



CEHD 1155 HPHE. New Major Event Management College of Arts and Sciences Appeal

Faculty Senate Meeting
April 7, 2022

Dean Carla Koretsky, on behalf of:
School of Communication
Department of Geography, Tourism and the Environment
School of Public Affairs and Administration



Concerns with #2 Rationale and #8 Market Demand

Market Data Analysis Provided by WMUx

- **Key Takeaway:** “The proposed degree is not likely to attract significant numbers of new students to the university given that multiple degree pathways can lead to jobs in the field.”
- **Competitive Analysis:** “Event Management as a bachelor’s degree is rare across the U.S. This could be due to a variety of factors including 8% self-employment by event planners as reported by BLS, possible certification substitution for a degree, and the fact that other programs, such as marketing, are relevant enough to help someone obtain an event management job.”



Concerns with #2 Rationale and #8 Market Demand:

Market Data Analysis Provided by WMUx

- “Workforce profile data also allows for analysis of educational pathways into event planning jobs. The most popular degrees held by current event planners are in business/marketing, communication/PR, and hospitality. This does reflect the fact that event planning degrees are relatively new but also that there are multiple degree areas that can prepare someone to work in the field.”
- “Job postings for event planning positions have also been growing nationally but have remained flat over the last three years in Michigan. Overall, I would conclude that the market for event planners is fairly weak in West Michigan.”

Concern: This major will not attract new students to WMU. It duplicates existing programs and will splinter existing students across an additional program.



Concerns with #3 Effects on Other Colleges, Departments or Programs:

- In 2020, faculty representatives from three CAS units volunteered to work on a committee with CEHD to create a truly interdisciplinary proposal with a rigorous curriculum that would take full advantage of distributed content expertise.
- Unfortunately, as articulated in the five letters of concern submitted by CAS, **faculty in all three units strongly oppose the revised proposal**, which incorporates CAS courses in the required event core cognates, the event core courses, and the elective courses (11 CAS courses of 30 total courses listed).



Concerns with #3 Effects on Other Colleges, Departments or Programs:

- “In January and February, the committee representatives presented the curriculum proposal (Appendix B) to their colleagues in a series of departmental meetings. The results of those departmental discussions are captured in an email review document (Appendix C). The committee met in February to review those comments and the consensus was that the program proposal did not have merit to continue because, as proposed it did not reflect the intent of an interdisciplinary program. The minutes of the meeting (Appendix D) summarizes the committee consensus.”

Concern: The proposed major does not integrate curriculum into a coherent program and does not engage a breadth of faculty expertise to develop a thriving, well supported interdisciplinary program.



Concerns with #4 Effect on Your Department's Programs:

“The effect on the HPHE Department to support the three programs is as follows:

- The proposed Event Management Major proposes that the 1.0 FTE EVMN Faculty Specialist no longer teaches within the Sport Management and Recreation Management Major and concentrates on teaching the core Event Management Major classes.
- The current 1.0 FTE EVMN Faculty Specialist will also assume the responsibility of being the Event Management Major Coordinator.”

Concern: The home department only has a single faculty member with content expertise in this area.



Concerns with #7 Effects on Resources:

“This is proposed as an interdisciplinary program. The classes that are included in this proposal are within the Registrar’s listings. The proposed classes that already exist utilizes the expertise and commitment by the WMU faculty to provide excellence within the student’s academic journey. The classes included in the proposal are ones that were recommended based on the expertise and enrollment availability as supported within the departments and colleges. The CEHD Dean has committed to support a new faculty position in event management/sport management once the proposed Event Management Major is approved by the university (see Dean Li’s support letter). The proposed Event Management major may require additional support in the CEHD advising office as more students may be added to the program. Increasing enrollment is positive and a major initiative of the University.”

Concerns:

- The classes were not recommended, and the proposal is not supported, by the faculty from three CAS departments, which would provide 30% of the listed courses.
- The proposed major will require an additional faculty position.



Concerns with #6 Effects on enrolled students

“This is proposed as an interdisciplinary program utilizing the strength of three colleges (CAS, HCOB, CEHD) and two courses from the College of Fine Arts. The classes offer an elevated level of flexibility. Every effort was made to make it easier for students to complete the curriculum within four years. The proposed Event Management Major is 51 credits, which allows students to take a series of electives that are scheduled with flexibility and provide areas of event concentrations. Within the advising department, there are four sample interdisciplinary pathways that students can follow to create a unique blend of courses to meet their desired event management concentration. With only being 48 credits, students are also welcomed to choose a minor in another department or college to meet their career goals. (Appendix B).”

Concern: The three CAS units hosting fully 30% of the proposed courses for this major have expressed strong opposition to this major, which they do not view as interdisciplinary or appropriately leveraging content expertise and strengths across the university.



Concerns with #11 Transfer Articulations

#11 Transfer Articulations: “Working with the Advising Office a guideline sheet will be developed to take the classes in the Major and identify the introductory classes and compare them to community college classes to identify transfer articulation (refer to the appendix). **It is likely that tourism classes will be ideal transfer classes.**”

Concerns:

- The Department of Geography, Environment and Tourism has a tourism major and faculty with content expertise in this area. The impact on that program has not been considered.



Summary Concerns:

- The proposed major is *not integrative, or truly interdisciplinary*; it is comprised of long list of courses that span a number of units in four colleges (with 30% of those courses from CAS units that oppose this major).
- The proposed major is *duplicative of existing programs*, and would reduce enrollments in those programs, while requiring *new instructional resources*.
- The process for developing this proposed program has been problematic, with *a lack of clarity* in the curricular change process resulting in repeated apparent irregularities, and culminating in a rushed and opaque appeals process.