

**Department of Retailing & Tourism Management  
Program Review Implementation Plan 2017-2018  
Vanessa P. Jackson, Chair**

**Recommendation/Suggestions:**

- 1. College administration should provide the department chair support to enhance her leadership skills, including a formal mentoring program.**

**Assessment Method:** The department chair's participation in leadership training

**Results:** The Dean has provided the chair with funding for Lead 21 and recommended a mentor.

**Analysis of Results and Reflection:** The chair has completed the Lead21 leadership training and began the Food Systems Leadership Institute Fall of 2017.

**Ongoing Improvement Actions:** The chair now has a mentor and meets and/or talks to him regularly. The chair has an ongoing relationship with two mentors (one in the field of study and one in the college). This recommendation is complete.

- 2. The department chair is strongly encouraged to arrange her schedule so that she is able to attend upper level administration meetings, such as the Chair Academy, the monthly chair's meeting, and the monthly dean's meetings. The chair should continue to seek assistance from others in like roles.**

**Assessment Method:** Chair participation in the monthly chairs' meetings, Dean's meetings, and other university meetings.

**Results:** The chair has been attending university and college leadership meetings.

**Analysis of Results and Reflection:** The chair has gained valuable insight into the leadership qualities of exemplary Deans and chairs.

**Ongoing Improvement Actions:** The chair will continue to attend all meetings necessary to enhance her job and make sure she obtains and communicates information to her department. This recommendation is complete.

- 3. The chair should be a strong and vocal advocate for the department, including highlighting accomplishments with recognition at the college level.**

**Assessment Method:** Compiled evidence of accomplishments.

**Results:** The chair provides resources necessary to enhance creative productivity of students and faculty. The website is updated regularly to provide new information related to faculty and student accomplishments. We have hired a new academic coordinator who has technical skills necessary to update information on our webpage to communicate student and faculty achievements. The new academic coordinator also works with the new marketing and communication manager in the college

to create materials reflective of the department faculty and student success. Bulletin boards, display cases, and large framed pictures on third floor of Erikson Hall are updated with faculty and student work.

**Analysis of Results and Reflection:** Responses from faculty and students and potential students are very positive. This also helps faculty to think more positively about each other and the department.

**Ongoing Improvement Actions:** Third floor of Erikson will continue to be a visual display of positive accomplishments of the department, students and faculty. Also, we will continue to post information on the website for potential students to see. Our academic coordinator will continue to promote and utilize information related to student, faculty, and department accomplishments. The chair will continue to request accomplishments from faculty and academic coordinator that occur throughout the year. The Chair will also continue to provide resources necessary to enhance creative productivity of students and faculty.

#### **4. The chair should explore opportunities for a formal faculty mentoring program and provide professional development for staff.**

**Assessment method:** Progress of mentoring and professional development opportunities for faculty and staff.

**Results:** The Department of Retailing and Tourism Management provides mentoring support for new faculty through personal and professional development as they transition into their new roles, seek to progress through promotion and tenure, and reach their full potential in teaching, research and outreach. It begins with a meeting with the chair to make sure the new faculty sets clear goals and a framework of expectations. Periodic meetings outside of performance reviews are held with the Chair to discuss issues or potential problems the new faculty may be facing. The new faculty member is also unofficially linked to a faculty member that has successfully progressed to associate professor. Faculty are also protected from over extending themselves on committees and other department activities that could take away from their productivity as a researcher (No more than 2 committees per year). During a faculty's fourth year of service, their teaching load is decreased by one class to enhance their research productivity. New faculty are also given priority to travel funds to attend conferences and other professional development.

**Analysis of results and reflection:** All faculty and staff support the success of the department members and work together well for the success of our faculty. One faculty member has successfully gone through promotion and tenure and a new assistant professor has been hired and has begun to be mentored. Meetings were held with the new faculty member to provide her information as to what is required of her and to make sure she accomplishes what is necessary to be promoted.

**Ongoing Improvement Actions:** Quarterly meetings will be held with the new assistant professor and the academic coordinator to assess their progress and offer recommendations and resources needed.

**5. Develop a long range plan for achieving excellence in teaching pedagogies.**

**Course teaching evaluations that are below the college average should be addressed in a timely fashion.**

**Assessment Method:** Evaluation of teaching scores, use of CELT, and mapping of curriculum to make sure student learning outcomes are achieved and teaching pedagogy are improved.

**Results:** Only one out of the original number of faculty with low scores is still having problems. She has improved her scores in all but one of her courses. Faculty with scores below 3 meet with CELT for teaching needs (i. e., technology in the classroom, course reviews and online course development). Mapping of courses are being evaluated by the new academic coordination and we await her recommendations for improvements.

**Analysis of results and reflection:** The chair continues to review the teaching scores of all faculty. The new department academic coordinator (hired summer 2017) is moving forward positively with re-mapping of courses.

**Ongoing Improvement Actions:** The chair will review teaching evaluation scores every semester for necessary improvements and offer recommended professional development. The revision of the course mapping is ongoing. The chair will continue to monitor the curriculum mapping progress.

**6. The implementation of a formal peer review and mentoring program would send a strong statement to faculty and staff involved in teaching that students are a priority in the department.**

**Assessment Method:** Implementation of a formal peer review and mentoring program. **See number 4 for mentoring explanation.**

**Results:** The department has developed and implemented an advisory board consisting of industry leaders, faculty and students from both programs to serve as peer reviewers of course contents and advising on course activities for experiential learning.

**Analysis of results and reflection:** The advisory board has been a great asset to the department. The group of industry leaders, faculty and students have provided great insight into internship ideas, course content and experiential learning activities for our students.

**Ongoing Improvement Actions:** The department will continue to draw upon the advisory board for insight and mentoring and identify other industry leaders to help mentor faculty and students.

**7. Continue to use the Center for the Enhancement of Learning and Teaching (CELT).**

**Assessment Method:** Use of CELT by all faculty.

**Results:** The RTM department fully engages with the CELT center for teaching and course development needs. The department has built an ongoing relationship with CELT that has allowed

faculty to draw on their expertise in pedagogy and technology for course and teaching improvements.

**Analysis of Results and Reflection:** Presently, all faculty have visited with CELT and gained insight on course development and technology usage in the classroom. We are especially proud of our new online master's degree that was built using the expertise and guidance of CELT.

**Ongoing Improvement Actions:** Each faculty member will continually be required to participate in professional development through the CELT center on a quarterly basis.

#### **8. Create clearly defined assessment methods for learning outcomes and curriculum mapping.**

**Assessment Method:** The creation and implementation of clearly defined assessment methods for learning outcomes and curriculum mapping.

**Results:** The new academic coordinator (Summer 2017) is providing input into the revision of assessment tools for the measurement of learning outcomes.

**Analysis of Results and Reflection:** The previous academic coordinator worked with faculty to develop assessment tools for each program. The new academic coordinator is working to revise the tools and use canvas as a delivery system to collect data starting this fall and write progress reports for May of 2018.

**Ongoing Improvement Actions:** The academic coordinator will continue to advance the use of technology data analysis, and suggest some improvements needed with regard to some of our goals. The department will continue to use data from the reports to enhance student learning in the programs.

#### **9. Develop clearly defined assessment methods for learning outcomes and a process by which assessment results and implications are analyzed regularly by faculty.**

**Assessment Method:** Revision of assessment tools.

**Results:** The assessment tool is being revised for the 2017-2018 school year. Each faculty member has already submitted items for the assessment tools based on which department goal their class is linked to. Each faculty member will meet with the new academic coordinator to discuss and revise the items.

**Analysis of Results and Reflection:** Assessment tools will be created and approved by faculty. New data will be collected for the spring 2018 report.

**Ongoing Improvement Actions:** We will continue to evaluate our tools used for assessing student learning to make sure they (our students) are getting the knowledge needed to be competitive in the global work world.

## 10. Explore external partners to help with curriculum development

**Assessment Method:** The creation and continued use of the advisory board.

**Results:** The department has implemented an advisory board that consist of the president of the National Tour Association, vice president of tourism marketing at VisitLex, Target store managers, Buffalo Trace manager, and Alltech, as well as student and faculty representatives.

**Analysis of Results and Reflection:** The advisory board has been used to help with curriculum improvements and participated in a fund raising activity.

**Ongoing Improvement Actions:** The department will continue to utilize the advisory board in curriculum development and student professional development.

## 11. Maintaining the Academic Coordinator's focus on student advising and recruitment should be the priority.

**Assessment Method:** Review the Academic Coordinator (AC) job description

**Results:** We have presently hired a new Academic Program Coordinator and the department chair reviewed the AC job responsibilities. The AC is doing an exceptional job in her position. Evidence of fulfilling job requirements include: Revision of all documents related to advising and curriculum; updating the mapping of courses for extended years; helping develop goals and student learning outcomes for the programs; and developing communications and marketing materials. She has also updated all advising materials, the department's undergraduate web pages; and student recruitment materials.

**Analysis of Results and Reflection:** The academic coordinator is a great asset to the department. Her commitment to accomplishing her job requirements has strengthened our curriculum and created greater visibility of the department.

**Ongoing Improvement Actions:** Continue to work with the academic coordinator to monitor her progress.

## 12. The staff associate's position responsibilities should be well defined and communicated to prevent an unnecessary shift in responsibilities.

**Assessment Method:** Evaluation of responsibilities of staff associate

**Results:** The responsibilities of the staff associate have changed since the hiring of an academic coordinator. The staff associate was responsible for maintaining the phone; input of courses into the academic system; handling changes in courses, course scheduling and room assignments; and maintenance of budgeting and account reconciliations. The staff associate is now responsible only for budgets and the front desk, and work standards have improved. During summer 2016, she completed the SACUBO professional development program, and continues to take courses in the UK Business Procedures Certification series.

**Analysis of Results and Reflection:** The staff associate continues to be productive and her skills continue to improve.

**Ongoing Improvement Actions:** The chair will continue to monitor progress and provide the staff associate with the resources and time to enhance her skills.

**13. Develop recruitment and retention plan that includes a clear brand message that distinguishes RTM in the College. DECA (Distributive Education Clubs of America) and FBLA (Future Business Leader of America) are excellent sources of interested individuals who may not be aware of the opportunities for majors in retailing, hospitality, and tourism.**

**Assessment Method:** Development of a departmental recruitment and retention plan.

**Results:** RTM currently works with CAFÉ recruitment efforts. The Academic Coordinator works with the Director of Student Relations to train CAFÉ ambassadors for MAT and HMT majors and to relay the information to prospective students. The Academic Coordinator meets for 30 – 60 minutes with prospective student and their parent about the program’s curriculum, extra- curricular opportunities, study abroad and access to resources like tutoring and scholarships. The Academic Coordinator also visits local high school Fashion Marketing Classes to talk about the HMT and MAT programs. The RTM Department is also using printed and web media to provide potential students with information that will help them see opportunities we offer, including attractive information on trips, fashion shows and study abroad.

**Analysis of Results and Reflection:** The department has developed materials reflective of our department for recruitment. We have also been very active participants with the Student Success program. Our academic coordinator is an active participant on the committee. We recently hired a new 12 month assistant professor in HMT replace a faculty member that left December of 2016.

**Ongoing Improvement Actions:** The department will continue to work with the student success program for recruitment and retention. We have not reached out to the programs identified, but we work closely with CAFÉ to recruit at high school recruitment events held by the college.

**Explore further opportunities for inter-department research collaborations and external networking with an emphasis on multi-institutional and multidisciplinary activities.**

**Assessment Method:** Faculty willingness to develop inter-department research collaborations and external networking with an emphasis on multi-institutional and multidisciplinary activities.

**Results:** Faculty continue to do more collaborative research projects with other institutions and departments, as well as among themselves.

**Analysis of Results and Reflection:** Faculty have submitted and presented more collaborative domestic and international presentations with graduate students and colleagues, along with an increase in the number of publications in collaboration with faculty within the department and from other institutions. Some international research collaborations also continue to occur.

**Ongoing Improvement Actions:** We will continue to use funds when available to increase collaborations within the department and domestically and internationally.

**14. If federal Hatch funds become available, faculty should be poised to submit competitive proposals.**

**Assessment Method:** Submission of Hatch proposals.

**Results:** No progress has been made on the availability of Hatch funds for our areas of study.

**Analysis of Results and Reflection:** No results have been realized to date.

**Ongoing Improvement Actions:** The chair and faculty will continue to work with the Associate Dean for Research when Hatch funds are made available for our area of study. This recommendation is complete until funds are available to submit grant applications.

**15. Climate control (heating and air) of Erikson Hall needs immediate attention.**

**Assessment Method:** Completion of renovations to the third floor of Erikson Hall

**Results:** Renovations have been completed on the third floor of Erikson Hall.

**Analysis of Results and Reflection:** Rooms with heating and cooling problems have been fixed. New blinds in the classrooms were installed on October 3, 2015 and heating and cooling units have been replaced in the renovated classrooms.

**Ongoing Improvement Actions:** This recommendation is complete.

**16. To encourage collegial community engagement, a common area should be found on the third floor.**

**Assessment Method:** Creation of a common area on the third floor of Erikson Hall

**Results:** Renovations to the third floor of Erikson Hall have provided a small common area, which began to be used the week of September 21, 2015.

**Analysis of Results and Reflection:** Scheduled faculty meetings and other activities will be held in this room. Although the room is small, it is being used for many meetings and student activities.

**Ongoing Improvement Actions:** This recommendation is complete.

**17. Graduate students need private office space with computer access to meet their teaching assistantship responsibilities.**

**Assessment Method:** Creation of private office space for graduate students.

**Results:** Graduate students have a large room that is designated for their use. The space has computers and table space for them to work. It is not as private because faculty offices are in the same space, but it does provide them with the necessary space to complete their work. The department has added more computers and a printer to the space.

**Analysis of Results and Reflection:** There is no additional space available for private graduate student offices.

**Ongoing Improvement Actions:** This recommendation is complete until additional space is identified for the RTM Department.