



**DIVISION of ACADEMIC AFFAIRS**  
**Office of the Provost and Vice President**

May 27, 2016

Dr. James D. Fielder, Jr.  
Secretary of Higher Education  
Maryland Higher Education Commission  
6 North Liberty Street  
Baltimore, MD 21201

Dear Dr. Fielder:

The University of Maryland Eastern Shore objects to the new proposal from Notre Dame of Maryland University to establish a Bachelor of Arts degree in Leadership in Hospitality and Event Management on the basis of: 1. Unreasonable program duplication which would cause demonstrable harm to the UMES BS in Hospitality and Tourism Management degree program; and 2. Violation of the state equal educational opportunity obligations under state and federal law. The following narrative more specifically addresses our opposition to approval of this program proposal.

**Curriculum Duplication**

The University of Maryland Eastern Shore has an established history of fully meeting the entry level leadership needs of the state and regional hospitality and tourism industry since 1978 in its role as the exclusive USM institution offering the Bachelor's degree in this career area. While the proposed name of the Notre Dame program may be different, scrutiny of the actual curriculum clearly indicates 90% curriculum duplication (**Exhibit-# 1**).

**Event Management**

UMES officially changed the name of the historical Hotel and Restaurant Management (HRM) program to Hospitality and Tourism Management (HTM) in 2014 to more fully reflect the fact that male and female graduates are produced to fulfill a much broader variety of entry level leadership positions in the hospitality industry than simply hotels and restaurants including *Event Management*. This outcome was recognized by the ACPHA accrediting body in 2009 and the name change was recommended at that time. UMES sought approval with MHEC for the name change and it was appropriately approved (**Exhibit-# 2**).

## **Female Leadership**

The Notre Dame proposal projects a *female leadership development focus* for the industry. This targeted training for females presents an unnecessary duplication in that 50% of graduates in the current Spring 2016 UMES HTM graduating class of 30 are female and is consistent with the percentage of female students graduating from the UMES program over the last five years. (Exhibit -# 3).

## **Limited New Program Productivity Target**

UMES has produced approximately 50 graduates annually for the past five years at the main campus in Princess Anne, supplemented by an active and growing program at the Universities of Shady Grove (USG) in Rockville, MD (Exhibit # 4). Further expansion of the HTM program is under development at the University System of Maryland Hagerstown (USMH) in Western Maryland and is slated for opening in the fall of 2017. Additionally, HTM faculty are preparing to roll out a full 2+2 program of online upper level courses to support the growing number of graduates completing Associate degrees in Hospitality/Tourism and Business at state and regional community colleges. Accordingly, the 14 annual graduates projected by Notre Dame by 2025 hardly seems a prudent investment in resources. While miniscule in projected output, the energy and effort expended to launch the program would draw student market attention and industry supportive resources away from this high demand successful program at UMES which happens to be a Historically Black Institution (HBI). Additionally, the HBI mission is to provide educational opportunities for underserved populations which, by the statistical and background data provided by Notre Dame (and endorsed by UMES), includes women not prepared for Hospitality/Tourism career leadership. The proposed Notre Dame program would therefore have a deleterious undermining effect on UMES, an HBI, in the context of that mission.

## **Facilities**

The Notre Dame proposal indicates no need for specialized facilities. We believe that this information is not accurate. The existence of food as art, science and business in the operations of hospitality/tourism establishments and especially in events and event management is paramount and cannot be ignored in first-class university level preparation for industry leadership. The journey of matriculation must include specialized and accredited culinary/quantity food production facilities. These can be observed at the UMES sites in Princess Anne and USG. Special state enhancement funding has been allocated to facilitate the development of similar facilities at USMH. Notre Dame actually acknowledges the importance of Food and Beverage expertise in section C, paragraph 3 of their proposal but does not recognize the requirement for specialized facilities (and personnel) to deliver appropriate training in their degree program.

## **Accreditation**

The Notre Dame proposal projects program accreditation by ACPHA in five years. UMES-HTM was accredited by ACPHA in 2009 and is slated for renewal in 2017. ACPHA accreditation permits the award of the Certified Hospitality Graduate (CHG) designation to graduates (Exhibit # 5). This designation would be unavailable to Notre Dame for at least five years.

## **External Partnerships, Contracts and Articulations**

**UMES –HTM** again recognizes unnecessary duplication in Notre Dame proposed articulation agreements with area community colleges. Existing articulation agreements with institutions to include Montgomery County Community College in MD and Northern Virginia Community College in VA, help populate the UMES-HTM at USG student body projected at 75 for fall 2017. Additionally, UMES has specialized certification authorization and qualified personnel to offer such important industry certifications as ServSafe Food Manager, Certified Hospitality Industry Analytics (CHIA), CVent (an event management qualification) and all American Hotel & Lodging Association (AHLA) certifications. Through UMES student chapters of the International Foodservice Managers Association (IFSEA) and Eta Sigma Delta (ESD), the international honor society of hospitality management, additional certifications are offered and earned by UMES students.

In summary, the University of Maryland Eastern Shore objects to the establishment of the BA in Leadership in Hospitality and Event Management at Notre Dame of Maryland University. We strongly believe the evidence presented in this communication constitutes adequate representation to clearly demonstrate that the proposal by Notre Dame of Maryland University to offer a Bachelor of Arts degree in “Leadership in Hospitality and Event Management” constitutes an unnecessary duplication of programs, as well as a threat to a high demand HBI program. Accordingly, we recommend disapproval of the proposal but stand ready to discuss collaboration with Notre Dame in addressing any particular HTM training needs for the student market they may have identified.

Sincerely,



Alton Thompson, Ph.D.  
Interim Provost and Vice Provost

cc: Dr. Juliette B. Bell, President  
Dr. Joann Boughman, Senior Vice Chancellor for Academic Affairs, USM  
Ms. Teri Hollander, Associate Vice Chancellor for Academic Affairs, USM

## **EXHIBIT #1**

### **UMES – HOSPITALITY AND TOURISM MANAGEMENT**

#### **Required Courses**

#### **GENERAL EDUCATION REQUIREMENTS**

All students are expected to complete a common body of academic course work. The General Education Requirements are designed to promote the development of a comprehensive educational base which will effectively support a student's choice of a major concentration. General Education Requirements are distributed as follows:

#### **Curriculum Area I - ARTS AND HUMANITIES Credits 9**

Students must select Discipline E: SPEECH ENGL 2031 plus:

One course from each of two disciplines:

##### **Discipline A: ARTS**

ARTS 101, ARTS 310, MUSI 100, MUSI 101, MUSI 109

##### **Discipline B: HISTORY**

HIST 101/101H, HIST 102/102H, HIST 201, HIST 202, PHIL 201

##### **Discipline C: LANGUAGE**

FREN 101 or FREN 102, SPAN 101 or SPAN 102, ASLS 203 or ASLS 204

##### **Discipline D: LITERATURE**

ENGL 204, ENGL 205, ENGL 206, ENGL 207

#### **Curriculum Area II - SOCIAL AND BEHAVIORAL SCIENCES Credits 6**

Students must select one course in each of two disciplines.

##### **Discipline A: SOCIAL SCIENCES**

ECON 200 or ECON 201

##### **Discipline B: BEHAVIORAL SCIENCES**

CRJS 101

HUEC 203, HUEC 220, HUEC 361

PSYC 200

SOCI 201

#### **Curriculum Area III - BIOLOGICAL AND PHYSICAL SCIENCES Credits 7**

Students must select **two** science courses and **one** science laboratory course from the following.

ANPT 114, ANPT 114H

BIOL 101, BIOL 103 (lab), BIOL 111, BIOL 113 (lab), BIOL 112, BIOL 114 (lab),

CHEM 101, CHEM 102, CHEM 103 (lab), CHEM 104 (lab)

ENVS 101, NUDT 210

**FMGT 350 – Commercial Food Production**  
**FMGT 371Hybrid – Hospitality Purchasing**  
**HMGT 300 A/B – Professional Development**

**HMGT 301- Front Office Management**  
**HMGT 303- Hospitality Facilities, Oper. & Maint.**  
**HMGT 305 – Entrepreneurial & Small Business**  
**HMGT 305 – Hospitality Industry Accounting**

**HMGT 401 – Law and the Hospitality Industry**  
**HMGT 402 – Human Resources Management**  
**HMGT 404 – Hospitality Facilities Design**

**Project**  
**HMGT 440 – Financial Analysis for Hospitality**  
**Industry**  
**HMGT 490- Hospitality Research I**  
**HMGT 491 – Hospitality Research II**  
**HMGT 497 – Professional Development**  
**HMGT 498 – Professional Development**

**UMES –HTM Electives must be chosen to equal – 12 Credit Hours**

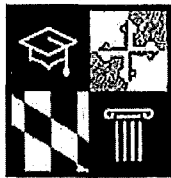
Students select from a broad variety of BUED, CARM FMGT, HMGT, and TMGT prefix courses, totaling 63 credits of options.

**Supportive Course – 3 Credit Hours**

BUAD 132 - Introduction to Business

**Bachelor of Science HTM Program Summary:**

|  |                    |
|--|--------------------|
| Core Upper Level Hospitality & Tourism Courses | 45 Credits         |
| Core Lower Level Hospitality & Tourism Courses | 19 Credits         |
| Elective Hospitality & Tourism Courses         | 12 Credits         |
| Supportive Course                              | 03 Credits         |
| <u>General Education Courses</u>               | <u>41 Credits</u>  |
| <b>Total Credits Required</b>                  | <b>120 Credits</b> |



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Dr. Ronald Nykiel  
Provost and Vice-President  
Academic Affairs  
University of Maryland Eastern Shore  
3111 John T. Williams Hall  
Princess Anne, MD 21853

Dear Dr. Nykiel:

The Maryland Higher Education Commission has reviewed a request from the University of Maryland Eastern Shore to rename the Bachelor of Science in Hotel and Restaurant Management to a Bachelor of Science in Hospitality and Tourism Management. I am pleased to inform you that this request has been administratively approved. The HEGIS and CIP codes will not change. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission's Policies and Procedures for Academic Program Proposals and the Code of Maryland Regulations.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

| <u>Current Program Title</u>    | <u>New Program Title</u>           | <u>Degree Level</u> | <u>HEGIS</u> | <u>CIP</u> |
|---------------------------------|------------------------------------|---------------------|--------------|------------|
| Hotel and Restaurant Management | Hospitality and Tourism Management | B.S.                | 050800       | 520904     |

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

Shawna Acker-Ball, PhD  
Director  
Academic Affairs

SAB:mrw

Cc: Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM  
Dr. Juliette B. Bell, President, UMES

**EXHIBIT #3**

**UNIVERSITY OF MARYLAND EASTERN SHORE  
SCHOOL OF BUSINESS AND TECHNOLOGY  
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT**

**PERCENTAGE OF FEMALE HTM GRADUATES**

**SPRING 2012 – 2016**

| <b>YEAR</b>                       | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> | <b>2016</b> |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| <b>%</b>                          | 60%         | 77%         | 51%         | 86%         | 50%         |
| <b>Total<br/>Spring<br/>Grads</b> | 45          | 22          | 35          | 21          | 30          |
|                                   |             |             |             |             |             |

**EXHIBIT #4**

**UNIVERSITY OF MARYLAND EASTERN SHORE**

**SCHOOL OF BUSINESS AND TECHNOLOGY**

**DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT (HTM)**

**TOTAL HTM DEPT, GRADUATES**

**ACADEMIC YEARS**

**2011-12 TO 2015-16**

| <b>YEAR</b>        | <b>2011-2012</b> | <b>2012-2013</b> | <b>2013-2014</b> | <b>2014-2015</b> | <b>2015-2016<br/>(EST.)</b> |
|--------------------|------------------|------------------|------------------|------------------|-----------------------------|
| <b>Total Grads</b> | 54               | 45*              | 58*              | 44*              | 60*                         |
|                    |                  |                  |                  |                  |                             |

- Includes PGM from 2012-13