

# College of Hospitality, Retail and Sport Management Goals

## FY23 Goals

### Goal 1. Advance planning and support for five experiential innovation labs that enable impactful industry research, dynamic teaching and engaging learning.

- **Beverage Laboratory:** Fall 2022, approval and permits for the construction of the beverage labs were established. Construction will begin late spring 2023 and it is scheduled to open Fall 2023. HTMT and Development funds were used for the lab, however naming rights are still being explored and negotiated.
- **Esport Laboratory:** Esport research lab plans were developed fall 2022. Construction is scheduled to start summer 2023. College funds were used to build the lab, but naming rights are being explored.
- **Apple Authorized Campus Store:** An MOU was established with Office of Innovation, Partnerships & Economic Engagement and HRSM for Gamecock iHub – providing a retail management experiential learning lab that is fully integrated into our curriculum. Construction cost and initial operating expenditure incurred in Fall of 2021 were fully paid off and iHub is starting to provide revenue to the University and College. Faculty and students working at the iHub participated in several community engagement activities, including creating a Blood Drive (facilitated by the interns), competing in Relay for Life for the American Cancer Society, and USC Dance Marathon for the Child Life Program at Prisma Health. iHub also provides technology support for the campus and “Tuesday Tech Tips” on social media platforms. iHub also is utilized as a “Reflection Station” for the USC Center for Integrative and Experiential Learning. Finally, data from iHub supports classroom activities, including providing working data for retail space planning classes and a social media platform for a retail promotions course.
- **Marriott Culinary Laboratory:** In addition to a variety of food and beverage management courses, several outreach events were held in the J. Willard and Alice S. Marriott Foundation Culinary Laboratory this year.
  - Guest Chefs from Ecuador and USFQ taught students Ecuadorian and Mexican specialties;
  - Hosted a fundraising dinner with Chef William Dissen, and HTMT alumnus;
  - Had more than 10 industry executives host wine tastings in the labs;
  - Hosted Master Sommeliers in February 2023 to conduct level 1 training for our students and industry leaders.
- **McCutchen House Restaurant Management Laboratory:** McCutchen House expanded their restaurant management experiential learning operation by keeping the Garden Grill open longer in the fall and earlier in the spring. They also offered the Grab and Go options for dining during the months of operation without the Garden Grill.



## **Goal 2. Explore cross disciplinary research collaboration in key areas.**

- Attended USC's federally funded research center meeting September 15 to share collaborative research opportunities with active scholars across the university. Based on the meeting, Dr. Pennington Gray is working with Dr. Tammi Richardson on a new center grant.
- Invited faculty from the College of Information and Communication to present on their Biometric and User Experience Lab. Collaborations opportunities were explored and discussed.
- Developed an international trip with USC administrators and faculty to Ecuador and Galapagos. Research collaboration established with Public Health and CAS.
- Dr. Tom Mullikin is working with VPR office to establish an Innovation Hub for Energy and Resiliency. This is transdisciplinary project involving multiple colleges on campus and several other academic institutions.
- HTMT is working with University of Tennessee and Montana State University in hospitality, nutrition and health sciences to submit for a \$500,000 USDA grant for food insecurity curriculum and certificate programming.

## **Additional Highlights of 2022-2023**

- Master of Sport and Entertainment Management program ranked No. 5 worldwide by SportBusiness International.
- Hospitality and tourism program ranked top 10 in the U.S. for fourth consecutive year.
- Welcomed 16 new faculty members – improving the student-to-faculty ratio. Seven were assistant professors to address the low number of assistant professors in the college (only two). Two of the new hires are professors of practice – Tom Mullikin and Bill Sutton – strengthening our roster of industry leaders in the classroom.
- Welcomed renowned industry leader Sheila Johnson as an Executive in Residence to teach two leadership courses.
- Established industry advisory boards in all departments including top executives.
- Continued to increase URM student population to 489, up from 471 in 2022, 413 in 2021.
- Restructured HRSM development role to an advancement model – bringing together development, corporate engagement and alumni relations.
- Expanded student recruitment and enrollment team to support sustainable growth.
- Hosted three professional/academic conferences – SEVT, CSRI and TRMC – and two sold-out career fairs.
- Updated the School of Hotel, Restaurant and Tourism Management to the School of Hospitality and Tourism Management.
- Extended a substantial SPTE scholarship program with the David and Nicole Tepper Foundation to support three more cohorts (12 students total) of Tepper Scholars.
- Provided funding for more than 80 students to attend academic conferences and industry meetings.
  - HTMT sent over 40 students to conferences and industry visits.
  - SPTE created an undergraduate case competition team and fully funded their entrance fees and travel for two competitions.
  - RETL supported 39 students for industry experience opportunities. These include four students for New York Fashion Week, 19 for a visit to Augusta National Golf Club for a “Day of Immersion”, and 15 students for a trip to The National Retail Federation Student Conference in NYC.



## FY24 Goals

### Goal 1. Increase URM programming and recruitment efforts.

- Host degree / career path exploration camps for local high schools and middle schools with underrepresented student populations to enhance exposure to HRSM career opportunities.
- Recruit first SPTE Bridge-to-Faculty line. Apply for additional B2F scholar hiring support in RETL and HTMT. (Applications were filed in FY23 but were not selected).
- Continue working with Voorhees College on a 3+2/4+1 SPTE program.
- Collaborate with student and industry advisory boards to gain insights on improving URM recruitment and hiring initiatives.
- Continue to ensure inclusive representation in all marketing materials.
- Continue ramp-up of expanded enrollment management team and tactics.

### Goal 2. Increase awareness of and advocacy for HRSM areas excellence across target audiences, including the general public, industry, academia and prospective students.

- Host community outreach events that engage the public and raise visibility for our thought leadership, research and academic programs.
- Host thought leadership seminars, panel discussions, conferences and guest lectures that share knowledge, engage audiences, and raise visibility for HRSM areas of excellence and initiatives.
- Build engagement opportunities and partnerships for industry leaders.
- Increase presence at academic and industry conferences through presentations, speaking opportunities, sponsorship, and attendance.
- Expand career fair opportunities that strengthen partnerships with top employers.
- Continue to develop and engage industry executive advisory boards across HRSM.
- Continue to grow HRSM's reach and engagement across earned and owned media channels through strategic communications and marketing.
- Continue to engage, inform and energize HRSM's alumni network.

### Goal 3. Increase graduate student enrollment.

- Develop more online HTMT graduate classes to expand recruitment potential.
- Launch SPTE Graduate Certificate in Interscholastic Athletic Administration.
- Relaunch RETL graduate program.
- Continue launch rollout for new MBA / MSEM combination degree.
- Continue targeted marketing and communication to raise visibility for master's programs.

### Goal 4. Establish and stabilize permanent leadership in key areas.

- Onboard new dean for the College of HRSM.
- Address associate and assistant dean vacancies that will arise due to interim expirations and retirements.
- Search for new Director of the School of Hospitality and Tourism Management and address dysfunctional norms within the school.
- Restructure SPTE leadership to reflect size of department and assist with program management and transitions.
- Appoint RETL graduate director when the graduate program begins an anticipated relaunch in fall of 2024.

