CONSULTANT RECOMMENDATION REPORT
Planning and Review Committee Consultant Recommendation

I. Degree: Golf Enterprise Management B.S. Degree Program (GEM)

Date of Review: November, 2010

Program Director: Kris Schoonover

PRC Consultant(s): Loretta Thielman, Urs Haltinner, & John Dzissah

Purpose of the Review: This is a required system report employed to understand program status and continuous improvement opportunities. It is completed every seven years. The self-study is undertaken by the program director with support and recommendations made by the Program Review Committee. Additionally, the PRC consultants have an opportunity to support and respond, as do the Department Chair and the College Dean.

Committee Findings: The PRC recommends continuation of this program through the next scheduled review in 2017-18. Additionally committee wishes that the recommendations be implemented.

II. Abstract:

The self-study identified that the Golf Enterprise Management Program (GEM) program is in its first PRC review cycle, as it became an approved UW-Stout program that was first implemented in January 2006. Since inception the program has demonstrated solid demand as demonstrated by its current student enrollment. The GEM program was designed to provide both a traditional resident and an online program. While the online program is currently not accepting candidates it is scheduled to be resumed for the 2012 school year according the program director self-study report. The PRC consultant review affirms that GEM has the support of its stakeholders. Its students and graduates support the program meeting their expectations through objectives that the program has set for the baccalaureate degree that it leads to. Faculty and the advisory surveys echo support of the program and support its continuation. While support is evident, findings in the self-study and the committees review of stakeholder surveys indicate some improvement and refinement opportunities.

III. Process Followed for Current Review:

The PRC Chair met with the dean, program director and chair of the primary department to discuss the review process during spring of 2010. The PRC consultants also met with the program director during September 2010 to review self-study procedures and offer assistance.

Data regarding several aspects of the program were collected through online surveys during the 2010 spring semester from students, key instructors (within and outside the department), program committee members, and program graduates.

Data was analyzed and returned to the program director and PRC members. The program director then completed the self-study report and presented the report to the PRC. The PRC assigned GEM consultants then wrote the recommendation report. This report will be forwarded to the department chair and dean for their respective responses. The PRC will then review the dean’s response; approve the recommendation report and forward it to the Faculty Senate.

IV. Previous Review (No Prior Review, program initiated FA 2006):
The GEM program was approved by the Board of Regents in 2005 and became operational in January
2006. This is the initial PRC review.

**Previous Recommendations for Department Chair**

N/A

**Previous Recommendations for Dean**

N/A

**V. Current Year (2011) Program Review:**

**Program Strengths**

1. Proven demand for the GEM program with steady enrollment growth; 186 students (Fall 2010)

2. Strong industry support demonstrated by an active advisory board with adequate representation by industry experts.

3. The program is unique to UW-Stout and has the golf industry support; one source of evidence is the donation of specialized simulator.

4. Extensive incorporation of experiential learning opportunities across GEM courses.

5. High quality industry based co-op placements with strong evidence of program students and employers supporting the value of the co-op experience.

**Issues of Concern and Source**

1. Issue/Concern: Program director indicates that the range of GEM courses are taught by a small number of faculty with significant course outsourcing to the Department of Hospitality and Tourism; thereby, challenging the process of refining curriculum based on course evaluations (Source; Program director comment, Student Survey)

2. Issue/Concern: Lack of GEM faculty designated to the program to support its growing student demand. The program is working with one full time faculty and 1 fulltime academic staff (Program Director Self-study, Advisory Board Survey, and Faculty Survey).

3. Program has no accreditation (Student Survey, Advisory Board Survey).

4. Program student engagement in professional networking is a need and appears to be an improvement opportunity (Advisory Board Survey).

**Recommendations for the Program Director** (*Recommendations correspond with issue or concern sequence*)

1. Recommendation: Work with GEM Faculty to analyze key learning assessments across program courses in alignment with the programs goals.

   1.1 Work with GEM Faculty to implement cross discipline workgroups to communicate and identify artifacts that assure minimum GEM program graduate outcomes in accordance to the approved
program goals.

2. Recommendation: Work with department chair to address the need for at least one additional GEM faculty to meet the needs of the program.

   2.1 Work with department chair to secure a faculty position (requested in recommendation #2) that has expertise in both classroom teaching and online teaching to support a sustainable re-engagement of the online GEM program.

   2.2 Work with the GEM advisory board and the department chair to understand the optimum program size with regard to supply and demand of graduates. This has the potential to address program candidate quality and faculty load.

3. Recommendation: Work with the GEM advisory board and the department chair to identify accreditation opportunities specific to the GEM program in addition to the college accreditation currently in progress.

4. Recommendation: Work with the GEM advisory board and the department chair to study the feasibility and resources needed to implement a local professional student chapter affiliated with a state or national-level professional networking organization.

Recommendations for the Chair(s) of the Department of Hospitality and Tourism

(Recommendations corresponds with issue or concern sequence)

1. Recommendation: Support GEM Faculty with the resources needed to analyze key learning assessments across program courses in alignment with the programs goals.

   1.1 Encourage and support GEM Faculty to implement cross discipline workgroups to identify artifacts that assure minimum GEM program graduate.

2. Recommendation: Work with the College Dean to support the program director with the resources to address the GEM program need for at least one additional faculty position to meet the needs of the program.

   2.1 Work with the College Dean and the program director to secure a faculty position (requested in recommendation #2) that has expertise in both classroom teaching and online teaching to support a sustainable re-engagement of the online GEM program.

   2.2 Work with the College Dean, the program director, and the GEM advisory board to identify the optimum program size with regard to supply and demand of graduates. This has the potential to address program candidate quality and faculty load.

3. Recommendation: Encourage the program director and the GEM advisory board to identify accreditation opportunities specific to the GEM program.

   3.1 Work with the College Dean to secure funding for such an accreditation, if needed.

4. Recommendation: Work with the College Dean, the program director, and the GEM advisory board to study the feasibility and resources needed to implement a local professional student chapter affiliated with a state or national-level professional networking organization.
Recommendations for the Dean of the College of Management *(Recommendations corresponds with issue or concern sequence)*

1. Recommendation: Support GEM Faculty and the department chair to analyze key learning assessments across program courses in alignment with the programs goals.

   1.2 Support GEM Faculty and the department chair to implement cross discipline workgroups to communicate and identify artifacts that assure minimum GEM program graduate.

2. Recommendation: Support GEM Faculty and the department chair to address the need for at least one additional GEM faculty to meet the needs of the program.

   2.1 Work with GEM Faculty and the department chair to secure a faculty position (requested in recommendation #2) that has expertise in both classroom teaching and online teaching to support a sustainable re-engagement of the online GEM program.

   2.2 Encourage and support the department chair and the GEM program director to identify the optimum program size with regard to supply and demand of graduates. This has the potential to address program candidate quality and faculty load.

3. Recommendation: Support GEM Faculty and the department chair, and the GEM advisory board, to identify accreditation opportunities specific to the GEM program.

   3.1 Support the department chair and the GEM program director with funding for such an accreditation, if needed.

4. Recommendation: Support the department chair and the GEM program director with resources needed to implement a local GEM professional student chapter affiliated with a state or national-level professional networking organization.