ATTACHMENT B
Board of Regents, State of Iowa

Annual Listing of Academic Programs Reviewed
October 15, 2014

THE PURPOSE OF ACADEMIC PROGRAM REVIEW: Board of Regent's Policy (§6.07) requires that each Regent university review each academic program once every seven years to help ensure that the program being reviewed is still relevant, of the highest quality and consistent with the institution's mission and strategic plan. A special focus of the reviews is on assessing the teaching and learning processes, and on the collection and utilization of student outcomes assessment results for programmatic improvement.

1a.   Institution : Iowa State University

1b.   College: Human Sciences

2a.   List title of the program reviewed: Event Management; part of Department of Apparel, Events, and Hospitality Management

2b.   Include brief description of program. The Event Management Program will prepare undergraduate students for careers in leading event management businesses. The program prepares individuals to plan, budget, and implement conferences, meetings, and other special events in the public or private sector.

2c.   List degree level(s) of the program reviewed (be specific): BS

2d.   List date(s) of program review: March 2 – 4, 2015

3a.   Was the program reviewed by non-institutional evaluators?   Yes   X   No   ____

3b.   Number of non-institutional evaluators: 7 for entire department; 1 specifically for event management

4.   Is this the first time that this program has been reviewed since initial approval?
                                                                              Yes   X   No   ____

5a.   If new, has the program met all the goals and objectives planned at the time it received planning approval by the Board of Regents?   Yes   X   No   ____

5b.   If not, why not?

6a.   List headcount enrollment for the past five years (total number of students in each level).

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Undergraduate	22	165	258	306	344
Master's	NA	NA	NA	NA	NA
Doctoral	NA	NA	NA	NA	NA
Professional	NA	NA	NA	NA	NA

6b.   If a significant change (20% or more) in enrollment occurred during that period at any level, please explain the reason(s). Event management began in fall 2010. There has been rapid growth in the program. This has far exceeded proposed enrollment levels. In the original proposal, we anticipated 100 majors by end of year 5. We believe we have captured the interest of students, and as the only four-year event management program in the upper Midwest have an advantage in the market. Since we introduced our program, two other four-year programs have recently been started.

7a.   List number of graduates during the past five years, reported by fiscal year.

	FY10	FY11	FY12	FY13	FY14
Bachelor					
Master's					
Doctoral					
Professional					

7b.   If a significant change (20% or more) in the number of graduates occurred during that period, please explain the reason(s). As a new program, Event Management has experienced significant growth. As a result, we are graduating more students than expected when the program was proposed.

7c.   If available, include placement data during the five year period.

8.   List the strengths, concerns, recommendations, conclusions, and program improvements resulting from this review, especially those resulting from student outcomes assessments and the external review team. (Attach additional pages, if necessary.)

8a.   Strengths: Supportive and welcoming environment; culture of teamwork, respect, and excellence; synergy with Apparel, Merchandising, and Design Program and with Hospitality Management Program; advising; grant writing success; experiential learning components of work experience, field study, and internships.

8b.   Concerns: Space: "growth in student enrollment has outstripped resources"; class size; room availability; lack of faculty (not enough).

8c.	Recommendations: Increase collaborations: we already have strong linkages with Athletics, Foundation, CVB, Alumni Association, Dining, and Student Organizations. We are working on more but lack staff to implement. One possibility is the Iowa State Center, as that could be a working laboratory for our students.

We are engaged in strategic management process as we now have a core of 2 advisors and 1 full-time faculty member (assistant professor). When we created the program we utilized standards from the Meeting Professionals International, and the Meeting and Business Events Competency Standards. We had no advisors when we started, and it was existing hospitality faculty that formed the basis of staffing. But we had no specific event management faculty. With the hiring of a second faculty member to join us in August 2015, we are now able to plan ahead and incorporate additional competency standards from the industry.

8d.	Conclusions: By any measure the Event Management Program has been a success. However, with the excessive growth in enrollment, the program is resource-starved. Immediate needs include an internship coordinator who can also teach a few classes, as well as another full-time faculty member (assistant professor).

8e.	Program Improvements: Potentially a master's degree program and a doctoral program could be considered. There is significant interest in graduate education in this genre, particularly from overseas. The assistant professor hired in August 2014 will serve as a Program Leader to assist the department chair with the management of the Event Management Program. Articulation agreements with two-year institutions, as well as international programs, are being examined.

9.	Describe any major changes planned for the program during the next 2-3 years. The greatest need is program resources. A second consideration is that the AESHM department chair, who created the Event Management Program, is stepping down in June 2017. The search for the next AESHM Chair will need to consider an individual capable of managing three unique programs.

10a.	Is this program accredited?		Yes	_____		No	X; no accreditation currently exists for Event Management

10b.	Date of last accreditation:		NA

10c.	Describe major concerns identified during the accreditation process. Lack of resources, particularly space and staffing.