

**Strategic Plan for the
Department of Hotel, Restaurant, Institution Management and Dietetics
Kansas State University
2005-2010**

The **vision** of the Department of Hotel, Restaurant, Institution Management and Dietetics is to be recognized as an international pacesetter in foodservice and hospitality management graduate education/research and as the premier institution in Kansas offering undergraduate degrees in hotel/restaurant management and dietetics.

The **mission** of the Department of Hotel, Restaurant, Institution Management and Dietetics is to prepare graduates to be leaders in the dietetics and hospitality fields by integrating theory, experience, and research. The Department is committed to disseminating expertise and knowledge to the people of Kansas and beyond.

The **priorities** of the Department of Hotel, Restaurant, Institution Management and Dietetics are:

1. Food safety in commercial and institutional foodservices
2. Hospitality marketing and tourism
3. Gerontology and its interface with hospitality management and dietetics in long-term care and/or continuing-care retirement communities.

A. PROGRAMS

Goal 1: Review and enhance the undergraduate curricula and learning opportunities in dietetics and in hotel and restaurant management.

Objective 1: Ensure attainment of standards as outlined by accrediting agencies and program stakeholders.

Action 1.

Based on input from the Commission on Accreditation for Dietetics Education (CADE) Program Assessment Report (PAR), review the curricula for the Coordinated Program and the Didactic Program, working closely with the Department of Human Nutrition, to ensure that all Foundation Knowledge and Skills are adequately covered.

Action 2.

Anticipate the next site-visit for dietetics (2009) and continue to systematically gather information to support required self-study documentation and outcomes measures appropriate for accreditation by the Commission on Accreditation for Dietetics Education (CADE).

Action 3.

Seek to stay informed and involved in CADE's plan to redesign entry-level dietetics education and be prepared to plan curriculum revision to be in compliance with any new mandates coming from the Dietetics Education Task Force.

Action 3.

Review the curriculum for the Hotel and Restaurant Management curriculum to assure attainment of educational objectives.

Action 4.

Anticipate the next site visit for hotel and restaurant management (2013) and continue to systematically gather information to support required self-study documentation and outcomes measures appropriate for the Accreditation Commission for Programs in Hospitality Administration (ACPHA).

Action 5.

Monitor pass rate on the national Registration Examination for Dietitians and share results with faculty in Human Nutrition to identify and react to any downward trends in test scores.

Action 6.

Orchestrate the selection, orientation and training of a departmental advisory board to consult with faculty on issues affecting student recruitment, retention, curricula, internships, and post-graduation employment.

Objective 2: Enhance student learning opportunities.

Action 1.

Promote appropriate or complementary secondary areas of study for students including, but not limited to, the second major in gerontology, the long-term care administration certification, business, and Spanish or other foreign language. Track achievement of dual majors, secondary majors and minors by undergraduate HRIMD students.

Action 2.

Promote and monitor the success of study abroad opportunities for undergraduate students. Provide a forum for students to share about their experiences and encourage other students to study abroad.

Action 3.

Support student organizations by providing committed faculty advisors who guide and mentor the officers and members of the Student Dietetic Association, the Hospitality Management Society, the Club Managers Association, Eta Sigma Delta and any new organizations which may form. Faculty will support the activities of these organizations by attending their events when invited, supporting their fund-raising activities, and including representatives of these organizations when appropriate at departmental functions, on committees, etc.

Action 4.

Support and provide opportunities for student participation in local, state and national professional meetings.

Action 5.

Continue development and delivery of the annual Culinary Enhancement Workshop to introduce students to food professionals, new foods and food preparation techniques. Seek on-going financial support of this event through individual and corporate donations.

Objective 3. Recruit and retain a diverse student population.

Action 1.

Seek advice from and solicit assistance from professional special interest groups which represent diversity in order to gain insights into student recruitment and retention. These groups include:

- National Organization of Blacks in Dietetics and Nutrition
- Chinese-American Dietetic Association
- Filipino American Dietetic Association
- Indian American Dietetic Association
- Korean American Dietetic Association
- Latino and Hispanic American Dietetic Association
- Latinos and Hispanics in Dietetics and Nutrition
- National Organization of Men in Nutrition
- National Society of Minorities in Hospitality

Action 2.

Continue, if financially feasible, the summer foodservice institute which brings in ethnically diverse high school students who show an interest in hospitality management.

Action 3.

Bring ethnically diverse speakers into HRIMD classes.

Action 4.

Work with the Dean's office personnel in the College of Human Ecology to support programs and efforts to enhance diversity in the college.

Action 5.

Participate in the All-University Academic Majors Fair, high school career days, and other opportunities to give visibility to dietetics and hotel/restaurant management.

Goal 2. Enhance graduate education in HRIMD.

Objective 1: Monitor quality of the MS and PhD programs.

Action 1.

Evaluate effect of the 2005 changes in the admission requirements for the MS and PhD programs by tracking number of applicants, admissions, and success of admitted students in courses and on preliminary and/or comprehensive exams, etc.

Action 2.

Continue to evaluate curriculum by benchmarking with other premier graduate programs in hospitality management and dietetics and revise as needed to meet challenges faced by graduates.

Action 3.

Provide orientation each semester for new incoming graduate students, making sure they understand expectations and responsibilities.

Action 4.

Continue evaluation of student progress each semester using departmental tracking form and report progress in graduate faculty meeting at beginning of each semester.

Objective 2: Strengthen the Master's program in HRIMD to meet mandated standards for student numbers and graduation rate.

Action 1.

Provide leadership for development of an online Master's degree in dietetics in cooperation with the Great Plains Interactive Distance Education Alliance (GP-IDEA).

Action 2.

Develop action plan for recruitment and retention of on-campus Master's degree students.

Action 3.

Pursue development of current graduate courses for online or other distance delivery mechanism to support both on-campus and distance graduate programs.

Action 4.

Anticipate possibility of ADA requirement of Master's degree for entry-level dietetics practice and of development of a BS-MS dual degree program.

Objective 3: Investigate international opportunities.

Action 1.

Develop faculty and student visits or exchanges, especially with those universities with whom we already have Memoranda of Understanding.

Action 2.

Use departmental and university connections to develop new alliances with universities abroad in Asia and Europe.

Action 3.

Increase faculty and graduate student awareness of programs which support international opportunities such as the Fulbright, Rotary, etc.

Goal 3: Develop focused and sustainable research programs related to departmental priorities.

Objective 1: Enhance the research productivity of departmental faculty.

Action 1.

Encourage faculty service as reviewers for peer-reviewed journals, grant review panels and other scholarly activity which can be beneficial to them in their roles as researchers.

Action 2.

Provide opportunities for faculty and graduate students to meet and interact with faculty from across campus to encourage interdisciplinary collaboration. Continue invitations to researchers across campus to present departmental seminars.

Action 3.

Educate all faculty, especially new hires, on services available on campus to support research and grant-writing activities.

Action 4.

Encourage publication in journals which have high impact factors in the researcher's field.

Action 5.

Track and publicize publications and scholarly presentations by faculty members in appropriate venues such as the K-Statement, College e-newsletters, print newsletters, etc.

Action 6.

Provide faculty with tools they need to conduct research such as appropriate statistical packages or other research tools.

Objective 2: Provide support for faculty research activities.

Action 1:

Work with faculty to plan their schedules to best use their time for research activities, e.g., planning for a “research day” at home or in the office each week where they can have undisturbed time.

Action 2.

Support faculty attendance at grant-writing workshops, statistical training, or other activities which enhance their research abilities.

Action 3.

When financially feasible, provide support for faculty to attend meetings to present research papers or scholarly presentations.

Goal 4: Enhance the national and international recognition of faculty, students and programs in HRIMD.

Objective 1: Increase visibility of students and faculty.

Action 1.

Encourage both graduate students and faculty to present papers and poster sessions at national conferences such as the annual Graduate Student Research Conference in Hospitality Management, the American Dietetic Association Food and Nutrition Conference and Exhibition and other national and international venues.

Action 2.

Publicize faculty and student publications and presentations in appropriate media venues.

Action 3.

Keep department website and recruitment materials up-to-date and to effectively market the department and its programs.

Action 4.

Keep department bulletin boards updated and attractively presented with photos and timely information.

Action 5.

Encourage faculty service in local, state, and national professional organizations, editorial boards, etc.

Objective 2: Promote and publicize student and faculty achievements.

Action 1.

Nominate faculty for appropriate awards and recognition for teaching, research, and service.

Action 2.

Publicize student honors and awards.

Action 3.

Develop a plan for positioning faculty for College, University and professional honors and awards, recognizing that multiple nominations may be required before goals are achieved. Make sure faculty have updated CVs and other supporting documentation ready so that putting together nomination packets can be done efficiently and quickly.

B. Human and Physical Resources

Goal 1: Promote the development of faculty as they work to achieve personal and professional goals while meeting the mission of HRIMD.

Objective 1: Recruit and retain outstanding faculty to enhance the undergraduate and graduate programs in HRIMD.

Action 1.

Fill current vacant faculty positions with highly qualified and productive faculty members who are committed to HRIMD's mission, vision and priorities.

Action 2.

Provide adequate start-up packages which will help new faculty to be successful in teaching and/or research.

Action 3.

Make sure new faculty members are appropriately mentored by senior faculty.

Action 4.

Seek funds to enhance faculty research, travel and other enhancements which will help them be more effective and tangibly reward their efforts.

Objective 2: Identify and support development activities so faculty can to be more effective in their roles.

Action 1.

Encourage faculty to develop specific professional development plans and work with faculty members to support these development efforts.

Action 2.

Publicize training and other development activities which are available on campus or in other settings so faculty members are aware of these opportunities.

Action 3.

Seek funding for faculty development support.

Goal 2: Enhance departmental infrastructure including improved facilities and equipment.

Objective 1: In cooperation with the K-State Foundation and College of Human Ecology Development Director/Officer, develop case statements to support departmental fund-raising.

Action 1.

Articulate department needs for faculty, facilities, and equipment.

Action 2.

Develop case statements which can be personalized quickly.

Objective 2: Renovate Justin Hall 110 and/or central area of Justin Hall to provide modern and well-equipped food production facilities for teaching and research.

Action 1.

Work with faculty to define foodservice teaching goals and objectives, curriculum and subsequent space, equipment, and personnel needs.

Action 2.

Work with College of Human Ecology development director and/or officer to identify individual and/or corporate donors who may have an interest in funding such a project.

Action 3.

Interact with or visit other institutions which already have similar spaces to see their food production teaching facilities, how they are designed, equipped, and used.

Action 4.

Develop a layout and design, equipment schedule, and staffing needs for space.

Action 5.

Obtain funding and see project through to completion.

Objective 3: Work with University administration to pursue building of a hotel on campus which can be used as a teaching and research facility for HRIMD and its programs.

Action 1.

Ascertain current climate for pursuing hotel project.

Action 2.

Work with faculty to clearly articulate how the hotel property would be integrated into the department's teaching and research activities.

Action 3.

Cooperate with University and College administrators in project development and plan execution.