

Western Illinois University
Division of Academic Affairs
Department of Dietetics, Fashion Merchandising and Hospitality

Consolidated Annual Report, Planning Document and Budget Request

Reports Due to Provost and Academic Vice President

Directors: March 11, 2011

Deans: March 15, 2011

(Please submit electronically)

Presentations

Directors: March 23, 2011

Deans: March 29, 2011

Provost: April 28, 2011

Respond to the following questions in no more than fifteen pages. Attach appendices with supporting documentation where appropriate. Please be sure to prepare responses that address Western Illinois University-Macomb and Western Illinois University-Quad Cities as appropriate.

CURRENT YEAR

Fiscal Year 2011

I. Accomplishments and Productivity for FY11

A. Give a brief review of the division's goals and objectives for FY11.

Goals and Objective for FY11:

1. Learning Enhancements
 - a. Complete curriculum revisions to meet accreditation requirements for dietetics program
 - b. Complete the background work for the self study for accreditation for hospitality
 - c. Offer FCS 300 on line
 - d. Determine interest in the Master's in Nutrition program
 2. Fiscal responsibility and External Funding
 - a. Monitor the progress of profit level of the Knoblauch Café and adjust strategies as necessary
 3. Partnerships, Community Engagement and Outreach
 - a. Begin the first twelve week program of Bella Hearst to be offered to the community
 - b. Partner with Kinesiology
 4. Diversity and Enrollment Management
 - a. Each area to define their preferred student profile and determine strategies to reach goals
 5. Internationalization
 - a. Offer a study abroad course for hospitality
 6. Scholarship
 - a. Obtain distinguished scholar status for McArthur
 - b. Publish the study completed by McArthur, Greathouse & Smith
 - c. Publish study completed by Kim
 - d. Publish work in progress by Noh
- B. List the most important divisional accomplishments for FY11 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments. List the accomplishments based on the below goal areas. Divisions may indicate "not applicable" or "none" under a goal area as appropriate.

1. Enhanced Learning Culture
 - a. Maintain rigor and high academic standards
 - Development of assessment exams in all options
 - b. Prepare for HLC/NCA and NCATE reaccreditation
 - c. Strengthen academic programs through review and discipline-specific accreditation
 - All curriculum revisions to meet the newest Accreditation Standards for the Commission on Accreditation for Dietetic Education were passed during the Spring of 2010. New courses being offered include FCS 209, Intermediate Nutrition, FCS 304 Nutrition Informatics, FCS 307 Dietetic Field Study, FCS 409 Dietetic Practicum, FCS 406 Medical Nutrition Therapy, add laboratory experience and one additional lecture hour in FCS 305 Nutrition in the Life Span.
 - In preparation for Hospitality Accreditation the following activities have been completed: Learning outcomes have been developed for the hospitality program, course objectives are now aligned with learning outcomes, assessment exam have been piloted and revised, electronic graduate survey developed and will be administered this semester. Curriculum changes for accreditation are underway. The self study is being written and should be submitted by August 1, 2012.
 - The original plan for the Master's in Nutrition combined internship was release time for the dietetic program director to develop the internship sites. As mentioned in last year's report, only 50% of those students who apply to internships are accepted. Many are well qualified but sufficient clinical sites are not available to place these students. This planning would require numerous trips to the Quad Cities, Quincy, Galesburg, etc to meet with hospitals, WIC clinics, school foodservice sites, community health sites, and nursing homes to plan the program. Implementation of the new dietetics curriculum as well as the 5 year Program Assessment Report required June 2011 for continued accreditation has not made this possible. The department chair and program director made two trips to the Quad Cities to speak with Mississippi Valley Dietetic Association members about their interest in a Master's program. Dietitians were asked to complete a brief survey expressing their interest. Results are as follows:

Survey Responses	16
Responses who had master's degree	6
Respondents who had bachelor's degree	10
Respondents with bachelor's with interest in a master's degree	9
All respondents with interest in specific courses for graduate credit and continuing education	52
Would consider courses at the Quad City Campus	1
Would consider courses on line	11
Would consider courses at the Macomb Campus	2

The number of MVDA members is approximately 85 so if the responses were representative, it appears we should continue with the feasibility study. The Commission on Dietetic Registration is working on a manpower study for the profession and those results will be helpful. Additionally, it appears that the market for the Master's Degree should be based at the Quad City Campus. This goal will be moved forward to the next year.

- d. Increase course based civic learning and service learning.
 - See Community Engagement and Outreach below.
- e. Enhance Centennial Honors College
- f. Expand study abroad and multicultural initiatives
 - Offered first study abroad course for Fashion Merchandising to Italy in spring 2010

- Combined Fashion and Hospitality study abroad to Italy has been accepted (spring 2012)
 - Study abroad for Hospitality to New Zealand is being developed (winter 2012)
- g. Continue to explore distance education opportunities for place bound students
- Two new online courses were brought on this year and are totally accessible for place bound students: FCS 151 Principles of Food Safety, Security and Sanitation, FCS 121 Introduction to Life Span Development
 - Two more courses are under development: FCS 300 Food and Culture and FCS 321 Preparation for Marriage. One additional proposal is pending. Three more faculty are currently enrolled in the Best Practices in Online Teaching course.
- h. Support scholarly/professional activity
- Dr. Laura McArthur was selected as a COEHS scholar
 - Faculty publications were at an all time high last year and this year several manuscripts are in progress. The following paper was published this year:
 - Ng, S., Bednar, C. & Longley, C. (2010) Changes, benefits, and strategies of implementing a farm-to-cafeteria program in college and university foodservice operations. *Journal of Foodservice Management & Education*, 4(1), 22-27.
 - Two papers by Noh and Greathouse that were reported in press last year were published.
 - Manuscripts listed in last year's goals above have either been accepted or are under review.
 - Dr. Janice King received a grant for \$5,493.00 from the Illinois University Council for Career and Technical Education for *Influences on Program-Level Curriculum Development and Enrollment in Higher Education CTE Programs*.
 - Mrs. Sheryl Boston made three presentations at the following conferences; Rocky Mountain CHRIE (Council on Hotel, Restaurant and Institutional Education), Illinois State Board of Education Connections Conference, and the 30th Annual National Conference of the Resort and Commercial Recreation Association.
 - Dr. Carol Longley presented at the Illinois Nutrition Education Conference
 - The Department Criteria for retention, tenure and promotion were revised and approved by the faculty at the September 2010 faculty meeting. The criteria have been approved by the COEHS Dean's office and are currently under review by union officials.
- i. Investigate interdisciplinary/collaborative initiatives
- Data for 150 participants has been collected for the URC grant on Children Snacking Behaviors. In order to expand the study, colleagues at Texas Women's University are collecting data. The IRB for TWU has been submitted and approved.
 - Dr. McArthur is preparing a manuscript with a colleague from Eastern Carolina University
- j. Integrate technology into the classroom
- Hospitality students from FCS 150 downloaded a free CAD program to complete a restaurant floor plan project
 - FCS 255 Front Office Management students completed a weekend assignment in Quincy hotels to learn night audit and other management functions
 - Sodexo donated FoodCo computer program for student use in Knoblauch Café for inventory, production scheduling, and procurement.
 - Fashion Merchandising students in FCS 470 created, inputted data, and analyzed for profit Excel Six-Month Merchandising Plans, and used the free online program GIMP (similar to Photoshop).
- k. Other learning enhancement initiatives
2. Fiscal Responsibility and Accountability
- a. Review departmental budgets
 - b. Reallocate variance dollars to support University priorities
 - c. Identify alternative funding sources
 - Last year's goals included the continued monitoring of the changes to enhance revenue in the Knoblauch Café. During fall of 2010 the Café realized a significant increase in after cost of goods profit. These funds have been used to replace small equipment and linens

- that were needed to continue the Café.
- d. Review academic program costs
 - e. Other fiscal responsibility and accountability initiatives
3. Partnerships, Community Engagement, and Outreach
- a. Create and support partnerships with University departments, institutions of higher education, and the community
 - Bella Hearst Diabetes Center is partnering with Kinesiology to carry out the URC cardiovascular marker grant. Community members have been recruited but more are needed. This is, at least, a start to realization of the goal to offer Bella Hearst to the community
 - Due to poor response the Dialogue on Diabetes night for last spring had to be cancelled. Increased marketing is planned for this year to attract more community members.
 - b. Other partnerships, community engagement, and outreach initiatives
DFMH has excelled in community engagement and outreach initiatives. The following is an abbreviated list of the activities and service that students and faculty provided:
 - Quantity Foods students prepared and served holiday meal to special needs community members
 - Glucose Screening in March and November
 - 6 Cooking classes for Macomb Park District special needs community members
 - Go Red Luncheon Feb 5, 2010 preparation, presentation, and catered to Multicultural Center
 - Collaborator for Ticket for a Cure Grant with McDonough County Health Department
 - Sodexo Mini Nutrition Fair in all dining centers Spring/Fall
 - PRIME cooking class during summer
 - Training Table Consultation during summer for Athletes (Football, Men's/Women's Basketball) in fall
 - 2 cooking classes for Men's/Women's Basketball Players
 - 2 employee healthy cooking classes in the fall
 - 11 nutrition themed athlete nutrition boards in Western Hall weight lifting room
 - Baseball Nutrition project (anthropometric and dietary data analyzed with Food Processor software and appropriate recommendations made)
 - Health Fair at the Recreation Center in April
 - Students gave a nutrition presentation for over 100 Ameren employees
 - Students gave a nutrition presentation to the Women's soccer team
 - Dietetic majors presented nutrition lessons to the Biggest Loser program at the recreation center in the spring and fall semesters
 - Student referrals for peer nutrition education from all over campus
 - Heart Smart for Women spring of 2010
 - Visual Apparel and Merchandising Organization (VAMO student organization) style show for Delta Kappa sorority
 - VAMO students made and sold pink ribbons and donated funds to McDonough District Hospital breast cancer victims
 - VAMO students spent 5 days assisting with merchandising at the Crossings Church second hand shop
 - Kappa Omicron Nu (KONU student honor organization) students raised \$400.00 breast cancer victims
 - FCS 278 Fashion Practicum class planned and executed the Children's' Shopping Mall for the community
 - Student Association for Nutrition Education (SANE) did presentations at Farmers Market
 - Food and Culture Club carried out a Holiday Food Drive
4. Access and Equity
- a. Increase diversity
 - b. Increase internationalization

- c. Enhance recruitment and retention activities
 - Using the spreadsheets developed for tracking students four year plans and demographic data, the major feeder community colleges for each of the department's three options have been identified. A Program 2 Program plan for Fashion Merchandising for William Rainey Harper Community College has been developed and submitted to COEHS Dean's office for importation into the College template.
 - d. Other access and equity initiatives
5. Student Centered Environment
- a. Review FYE
 - Ten FYE sections were offered serving 168 students.
 - b. Review academic advising
 - A new academic advisor, Mrs. Cheryl Hutchins, joined the department in the summer of 2010. Mrs. Hutchins has been an outstanding asset to the department. She has reviewed all student four year plans and has made excellent suggestions for future advising initiatives.
 - c. Review all student support services within Academic Affairs (writing and math centers; tutoring)
 - d. Enhance communication and information leading to student success
 - e. Other student centered environment initiatives
 - In an effort to better understand student attitudes towards study and academic achievement faculty have developed a "student behavior" survey that will be administered during the spring semester in each of the core courses. IRB approval has been obtained for the survey and results will be analyzed and strategies will be developed to address issues in the department core courses. The faculty who developed the study have asked to use the instrument one more semester in order to obtain longitudinal data. The department will hear preliminary results of the survey at the end of spring semester and decide if work groups are needed to address issues of concern.
- C. Indicate measures of productivity by which the unit's successes can be illustrated.
- D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:
- 1. Western Illinois University Foundation funds
All student field trips were funded through the student enhancement fund in Foundation and included:
 - Hospitality: Catfish Bend, Anheuser Busch, Navoo Winery
 - Fashion: Kohls, The Buckle, Fashion Group International trip
 - 2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside
 - 3. Grants, contracts, or local funds
 - 4. Internal Reallocations: For reallocations over \$20,000, identify the amount, area that was reallocated from, and the priority that funds supported
 - 5. Other fund sources
 - Western Illinois Career Systems has traditionally brought approximately \$10,000 to DFMH. This fall that amount was reduced to \$3,000 as class sections were discontinued.
- E. Describe the impact the 3.5 percent rescission had on your division in FY11.
- The department had been approved for a face lift for the Knoblauch Café dining area two years ago. New carpet was installed but all other improvements have been held.
 - The department is in serious need of more current computers for faculty. We currently have 1 faculty with a 2004 computer, 5 faculty with 2005 computers, all classrooms have 2005 computers. The KH 207 computer lab has all 2003 computers that have become unusable. The department plans to submit a work order to have them removed and convert the room into a classroom.
 - No faculty have had travel support since the fall 2010 budget directives. In fields such as

dietetics, fashion merchandising and hospitality it is essential that faculty remain on the cutting edge of new developments.

- The textile laboratory was slated for renovation several years ago and is currently on hold. Most of the equipment in the laboratory is 35 years old. The condition of the equipment will impact the department's ability to attract a quality textile scientist. The most critical piece of equipment at this time is the spectrophotometer which is a basic piece of equipment for textile science research. In addition, this piece could be used for food science classes and research. See Appendix E for costs.

II. Budget Enhancement Outcomes for FY11

For each budget enhancement received in FY11 complete an Accountability Report form (Attachment A). Be specific about approved productivity measures.

BUDGET YEAR
Fiscal Year 2012

III. Major Objectives and Productivity Measures for FY12

- A. List the most important goals and objectives the division will pursue in FY12, and how these actions will be measured/assessed.
- Complete the self study for hospitality accreditation to be measured by a successful accreditation visit (1 year)
 - Plan five – eight Program to Program initiatives with community colleges. Success to be measured by monitoring transfers from those community colleges (1 year)
 - Complete the feasibility study for Master’s /Internship in Nutrition (1 year)
 - Offer two more study abroad courses (2-4 years) to be measured by enrollment
 - Support the college plan for centralized computer labs (1 year)
- B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items. All are related to the Strategic Plan action items
- C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).

IV. Technology Goals and Objectives

- A. List the most important technological goals and objectives the division will pursue in FY12, and how these will be measured/assessed.
- Continue to direct students in inputting data into the FoodCo computer system so that the program will be operational for use in the Knoblauch Café. (2-4 years)
 - Retool KH 224 to become a functional electronic classroom. An estimate has been requested from uTech and physical plant. (Attachment E) (2-4 years)
 - Continue to upgrade the department website. The website has been updated this year so that faculty information is current. (continuous)
- B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans. Goals one and two support the strategic plan for increased technology in the classroom
- C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).

V. Internal Reallocations and Reorganizations

- A. What are planned FY12 reallocations or reorganizations, including the movement of positions, the upgrade of positions, the creation of new positions, or the reallocation of personnel or operating funds?
- Dr. Janice King announced her retirement for May 31 2011. The department is currently searching for a textile scientist to replace Dr. Janet Evenson. Because positions are typically held for one academic year, the department is requesting that Mrs. Jill Cassady be hired next year. Mrs. Cassady has been integral to the increased revenue from the Knoblauch Café. She is extremely versatile and can teach both fashion merchandising and foods courses.
- B. How do these reallocations and reorganizations further Strategic Plan goals and objectives?
- This reallocation will allow the department to continue to offer the required courses for fashion merchandising while maintaining the quality of the hospitality program.
- C. Describe how all reallocations, permanent and temporary, will affect the unit’s standard performance measures.
- D. How are you planning to find new funds?
- a. Describe divisional strategies to seek additional resources (e.g., grants, Foundation)

- b. Provide an explanation of how additional resources would be used to enhance divisional objectives
- c. Summarize long-term external funding goals which extend beyond FY12
- d. Develop indicators/benchmarks to track attainment of goals

E. What is the current status of the long-term funding goals established last year?

VI. Western Illinois University Quad Cities

- A. Briefly describe programs or course offerings in the Quad Cities and the current success of those programs in terms of majors, minors, enrollment/SCH production, and completability.
- B. How many faculty do you currently have located in the Quad Cities? How many Macomb-based faculty deliver courses in the Quad Cities? How many adjuncts did you use last year to teach in the Quad Cities? Will you be requesting additional faculty/staff next year (explain)?
- C. Will you be asking for new programs or offerings in the Quad Cities next year? Will you be offering fewer programs or courses next year (if so, explain why)?
- D. Summarize your short-term (2-4 years) and long-term (5 years or more) plans for Quad Cities in your unit (if applicable).
- E. Explain additional resources (grants, foundation, etc.) derived from or located in the Quad Cities.

VII. New Academic Degree/Option/Certificate Development Requests

- A. Complete a Request for New Academic Degree/Option/Certificate Development form (Attachment B) for each new degree, option, or certificate program to be submitted through the University curricular approval process in FY12, including enrollment projections and required resource requirements. Attach a copy of the feasibility study approved by the Provost.

VIII. New Operating Resources Not Included in VII

- A. Complete an FY12 Budget Request form (Attachment C) for each new operating fund request not associated with new academic degree/certificate development requests identified in VII above. Also, please include any previous unfunded requests which remain as priorities.

IX. Facilities Requests

- A. Complete an FY12 Budget Request form (Attachment D) for each facility enhancement request over \$100,000.

X. Summary—New Fund Requests

- A. Identify, in priority order, requests for additional funding in a **spreadsheet** (Attachment E). Include all funds requested for new academic programs (VII), operating (VIII), and facilities (IX).
- B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.

XI. Scholarly/Professional Activities

- A. Provide the total number of scholarly/professional activities in your area for the following categories:
 - a. Book publications
 - b. Chapter/monograph/refereed article publications

- Three refereed article publications
- c. Creative activities—Please provide total creative activities and international subtotal
- d. Conference presentations—Please provide total conference presentations and international subtotal
 - Four conference presentations

ATTACHMENT A **Accountability Report for Program Support — FY11**
ATTACHMENT B **Request for New Academic Degree/Option/Certificate Development — FY12**
ATTACHMENT C **Budget Request — New Operating/Base Resources — FY12**
ATTACHMENT D **Budget Request — Facilities over \$100,000 — FY12**
ATTACHMENT E **Summary — New Fund Requests — FY12**