

**Argosy University  
 College of Creative Arts and Design  
 Hospitality Food & Beverage Management Bachelor of Science Assessment Review  
 FY17 (2016-2017)**

To support program quality and integrity, the Hollywood campus of the College of Art and Design’s Hospitality Food & Beverage Management bachelor program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. If you have any questions, please contact Dr. Melinda Lester, Senior Director of Institutional Effectiveness at 714-338-4211 or [mlester@aii.edu](mailto:mlester@aii.edu).

<b>By The Numbers</b>		<b>FY16</b>	<b>FY17</b>	<b>FY18</b>
Annual Enrollment		3	1	1
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian		1		
Black or African American				
Hispanic/Latino			1	
Native Hawaiian or Other Pacific Islander		1		
Race and Ethnicity Unknown				
Two or more races		1		
White				1
Gender				
Female		1	0	0
Male		2	1	1
Annual Graduation (Total Headcount)		3	1	N/A
Completion Rate - (Expected program length = 12 quarters or 132 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	N/A	50.0%	33.3%
	150% – % of students who completed the program within 150% of the expected program length.	N/A	N/A	N/A
	200% – % of students who completed the program within 200% of the expected program length.	N/A	N/A	N/A
Job Placement (Headcount of Students Available)		3	1	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		33.3%	0.0%	N/A*

\*Not Yet Reported

### FY17 Achievement of Program Outcomes

The annual review process includes direct and indirect assessments, with rubrics, tests, surveys and metrics used to measure the success of the Student Learning Outcomes (SLOs) for each program. The categories included herein to compile the results are *Mostly Successful*, *Needs Improvement*, *Not Successful* and *Insufficient or No Data*.

The category of “*Mostly Successful*” required the program or department to have the majority of their goals achieved (75% and above). The category of “*Needs Improvement*” was indicated where 50-74% of the program goals showed some success. The “*Not Successful*” category was indicated when a program goal was not meeting the success rate indicated in the Criteria for Success for that SLO at 49% or below. “*Insufficient Data*” was indicated when there was not enough information about the program goal to make a decision about the overall goal. This would include not having enough graduates, a newer program at the campus, or results not reported.

<b>S</b>	<b>Mostly Successful -</b> Combined scores at 75% and above	<b>NI</b>	<b>Needs Improvement -</b> Combined scores at 50-74%	<b>N</b>	<b>Not Successful –</b> Combined scores 49% and below	<b>ND</b>	<b>No Data</b>
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**Outcome 1.** Graduates demonstrate customer service skills and professional and ethical conduct meeting industry standards.

Measure	Criteria for Success	# Students Assessed	Results
1a. Legal Issues & Ethics for Culinarrians	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	4.2
1b. Quality Service Management and Training	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	N/A	ND*

\*Course not offered this year

**Outcome 2.** Graduates demonstrate customer service principles to marketing, merchandising, sales and beverage management.

Measure	Criteria for Success	# Students Assessed	Results
2a. Hospitality Marketing	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	4.3
2b. Merchandising for Foodservice	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	4.3

**Outcome 3.** Graduates demonstrate the ability to analyze the food and beverage cost-control cycle and accounting practices, and implement controls to manage, maintain and ensure profitability.

Measure	Criteria for Success	# Students Assessed	Results
3a. Sustainable Purchasing and Controlling Costs – Final Grade	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	3.7
3b. Foodservice Financial Management – Final Grade	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	2	4.0

**Outcome 4.** Graduates demonstrate the ability to utilize the principles of purchasing and inventory control.

Measure	Criteria for Success	# Students Assessed	Results
4a. Bachelor Capstone – Rubric ONLY This is <b>not</b> the grade from the course (see Rubric)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	4.3

**Outcome 5.** Graduates demonstrate the ability to create a business plan for a food service outlet or hospitality company.

Measure	Criteria for Success	# Students Assessed	Results
5a. Bachelor Capstone – Rubric ONLY This is <b>not</b> the grade from the course (see Rubric)	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	1	4.3

**Outcome 6.** Graduates demonstrate the ability to apply standard Human Resource principles in regards to recruiting, retaining, and developing staff.

Measure	Criteria for Success	# Students Assessed	Results
6a. Human Resources Management – Final Grade.	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	N/A	ND*
6b. Quality Service Management and Training – Final Grade.	Assessment results should average a 3.5 on a scale of 1.0 – 5.0	N/A	ND*

\*Course not offered this year

**Closing the Loop: Results of FY17 Action Plan and Use of Results**

Outcome	Main Issue	Action Taken	Results of Action Taken
6	Some courses offered online only (such as Human Resources management).	Due to a small program and small course sizes, several HFB courses are offered online. We will rotate on-ground and online courses to assure HFB students are receiving the optimum skills and information and monitor the success of the students in the courses.	Continue to monitor on-ground and online course outcomes for assurance that students are meeting and exceeding outcomes.