*ALABAMA COMMISSION ON HIGHER EDUCATION*

**Form and Instructions for the Submission of Reasonable Extensions to**

**Existing Programs: New Options, Tracks, Specializations, and Concentrations**

**Commission Review of Extensions to Be Added to Existing Programs**: Proposals for new options, tracks, specializations, and concentrations, etc., to be added to existing programs are reviewed as substantive extensions under the Commission’s “Guidelines for the Review of Extensions and Alterations of Existing Programs.” The purpose of the Commission’s review and decision on a proposed extension is to insure that it is reasonable in the context of the existing program and in terms of its impact.

**Note:** An option, track, specialization, concentration, focus, or emphasis will not be identified separately in the Commission’s Academic Program Inventory, and the institution may not identify it as a degree program.

*The Commission’s Definitions Related to Extensions/Alterations*:

**Reasonable Extension or Alteration of a Unit or Program of Instruction:** Modification of an existing unit or program of instruction which does not change its essential character, integrity, or objectives. Such modifications do not create new units or programs of instruction. Program changes may include reasonable extensions such as the addition of a new area of specialization (concentration, option, emphasis, focus, track), or reasonable alterations such as a change in degree nomenclature at the same degree level (except doctoral), or a change in program title or CIP code, provided these modifications are within the Commission guidelines. Provisions for reasonable extensions or alterations of units or programs of instruction do not relate to the addition of off-campus sites or adding any new unit or program. Extensions and alterations are either non-substantive or substantive. Non-substantive extensions/alterations require Commission notification by information item. Substantive extensions/alterations require Commission approval.

**Specialization, Concentration, Option, Focus, Track, Emphasis:** Synonymous terms that represent a specified group of courses within a program of instruction.

For additional information, refer to the “Guidelines for the Review of Extensions and Alterations of Existing Programs” for details. The Guidelines are available on the Commission’s website at the following address: <http://www.ache.alabama.gov/Content/Departments/Instruction/Ext-AltReview.PDF> . Specific sections of the guidelines related to this topic are attached to this document, pages 5-6.

**The following form is for the submission of any proposed option, specialization, track, concentration, emphasis, or focus.**

**Each proposed extension must be submitted in a separate document.**

To submit a proposed extension, send a transmittal letter and the completed form to:

Dr. Leonard Lock

Director of Instruction and Special Projects

Alabama Commission on Higher Education

PO Box 302000

Montgomery, AL 36130-2000

For deadlines for submission, please refer to the Commission website:

<http://www.ache.alabama.gov/Content/Commission%20Meetings/Deadlines.pdf>.

***ALABAMA COMMISSION ON HIGHER EDUCATION***

***INSTRUCTION***

**Proposal Form for the Addition of an Option, Track, Specialization, or**

**Concentration, etc., to an Existing Program**

1. Institution: ***Auburn University, Auburn, Alabama 36849-5305***
2. CIP Code, Program Title, and Degree Nomenclature of the existing program [see instructions below]:

***CIP 52.0901, Hotel and Restaurant Management, B.S.***

Refer to the institution’s Academic Program Inventory for the current CIP code, program title, and degree nomenclature for the existing program to which the extension will be added. This information is necessary for the review and evaluation of your request. Failure to include this information will cause a delay in processing the request.

***Note***: **To complete the form, please consult the Academic Program Inventory for the recognized program CIP code, program title, and degree nomenclature at:** <http://www.ache.alabama.gov/Acadaffr/ProgInv/Instrprg.htm> .

1. **Name of the proposed extension:**

***Option in Event Management, B.S. in Hospitality Management***

1. **Fill in the table provided** with the following information:
	1. For certificate, associate, and baccalaureate programs, the number of hours in the General Education Curriculum.
	2. For all program levels, the number of hours in the program core. The program core includes all courses in the major taken by students regardless of option, concentration, specialization, or track.
	3. For all program levels, the number of hours in the proposed option, specialization, concentration, track, etc.
	4. For all program levels, the total hours in the program including the new extension/alteration.

|  |  |
| --- | --- |
| Semester Hours in the General Education Curriculum (Certificate, Associate, and Baccalaureate Programs Only) | 42 |
| Semester Hours in the Program Core | 24 (shared across all 3 options) |
| Semester Hours in the Option, Concentration, Etc. | 15 |
| Semester Hours in other coursework (electives, supporting courses, etc.) | 6 (Professional Elective Credit)9 (Required College Core – shared across all 3 options)10 (Required Supporting Courses – shared across all three options)18 (Required Business Minor – shared across all 3 options) |
| Total Semester Hours in the Program with the Proposed Extension/Alteration | 124 |

1. List the courses in the program core with the number of semester hours for each:

***HRMT1010 Introduction to Hospitality Management (2)***

***HRMT2300 Hospitality Law (3)***

***HRMT2400 Food Production Systems (4)***

***HRMT2940 Professional Development (1)***

***HRMT3200 Hospitality Finance (3)***

***HRMT3400 Hospitality Marketing (3)***

***HRMT4300 Food and Beverage Management (3)***

***HRMT4800 Senior Lecture Series (1)***

***HRMT4920 Hospitality Internship (4)***

1. List the courses in the proposed option, concentration, specialization, or track, etc., with the credit hours for each:

***HRMT2600 Event Operations (3)***

***HRMT3800 Hospitality Information Technology (3)***

***HRMT4510 Special Events (3)***

***HRMT4600 Beverage Appreciation (3)***

***HRMT5460 Catering and Event Management (2)***

***HRMT5461 Catering and Event Management Laboratory (1)***

1. What is the scope or effect of the proposed extension?

***The Department has proposed three new study options under the newly titled B.S. Degree in Hospitality Management (formerly B.S. in Hotel and Restaurant Management). This option is designed to service the educational needs of those students looking to advance their careers in the broad hospitality and event management fields. It will focus on the planning, execution and evaluation of events. As is the case both nationally and globally, this sector now makes a significant contribution to the socio-economic wellbeing of the state of Alabama and the nation and there is a very real need for appropriately qualified event management professionals. Over recent decades, public, private and voluntary sector businesses (including those in the education sector) throughout the state and beyond have been outsourcing social and business events such as meetings, incentive travel conferences and events (MICE). Event management has become increasingly recognized globally as a distinct and worthy profession. Indeed the United States Department of Labor forecasts the employment outlook for event specialists to grow by some 10% annually between 2014-2024. This proposal is designed to position Auburn University to keep pace with this emerging economic sector by educating the trained professionals’ needed to meet the continuing demands of the state’s and nations ever developing hospitality industry and in particular those interested in pursuing a career in the event management field.***

* 1. How many of the major courses to be offered by the proposed extension are offered in the existing program?

***All of the major courses for the proposed option are currently offered by the Department of Nutrition, Dietetics and Hospitality Management except for HRMT2600 Events Operations (3 credit hours) and HRMT4510 Special Events (3 credit hours). Both courses have been newly developed and received curriculum approval from Auburn’s University Curriculum Committee.***

* 1. How will the proposed extension impact other public institutions?

***The proposed option should not impact other Alabama Universities, but will provide an exciting new study option for students currently enrolled at the High School and/or two year College level. State officials estimate some 7,000 students are currently enrolled across 56 hospitality oriented programs statewide and many have a desire to further their education at the two and four year degree level. The Department currently also has articulation agreements with Jefferson State and Faulkner State Community Colleges, both of which offer two year hospitality and culinary programs. It is anticipated that this option would also prove popular with other two year colleges within the state and beyond.***

* 1. Will the proposed extension move the program listing to a new two-digit CIP category in the Commission's academic program inventory?

 ***No changes are anticipated.***

1. What is the impact of the proposed change on the existing program or unit?
	1. What will be the budgetary impact of the proposed extension?

***The Department anticipates a freshmen class of approximately 30 students with little, if any budgetary impact.***

* 1. What changes in faculty and staff will be required to implement the proposed extension/alteration?

***The Department will create a new non-tenure Lecturer position to assist with programming efforts for this option.***

1. If the extension will require additional resources, please provide a list of sources of funds available for the extension.

***This position will be funded from the Department’s centralized budget for faculty and staff.***

1. Please state the rationale for the extension/alteration.

***The hospitality and tourism industry remains one of the world's largest and most diverse employers whose contribution to world GDP grew for the sixth consecutive year in 2015, rising by a total of 9.8% (US$7.2 trillion). The sector now supports, directly and indirectly, 284 million people in employment or 1 in 11 jobs on the planet (WTTC, 2016). Similarly the most recent 2015 Alabama Tourism Economic Impact Report points to a 93% growth in state lodging taxes with 25 million recorded visitors spending some $12.6 billion dollars on tourist related activity over the 2014-15 season. This represents an increase of almost 8 percent on 2013-14 spending and represents some 6.2 percent of Alabama’s GDP. Accounting for some 9% of non-agricultural employment or 176,000 jobs, tourisms total impact on state earnings in 2015 is estimated at over $4.5 billion. Central to this success has been the development and marketing of Alabama's diverse tourism product and the multitude of annual and special events (sporting and other) that showcase the very best of what the state has to offer. Over recent decades event management has become increasingly recognized globally as a distinct and worthy profession and the roles and impacts of planned events throughout the broad tourism sector have been well documented, and are of increasing importance for destination competitiveness. This theme was taken up for example by the UNWTO Secretary-General, Taleb Rifai in a 2014 United Nations World Tourism Organization Global Report on the Meeting Industry. In his words "The Meetings Industry has come of age. It has firmly placed itself at the center of tourism as one of the key drivers of the sector’s development and an important generator of income, employment and investment." Not surprisingly, special events in, of and by themselves are important motivators of tourism, and figure prominently in the development and marketing plans of most destinations (Getz, 2008). Further, the United States Department of Labor forecasts the employment outlook for event specialists to grow by some 10% annually between 2014-2024. The State of Alabama is no exception where special events are now viewed as an integral part of the states burgeoning tourism industry. That said, while over recent decades both the commercial and non-commercial event sectors have grown in terms of both income generated and jobs created, in-state educational provision has failed to keep pace with student and industry demand for professionally prepared employees to service the needs of this sector. While Auburn's HRMT program has been able to partially cater for demand through specialized course offerings such as HRMT2400 Food Production in Hospitality, HRMT4300 Food and Beverage Management and HRMT5460/61 Catering and Event Management, there has been a huge chorus of demand from potential and actual students as well as industry for a more formalized program option in the Event Management field. Over the years faculty have been inundated by calls, emails and requests concerning the availability of this study option. There is very real need locally, regionally and nationally for event professionals and the proposed extension is designed to meet this demand.***

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Signature of Institution’s Authorized Representative Date

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Title

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Institution

Attachment

*Alabama Commission on Higher Education*

**GUIDELINES FOR THE REVIEW**

**OF EXTENSIONS & ALTERATIONS OF EXISTING PROGRAMS**

According to the Commission's statute, a new unit of instruction does not include reasonable extensions or alterations of existing curricula or programs that have a direct relationship to existing programs previously approved by the Commission. However, the statute also states that the Commission may, under its rule-making authority, define the character of such reasonable extensions and alterations.

A Reasonable Extension or Alteration of a Unit or Program of Instruction is defined as a modification of an existing unit or program of instruction that does not change its essential character, integrity, or objectives. Such modifications do not create new units or programs of instruction. Program changes may include the addition of a new area of specialization (concentration, option, emphasis, focus, track), or changes in degree nomenclature at the same degree level (except doctoral), or changes in program title or CIP code, provided these modifications are within Commission guidelines (see below). Provisions for reasonable extensions or alterations of units or programs of instruction do not relate to the addition of off-campus sites or adding any new unit or program.

There are two types of reasonable extensions or alterations of a unit or program of instruction: 1) Non-Substantive Change which requires notification to Commission by information item; and 2) Substantive Change which requires Commission approval.

1. **Substantive Extensions/Alterations of Existing Programs or Other Units of Instruction:** A substantive change must be approved by the Commission as a reasonable extension/alteration of an existing program. All proposed extensions and alterations of existing programs and curricula not specifically defined as non‑substantive in section 1 must be presented to the Commission for approval as substantive changes. If the staff determines that the proposed extension or alteration is a new program or unit and not a reasonable extension/alteration of an existing program, the institution must follow established review guidelines and procedures for reviewing new programs and units. Generally, if less than one‑third of the major of the proposed extension/alteration is in common with the major of the existing program(s), the change will be considered a new program. The criteria used for evaluating the reasonableness of a proposed substantive extension or an alteration include:
* The scope or effect of the proposed extension or alteration (How many of the major courses to be offered by the proposed extension/alteration are offered in the existing program? How will the proposed extension/alteration impact other public institutions? Will the proposed extension/alteration move the program listing to a new two-digit CIP category in the Commission's academic program inventory?)
* The impact of the proposed change on the existing program or unit (What will be the budgetary impact of the proposed extension/alteration? What changes in faculty and staff will be required to implement the proposed extension/alteration?)
* The rationale for the proposed change (Is justification for proposed extension/alteration based on academic principles and/or market demand? What evidence can be presented that this proposed change will benefit students? Reference need or demand studies if available. How will the resulting program be improved as a result of this proposed change?)

Substantive extensions/alterations of existing programs and other units of instruction include, but are not limited to:

1. Approval of New Options/Tracks/Specializations/Concentrations as the Result of Program Mergers and Consolidations or New Course Sequences
2. Option must be in a field closely related to the major (usually 28 sh or more).
3. Generally, an option must be less than half of the total credits needed for the major (two-year), upper-division major (baccalaureate) or graduate program. (Note: The Commission's definition of minor is 18 sh generally. An option generally would require fewer hours than a minor except in cases where the major is greater than 34 sh.)
4. Generally, the resulting program must have a common core (excluding the general education core) for all majors regardless of which option selected, which is at least 50% of the major. Exceptions to this guideline will be considered if the institution can present convincing rationale that the 50% should be reduced.