



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Business

Person Responsible: D. Hernandez

Department of: Travel & Tourism

Person Responsible: Catheryne Lankford

Purpose Statement: To provide a comprehensive overview and technical preparation for students seeking entry-level industry positions.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Adequately prepare students for employment in the travel and tourism field.	1. Using THECB website data standards, 90% of graduates will be employed in the field.	1. 2006-2007 (cip 52.02) shows 94.6% employment 2. 2007-2008 (cip 52.02) no data available 3. 2008-2009 (cip 52.02) no data available.	1. Travel and Tourism employment statistics are embedded in Business Management. In normal survey indicates 90% employment. Continue to improve on percentages concentrated on tourism industry.
2. Provide a worthwhile experience with industry field observation.	2. Based on field observation assessments in the Travel Career Development Course TRVM 2302, 90% of students will receive a 4 or better on the scale of 1 to 5 with 5 being the highest indicator of employability by the employers in the industry that are observed.	2. 2006-2007 Critique surveys completed and returned from industry observations show 95% of students ranked 5 in the scale of 1 to 5, five being the highest indicator of employability.	2. Improve on the survey questionnaire to be more specific as to the results of the student observation.

		3. 2007-2008 available in June 2008.	3. ANALYSIS 2007-2008 Low response from industry. Return survey indicates the majority of students ranked 4 or 5 in the scale of 1 to 5.
			3. PLAN OF ACTION Follow up industry survey with phone call to encourage response to student field observation critique.
		4. 2008 - 2009 available in June 2009	4. PLAN OF ACTION Call and send industry critique in advance of actual student field observation and have them sign off on a firm commitment to return survey
3.	3.Reassess and revise Travel Career Developmental course in 2010 as capstone course in Travel & Tourism program.	3.2008-2009 September 2009	3. No industry response. Verbal communication elicited information that students received a 4 out of 5 on the survey.

4.	4.	4.	4.PLAN OF ACTION-2010 Students will take survey to person responsible for the field observation and return it personally at completion.
5.	5.	5.2009-2010 June 2010 responses to Industry Student Field Observations Survey.	5.Good Industry response based on 2010 Plan of Action. Industry indicated that 95% of the students received a 5 in a 4 out of 5 on the critique survey.
6.	6.	6.	6.PLAN OF ACTION-2011 Provide students with more more internship opportunity.
7.	7.	7.	7.