Executive Summary of the Cecil B. Day School of Hospitality’s Self Study
Completed in Conjunction with the Academic Program Review
and ACPHA Reaccreditation Processes

The School of Hospitality’s Academic Program Review will coincide with the School’s re-accreditation through the Accreditation Commission of Programs in Hospitality Administration (ACPHA). The self study process highlighted several of the School’s accomplishments over the last five years. These include:

- The School of Hospitality was named in 2002 one of the “Top 25” hospitality programs in the United States by the *Journal of Hospitality and Tourism Education*. The School was ranked 13th overall and 12th in public institutions. The rankings were compiled from an analysis of student quality, faculty quality, curriculum, resources and facilities.

- The School of Hospitality has been in a growth mode over the last five years in both number of majors, credit hours generated by hospitality courses, number of faculty, physical facilities and industry support. The number of majors has grown by 41.4% since fall 2003. Hospitality credit hours have grown by 287.8% since 2000.

- Two capital facility projects are underway including the Hospitality Learning Center inside the Georgia World Congress Center and the Culinary Learning Center, a dedicated food lab, in the Bennett Brown Building.

- In the last five years, the School has received over $100,000 in new scholarship funding and over $307,000 in funds for dedicated hospitality classrooms/labs. (Of the $300,000, approximately $150,000 was from industry contributions.)

- The School has increased student services by offering two annual career fairs in addition to increased on-campus recruiting. Faculty are available to hospitality majors, in addition to their College Academic Advisors, to offer career advisement.

- The Maymester study abroad program has been successfully held for three years and is planned for 2007 in addition to a semester-long option for students to study in France at the Université de Savoie. The School was involved in 2003 and 2004 in a tourism development project in Ghana, West Africa. Opportunities exist for further international activity in parts of the world where the hospitality and tourism industry can have a major economic impact.

- Faculty regular presenting at regional, national and international conferences and are publishing in top-tiered journals as well as trade publications that have great industry visibility. Faculty are involved on multiple levels of leadership with industry professional associations, consulting and providing services for industry constituents.
The self study process helped in further identifying several focus areas for the School. These areas include:

- The School is at a pivotal point in terms of growth. With the increase in credit hours and number of majors, additional faculty lines will be needed to support the School’s growth. Additional private sector funding will also be sought for endowed chairs and other projects that will help the School become one of the nation’s “Top 10” hospitality programs.

- To support the School’s assessment processes, several components are needed. Up-to-date alumni information is important to track the success of graduates. This information is also important in showing how Georgia State is meeting industry needs for managers and executives. Key corporations, who are the largest employers of School of Hospitality graduates, can also be targeted for development potential. The School is in the process of restructuring its Senior Exit Exam as an assessment measure. By spring 2007, this exam will be completed on-line with immediate feedback available to students.

- Faculty will continue to focus on research productivity in premier journals. Faculty will also be supported in attending national and international conferences to present refereed scholarly publications.

- Operational plans will be developed for both the Hospitality Learning Center (at the Georgia World Congress Center) and the Culinary Learning Center. These plans will include facility and equipment maintenance procedures.

The School will focus on the following goals for 2007 – 2009:

- By 2008, have over 300 hospitality majors;
- Add two new tenure-track positions by fall 2008;
- Locate external funding for the School including support for endowed chairs;
- Successfully open the two new facilities and work with the University on a possible on-campus hotel and conference center;
- Develop the newly formed Hospitality Alumni Club as a vehicle to regularly hold events for graduates and maintain contact with them;
- Continue to increase external awareness of the School which will benefit student recruitment, graduate placement and development activities;
- Build student interest and enrollment in the newly added aviation management courses;