

## PROGRAM REVIEW CERTIFICATION

**Institution:** University of Maryland Eastern Shore

**Academic Unit:** School of Business and Technology  
Department of Hotel and Restaurant  
Management

**Program Reviewed:** Bachelor of Science - Hotel and Restaurant  
Management

**Year in which the review  
Process was completed  
And name of the External  
Reviewer:** May 4-5, 2008  
This program was reviewed by  
Deanne Williams – Bryant, Ed.D., CHE,  
Director of the Hospitality Management  
Degree Program at Virginia State University.  
Dr. Williams is a certified site team leader for  
the Accreditation Commission for Programs in  
Hospitality Administration (ACPHA). A Self  
Study submitted to ACPHA in spring - 2008 for  
Consideration of accreditation will generate a  
formal ACPHA site team inspection in fall -  
2008.

**Submitted by:**



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**Charles Williams, Ph.D.**  
**Vice President for Academic Affairs**

**UNIVERSITY OF MARYLAND EASTERN SHORE  
SCHOOL OF BUSINESS AND TECHNOLOGY  
DEPARTMENT OF HOTEL AND RSTAURANT MANAGEMENT**

**PROGRAM REVIEW - 2008  
EXTERNAL REVIEWER SUMMARY**

**Overview:**

The Bachelor of Science Degree in Hotel and Restaurant Management (HRM) is offered as a specialized degree within the School of Business and Technology. As such, it is first and foremost a business degree, but with specific focus on the global business of hospitality. Graduates are prepared for a variety of entry-level management positions in Foodservice, lodging and travel/tourism settings.

**Five year Enrollment and Degree Data**

	<b>2004-5</b>	<b>2005-6</b>	<b>2006-7</b>
<b>Enrollment</b>	<b>123</b>	<b>154</b>	<b>167</b>
<b>Graduates</b>	<b>18</b>	<b>19</b>	<b>34</b>
<b>Industry Employment</b>	<b>17</b>	<b>17</b>	<b>32</b>
<b>Graduate School</b>	<b>1</b>	<b>2</b>	<b>2</b>

**Summary of Internal and External Reviews:**

The Hotel and Restaurant Management Department was admitted to candidacy for accreditation by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) in the spring of 2006. A two-year internal review process culminated with the submission of a formal Self-Study document in the spring of 2008. An ACPHA site team visit is projected for Fall-2008.

In conjunction with the required Maryland Higher Education Commission (MHEC) five-year Program Review, also slated for 2008, the external consultant engaged to assess program quality and compliance with ACPHA standards, concluded that "UMES-HRM continues to deliver positive results in accordance with its stated and documented mission focus." There were, of course, some recommendations for program enhancement.

### **Specific Recommendation from the External Examiner:**

1. A more formal alumni tracking and feedback system is needed.
2. Immediate action should be taken to offset the over balance on culinary arts and foodservice in the program with the addition of a Housekeeping course, incorporating hands-on Henson Center Hotel living-lab experiences.
3. A formalized tiered internship curriculum requirement is needed.
4. There should be a progressive movement toward a 100% terminally degreed teaching faculty and an expansion of laboratory support staff.
5. Institutionalizing a standardized professional dress code or uniform for appropriate occasions is needed.
6. Additional kitchen specific equipment is needed.
7. There should be expanded Hospitality Industry focused library volumes and data base subscription.

### **Department's Plan for Addressing Recommendations**

1. A definitive alumni data base is currently under development. Preliminary survey data have been collected by the HRM Senior Research Class since 2006. A formal internet survey is slated for the summer of 2008.
2. A housekeeping course with Henson Center Hotel exposure has been available as an independent study elective since 2006. A full housekeeping course will be offered as an experimental course in the fall of 2008. It is anticipated that the course will become a graduation requirement beginning with the fall-2009 class.
3. Formal internships are currently available as electives and popular with the best students. Internships are projected to be incorporated as a graduation requirement beginning with the fall-2009 class.
4. HRM faculty have been counseled to continue progress toward appropriate advanced degrees and supported with tuition remission endorsement. Funding for a full-time food lab assistant has been requested from the university administration.
5. A uniform provider has been identified to present sample items for fall - 2008 student approval and adoption.
6. University officials have been notified of this equipment deficiency and provided with appropriate specifications for bidding and acquisition during the 2008-09 academic year.
7. The Department Chair has consulted with the appropriate library representative to cull dated material and project appropriate updates.

