

Contact: Diana Gonzalez

**REQUEST FOR A NEW PROGRAM AT IOWA STATE UNIVERSITY:
BACHELOR OF SCIENCE PROGRAM IN EVENT MANAGEMENT**

Action Requested: Consider approval of the request by Iowa State University to establish a new Bachelor of Science Program in Event Management which will be administered by the Department of Apparel, Educational Studies, and Hospitality Management (AESHM) in the College of Human Sciences.

Executive Summary: The proposed program is expected to meet both student and workforce demand for preparation in this field. This proposal was reviewed by the Board Office and the Council of Provosts and is recommended for approval. No concerns were raised when it was presented to the Iowa Coordinating Council for Post-High School Education. The proposed program addresses the Board of Regents Strategic Plan priority (1.0) to “ensure high-quality educational opportunities for students.”

Background:

- ❖ **Description of proposed program.** The proposed program will prepare individuals to plan, budget, and implement conferences, meetings, and other special events in the public or private sectors. Coursework will focus on the principles of meeting and event planning; special event management; budgets and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; and hospitality law.
- ❖ **Relationship to existing programs.** Current students have had an opportunity to learn about and engage in the event management process through existing courses offered by the department – Event Management I and Event Management II. The proposal for the proposed program grew out of an increasing demand for these courses.
- ❖ **Duplication.** There are no four-year schools in Iowa that offer this program. The proposed program is similar to programs offered at the University of Nevada – Las Vegas, George Washington University, University of Central Florida, University of Massachusetts, and Indiana University.
- ❖ **Student demand.** Enrollment for Event Management I has increased each year it has been offered and it is now fully enrolled. As a result of the high demand for the course, the department began offering it each semester beginning in Spring 2009. During the 2008-09 academic year, 37 students inquired about an event management major or minor. Students enrolled in the Hospitality, Restaurant and Institution Management Program and the Apparel Merchandising, Design, and Production Program typically seek internships in event management.
- ❖ **Projected enrollment.** The projected enrollment is 25 students in Year 1, increasing to 100 students per year in Years 4-7. The department also anticipates that an average of 22 non-majors will enroll in the proposed program coursework. Anticipated sources of these students are entering freshmen at ISU, current students who change majors, and transfer students from community colleges and other four-year institutions.

- ◇ Unique features. Faculty members in the department are experts in a wide-range of areas related to the hospitality and apparel industries, including food service, catering, promotion, brand management, trend analysis, fashion, resource management, and budget management. The proposed program will build on faculty expertise and coursework offered in the department.
- ◇ Need for proposed program. According to the U.S. Department of Labor, Bureau of Labor Statistics, “demand for event managers is expected to grow by 20% during the 2006-2016 decade, which is faster than the average for all occupations.”
- ◇ Resources. The University anticipates that no new resources will be needed to establish the proposed program. Currently, a non-tenure-eligible faculty member teaches the classes in event operations. This faculty member will be the primary instructor for the proposed program. The department anticipates the need to request a new faculty line by Year 3. Existing facilities and equipment are expected to meet the needs of the proposed program.
- ◇ Cost. The University anticipates that the proposed program will not incur new costs in Years 1-3. The total cost for the proposed program in Year 4 is expected to be \$85,000, increasing to \$98,400 by Year 7. The sources of funds will include department and college reallocations.
- ◇ Link to institutional strategic plan. The proposed program addresses ISU’s Strategic Plan mission “to create, share, and apply knowledge to make Iowa and the world a better place.”