

2009-10 ACADEMIC PROGRAM REVIEW REPORT
Part I: Narrative

Unit for Review: Hotel and Restaurant Management

College/School: The W.A. Franke College of Business

University: Northern Arizona University

A. Scope of the Program Review.

- BS Hotel and Restaurant Management
- BS International Hospitality Management
- Certificate programs: International Tourism, Restaurant Management
- Accrediting Body: The Accreditation Commission for Programs in Hospitality Administration (ACPHA).

B. Quality Improvements Since Previous APR

- Year of previous review; 2001-2002
- No weaknesses or concerns cited in previous review
- Move of HRM from free standing to the W.A. Franke College of Business has expanded program infrastructures, student support, and created alignments for hospitality research
- Improved strategic planning process focuses on specific, measurable goals
- Partnership with Drury hotel provides professional learning experiences to students
- Curriculum revisions have strengthened beverage operations and management components of the program

C. Outcomes of the Most Recent APR

Strengths:

- Faculty are highly experienced, well-known in the field
- Program graduates are sought by employers—program graduates are hard working, well-rounded
- Student satisfaction with program instruction, advisement and overall experience is high
- Good balance of full time and part-time faculty: over 87% of core courses taught by full-time faculty
- Well-defined learning outcomes mapped to courses
- School has robust assessment system
- Course coordinators develop and implement curricular/instructional improvements
- National advisory board strengthens program assessment and relationships with industry.

Concerns/Recommendations:

- While the HRM building is being renovated, there is not adequate lab space for food preparation course

- No formal plan is in place for ongoing maintenance and upgrade of classroom facilities.
- Seek to increase diversity of academic credentials among faculty with future hires
- Increase support for faculty scholarly activity

D. Quality Improvements Planned

- Renovation of HRM east (formerly Inn at NAU) will create state of the art learning spaces, including a food lab, and greater capacity for program growth. Completion is projected for December 2010.
- A plan for classroom improvement has been developed, upgrades will be implemented in FY11.
- Faculty assignment practices, mentoring and other support will be oriented to increasing scholarly activity of faculty

E. Low Productive Degree Programs (If applicable)

N/A

F. Program Fee Information

N/A

| University: | | | | | | | | |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--------------------------|
| 2009-2010 Academic Program Review | | | | | | | | |
| Part II: Data Summary | | | | | | | | |
| Department: Hotel & Restaurant Management | | | | | | | | |
| College: W.A. Franke College of Business | | | | | | | | |
| Full-Time Equivalent (Fall Adjusted) | Fall 2003 2003-04 | Fall 2004 2004-05 | Fall 2005 2005-06 | Fall 2006 2006-07 | Fall 2007 2007-08 | Fall 2008 2008-09 | Fall 2009 2009-10 | College Total 2009-10 |
| Undergraduate | 410.5 | 473.9 | 437.6 | 474.4 | 513.4 | 454.5 | 454.4 | 1,966.1 |
| Graduate | | | | | | | | 52.8 |
| Total * | 410.5 | 473.9 | 437.6 | 474.4 | 513.4 | 454.5 | 454.4 | 2,018.9 |
| Student Majors Headcount (Fall) | Fall 2003 2003-04 | Fall 2004 2004-05 | Fall 2005 2005-06 | Fall 2006 2006-07 | Fall 2007 2007-08 | Fall 2008 2008-09 | Fall 2009 2009-10 | Fall 2009 2009-10 |
| Undergraduate | 655 | 659 | 673 | 731 | 787 | 784 | 794 | 2,811 |
| Graduate | | | | | | | | 36 |
| <i>Masters</i> | | | | | | | | 36 |
| <i>Doctoral</i> | | | | | | | | |
| Total Degree Seeking | 655 | 659 | 673 | 731 | 787 | 784 | 794 | 2,847 |
| Degrees Granted | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2009-10 |
| Baccalaureate | 154 | 211 | 186 | 173 | 180 | 221 | 253 | 602 |
| Graduate | | | | | | | | 31 |
| <i>Masters</i> | | | | | | | | 31 |
| <i>Doctoral</i> | | | | | | | | 0 |
| Total | 154 | 211 | 186 | 173 | 180 | 221 | 253 | 633 |
| State Funds Personnel (Fall Census) | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2009-10 |
| Faculty FTE | 14.5 | 15.0 | 17.9 | 16.0 | 16.0 | 18.0 | 18.0 | 52.6 |
| Tenured/Tenure-track FTE | 13.0 | 14.0 | 14.0 | 14.0 | 14.0 | 15.0 | 15.0 | 52.6 |
| Lecturers and Instructors FTE | 1.5 | 1.0 | 3.9 | 2.0 | 2.0 | 3.0 | 3.0 | 19.0 |
| Faculty Assoc./Faculty Research Assoc. FTE | | | | | | | | |
| Staff FTE | 15.3 | 14.3 | 13.0 | 13.5 | 13.8 | 6.8 | 5.4 | 31.3 |
| Graduate Assistant FTE | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.6 | 0.1 | 3.2 |