

Event Management Major Proposal

By

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The Proposal Development Process

- Feb. '22 – After revisions to the learning outcomes under the guidance of the **Undergraduate Studies Council (USC)**, the interdisciplinary Event Management Major proposal was **approved by the USC** and **ratified** by the **Faculty Senate Executive Board** after appeal.
- Fa. '21 –The **CEHD Curriculum Committee approved** the current **interdisciplinary proposal**.
- Sp. '21 – The proposed curriculum was not recommended by the Interdisciplinary Committee to move forward.
- Fa. '20 – **Interdisciplinary Committee** began curriculum discussions and put together a curriculum.
- Sp. '20 – **USC rejected the original proposal citing a lack of interdisciplinarity**.
- Fa. '19 – Event Management Major proposal approved by CEHD Curriculum Committee.



“There is a Demand for Event Managers”



WE Upjohn Institute -Kathleen Bolter, PhD

National-level Reports (2021):

- In 2020, ~12,000 job postings for event planners with bachelor's degrees (most common) or higher.
- Only 621 bachelor degrees in event planning/management have been conferred since 2015.
- Common Skills: Budgeting, Customer Service, Scheduling, Project Management, Retail & Food Service, Sales

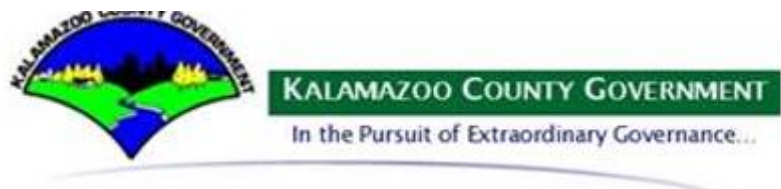
WMUx 2020 Executive Summary:

- Student completions for program called Event Management are skyrocketing for the few universities **(10)** using this title, indicating growing demand.
- A bachelor's degree is the minimum requirement for 40% of related job posting which is a positive sign for the proposed degree.
- Given the growing nature of the industry and degree field, a bachelor's degree in event management **does represent a viable opportunity for WMU.**

Note: Market Research included within the Proposal Appendices



Community Appeals for the Program



Note: A small sample of community partners

Annual Internships, Field Experiences Awaiting the Approval of the Proposed Major



Fall Events:

- Big Brothers Big Sisters Signature Fall Events
- Growlers Mac & Cheese Festival
- Kalamazoo Holiday Parade
- KalamaTopia Holiday Market
- Kalamazoo Social Media Week
- RPM Symposium
- Vineyard Classic Bike Tour
- Portage Turkey Trot
- New Year's Fest

Spring/Summer Events

- Portage Winter Blast Half Marathon
- Community Healing Centers Roof Sit
- Open Roads Bike-a-Palooza
- Kalsec Company Back to Work Picnic
- Kalamazoo Food Truck Rallies (21 events)
- Kal-Haven Trail Run with Girls on the Run
- KDPS 3-on-3 Basketball Tournament
- KDPS/Sheriff's Office Block Parties (5 events)
- Do-Dah Parade
- Pedal the Zoo

Millennium Restaurant Group, Greenleaf Hospitality, Wings Event Center and Weddings by Lisa are waiting for **HPHE 2750** and **HPHE 3750** to create a community lab/classroom curriculum that provides intentional onsite learning.



Professional Competencies Required of An Event Manager

This interdisciplinary Event Management Major program is specifically designed to support student success in event management by addressing the required professional competencies:

- Aligning customer experience with mission, vision, values of the organization
- **Budgets and budget management**
- **Designing Marketing, Advertising, Sponsorship, & communications materials**
- Hiring event partners & vendors.
- **Contract negotiations and insurance plans**
- **Event thematic development congruent with event objectives**
- Designing impactful site, décor, and venue plans
- **Building custom menus/programs/conference tracks/expo areas**
- Entertainment design & production along with **financial implications**
- **Risk management & Emergency Action Plan**
- **Registration processes, fee based tracking, customer communication**



Event Management \neq Communication Studies

Event Management \neq Non-profit Administration

Event Management \neq Public Relations

Event Management \neq Tourism Management

Event Management \neq Sport Management



Event Management Core Curriculum

Student Learning Outcomes

- Students apply strategic planning concepts to create an event design that will capture client vision, goals, and customer experience through the creation and presentation of an industry acceptable event plan.
- Students utilize problem solving techniques that will facilitate critical thinking through prioritizing event elements (event product production, food, beverage, site selection, entertainment, etc.) thereby producing a series of event templates and budgets that direct sustainable events.
- Students negotiate agreements that support onsite event management and accountability to stakeholders.
- Students measure event project management documents to strategically identify and formulate event day experiences that engage and connect audiences to the event purpose.



Rigorous Curriculum Endorsement

Meeting Planners International

Support letter provided in Appendix

MPI believes that securing the future of the meeting and events profession means **investing and supporting rigorous academic programs such as the Event Management Program at WMU.**

Meeting Professional's International would like to advocate for the events management program at Western Michigan University ... The meetings and events industry encompasses **a wide variety of skills that while related to public relations, also requires an in-depth knowledge of strategy, project management, risk management, finance, human resources, stakeholder engagement and event design.**

Nancy Snowden, Manager of Curriculum and Instructional Design



Innovation in Curriculum Design as Shown by Requirements for the Major



Requirement Matrix for the Event Management Major

		CAS	CEHD	CFA	HCOB
Essential Studies Courses (minimum 36 credit hours)	Examples	<ul style="list-style-type: none"> • COM 1000 • PADM 2000 • COM 1040 • GPS 1500 			<ul style="list-style-type: none"> • BUS 1750
Event Core Courses (36 credit hours)	Event Core Cognates (9 credit hours)	<ul style="list-style-type: none"> • COM 2000 			<ul style="list-style-type: none"> • FIN 2420 • MGMT 2140 • MKTG 2500
	Event Core Courses (15 credits)	<ul style="list-style-type: none"> • COM 2500 • COM 3480 • GEOG 3100 	<ul style="list-style-type: none"> • HPHE 2100 • HPHE 3100 		
	Field Experiences (9 credits)		<ul style="list-style-type: none"> • HPHE 2750 • HPHE 3750 • HPHE 4199 		
			12 Credit Hours	15 Credit Hours	
Related Electives (15 credit hours in your minor)	Event Exploration and Implementation	<ul style="list-style-type: none"> • COM 3350 • GEOG 4080 • GEOG 4180 • PADM 3000 • PADM 5830 • PADM 5840 • PADM 5870 	<ul style="list-style-type: none"> • FCS 1550 • HPHE 1700 • HPHE 3110 • HPHE 3150 • HPHE 3300 • HPHE 4700 	<ul style="list-style-type: none"> • THEA 1810 • THEA 2000 	<ul style="list-style-type: none"> • LAW 3800 • MGMT 2500 • MGMT 3350
	Examples	Communication, Dance, Entrepreneurship, Food Service Operations and Sustainability, General Business, Geography, Music, Recreation, Theatre, etc.			
Minor (minimum 18 credit hours)					
Other Electives (17 credit hours)					

Credit Hours Contributed by:
CAS, CEHD, HCOB to Required
Core Courses:

CAS: $12/36 = 33.33\%$

CEHD: $15/36 = 41.67\%$

HCOB: $9/36 = 25\%$



Event Management Core Faculty



Dr. Ming Li, Dean CEHD – an event and sport management professor from Georgia Southern University and Ohio University. Practical experience includes managing one of the largest student-led 3-day conferences and the Atlanta Committee for the Olympic Games.

Dr. Colin Cork, Assistant Professor – Recreation and Sport Management – practical experience in event management by leading sport camps, high school sporting events, and sponsorship sales. Additional event experience in PGA tournament site operations servicing 100,000 attendees.

Dr. Geumchan Hwang, Assistant Professor – Recreation and Sport Management - extensive research experience in consumer behavior assisting in the understanding of how attendees consume sporting events.

Dr. James Lewis, Associate Professor – Recreation and Sport Management – since 1984, Dr. Lewis has been involved in event execution including triathlons, Intermural Sports leagues, and several annual Parks and Recreation events as well as the Fall Color Bike Cruise.

Deborah Droppers, Instructor - Event Management Minor Coordinator – since 1982, Deborah has been in the event business including creating an event planning company, The Event Company, as well as the creation of the Kalamazoo Experiential Learning Center that hosts 60 events a year. Deborah has taught event management classes at WMU since 2000.

Note: A new designated tenure-track faculty position in Event Management will be added to the program faculty.





Questions?



Event Management Course Comparison University of Central Florida

University of Central Florida Core

Event Mgt Core

27 Total Credits

- Complete all of the following
 - Complete the following:
 - HFT2750 - The Event Industry (3)
 - HFT3443 - Event Technology (3)
 - HFT3519 - Event Services (3)
 - HFT3523 - Event Sales (3)
 - HFT3670 - Hospitality and Event Risk Management (3)
 - HFT4542 - Strategic Event Design (3)
 - HFT3512 - Event Promotion (3)
 - HFT4757 - Event Tourism Strategies (3)
 - Complete at least 1 of the following:
 - HFT4856 - Event Food and Beverage Strategies (3)
 - FSS4286C - Catering Management (3)

Restricted Electives

15 Total Credits

- Complete at least 5 of the following:
 - HFT3391 - Experiences in Sporting Events (3)
 - HFT3357 - Sport and Club Event Operations (3)
 - HFT3364 - Dynamic Marketing of Sporting Events (3)
 - HFT3798 - Fairs and Festivals (3)
 - HFT4394 - Event Operations (3)
 - HFT4561 - Destination Marketing & Management (3)
 - HFT4754 - Exhibit and Trade Show Operations (3)
 - HFT4796 - International Events (3)
 - HFT4866C - Exploring Wines of the World (3)
 - HFT4795 - Entertainment Arts and Events (3)

WMU Event Management Core

Event Core Courses (36 credits)

Event Core Cognates* (12 credits)

- (3) FIN 2420 Entrepreneurial Finance
- (3) MGMT 2140 Exploring Entrepreneurship
- (3) MKTG 2500 Marketing Principles
- (3) COMM 2000 Human Communication Theory

Event Core Courses (15 credits)

- (3) COM 2500 Introduction to Public Relations
- (3) COM 3480 Public Relations Writing
- (3) GEOG 3100 Introduction to Tourism
- (3) HPHE 2100 - Strategic Planning for Events
- (3) HPHE 3100 Event Management Advanced Applications

Field Experiences (9 credits)

- (3) HPHE 2750 Popups, Catering and Fundraising Events
- (3) HPHE 3750 Meetings, Conventions, and Exposition Mgt.
- (3) HPHE 4199 Event Practicum

Note: University of Central Florida is one of the leading universities offering an event management major



Collaborative Partner-KELC

Kalamazoo Experiential Learning Center

- 501-c-3 Educational Public Charity
- College Interns are paid
- Becca Shemberger, Program Director
- Liv Damos, Event Coordinator
- Deborah Droppers, President, CEO
- 60% client project funded
- 40% grant funded – Placemaking Grants

Internships Offered:

- 16 week internships – paid
- 50% of the interns are from the School of Communication
- 40% of the interns are from HPHE
- 20% of the interns are from various programs including fashion merchandise, marketing, advertising, and nonprofit administration

KELC currently works in collaboration with the city of Kalamazoo, Texas Township, Kalamazoo Downtown Partnership, and multiple non-profit and for-profit entities that provide focused internship experiences

