101	Orientation to Hospitality Industry (None)	1		
BUSINESS CORE – 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 with a grade of C- or better, or 19 on ACT or 460 on SAT)	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 or MATH 116 or MATH117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202 & MKTG 321 & MGMT 301)	3		
MGMT	301	Applied Management (None)	3		
MGMT	370	Quality/Operations Management (Sophomore Standing)	3		
BUSN	499	Interdisciplinary Integrating Experience (FINC 322, MGMT370, MKTG 321 & Senior standing)	3		
MKTG	321	Principles of Marketing (Sophomore status or higher)	3		
STQM	260	Introduction to Statistics (MATH 115 or MATH 116 or MATH 117 or 24 on ACT or 560 on SAT)	3		
* RELATED COURSES – 9 Credits Required					
COMM		Select one of the following: COMM 221, 251, 332 or 336 (COMM 121 or equivalent)	3		
ECON	221	Principles of Macroeconomics (MATH 110 with a grade of C- or better or ACT of 19 or SAT of 460)	3		
ECON	222	Principles of Microeconomics (ECON 221)	3		
ADDITIONAL – 14 Credits Required					
ISYS	105	Microcomputer Applications (None)	3		
		Directed Elective – Prior approval of advisor required	3		
		Directed Elective – Prior approval of advisor required	3		
		Directed Elective – Prior approval of advisor required	3		
		Free Elective	2		

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

**Ferris State University-College of Business
Bachelor of Science Degree in Business**

**HOTEL MANAGEMENT with an AAS in RESTAURANT & FOOD INDUSTRY MANAGEMENT
122-123 Credits**

Name: _____ ID #: _____

REQUIRED		COURSE TITLE-PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR PTS
COMMUNICATION COMPETENCE - 12 Credits Required					
COMM		Select one of the following: COMM 105 or COMM 121 (All require none)	3		
ENGL	150	English I (ENGL 074 or a minimum score of 14 on ACT or a minimum score of 370 on SAT)	3		
ENGL	250	English II (ENGL 150 with a grade of C- or better)	3		
ENGL	325	Advanced Business Writing (ENGL 250 or 211)	3		
SCIENTIFIC UNDERSTANDING – 7/8 Credits					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html Select two courses from the scientific understanding subject area (one must be a lab course).					
			4		
			3/4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH 110 with a grade of C- or better, or 19 on ACT or 460 on SAT) If MATH ACT is 24 or higher, substitute a general education elective.	3		
CULTURAL ENRICHMENT- 9 Credits Required *					
Cultural Enrichment electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html					
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective (200 Level or above)	3		
SOCIAL AWARENESS – 9 Credits Required *					
Social Awareness electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/soccourses.html PART OF SOCIAL AWARENESS CATEGORY SATISFIED WITH RELATED COURSE REQUIREMENTS.					
		Social Awareness Elective	3		
GENERAL EDUCATION ELECTIVES – 6 Credits Required*					
General Education electives, consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html					
		General Education Elective	3		
		General Education Elective	3		
*RELATED COURSES – 6 Credits Required					
ECON	221	Principles of Macroeconomics (MATH 110 with a grade of C- or better or ACT of 19 or SAT of 460)	3		
ECON	222	Principles of Microeconomics (ECON 221)	3		

NOTE: A 2.00 cumulative GPA is required for the major, business core, and a 2.00 cumulative GPA is required for completion of the Hotel Management with an AAS in Restaurant and Food Industry Management degree.

*Global Consciousness and Race/Ethnicity or Gender requirements must be met either through Cultural Enrichment, Social Awareness or General Education courses.

Advising Notes:

FSUS 100 requirement satisfied by _____
Global Consciousness requirement satisfied by _____
Race, Ethnicity, Gender requirement satisfied by _____

Ferris State University
Hotel Management with an AAS in Restaurant Food Industry Management Major

REQUIRED		COURSE TITLE-PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
HOTEL MANAGEMENT MAJOR – 28 Credits Required					
HOMT	392	Hotel Management Internship (Departmental Approval)	3		
HOMT	499	Hospitality Policies and Issues (Jr Standing)	3		
MGMT	373	Human Resource Management (Jr Status or instructor approval)	3		
RFIM	101	Orientation to Hospitality Industry (None)	1		
RFIM	113	Sanitation and Safety (None)	3		
RFIM	115	Food and Labor Cost Control System (None)	3		
RFIM	207	Beverage Management (RFIM, PGMG, PTMG, HOMT or REMG majors)	3		
RFIM	211	Purchasing: Hospitality Industry (None)	3		
RFIM	227	Industry Exploration (RFIM 113)	3		
RFIM	292	Restaurant & Food Industry Internship (Department Approval)	3		
BUSINESS CORE – 30 Credits Required					
ACCT	201	Prin of Accounting 1 (MATH 110 w/ grade of C- or better, or 19 on ACT or 460 on SAT)	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, 116, 117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202 & MKTG 321 & MGMT 301)	3		
MGMT	301	Applied Management (None)	3		
MGMT	370	Quality/Operations Management (Sophomore Standing)	3		
BUSN	499	Interdisciplinary Integrating Exp (FINC 322, MGMT370, MKTG 321 & senior status)	3		
MKTG	321	Principles of Marketing (Sophomore status or higher)	3		
STQM	260	Intro to Statistics (MATH 115 or MATH 116 or MATH 117 or 24 on ACT or 560 on SAT)	3		
MAJOR ELECTIVE COURSES – 18 Credits Required					
RESTAURANT & FOOD INDUSTRY Elective Courses – Choose three below					
RFIM	111	Principles of Food Science (None)	3		
RFIM	114	Menu Planning and Nutrition (None)	3		
RFIM	127	Principles of Cooking & Baking (None)	3		
RFIM	214	Equipment, Layout & Design (None)	3		
RFIM	226	Cuisines of the World (None)	3		
RFIM	229	Dining Room Management (None)	3		
HOTEL MANAGEMENT Elective Courses – Choose three below					
HOMT	301	Property and Facilities Management (None)	3		
HOMT	305	Convention and Meeting Sales	3		
HOMT	403	Hospitality Law (HOMT or RESORT students only)	3		
HOMT	404	Front Office Procedures/Accounting (None)	3		
HOMT	405	Resort and Recreation Management/Tourism (None)	3		
NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES					
Students who return to the university after 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.					

Ferris State University – College of Business
BACHELOR OF SCIENCE DEGREE IN BUSINESS
RESORT MANAGEMENT – 120/122 Credits

Name: _____ Student #: _____

REQUIRED		COURSE TITLE-PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR PTS
COMMUNICATION COMPETENCE – 12 Credits Required					
COMM		Choose one: COMM 105 or COMM 121 (None for both)	3		
ENGL	150	English I (ENGL 074 or a minimum score of 14 on ACT or a minimum score of 370 on SAT)	3		
ENGL	250	English II (ENGL 150 with a grade of C- or better)	3		
ENGL	325	Advanced Business Writing (ENGL 250 or 211)	3		
SCIENTIFIC UNDERSTANDING – 7/8 Credits					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html					
Select two courses from the scientific understanding subject area (one must be a lab course).					
			4		
			3/4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH 110 with a grade of C- or better, or 19 on ACT or 460 on SAT.) If MATH ACT is 24 or higher, substitute a general education elective.	3		
CULTURAL ENRICHMENT - 9 Credits Required *					
Cultural Enrichment electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html					
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective – (200 Level or above)	3		
SOCIAL AWARENESS – 9 Credits Required *					
Social Awareness electives, consult the General Education category of the Ferris website: www.ferris.edu/htmls/academics/gened/soccourses.html					
PART OF SOCIAL AWARENESS CATEGORY SATISFIED WITH RELATED COURSE REQUIREMENTS.					
		Social Awareness Elective	3		
GENERAL EDUCATION ELECTIVES – 5 Credits Required*					
General Education electives, consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html					
			3		
			2		
RELATED COURSES – 9 Credits Required					
ECON	221	Principles of Macroeconomics (MATH 110 with a grade of C- or better or ACT of 19 or SAT of 460)	3		
ECON	222	Principles of Microeconomics (ECON 221)	3		
BUSINESS CORE – 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 w/ a grade of C- or better, or 19 on ACT or 460 on SAT)	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 Mgmt 1 (ACCT 202, Math 115 or MATH 116 or MATH117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202 & MKTG 321 & MGMT 301)	3		
MGMT	301	Applied Management (None)	3		
MGMT	370	Quality/Operations Management (Sophomore Standing)	3		
BUSN	499	Interdisciplinary Integrating Exp (FINC 322, MGMT370, MKTG 321 & Senior Standing)	3		
MKTG	321	Principles of Marketing (Sophomore status or higher)	3		
STQM	260	Introduction to Statistics (MATH115 or MATH116 or MATH117 or 24 on ACT or 560 on SAT)	3		
NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES					
Students who return to the university after 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.					

*Global Consciousness and Race/Ethnicity or Gender requirements must be met either through Cultural Enrichment, Social Awareness or General Education courses.

Advising Notes:

FSUS 100 requirement satisfied by _____
 Global Consciousness requirement satisfied by _____
 Race, Ethnicity, Gender requirement satisfied by _____

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

RESORT MANAGEMENT MAJOR

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ()	S.H.	GRADE	GR. PTS.
RESORT MANAGEMENT MAJOR - 31 Credits Required					
RFIM	101	Orientation to Hospitality Industry (None)	1		
RFIM	211	Purchasing for Hospitality Industry	3		
HOMT	301	Property and Facilities Management (None)	3		
HOMT	305	Convention and Meeting Sales	3		
HOMT	392	Hotel Management Internship (Departmental Approval)	3		
HOMT	403	Hospitality Law (HOMT, REMG majors)	3		
HOMT	404	Front Office Procedures/ Accounting (None)	3		
HOMT	405	Resort, Recreation and Tourism (None)	3		
HOMT	499	Hospitality Policies & Issues (Jr. Standing)	3		
MGMT	373	Human Resource Management (Jr status or instructor approval)	3		
		Directed Elective (suggested PREL, ADVG, MKTG, ECOM)	3		
CONCENTRATIONS (Select One) - 14-15 Credits Required					
CLUB MANAGEMENT - 15 Credits Required					
Upon completion of this concentration, the Club Management Minor will be granted concurrently with the B.S. Degree.					
RFIM	204	Food and Beverage Operations in Club (None)	3		
RFIM	207	Beverage Management (HOMT, PGMG, PTMG, RFIM, REMG students only)	3		
RFIM	229	Dining Room Management	3		
HOMT	312	Club Operations Management and Governance	3		
HOMT	392	Internship (Department Approval)	3		
SPECIAL EVENT & MEETING PLANNING – 15 Credits Required					
Upon Completing of this concentration, the Special Event & Meeting Planning Minor will be granted concurrently with the B.S. Degree					
MKTG	231	Professional Selling (COMM 121 strongly recommended)	3		
RFIM	229	Dining Room Management	3		
RFIM	204	Food and Beverage Operations in Club (None)	3		
HOMT	392	Internship (Department Approval)	3		
HOMT	401	Special Event Planning (HOMT 305)	3		
RECREATION AND LEADERSHIP MANAGEMENT - 14 Credits Required					
RMLS	121	Introduction to Leisure Services (None)	3		
RMLS	242	Programming and Evaluation of Leisure Services (RMLS 180 or instructor approval)	3		
RMLS	294	Field Experience in Leisure Services (RMLS 242 and instructor approval)	3		
RMLS	345	Leisure Services Planning/Designing Facility - (RMLS 242 or instructor approval)	3		
RMLS	348	Risk Management for Leisure Services (RMLS 242 or instructor approval)	2		
SPORTS / SPA or ENTERTAINMENT OPERATIONS - 15 Credits Required					
HOMT	392	Hotel Management Internship (Departmental Approval)	6		
RMLS	348	Risk Management for Leisure Services (RMLS 242 or instructor approval)	3		
RMLS	428	Rec Sport & Athl Sp Mktg (MKTG 321 or instructor approval)	3		
		Directed Elective (Prior permission of advisor required)	3		

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

Updated July 12, 2007

**Ferris State University
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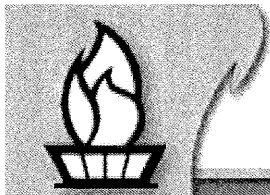
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* - FSU Graduate

** - FSU & Hospitality Programs
Graduate



FERRIS STATE UNIVERSITY
▶ **COLLEGE OF BUSINESS**

**Sports, Entertainment,
& Hospitality Management**

Hospitality Programs

*Internship
Guidelines*

RFIM 292
HOMT 392

2006-2007

Julie A. Doyle, CHE
Program Coordinator
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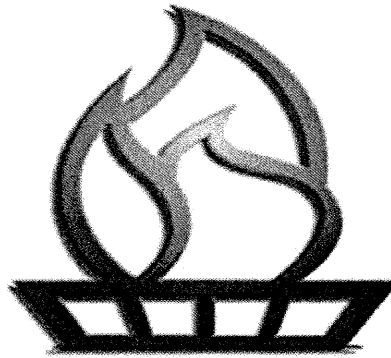
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DESCRIPTION

RFIM 292 Internship Work Experience

HOMT 392 Internship Work Experience

The importance of extensive practical experience prior to graduation cannot be overemphasized. As an integral part of the degree requirements, Hospitality Programs student must complete at least one approved Internship Work Experiences at an approved organization within the hospitality industry each a minimum of 400 hours.



A. A. S.	Restaurant Food Industry Management	400 min. hour internship
B.S.	Hotel Management	400 min. hour internship
B.S.	Resort Management	400 min. hour internship

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REGISTRATION AND GRADES

The completion of the following criteria is required before applying for RFIM 292/HOMT 392:

1. Student must be enrolled as a Hospitality Programs Major or Minor (Club, RFIM ,HOMT, REMG).
2. Student must have 2.0 cumulative grade point average.
3. Student must have completed 24 credits in the RFIM/HOMT/REMG curriculum.(See RFIM/HOMT/REMG check sheet)
4. Students must select an **approved** internship education site.
5. Students cannot work for immediate family.
6. Student must meet with the Internship Coordinator to complete the following:

- ***Student Information Form***
- ***Permit to Register***
- ***Submit updated resume***



To receive credit the student must register for 292/HOMT 392 and submit the required reports as the Guidelines. Permits to register are available only through the Hospitality Programs Office(WCO 106). Grading is on credit/no credit (CR/NCR) basis

RFIM
outlined in

7. Students leaving for more than one semester from campus:

- A. Will be responsible for scheduling on the web on or after the assigned registration date..*
- B. Must make an appointment with the University's Business Office in Timme Center For Student Service to defer any GSL or NDSL loans.*
- C. If returning to On Campus Residence Hall, complete Housing/Dining Contract available at Housing Office.*
- D. Clear with the FSU Financial Aid Office*

REQUIREMENTS FOR CREDIT/GRADE

To receive credit:

1. *Restaurant Food Industry Management* students must complete 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. *Resort Management* students must complete three credits of internship and are encouraged to complete two internship experiences.
2. Students do not have to enroll in 3 credits in one term. Variable credit (three credit internship experience) 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.
 - B.** Updated RESUME on file with the Internship Coordinator
 - C.** Weekly Journals-emailed
 - D.** Report
 - E.** Employers Evaluations (2)
 - F.** Verification Letter (hours, positions worked, and timeframe)
 - G.** Photograph of Student on the Job (or digital attachment)

EXAMPLES OF ACCEPTABLE WORK

As stated, the internship must receive prior approval. Typically, entry level positions are acceptable for RFIM 292/HOMT 392. 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 392:***

Human Resources	Food and Beverage Service
Front Desk	Culinary
Housekeeping	Purchasing
Convention Services	Catering

*Examples of supervisory/management work areas that are acceptable for **RFIM 292/HOMT 392:***

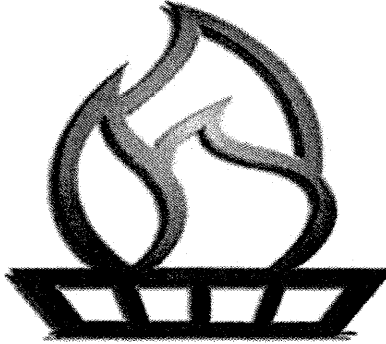
Catering Management	Convention Sales/Service Mgmt.
Food and Beverage Mgmt.	Sales Manager
Culinary Management	

Examples of work areas for **RFIM 292/HOMT 392:

Resorts and hotels	Conference Centers
Restaurants	National and State Parks
Fine Dining	Airport/In-Flight
Family Dining	Cruise Ships
Cafeteria	College/Universities
Fast Service Dining	Hospitals/Correctional Facilities
Bed and Breakfast/Inns	Military Clubs
Distributors	Vending
Golf & Country Clubs	Private Yacht/Mountain Clubs

**** International and National experiences available**

REQUIREMENTS FOR RFIM 292 AND HOMT 392



- A.** Before any Internship can be approved, the RFIM 101 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 Internship
 2. **GUIDELINES** for **EMPLOYER** and **STUDENT**
 3. **RESUME WRITING**
 4. **INTERVIEWING TECHNIQUES**
 5. **PRESENTATION OF STUDENTS EXPERIENCES**
- B.** No more than one internship 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 Internship 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 Internship 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 internship 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***.



PLACEMENT FOR PROFESSIONAL WORK EXPERIENCES

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

- A.** RFIM/HOMT Internship **Work Experience Board**, West Commons 106
- B.** **Information Sessions** (company recruiters TBA)
- C.** F.S.U. Career Placement Office, CSS 101
- D.** **Internship Coordinator**, West Commons 106
- E.** F.S.U. Student Employment Office, Prakken Bldg.
- F.** **MHEA Career Day**, TBA

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 internship employer supervisor and returned to the Hospitality Programs Internship Office:

1. **Evaluation forms:**

Each approved internship site receives two copies of the evaluation forms from the Internship Coordinator. The evaluation form must be returned to the Internship 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, beginning and ending date of internship, and a management signature. (Request before leaving position).
- b. **Resume:** updated to include internship work experience.
- c. **Photograph or send digital attachment :** Students are required to provide a photograph 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 Internship report for their own protection in case of any loss during the mailing.

G. Reports will be evaluated on form and content.

H. Reports that fail to meet requirements receive an "I" grade (incomplete). If the appropriate corrections are not made within the following semester an Incomplete is changed to a "F" (failure).

REPORT CONTENT

The best Internship, 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 kitchens(RFIM/REMG) housekeeping/front office (HOMT/REMG)
 - e. Service provided by guest contact employees
2. If the property offers lodging services, how does the property manage the daily functions of: (***HOMT 392 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 property 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 information 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 392)
3. What is the average room rate: How does this differ by market segment, time of year, day of the week, etc.? (*HOMT 392)
4. What is the average number of guests served per meal per day in each of the food and beverage outlets? (*RFIM 292)
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?

WEEKLY EMAIL JOURNAL

A weekly journal must be emailed by the student while on their Internship. 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. DoyleJ@ferris.edu

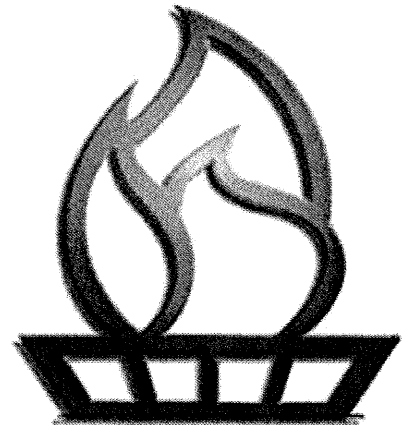
RESUME

An updated resume including the RFIM 292/HOMT 392 Internship Experience must be submitted with your final Internship Report. This must be free of grammatical errors.

MAILING ADDRESS

Internship Coordinator
Hospitality Programs
Ferris State University
1316 Cramer Circle WCO 106B
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 DoyleJ@ferris.edu

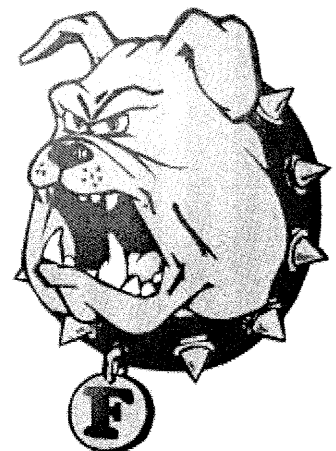


CHECKLIST

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

- Complete Typed Internship Report and supplements
- Updated Resume
- Photograph or emailed digital attachment

Internship Report Due _____
Internship Contract Dates _____



Samples

Samples

Cover letter
Resumes
Employee Evaluation

