Mission Statement Assessment Activity Report Due April 21, 2017 to the Office of Academic Planning

Mission Statements – What do we do, why do we do it, how do we do it, who are we doing it for?

Why are they important? (from NAU) Understanding and articulating your program’s overall goals, purpose, and values accomplishes a number of things for your degree program. First, it synthesizes the many unique talents and goals of your faculty and aligns them into a single, common purpose. The identification of a common purpose assists faculty in making decisions concerning program and course level learning outcomes. In addition, it guides and focuses your program's decision processes concerning important assessment questions and directions needing investigation, based on your program’s larger direction, values, and goals.

A program mission statement (from NAU, UConn and elsewhere)
- Is a broad statement of the educational purpose of the program, describes the community the program serves, and states the values and guiding principles which define its standards
- Sets the tone and philosophical position from which the program's goals/objectives/outcomes are developed
- Describes both the purpose and the learning environment of the program
- Reflects how the program contributes to the education and careers of students graduating from the program
- Reflects how the teaching and research efforts are used to enhance student learning
- Is aligned with department, college and university missions
- Should be distinctive for the program

Mission Statement Rubric – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their mission statement.

The program's mission statement concisely articulates its guiding purpose and identity, clarifies the educational value of its curriculum, and aligns with the university's broader public mission.

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<td>Clear statement of program’s purpose and identity, the educational value of curriculum, and its link to university's mission</td>
<td>Mission statement articulates program’s purpose but may lack broader context</td>
<td>Vague mission statement with little connection to specific program</td>
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San Francisco State University Mission Statement Academic Senate Policy #S15-176

From the heart of a diverse community, San Francisco State University honors roots, stimulates intellectual and personal development, promotes equity, and inspires the courage to lead, create, and innovate.

SF State is a major public urban university, situated in one of the world’s great cities. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, the University offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. SF State encourages its students, faculty, and staff to engage fully with the community and develop and share knowledge.

Inspired by the diversity of our community that includes many first-generation college students, and the courage of an academic community that strives to break down traditional boundaries, SF State equips its students to meet the challenges of the 21st century. With the unwavering commitment to social justice that is central to the work of the university, SF State prepares its students to become productive, ethical, active citizens with a global perspective.
1. What was your most recent mission statement prior to any revisions?

The mission of the Bachelor of Science Degree Program in Hospitality and Tourism Management at SF State is to provide excellence in instruction and an academic environment to develop professional managers and leaders in the rapidly growing diversified hospitality/tourism industry.

The strength of the program is to provide students with a core of business foundation and professional hospitality management courses, and a choice of interdisciplinary elective emphases: hotel operation management; restaurant and catering management; conventions, meetings and event management; international tourism management; hospitality entrepreneurship management; hospitality labor relations management or a specialized hospitality management area. The department is committed to maximize student exposure to hospitality industry leaders, career opportunities and student events involving reputable industry companies. The Vista Room which is managed and operated by students, is acclaimed for its exquisite cuisine and service on campus.

2. Please describe the process of revising or developing your mission statement. What informed your discussions about your new or revised mission statement (e.g. changes in the profession, new focus of the department)? How were department faculty members involved? Was it developed in department meetings or other gatherings?

The HTM Mission statement was revised in the summer of 2105, voted and passed unanimously by the department faculty fall 2015. The newly revised HTM vision and mission statements were developed over a 3-6-month timeline. A sub-committee gathered faculty input and drafted a proposed revision with a strategic plan to support the college of business initiatives and university mission. The draft was distributed to department faculty for additional input and revision. The new draft was presented to a focus group of industry executives for commentary, subsequent revisions and modification were made. The final strategic plan and revised vision and mission statements were presented to the full for a full vote and received a unanimous vote at the first faculty meeting in August of 2015.

3. What is your revised mission statement?

Vision statement
To be recognized as the best student-centered Hospitality and Tourism Management business program on the west coast. “The best of the west”

Mission statement
The mission of the Hospitality and Tourism Management department is to be a student-centered academic and professional environment dedicated to educating exceptional hospitality and tourism industry business leaders through experiential and personalized learning.

The Three Strategic Initiatives of the Hospitality & Tourism Management Department
  • Deliver high-impact student-centered business learning experiences
  • Encourage and support faculty enrichment and excellence
  • Continuous improvement in all we do

4. Please post your revised mission statement on your department web page.
Go to http://air.sfsu.edu/assessment/resources for information about mission statements and links to SFSU statements

Website revision in progress.

Given that this year you revised your mission statement, the next step would be to review of your program learning goals in the 2017-18 academic year. If that is not the case, please notify the Associate Dean of Academic Planning. Thank you!