



NOTRE DAME
OF MARYLAND
UNIVERSITY

OFFICE OF THE PRESIDENT

June 16, 2016

(Sent via EMAIL and US Postal Service)

Dr. James D. Fielder, Jr.
Secretary of Higher Education
Maryland Higher Education Commission
6 N. Liberty Street, 10th FL
Baltimore, MD 21201

RE: BA in Leadership in Hospitality and Event Management

Dear Secretary Fielder:

Thank you for the opportunity for Notre Dame of Maryland University (NDMU) to respond to the objection filed by the University of Maryland Eastern Shore (UMES) regarding our new proposal to offer a Bachelor of Arts degree in Leadership in Hospitality and Event Management. As explained in the following narrative, our proposed program is markedly different from that offered by UMES. Further, the NDMU program will not cause unreasonable program duplication or demonstrable harm to the UMES programming. Finally, our program supports, rather than hinders, Maryland's equal education opportunity obligations under State and federal laws.

ANALYSIS OF THE ISSUES

Point 1: Curricular Duplication and Event Management

UMES suggests in its objection that the curriculum proposed in NDMU's program duplicates that of the UMES Bachelor of Science degree in Hospitality Management and Tourism. We believe that a careful analysis of the programs will indicate that they are quite different. Put briefly, our proposed program is a **BA rather than a BS degree, it focuses on women's leadership and it focuses on event management.** These are not the main components of the UMES program.

Ours is a liberal arts-focused **women's leadership curriculum** which includes our **faith-based mission** (6 required credits in religious studies); **experiential learning component** in the major (9 required internship credits); and a strong **women's leadership core** (9 credits) specifically designed to educate and promote the advancement of women in a field in which females represent 55% of total employees but **less than 10% are at the managerial level.** Women more often than not find themselves in the lower-paid service occupations of the hospitality industry.

Women need the opportunity to move higher in the field and that basic necessity is a significant if not the major reason for our offering this program in our Women's College.

Another important need for our program is that there is an **underserved market for event management**. Although UMES states that their program includes event management, the curriculum (UMES Exhibit 1)) that they provided shows no coursework in the subject, while our proposed program provides 22 credits explicitly dedicated to this subject area. Please see NDMU Exhibit A which depicts a comparison of the NDMU and UMES curricula.

Finally, it is important to remember that our thrust in this and many of our other programs is to educate women and in so doing, provide them with expanded opportunity. We have done that for over a hundred years and have received many forms of national recognition. More than the teaching of hospitality and event planning knowledge and skills is required to help women thrive in an industry where the leadership is dominated by men. This point will be further expanded in Point 3.

Point 2: Limited New Program Productivity Target

UMES suggests that NDMU's proposed BA in Leadership and Event Management will "draw student market attention and industry supportive resources away from" the UMES program. After a careful review of their program and requisite workforce projections data, we disagree. Rather we think that the hospitality industry is underserved such that there is plenty of room for a new program. It is unlikely that UMES can meet the growing demand even with its planned expansion. Kindly consider the following rationale.

When considering Bureau of Labor Statistics (BLS) occupational projections reported by the Maryland Department of Labor, Licensing and Regulation, between 2012 and 2022, there will be a need for 977 additional workers in Maryland as "Meeting, Convention, and Event Planners" (SOC 13-1121). These figures factor in both anticipated job growth and replacements for current workers in the industry. This occupational category is particularly relevant given NDMU's focus on event planning and the fact that the educational requirement for this category is the bachelor's degree. Likewise, across the occupational categories of "Food Service Managers" (SOC 11-9051) and "Lodging Managers" (SOC 11-9081), there is a projected need for an additional 705 and 182 workers respectively in Maryland between 2012 and 2022. When taken together, these three job categories alone will have an anticipated 1,864 job openings in Maryland, or an annual average of 186 job openings, over this 10 year period. UMES only graduated 34 students from its B.S. in Hospitality Management program in 2015, with a five-year average of 42 degrees per year, according to MHEC's 2016 Trends in Degrees and Certificates Report. Additionally, according to the BLS 2014 – 2024 national projections, there will be 111,900 job openings (21.8k, 77.1k, and 13k respectively) nationally in these three fields over this 10 year period, or an annual average of 11,900 job openings.

Further, the BLS and the Maryland Office of Tourism Development reported that hospitality jobs represent almost 10% of all employment in the U.S. and Maryland. Nationally, the number of jobs in the industry is projected to increase by 1.8 million from 2009 through 2019. As reported in the *Journal of Tourism and Hospitality Management* (2014), an 11% growth is projected in

management positions in the industry, where women traditionally are underrepresented. In June 2015, the *Baltimore Business Journal* described that in Maryland, “as the tourism industry rebounds from the recession and job openings grow, there aren’t enough qualified individuals to fill these positions, particularly at the management level.”

In short there is a **substantial unmet demand** for individuals in all aspects of the hospitality industry which needs to be and can be served by both the NDMU program and UMES's program. Moreover, UMES’s own words, (UMES letter dated 27 May 2016), acknowledge and quantify the proposed NDMU program as having a “miniscule projected number of graduates.” *Clearly, it is beyond dispute that the NDMU program will NOT have a demonstrable impact on UMES.*

Point 3: Female Leadership, the Women’s College and Program Duplication

UMES suggests that NDMU’s B.A. in Leadership in Hospitality and Event Management represents an “unnecessary duplication” of its programs in terms of gender because 50% of the UMES graduating class in their program were female. In response, we reaffirm that a women’s college offers a markedly different educational experiences from a co-education environment. Thousands of articles have been written which affirm this point. There is no need to cite them here. Let us just list a few of the differences. We point out that the last one is particularly important.

- Female students at women’s colleges participate more fully in and out of class.
- Women at women’s colleges report greater satisfaction than their coed counterparts with their college experiences in nearly all measures—academically, developmentally and personally.
- Women at women’s colleges develop higher levels of self-esteem than other high achieving women in coed institutions. After two years in coed institutions, women have been shown to have lower levels of self-esteem than when they entered college.
- Women who graduate from a women’s college are more successful in careers; that is, they tend to hold higher positions, are happier and earn more money.
(<http://www.womenscolleges.org>)
- Female learners are drawn to enroll in a **women’s college for exposure to a learning experience** that is different from that which is provided by a co-educated institution. Women’s colleges emphasize a female-oriented focus, and the curricula at a Women’s college approaches learning from a feminist perspective in a way that is most responsive to a women’s way of knowing—something that cannot be attained or duplicated in a co-ed program such as at the UMES program in spite of the even ratio of women to men. Furthermore, Maryland has a similar obligation to female students who are underrepresented in certain disciplines and management positions.

NDMU’s mission as a Women’s College chartered to educate women—a historically underserved group—mandates that NDMU seek out those areas and opportunities where women continue to be underrepresented. NDMU further believes that to be limited in its ability to do so would diminish NDMU, as a women’s college.

Point 4: Proximity

UMES, in its objections, expressed concern over the proximity of the NDMU main campus in Baltimore to several of the UMES proposed and existing satellite locations. We do not believe that “proximity” exists.

Geographically, **NDMU is located at a minimum over an hour car-ride** away from any of UMES current or proposed locations. It is approximately 138 miles (over 2 hours) from UMES’ main campus in Princess Anne, 48 miles from the Universities of Shady Grove, and 74 miles from the University System of Maryland Hagerstown.

Other Related Points

Facilities and Expertise

UMES, in its objections, raises concerns about the quality of facilities and level of expertise in NDMU’s proposed program. NDMU will address the need for specialized facilities through experiential learning and collaborative arrangements, including 1) partnerships with our food service provider, Sage, for on-campus practicum experiences; 2) partnerships with our founding and sponsoring School Sisters of Notre Dame organization facilities, as well as local area hotels and event facilities for additional experiential opportunities; and, most important 3) a curriculum focused on management and leadership rather than production. As for their comment about expertise, NDMU has engaged expert consultants in the program and curriculum development of our proposed new major and the curriculum reflects the approval standards put forth in the field of hospitality and event management. All courses will be taught by qualified faculty with significant expertise in this field.

Conclusion

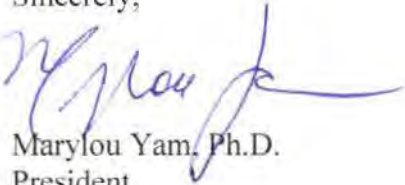
Notre Dame of Maryland University has addressed the concerns raised in the UMES objection.

NDMU further maintains that upholding UMES’ objection would 1) cause demonstrable harm to the NDMU women’s college because it could result in a loss of projected students equal to 15% of a future graduating class; 2) poorly serve the workforce needs of Maryland and the region in this high productivity industry where women are underrepresented at the management and executive levels; and 3) violate the state equal educational opportunity obligations by limiting Notre Dame’s ability to adequately serve the career and educational needs of women through its women’s college programs.

Notre Dame of Maryland University, therefore, respectfully requests that the Commission move to approve, as proposed, the NDMU B.A. in Leadership in Hospitality and Event Management program to be offered through the NDMU Women’s College.

If you have any additional questions or need clarification of any of these points, I will be glad to meet with you at your convenience.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Marylou Yam', with a long horizontal flourish extending to the right.

Marylou Yam, Ph.D.
President

Cc: Monica Wheatley, Associate Director of Academic Affairs, MHEC
Jennifer Frank, Vice President of Academic Affairs, MICUA

Exhibit A: Comparison of UMES and NDMU Curricula

NDMU program emphasis on Event Planning is in bold font, underlined below.

UMES B.S. Hospitality and Tourism Management (UMES Exhibit #1)	NDMU B.A. Leadership in Hospitality and Event Management
FMGT 350 Commercial Food Production FMGT 371 Hospitality Purchasing HMGT 300 Professional Development HMGT 301 Front Office Management HMGT 303 Hospitality Facilities, Operation and Maintenance	Foundation Courses (15 credits) <i>(may take 18 credits for Business Minor with additional course)</i> ECO-211 Introduction to Macroeconomics ECO-212 Introduction to Microeconomics BUS-302 Principles of Management BUS-303 Principles of Marketing BUS-416 Managing Financial Resources
UMES B.S. Hospitality and Tourism Management (UMES Exhibit #1)	NDMU B.A. Leadership in Hospitality and Event Management
HMGT 305 Entrepreneurial & Small Business HMGT 305 Hospitality Industry Accounting HMGT 401 Law and the Hospitality Industry HMGT 402 Human Resource Management HMGT 440 Financial Analysis for Hospitality Industry HMGT 490 Hospitality Research I HMGT 491 Hospitality Research II HMGT 498 Professional Development	*Leadership sequence (9 credits) BUS-334 Teamwork and Negotiation BUS-451 Women in Leadership COM-382 Gender and Communication Internship Experiences (9 credits) Hospitality and Event Management Core (34 credits) *HOS-190 Introduction to the Hospitality and <u>Event Planning</u> Industry *HOS-210 Professional Communication in Hospitality and <u>Event Planning</u> HOS 230 Travel and Tourism HOS 350 Food & Beverage, with Safety and Sanitation Certification *HOS 360 Catering and <u>Special Events</u> HOS-370 Lodging Management *HOS 380 <u>Meeting and Convention Management</u> *HOS 400 Hospitality and <u>Event Information Systems</u> HOS 450 The Legal Environment HOS 470 Human Resources and Labor Relations *HOS 480 Supply and Logistics in Hospitality and <u>Events</u> *HOS-490 Contemporary Topics in Hospitality and <u>Events</u> (4 credit capstone)

*Indicates Leadership, Event Planning Focus