Memo to: Faculty Senate
From: Deborah C. Haynes, Ph.D.
Undergraduate Curriculum Coordinator
Department of Health and Human Development
and Associate Dean
College of Education, Health and Human Development
RE: Results of the Review of the New Hospitality Program by the HHD Department
Date: March 1, 2015

Alison Harmon was charged to propose a new hospitality program for Montana State University-Bozeman a year ago. She has worked diligently to prepare this proposal. The purpose of this memo is to highlight the efforts she made to have the program proposal reviewed by the Department of Health and Human Development.

Early in August 2014, Alison sent the draft of the proposal to members of the Curriculum Committee in Health and Human Development, which included Dr. John Seifert, Dr. Craig Stewart, and me. We reviewed the proposal and sent our comments to Alison. The comments she received included:

1. If this is a proposal for a separate unit of some sort, why are we the reviewing authority?
2. Will HHD get the FTEs generated?
3. Where will the financial resources originate for the program?
4. Where will the six or more positions needed come from?
5. How will the infrastructure required to operate the program be provided?

Alison then responded to each of the questions. In general, her work with Dean Lynda Ransdell, Provost Martha Potvin, and President Waded Cruzado indicated that the program will draw from four Colleges/Schools—Education, Health and Human Development, Business, Agriculture and Gallatin. The program will dovetail with existing courses, faculty, and resources in the creation of the new curriculum, except for two to three faculty positions that will be needed specifically for the Hospitality majors. Gallatin College will also be involved in creating the two-year culinary certificates. The University finds this area to be an important growth opportunity in keeping with the Strategic Plan and is therefore willing to support the program’s initiation and continued funding.
The three Curriculum Committee members expressed continued concern about the areas listed above, and took the questions to Dean Lynda Ransdell. Dean Ransdell assured us that the EHHD College was committed to this project and that the resources would be available to make the proposal a reality. EHHD would be in a leadership role, but would also encourage a deep and substantial partnership with the other colleges.

In September, before the curriculum committee met to vote on the full proposal, Alison sent out a survey to HHD faculty to gain their individual feedback and insights. She incorporated the feedback into several new versions of the proposal. She also met twice with the faculty in HHD and once with faculty in the Department of Education to elicit their concerns with the proposal.

In October 2014, the HHD Curriculum Committee reviewed the latest version of the proposal and then decided to support the proposal, agreeing that the proposal Alison submitted was superb in its thoroughness, especially in the needs assessment area, and in her thoughtfulness in proposing the interdisciplinary degree options. The committee voted to accept the proposal.

Since that time, Alison has continued to meet with various stakeholders across campus to present the proposal to them and to gain further feedback. She has incorporated the results of the meetings in many new versions of the proposal, although much of the editing has been for small issues and concerns. She has diligently vetted this proposal across campus, which is of utmost importance, given the interdisciplinary and cross-disciplinary nature of the degree programs in the proposal.

In summary, the faculty of the Department of Health and Human Development and the members of the HHD Curriculum Committee, have been fully informed of the Hospitality proposal since August 2014. We have been given many opportunities to review the proposal, offer concerns and critiques, and review further versions of the proposal through Fall Semester 2014. We do support Alison’s work on the proposal and applaud her for her patience in truly seeking the input of stakeholders and genuinely trying to find common ground for all those involved. In all my years at Montana State University, Bozeman, the process Alison has used to write and solicit input from a wide range of stakeholders has been the most exhaustive process I have witnessed.
The following memo describes the review conducted by the Jake Jabs College of Business & Entrepreneurship (JJCBE) of the proposed bachelor’s degree program in Hospitality Management.

On September 8, 2014, you presented to the College’s Academic Programs Committee (our version of a Curriculum Committee) a draft proposal for a Hospitality Management Program that would include multiple JJCBE courses as required courses. The committee discussed the proposal and made several recommendations addressing:

- The specific business courses listed. Overall the committee recommended fewer required business courses.
- The fairly low number of electives in the program and the options, which seemed very inflexible.
- The impact on the number of sections the JJCBE would have to offer. If the cohort is as many as 25 students the JJCBE would have to offer another section of all the required business courses.
- The role of the JJCBE in the program with an eye toward accreditation concerns. The Committee did not want the JJCBE’s accreditation to limit the faculty who can be hired to teach in the program.
- The titles of the options, especially “Sports and Recreation Management” because “sports management” to business students means sports marketing and/or being a sports agent, which is not what the program is about.

You revised the proposal accordingly and sent another draft to the Committee, which reviewed the revised draft on September 15. The Committee agreed that you addressed the questions and comments raised on September 8, although there remained a concern about using the word “business” in the name of the proposed new School of Interdisciplinary Studies in Food, Agriculture and Business” because that could confuse students and could present issues for the JJCBE’s accreditation by AACSB.

The Committee agreed that because the program was not being proposed by the JJCBE and required no new courses in the JJCBE, a formal faculty vote was not needed. However, it was important to the Committee that the faculty know about the proposed program, and so it was agreed that Dean Kregg Aytes would discuss the proposed program at the next faculty meeting and would seek a general show of support.

Dean Aytes presented the proposal to the faculty at the faculty meeting on September 24 which you also attended. No formal approval was sought, but Dean Aytes asked for a non-binding show of hands of those who supported the proposal and a majority of faculty present raised their hands.
1 March 2015

Memo To: Alison Harmon

From: Tracy Dougher, Division Head for Agricultural Education

Re: Hospitality and Culinary Arts Program Proposal

In October 2014, the Agricultural Education Committee met twice and discussed our support and participation in a Hospitality and Culinary Arts Program. In the sense that this program would be strong support for the Agritourism industry, the faculty are in favor of supporting this major. With a shrinking workforce directly involved in agriculture and natural resources, it is imperative that we find avenues to continue to educate the public on Montana’s leading industries and their role in feeding our planet. This program would not only educate the student majors, but the students in turn would be prepared to educate and engage their clients and customers in our Montana rural communities.

Our curriculum concerns were addressed in the planning of several of the options to include our courses that are already aimed at teaching others to support and educate regarding the agricultural and natural resource missions. These include AGED 140 Leadership in Agriculture, AGED 482 Non-formal Teaching Methods in Agriculture, AGED 309 Philosophy and Programs in Extension, and potentially a new course we are developing on Volunteer Management. Agricultural Education is prepared to support these aspects of the proposed program.

Agricultural Education fully supports the Hospitality and Culinary Arts Program Proposal.
Alison- thank you for letting me look at this. It doesn’t look like we will be a major player at any level (coursework or faculty involvement). If you foresee major involvement at the Hort farm, which you allude to with substantial mention of Towne’s Harvest garden, we would want to know about it. However, the course list doesn’t point that way. I would say that if you expect these students to be involved in the practicum, which Mac now teaches, it is unlikely that be prepared without more science/ag background (ie, coursework).

Good luck, John

John E. Sherwood
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Hello John and Tracy,
To keep you in the loop, I wanted to share an updated version of the Hospitality Management Degree Proposal. I have shared with several College of Agriculture faculty and with Nora Smith and wait for comments.

Thanks!
Alison

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Alison Harmon PhD RD LN
Associate Professor of Foods and Nutrition & Sustainable Food Systems

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http://www.montana.edu/ehhd/hhd/facultyandstaff/aharmon.htm
Sustainable Food and Bioenergy Systems Degree Program
http://sfbs.montana.edu/
Towne’s Harvest Garden
http://townesharvest.montana.edu/
HHD Graduate Program with emphasis in Sustainable Food Systems
http://www.montana.edu/hhd/graduate/ffchs/sustainablefoodsys.htm
http://www.montana.edu/hhd/graduate/ffchs/sfsgradinfo.pdf
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Bozeman, MT 59717

Physical Address:
201 Romney Gymnasium
Harmon, Alison

From: Harmon, Alison
Sent: Monday, March 02, 2015 1:08 PM
To: Harmon, Alison
Subject: FW: Hospitality Proposal

From: Harmon, Alison
Sent: Thursday, September 25, 2014 2:33 PM
To: Stock, Wendy
Cc: Haynes, George
Subject: RE: Hospitality Proposal

Wendy,

Thanks for your response, and also for your additional course suggestion. I will list that one in the electives list for now, and we can continue to discuss whether it should be required. Thanks for keeping me in the loop on changes related to the Coop Bus Practices course, I think it will be a valuable one for eventual students in this program.

Cheers!
Alison

From: Stock, Wendy
Sent: Thursday, September 25, 2014 2:34 PM
To: Harmon, Alison
Cc: Haynes, George
Subject: Re: Hospitality Proposal

Alison,

Sorry for my delayed response to your email and voice messages. I passed the proposal on to our resident instruction committee (our undergraduate curriculum committee) for their feedback. My sense from the responses I’ve received from them is that we are fine with having ECNS 101, ECNS 202 and AGED 353 (which we expect will become an AGBE course sometime this year) in the curriculum. We are still talking though what the course prerequisites for the AGBE version of the Cooperative Business Practices class would entail, so we’ll keep you in the loop on that as it develops. George Haynes, who I think you’ve been in communication with, is taking the lead on that effort, so I’ve cc-d him in this email. One thought I had was that students in the Lodge Management & Agritourism option might benefit from taking AGBE 210: The Economics of Agricultural Business.

Thanks.

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Wendy A. Stock, Ph.D.
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Hello Wendy,
As promised, here is the current version of a proposal for a Hospitality Management Degree proposal (sorry for the large attachment). Pages 16-19 describe the curriculum, required coursework, and supporting coursework.

Currently all students are required to take ECNS 101S, and ECNS 202. Students enrolled in the Lodge Management & Agritourism option are required to take AGED 353: Cooperative Business Principles and Practices.

We included ECNS 202 because it is a pre-req for required business classes.

Please share any questions, suggestions, or concerns about this proposal.
Thanks!
Alison Harmon

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http://www.montana.edu/ehhd/hhd/facultyandstaff/aharmon.htm
Sustainable Food and Bioenergy Systems Degree Program
http://sfbs.montana.edu/
Towne’s Harvest Garden
http://townesharvest.montana.edu/
HHD Graduate Program with emphasis in Sustainable Food Systems
http://www.montana.edu/hhd/graduate/ffchs/sustainablefoodsys.htm
http://www.montana.edu/hhd/graduate/ffchs/sfsgradinfo.pdf

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