ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

Definition and minimum requirements:

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 credit hours of which at least nine credit hours must be upper division. Specialized concentrations (e.g., Bachelor of Science in Interdisciplinary Studies concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college, the approval of each college Dean is required.

College/School/Institute: Watts College of Public Service and Community Solutions

Department/Division/School: School of Community Resources and Development

Proposing Faculty Group (*if applicable*):

Are two or more academic units collaborating on this program? No, this is not a joint degree program

If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.

Existing Degree and Major under which this concentration will be established: Tourism Development Management

Proposed Concentration Name: Meetings and Events

What is the first catalog year available for students to select on the undergraduate application for this this program? 2019-20

Delivery method and campus or location options: *select all locations that apply*

☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☐ **Both** on-campus **and** ☐ ASU Online* - (check applicable campus(es) from options listed above)

☐ ASU Online only (<u>all</u> courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus <u>then</u> complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name:	Mark Roseland	**Title:**	Director
Phone number:	602-496-0153	**Email:**	mark.roseland@asu.edu

OVERVIEW

A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc.).

The goal of the Meetings and Events concentration within the BS in Tourism Development and Management degree is to expand the school's current excellent special event management and meeting management programs, which include certificate and minor options. This concentration allows tourism majors to focus their electives in a cohesive way thus providing a solid foundation from which to develop and produce meetings and events that contribute to economic development and social capital stemming from tourism, a driving force in Arizona and the metro Phoenix area. The concentration draws from both the Special Events programs and the Meeting Management programs.

B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

There are currently a few opportunities within the university for students to gain special event management and meeting management education (two minors, two certificates, and a concentration in the new Tourism and Recreation Management online degree). The minor and certificate in event management are offered through the Parks and Recreation Management program. The minor and certificate in meeting management are offered though the Tourism Development Management program. All of these programs are open to students throughout the university and enjoy a higher enrollment than the other programs in the school. Through student internships we have learned that tourism students are often required to engage in event production as well as taking part in meetings and conventions as part of their career path. By offering a concentration within the Tourism Development and Management major those students seeking to enter a career that focuses on these aspects of the industry will be better prepared to do so through organization of their academic plan to include experience in both event and meeting management.

1. Support and Impact

A. Attach a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.

B. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic units need to be included with this proposal submission.)

The concentration is major specific and thus would not complement programs in other areas. It will, however perhaps provide an option for students in the W. P. Carey Tourism Management option as well as those with an interest in tourism and events to find a major that more appropriately fits their interests.

C. Attach a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

2. Academic Curriculum and Requirements

A. Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

B. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

Required Core Courses for the Degree/Major				
Prefix	**Number**	*Title*	*Is this a new Course?*	**Credit Hours**
CRD	301	Sustainable Communities	No	3
TDM	205	Introduction to Travel and Tourism	No	3
TDM	350	Tourism, Recreation and Sports Marketing	No	3
TDM	372	Tourism Planning	No	3
TDM	458	International Tourism	No	3
			Section sub-total:	15

Required Concentration Courses				
Prefix	**Number**	*Title*	*Is this a new Course?*	**Credit Hours**
PRM	486	Special Events Management	No	3
PRM	487	Advanced Special Events Management	No	3
TDM	345	Meeting and Convention Planning	No	3
			Section sub-total:	9

Elective Concentration Courses				
Prefix	**Number**	*Title*	*Is this a new Course?*	**Credit Hours**
PRM	422	Entertainment, Protocol, and Programming for Special Events	No	3
PRM	423	Special Event On-Site Operations	No	3
PRM	427	Revenue Generation for Special Event Management	No	3
TDM	386	Convention Sales and Management	**No**	3
TDM	481	Sustainable Food Management in Tourism	No	3
			Section sub-total:	6

Other Concentration Requirements *E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable*	**Credit Hours**
Section subtotal:	
Total minimum credit hours required for concentration	15

C. A minimum residency requirement: How many hours of the concentration must be ASU credit?

15

D. Provide a brief course description for each new course.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this concentration is put on the CAPC agenda.

N/A

3. Administration and Resources

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Program offerings will require no additional resources. Should the program expand then additional faculty may be needed to teach multiple sections of some of the core courses.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	20	45	60

C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

There are no additional resources that will be required.

D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Jan Holland Malcolm	Faculty Associate	Special Events
Marla Harr	Faculty Associate	Meeting Management
Woojin Lee	Associate Professor	Meeting Management
Rebekkah Goodman	Lecturer	Meeting Management
Erin Schneiderman	Faculty Associate	Special Event Management

4. Additional Materials

A. Prepare and attach a Major Map. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Please use the "proposed map" function to create a Major Map in BAMM. Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.

B. *Complete and attach the Appendix document.*

C. Attach other information that will be useful to the review committees and the Office of the University Provost.

PROVOST OFFICE APPROVAL(S)
This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.
Office of the University Provost
Signature _____ **Date:** / /20
Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS
(This information is used to populate the Degree Search/catalog website.
Please consider the student audience in creating your text.)

Proposed Major and Concentration Name: Bachelor of Science in Tourism Development and Management (Meetings and Events)

1. **Marketing Description (***Optional.* 50 words maximum. The marketing description should not repeat content found in the program description.**)**

   Convention business in the Greater Phoenix area is increasing steadily. If you want to learn best practices and the latest thinking for successful events and meetings, this degree is just right for you.

2. **Program Description** (150 words maximum)

   The concentration in meetings and events allows students enrolled in the BS program in tourism development and management to focus their electives on courses that cover meetings and events planning topics. The concentration draws from both the special events program and the meeting management program, and prepares students to be competitive in the events sector.

3. **Contact and Support Information**

Building code and room number: (Search ASU map)	UCENT 550
Program office telephone number: (i.e. 480/965-2100)	602/496-0550
Program Email Address:	scrd@asu.edu
Program Website Address:	https://scrd.asu.edu/content/degree-programs

4. **Additional Program Description Information**

   A. Additional program fee required for this program?   Yes ☐   No ☒
   B. Does this program have a second language requirement?   Yes ☐   No ☒

5. **Delivery/Campus Information Options**

   On-campus only (ground courses and/or iCourses)

   Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus <u>then</u> complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

6. **Campus/Locations** *indicate <u>all</u> locations where this program will be offered.*

   ☒ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

7. **Career Opportunities & Concentration(s)**
   Provide a brief description of career opportunities available for this degree program with the proposed concentration. (150 words maximum)

   Tourism-related meetings and events are a significant contributor to the Arizona economy, as well as other states. Graduates are prepared to enter meeting and event-related careers in resorts and hotels, convention and visitor bureaus, private event companies, destination management companies, parks and recreation departments, public relations, and nonprofit fundraising.

8. **Additional Freshman Admission Requirements**
   If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

   None

9. **Additional Transfer Admission Requirements**
   If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

   None

10. **Change of Major Requirements**
    Standard change of major text is as follows: A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

    If applicable, list any additional requirements for students who may change their major into this program.

    A current ASU student has no additional requirements for changing majors. Students should refer to htts://students.asu.edu/changingmajors for information about how to change a major to this program.

11. **Keywords**
    List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

    tourism, special events, meetings, conventions, community development, travel, conferences, fundraisers

12. **Advising Committee Code**
    List the existing advising committee code associated with this degree.

    UGPPCR

    Note: If a new advising committee needs to be created, please complete the following form: Proposal to create an undergraduate advising committee

13. **Western Undergraduate Exchange (WUE) Eligible**
    Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for WUE?

    Yes

    *Note: **No** action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

14. **First Required Math Course**
    List the first math course required in the major map.

    MAT 142

15. **Math Intensity**

    a. List the highest math required on the major map. (This will not appear on Degree Search.)

       MAT 142

    b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: https://catalog.asu.edu/mathintensity

       General

16. **ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: http://www.onetonline.org/crosswalk/SOC/. Alternate titles displayed on Degree Search may vary and can be found at: https://catalog.asu.edu/alternate-career-titles.

11-2031.00	39-3099.00
39-7012.00	11-9199.00
13-1121.00	
41-3041.00	
11-2031.00	

17. Area(s) of Interest

A. Select **one** (1) primary area of interest from the list below that applies to this program.

☐	**Architecture & Construction**	☒	**Health & Wellness**
☐	**Arts**	☐	**Humanities**
☐	**Business**	☐	**Interdisciplinary Studies**
☐	**Communications & Media**	☐	**Law, Justice & Public Service**
☐	**Computing & Mathematics**	☐	**STEM**
☐	**Education & Teaching**	☐	**Science**
☐	**Engineering & Technology**	☐	**Social and Behavioral Sciences**
☐	**Entrepreneurship**	☐	**Sustainability**
☐	**Exploratory**		

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐	**Architecture & Construction**	☐	**Health & Wellness**
☐	**Arts**	☐	**Humanities**
☐	**Business**	☐	**Interdisciplinary Studies**
☒	**Communications & Media**	☐	**Law, Justice & Public Service**
☐	**Computing & Mathematics**	☐	**STEM**
☐	**Education & Teaching**	☐	**Science**
☐	**Engineering & Technology**	☐	**Social and Behavioral Sciences**
☐	**Entrepreneurship**	☐	**Sustainability**
☐	**Exploratory**		

The following fields are to be completed by the Office of the University Provost.
CIP Code:
Plan Code:

October 24, 2018

This letter serves to share that the faculty of the School of Community Resources and Development support the development of a concentration in Events and Meetings that will adjoin the BS in Tourism Development Management. There are no additional resources necessary for implementation of the concentration. Approving the concentration would assist the School in our efforts to both increase enrollments and better serve the Tourism Development Management students who seek to enhance their tourism education to include meetings and events, a vibrant industry locally and nationally.

Wendy

Wendy Hultsman, PhD.
Undergraduate Director
School of Community Resources and Development

2019 - 2020 Major Map

Tourism Development and Management (Meetings and Events), (Proposed)

School/College:
PHRLZPP

Term 1 0 - 16 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ PRM 120: Leisure and the Quality of Life (SB)	3	C	• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses
ASU 101-CPP: The ASU Experience	1		• Mathematics Placement Assessment score determines placement in mathematics course
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	• ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students
MAT 142: College Mathematics (MA)	3	C	• ASU 101 is for ASU freshman students only and is not required for transfer students
Interdisciplinary Requirement	3		
Humanities, Arts and Design (HU)	3		
Milestone: Meet with an academic advisor to discuss requirement of 200 career field exploration hours.			
Term hours subtotal:	16		

Term 2 16 - 32 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ TDM 205: Introduction to Travel and Tourism (G)	3	C	• Build your professional connections -- join the ASU Mentor Network
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Computer/Statistics/Quantitative Applications (CS)	3		
Natural Science - Quantitative (SQ)	4		
Elective	3		
⬥ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		

Term 3 32 - 48 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ CRD 210: Community Services and Professions	3	C	• Secure volunteer experience to start your 200 career field exploration hours
Interdisciplinary Requirement	3		
Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
Complete 2 courses: Elective	6		
⬥ Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 63 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ COM 225: Public Speaking (L)	3	C	
PRM 203: Program Planning	3	C	
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
Social-Behavioral Sciences (SB)	3		
Elective	3		

Minimum 2.50 GPA ASU Cumulative.

| | | Term hours subtotal: | 15 | |

Term 5 63 - 78 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ CRD 301: Sustainable Communities	3	C	• Successful completion of CRD 301 will satisfy the college Solution-Based Learning (SBL) Requirement
⭐ TDM 372: Tourism Planning (L)	3	C	• Develop your skills
CRD 302: Inclusive Community Development (SB & C)	3	C	
PRM 486: Special Events Management	3	C	
TDM 350: Tourism, Recreation and Sports Marketing	3	C	
Term hours subtotal:	15		

Term 6 78 - 93 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TDM 458: International Tourism (G)	3	C	• Develop your professional online presence
PRM 487: Advanced Special Events Management	3		
TDM 345: Meeting and Convention Planning	3	C	
Complete 2 courses: TDM Meetings and Events Concentration Elective	6	C	
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 93 - 108 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ CRD 403: Leadership and Professional Development	3	C	• Successful completion of TDM 402 will satisfy the college Solution-Based Learning (SBL) Requirement
⭐ TDM 402: Assessment and Evaluation of Community Services	3	C	• Research employment and internship opportunities
TDM 401: Tourism Management	3	C	
TDM 480: Sustainable Tourism	3	C	
Upper Division Social-Behavioral Sciences (SB) OR Upper Division Humanities, Arts and Design (HU)	3		
Term hours subtotal:	15		

Term 8 108 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TDM 463: Senior Internship	12	C	• Successful completion of TDM 463 will satisfy the college Solution-Based Learning (SBL) Requirement
Term hours subtotal:	12		

• For the Interdisciplinary Requirement:
  • Students can choose courses from any of the four Interdisciplinary areas/track groups.
  • To meet the requirement, students must take two courses from at least two different groups.
For the Solution-Based Learning (SBL) College Requirement:
  • Students must complete one SBL course by degree completion.
  • Successful completion of CRD 301, TDM 402, or TDM 463 will satisfy the SBL Requirement.

Hide Course List(s)/Track Group(s)

Interdisciplinary Requirement-Area 1	Interdisciplinary Requirement-Area 2	Interdisciplinary Requirement-Area 3

CRJ 100: Introduction to Criminal Justice (SB)

CRJ 201: Criminal Justice Crime Control Policies and Practices

CRJ 203: Courts and Sentencing

CRJ 204: Juvenile Justice

CRJ 240: Introduction to Corrections

CRJ 230: Introduction to Policing

CRJ 260: Substantive Criminal Law

CRJ 270: Community Justice (SB)

CRJ 305: Gender, Crime, and Criminal Justice (C)

CRJ 306: Race, Ethnicity, Crime, and Criminal Justice (C)

CRJ 309: Criminology (SB)

CRJ 350: Law and Social Control (SB)

PAF 200: Public Service and Policy in the 21st Century

PAF 201: Economics and Public Policy (SB)

PAF 311: Leadership and Change (SB)

PAF 410: Building Leadership Skills (SB)

URB 240: Urban Policy (C)

SWU 171: Introduction to Social Work (SB & H)

SWU 180: Introduction to Lesbian, Gay, Bisexual and Transgender (LGBT) Studies (SB & C)

SWU 181: Economics: A Social Issues Perspective

SWU 182: Social Services Perspective of Government (SB)

SWU 183: Introductory Ethics: A Social Issues Perspectives (HU)

SWU 250: Stress Management Tools I (SB)

SWU 349: Stress Management Tools II (SB)

SWU 456: Immigrants and Refugees (C)

SWU 458: Behavioral Health Services

SWU 459: Spirituality and the Helping Professions

SWU 460: Legal Issues in Social Work

SWU 461: Lesbian, Gay, Bisexual, Transgender, and Queer Issues (C)

Interdisciplinary Requirement-Area 4
CPP Elective

TDM Meetings and Events Concentration Electives (choose two)
PRM 422: Entertainment, Protocol, and Programming for Special Events
PRM 423: Special Event On-Site Operations
PRM 427: Revenue Generation for Special Event Management
TDM 386: Convention Sales and Management
TDM 481: Sustainable Food Management in Tourism

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
**Hrs Resident Credit for
Academic Recognition:** 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)

BS in Tourism Development and Management (Meetings and Events)

Status:UOEEE Provisional Approval

Comments:

Element	Outcome	Measure	Description
Outcome	1		Students will be able to explain the global impacts of tourism on communities using effective writing.
Plan_1GenEd	1		Creative Thinking;Critical Thinking;Global, Historical, Cultural Awareness;Problem Solving;
Plan_2Concepts	1		Global tourism, economic impact, social capital, community development
Plan_3Competencies	1		ability to describe and contrast differences in tourism impacts relative to types of tourism and tourist demographics, ability to reflect on impacts of tourism (positive and negative) on local, regional and international level communities, ability to discuss the contribution of tourism to building social capital
Measure	1	1	Students in TDM 205 Introduction to Travel and Tourism will be required to take a written exam that assesses their knowledge of the impacts of tourism on communities.
PC	1	1	70 percent of students will achieve a score of 70 percent or better on the written exam that addresses their knowledge of the impacts of tourism on communities.
Measure	1	2	Students in TDM 205 Introduction to Travel and Tourism will write a paper on the impacts of tourism globally thereby demonstrating knowledge of global issues and effective writing.
PC	1	2	80% of students will achieve a 75% or better on the assignment, and an 80% or better on the quality of writing, as evaluated by the course instructor.
Outcome	2		Students will be able to plan an event and a meeting using current practices & concepts.
Plan_1GenEd	2		Creative Thinking;Global, Historical, Cultural Awareness;Problem Solving;Teamwork and Collaboration;Verbal Communication;
Plan_2Concepts	2		Event design and production, meeting plan development, authenticity in program selection, creation of tourism event "experiences"
Plan_3Competencies	2		event coordination, budgeting, marketing, contract development. scheduling, itinerary creation, risk management planning, program planning
Measure	2	1	Students in PRM 486 will successfully complete a special event planning project.
PC	2	1	80 percent of students will develop a plan for an event that is evaluated by the course instructor as receiving an 80% or better.
Measure	2	2	Students in TDM 345 Meeting and Conference Planning will successfully complete a meeting planning project.
PC	2	2	80 percent of students will develop a plan for meetings that is evaluated by the course instructor as receiving an 80% or better.

Element	Outcome	Measure	Description
Outcome	3		Students will be able to apply basic management and marketing concepts in tourism using effective written communication.
Plan_1GenEd	3		Creative Thinking;Critical Thinking;Ethical Reasoning;Written Communication;
Plan_2Concepts	3		human resource management, financial management, marketing plan development, management policy manual development
Plan_3Competencies	3		development of a management policy manual, development of a marketing plan useable for tourism events and/or conferences
Measure	3	1	Students in CRD 350 Tourism, Recreation and Sports Marketing will demonstrate their knowledge of tourism marketing via the writing of a final project.
PC	3	1	80 percent of students will score at least a 75% on the overall assignment with 10% pf the grade allocated to the quality of writing on their final project.
Measure	3	2	Students in TDM 401 Tourism Management will be required to complete the 13 modules in the "On Management" personal management project.
PC	3	2	80 percent of students will achieve an average score of 75 percent or better on the project.
Outcome	4		Students will develop the core competencies identified by the School.
Plan_1GenEd	4		Critical Thinking;Ethical Reasoning;Problem Solving;Verbal Communication;
Plan_2Concepts	4		Core competency proficiency in human resources, programming, leadership, computer skills, communication, facility management, budgeting, operations
Plan_3Competencies	4		Steady improvement in core competencies from initial testing (CRD 210) through TDM 484 by at least .25 in 10 of the 11 core competency areas.
Measure	4	1	Students in CRD 210 will complete the School's Core Competency Evaluation at the beginning of the semester.
PC	4	1	80 percent of students will self-score at least 1.0 on all 11 core competency areas.
Measure	4	2	Students in CRD 403 Leadership and professional Development will complete the School's Core Competency Evaluation at the end of the semester.
PC	4	2	85 percent of students will increase their scores by at least .20 in 8 of the 11 core competency areas
Measure	4	3	Students in in CSM/PRM/TDM 484 Internship OR CRD 435 Service Learning will complete the School's Core Competency Evaluation at the end of the semester.
PC	4	3	85 percent of students will increase their core competency scores (from CRD 210) by at least .25 in 10 of the 11 core competency areas

If you have questions, please e-mail assessment@asu.edu or call UOEEE at (480) 727-1731.

From:	Wendy Hultsman <whultsma@asu.edu>
Sent:	Wednesday, December 12, 2018 3:32 PM
To:	Olya Lykhvar
Subject:	Fwd: FW: Letter of Support Needed - New Programs
Attachments:	image001.png; noname; image001.png; BS in Community Sports Management (Events)_20181030.pdf; Community Sports Management (Events) major map 11-16.pdf; CSM (Events) - AA AR edited.doc; CSM (Events).pdf; CSM Events Support Letter.pdf; noname; BS in Tourism Development and Management (Meetings and Events)_20181030.pdf; TDM (Meeting and Event Management).pdf; TDM Meetings and Events Support letter.pdf; Tourism Development and Management (Meetings and Events) - AA AR bl edited.doc; Tourism Development Management (Meetings and Events) major map 11-19.pdf

Follow Up Flag:	Follow up
Flag Status:	Completed

Here is the WP Carey letter of support for both CSM Events and TDM Meetings and Events

Wendy

---------- Forwarded message ---------
From: **Kay Faris** <KAY.FARIS@asu.edu>
Date: Wed, 12 Dec 2018 at 15:30
Subject: FW: Letter of Support Needed - New Programs
To: Wendy Hultsman <whultsma@asu.edu>
Cc: Kay Faris <KAY.FARIS@asu.edu>

Hi Wendy,

Amy Ahlstromer asked me to check with our faculty about a letter of support from W. P. Carey for your new program requests. I have consulted with our faculty and we have no concerns with these programs.

Best wishes with your new degrees!

Kay

Kay A. Faris

Senior Associate Dean, Academic Programs

W. P. Carey School of Business

Arizona State University

Tempe, AZ 85287-3406

Phone: 480-965-7587

Fax: 480-965-3846

Kay.Faris@asu.edu

From: Amy Ahlstromer
Sent: Thursday, November 29, 2018 7:01 AM
To: Kay Faris <KAY.FARIS@asu.edu>
Cc: Michele Pfund <Michele.Pfund@asu.edu>
Subject: Letter of Support Needed - New Programs

Good morning Kay,

Wendy Hutsman from the School of Community Resources and Development at the Downtown campus called regarding two new programs they are developing:

- Community Sports Management with a concentration in Events

- Tourism Development Management with a concentration in Meeting and Events Management

They would like a letter of support from W. P. Carey. After speaking with Michele, it sounds like you are the appropriate person to direct this to? Attached are the emails from Wendy that include program proposals.

Please let me know if you have any questions or need anything else.

Thank you for your assistance and guidance,

Amy Ahlstromer

Director, Academic Services | Undergraduate Programs

Arizona State University | W. P. Carey School of Business
Ph: 480.965.4238 | Email: amya@asu.edu

---------- Forwarded message ----------
From: Wendy Hultsman <whultsma@asu.edu>
To: Amy Ahlstromer <Amy.ahlstromer@asu.edu>
Cc:
Bcc:
Date: Tue, 27 Nov 2018 20:01:02 +0000
Subject: Fwd: FW: Community Sports Management (Events) - RE: New Degree Proposal - School of Community Resources & Development

Hi Amy

It looks like we need a letter of support for our Community Sports Management with an event concentration too!

Thanks