

Bergen Community College

ASSESSMENT REPORT FORM FOR ACADEMIC PROGRAM

Assessment Period: 2013-2015

Department/Program: Hotel, Restaurant and Hospitality Management
Associate in Applied Science in Hotel/Restaurant/Hospitality-Event Planning and Management

Department Chair: David Cohen

Department Assessment Liaison: Robert Walljasper

Date Submitted: 12/17/13

❖ **Program Description or mission/goal statement of the Department/Program:**

Students who choose this option should have strong organizational and communication skills. Business relies on successful events to encourage growth and promote enthusiasm throughout an industry in regards to their company. The Event Planner coordinates and organizes meetings luncheons and other special events. Some Event Planners ensure that the company conducting the meeting or event is aware of the facility's services and limitations. The Event Planner also must contact a facility representative and other vendors and organize other details for the event.

❖ **Program Learning Goals/Outcomes:**

Students will be prepared to:

- Obtain a broad understanding of the hospitality field
- Demonstrate appropriate supervisory skills, techniques and methods in the Hospitality field
- Read and understand relevant Industry business reports
- Understand and apply industry specific laws and regulations
- **Understand and use industry specific terminology**
- Prepare students for the event planning industry requirements
- Understand and apply sales and event management concepts and strategies

SEMESTER 1: CREATING PROGRAM-LEVEL ASSESSMENT PLAN

1. Program Learning Goal(s) or Outcome(s) to be assessed (from the above section):

Understand and use industry specific terminology

2. Means of Assessment:

Instructor will introduce and reinforce on going chapter definitions as they appear

- **Feedback from Dean:**

SEMESTER 2: DEVELOPING ASSESSMENT TOOL (s) and TIMELINE

3A. Describe or attach assessment tool (s), including sources of data, timeline for data collection and how data will be analyzed.

3B. Desired results faculty would like to see.

- **Feedback from CIE:**

SEMESTER 3: COLLECTING AND ANALYZING DATA

4. Summary of Results (attach aggregated data table, survey tool, etc., to support the summary)

5. Recommendations for Improvement:

- Feedback from Dean:

SEMESTER 4: CLOSING THE LOOP AND SHARING KNOWLEDGE

6. Use of Results:

- Feedback from CIE: