



THE FACULTY SENATE

September 10, 2014

MEMORANDUM

TO: Dr. Mark A. Hussey, Interim President

FROM: Jim Woosley, Speaker *[Signature]*

SUBJECT: Undergraduate Curriculum Committee (FS.32.36)

The Faculty Senate submits for your approval the item from the Undergraduate Curriculum Committee at its regular meeting on September 8, 2014 Attached is a copy of the material sent to our Senators.

Undergraduate Curriculum Committee

Special Consideration Item
 College of Agriculture and Life Sciences
 Department of Recreation, Park and Tourism Sciences
 Certificate in Tourism and Hospitality Management
 Request for a new certificate program

cc: Karan Watson
 Christine Stanley
 Michael Benedik
 Sandra Williams
 Bill Dugas

FACULTY SENATE AGENDA ITEM REVIEW

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): RE: FS. 32.36

<i>Presidential Action:</i> <input checked="" type="checkbox"/> Recommend Approval <input type="checkbox"/> Review Only	<i>OP Recommended Action</i> <input type="checkbox"/> Hold for Further Review <input type="checkbox"/> Hold Released <input type="checkbox"/> System Review/Submission <input type="checkbox"/> BOR Approval <input type="checkbox"/> THECB Approval/Notification <input type="checkbox"/> SACSCOC Approval/Notification
---	--

Approved: _____ Reviewed: _____

Mark A. Hussey *9/29/14*

 Mark A. Hussey Date

5. Special Consideration

College of Agriculture and Life Sciences

Department of Recreation, Park and Tourism Sciences

Certificate in Tourism and Hospitality Management

Request for a new certificate program

SPECIAL CONSIDERATION

SPECIAL CONSIDERATION

COLLEGE OF AGRICULTURE AND LIFE SCIENCES
DEPARTMENT OF RECREATION, PARK AND TOURISM SCIENCES
CERTIFICATE IN TOURISM AND HOSPITALITY MANAGEMENT
REQUEST FOR A NEW CERTIFICATE

45

Texas A&M University

New Certificate, Bachelors, Masters, or Doctoral Program

♦ Proposal Checklist ♦

Requested by the Department or Unit of : Department of Recreation, Park and Tourism Sciences (RPTS)

Program Type, Level, Designation, Title, Description, Hours

Program Type Certificate Program Degree Program
Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral

Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.) _____

Title of proposed program: **Tourism and Hospitality Management Certificate Program**

Proposed CIP Code (if known): 52.0901.0016

Brief program description (provide a catalog description for undergraduate and graduate certificates):

Tourism and Hospitality Management Certificate Program
Open to All Majors

The Tourism and Hospitality Management Certificate Program (THMCP), offered by the Department of Recreations, Parks, and Tourism Sciences, is designed to provide students with an understanding of the planning, analysis, and decision-making techniques needed for management positions in the tourism and hospitality industries. Students will study and develop skills related to principles of management, sustainability, development, cultural tolerance, marketing, finance, and service quality as they apply to the hospitality and tourism industries. The THMCP requires a minimum of 15 credit hours in designated courses, offered both online and on campus. Students must earn a grade of "C" or better in each course used to meet the requirements. Students who pursue the THMCP must complete all requirements prior to graduation. Specific certificate requirements are available in the Undergraduate Programs Office of the department of Recreation, Parks and Tourism Sciences.

Minimum program semester credit hours (SCH) Certificates - 12 hours* Bachelors - 120 hours Masters - 30 hours

Proposed program hours: 15 _____ _____

*12 hours minimum to appear on transcript

Certificate Programs Embedded Standalone
Students take coursework that will result in a degree and certificate being earned at the same time. Non-degree seeking students take coursework to earn a certificate only (no degrees are awarded).

Off-Campus or Distance Delivery

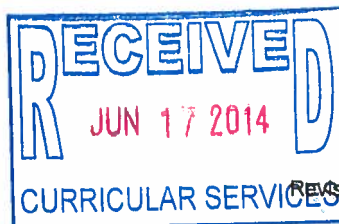
% of Program a student can take off-campus or through

Distance Education	Program Start Date	SACS Approval**	When Provost needs to inform SACS
<input type="checkbox"/> 25%	_____	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input checked="" type="checkbox"/> 100%	<u>Fall 2014</u>	Approval Required	6 months before first day of program

**Notification letter arranged through the Vice Provost for Academic Affairs and sent by TAMU President.

Program Delivery Mode

On-campus Location: College Station
 Broadcast / TTVN _____
 Specific off-campus location*** _____



Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
♦ Proposal Checklist ♦

- Distance Education / Internet In-State Out-of-State Start Date Fall 2014
- Out-of-Country Will this program be offered with another institution? Yes No
- If yes, contact the Vice Provost for Academic Affairs for additional reporting requirements.

***Is this an approved SACS location? Yes No If no, a program prospectus must be sent to SACS.
Approved locations as of March 2012: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, CityCentre-Houston, Dubai and Saudi Arabia.

Program Funding

- Has program funding been finalized at the department or college level? Yes No
If no, explain or attach budget: _____
- Will new costs for the first five years of the program be under \$2 million? Yes No
If new costs exceed \$2 million, coordinating board approval is required.

Submitted by (Contact Person):

Jim Petrick

jpetrick@tamu.edu

Name

Email

Professor

979-229-5290

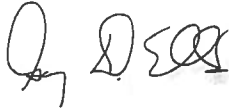
Title

Phone

Certification Statement

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.



4/15/2014

Signature, Department Head or Interdisciplinary Program Chair
Gary Ellis

Typed or Printed Name

Chair, College Review Committee Date

Dean of College Date


Chair, University Curriculum Committee or Graduate Council Date

Additional Approvals Required: Faculty Senate and President.

Signature, Department Head or Interdisciplinary Program Chair (if joint program) Date

Typed or Printed Name

 6/12/14
Chair, College Review Committee Date

 6/16/14
Dean of College Date

Chair, University Curriculum Committee or Graduate Council Date

New Program Request Form for Certificate Programs

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. Institution: **Texas A&M University**

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):
Tourism and Hospitality Management Certificate Program

3. Proposed CIP Code:

4. Brief Program Description – Describe the program and the educational objectives: **This program is designed to provide students with an understanding of the planning, analysis, and decision-making techniques needed for management positions in the tourism and hospitality industries. Students will study and develop skills related to principles of management, sustainability, development, cultural tolerance, marketing, finance, and service quality as they apply to the hospitality and tourism industries.**

Number of Semester Credit Hours Required **15**

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):
Department of Recreation, Park and Tourism Sciences

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:
Fall Semester of Academic Year 2014

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Dr. Jim Petrick
Title: Professor
E-mail: jpetrick@tamu.edu
Phone: 979-229-5290

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

YEAR	1	2	3	4	5
Headcount	30	35	40	45	50
FTSE	60	70	80	90	100

II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses	15
Prescribed Electives	0
Free Electives	0
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
TOTAL	15

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. (Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)

Prefix and Number	Required Courses	SCH
RPTS 302	Application of Tourism Principles	3
RPTS 331	Tourism Marketing	3
RPTS 423	Tourism Management	3
RPTS 421	Planning and Implementation of Events in Resorts and Hotels	3
RPTS 444	Service Quality for Hospitality Organizations	3

Prefix and Number	Prescribed Elective Courses	SCH

	TOTAL SCH	15
--	------------------	-----------

C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Hospitality Management Lecturer, to be named	Lecturer will have a Ph.D. , with at least one degree in hospitality management	RPTS 302 RPTS 331 RPTS 489 (Serv. Q.) RPTS 489 (Resorts) RPTS 423	100%
Jim Petrick	PhD in Park, Recreation and Tourism Management, Clemson University	RPTS 331	20%

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program

- D. Students – Describe general recruitment efforts and admission requirements. How will students be accepted into the program? In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.
To introduce students to the newly developed program, a web-based orientation tool will be created and face-to-face briefings will be conducted in current RPTS courses. The web tool and briefings will provide an overview of the program, introduction of certificate advisors and will identify specific courses and electives available to those pursuing the certification. The Department of Recreation, Parks and Tourism Sciences will retain and manage records for those admitted to the certificate program. Departmental faculty will serve as advisors and instructors to students. At the discretion of the Dean of the College of Agriculture and Life Sciences, or the Head of the participating department, a Coordinating Committee composed of faculty may be appointed. The department will be responsible for communicating with the registrar's office when a student has successfully completed the certificate requirements.
- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.
Current library holdings are sufficient. Two new classes will be developed, both initially offered under RPTS 489 headings. The classes will involve the study of topics for which library resources are readily available.
- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.
No new facilities of equipment will be requested or required.
- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.
The Department of Recreation, Park and Tourism Sciences is accredited by the Council on Accreditation for Parks, Recreation, Tourism, and Related Professions (COAPRT). COAPRT is, in turn, accredited by the Council on Higher Education Accreditation (CHEA). The proposed certificate program will be fully compatible with the general program accreditation.
- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.
Learning outcome-based assessments are required for professional accreditation. The Department addresses this requirement through use of direct measures (department exams)

**and indirect measures (exit survey and intern surveys).
 Assessment results are reviewed annually and these procedures
 will be extended to the new certificate program.**

- I. Administration of Program – Describe how the program will be administered.
A lecturer, with assistance from academic advisors, will review and respond to applications from prospective students. The lecturer will be responsible for advising, tracking student progress toward completion (maintaining records of courses passed with a grade of “C” or better), and producing certificates upon completion.
- II. Where will the program be administered (i.e., department, college)?
**Department of Recreation, Park and Tourism Sciences.
 College of Agriculture and Life Sciences**

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$375,000	Reallocated Funds	0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴ : Differential Tuition, Distance Education	\$375,000
Total Costs	\$375,000	Total Funding	\$375,000

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, “likely” future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner
Approval – For a program to be approved by the Commissioner or
the Assistant Commissioner for Academic Affairs and Research, the Board of
Regents or designee must certify that the new program meets the eight criteria under
TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date