

Hotel, Restaurant, and Institution Management Major Goals for 2006-2011

1. Review and revise the HRIM undergraduate curriculum to include:
 - Hands-on experiences in operations management
 - Leadership development
 - Entrepreneurship components
2. Enhance Foodservice and Lodging Management graduate education program by:
 - Offering graduate-level web-based courses
 - Marketing the Dietetics Management Certificate program
 - Initiating an online MS program
3. Expand HRIM outreach efforts by:
 - Having research briefs posted on Web site
 - Providing distance education
 - Developing materials to assist in economic development
4. Promote the HRIM program by:
 - Updating printed program materials
 - Updating and expanding information on the HRIM Web site
 - Developing strategic partnerships
 - Expanding support for small foodservice and lodging businesses
5. Enhance technology use in the HRIM program by:
 - Obtaining software packages for classroom use
 - Incorporating one new technology application each year
6. Expand the resources for the program by:
 - Seeking \$150,000 annually in external funding
 - Securing funding for endowed chairs
 - Increasing alumni donations
7. Position the Joan Bice Underwood Tearoom as a showpiece for the program
 - Develop a plan to make the operation more financially self supporting
 - Explore options for linkages among HRIM courses and the Joan Bice Underwood Tearoom operations
 - Develop a plan to improve kitchen functionality and efficiency
8. Explore development of a Center for Professional Development in School Foodservice Management
9. Participate in the development of an Entrepreneurship and Small Business Development Consulting lab.
10. Develop a national/international reputation for excellence in research and education in areas of distinction by:
 - Having externally funded projects in process each year
 - Offering outreach opportunities

- Securing funding for additional faculty support

Goal 1: Review and revise the HRIM undergraduate curriculum.

Objectives:

1. Evaluate content of prerequisite courses and HRIM courses and how courses help meet program outcomes
 - by Spring 2006
 - responsibility: curriculum committee
2. Develop and teach a capstone course for the HRIM program
 - teach HRI 455 in Fall 2006
 - responsibility: A. Sharma
3. Incorporate hands-on experiences in lodging operations courses
 - pilot test in Fall 2008, full implementation by Fall 2009
 - responsibility: M. Jeong
4. Assess leadership development activities in current curriculum and develop plans for how to enhance leadership development of HRIM students
 - by Spring 2007
 - responsibility: curriculum committee
5. Plan a leadership seminar featuring guest lecturers
 - plan during 2005-2006 academic year, hold first seminar in Fall 2006
 - responsibility: S. Gilmore
6. Expand HRIM student's knowledge of entrepreneurship by incorporating entrepreneurship components in HRIM courses
 - plan during 2006-2007 academic year, begin incorporation in courses in Spring 2008
 - responsibility: curriculum committee

Goal 2: Enhance Foodservice and Lodging Management graduate education.

Objectives:

1. Market the Dietetics Management Certificate program
 - develop a marketing brochure with FSHN faculty by spring 2007
 - responsibility: J. Sneed
2. Increase graduate enrollment to 35 students
 - offer graduate program in nontraditional ways
 - recruit students for on campus and distance programs
 - responsibility: graduate faculty

Goal 3: Expand HRIM outreach efforts.

Objectives:

1. Develop at least one new professional development course for industry professionals each year
 - implement in summer 2007
 - responsibility:
2. Post research information on HRIM Extension Web site
 - Implement fall 2007; update yearly

- responsibility: S. Gilmore, M. Gregoire, M. Jeong, H. Oh, A. Sharma, J. Sneed, C. Strohbehn will write at least one brief each year
- 3. Develop plan for distance education
 - develop plan by summer 2007 for distance education programming to be provided for undergraduate, graduate, and professional development
 - responsibility: S. Gilmore, J. Sneed, H. Oh
- 4. Evaluate needs of small foodservice and lodging businesses and develop materials appropriate to meet the needs
 - Assess needs by fall 2008; develop at least one new publication per year directed toward these needs starting in spring 2010
 - responsibility:

Goal 4: Promote the HRIM program.

Objectives:

1. Update printed program materials
 - update undergraduate program materials by fall 2007
 - responsibility: S. Gilmore
 - update graduate program materials by fall 2007
 - responsibility: J. Sneed, H. Oh
2. Update and expand information on HRIM Web site
 - have one support staff member trained for these responsibilities by fall 2006
 - develop mechanism on Website to receive alumni information updates
 - responsibility: M. Gregoire
3. Develop strategic partnerships
 - each faculty member will be paired with at least one professional organization and/or business; responsibilities include contacting on a quarterly basis with updates, inviting to important functions, etc.;
 - responsibility: all faculty members
4. Implement on-line HRIM newsletter; email to HRIM alumni
 - develop format for content by spring 2007; develop alumni email database; start yearly newsletter in fall 2007; increase to quarterly newsletter by 2009
 - responsibility: faculty submit articles; support staff member place on-line;

Goal 5: Enhance technology use in the HRIM program.

Objectives:

1. Obtain software packages for classroom use
 - determine software program needs by fall 2006; develop plan for purchase and implementation
 - responsibility: M. Jeong
2. Incorporate use of Web CT in all courses
 - syllabi and grades will be posted on Web CT for all courses by spring 2005; 50% of courses will have additional materials and/or learning activities on Web CT by spring 2008
 - responsibility: all faculty
3. Develop guidelines for evaluating Web-based courses
 - student evaluation form and guidelines for peer evaluation of teaching will be developed for evaluating Web-based courses by spring 2007

- responsibility: committee to be appointed

Goal 6: Expand resources in the program.

Objectives:

1. Continue to seek at least \$150,000 annually in external funding
 - submit grant proposals for external funding
 - responsibility: all faculty
2. Increase alumni donations by 2% per year
 - identify resource needs by spring 2007; begin work to increase donations from HRIM alumni in fall 2007
 - responsibility: M. Gregoire, B. Casey; ISU foundation
3. Begin fundraising to upgrade equipment and dining room chairs in Joan Bice Underwood Tearoom
 - develop proposals for potential donors in spring 2008; begin soliciting funding
 - responsibility: M. Gregoire, B. Casey; ISU foundation
4. Increase number of graduate assistantships
 - submit grants and develop proposals for potential donors
 - responsibility: faculty

Goal 7: Position the Joan Bice Underwood Tearoom as a showpiece for the program.

Objectives:

1. Develop a plan to operate Joan Bice Underwood Tearoom using less financial resources
 - review current P&L statement and resource use; develop plan by fall 2007
 - responsibility: J. Kramer, S. Arendt, M. Gregoire
2. Explore options for linkages among HRIM courses and the Joan Bice Underwood Tearoom
 - develop proposal ways to increase linkages by fall 2007
 - responsibility: curriculum committee, J. Kramer, S. Arendt
3. Develop a plan to improve kitchen functionality and efficiency
 - review current kitchen functionality and efficiency; develop plan by fall 2007
 - responsibility: J. Kramer, S. Arendt
4. Develop training materials for dining room set up and service
 - develop training materials and implement by fall 2008
 - responsibility: J. Kramer, Graduate assistants

Goal 8: Explore feasibility of establishing a Center for Professional Development in School Foodservice Management.

Objectives:

1. Explore feasibility for developing a Center to include MS, PhD, and professional development programs appropriate for school foodservice professionals
 - develop feasibility report by fall 2009
 - responsibility: J. Sneed, M. Gregoire, C. Strohhahn

Goal 9: Participate in the development of an Entrepreneurship and Small Business Development Consulting lab.

Objectives:

1. Review current operation of College of Business consulting lab; develop and implement plans for College of Family and Consumer Sciences lab
 - review by spring 2008; develop plans for lab by spring 2009; began implementation in fall 2009
 - responsibility: M. Gregoire, H. Oh, A. Sharma
2. Develop plans for research and outreach related to economic development
 - develop plans by spring 2009
 - responsibility: M. Gregoire, H. Oh, A. Sharma

Goal 10: Develop a national/international reputation for excellence in research and education in areas of distinction.

Objectives:

1. Submit proposals for external funding
 - have at least two externally funded projects each year starting in fall 2004
 - responsibility: all faculty
 -
2. Secure funding for additional faculty support for work in food safety
 - begin solicitation for Experiment station funds and funding for an endowed chair in fall 2006
 - responsibility: M. Gregoire, B. Casey