**LETTER OF NOTIFICATION – 3**

NEW OPTION, EMPHASIS, CONCENTRATION, or MINOR

(Maximum 21 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: University of Arkansas Fayetteville

1. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
2. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
3. Proposed effective date:

Fall 2018

1. Title of existing degree program:

(Indicate if the degree listed above is approved for distance delivery)

NA – new minor is being proposed.

1. CIP Code: 19.0501
2. Degree Code: ADHE will assign code
3. Proposed name of new option/emphasis/concentration/minor (circle one):

Minor: Event Management

1. Reason for proposed action:

Due to overwhelming student requests from outside the program for a minor in event management, the program has developed and is requesting to implement this minor. In addition, there is a huge demand for graduates in the field of event management and the board of advisors for the hospitality program fully encourage and support this new minor.

1. New option/emphasis/concentration/minor objective:

For those students who want to be responsible for events such as conferences, seminars, competitions, product launches, exhibitions, gala dinners, concerts, etc., as part of their job role. This minor will allow them to learn the vital planning and management techniques that will help them meet the objectives of a variety of events.

This minor will provide highly participative activities that lead students through the process of managing an event, from concept and planning, to execution and evaluation. Students will be able to utilize a basic framework they can implement back in the workplace.

1. Provide the following:
   1. Curriculum outline - List of courses in new option/emphasis/concentration/minor– Underline required courses

HOSP 1603 Introduction to Hospitality Management  
HOSP 2603 Purchasing & Cost Control  
HOSP 3623 Intro to Meetings and Events  
HOSP 3673 Venue Management  
HESC 455V-Special Topics

* 1. Provide degree plan that includes new option/emphasis/concentration/minor

The Event Management minor provides students with expertise for careers in event planning and management. Curriculum covers skills and knowledge including negotiation, event planning, programming, promotion, budget and legal issues. This minor degree is open to all students at the University of Arkansas.

* HOSP 1603 Introduction to Hospitality Management (Sp, Fa)  
  Prerequisites: None
* HOSP 2603 Purchasing & Cost Control (Sp, Fa)  
  Prerequisites: None
* HOSP 3623 Intro to Meetings and Events (Fa)  
  Prerequisites: HOSP 1603, HOSP 2603, and HOSP 2633
* HOSP 3673 Venue Management (Fa)  
  Prerequisites: HOSP 1603 and HOSP 2603
* HESC 455V-Special Topics (Irregular)   
  Prerequisite: None

To earn a minor in Event Management, a student must earn a C or better in the five courses required for the minor.

* 1. Total semester credit hours required for option/emphasis/concentration/minor

(Option range: 9–27 semester credit hours)

15 credit hours

* 1. New courses and new course descriptions

HOSP 3623 Intro to Meetings and Events Management

Focuses on the planning and management of meetings and events in the hospitality industry. Includes developing event goals and objectives, site planning and management, event set up, risk management, food and beverage planning and management, budgeting, working with event services vendors, and marketing and promotion of events and meetings.

HOSP 3673 Venue Management

This course will provide students with the information, skills, and tools necessary to help provide a safe environment, reduce liability, and guide individual and group behavior at events. Students will learn how to develop a risk management and safety plan for an event and/or venue, how to identify and plan to avoid potential problems, and how to implement safety and crowd management plans to ensure a safe event. The primary focus of the course will be on live event and venue safety planning.

* 1. Goals and objectives of program option/emphasis/concentration/minor
* For Students to understand the role of an event manager
* Students will learn basic planning and organizing skills to ensure an event completes on schedule
* Students will be able to understand the role of events in the context of integrated marketing communications as part of promoting the business strategy
* Allow students to explore creativity in designing event concepts
* Understanding the importance of managing teams for a successful event
* Examining the use of cost control mechanisms
* Reviewing the importance of sustainable event planning
* Learning the value of contingency planning
* Understanding the importance of post-event evaluation
  1. Expected student learning outcomes
* Develop an understanding of the significance of meetings and events within the hospitality industry.
* Understand the client or organization's goals and objectives for the meeting and event.
* Produce a memorable event experience within budgetary constraints.
* Communicate effectively with internal and external constituents to develop proactive relationships when facilitating a successful meeting or event.
  1. Documentation that program option/emphasis/concentration/minor meets employer needs (if applicable)

The special events industry has grown enormously in the past decade. According to recent research conducted by Dr. Joe Goldblatt, CSEP (Certified Special Events Professional), spending for special events worldwide is $500 billion annually. The Bureau of Labor Statistics projects event planner employment growth of 43.7% between 2010 and 2020 with the expectation that over 30,000 new jobs will be added during that timeframe. This puts the Event Planning industry on a much faster pace of growth than the average industry. This growth leads US News and World Report to ranks the upward mobility of event planners as "Above Average", something that many young people find very appealing. Money Magazine ranked Event Planning at #8 in their list of the top 20 jobs for young people. There are many ample opportunities to enter this industry, and the faculty at the University of Arkansas feel we owe it to our students to adequately prepare them for such a career.

In addition to the statistics listed above, the Hospitality Innovation (Management) board of advisors has recommended the minor and have been an immense help in designing this minor. Furthermore, the board of advisors is steadfast in their feeling that this minor will highlight the University of Arkansas hospitality program when compared to other hospitality programs featured at universities in the state of Arkansas.

* 1. Student demand (projected enrollment) for program option/emphasis/ concentration/minor

Projected enrollment for the minor is estimated at 15-20 new students per semester.

* 1. Name of institutions offering similar program option/emphasis/concentration/ minor the institution(s) used as a model to develop the proposed program option/ emphasis/concentration/minor (if applicable)

West Virginia University

University of Nevada, Las Vegas

1. Institutional curriculum committee review/approval date: January 17, 2018
2. Will the new option/emphasis/concentration/minor be offered via distance delivery? If yes, indicate mode of distance delivery:

No

1. Explain in detail the distance delivery methods/procedures to be used:

N/A

1. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

Hospitality faculty are making better use of existing resources, including strategic hiring of faculty by type, tenure track v. non-tenure track. Therefore, no additional FTE will be required because the new courses will be covered with existing FTE already assigned to the program.

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: January 22, 2018

Board of Trustees Notification Date: March 29, 2018

Chief Academic Officer: James S. Coleman Date: January 18, 2018