

Assurance of Student Learning Reflection 2024-2025	
College of Health and Human Services	Department of Applied Human Sciences
Hospitality Management and Dietetics (707)	
Karen Mason, HMD Program Coordinator	
<i>Is this an online program?</i> ☐ Yes ☒ No	Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here X Yes, they match! (If they don't match, explain on this page under Evaluation)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1	
Program Student Learning Outcome	Demonstrate safety principles related to food, personnel, and consumers
Evaluation	Food safety is critical to know and demonstrate for all students in Hospitality Management & Dietetics since so many of the students will work directly with food or work in the food management area as a career. In addition, the Nutrition and Dietetics students are required to successfully met the following accreditation competency: Apply safety and sanitation principles related to food, personnel, and consumers. Thus, this student learning outcome should remain in our program evaluation. This SLO is evaluated in HMD 152 Food Service Sanitation (instrument #1) and HMD 251 Commercial Food Preparation (instrument #2), and the evaluation tools used to assess this SLO are still relevant. For the last three years, this SLO has only been met once.
Measurement Instruments	Two instruments are used to measure this SLO. For the first measurement instrument, students in HMD are required to take a national exam and obtain ServSafe Food Protection Manager Certification. The exam content areas are divided into 7 areas including: Management of Food Safety Practices; Hygiene and Health; Safe Receiving, Storage, Transportation, and Disposal of Food; Safe Preparation and Cooking of Food; Safe Service and Display of Food; Cleanliness and Sanitation; Facilities and Equipment. Thus, this first measurement instrument tests the students' knowledge of food safety principles, and the second instrument is the demonstration and application of the student learning outcome as assessed by competency checklists in a food laboratory. Both assessment methods directly measure the SLO and neither method of assessment will be affected by the increased use of Artificial Intelligence (AI).
Criteria & Targets	For Measurement Instrument #1, the national passing level was changed about two years ago from 75% to 70%. The target level to measure success will remain the same as the three prior years: 90% of students will achieve a score of 70% or higher on the exam within the first 3 attempts. For Measurement Instrument #2, the same competency checklist has been used for the last three years. While students met the target for this method of assessment for the last three years, this assignment is an excellent measurement of the SLO. Thus, the target will remain as: 80% of students will have a competency grade of 80% or greater.

Results & Conclusion	<u>Results:</u> The target levels for the food safety competency checklists (instrument #2) have been met for the last three years. However, the pass rate on the ServSafe exam (instrument #1) has been 89%, 88%, and 100% respectively for the last three years. Prior to the passing level changing to 70%, HMD did not meet the assessment target on the ServSafe exam; however, we met the goal last year. The pass rate the first two years of this review cycle was very close to the minimum (90%); thus, with the pass rate changing, we will more than likely achieve our goal going forward. <u>Conclusions:</u> The faculty in HMD want to keep the SLO, Measurement Instruments, and target levels the same as the previous three years. The instruments truly measure the SLO. Going forward there are several factors which will increase the likelihood of successfully meeting the targets for this SLO, including only one seasoned faculty member will be teaching the HMD 152 course (two faculty left the HMD program this year who have taught the course in the last three years), the pass rate changed to 70% for the ServSafe exam (as deemed by the National Restaurant Association), and the method of delivery has changed over the three year review (online in 2021-2022 to hybrid).
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	Even though the assessment methods and targets for success are not changing, there will be changes to the program that will increase the likelihood of meeting this SLO. The HMD unit has lost two faculty this year who had a foods background and both have taught this course in the last three years. For this upcoming year, the seasoned faculty who has taught HMD 152 and 251 many times will be teaching these courses; however, HMD hopes to hire a new professor who can teach the pre-requisite course, HMD 151 Food Science in subsequent years.

Program Student Learning Outcome 2	
Program Student Learning Outcome	Analyze financial data for operations
Evaluation	Financial analysis content will assuredly be needed for future jobs for HMD majors especially for the Hotel, Restaurant & Tourism Management concentration. And, the Nutrition & Dietetic students are required to fulfill the following accreditation competency: Evaluate a budget/financial management plan and interpret financial data. Thus, the SLO is relevant for students within the HMD major. This competency is best met from the HMD 354 Hospitality Data Analytics course. While multiple assignments could be used to assess the SLO, the faculty deemed the last and comprehensive assignment of the semester the most appropriate to measure this SLO (Financial Income Statement Assignment). This assignment has been used to measure this SLO for the last three years with 2 years meeting the target and not meeting the target once.
Measurement Instruments	Direct: Financial Income Statement Assignment: Students complete a culminating assignment in which they evaluate financial data to determine specific financial performance metrics and recommend operational modifications based on the financial information.
Criteria & Targets	80% of students will score 80% or better, and the mean will be at least 80%.
Results & Conclusion	<u>Results:</u> As stated earlier, the target was met twice in the last three years. In 2023-2024, three students did not pass the course, which impacted the pass rate. Essay questions were added for 2022-2023 and more again in 2023-2024 for additional critical thinking and interpretation of the financial analyses. In the last three years, pre-recorded lectures were added as well.

	<u>Conclusions:</u> This course was offered fall and spring in the last three years, but due to the primary instructor leaving WKU in the fall of 2024, the course going forward will only be offered once per year, and the course will be offered in a hybrid format. The pre-recorded lectures will continue to be used to help students who have difficulty with any of the assignments.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	<u>Plans for Next Assessment Cycle:</u> The data for the measurement instrument will be collected in the fall in HMD 354 Hospitality Data Analytics by Dr. Tannaz Soltani. As stated in the conclusions, the course will continue to be offered as web-enhanced and students will have access to pre-recorded lectures.

Program Student Learning Outcome 3	
Program Student Learning Outcome	Evaluate management and leadership principles in hospitality organizations
Evaluation	In spring 2024, the wording of this SLO was changed to encompass management and leadership principles, so the methods of assessment changed slightly. We dropped the use of exams in HMD 351 Human Resource Management to assess this SLO, but kept the other two measurement instruments: the Leadership Project in HMD 351 and the Reflection Paper in HMD 452 Quality and Service Management. These two instruments are relevant methods to assess the revised SLO. Also, because of the uniqueness of the assignments, it would be difficult to use Artificial Intelligence (AI) to complete these assignments.
Measurement Instruments	Instrument #1 Direct: Students as a team complete the analysis of a leadership/management theory in HMD 351 Human Resource Management and write a paper that includes the following components: origin, principles, current relevance, pros and cons, and use in the tourism/hospitality/foodservice/healthcare/wellness industry. Instrument #2 Indirect: Students write a final reflection paper in one of their capstone management courses (HMD 452 Quality and Service Management) analyzing their learning experience within a “classroom as an organization”. The class dynamic compels students to actively engage with their peers in the classroom and to actively use management principles/skills to navigate the experience.
Criteria & Targets	Instrument #1: 80% of students will score 80% or better, and the mean will be at least 80%. Instrument #2: 85% will indicate the class resulted in significant improvement of managerial skills.
Results & Conclusion	<u>Results:</u> Measurement instruments #1: The target was met all three years of assessment. Measurement instrument #2: The target was met all three years of assessment. The target in HMD 452 indicated students had improved skills related to managing others, often citing improved skills in communication, negotiation, leading discussions, and confidence to vocalize their thoughts and ideas. <u>Conclusions:</u> Principles learned in HMD 351 Human Resource Management are used in the capstone management course, HMD 452 Quality and Service Management. HMD 452 allows students to engage with their peers in building an organization from the ground

	up where they have the opportunity to use and observe the principles/theories of management they learned during their academic and work careers.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	Dr. Soyeon Kim will collect assessment data (for the Leadership Project) in spring 2026 in HMD 351 Human Resource Management (when the course will be offered again). For the HMD 452 course (used to assess measurement instrument #2), the faculty member teaching the course (Ann Embry) will clarify the questions for the reflection paper and update the course manual to ensure 1) the SLOs are met and 2) to improve the classroom experience. Plans for the upcoming year in HMD 452 also include a rewrite of the class manual to increase the terminology of specific management theories/principles to improve student recognition of the terms and theories to better align with dietetics accreditation requirements and students' ability to pass the national credentialing exam to become Registered Dietitian Nutritionists (for those who are in the Nutrition & Dietetics concentration).

Program Student Learning Outcome 4	
Program Student Learning Outcome	Effectively communicate to diverse populations
Evaluation	The HMD unit added this new SLO to provide assessment of communication to diverse populations. This specific SLO was approved in CourseLeaf at WKU in May 2024. All students within HMD will need to communicate with diverse populations in their future places of employment, so the methods of assessment are different based on the concentrations.
Measurement Instruments	Instrument #1 Direct: Nutrition & Dietetic students and Food, Nutrition & Wellness students are required to take HMD 465 Community Nutrition. In this class, they are divided into groups to plan and deliver a nutrition program to the community, which targets populations from diverse backgrounds. Instrument #2 Direct: As part of HMD 373 Hospitality and Tourism Marketing, students create a marketing plan for a local business of their choice, applying core marketing principles to real-world challenges. A key focus is on effectively communicating to diverse populations by considering cultural, demographic, psychographic, and behavioral differences. Students will demonstrate their ability to analyze target markets, develop inclusive strategies, and present their ideas clearly and persuasively.
Criteria & Targets	For both measurement instruments, 80% of students will score 80% or better, and the mean will be at least 80%.
Results & Conclusion	<u>Results:</u> This is a new SLO, so there are no data to analyze. <u>Conclusions:</u>
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	Ms. Kelly Easterling (part-time faculty) will teach the HMD 465 Community Nutrition in the spring (course to collect instrument #1) and Dr. Soyeon Kim will teach the HMD 373 Hospitality and Tourism Marketing course in the fall (course to collect instrument #2).