BA, BS in Hospitality Management Proposal Correspondence

-----Original Message-----
From: trempyj@science.oregonstate.edu [mailto:trempyj@science.oregonstate.edu]
Sent: Friday, February 05, 2016 11:10 AM
To: Beach, Gary
Subject: Re: FW: BS in Hospitality Management: Ecampus Online Proposal

Hi Gary,

I understand your reservations, but, I would move this on to a review by the Curriculum Council. Concerns can be discussed in CC, and then they can vote as to whether to approve.

janine

From: Beach, Gary
Sent: Friday, February 05, 2016 8:51 AM
To: Trempy, Janine
Subject: FW: BS in Hospitality Management: Ecampus Online Proposal

Janine,

I still have reservations about moving this proposal forward at this time. However, if this is the wish of Ecampus, OSU-Cascades, and the College of Business then we are obligated to move it forward to the next review step—which is a review by the Curriculum Council.

I have entered a few miscellaneous thoughts to Alfonso's request below that the proposal to extend the Hospitality Management program to distant locations via online delivery by Ecampus move forward.

I would first like your thoughts on this request.

Thanks,

--Gary

Gary L. Beach
Senior Curriculum Coordinator
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    Assessment, and Accreditation
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541-760-1103 (cell)

From: Bradoch, Alfonso
Sent: Wednesday, February 03, 2016 3:59 PM
To: Beach, Gary
Cc: Montgomery, Todd
Subject: RE: BS in Hospitality Management: Ecampus Online Proposal

Gary,

Thank you again for your review of proposal to move the Hospitality Management BA/BS to Ecampus. In conversation with Todd Montgomery, he has confirmed that the program is currently offered site-based on the Cascades campus. In further response to your assessment:

- Curriculum: Note that the curriculum as it is outlined in the Ecampus proposal is in alignment with the program description in the OSU Catalog, and thus would meet the Curriculum Council's oversight guidelines. The issues you've pointed out regarding pre-requisite courses will be addressed via CAT-II's.
    - All of the HM courses listed in the online catalog indicate (Pending approval); see the attached online Catalog entry below.
    - The Fall Term 2015 enrollment in the HM program was one (1). Only one student is currently enrolled in the Hospitality Management program. It is assumed that this student is pursuing available lower division and Baccalaureate Core courses.
    - OSU-Cascades has only submitted one Category II proposal to create courses under the HM course designator even though the BS in Hospitality Management degree program was approved a year ago by HECC back on February 12, 2015. The effective term for this new course proposal, which is currently routing through the CPS, is Fall Term 2016.
    - The original program was designed and structured as a face-to-face (F2F) program. There was no mention of delivering the program online via Ecampus.
    - A total of 57 courses will need to be developed; 27 (F2F on the OSU-Cascades campus) and 30 (online which would be delivered by Ecampus).

    https://secure.oregonstate.edu/ap/cps/proposals/view/90496

- Regarding the preponderance of courses that have not yet been submitted for formal CAT-II approval: This issue was addressed as part of the initial CAT-I proposal. Essentially, the pending courses will be developed in sequence as the program, site based and online, accrue degree seeking student expanding the enrollment base and thus warranting the development of those courses. It is standard practice on Cascades campus to rollout new courses in phases for new programs with a focus on Freshman students, as a part of financial as well as enrollment management. As you've pointed out, the curricular issue is not an specifically an issue with the Ecampus proposal, but rather, it is a Cascades campus issue. This was articulated as part of the discussion for the original CAT-I program proposal for the site-based program. Having said that, the Ecampus proposal would greatly accelerate course development for F2F as well.
    - In essence, both the OSU-Cascades (F2F) and Ecampus (Online) versions of the program are going to be rolled-out just a few terms ahead of the students. Note: We don't know what the schedule is for course development.
    - The statement "with a focus on Freshman students" is not exactly true. Up until OSU-Cascades was granted four-year status, all lower division courses came from Central Oregon Community College or from

transfers from other colleges/universities. OSU-Cascades was not allowed to offer freshman and sophomore courses.

- Cascades Culinary Institute (CCI):   CCI is not involved with any part of the program delivery. Students can take culinary classes at culinary schools all over Oregon and the US. CCI is reference in the OSU Catalog description as a recommended site where these courses because of the proximity to OSU Cascades and its unique relationship with Central Oregon Community College, wherein CCI is located.
    - In the original proposal, only the CCI courses were listed. There was no mention that courses from other culinary schools would be acceptable. I don't believe that there has been any course articulations by the Admissions Office from other institutions.

- Tourism and Outdoor Leadership courses: The TOL program is going through a number of curriculum changes and the Hospitality Management Program can easily adjust in response to those changes.
    - A proposal from the College of Forestry/OSU-Cascades has not been submitted to merge the TOL and RRM programs. We don't know what changes will be coming forward for these two degree programs.

- Total program credit requirement: Note that the credit counts were taken directly from the original program Cat-I proposal, which was reviewed and received full curricular approval. We can only assume that any differences are related to changes from other programs over the last 2 years.
    - I'm not sure how a total number of credit hours of 181-190 got through the review process. But obviously it did. This needs to be corrected. OSU is not authorized to offer a four-year bachelor's degree program in excess of 180 credit hours. The only exception are a couple of Engineering degree programs at 192 which require this number of credit hours as part of their ABET accreditation.   Once this correction is made, then the total number of credit hours per category will need to be adjusted.

In light of this, we would appreciate moving the proposal to Curriculum Council for review. Todd Montgomery and I can be available to respond to questions as they are raised by the Council.

Best,
Alfonso

From: Bradoch, Alfonso
Sent: Wednesday, February 03, 2016 3:59 PM
To: Beach, Gary
Cc: Montgomery, Todd
Subject: RE: BS in Hospitality Management: Ecampus Online Proposal

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- Regarding the preponderance of courses that have not yet been submitted for formal CAT-II approval: This issue was addressed as part of the initial CAT-I proposal. Essentially, the pending courses will be developed in sequence as the program, site based and online, accrue degree seeking student expanding the enrollment base and thus warranting the development of those courses. It is standard practice on Cascades campus to rollout new courses in phases for new programs with a focus on Freshman students, as a part of financial as well as enrollment management. As you've pointed out, the curricular issue is not an specifically an issue with the Ecampus proposal, but rather, it is a Cascades campus issue. This was articulated as part of the discussion for the original CAT-I program proposal for the site-based program. Having said that, the Ecampus proposal would greatly accelerate course development for F2F as well.

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In light of this, we would appreciate moving the proposal to Curriculum Council for review. Todd Montgomery and I can be available to respond to questions as they are raised by the Council.

Best,
Alfonso

From: Bradoch, Alfonso
Sent: Monday, January 25, 2016 10:50 AM
To: Beach, Gary
Cc: Trempy, Janine
Subject: RE: BS in Hospitality Management: Ecampus Online Proposal

Hi Gary,

Thank you for your assessment. As we discussed on the phone, in submitting the proposal I recognized that there were multiple issues that needed to be addressed. Although there is alignment between what is being proposed for online delivery and the Catalog description of the program originally approved for site-based delivery, there remain many curricular issues that need to be addressed.

I will share your feedback with the program lead, and organize a conference call with you to help Todd understand the issues at hand.

Again, thank you for your assessment.

Alfonso

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From: Beach, Gary
Sent: Friday, January 22, 2016 4:08 PM
To: Bradoch, Alfonso
Cc: Trempy, Janine
Subject: BS in Hospitality Management: Ecampus Online Proposal

Alfonso,

Per your request, listed below and identified in the attached proposal document, is my review of the OSU-Cascades proposal to deliver their BS in Hospitality Management program online via delivery by Ecampus.

Observations:

(1) The on-campus, face-to-face (OSU-Cascades) version is not yet fully operational. Only the Bac Core and six of the courses have been developed for face-to-face delivery. A total of 27 courses still remain to be developed for face-to-face-delivery and 30 courses would need to be developed for online delivery by Ecampus.

(2) Of the required courses for the program, the following courses have not been submitted for review and approval:

Food and Beverage (21): Only CUL 110. Culinary Foundations I (4) currently exists face-to-face but it is not available online
Cascades Culinary Institute (courses to be developed; both face-to-face and online)
    CUL 150. Hospitality Cost Control (4)
    CUL 190. Introduction to Food Service Operations – Elevation Lunch (5)
    CUL 200. Comprehensive Kitchen Operations (4)
    CUL XXX. Advanced Restaurant Management and Ownership (4)

General (45): Only BA 487. Hospitality Financial Management (4) currently exists face-to-face but it is not available online
OSU-Cascades (courses to be developed; both face-to face and online)
    HM XXX. Lodging Management (4)
    HM XXX. Hospitality Law and Labor Relations (4)
    HM XXX. Hospitality Technology (4)
    HM XXX. Core Competencies in the Hospitality Industry (4)
    HM XXX. Pricing and Revenue Management (4)
    HM 410. Hospitality Internship (3, 3, 3)
    HM XXX. Hospitality Technology Laboratory (4)
    HM XXX. Advanced Hospitality (Capstone) (4)

Business Core (Business and Entrepreneurship Minor) (28): Only BA 360. Introduction to Financial Management (4) currently exists face-to-face and online
OSU-Cascades (courses to be developed face-to-face)
    BA 215. Fundamentals of Accounting (4)

BA 260. Introduction to Entrepreneurship (4)
BA 351. Managing Organizations (4)

Ecotourism and Sustainability Specialization (12): Only SUS 420. Social
Dimensions of Sustainability (3) currently exists face-to-face and online
OSU-Cascades (courses to be developed face-to-face and online)
HM XXX. Sustainable Product and Service and Delivery (3)
HM XXX. Sustainable Food Production Systems Overview (3)
OSU-Cascades (courses to be developed online—face-to-face currently exists)
TOL 371. Eco and Adventure Tourism (3)

Hospitality Electives (12): No courses, either face-to-face or online currently
exists
OSU-Cascades (courses to be developed face-to-face and online)
HM XXX. Vacation Property Management (4)
HM XXX. Principles of Hospitality Real Estate – Asset Management (4)
HM XXX. Online Marketing and Reputation Management (4)
HM XXX. Hospitality Facilities Design (4)
HM XXX. Hospitality Franchising (4)

BA Language (18): Only SPAN 111. First-Year Spanish (4) and SPAN 112.
First-Year Spanish (4) currently exists face-to-face and online
OSU-Cascades (courses to be developed face-to-face)
SPAN 113. First-Year Spanish (4)
SPAN 211. Second-Year Spanish (4)
SPAN 212. Second-Year Spanish (4)
SPAN 213. Second-Year Spanish (4)

No other foreign language is available face-to-face at OSU-
Cascades. [Note: Spanish and German, 1st and 2nd year are available online.]

(3) Prerequisites (the following enforced prerequisites are NOT available for the following
courses)
Cascades Culinary Institute
CUL 110. WR 065 or WR 095 with "C" grade or above or placement exam score
that places student into WR121 or completion of WR 121 or higher with "C" grade or
above; RMGT 090; CUL 102.

OSU-Cascades
BA 360: BA 215 and AEC 250
BA 390: AEC 250
SPAN 113: SPAN 111; SPAN 112 (both courses do exist face-to-face and
online)
SPAN 211: SPAN 113
SPAN 212: SPAN 211
SPAN 213: SPAN 211; SPAN 212

In addition to the issues identified above, the following errors/issues exist in OSU's current
online Catalog and within the attached proposal. Each of these problems need to be
addressed.

(1) No HM courses have been approved since the program was approved back on February
12, 2015. Only one course has been submitted for review and approval, HM 101, with a
proposed effective term of Fall Term 2016.
(2) The course title for BA 351 is Managing Organizations; not Introduction to Financial
Management.

(3) The course title for TOL 371 is Eco and Adventure Tourism; not Principles of Ecotourism and Adventure Tourism.

(4) The required number of credit hours for the program cannot exceed 180. In the online Catalog the total number of credit hours is listed as 181-190.

Recommendation: Change the total number of credit hours from 181-190 to 180.

(5) Each of the foreign language courses are 4 credit hours, not 3.

Recommendation: Change the credit hours from (18) to (24)

(6) The number of credit hours listed for the Baccalaureate Core is incorrect.

Recommendation: Indicate a total range of (47-56) or simply change the total to (48). The total number of credit hours required for the Bac Core, including DPD and excluding WIC is 48 credit hours. In addition, it is assumed that a HM 400-level Advanced Hospitality (Capstone) (4) course will be developed as the WIC course for the program. Is this assumption correct?

(7) An asterisk (*) has been included as part of most of the listed courses. Only ECON 201 is a Bacc Core Course outside the Baccalaureate Core heading. The WIC course (^) has not been developed.

Recommendation: Remove the asterisk as indicated on the reviewed proposal pages.

(8) The Cascades Culinary Institute needs to be contacted to developed five courses for both face-to-face and online delivery, and the existing CUL 110 course for online delivery. If this is not possible, would the program be structure as a "Hybrid" program requiring both online and on-campus attendance?.

(9) The planned course numbers for the HM courses should be identified. For now, an HM XXX entry has been included where appropriate. Also, HM 410 was entered for the three internship experiences.

(10) There are enforced prerequisite courses for several of the required courses that would prevent a student from completing the program without these courses also being developed for online delivery; e.g., BA 215, AEC 250.

Link to the approved BS in Hospitality Management degree program:
https://secure.oregonstate.edu/ap/cps/proposals/view/90496
Link to the approved HM course designator:
https://secure.oregonstate.edu/ap/cps/proposals/view/94523

Based on this review and the myriad of issues that this review has shown to currently exist, it is the recommendation of the Office of Academic Programs, Assessment, and Accreditation that this proposal, to extend the BS in Hospitality Management program from OSU-Cascades to distant locations via online delivery by Ecampus, be placed on hold until the issues identified above have been resolved.

Please let me know if you have any questions regarding my review and recommendations associated with this proposal.

--Gary

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   Assessment, and Accreditation
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541-737-2815 (office)
541-760-1103 (cell)

From: Bradoch, Alfonso
Sent: Thursday, January 21, 2016 10:34 AM
To: Beach, Gary
Subject: Hospitality Management BA Program MOU with Ecampus

Hi Gary,

Please find attached a proposal to offer the Cascades-based Hospitality Management BA/BS degree program through Ecampus. You'll note that the format is slightly different than in the past, which is the result of some unique aspects of this program. I would appreciate your review and guidance on this proposal in preparation for review by Curriculum Council.

Very best,
Alfonso

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