*Alabama Commission on Higher Education*

**PROPOSAL FOR A NEW DEGREE PROGRAM**

1. **Date of Proposal Submission:** September 10, 2021

**Full program name and level:** Associate of Science in Hospitality and Events Management

**CIP Code:** 52.0901

1. **Learning Outcomes and Program Review:**

Succinctly list at least four (4) but no more than seven (7) of the most prominent student learning outcomes of the program.

The proposed A.S. in Hospitality and Events Management degree will focus on the

following learning objectives. Upon completion of the program, students will be

able to:

1. Describe the key operational and functional areas of the hospitality and events management industry.
2. Describe the operations and customer base for various branches of the hospitality and events management industry.
3. Communicate effectively in written, verbal, and digital media form with stakeholders.
4. Demonstrate appropriate sanitation and safety practices in the handling of food and beverages.
5. Identify sustainable practices in the hospitality and events management industry.
6. Apply knowledge and skills of basic- and supervisory- level job functions learned in the classroom through successful completion of an internship in a hospitality and or event setting.
7. **Employment Outcomes and Program Demand**

Indicate the primary industry where graduates would seek employment using the North American Industry Classification System (NAICS): <https://www.naics.com/search/>

NAICS Code: 7211 Traveler Accommodation

Select at least one and up to three Standard Occupational Codes (SOCs) where graduates of the new program would seek employment: <https://www.bls.gov/soc/2018/major_groups.htm>

SOC 1: 43-4081 Hotel, Motel, and Resort Desk Clerks

SOC 2: 11-9081 Lodging Managers

SOC 3: 37-1011 First-line supervisors of Housekeeping and Janitorial Workers

Please explain whether further education/ training is required for graduates of the proposed program to gain entry-level employment in the occupations you have selected.

No additional education or training is required for program graduates to gain entry-level employment in the specified occupations.

Please describe how you will determine whether graduates are successful in obtaining relevant employment or pursuing further study.

Employment data will be collected from program graduates through an exit survey at the time of their graduation. For any graduates who are not employed (or do not have an offer of employment) at the time of graduation, an annual follow-up survey will be sent.

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. Please refer to the State’s “In-Demand Occupations List” (see [ACHE’s Academic Program](https://ache.edu/Instruction.aspx) page for most recent list) or include local and statewide occupational projections, along with data sources as appropriate.

According to the State’s “In-Demand Occupations List[[1]](#footnote-1),” there are 4,400 current positions in Alabama related to “Lodging Managers” (SOC 11-9081) and “Supervisors of Housekeeping and Janitorial Workers” (SOC 37-1011). An estimated 500 positions are open each year with average annual salaries ranging from $35,485 to $53,222. The Alabama Tourism Industry 2020 Economic Impact Report[[2]](#footnote-2) indicated that even during a pandemic, travel and tourism accounted for 6.1% of Alabama’s Gross Domestic Product. The report states that “prior to the pandemic, the amount tourists spent in Alabama had grown 85 percent in the decade after the Deepwater Horizon oil spill, setting records during each of the succeeding nine years.” As evidenced by O\*Net’s projected job growth in this sector of 8% or higher (national average is 4%) over the next decade[[3]](#footnote-3), it is anticipated that the travel and tourism industry in Alabama will return to pre-pandemic levels and continue to grow. To support this growth, highly qualified workers in the hospitality and tourism industry will be needed.

Briefly describe evidence of student demand for the program, including enrollments in related coursework at your institution if applicable. If a survey of student interest was conducted, please briefly describe the survey instrument, number and percentage of respondents, and summary of results.

An online student interest survey was administered through Qualtrics web-based software from August 9-27, 2021, to local high school students and employees of local businesses in the industry. One hundred and seventy-seven (n = 177) individuals participated in the survey. Almost 78% (n = 138) of respondents indicated that they would be interested in pursuing an Associate’s degree at UNA, with a similar percentage responding that earning an Associate degree would assist them in performing their current job (or one for which they are preparing). Eighty-eight percent (88%; n = 149) of respondents indicated that earning an Associate’s degree would improve their prospects for career advancement and promotion in their field. In 2019, UNA began offering a standalone B.S. in Hospitality and Events Management (HEM) degree. During the first two years, the program has grown over 250% (26 HEM majors as of spring 2021).

1. **Curriculum and Prerequisites**

Program Completion Requirements: (Enter a credit hour value for all applicable components, write N/A if not applicable)

Credit hours required in program courses \_31-34\_\_

Credit hours in general education or core curriculum \_31\_\_\_\_\_

Credit hours required in support courses \_0\_\_\_\_\_\_

Credit hours in required or free electives \_0\_\_\_\_\_\_

Credit hours in required research \_0\_\_\_\_\_\_

**Total credit hours required for completion \_62-65\_\_\_**

Please indicate the maximum number of credits that can be transferred in from another institution and applied to the program:

Per SACSCOC standards and UNA policy, students must complete a minimum of 25% of their coursework at the institution granting the degree. Associate of Science degree-seeking students may transfer up to 75% of their coursework from an accredited institution towards this degree program, pending approval by program faculty.

Please describe any work-based learning (WBL) activities that are required or recommended for program completion (including internships, practical/clinical experience, applied research, or other immersive experiences designed to prepare graduates for employment in the field). Definitions and examples of different types of WBL are available at <https://www.alapprentice.org/>.

The program requires students to complete an internship in a sector of the hospitality industry. For example, in partnership with PCH Hotels and Resorts, students in the program will have the opportunity to gain valuable experience, make industry connections, and contribute to the shared goals and continued success at a number of their AAA Diamond Award-wining properties. With exceptional training and embedded experiential learning, students in the program will have the opportunity to hone and discover their unique talents and immediately start filling the needs of the industry and businesses.

Does the program include any options/concentrations? If so, please describe the purpose and rationale for the options, and list the courses for each in the table below.

The Associate of Science degree in Hospitality and Events Management is designed to provide graduates with in-depth training in the field while allowing the flexibility to choose areas of concentration that match each student's career needs. The degree will be composed of a series of stackable certificates. Students completing the degree are required to meet all general education requirements (see table), which will earn them a *General Education Short-Term Certificate*. Additionally, students must complete **two** out of the three certificates described below.

The required core courses provide the foundational skills and knowledge that are necessary and applicable to each of the certificate areas and career paths in Hospitality and Events Management.

Core program courses (required for each certificate option – 7 credit hours):

* HEM 102 – Introduction to Hospitality [3 credit hours]
* HEMA 123 – Field Experience I [3 credit hours]
* HEMA 207 – Career Preparation [1 credit hour]

**Certificate #1: Lodging and Tourism Management (12 credit hours + Core program courses = 19 credit hours)**

* HEM 200 – Tourism Planning and Development [3 credit hours]
* HEMA 240 – Housekeeping Administration [3 credit hours]
* HEMA 251 – Front Office Management [3 credit hours]
* HEM/HEMA/CUA/CAM – Elective [3 credit hours]

The Lodging and Tourism Management certificate focuses on basic procedures used in front-of-the-house and back-of-the-house operations in lodging and tourism. These courses will prepare students for entry-level jobs as front desk agents, housekeepers, and positions in the travel industry. Students are encouraged to customize their course of study by selecting a course of their choice from the available HEM/HEMA/CAM/CUA electives.

**Certificate #2: Events and Foodservice Management (15 credit hours + Core program courses = 22 credit hours)**

* CAM 112 – Food Safety and Sanitation [3 credit hours]
* HEM 206 – Conventions, Meetings, and Trade Show Management [3 credit hours]
* HEMA 232 – Event Logistics and Entertainment [3 credit hours]
* HEMA 241 – Restaurant Service Management [3 credit hours]
* Select one course from the following [3 credit hours]:
  + MG 330 – Principles of Management
  + MG 331 – Leadership and Organizational Behavior
  + MK 260 – Principles of Marketing
  + MK 362 – Personal Selling

The Events and Foodservice Management certificate focuses on planning and managing conventions, meetings, and events, including food and beverage service. It also highlights the importance of food safety and sanitation. Students completing this certificate are given the opportunity to earn their nationally recognized ServSafe certification.

**Certificate #3: Hospitality Management (12 credit hours + Core program courses = 19 credit hours)**

* HEM 125 – Managing Technology in Hospitality [3 credit hours]
* HEM 203 – Sustainability in Hotel, Restaurant, and Event Operations [3 credit hours]
* HEM 204 – Managing Human Resources in Hospitality [3 credit hours]
* HEM/HEMA/CUA/CAM – Elective [3 credit hours]

The Hospitality Management certificate focuses on managing technology and human resources in the hospitality industry and emphasizes the need for implementing sustainable hospitality operations. Students completing this certificate have the opportunity to earn American Hotel and Lodging Educational Institute (AHLEI) certification in two areas: Managing Technology in the Hospitality Industry, and Managing Hospitality Human Resources.

Completion of the *General Education Short-term Certificate* requirements (31 credit hours) and the corresponding certificates identified below, yields the following[[4]](#footnote-4):

Certificate #1 & Certificate #2 = 65 credit hours

Certificate #1 & Certificate #3 = 62 credit hours

Certificate #2 & Certificate #3 = 63 credit hours

Please complete the table below indicating all coursework for the proposed program, specifying any new courses developed for the program, along with courses associated with each option as applicable. Include the course number, and number of credits. Coursework listed should total the number of hours required to complete the program.

|  |  |  |  |
| --- | --- | --- | --- |
| Course Number and Title | Number of Credit Hours | \* If New Course | Requirement |
| EN 111 – First Year Composition I | 3 |  | Gen Ed |
| EN 112 – First Year Composition II | 3 |  | Gen Ed |
| COM 201 – Fundamentals of Speech | 3 |  | Gen Ed |
| Fine Arts electivea | 3 |  | Gen Ed |
| Literature elective | 3 |  | Gen Ed |
| Humanities electiveb | 3 |  | Gen Ed |
| Mathematics electivec | 3 |  | Gen Ed |
| Natural Science elective (with lab) | 4 |  | Gen Ed |
| Social and Behavioral Science electived | 3 |  | Gen Ed |
| Social and Behavioral Science elective | 3 |  | Gen Ed |
| HEM 102 – Introduction to Hospitality | 3 |  | Major Core |
| HEMA 123 – Field Experience I | 3 | \* | Major Core |
| HEMA 207 – Career Preparation | 1 | \* | Major Core |
| HEM 200 – Tourism Planning and Development | 3 |  | Cert. #1 |
| HEMA 240 – Housekeeping Administration | 3 | \* | Cert. #1 |
| HEMA 251 – Front Office Management | 3 | \* | Cert. #1 |
| HEM/HEMA/CUA/CAM elective | 3 | \* | Cert. #1 |
| CAM 112 – Food Safety and Sanitation | 3 |  | Cert. #2 |
| HEM 206 – Conventions, Meetings, and Trade Show Mang. | 3 | \* | Cert. #2 |
| HEMA 232 – Event Logistics and Entertainment | 3 | \* | Cert. #2 |
| HEMA 241 – Restaurant Service Management | 3 | \* | Cert. #2 |
| Select one from the following:  MG 330 – Principles of Management  MG 331 – Leadership and Organizational Behavior  MK 260 – Principles of Marketing  MK 362 – Personal Selling | 3 |  | Cert. #2 |
| HEM 125 – Managing Technology in Hospitality | 3 |  | Cert. #3 |
| HEM 203 – Sustainability in Hotel, Restaurant, & Event Oper. | 3 |  | Cert. #3 |
| HEM 204 – Managing Human Resources in Hospitality | 3 |  | Cert. #3 |
| HEM/HEMA/CUA/CAM elective | 3 | \* | Cert. #3 |

a CAM 200 Food and Culture recommended

b PHL 250 – Business Ethics recommended

c MA 111 – Math Reasoning for the Arts recommended

d EC 251 – Principles of Macroeconomics recommended

Intended program duration in semesters for full-time students:

Six semesters (includes summer semester enrollment in internship courses).

Intended program duration in semesters for part-time students:

Eight to Nine semesters.

Please indicate any prior education or work experience required for acceptance into the program:

There are no special admission requirements for the Associate of Science in Hospitality and Events Management degree other than the normal UNA admissions requirements.

Describe any other special requirements for the program:

There are no other special requirements for this program.

1. **Specific Rationale (Strengths) for Program**

What is the specific rationale for recommending approval of this proposal? List 3-5 potential program strengths.

1. As *Alabama’s Workforce Development University,* this program is directly aligned with UNA’s focus on developing career-ready graduates to meet the economic needs of Alabama.
2. No other program in the state offers an A.S. in Hospitality and Events Management. Our program will offer a unique combination of course work that will focus on hospitality *and* events management, with the opportunity for students to select a special topics course based on their interests. This unique program structure will prepare graduates for a wide variety of career opportunities post-graduation.
3. Our program is in a service region different to that of similar hotel or hospitality management programs around the state of Alabama and will more readily allow students in the north Alabama, southern Tennessee, and eastern Mississippi regions to pursue this degree.
4. Our proposed program will support workforce development initiatives and help meet the Alabama Department of Labor (ADOL) projected demand for an additional 9,709 hospitality and event planner positions in the State of Alabama by 2028[[5]](#footnote-5).
5. The A.S. degree is in alignment with the development of the new Lauderdale County Agricultural Events Center. The complex will include a Workforce Development Center, hotels and retail businesses, as well as an Innovation Center that will serve as a state-of-the-art career technical center for Lauderdale County schools – with the potential for dual-enrollment classes with neighboring school districts.

Please list any external entities that have supplied letters of support attesting to the program’s strengths, and attach letters with the proposal.

Letters of support from the following entities are included in Appendix A[[6]](#footnote-6).

1. Alabama Senator Tim Melson
2. Allen Thornton Career Technical Center
3. Crescent Hotels and Resorts
4. Florence City Schools
5. Huntsville-Madison County Hospitality Association
6. Huntsville Marriott at the Space and Rocket Center
7. Muscle Shoals City Schools
8. **Program Resource Requirements**

**A. Faculty.** Please provide or attach a brief summary of primary and support faculty that includes their qualifications specific to the program proposal. Note: Institutions must maintain and have current and additional primary and support faculty curriculum vitae available upon ACHE request for as long as the program is active, but you do not need to submit CVs with this proposal.

**Prema Monteiro, M.S., Ed.S.** – Prema Monteiro received her M.S. in Hospitality and Tourism Management, and an Ed.S. in Career and Technical Education from the University of Wisconsin-Stout, in 2000 and 2006 respectively. She is a professor of Culinary Arts, and Hospitality & Events Management, and program director for Hospitality & Events Management in the Department of Visual Arts and Design. She is also a certified ServSafe instructor and proctor. She has 11 years of international industry experience in the rooms division, as well as food and beverage; and 21 years of combined teaching experience at the University of Wisconsin-Stout, Drake State Community and Technical College, and the University of North Alabama. Her research interests have been in Asian cuisine, international tourism, and sustainability in the hospitality and food service industries.

**Johnson Ogun**, **Ed.D., CFBE** – Dr. Ogun received hisEd.D. in Higher Education Administration from the University of Alabama in 2016 and a Master’s in Home Economics from Western Kentucky University in 1992. He is a professor and Director of Culinary Arts in the Department of Visual Arts and Design. Dr. Ogun is a certified ServSafe instructor and proctor, and also holds the American Hotel & Lodging Association Certified Food & Beverage Executive (CFBE) certification. He has 24 years of experience in the culinary and hospitality industry in the positions of Food and Beverage Director and General Manager of Holiday Inns in the Southern region. His research efforts at the university have focused on nutritional methods of food planning and preparation.

**Nelson M. Placa** – Nelson Placaearned a B.A. in Business Administration from Columbia College and an M.S. in Hospitality Management from Florida International University. He is an adjunct faculty member for the Hospitality & Events Management program in the Department of Visual Arts and Design. He worked for twenty years with several world-renowned companies such as The Ritz-Carlton Hotels, Four Seasons Hotels, Marriott International, and the Walt Disney World Company, and is currently an Event Manager (seasonal position) for Disney Parks, Experiences, and Products under Public Relations/Marketing. He started teaching in 2013 and is currently a full-time professor and program chair at Valencia College in Orlando, Florida. He has a passion for developing and educating the next generation of industry professionals and works closely with industry partners in the community to provide students with the tools they need to succeed.

Please provide faculty counts for the proposed program:

|  |  |  |
| --- | --- | --- |
| Status | Faculty Type | |
| Primary | Support |
| Current- Full Time | 1 | 1 |
| Current-Part Time | 0 | 1 |
| Additional-Full Time (to be hired) | 1 | 1 |
| Additional-Part Time (to be hired) | 0 | 0 |

Note: Annual compensation costs for additional faculty to be hired should be included in the

NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

Briefly describe the qualifications of new faculty to be hired:

Minimum faculty qualifications for the additional full-time faculty require a bachelor’s degree in the discipline or an associate’s degree and demonstrated competencies in the discipline.

Preferred qualifications: a master’s degree in a field related to the hospitality and food services industries, teaching experience in a related field at a post-secondary institution, and industry experience.

**B. Staff.** Will the program require dedicated staff? Yes No

X

If so, indicate the number or percentage of FTEs. Salary/ benefits costs should be included in the program summary table below.

Note: Annual compensation costs for staff to be hired should be included in the

NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

1.0 FTE.[[7]](#footnote-7)

**C. Equipment.**Will any special equipment be needed specifically for this program?

X

Yes No

If yes, please list. Their cost should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

**D. Facilities.**Will any new facilities be required specifically for the program?

X

Yes No

If yes, please list. Only new facilities need be listed. Their cost should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

The A.S. in Hospitality and Events Management is in alignment with the establishment of the new Lauderdale County Agricultural Events Center. As *Alabama’s Workforce Development University*, UNA will be serving as a managing partner for the new Lauderdale County Workforce Development Center, a multi-agency educational center that will be adjacent to the Events Center. Additionally, a new hotel and retail businesses will be developed. A new Innovation Center will also be built at the complex that will serve as a state-of-the-art career technical center for Lauderdale County schools. Delivery of the hospitality and events management associate degree-only offerings (HEMA prefix) will occur at this new complex. However, this facility is not a necessity to offer the program, as UNA has existing facilities associated with our B.S. degrees in Hospitality and Events Management and Culinary Arts, respectively, that would support the A.S. degree program.

**E. Library.** Will additional library resources be required to support the program?

X

Yes No

Please provide a brief description of the current status of the library collections supporting the proposed program.

Overview of the Library

The libraries at the University of North Alabama (UNA) house more than 351,273 cataloged volumes, including 56,658 bound periodical volumes. The libraries’ holdings also include 1,082,476 microform units (including government documents in microform) and 305,498 electronic books. It provides access to more than 32,700 periodical titles, the vast majority in electronic format. The libraries' physical collection of audiovisual and other media materials contains more than 12,000 items; physical holdings are supplemented by more than 77,000 streaming videos and thousands of streaming audio files. The libraries also provide access to more than 180 electronic databases, including the databases of the Alabama Virtual Library, most of which are accessible remotely via the Internet.

The libraries’ collections are enhanced by UNA’s participation in the Network of Alabama Academic Libraries (NAAL), LYRASIS (the nation’s largest regional membership organization serving libraries), and the Online Computer Library Center (OCLC). Materials not available locally can be obtained through interlibrary loan (ILL) services, which are made available to students and faculty free of charge. Collier Library provides over 50 network-connected public workstations, including two workstations with flatbed scanners and two equipped with hardware and software to aid persons with visual impairment. Printing services, in-library checkout of laptop computers, and course reserves are available for student and faculty convenience.

Collier Library’s professional staff includes eight full-time librarians, all with American Library Association accredited master’s degrees. In addition to individual responsibilities by position, librarians act as liaisons to academic departments and facilitate selection of new materials within assigned subject areas. Instructional services available for UNA faculty and students include information literacy and research assistance sessions tailored to course content, virtual instruction sessions delivered via UNA’s course management software (Canvas), and librarians embedded semester-long in online or hybrid courses. Research consultations (scheduled one-on-one or small group meetings with a librarian) are also offered in person, by telephone, or online.

Books, Media, and Other Non-Periodical Materials: The collection is adequate to support advanced undergraduate course work. The library has predominantly English language materials - books, audiovisuals, and electronic resources. Collections supporting several business programs provided additional related resources in areas such as accounting, marketing, and management.

Serials and Databases: The University Libraries currently subscribes to several serial titles available both in print and electronically. Local serials holdings in this area include titles such as*, Cornell Hospitality Quarterly, Food and Hospitality World, International Journal of Hospitality Management, Journal of Hospitality and Marketing Management, Journal of Hospitality and Tourism Management, Journal of Venue & Event Management, Leisure and Events, Restaurant Hospitality, Tourism & Hospitality Management, Tourism and Hospitality Planning and Development*, etc*.*

The library’s current collections are adequate to support course work in the associate of science degree program.

If yes, please briefly describe how any deficiencies will be remedied, and include the cost in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

**F. Assistantships/Fellowships.** Will you offer any assistantships specifically for this program?

X

Yes No

If “Yes”, how many assistantships will be offered?

Their cost should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

**New Academic Degree Program Summary: Instructions**

* The NEW ACADEMIC DEGREE PROGRAM SUMMARY table is intended to provide a realistic estimate of the costs of the program over the first seven years of implementation and also serves as the basis for post-implementation conditions for new enrollments and completions.
* This should only include only \***the additional costs*\**** that will be incurred after implementation, not to include any current costs. For instance, if new faculty will be hired for the program, new faculty salary/ benefits should be included for each year following implementation, but salary/benefits for existing faculty would not be included.
* Indicate the **\*new\*** sources and amounts of funds available for the program’s support, not to include any current revenues. For instance, if the proposed program will replace an existing program or option, you would only count tuition for additional students over and above the current revenue levels.
* Completion projections **must meet minimum viability requirements** set by §16-5-8(2) of the *Code of Alabama, 1975*:

Associate degree 7.5 graduates per year on average

Baccalaureate degree 7.5 graduates per year on average

Master’s degree 3.75 graduates per year on average

Doctoral degree 2.25 graduates per year on average

* New enrollment projections must be sufficient to ensure that the program will be sustainable over time and meet minimum viability requirements for program graduates. Therefore, new enrollment numbers must exceed completion numbers to account for attrition or enrollment fluctuations.
* Please use the Excel form from ACHE’s Academic Program webpage (<https://ache.edu/Instruction.aspx> under “Forms” 🡪 “Program Summary Table”) as the “soft copy” for this section.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY** | | | | | | | | |
| *INSTITUTION: University of North Alabama* | | | | | | | | |
| *PROGRAM: Hospitality and Events Management* | | | | | | *Select Level:* | *Associate* | |
| **ESTIMATED \*NEW\* EXPENSES TO IMPLEMENT PROPOSED PROGRAM** | | | | | | | | |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | **TOTAL** |
| FACULTY | $108,153[[8]](#footnote-8) | $108,153 | $108,153 | $108,153 | $108,153 | $115,653 | $115,653 | $772,071 |
| STAFF | $11,934[[9]](#footnote-9) | $12,466 | $12,987 | $13,509 | $14,552 | $14,552 | $14,552 | $94,552 |
| EQUIPMENT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| FACILITIES | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| LIBRARY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ASSISTANTSHIPS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| OTHER | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **TOTAL** | **$120,087** | **$120,619** | **$121,140** | **$121,662** | **$122,705** | **$130,205** | **$130,205** | **$866,623** |
| **\*NEW\* REVENUES AVAILABLE FOR PROGRAM SUPPORT** | | | | | | | | |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | **TOTAL** |
| REALLOCATIONS | $0 | $0 | $0 | $0 | $0 | $0 | $0 | 0 |
| EXTRAMURAL | $0 | $0 | $0 | $0 | $0 | $0 | $0 | 0 |
| TUITION | $85,200[[10]](#footnote-10) | $151,200 | $174,600 | $195,900 | $217,200 | $227,850 | $259,800 | $1,311,750 |
| **TOTAL** | **$85,200** | **$151,200** | **$174,600** | **$195,900** | **$217,200** | **$227,850** | **$259,800** | **$1,311,750** |
| **ENROLLMENT PROJECTIONS** | | | | | | | | |
| ***Note: “New Enrollment Headcount” is defined as unduplicated counts across years.*** | | | | | | | | |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | **AVERAGE** |
| FULL-TIME HEADCOUNT | Year 1 - No data reporting required | 14 | 16 | 18 | 20 | 21 | 24 | 18.83 |
| PART-TIME HEADCOUNT | Year 1 - No data reporting required | 1 | 2 | 2 | 2 | 2 | 2 | 1.83 |
| TOTAL HEADCOUNT | Year 1 - No data reporting required | 15 | 18 | 20 | 22 | 23 | 26 | 20.67 |
| NEW ENROLLMENT HEADCOUNT | Year 1 - No data reporting required | 8 | 9 | 9 | 11 | 11 | 12 | 10 |
| **DEGREE COMPLETION PROJECTIONS** | | | | | | | | |
| ***Note: Do not count Lead “0”s and Lead 0 years in computing the average annual degree completions.*** | | | | | | | | |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | **AVERAGE** |
| DEGREE COMPLETION PROJECTIONS | Year 1 - No data reporting required | 6 | 6 | 7 | 8 | 9 | 9 | 7.5 |

**Appendix A – Letters of Support**

1. <https://ache.edu/ACHE_Reports/Meetings/Deadlines/Statewide_List_of_In-Demand_Occupations_2020-2021.pdf> [↑](#footnote-ref-1)
2. <https://tourism.alabama.gov/app/uploads/2021-2020-Annual-Tourism-Economic-Impact-Report-Master-Copy.pdf> [↑](#footnote-ref-2)
3. <https://www.onetonline.org/link/localtrends/11-9081.00?st=AL&g=Go> [↑](#footnote-ref-3)
4. The core program classes are required as part of each individual certificate. The total credit hours listed below are based on which certificates are completed and only includes the core program course credit hours once (i.e., duplication of core program credit hours are removed). [↑](#footnote-ref-4)
5. <http://www2.labor.alabama.gov/Projections/ProjectionsTAB.aspx> [↑](#footnote-ref-5)
6. The proposed program was initially developed as an Associate of Applied Science degree. All companies/individuals still support the new Associate of Science proposal and therefore updated letters were not requested. [↑](#footnote-ref-6)
7. An administrative assistant will be hired to assist all three A.S. degree programs. One-third of the annual costs associated with this position is included in the program summary. [↑](#footnote-ref-7)
8. Based on the salary and benefits of one (1) primary full-time faculty member and ½ the salary and benefits of one (1) full-time support faculty member to be utilized between the A.S. degrees in Culinary Arts and Hospitality and Events Management. [↑](#footnote-ref-8)
9. Calculated based on 1/3 of the salary and benefits of a full-time administrative assistant who will support all three A.S. degree programs. [↑](#footnote-ref-9)
10. Calculated based on a flat rate of $4800 per semester for full-time students and $350 per credit hour for part-time students (including summer enrollment in internship coursework). [↑](#footnote-ref-10)