

**NOT FOR USE FOR CURRICULAR COURSE CHANGES
REQUEST FOR PROGRAM IMPROVEMENTS**

NOTE: Changes to programs may require course changes, which must be processed electronically. Any questions should be directed to Interim Curriculum Manager Nicolas Witschi at 7-4356 or nicolas.witschi@wmich.edu

DEPARTMENT: HPHE

COLLEGE: CEHD

PROPOSED EFFECTIVE FALL YEAR: 2022

PROPOSED IMPROVEMENTS: *Academic Program Proposed Improvements*

- | | | |
|---|--|--|
| <input type="checkbox"/> New degree* | <input type="checkbox"/> New minor* | <input type="checkbox"/> Admission requirements |
| X <input type="checkbox"/> New major* | <input type="checkbox"/> Deletion* | <input type="checkbox"/> Graduation requirements |
| <input type="checkbox"/> New curriculum* | <input type="checkbox"/> Revised major | <input type="checkbox"/> Change in Title |
| <input type="checkbox"/> New concentration* | <input type="checkbox"/> Revised minor | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> New certificate* | | |

☐ Other (explain**) ** Other:

Title of degree, curriculum, major, minor, concentration, or certificate: Event Management Major

Chair, Department Curriculum Committee:

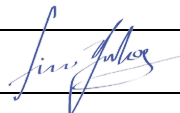


Date 09/13/2021

CHECKLIST FOR DEPARTMENT CHAIRS/DIRECTORS

- X ☐ For new programs and other changes that have resource implications, the dean has been consulted.
- ☐ When appropriate, letters of support from department faculty are attached. Not needed
- ☐ When appropriate, letters of support from other departments in the same college are attached. Not needed
- ☒ When appropriate, letters of support from other college deans, whose programs/courses may be affected by the change, are attached.
- X ☐ The proposal has been reviewed by HIGE for possible implications for international student enrollment. The first
- X ☐ The proposal is consistent with the departmental assessment plan, and identifies measurable learning outcomes for assessment.
- ☐ Detailed resource plan is attached where appropriate.
- X ☐ All questions attached have been completed and supporting documents are attached.
- X ☐ The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

Chair/Director:



Date 9/13/2021

CHECKLIST FOR COLLEGE CURRICULUM COMMITTEE

- ☐ The academic quality of the proposal and the faculty involved has been reviewed.
- ☐ Detailed resource plan is attached where appropriate.
- ☐ Consistency between the proposal and the relevant catalog language has been confirmed.
- ☐ The proposal has been reviewed for effect on students transferring from Michigan community colleges. Detailed information on transfer articulation must be included with undergraduate proposals.
- ☐ Consistency between the proposal and the College and department assessment plans has been confirmed.
- ☐ Consistency between the proposal and the College and department strategic plans has been confirmed.
- ☐ All questions attached have been completed and supporting documents are attached.
- ☐ The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

Chair, College Curriculum Committee:

Date

**NOT FOR USE FOR CURRICULAR COURSE CHANGES
REQUEST FOR PROGRAM IMPROVEMENTS**

CHECKLIST FOR COLLEGE DEANS

- ☐ For new programs and proposed program deletions, the provost has been consulted.
- ☐ For new programs, letter of support from University Libraries Dean indicating library resource requirements have been met.
- ☐ When appropriate, letters of support from other college faculty and/or chairs are attached.
- ☐ When appropriate, letters of support from other college deans, whose programs/courses may be affected by the change, are attached.
- ☐ The proposal has been reviewed for implications for accreditation, certification, or licensure.
- ☐ Detailed resource plan is attached where appropriate.
- ☐ All questions attached have been completed and supporting documents are attached.
- ☐ The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

Dean:	Date
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FOR PROPOSALS REQUIRING REVIEW BY:

GSC/USC; EPGC, GRADUATE COLLEGE, and/or FACULTY SENATE EXECUTIVE BOARD

<input type="checkbox"/> Return to Dean		
<input type="checkbox"/> Forward to:	Curriculum Manager:	Date:
<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	*needs review by Chair, GSC/USC:	Date
<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	Chair, EPGC:	Date
<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	Graduate College Dean:	Date:
<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	Faculty Senate President:	Date
<input type="checkbox"/> Approve <input type="checkbox"/> Disapprove	*needs review by Provost:	Date

1. Explain briefly and clearly the proposed improvement:

The proposal is to create an Event Management Major.

2. Rationale. Give your reason(s) for the proposed improvement.

The Event Management Minor (EVMN) minor program was started in the spring of 2009. This program has continued to grow in enrollment with 140-160 students enrolled in the EVMN classes in any given spring or fall semester. The EVMN minor program, housed within the Recreation/Sport Management degree programs, currently allows the shared efficiencies of staff and shared resource. If WMU adopts this program into a major, it will be one of 13 registered event planning or event management Bachelor Degree curricula in the United States (Appendix F). The proposed Event Management Major offers an interdisciplinary program that concentrates on planning and managing events, festivals, conferences, and conventions, and leads to the Certified Meeting Planner certification. This proposed program features a relevant curriculum featuring courses from 11 different departments among 4 colleges. The program offers experiential service learning internships, and learning competencies that produce event key assessments in problem solving, negotiations, communications, and customer centric program event planning. The curriculum incorporates entrepreneurial business classes, marketing, public relations writing, and a series of options that concentrate on leadership, tourism, and arts/stage management.

The students within the EVMN program have requested that this program be transitioned into a major to allow for the addition of classes that focus on meetings, conventions, expos, and weddings. At the conclusion of the HPHE 4199 Practicum, internship site supervisors are asked to evaluate the program based on the student's performance and skill set at the internship site. Each semester supervisors, who are in the event industry, request that the curriculum incorporate more practical learning opportunities that focus on: Banquet and Event Orders, Memoranda of Agreement, vendor contracts, event traffic plans and assessments, event technology for event site plans, risk analysis, and event planning pods. The proposed major incorporates classes that address these industry-identified needs that the current minor cannot include within an 18-credit hour program.

3. Effect on other colleges, departments, or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

In February 2020, the Undergraduate Studies Council reviewed the HPHE Event Management Major program proposal and after a closed session executive session meeting, determined that the proposal should be denied and brought back with an interdisciplinary approach. The need for an event management major was not disputed, the resubmission of an interdisciplinary event management major was the recommendation. (Appendix A).

In late September 2020, work began on formulating a committee that would represent three colleges and to create a proposed curriculum that would represent the theoretical and job readiness components supporting students desiring a management degree in event planning and execution. This committee assembled a curriculum listing that proposed a 48-credit hour program representing 11 departments from four colleges. The intentionality of the program was to create an academic program that would enable students to create pathways in the event industry allowing them to also

excel in their professions with a management degree based on theoretical and practical approaches to management and leadership.

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 and it did not reflect the intent of an interdisciplinary program. The minutes of the meeting (Appendix D) summarizes the committee consensus.

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

The Recreation/Sport Management program offers classes that will also fit the event management major topical curriculum. As part of WMU's competitive analysis, we examined universities that offer sport, recreation and event management majors. They combine programs into an offering of core classes that all three share to create budget efficiencies, and we followed that model in planning the core event management courses that would be offered through HPHE.

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.

In summary, incorporating the current classes offered through the Recreation/Sport Management programs and using the event management core classes will address hands-on learning in event specific management industries. This Event Management Major is designed to incorporate the curriculum elements that will address the curriculum as recommended by the CMP and the Certified Meeting Planner International certification designations.

5. Alignment with college's and department's strategic plan, mission, and vision.

Enhancing the employability of our students is one of the primary goals of the Department of HPHE.

The CEHD's strategic priorities are as follows:

- To develop and maintain a suite of programs that are high quality, innovative, forward-looking, and trend-setting (**Quality/Reputation**)
- To uphold the position and promote CEHD as a vital and impactful contributor to the University and the broader community it serves (**Impactfulness/Revenue**)
- To stabilize enrollment though implementing innovative recruitment and retention focused-initiatives (Enrollment/Retention/Persistence)

Here is how the proposed Event Management Major will fit those priorities:

- According to the WE Upjohn Institute (Appendix F) Bachelor's degrees are the most requested degree for event planners. Despite this, the bachelor's degree programs in event planning have conferred only 621 degrees since 2015, while in 2020 there were almost 12,000 job postings for event planners with bachelor's degrees or higher.

- The proposed Event Management Major will continue to expand on the service-learning aspect of the minor. Event management classes HPHE 2100, HPHE 3100 and HPHE 3110 require students to volunteer within the community with a combined 30 hours of volunteer service. The two core classes HPHE 2750 and HPHE 3750 will add another 50 hours of service learning. A student within the major will experience 80 hours of community service beyond their 225 hours within the practicum.
- The current EVMN minor strategically partners with the Kalamazoo Experiential Learning Center (KELC Events) nonprofit learning center in downtown Kalamazoo. The center hosts 50 events a year and the EVMN students work through the center to partner with 10 nonprofits to host these events. Students identify skill void areas (cold calling, event logistics, event implementation, meeting attendance) and work at the center to learn these skills experientially. This void analysis and operational learning help students build their resume without having to participate in a specific internship experience. The KELC would continue this partnership with the event management major students as well.

6. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time.

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 48 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)

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. If proposing a new program, include a letter and/or email of support from the university libraries affirming that the library resource issues have been reviewed. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

When proposed in 2020, the library indicated that there would be no effect on current resources of the Library (please see Appendix G: Letters of Support - Effect on Resources – additional letters are also included).

Effect on Teaching 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 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.

8. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

Currently, the Event Management Minor has a student count between 140-160 students. If this program becomes a major, it is estimated that the major will attract around 20 students a semester. The Event Management major, as proposed, is a practical major with relevant curriculum experiences that will enhance the employability of the students/graduates.

The EVMN minor has not been marketed to potential students. With only word of mouth advertising, the EVMN minor has fluctuated with its numbers growing as high as 220 students in 2017. The unique marketability to a growing demographic of event planning/management prospective students will help to substantiate the proposed Event Management major and positively impact student enrollment.

A recent Gallup 30 Year Impact Study outlined what schools, businesses and communities needed to do to enhance the employability of students in the workforce (Dr. Randy Watson, Kansas Commissioner of Education, "Kansas Leads the World in the Success of Each Student"). Apprenticeships, mentoring, and on the job experiences were named as critical to ensuring that the skills were developed in both high school and college. What rose to the top of the recommendations is participating in long term project-based learning that significantly impacts critical thinking skills and cognitive development.

The proposed curriculum incorporates project-based learning (HPHE 2100, HPHE 3100 and HPHE 3110) with experiential learning (HPHE2750 and HPHE 3750) and addresses student learning needs as well as "connecting the dots" between curriculum and the practicality of event management.

9. List the learning outcomes for the revised or proposed major, minor, or concentration. The department will use these outcomes for future assessments of the program.

Event management as an academic program will require both theory and practice through engaging students with knowledge, critical thinking skills, and expertise. This proposed Event Management major combines both curricula and service learning in preparation for the demands of the event industry.

The following outcomes are part of the Certified Meeting Planner certification program (Appendix I - Category of Meeting Planner International Standards and Overview):

Students apply communication tactics to effectively collaborate with clients and stakeholders. -

Students acquire problem solving techniques that will facilitate critical thinking.

Students formulate the construct of integrative negotiations by embracing the collaborative nature of event planning.

Students intrinsically grasp the realities of how event strategies are bound by the event budget and assess the financial dynamics.

10. Describe how this change is a response to assessment outcomes that are part of a department or college assessment plan or informal assessment activities.

Recent program reviews and student evaluations have recommended that the curriculum offer more practical field experience to better prepare students for internships and jobs. Adding service-learning classes that partner with corporate enterprises will enhance the assessment value of the major. This curriculum will teach students how to plan events, festivals, meetings, and conventions by building strong communications and interpersonal skills to be negotiators as they learn how to address event implementation challenges and budgetary demands. Industry letters of support can be found under Appendix G.

11. (Undergraduate proposals only) Describe in detail how this change affects transfer articulation for Michigan community colleges. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

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.

12. Please offer both “Current Catalog Language” and “Proposed Catalog Language” if there is to be a change in the catalog description for a given program. For the “current” language, please copy and paste relevant language from the most current catalog and for the “proposed” language, please share the exact proposed new catalog language. As possible, bold or otherwise note the key changes in the new proposed catalog language.

PROPOSED CATALOG COPY (2022-23)

The undergraduate event management program housed within the Department of Human Performance and Health Education is an interdisciplinary program that empowers students to create their own event management pathway. The core program focuses on event ideation, program design, technology, execution management, budgeting, and community engagement. The major is experientially based with both in-class and off-campus learning providing opportunities to work with community businesses to experience the challenges of event implementation. The curriculum is designed to support the Meeting Planner International (MPI) Standards with courses that focus on the meeting and business event competency standards industry subsets. Event management students will acquire a core foundation in management, budgeting, communications, event and meeting design, negotiations, and project management.

Additional Recommended Certificates (after graduation) include: Certified Meeting Planner (CMP) and Certified Special Events Planner (CSEP). American Association of Certified Wedding Planners has several certifications.

Proposed Event Management Major (51 total credits)

A guided minor is required

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

Elective Courses (15 credits required)

Minor courses cannot be used as event management major electives

Event Exploration and Implementation (Select 15 Credits not included in the minor)

- (3) THEA 1810 Stage Management
- (3) THEA 2600 Arts Management
- (3) COM 3350 Leadership Communication
- (3) FCS 1550 Design Principles
- (3) GEOG 4080 Tourism Marketing
- (3) GEOG 4180 Tourism Planning and Development
- (3) HPHE 1700 Intro to Recreation/Sport Management
- (3) HPHE 3110 Event Marketing
- (3) HPHE 3150 Measurement, Evaluation, and Statistics for Exercise Science, Health and Physical Education
- (3) HPHE 3300 Grants and Fund Development for Sports, Recreation & Events
- (3) HPHE 4700 Facilities and Risk Management
- (3) LAW 3800 Legal Environment
- (3) MGMT 2500 Organizational Behavior
- (3) MGMT 3350 Building the Entrepreneurial Business
- (3) PADM 3000 - Nonprofit Advancement
- (3) PADM 5830 Grant Writing
- (3) PADM 5840 Nonprofit Marketing and Development
- (3) PADM 5870 Fund Raising for Nonprofit Organizations

**PROPOSED EVENT MANAGEMENT MAJOR PROGRAM IMPROVEMENT
INTERDISCIPLINARY PROGRAM
APPENDIX LISTING**

Appendix A – Minutes of the 2020 WMU Undergraduate Studies Council
Recommending resubmission with interdisciplinary approach

Appendix B – Proposed Interdisciplinary Event Management Major
(with explanations)

Appendix C – Letters and Emails reviewing departmental proposal comments
Letters of denial by School of Communication and Business College
Email exchange and review at meeting to determine next steps
HIGE Support Letter

Appendix D - Minutes of the Interdisciplinary EVM February Meeting

Appendix E – Review of Interdisciplinary Discovery and Results
Summary report of the process and a rebuttal of its findings/recommendations

Appendix F - WE Upjohn Report on Event Management 2020 Scan

Appendix G – Letters of support for Bachelor Degree in Event Management
Baird Corporate Events
Meeting Planners International
Stryker – Meetings and Events
City Manager on behalf of the city of Kalamazoo
Michigan Festivals and Events Association

Appendix H – WMUx 2020 Event Management Environmental Scan

Appendix I - Category of Meeting Planner International Standards and Overview
The proposed event management major is based on these standards

Appendix J – HIGE Support Letter

**MINUTES OF THE WMU UNDERGRADUATE STUDY COUNCIL MEETING
DENIAL OF THE EVENT MANAGEMENT MAJOR PROPOSAL 2019-2020**

From: Bruce G Ferrin

Sent: Tuesday, February 9, 2021 7:52 AM

To: Deborah Droppers <deborah.droppers@wmich.edu>

Subject: RE: Follow-up from USC Mtg. - Event Management Major

Deb: here is the text of the minutes from USC's 2/25/20 special session.

1. Curriculum Proposal – Human Performance and Health Education – Droppers and Lewis – CEHD 1022-REVISED: Create Event Management Major

Kritzman moved to approve CEHD 1022-REVISED: Create Event Management Major, seconded by Ealy.

Kritzman moved that today's votes be taken by paper ballot, seconded by Ealy. Motion carried.

Eagle asked who would be teaching the courses in the proposed major, given the opposition statement made by Cynthia Klekar-Cunningham, director, School of Communication.

Lopez asked that concerns raised by the School of Public Affairs and Administration regarding curricular overlap be addressed.

Klekar-Cunningham raised concern that the proposed major would duplicate courses and resources that are already being taught elsewhere.

Popkova asked how the proposed major would address the skills such as strategic planning and research or interpersonal communication that would be transferrable to professions other than event management, should students choose to change careers in the future. She further asked how the proposed program would be different from the programs offered through the School of Communication.

Kritzman moved that council members move to Executive Session for discussion, following question and answer session, seconded by Ealy. Motion carried.

Moved into Executive Session. Non-voting members and guests left the meeting.

Kritzman moved that council members move out of Executive Session, seconded by Ealy. Motion carried.

Chair Ferrin called for a vote by paper ballot. Ballots were distributed. Duke and Rantz counted ballots. Motion unanimously denied with eleven votes cast.

Ferrin summarized the council's discussion for the record by noting that the council had concerns with the duplication of the proposed program with other existing programs. He also noted that the WMUx environmental scan showed that such a major should be interdisciplinary in nature. He recommended that a future proposal could be submitted for an interdisciplinary major between the Department of Human Performance and Health Education and other programs such as the School of Communication, the School of Public Affairs and Administration, and the Haworth College of Business.

Hope this helps. bgf

Bruce G. Ferrin, Ph.D. , Professor
Department of Marketing, Haworth College of Business

WMU Interdisciplinary Event Management Major **Proposed** (Rough Draft) Listing of Classes | Proposed 48 credit Hours

Please note that this is a draft copy. Upon Committee approval (not approved as of this date), each committee member is responsible for the collection of support letters and the curriculum submission for major code requirements.

Updated: December 15, 2020

Interdisciplinary Major Classes Directed by the following Departments/Colleges

BUS – Interdisciplinary | Haworth College of Business

COM – School of Communications | College of Arts and Sciences

FCS – Family and Consumer Sciences | College of Education and Human Development

FIN/LAW - Finance and Commercial Law Department | Haworth College of Business

GEOG – Geography | College of Arts and Sciences

GPS – Graphic and Printing Science - Department of Chemical and Paper Engineering, College of Engineering

HPHE – Human Performance and Health Education | College of Education and Human Development

MGMT – Department of Management | Haworth College of Business

MKTG – Department of Marketing | Haworth College of Business

PADM – School of Public Affairs and Administration | College of Arts and Sciences

THEA - Theatre Studies | College of Fine Arts

Preparation Classes for the Event Management Major

The following classes represent recommended classes for the WES course experience.

WES *Cognates

- (3) BUS 1750 Business Enterprise (WES Level 1: Oral and Digital)
- (3) COM 1000 Communication and Community Engagement (WES Level 1: Oral and Digital)
- (3) COM 2000 Human Comm Theory (WES Level 1: Inquiry and Engagement)
- (3) PADM 2000 Intro to Public/Nonprofit Service (WES Level 2: Soc & Culture; Diversity and Inclusion)
- (3) COM 1040 Public Speaking (WES Level 1: Oral and Digital)
- (4) GPS 1500 Intro to Graphic and Printing Services (WES Level 2: Science/Lab; Sustainability)

Proposed Event Management Major (48 total credits) **A guided minor is required**

Event Core Courses (33 credits)

Event Core Cognates* (9 credits)

- (3) FIN 2420 Entrepreneurial Finance
- (3) MGMT 2140 Exploring Entrepreneurship
- (3) MKTG 2500 Marketing Principles

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

Elective Courses (15 credits required)

Minor courses cannot be used as event management major electives

Event Exploration and Implementation (Select 15 Credits not in your minor)

- (3) THEA 1810 Stage Management
- (3) THEA 2600 Arts Management
- (3) COM 3350 Leadership Communication
- (3) FCS 1550 Design Principles
- (3) GEOG 4080 Tourism Marketing
- (3) GEOG 4180 Tourism Planning and Development
- (3) HPHE 1700 Intro to Recreation/Sport Management
- (3) HPHE 3110 Event Marketing
- (3) HPHE 3150 Measurement, Evaluation, and Statistics for Exercise Science, Health and Physical Education (please note that prerequisites and major requirements might prevent the ability to take this class)
- (3) HPHE 3300 Grants and Fund Development for Sports, Recreation & Events
- (3) HPHE 4700 Facilities and Risk Management
- (3) LAW 3800 Legal Environment
- (3) MGMT 2500 Organizational Behavior
- (3) MGMT 3350 Building the Entrepreneurial Business
- (3) PADM 3000 - Nonprofit Advancement
- (3) PADM 5830 Grant Writing
- (3) PADM 5840 Nonprofit Marketing and Development
- (3) PADM 5870 Fund Raising for Nonprofit Organizations

Preparation Classes for the Event Management Major

The following classes represent recommended classes for the WES course experience.

WES *Cognates

- (3) BUS 1750 Business Enterprise (WES Level 1: Oral and Digital)
- (3) COM 1000 Communication and Community Engagement (WES Level 1: Oral and Digital)
- (3) COM 2000 Human Comm Theory (WES Level 1: Inquiry and Engagement)
- (3) PADM 2000 Intro to Public/Nonprofit Service (WES Level 2: Soc & Culture; Diversity and Inclusion)
- (3) COM 1040 Public Speaking (WES Level 1: Oral and Digital)
- (4) GPS 1500 Intro to Graphic and Printing Services (WES Level 2: Science/Lab; Sustainability)

Event Management Major Program Notations:

The curriculum listing includes classes that are specific to the creation of events in an applied and experiential delivery of hard and soft skills. Event professionals, industry leaders, and professional associations recommended classes that would help students acquire job ready skills in the event domain areas listed below. Professional advisors and faculty mentors will assist students in creating unique pathways into the event management profession with support from a *directed minor.

Event Domain Areas:

- Financial management
- Human resources
- Marketing

- Meeting/event design
- Professionalism
- Project management
- Risk management
- Site management
- Stakeholder management
- Strategic planning

Curriculum NOTES:

The classification of Cognates is included because they are (proposed to be) required in both the Event Management major and in at least one closely related minor (as listed below). As cognates, the courses can be used in both the major and minor.

- Communication (COM 1000, 2000)
- Entrepreneurship (FIN 2420, MGMT 2140)
- General Business (BUS 1750, FIN 2420, MKTG 2500)
- Journalism (COM 1000)
- Nonprofit Administration (PADM 2000)
- Public Administration (PADM 2000)

HPHE will need to submit curriculum course change proposals

- To remove HPHE 1700 as a pre-requisite class for the following classes HPHE 3100, HPHE 2750, HPHE 3750, HPHE 3110, and HPHE 4199
- To change the pre-requisites for HPHE 3300 to eliminate the requirement for HPHE 1700, and to change the wording of “and” to “or” when referencing HPHE 2100, & HPHE 3760 to HPHE 3100 or HPHE 3760.

THINGS TO CONSIDER:

- Typically in advising, elective classes cannot be used in the respective minor.
- This major requires a minor.

Dear Colin,

This letter is to formally communicate the feedback from the Haworth College of Business faculty about the proposed interdisciplinary Event Management major. The feedback was gathered during my service on the Event Management major committee during the 2020-2021 academic year.

Feedback from Individual Departments:

- *Accountancy; Finance and Commercial Law:* There is support for additional students in FIN 2420 and LAW 3800. Entrepreneurial Foundations in Accounting (ACTY 1010, WES Level 1) and Personal Finance (FIN 2010, WES Level 2) are courses that should also be considered.
- *Management:* There is support for additional students in MGMT 2500 and MGMT 3350. Leadership was also suggested as a possible area that students should take coursework in.
- *Marketing:* There is support for additional students in MKTG 2500. Introduction to Food and CPG Industries (MKTG 2900) may be a better requirement, or could be an elective. The department also suggested including a course in market research/basic market data analytics.

General Feedback about the Event Management Major:

There is concern that the proposed Event Management major is reconfiguring existing resources, rather than creating a new, innovative program. The proposed major does not represent a differentiated approach and therefore the incremental value that the major brings is still not clear. Questions also arose about diversity in who would be teaching the required core courses, with concern about a majority of courses taught by one person.

Additional concerns center on the job prospects in this area. Even if job opportunities are growing in this area, it is unclear if students need an Event Management major to get a job in the industry. Students who are already studying PR, Communications, Business and Non-profit Management are already going into these types of jobs, and it is unclear if the proposed Event Management major would take students away from these majors.

Thus, although capacity exists for additional students in the relevant courses offered by the College of Business, the recommendation of the college is not to proceed with the major based on the general feedback offered herein.

Thank you,

Laurel F. Ofstein
Director, WMU Center for Entrepreneurship and Innovation
Director of Operations, Starting Gate
Associate Professor of Entrepreneurship



13 May 2021

Dear Colin:

Per your request, the purpose of this letter is to share the School of Communication's concerns with regard to the recent attempts to craft an interdisciplinary event management proposal that was developed in conversations with multiple units during the winter of 2020-21.

The School of Communication faculty had a number of concerns with the proposal.

First, the does not equally benefit all participating programs. The proposal as written largely creates an event management major in CEHD in which the other programs' coursework serve as cognates. Said another way, the Strategic Communication faculty (a subdivision within the School of Communication) concluded the proposal primarily benefits the event management area and does not serve as a win/win for the multiple units involved. As such, it relegates the other participating departments to service areas within an HPHE-based event management major.

Second, the event management program, as crafted, is not interdisciplinary in nature. The essential idea of an interdisciplinary program is to offer materials from related areas that when combined together, result in a whole that is greater than the sum of its parts. Given that the event core and field experiences of the program consist primarily of EM courses, and that 12 of the required electives for the program are EM courses, it is not a strong leap to conclude that a student, advised by CEHD, would take the bulk of their coursework from HPHE. As such, the attempt to develop a program that equally serves all participating departments was not realized.

Third, the Strategic Communication faculty are of the opinion that the option that best serves students is one that provides them with broad conceptual and analytical skills, rooted in a liberal arts-oriented curriculum. This is because the research is very clear that students will change careers multiple times over their work lives (due to changing interests as well as the limited amount of positions available in a respective sub-field). To this end, the current offerings already serve students well: the pairing of a strategic communication major with a public relations emphasis (or Business or Non-profit Management majors) with an event management minor. This enables students to receive the broader, conceptually-oriented and problem-solving approach of communication, leadership or business theory and application coupled with the technical components present in an event management orientation.

Finally, while we cannot speak on behalf of the College of Arts & Sciences Dean's Office, the deans have communicated to us that they view the outcome of the current proposal would have a negative effect on the number majors from one of CAS' largest programs and reallocate the student headcount and accompanying credit hours to the College of Education and Human Development.

In sum, it was the consensus of the Strategic Communication faculty that the proposal, as crafted, primarily served the interests of the CEHD and did not rise to the ideal of an interdisciplinary program that address the needs of the other contributing departments.



On behalf of the Strategic Communication Faculty,

Keith M. Hearit

LETTER WAS SENT VIA EMAIL AND NOT SIGNED - HERE IS ATTACHED EMAIL CONFIRMATION

From: Keith M Hearit
Sent: Thursday, May 13, 2021 5:47 PM
To: Colin Cork <colin.cork@wmich.edu>
Cc: Deborah Droppers <deborah.droppers@wmich.edu>; Cynthia Klekar-Cunningham <cynthia.klekar@wmich.edu>
Subject: Re: Event Management Letter from School of Communication

Colin:

Attached is the letter from the School of Communication regarding our reasons for not supporting the Event Management Interdisciplinary Proposal.

While this effort did not come to fruition, I do hope we can find ways to continue to work together going forward.

I greatly enjoyed getting to know you through the meetings of the past year. I have great respect for you and Deb.

Best,

Keith



Dr. Keith M. Hearit
Professor, School of Communication
Western Michigan University
315 Sprau Tower
Kalamazoo, MI 49008-5318
T: (269) 387-0034
E: keith.hearit@wmich.edu

Email Comments on the Event Management Major Proposal
February 16, 2021
Meeting Notes For Consideration

From: Lucius F Hallett <lucius.hallett@wmich.edu>

Sent: Monday, February 15, 2021 6:43 PM

To: Colin Cork <colin.cork@wmich.edu>

Subject: tomorrow's meeting

I am one of those who cannot make tomorrow's meeting. The Geography Dept had its faculty meeting after our chair met with the CAS Chairs Council. We were given some of the information that Keith shared with you earlier as well as other information related to the Provosts Interdisciplinary discussions. While we are in agreement on some of the larger issues - in particular the idea of a larger school of Hospitality perhaps - we have some concerns about the Event proposal as it relates to our Tourism Program and we voted that we cannot support the proposal as it currently stands. The CAS level correspondence with your department has our input on our concerns as they mirror Communications. I am very interested in what the outcome will be as we here in Geography recognize a lot of the information you shared with us on the future of the field and the potential here at WMU. Hoping that there will be continued discussions leading towards collaboration with all of the parties. Lucius

From: Keith M Hearit

Sent: Monday, February 15, 2021 9:57 AM

To: Colin Cork <colin.cork@wmich.edu>; Deborah Droppers <deborah.droppers@wmich.edu>; Lucius F Hallett <lucius.hallett@wmich.edu>; Cheryl Bruey <cheryl.bruey@wmich.edu>; Vickie L Edwards <vickie.edwards@wmich.edu>; Laurel F Ofstein <laurel.ofstein@wmich.edu>

Subject: Re: Next EVM Meeting

Hi all:

Let me begin by apologizing for not being current on the emails. I've spent the last three weeks finishing a book proposal, so pretty much all of my academic commitments have been put on hold. I'm just now digging out and catching up on items.

Unfortunately, I won't be able to meet tomorrow. I have a Campus Planning and Finance Committee meeting during that time. I believe I indicated that on the Doodle poll; if I did not, I apologize. I'm working to see if one of my SoC colleagues can join in my place.

Given I won't be able to make tomorrow's time, I thought it best to share my School of Communication feedback with all.

The main thrust of our department's feedback is that the proposal as written doesn't demonstrate "interdisciplinarity" but instead largely creates an Event Management major in CEHD in which the other programs coursework largely serves as cognates. Said another way, the Strategic Com faculty viewed the proposal largely to only benefit Event Management and not serve as a win/win for the multiple academic units involved.

We did, however, identify two areas of potential ideas of improvement and/or development. First, the strat com recently decided to create four tracks in its major (public relations, diversity, etc.). There definitely was interest in potentially creating an event management track within our Strat Com major.

Second, in terms of the list of courses in “Exploration and Implementation,” the our faculty were uncomfortable with the breadth and diversity of the long list of identified courses. Given the fact that students are likely to choose from the list based on schedule rather than academic reasons, a valuable suggestion was that it made sense to group them in order to create two or three tracks—so as to guide student decision-making into a more precise academic and/or professional track.

Finally, I would add that the SoC has shared the proposal with the CAS dean’s office. While I wasn’t privy to the precise conversations about it, it is my understanding that the dean does not think what we’ve developed to date is interdisciplinary in outcome – and is planning to reach out to Colin. I believe Nic Witchi will be the person reaching out.

As we have begun to express to the Provost as a bargaining unit, I, too, find the calendar timeline unnecessary and frustrating—and believe that it is not serving our larger collective interests as we try to adjudicate these multiple concerns.

Best,

Keith

From: Laurel F Ofstein

Sent: Friday, February 05, 2021 3:02 PM

To: Colin Cork <colin.cork@wmich.edu>; Deborah Droppers <deborah.droppers@wmich.edu>

Subject: Event Mgmt Feedback from HCoB

Dear Colin and Deb,

I have gathered feedback from the College of Business for the Event Management major and wanted to share it before our meeting. It is not all positive. I think it would be best to address the comments in our meeting as a whole, instead of a bunch of emails going back and forth in the interim. If there are clarifying questions, I would be happy to respond. Otherwise, let’s save the bigger questions/discussion for the next meeting.

Within the Management department there is support for additional students in MGMT 2500 and MGMT 3350. Leadership was also suggested as a possible area that students should take coursework in.

Within the Finance department, there is support for additional student in FIN 2420 and LAW 3800. They also recommend that these students be advised to also consider taking the Intro to Accounting class (ACTY 1010, WES Level 1) and the Personal Finance class (FIN 2010, WES Level 2).

The Marketing department can support additional students in MKTG 2500, but also has an alternative recommendation. They suggest that MKTG 2900 : Introduction to Food and CPG Industries may be a better requirement, or could be an elective. They feel that there are enough basics in MKTG 2900 to prepare the students for the next level courses that are proposed. The class is lacking some of the general knowledge areas from MKTG 2500, but these general topics are more around global supply chains, which may be less relevant for this major. Marketing also asked about a course in market research, or basic market data analytics, but I believe maybe some of this content was proposed to be covered in one of the Communications requirements or electives. We can clarify this in the next meeting.

Some additional general feedback I received is about the need for this major to exist. While I know you feel strongly that it does, there is concern that this is just reconfiguring a bunch of existing resources and questions about how putting together what already exists in some form is truly creating value or a differentiated approach. Does this really differentiate us as a university and create more value for students. Similarly – what is really innovative about throwing a bunch of existing courses together in a new way and calling it something different? What real incremental value is this proposal bringing to the table? Also, is there diversity in who would be teaching the required core courses? There is concern about a major taught primarily by one person.

College of business faculty would also like to see how this proposal has changed from the rejected proposal last year, and how the shortcomings and concerns are addressed in this new proposal. What are the job prospects in this area? Is there data that this is a growing area? And even if this area is growing, do students really need an Event Management degree to get a job, even if it might help? Students who are already studying PR, Communication, Business and Non-profit Management are already going into these types of jobs, so will the new major take away from these majors?

Thank you,
Laurel

--

Dr. Laurel Ofstein
Director, WMU Center for Entrepreneurship and Innovation
Director of Operations, Starting Gate
Associate Professor of Entrepreneurship
Learn more about Entrepreneurship initiatives at WMU: <https://wmich.edu/entrepreneurship>



October 25, 2019

Ms. Deborah Droppers
Coordinator, Event Management Minor Program
Western Michigan University
Kalamazoo, MI 49008

Dear Ms. Droppers:

The Haworth College of Business supports the proposed major in Event Management as outlined in the curriculum change document that was forwarded to our college. Specifically we approve the inclusion of the following HCOB courses in the major:

BUS 1750 – Business Enterprise
FIN 2420 – Entrepreneurial Finance
MGMT 2500 – Organizational Behavior
LAW 3800 – Legal Environment
ACTY 2100 – Principles of Accounting

We wish you success with the new program.

Sincerely,

Devrim Yaman
Associate Dean
Haworth College of Business

Letter of support by the department of chemical and paper engineering

From: Lois Lemon <lois.lemon@wmich.edu>

Sent: Thursday, November 14, 2019 4:38 PM

To: James B Lewis <james.lewis@wmich.edu>

Cc: Lois Lemon <lois.lemon@wmich.edu>; Deborah Droppers <deborah.droppers@wmich.edu>; Kecheng Li <kecheng.li@wmich.edu>; Alexandra Pekarovicova <a.pekarovicova@wmich.edu>; Dan Fleming <dan.fleming@wmich.edu>

Subject: GPS 1500 Intro to Graphic and Printing Science

Hi Jim,

Returning your email and call in regard to the use of GPS 1500, Intro to Graphic & Printing Science as a requirement for an Event Management Major and /or Minor. The response is an enthusiastic YES. We offer GPS 1500 in Fall, Spring and Summer I semesters for the ease student scheduling. The lecture in Fall and Spring is offered on main campus on T and R morning so students can get to other classes easily. 3 -hour a week -labs are offered in afternoons and evenings so traditional and non-traditional working students can work the lecture and lab into their various time slots. GPS 1500 has changed from General Education Area VI to WES, Western Essential Studies, Level 2, Exploration and Discovery, Scientific Literacy with Laboratory, Planetary Sustainability. This is in compliance to the Higher Learning Commission for University Education. We are set to be on the pilot program in Spring 2020. Thank you for including us in your Event Management Major. It sounds like we have the same philosophy of hands-on learning. Go Broncos!!

Lois Lemon, M.A.

Master Faculty Specialist

Western Michigan University

4601 Campus Drive, A225 Parkview

Kalamazoo, MI 49008-5462

269-276-3517 lois.lemon@wmich.edu

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Support by the Waldo Library

From: Paul Gallagher <paul.gallagher@wmich.edu>
Sent: Monday, August 5, 2019 5:18 PM
To: Deborah Droppers <deborah.droppers@wmich.edu>
Subject: RE: Event Management Minor

Hi Deborah,

Thanks for your note, I'm happy to help.

I reviewed the information about the proposed major in Event Management, and had our collections strategy librarian review as well. As you note, many of these courses already exist and information resources have been sufficient to support a minor in this field for 10 years. We do not anticipate that the 2 new classes will require materials that are outside the range of what the libraries currently offers in the various business and sports related collections and sources that are currently provided.

We wish you all the best with this new development, and please don't hesitate to reach out if I can be of other assistance.

Best,

Paul -

Paul Gallagher
Associate Dean for Resources and Digital Strategies
Western Michigan University Libraries
(269) 387-5205
Immediate Past-President, Michigan Academic Library Association
Board of Directors, Vice-President, Midwest Collaborative for Library Services

From: Richard W Zinser <richard.zinser@wmich.edu>
Sent: Thursday, September 26, 2019 3:50 PM
To: James B Lewis <james.lewis@wmich.edu>
Cc: Deborah Droppers <deborah.droppers@wmich.edu>
Subject: Re: New Program

Deborah, this note is to confirm that the Event Management students in your department are welcome to take FCS 1020 and FCS 1260 as part of their program electives. RZ



Dr. Richard Zinser
Professor and Chair
Department of Family and Consumer Sciences
Western Michigan University
PHONE: (269) 387-3713 OFFICE: 3324 N. Kahrman Hall
EMAIL: richard.zinser@wmich.edu



WMU Event Management Major Program Improvement Proposal
2021 Interdisciplinary Committee Meeting
Wednesday, February 16, 2021 | 4 p.m.
Virtual Meeting – WebEx

Meeting Minutes Notes

Faculty attendance: **CEHD** Deb Droppers & Colin Cork | **CAS** Anna Popkova, Vickie Edwards | **HCOB** Laurel Ofstein

Welcome and Review of items

Colin reviewed the items for Discussion.

December Meeting Minutes

There were no minutes taken because the meeting was dedicated to finalizing the curriculum listing that would be presented to the various colleges/departments for their review and comments. The discussions from the December meeting evolved around what classes to include and how their pre-requisites would impact class listing.

Meeting Purpose:

The purpose of the meeting was to bring back comments and concerns about the proposal. Keith, Lucius, and Laurel provided feedback for discussion via emails. These comments were compiled in a report that is currently included in the Microsoft Teams Folder.

Colin reviewed the basic premise that currently there are many different ways to interpret interdisciplinary studies and there hasn't been one main description presented that represents the intent for WMU as a whole. Consequently, there will be different ways to interpret this proposal. Based on the feedback provided by your individual departments/colleges, do you see a way forward with this proposal at this time?

Here are the comments:

- Vickie E. stated that the proposal didn't look interdisciplinary enough and it is not innovative. PADM already teaches event planning in their classes. It is not different from what is already being offered and students can get their event planning skills from communication classes and from public administration classes. The proposal doesn't make sense.
- Anna P. stated that her interpretation of interdisciplinary is:
 - WMU is a liberal arts college and one that with the interdisciplinary studies is designed to help students identify a problem or a conceptual matter and use the interdisciplinary model of studies to create a curriculum that can solve that problem through 4 years of liberal arts study.
 - In their opinion, event management is not innovative enough or new to be now considered an interdisciplinary study program. Even though there is a demand for event management degrees, that is not where WMU needs to go as a liberal arts college.
 - Anna noted that they recognize that WMU has a larger population of students who think more in terms of job acquisition. But as professors and as a CAS college, it is their pledge and promise to student enrichment to push students to be more impactful - to formulate effective argument, to communicate well and solve problems. Students who would receive

an event management degree would not be prepared to move into a professional that requires a leadership, critical thinking, problem solving, and research.

- It is the job of this university to expose students to conceptual problems -this is a liberal arts degree and event management doesn't do that.
- Laurel stated that it is challenging to support a new major. And, event management isn't innovative enough to ensure that this major would be successful in attracting and sustaining students. The demand for an event management degree isn't sustainable given the other classes that might meet that need. These proposed classes don't offer an innovative interdisciplinary program. The classes offered are not addressing the innovative requirements of an interdisciplinary study.

Current Situation with the Event Management Minor

- All three of the committee members recognized that the current Event Management Minor serves a good purpose at the University. Anna noted that there are many students in the School of Communication that are enrolled in the minor. The minor does a good job of meeting the needs of the students.
- Both Laurel and Anna noted that the minor classes are helpful in teaching students the core event management skills.
- Anna noted that although students get jobs in event management, a direct correlation to the event management curriculum cannot be made since communication courses prepare students to be event planners.

Next Action Steps:

- Vickie said that the program won't make it through review.
- Anna stated that one of the recommended options was to have the event management major be one of the Strategic Communication Program tracks. This would strengthen the Strategic Communications program and provide a track of classes addressing event management specifically.
- Laurel stated that there might be a time in the future when event management might be more relevant. But, now is not the time.
- Colin noted that we will bring these comments back to our Sport Management Core Team and determine the next action steps for this proposal. But, it is understood that the committee believes that as presented and designed, the committee will not support it moving forward.

Adjournment

Colin thanked everyone for their service, support and recommendations. Deb noted that the support materials in the Microsoft Teams folder are available for support information and documentation of the work completed. The WE Upjohn Institute research and summary regarding event management demand for collegiate degrees is located under the folder Event Management Support.

Meeting Adjourned around 4:40 p.m.

Recorded by Deb Droppers

WMU Proposed Event Management Major Review of Interdisciplinary Discovery & Results September 2020 to February 2021

WMU Undergraduate Studies Council Recommendation

In February 2020, the Undergraduate Studies Council reviewed the HPHE Event Management Major program proposal and after a closed session executive session meeting, determined that the proposal should be denied and brought back with an interdisciplinary approach. The need for an event management major was not disputed, the resubmission of an interdisciplinary event management major was the recommendation (Appendix A).

In late September 2020, work began on formulating a committee that would represent three colleges and to create a proposed curriculum that would represent the theoretical and job readiness components supporting students desiring a management degree in event planning and execution. This committee assembled a curriculum listing that proposed a 48-credit hour program representing 12 departments from three colleges. The intentionality of the program was to create an academic program that would enable students to create pathways in the event industry that would allow them to also excel in their professions with a management degree based on theoretical and practical approaches to management and leadership.

Event Management Proposed Interdisciplinary Committee:

CEHD: Deborah Droppers & Colin Cork (Chair)

CAS: Keith Hearit, Vickie Edwards, Lucius Hallett

HCOB: Laurel Ofstein

CFA: Cheryl Bruey

Interdisciplinary Event Management Major (proposed) Committee Recommendations

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 general 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.

THE PROPOSED EVENT MANAGEMENT MAJOR PROGRAM REBUTTAL

Within HPHE, the department that is bringing forth the proposed Event Management Major Program, there is disagreement on the intentionality of an interdisciplinary program. It is believed that the proposed program does in fact represent the Undergraduate Study Council's recommendation to bring forth an interdisciplinary approach to the event management major program improvement.

In defense of the major tenants of the committee's disagreement, here are three rebuttal considerations.

Is there really a demand for an event management major curriculum?

- WE Upjohn Institute, Kathleen Bolter, PhD stated, "All the reports are at the national-level and for last year. As you'll see in the reports, Bachelor's degrees are the most requested degree for event planners. Despite this, the bachelor degree programs in event planning have conferred only 621 degrees since 2015, while in 2020 there were almost 12,000 job postings for event planners with bachelor's degrees or higher."
- WE Upjohn Institute provided three 3 reports (Appendix E) that indicate event management is a viable study, verifying the 2020 extensive environmental scan conducted by WMUx in which the report deducted that event management would be a viable program and should be interdisciplinary.

- As part of the 2019-2020 program improvement process, a series of support letters were submitted to endorse the proposed event management major proposal. Letters from industry professionals, alumni, and local leaders were included in the original proposal. Specific to the concerns of the committee members on the specificity of a bachelor degree in event management major, the letters from Baird, Meeting Planners International, and Stryker answer these questions stating that students with an event management major would receive preferential consideration (Appendix D).

The proposed Event Management Major program isn't Interdisciplinary in outcome.

The copy that follows in this report outlines the student selected pathways that could be an outcome of this program proposal. Following the tenants of the Provost's recommendation for preparation of interdisciplinary study, the proposed program curriculum offers:

- A new approach to the courses that already exist utilizing the expertise and commitment by the WMU faculty to provide excellence within the student's academic journey.
- These classes allow the best departments and professors to teach and inspire based on their expertise.
- The core event courses address soft skills that allow integration of students who learn more effectively experientially and might not have the core base education as those who come from more privileged situations.
- The proposal of incorporating nine credit hours of internship experience addresses the job readiness intentionality of the program setting students up for success throughout their career.
- The curriculum provides the opportunity for students to learn innovative practices and theory in the industry of management, communication, critical thinking, leadership, and teamwork.
- As noted in the comments by the committee members, the enrollment didn't appear to be an issue; therefore, the proposed classes could allow for more students to attend these classes across the colleges and might allow faculty of under-enrolled classes to add sections of the proposed classes to help with sustainability of workloads and streamline the use of faculty and instructors.

The proposed Event Management Major program isn't innovative.

The WMU Get Smart campaign, while innovative, is really more of a realistic approach to higher education. This proposed event management program with the pathways and the intentional experiential learning components allow students opportunities to try and fail. Specifically, the proposed program provides the pathways to learn to adapt to a variety of courses that prepare them while creating innovative flexible options to use management as their core enabling them to create business plans that implement events.

This proposed program core courses builds on student's strengths and their experience in the classroom, as well as the community, giving them the chance to learn about themselves as we support their social and emotional growth. The courses address emotional intelligence skillset building which is the key to critical thinking, the ability to conduct research and analysis, and to innovate for success. This proposed program includes courses with event management technology that experientially enables students to create event experiences that define "smart."

The event world is resilient, innovative, technology driven, and allows the event manager the opportunity to pivot and adapt an event to the changing environment. This proposed curriculum might not be innovative in how it looks, but when combined with the intentionality of the core event planning courses, it will allow the students the tools to create their own pathway guiding them to a profession that they can innovate into the future. Management needs to be innovative in order to be sustained. Event management requires innovation.

The NEW Proposed Event Management Major Student Selected Pathways

The Proposed Event Management Major courses are designed to allow students the ability to build their own pathways to the following event industry professional prototypes. The newly proposed major also provides the opportunity to select a minor to complement the curriculum. The formation of the interdisciplinary program is to create a curriculum selection where students, with the assistance of their advisors, can design a curriculum that incorporates both theory

and practical key learnings within their academic pathway. This type of study also provides a focused way for career exploration.

This proposed program recognizes that students can get the “first-year jobs” by obtaining certificates and online college programs. However, it is the four-year college experience that provides the means to address how they evolve in the progression of that profession. The field of event management is broad and evolving enough that this curriculum allows a student to create an individual pathway to their passion. Students want to experience this profession and know if it is right for them; thereby allowing the experience to define what job they can do within that industry and how they grow the passion using the theoretical core created through this curriculum. This curriculum provides that depth of options. Furthermore, the proposed program allows the student to focus on the soft skills, use their internships and lab/lectures to go beyond the theory and focus on practical skills that they can then develop a career pathway for ongoing learning and personal mastery.

Corporate Event Planners (including weddings):

Event Core Classes

Suggested Electives: (3) FCS 1550 Design Principles; (3) LAW 3800 Legal Environment, (3) MGMT 2500 Organizational Behavior; (3) MGMT 3350 Building the Entrepreneurial Business; (3) COM 3350 Leadership Communication

Recommended Minors: Fashion Merchandise, Advertising,

Festivals and Music Directed Events:

Event Core Classes

Suggested Electives: (3) THEA 1810 Stage Management; (3) THEA Arts Management; (3) MGMT 3350 Building the Entrepreneurial Business; (3) GEOG Tourism Marketing; (3) GEOG 4180 Tourism Planning and Development

Recommended Minors: Advertising,

Non-Profit Event Planners:

Event Core Classes:

Suggested Electives: (3) FCS Design Principles; (3) PADM 3000 - Nonprofit Advancement; (3) PADM 5830 Grant Writing; (3) PADM 5840 Nonprofit Marketing and Development;

Conventions, Corporate Meetings, Trade Shows:

Event Core Classes

Suggested Electives: (3) LAW 3800 Legal Environment; (3) HPHE 4700 Facilities and Risk Management; (3) HPHE 3110 Event Marketing; (3) MGMT 3350 Building the Entrepreneurial Business; (3) COM Leadership Communication

The Proposed Event Management Major Collaborative Partnerships Field Experiences

If the Event Management Major would be approved, the practical skill set enhancement would be further complemented by real-life experience in the field of event management. The intention of the internship program would be to connect the theory and the academic curriculum into the practicality of event management leadership in the field.

Currently, the program requires the completion of HPHE 4199 which is a practicum internship requiring 225 hours. In 2019, the event management major proposal (which was denied) received approval for 2 new classes that are designed to enhance internship/experiential learning. These two class, combined with the HPHE 4199 Practicum, provide nine credit hours of internship experience. These courses currently have stakeholder support and awaiting collaboration with: Millennium Restaurant Group, Greenleaf Hospitality Group (Radisson, Radisson Catering, and Wings Event Center), Weddings By Lisa, and The Delta Marriot.

(3) HPHE 2750 - Managing Special Pop-ups, Catering and Fundraising Events

The course includes 12 weeks in the classroom and 25 hours in the field. Students will attend 5 weeks in the classroom where they will learn the management aspects of meetings and conventions including organization, logistical planning, organization and event timing. These classroom elements are based on the Certified Meeting Planner (CMP) certification guidelines. The students will be required to volunteer for a service learning component that will require 25 hours outside the classroom. This component is structured to provide practical learning of the classroom CMP elements.

(3) HPHE 3750 - Managing Meetings, Conventions, and Expos

The course includes 12 weeks in the classroom and 25 hours in the field. Students will attend 5 weeks in the classroom where they will learn the management aspects of meetings and conventions including organization, logistical planning, organization and event timing. These classroom elements will be based on the Certified Meeting Planner (CMP) certification guidelines. The students will be required to volunteer for a service learning component that will require 25 hours outside the classroom. This component will be structured to provide practical learning of the classroom CMP elements.

Background Information

The Current Event Management Minor Outcomes

The 18-credit hour Event Management Minor curriculum was designed under the Certified Special Events Professional curriculum as outlined by Joseph Goldblatt. The curriculum is designed to achieve the following skill set through a theoretical and practical curriculum design:

- Students apply communication tactics to effectively collaborate with clients and stakeholders - Communication – assessment is working in groups to complete event project plans and documents. Written and oral communications is engrained in the classes with group projects, written correspondence, and event implementation through experience. The experiential learning and service learning opportunities will accentuate classroom articulation.
- Students acquire problem solving techniques that will facilitate critical thinking– assessment is that students are assigned event issues and problems and they need to address the event through the logistical lens of security risk, employment issues, and budgeting to create sustainability in their event plan documents. Through service learning and event collaboration with organizations (for profits and nonprofits), students engage in event problem solving to apply perspective in the professional field.
- Students formulate the construct of integrative negotiations by embracing the collaborative nature of event planning. The practice of negotiations is integrated in event day implementations for events. As part of the program, students are required to write contracts, Banquet and Event Order (BEO), and Vendor Memorandum of Agreements (MOAs) and these require negotiation skills within the group dynamics of the plan development. The papers and internship experience blends a collaborative construct for a win-win outcome. The curriculum requires volunteering within in the field further accentuating the skills needed.
- Students intrinsically grasp the realities of how event strategies are bound by the event budget and assess the financial dynamics. Assessments: throughout the event management focused courses, student must compare and contrast expense line items to determine profitability. The constructs of revenues and expenses, profit margins, sales projections, and financial sustainability are examined. Throughout the curriculum the requirement for creating budgets (plans, BEO's, vendor agreements, proposals) all attribute to the ability to create and understand budgeting procedures. The event specific classes include budgetary elements that complement the ongoing assessment that builds to financial literacy.

WE Upjohn Institute Report

Event Management Degree Environmental Scan

February 2021

Kathleen Bolter, PhD
Regional Research Analyst, Regional and Economic Planning Services
W.E. Upjohn Institute for Employment Research
300 South Westnedge Ave
Kalamazoo, MI 49007

Questions Posed:

1. Event Management Degrees and the need for the degree for job-readiness
2. Event management as a profession [Needs Analysis: Demand for event planners/event managers and event management degree availability](#)

Results Reports from Burning Glass:

1. 2021-02-09 Education and Programs Report
2. 2021-02-09 Skills Analysis (Snapshot view)
3. 2021-02-09 Program Completion & Student Demand

Summary by Kathleen Bolter, PhD

- The first report lists the other universities offering a bachelor's degree in Event Management. It includes the total enrollment and growth of the programs over time.
- The second report features a breakdown of the skills requested in job postings for event planners in 2020.
- The third report shows the breakdown of education and experience, including programs of study for event planners in 2020.

Summary:

All the reports are at the national-level and for last year. As you'll see in the reports, Bachelors degrees are the most requested degree for event planners. Despite this, the bachelor degree programs in event planning have conferred only 621 degrees since 2015, while in 2020 there were almost 12,000 job postings for event planners with bachelor's degrees or higher.

All Advertised Educational Qualifications

This report provides information on both the preferred and minimum/required education levels listed in job postings. For this reason, a job posting may be counted in more than one of the educational categories shown below.

Note: 50% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

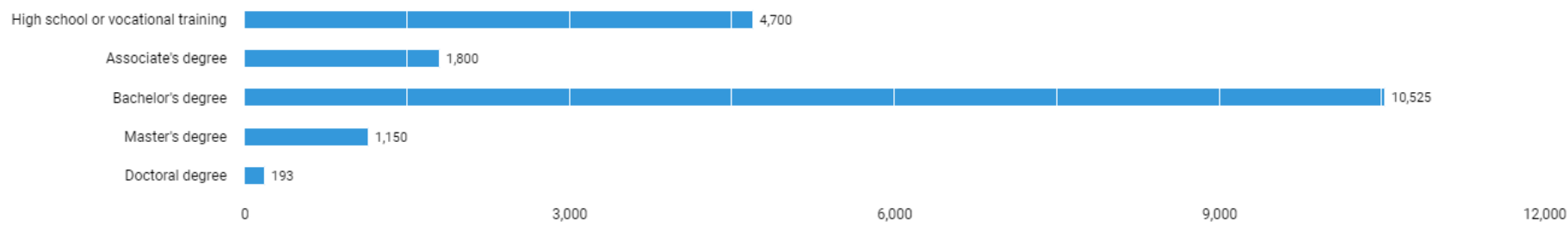
Jan. 01, 2020 - Dec. 31, 2020
There are 29,507 postings available with the current filters applied.
There are 14,801 unspecified postings.

Included Postings

New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGTOCC : Event Planner) AND (Included Postings : All New Jobs)



Distribution of Experience Requirements for a Skill or Credential

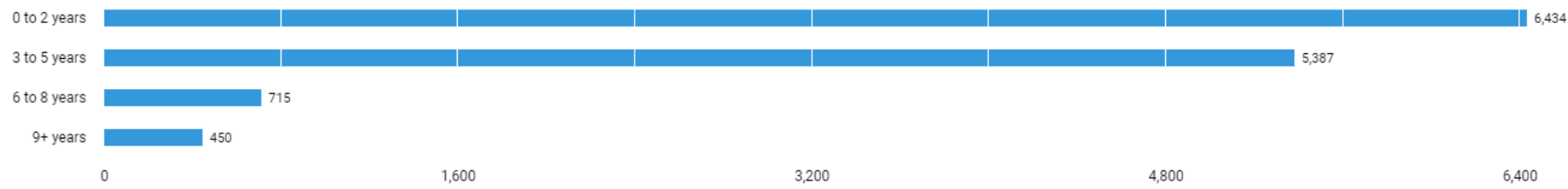
Jan. 01, 2020 - Dec. 31, 2020
There are 29,507 postings available with the current filters applied.
There are 16,521 unspecified postings.

Included Postings

New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGTOCC : Event Planner) AND (Included Postings : All New Jobs)



Experience by Education

This report provides information on both the preferred and minimum/required education levels listed in job postings. For this reason, a job posting may be counted in more than one of the educational categories shown below.

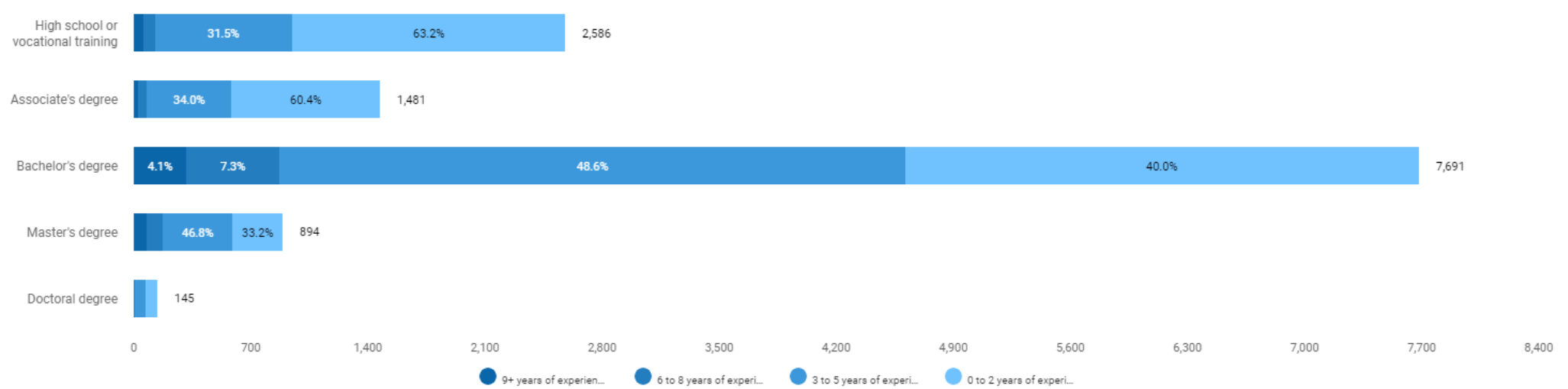
Jan. 01, 2020 - Dec. 31, 2020
There are 29,507 postings available with the current filters applied.
There are 19,558 unspecified postings.

Included Postings

New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGTOCC : Event Planner) AND (Included Postings : All New Jobs)



Industry Sector Job Counts by Year

If the time period selected spans more than one calendar year, historic data shown will be for 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019 and 2020

Please also note that these results reflect point-in-time data and are subject to change as improvements are made to our aggregation and reporting methodologies. Burning Glass does not recommend use of this data for time series reporting.

Jan. 01, 2020 - Dec. 31, 2020
There are 29,507 postings available with the current filters applied.
There are 9,657 unspecified postings.

Included Postings

New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGT OCC : Event Planner) AND (Included Postings : All New Jobs)

Industry Sector	Total Number of Job Postings [Jan. 1, 2020 - Dec. 31, 2020]	Percentage of Total Job Postings [Jan. 1, 2020 - Dec. 31, 2020]	Percentage of Total Job Postings [Jan. 1, 2020 - Dec. 31, 2020]	Percentage of Total Job Postings [Jan. 1, 2019 - Dec. 31, 2019]	Percentage of Total Job Postings [Jan. 1, 2018 - Dec. 31, 2018]	Percentage of Total Job Postings [Jan. 1, 2017 - Dec. 31, 2017]	Percentage of Total Job Postings [Jan. 1, 2016 - Dec. 31, 2016]	Percentage of Total Job Postings [Jan. 1, 2015 - Dec. 31, 2015]	Percentage of Total Job Postings [Jan. 1, 2014 - Dec. 31, 2014]	Percentage of Total Job Postings [Jan. 1, 2013 - Dec. 31, 2013]	Percentage of Total Job Postings [Jan. 1, 2012 - Dec. 31, 2012]	Percentage of Total Job Postings [Jan. 1, 2011 - Dec. 31, 2011]	Percentage of Total Job Postings [Jan. 1, 2010 - Dec. 31, 2010]
Accommodat ion and Food Services	7,150	36.0%	36.0%	31.2%	33.7%	32.6%	41.9%	49.8%	34.6%	31.0%	21.8%	20.9%	22.5%
Professional, Scientific, and Technical Services	1,698	8.6%	8.6%	9.4%	10.0%	12.2%	12.6%	8.3%	9.5%	11.4%	16.3%	12.0%	14.0%
Educational Services	1,622	8.2%	8.2%	10.5%	10.7%	11.1%	7.5%	6.4%	9.1%	11.4%	12.4%	10.1%	10.5%
Manufacturin g	1,599	8.1%	8.1%	7.1%	7.6%	7.6%	5.4%	5.1%	7.1%	8.0%	8.8%	9.2%	10.8%
Retail Trade	977	4.9%	4.9%	6.4%	3.9%	3.6%	7.8%	5.9%	9.2%	4.4%	3.5%	7.0%	4.9%
Transportati on and Warehousin g	1,226	6.2%	6.2%	6.2%	4.9%	6.0%	3.9%	3.0%	3.3%	4.2%	3.2%	3.0%	3.7%
Arts, Entertainme nt, and Recreation	657	3.3%	3.3%	4.4%	6.3%	4.9%	3.4%	3.0%	3.4%	3.2%	6.2%	7.9%	4.1%
Finance and Insurance	876	4.4%	4.4%	3.8%	3.6%	4.4%	3.5%	4.3%	6.3%	6.3%	3.8%	3.7%	4.0%
Health Care and Social Assistance	773	3.9%	3.9%	3.8%	4.1%	4.4%	3.7%	3.2%	3.3%	4.3%	4.7%	4.8%	5.7%
Information	590	3.0%	3.0%	3.6%	3.7%	3.0%	2.3%	2.5%	3.9%	3.9%	4.6%	4.8%	4.8%
Other Services (except Public Administratio n)	547	2.8%	2.8%	2.8%	2.6%	2.5%	2.6%	2.8%	3.4%	3.0%	4.9%	6.1%	5.8%
Real Estate and Rental and Leasing	649	3.3%	3.3%	3.3%	2.6%	2.4%	1.2%	1.1%	1.1%	1.5%	1.7%	2.1%	1.8%
Administrativ e and Support and Waste Management and Remediation Services	376	1.9%	1.9%	2.3%	1.7%	1.7%	1.3%	1.3%	1.7%	2.1%	3.3%	3.3%	2.7%
Public Administratio n	478	2.4%	2.4%	2.1%	1.8%	1.5%	1.2%	1.2%	1.2%	1.7%	1.9%	2.1%	1.8%
Construction	373	1.9%	1.9%	1.6%	1.1%	0.9%	0.8%	0.8%	1.1%	1.5%	0.9%	0.9%	0.7%
Wholesale Trade	68	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.7%	0.4%	0.6%	0.6%	0.8%	0.7%
Mining, Quarrying, and Oil and Gas Extraction	36	0.2%	0.2%	0.3%	0.6%	0.2%	0.1%	0.1%	0.5%	0.6%	0.7%	0.6%	0.6%
Utilities	80	0.4%	0.4%	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%	0.5%	0.4%	0.5%
Management of Companies and Enterprises	26	0.1%	0.1%	0.3%	0.3%	0.2%	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.2%
Agriculture, Forestry, Fishing and Hunting	49	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.3%

Programs of Study in Greatest Demand

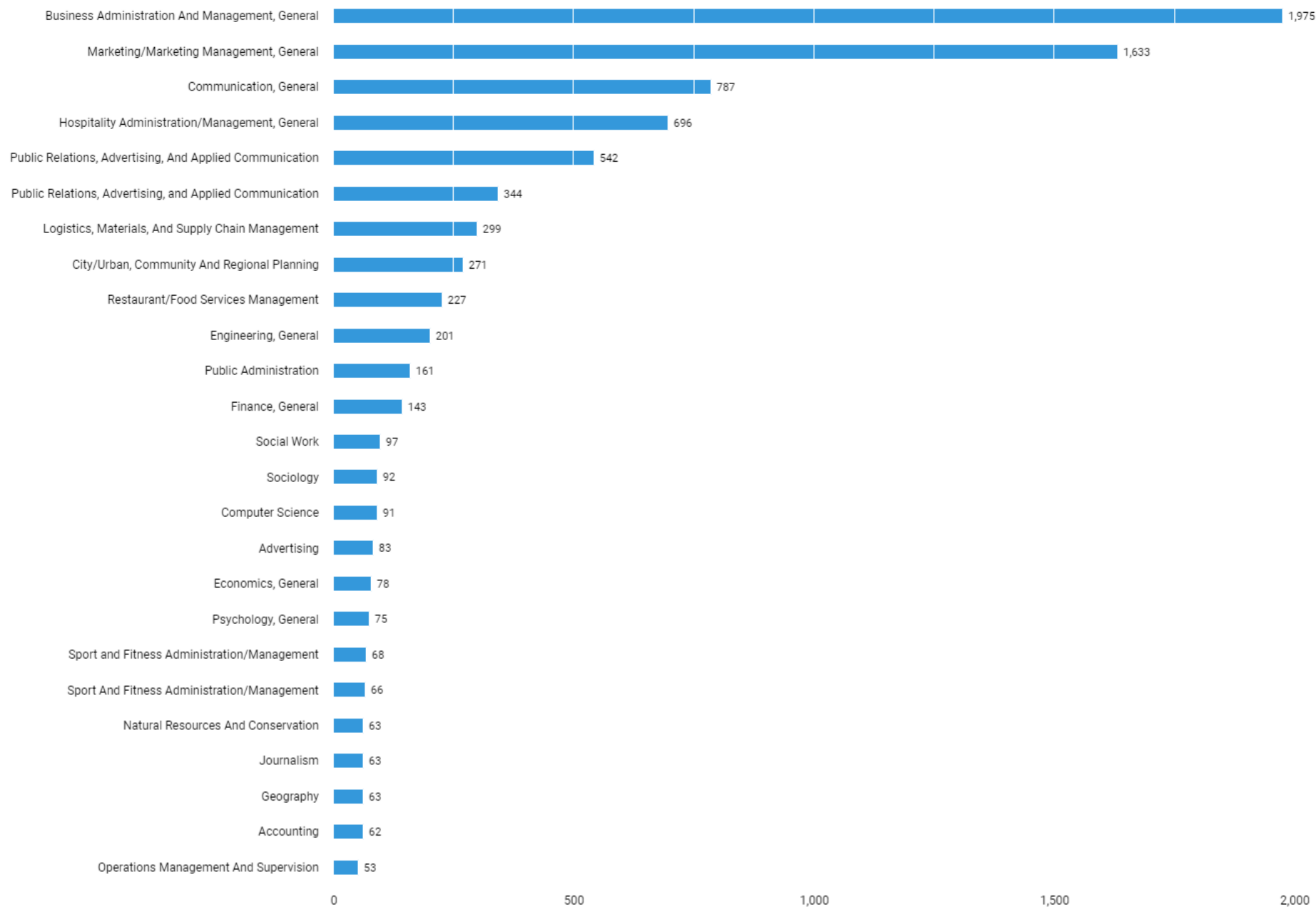
Jan. 01, 2020 - Dec. 31, 2020
There are 29,507 postings available with the current filters applied.
There are 25,057 unspecified postings.

Included Postings

New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGTOCC : Event Planner) AND (Included Postings : All New Jobs)



Source: Labor Insight (Burning Glass Technologies)

Time Series Analysis

New Postings decreased by 44.76% to 29,507 in the period 2019 - 2020

Jan. 01, 2010 - Feb. 09, 2021 (Data not available after Feb. 08, 2021)

There are 337,270 postings available with the current filters applied.

There are 0 unspecified postings.

Included Postings

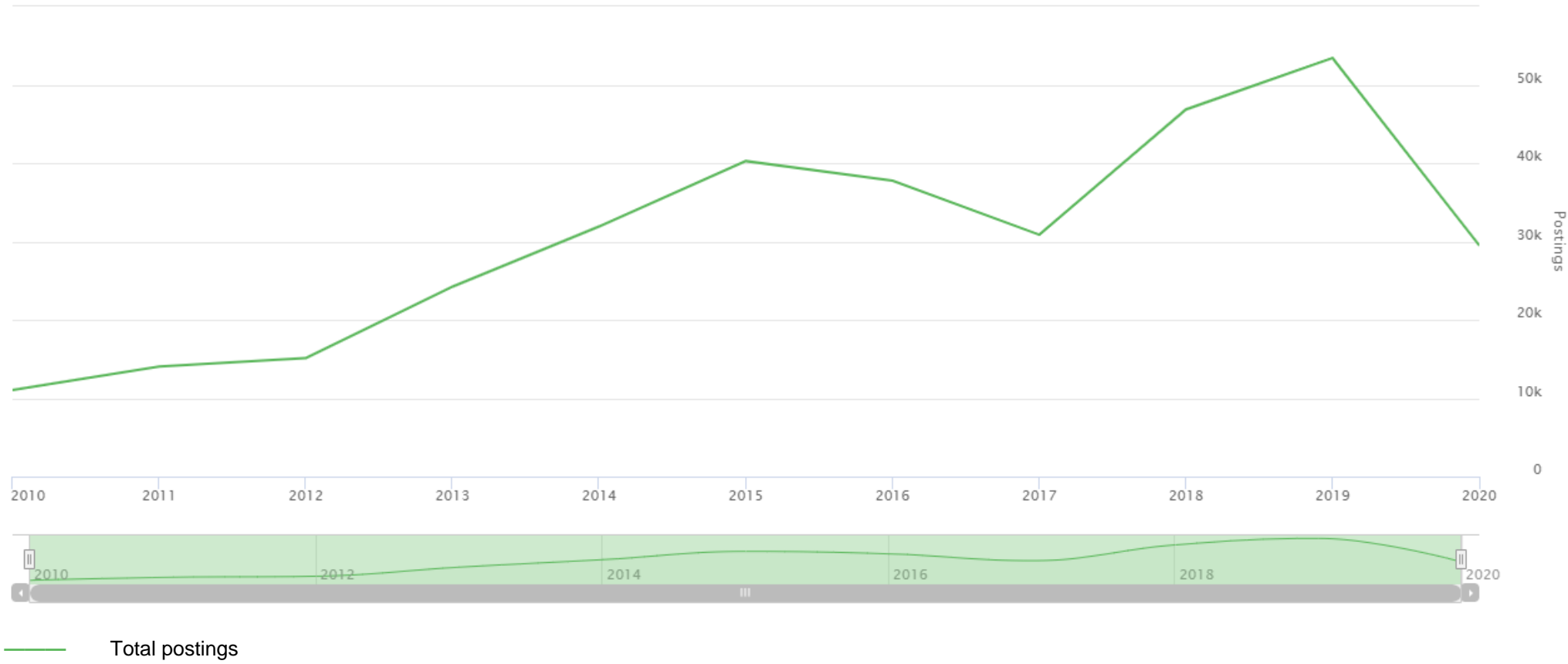
New postings

Active Selections

Full year 2020 (Jan. 1, 2020 - Dec. 31, 2020) AND Nationwide AND (BGTOCC : Event Planner) AND (Included Postings : All New Jobs)

Interval

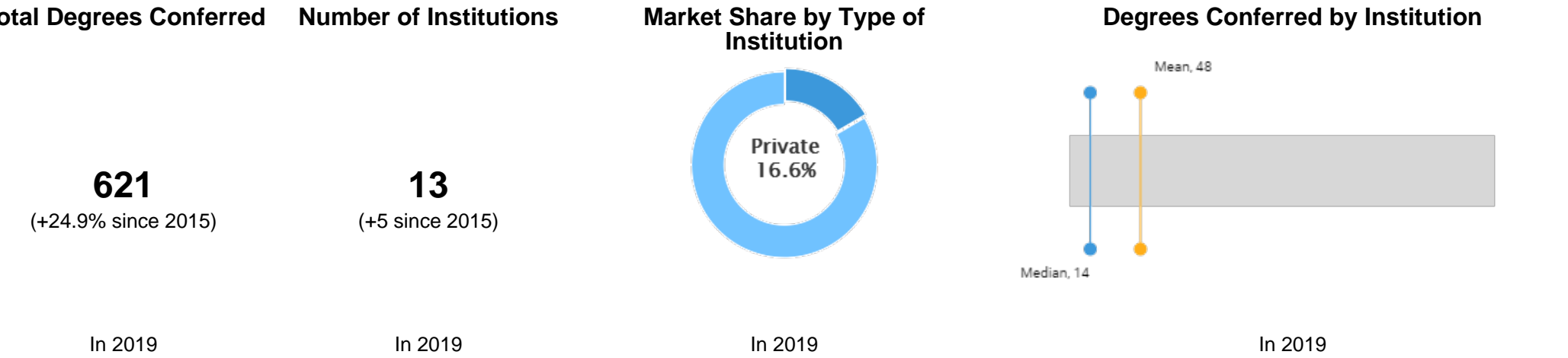
Annually



Program Competition & Student Demand

Active Selections

Nationwide AND ((Program of study : Bachelor's degree - Meeting and Event Planning (52.0907)))



Institution	Type	Distance Learning	Market Share 2019 (%)	Change in Market Share 2015-2019 (%)	Change in Degree Conferrals 2015-2019 (%)	2019	2018	2017	2016	2015
University of Central Florida	Public	No	46.4	-18.2	-10.3	288	322	300	307	321
Iowa State University	Public	No	17.1	-0.6	20.5	106	125	101	108	88
Central Michigan University	Public	No	12.2	5.4	123.5	76	73	80	57	34
Metropolitan State University of Denver	Public	No	7.7	N/A	N/A	48	46	21	N/A	N/A
George Washington University	Private	No	5.8	-4.1	-26.5	36	25	24	39	49
Universidad del Sagrado Corazon	Private	No	2.9	N/A	N/A	18	17	N/A	N/A	N/A
Lasell University	Private	No	2.3	2.1	1300.0	14	18	9	6	1
Grace College and Theological Seminary	Private	No	1.3	N/A	N/A	8	8	5	1	N/A
Lynn University	Private	No	1.3	1.1	700.0	8	15	13	3	1
High Point University	Private	No	1.1	N/A	N/A	7	0	N/A	N/A	N/A
Cleary University	Private	Yes	0.8	N/A	N/A	5	2	0	0	0
Stephens College	Private	No	0.8	N/A	N/A	5	6	4	5	N/A
College of the Ozarks	Private	No	0.3	-0.3	-33.3	2	0	5	4	3
Burlington College	Unknown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
Universidad Ana G. Mendez-Carolina Campus	Private	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2015-2019.

Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

What skills are most in demand?

The following skills are requested most frequently in these occupations (Specialized Skills)

Occupation		Job Postings	
Meeting, Convention, and Event Planners		29,507	
Skills	Job Posting	Skills	Job Posting
Event Planning	9,007	Event Management	3,179
Budgeting	6,386	Retail Industry Knowledge	2,880
Customer Service	5,948	Sales	2,571
Scheduling	5,719	Food Service Experience	2,356
Project Management	3,312	Retail Sales	2,314

Unspecified postings: 1,066

Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

The following skills are requested most frequently in these industries (Specialized Skills)

Industry Sector		Job Postings	
Accommodation and Food Services		7,150	
Skills	Job Posting	Skills	Job Posting
Food Service Experience	2,288	Sales	976
Retail Industry Knowledge	2,247	Scheduling	626
Retail Sales	2,154	Budgeting	623
Customer Service	1,767	Banquet Event Orders (BEOs)	556
Event Planning	1,242	Customer Billing	453
Professional, Scientific, and Technical Services		1,698	
Skills	Job Posting	Skills	Job Posting
Event Planning	614	Event Management	238
Budgeting	438	Business Development	147
Project Management	365	Customer Contact	122
Scheduling	364	Social Media	105
Customer Service	282	Sales	104
Educational Services		1,622	
Skills	Job Posting	Skills	Job Posting
Event Planning	788	Project Management	231
Budgeting	546	Social Media	204
Scheduling	512	Fundraising	185
Customer Service	379	Administrative Support	168
Staff Management	247	Event Management	163
Manufacturing		1,599	
Skills	Job Posting	Skills	Job Posting
Scheduling	771	Event Planning	272
Manufacturing Resource Planning (MRP)	351	Project Management	256
Budgeting	326	Inventory Management	245
Enterprise Resource Planning (ERP)	321	SAP	240
Purchasing	275	Material Requirement Planning (MRP)	204

Transportation and Warehousing		1,226	
Skills	Job Posting	Skills	Job Posting
Budgeting	485	Project Management	152
Event Planning	485	Event Management	135
Customer Service	359	Customer Contact	105
Scheduling	226	Site Selection	103
Logistics	203	Data Entry	94
Retail Trade		977	
Skills	Job Posting	Skills	Job Posting
Retail Industry Knowledge	216	Scheduling	120
Event Planning	174	Merchandising	96
Sales	157	Store Management	92
Customer Service	131	Promotional Events	83
Budgeting	124	Data Entry	79
Finance and Insurance		876	
Skills	Job Posting	Skills	Job Posting
Budgeting	377	Scheduling	146
Event Planning	310	Meeting Planning/Facilitation	143
Customer Service	258	Customer Billing	136
Project Management	164	Accounting	125
Customer Contact	152	Event Management	124
Health Care and Social Assistance		773	
Skills	Job Posting	Skills	Job Posting
Event Planning	233	Assisted Living	85
Budgeting	191	Long-Term Care	85
Fundraising	142	Project Management	78
Scheduling	142	Psychology	69
Social Media	89	Customer Service	68
Arts, Entertainment, and Recreation		657	
Skills	Job Posting	Skills	Job Posting
Event Planning	230	Event Management	112
Budgeting	144	Social Media	91
Sales	135	Staff Management	83
Scheduling	130	Prospective Clients	69
Customer Service	129	Upselling Products and Services	68
Real Estate and Rental and Leasing		649	
Skills	Job Posting	Skills	Job Posting
Event Planning	389	Budgeting	168
Event Management	220	Scheduling	167
Key Performance Indicators (KPIs)	211	Customer Service	132
Project Management	204	Social Media	72
Staff Management	191	Sales	60

Unspecified postings: 10,317

Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

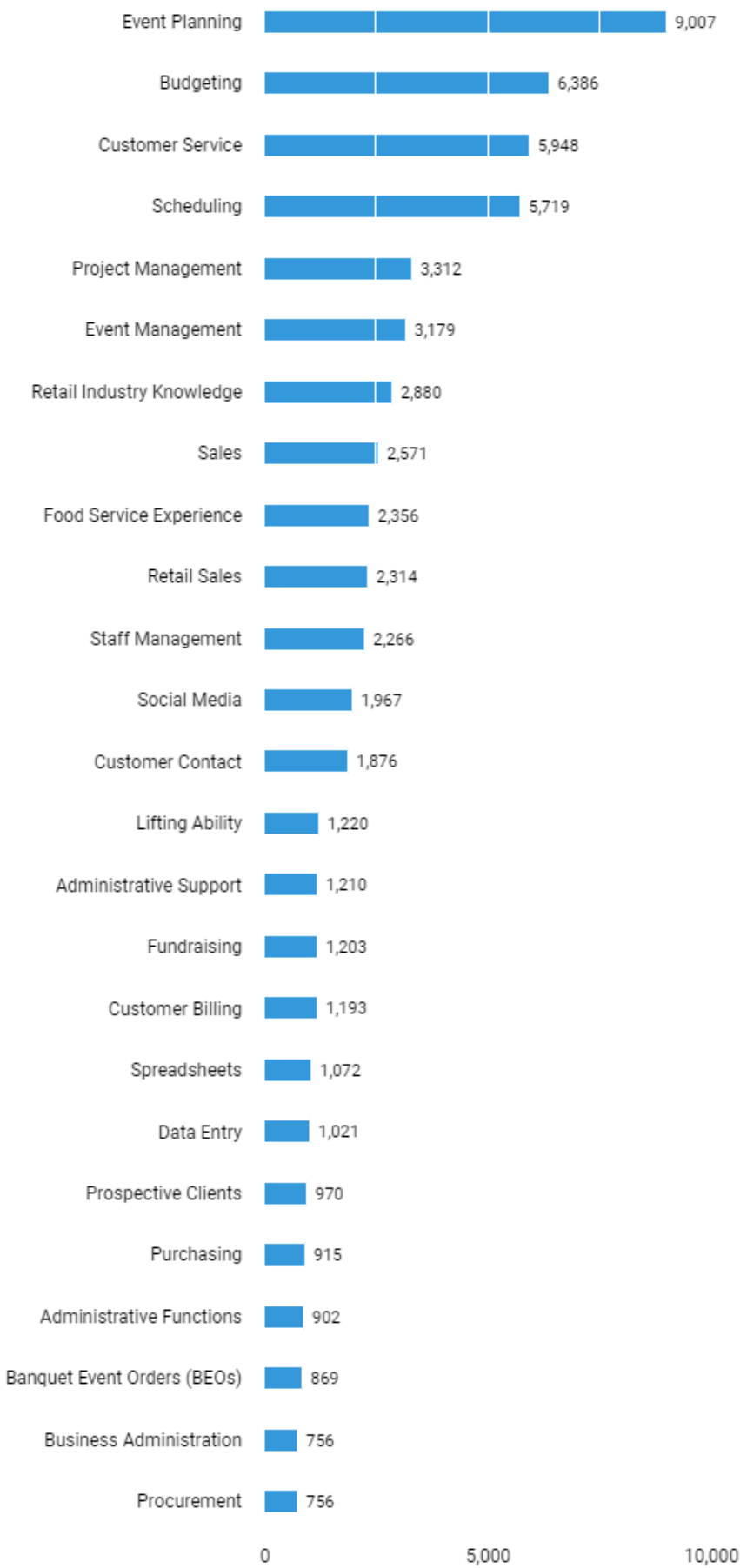
What co-occurring skills or credentials are needed for jobs?

The following skills are most requested (Specialized Skills)

Jan. 01, 2020 - Dec. 31, 2020

There are 29,507 postings available with the current filters applied.

There are 4,039 unspecified or unclassified postings.



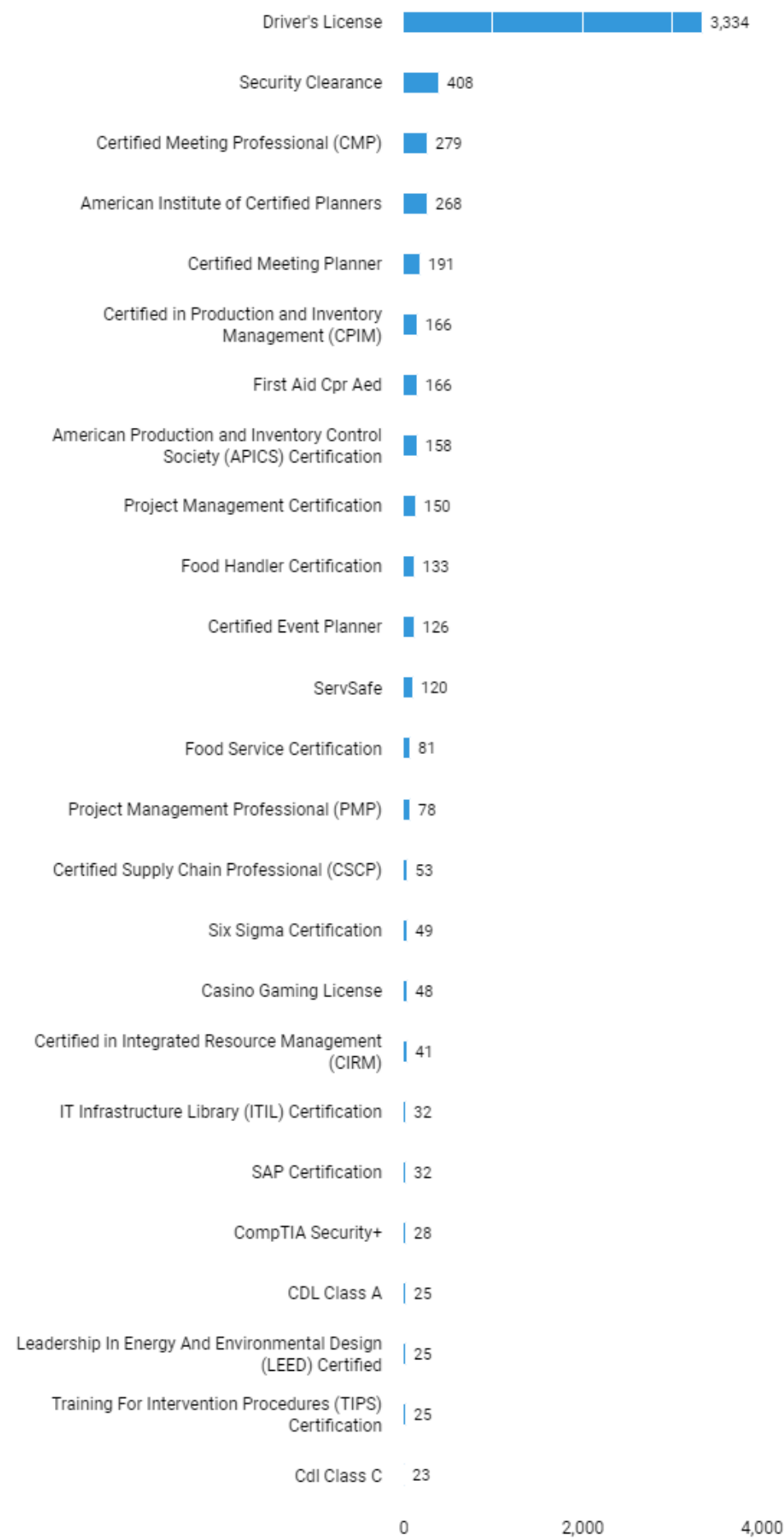
Unspecified postings: 4,039

The following certifications are most requested

Jan. 01, 2020 - Dec. 31, 2020

There are 29,507 postings available with the current filters applied.

There are 24,068 unspecified or unclassified postings.



Unspecified postings: 24,068

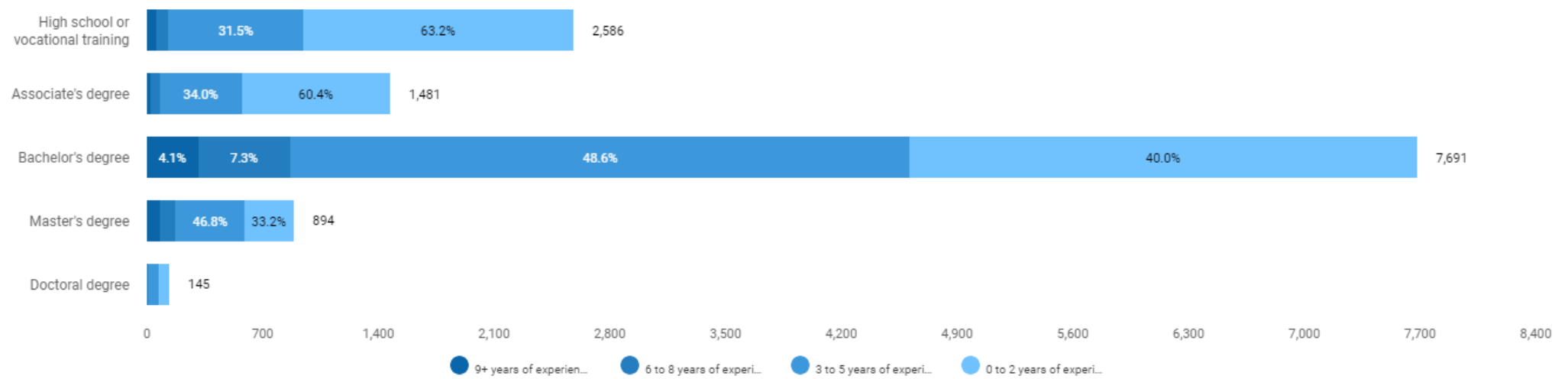
Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

The following levels of education and levels of experience are requested

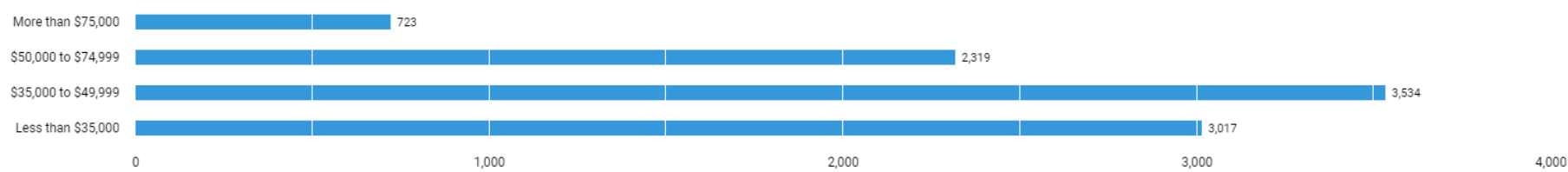


Unspecified postings: 19,558

The salaries of these jobs are distributed across the following categories

Mean real-time salary = \$46K

Median real-time salary = \$42K



Unspecified postings: 19,914

Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

Who is hiring and in what industries?

The following employers are hiring for the jobs

Jan. 01, 2020 - Dec. 31, 2020

There are 29,507 postings available with the current filters applied.

There are 4,270 unspecified or unclassified postings.



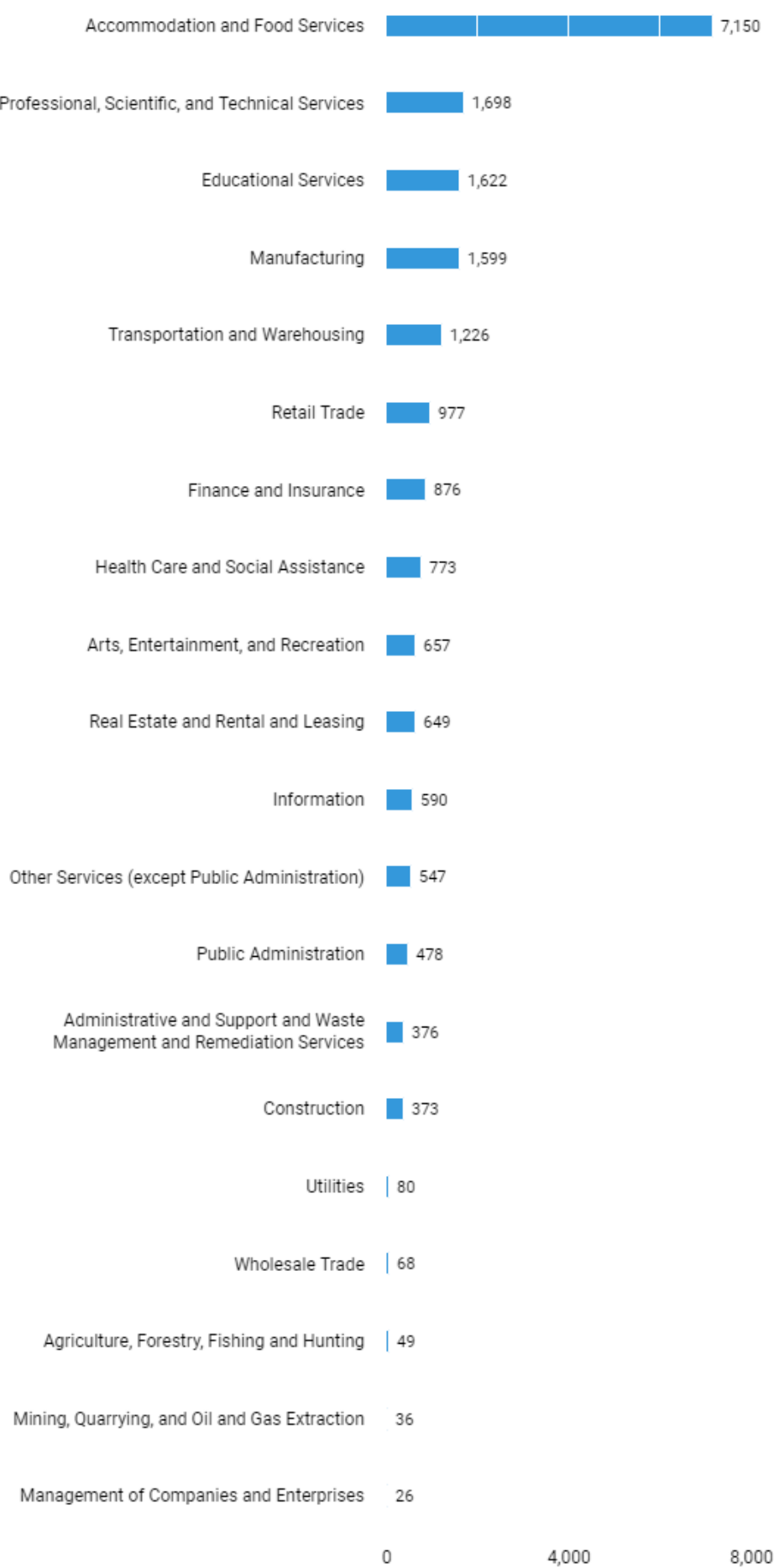
Unspecified postings: 4,270

The jobs are categorized into the following industries

Jan. 01, 2020 - Dec. 31, 2020

There are 29,507 postings available with the current filters applied.

There are 9,657 unspecified or unclassified postings.



Unspecified postings: 9,657

Skills Analysis (Snapshot view)

There are (29,507 job postings) between (Jan. 01, 2020 - Dec. 31, 2020) in your area for the selected criteria.

Active Selections

Full year 2020 AND Nationwide AND (BGTOCC : Event Planner)

Are these skills projected to grow? (Skill Cluster)

Burning Glass has developed a methodology for projecting the future demand of skills in the job market. We provide projections for individual skills and clusters of related skills. These projections combine econometric time series models with machine learning approaches to predict the growth in job posting demand for skills. The skill projections are 2 - year projections from January 2019 - January 2021, and are available nationally (national growth category) and as a global average across all countries Burning Glass supports (global growth category). They are not affected by any additional filters such as occupation or industry. If projections are not yet available for a skill or cluster, we have indicated 'N/A'. Please note: Results can be sorted by total posting numbers, or alternatively, by growth category.

Skill Cluster	Postings Requested	National Growth Category	Global Growth Category
Business: Event Planning and Management	10656	Declining	Stable
Information Technology: Microsoft Office and Productivity Tools	9138	Stable	Stable
Customer and Client Support: Basic Customer Service	8060	Stable	Stable
Finance: Budget Management	6409	Stable	Stable
Administration: Scheduling	5719	Stable	Stable
Business: Project Management	3979	Declining	Stable
Sales: General Sales	3962	Stable	Stable
Personal Care and Services: Food and Beverage Service	3317	Growing	Growing
Administration: Administrative Support	3303	Stable	Stable
Business: People Management	3175	Declining	Stable
Administration: General Administrative and Clerical Tasks	3097	Stable	Stable
Industry Knowledge: Retail Industry Knowledge	2880	N/A	N/A
Marketing and Public Relations: Social Media	2522	Stable	Stable
Sales: Retail Sales	2374	Stable	Stable
Finance: Billing and Invoicing	2195	Stable	Stable
Supply Chain and Logistics: Procurement	2033	Stable	Stable
Sales: General Sales Practices	1931	Stable	Stable
Business: Contract Management	1831	Stable	Stable
Marketing and Public Relations: Marketing Management	1500	Stable	Stable
Business: Business Process and Analysis	1442	Stable	Stable

Business: Business Strategy	1432	Stable	Stable
Business: Business Management	1383	Stable	Stable
Marketing and Public Relations: Customer Relationship Management (CRM)	1377	Stable	Stable
Information Technology: Enterprise Resource Planning (ERP)	1337	Stable	Stable
Health Care: Physical Abilities	1306	Stable	Stable
Marketing and Public Relations: Fundraising	1253	Declining	Declining
Design: Graphic and Visual Design Software	1192	Declining	Stable
Media and Writing: Writing	1172	Declining	Declining
Sales: Prospecting and Qualification	1071	Stable	Stable
Media and Writing: Audio Production	1037	Stable	Stable
Supply Chain and Logistics: Supply Chain Planning	984	Stable	Stable
Marketing and Public Relations: General Marketing	970	Stable	Stable
Supply Chain and Logistics: Logistics	957	Stable	Stable
Marketing and Public Relations: Public Relations	880	Declining	Declining
Sales: Sales Management	877	Stable	Stable
Supply Chain and Logistics: Inventory Management	849	Stable	Stable
Finance: General Accounting	801	Stable	Stable
Education and Training: Program Management	782	Stable	Stable
Supply Chain and Logistics: Supplier Relationship Management	773	Stable	Stable
Marketing and Public Relations: Brand Management	765	Stable	Stable
Supply Chain and Logistics: Supply Chain Management	732	Stable	Stable
Business: Key Performance Indicators	717	Stable	Stable
Information Technology: Technical Support	682	Stable	Stable
Human Resources: Occupational Health and Safety	680	Stable	Stable
Supply Chain and Logistics: General Shipping and Receiving	663	Stable	Stable
Administration: Office Management	654	Stable	Stable

Finance: Financial Management	654	Stable	Stable
Marketing and Public Relations: Market Analysis	654	Stable	Stable
Industry Knowledge: Hospitality and Leisure Industry Knowledge	633	N/A	N/A
Marketing and Public Relations: Online Marketing	632	Stable	Stable
Business: Operations Management	624	Stable	Stable
Human Resources: Employee Training	584	Growing	Growing
Supply Chain and Logistics: Inventory Maintenance	576	Stable	Stable
Economics, Policy, and Social Studies: Urban Planning	549	Stable	Stable
Industry Knowledge: Food and Beverage Industry Knowledge	549	N/A	N/A
Sales: Business Development	527	Stable	Stable
Customer and Client Support: Advanced Customer Service	507	Stable	Stable
Marketing and Public Relations: Promotional Materials	495	Stable	Stable
Marketing and Public Relations: Marketing Strategy	490	Stable	Stable
Information Technology: Database Administration	477	Stable	Stable
Administration: Office Machines	457	Stable	Stable
Engineering: Drafting and Engineering Design	452	Stable	Stable
Information Technology: Integrated Development Environments (IDEs)	451	Declining	Declining
Supply Chain and Logistics: Facility Management and Maintenance	449	Stable	Stable
Business: Quality Assurance and Control	446	Stable	Growing
Media and Writing: Content Development and Management	435	Stable	Stable
Business: Process Improvement	425	Stable	Stable
Environment: Resource Management and Restoration	425	Stable	Stable
Architecture and Construction: Estimating	421	Stable	Stable
Marketing and Public Relations: Promotions and Campaigns	409	Stable	Stable

Supply Chain and Logistics: Material Handling	407	Stable	Stable
Business: Order Management	400	Stable	Stable
Industry Knowledge: Entertainment Industry Knowledge	400	N/A	N/A
Design: Graphic and Visual Design	387	Declining	Stable
Education and Training: Teaching	387	Stable	Stable
Sales: Inside Sales	376	Stable	Stable
Manufacturing and Production: Manufacturing Processes	374	Declining	Declining
Sales: Specialized Sales	371	Declining	Stable
Business: Performance Management	362	Stable	Stable
Information Technology: Project Management Software	362	Stable	Stable
Media and Writing: Music	352	Stable	Stable
Sales: Merchandising	351	Stable	Stable
Legal: Regulation and Law Compliance	350	Stable	Stable
Media and Writing: Visual Design Production	350	Stable	Stable
Finance: Financial Reporting	342	Stable	Stable
Information Technology: Telecommunications	340	Stable	Stable
Business: Business Communications	337	Stable	Stable
Health Care: Public Health and Disease Prevention	321	Stable	Stable
Media and Writing: Media Production	311	Stable	Stable
Marketing and Public Relations: Packaging and Labeling	302	Stable	Stable
Information Technology: Web Design	298	Declining	Declining
Education and Training: Training Programs	296	Stable	Declining
Analysis: Data Analysis	291	Growing	Growing
Manufacturing and Production: Lean Manufacturing	289	Stable	Stable
Health Care: Emergency and Intensive Care	286	Stable	Stable
Sales: Business-to-Business (B2B) Sales	280	Stable	Stable
Information Technology: Oracle	272	Stable	Stable
Maintenance, Repair, and Installation: Equipment Repair and Maintenance	270	Stable	Stable

Human Resources: Employee Relations	267	Stable	Stable
Business: Product Management	262	Stable	Stable
Design: Presentation Design	252	Stable	Stable
Administration: Memoranda Preparation	251	Stable	Stable
Environment: Environmental Work	250	Stable	Stable
Information Technology: Data Management	243	Stable	Stable
Economics, Policy, and Social Studies: Policy Analysis	242	Declining	Declining
Information Technology: System Design and Implementation	241	Stable	Stable
Finance: Financial Risk Management	234	Stable	Stable
Engineering: Civil and Architectural Engineering	229	Stable	Stable
Industry Knowledge: Broadcasting Industry Knowledge	229	N/A	N/A
Sales: Outside Sales	228	Declining	Declining
Health Care: Basic Living Activities Support	227	Stable	Stable
Human Resources: Human Resource Management and Planning	226	Stable	Stable
Business: Technical Assistance	224	Declining	Declining
Architecture and Construction: Construction Management	222	Stable	Stable
Analysis: Data Techniques	219	Stable	Stable
Information Technology: Microsoft Windows	211	Stable	Declining
Finance: Financial Analysis	206	Stable	Stable
Human Resources: Talent Management	206	Stable	Stable
Sales: Trade Shows	206	Stable	Stable
Sales: Account Management	202	Stable	Stable
Human Resources: Recruitment	198	Stable	Stable
Business: Leadership and Management	196	Stable	Stable
Agriculture, Horticulture, and the Outdoors: Landscaping and Yard Care	191	Stable	Stable
Information Technology: Management Information System (MIS)	190	Declining	Stable

Supply Chain and Logistics: Warehouse Management	187	Growing	Stable
Information Technology: Web Development	186	Declining	Declining
Marketing and Public Relations: Advertising	185	Declining	Declining
Information Technology: Advanced Microsoft Excel	184	Stable	Stable
Manufacturing and Production: Machinery	182	Stable	Stable
Manufacturing and Production: Product Development	181	Stable	Stable
Legal: Litigation	177	Declining	Declining
Public Safety and National Security: Loss Prevention	170	Stable	Stable
Sales: Company Product and Service Knowledge	163	Stable	Stable
Business: Business Solutions	162	Stable	Stable
Health Care: Medical Support	162	Stable	Stable
Health Care: Mental and Behavioral Health Specialties	162	Stable	Stable
Information Technology: Geographic Information System (GIS) Software	161	Declining	Stable
Customer and Client Support: Cash Register Operation	156	Stable	Stable
Industry Knowledge: Industrial Engineering Industry Knowledge	149	N/A	N/A
Business: Property Management	148	Stable	Stable
Finance: Financial Trading	148	Declining	Declining
Economics, Policy, and Social Studies: Economics	146	Stable	Stable
Manufacturing and Production: Product Inspection	145	Stable	Stable
Health Care: Basic Patient Care	137	Stable	Stable
Information Technology: Cloud Solutions	137	Growing	Growing
Customer and Client Support: Payment Processing and Collection	134	Stable	Stable
Industry Knowledge: Computer and Information Technology Industry Knowledge	132	N/A	N/A
Science and Research: Surveys	132	Stable	Stable
Architecture and Construction: General Architecture	131	Stable	Stable
Economics, Policy, and Social Studies: Economic Development	131	Declining	Declining

Media and Writing: Journalism	131	Declining	Declining
Finance: Accounting and Finance Software	127	Declining	Stable
Science and Research: Research Methodology	127	Stable	Stable
Education and Training: Instructional and Curriculum Design	126	Declining	Declining
Industry Knowledge: Biologics Industry Knowledge	126	N/A	N/A
Information Technology: Systems Administration	125	Stable	Stable
Supply Chain and Logistics: Transportation Operations	125	Stable	Stable
Information Technology: General Networking	123	Declining	Declining
Information Technology: Software Development Principles	123	Stable	Stable
Health Care: Oncology	122	Stable	Stable
Information Technology: Cybersecurity	121	Stable	Stable
Supply Chain and Logistics: Store Management	121	Stable	Stable
Health Care: Mental Health Diseases and Disorders	120	Stable	Growing
Media and Writing: Multimedia	119	Declining	Declining
Information Technology: Document Management Systems	115	Growing	Growing
Sales: E-Commerce	110	Stable	Stable
Health Care: Advanced Patient Care	104	Stable	Stable
Information Technology: Operating Systems	103	Declining	Declining
Analysis: Business Intelligence Software	102	Stable	Declining
Information Technology: IT Management	98	Stable	Stable
Analysis: Data Visualization	95	Growing	Growing
Industry Knowledge: Asset Management Industry Knowledge	95	N/A	N/A
Supply Chain and Logistics: Transportation Operations Management	95	Stable	Stable
Human Resources: Compensation and Benefits	94	Stable	Stable
Education and Training: Exercise Training	91	Stable	Stable
Engineering: Industrial Engineering	91	Stable	Stable

Design: User Interface and User Experience (UI/UX) Design	90	Declining	Declining
Human Resources: Payroll	90	Stable	Stable
Analysis: Mathematics	88	Stable	Stable
Finance: Cost Accounting	88	Declining	Stable
Finance: Costing	88	Stable	Stable
Industry Knowledge: Local Government Industry Knowledge	88	N/A	N/A
Marketing and Public Relations: Media Strategy and Planning	87	Stable	Stable
Public Safety and National Security: Physical Security	82	Stable	Growing
Environment: Environmental Regulations	81	Stable	Stable
Finance: Investment Management	81	Stable	Stable
Architecture and Construction: Carpentry	80	Stable	Stable
Design: Creative Design	80	Stable	Stable
Industry Knowledge: Travel and Tourism Industry Knowledge	78	N/A	N/A
Personal Care and Services: Child Care	78	Declining Rapidly	Declining
Information Technology: Basic Computer Knowledge	77	Declining	Declining
Maintenance, Repair, and Installation: Appliance Repair and Maintenance	76	Stable	Stable
Information Technology: Software Quality Assurance	75	Stable	Stable
Marketing and Public Relations: Grant Applications	74	Declining	Stable
Analysis: Business Intelligence	73	Stable	Stable
Customer and Client Support: Claims Processing	73	Stable	Stable
Sales: Sales Analysis	72	Stable	Stable
Supply Chain and Logistics: Retail Store Operations	72	Stable	Stable
Analysis: Statistics	69	Stable	Stable
Finance: Auditing	69	Stable	Stable

Unspecified postings: 7,703

Friday, January 31, 2020



To Whom It May Concern:

I'm writing in support of collegiate degrees focusing on event management from the lens of a corporate events manager at Baird, a global financial services firm that plans just under 500 meetings and events annually for our company. This includes institutional equity conferences, incentive trips, high-end client experiences, training and development programs, appreciation events and small client meetings. I have been with Baird's event planning team for the past 12 years and in that tenure, I've noticed that the industry has really evolved with what is expected of the meeting professional. It is no longer a "tack-on" job that an executive administrator does as it was 15+ years ago. It has become a truly strategic partner, business-initiative driver, risk-manager, financially skilled and relationship building position. These skills are often learned on the job because unfortunately there are not many academic programs that prioritize this kind of professional. For that reason, the industry is not growing as strongly as it could be as we (the employers) are essentially offering an internship or apprenticeship for the first 2-4 years once college grads (or really any new-industry professionals) join our team. Much of this on-the-job training could be significantly if not nearly completely cut out if more institutions offered formal targeted training. Programs like the CMP have assisted in giving an academic foundation for the work we do, but arguably they come too late in the professional process (very difficult for the average event professional to take the time away from the desk to further educate themselves) or after bad / wrong habits are already learned and ingrained. Additionally, that program while very impactful, does not get at the other necessary skills to round out the event professional. It may be a dramatic comparison, but much like the dark ages of medicine where trial and error are performed to determine what heals or hurts, a lack of a targeted educational background in the meetings industry is very similar. For that reason, I am in full support of more universities considering an event management degree as it would certainly shoot that candidate to the top of my potential hires and further contribute to our growing industry.

The events industry as you may be aware has a \$2.53 trillion global economic impact (source: Meetings Mean Business Coalition). That is a lot of dollars to have in the hands of unskilled workers. For that reason, we are quite selective about who we hire and end up basing it largely on who is coachable as we know that very few recent graduates will have the skills we're looking for. It leaves a talent gap as we are often unable to replace some fairly entry-level positions with ease. We often are forced to either pile on work to the rest of the team until recent grad is skilled up, or hire an overqualified experienced planner for a lesser role (essentially passing over new grads). You can see how this does not help the industry nor the professionals in it. We have started to see event management minors, which is a great start in the right direction, but we find that this is not deep enough to give the solid base that helps avoid the 2-4 years of on-the-job training. The meetings and events industry is incredibly wide and varied – and in order to really dive deeply enough into the types of professional opportunities in the industry and curriculum that could support in a meaningful way the work that needs to be done a degree focused solely on building the hard and soft skills needed would be infinitely helpful.

Now, one might argue that other courses already exist and meet the needs I mentioned above. Often event professionals receive degrees in a communication field or business-focused arena which undoubtedly are helpful to this profession, but in my experience, they are not targeted enough to be as impactful as they could. If I were to curate college coursework for a future new hire, it would entail all the elements of the CMP curriculum which certainly have plenty of cross-over in other disciplines like business administration and communication, but the focus would be intentionally targeted to the profession. I personally took communication and PR classes to prepare me for a desired career in the

event industry but had I not had meaningful internships to show me the application and allow me trial and error, I would not have been able to process the information learned in school as well. In my opinion general coursework is not targeted enough to the event professional and that leads us back to the original concern that graduates leave impressive universities without the true knowledge needed for the job. I found that to be true in my personal experience as well. For example, I took a statistics class (requirement for my Comm degree) but that did nearly nothing to prepare me for working on complex taxation master documents following incentive trips (a requirement by the IRS) or having the right tools to lead meetings with our c-suite and talk about complex budget scenarios that impact millions of dollars. Additionally, having some general legal background would be a major asset to event professionals. We often are forced to explain to our very intelligent legal teams why we may not be as concerned about a particular clause in a contract without having the right language to do so. Naturally I'm not suggesting event planners have a minor in law, but a student exposed to academic coursework targeted at the legality involved with contracting, general event insurance parameters and pitfalls, and an introductory risk management focus would produce an job candidate that would be an attractive asset to any team.

Despite some challenges with finding skilled new talent, growth in this industry is on the rise. Take for example the team I belong to, within the past 4 years, our firm has invested in building and opening 2 conference centers in our headquarters and Chicago offices and built an entire team of professionals to manage the events hosted in them creating an additional 8 jobs. We have 2 more centers in the works which will undoubtedly offer new job opportunities in the industry. Additionally, we have built out an entire team of 4 individuals focused exclusively on the registration and communication side of event planning to support the 54,000+ registrants we served in just half of our business unit's events last year (this figure excludes our institutional client conferences). We are continuing to be asked to take on more and have a more robust seat at the table. We currently are structured with a collective group of 25 meeting planners and an additional 16 hospitality professionals that manage our conference centers and internal meeting spaces (a/v professionals, coordinators, etc.). And we are not the exception to the rule. We belong to industry groups such as MPI (Meetings Professional International) and FICP (Financial Insurance Conference Planners) and those organizations both continue support the growth of this industry through growing global membership and qualitative sharing similar to what I've reported above.

Additionally, the business world recognizes that meetings are paramount to success. They support business initiatives, drive revenue and ultimately support strong communities. I was in the industry during the great recession of '08-'09 and while our events may have been scaled back or budgets cut, we remained steadfast in hosting events and our team stayed relatively intact. We had to let 2 people go, but we very quickly made a business case that the firm supported to hire additional staff as the work did not decrease despite the economic environment. Budgets may get tighter during recessions, and teams forced to do more with less, but events still occur and expectations from attendees and stakeholders alike remain high. In some ways during those times the event professional skills become even more important (negotiation skills, ability to seek goals of programs and creatively find solutions that mitigate risk and financial impact while delivering on those goals, remaining a skilled relationship builder during difficult times, etc.). While the media is a buzz with a potential pending economic downturn it seems worth of noting that this industry does still thrive even in tough economic conditions. That being said, it currently seems company culture is in the spotlight for many successful organizations. We have tight labor markets for skilled workers given the lack of a recession and all-time low unemployment rate and therefore meetings and events continue to play a strong role in attracting, retaining and engaging talent.

I welcome any additional questions related to the strong support I hold for event management degrees which ultimately drive business results, foster relationships and support strong communities.

Thank you,

Katherine

Katherine A. LaMacchia

Director

Corporate Events Manager

Baird Corporate Events

(o) 312-609-7018 | (m) 262-305-6366

klamacchia@rwbaird.com | rwbaird.com





To Whom it May Concern;

I am writing to you today on behalf of Meeting Professionals International in support of the Event Management Program at Western Michigan University.

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, MPI provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

At MPI, we understand that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That's why we lead the world in professional development that advances the meeting and event industry—and the careers of the people in it. We connect the connectors so they can produce experiences that inspire, educate and energize.

The meeting and event profession continues to grow rapidly. At a rate of 7% annually it has outpaced numerous other industries with a projection of sustained growth until 2028 (Bureau of Labor Statistics, 2018). This upward trend is expected to continue as the global economy also transcends its previous market statistics which in large part due to the global impact on economics and tourism the meetings and events have had. In fact, business events generated more than \$1.07 trillion of direct spending. Additionally, business events supported 10.3 million direct jobs globally and generated \$621.4 billion of direct GDP. These achievements are largely because the nature of the meetings and events industry continues to evolve. Once seen as a task-based profession, the meetings and events profession has transformed into an industry committed to developing thought leaders, creating meaningful and authentic experiences, while also serving as sustainable practitioners.

Jessica Levin, CMP, MBA, CAE, DES shares that, "at its core, an event is a chance for people to connect face-to-face where they can learn, network and grow. But it can be so much more than that." Levin believes that "all events have the power to affect meaningful change and social impact." MPI shares this perspective and 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.

It is for these reasons and many more that Meeting Professional's International would like to advocate for the events management program at Western Michigan University to become a stand-alone major. 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. Once seen as a task-based profession, the meetings and events profession is now understood to be at its core high-level, knowledge-based work that helps organizations, companies and global NGOs determine how the business tool "meetings" can be used to drive business growth, KPI attainment and ultimately behavior change (efficiencies, customer growth, brand loyalty, etc.). The current program outline provided by Western Michigan University mirrors these competencies and provides a strong framework for a full-fledged academic major.



Additionally, the program at Western Michigan University simultaneously teaches a theoretical approach to meeting and events while layering on components of emotional intelligence and leadership development. As this industry continues to change and become more strategic, it is crucial that the next generation of meeting and event planners are equipped with an in-depth understanding of cognitive behavior and development that has historically been absent from other meeting and event academic programs.

We sincerely hope you will consider broadening the scope of support provided to this program. The opportunity to empower the next generation of meeting and event planners is great and we believe the Events Management Program at Western Michigan University has the potential to do so.

Sincerely,

A handwritten signature in black ink that reads 'Nancy Snowden'.

Nancy Snowden

Manager of Curriculum and Instructional Design
Meeting Professionals International

Dear Undergraduate Studies Council (UGSC),

I write to you as a Senior Manager of Meetings & Events at Stryker Instruments, as well as a very proud two-time alum of Western Michigan University. I understand there is an opportunity for the Event Management Minor to become a major, and I could not be more excited for this proposal. Allow me to share a few of my experiences with you, having now worked in the field (both corporate and non-profit) for 12 years.

- **Do you see job market growth potential for event managers for companies like Stryker?**

When I started at Stryker in 2015, I was the sole event planner in my division of 2,000+ people. I managed approximately 15 large programs, from 20-750 people annually. Now, I manage a team of 5 other event planners who range in experience and title from Event Associate to Sr. Project Manager. My entire team is focused on planning and executing events that drive engagement, training and recognition for our division, now 4,000+. Annually, we are responsible for 240+ meetings and events globally, with budgets ranging from \$1500 a head to \$6000 a head. I do not see our growth slowing down. Across corporate America there is a strong focus on creating fiscally responsible, experiential, socially responsible, community involved, globally minded, healthy and engaging meetings. This is not a task that anyone can pick up and complete. My team has gained more and more responsibility as we have proven that our knowledge and experience is a direct indicator for the success of the program. We strive for commercial excellence and are now bringing that to our programs.

- **How difficult it is to find qualified talent in the field of event management?** The growth of the team at Stryker Instrument's had me hiring a full time professional every year for the past 5 years. These new hires have ranged from entry level to seasoned professionals. We have seen an increase in candidates with the CMP certification, which is a helpful differentiator as this is the highest certification in our field. However, there is a core skill set that is often lacking for people coming right out of college with a communications or business degree, especially when they do not have the CMP certification or a similar educational foundation. Specifically, college grads struggle in the areas of risk management, budgeting, and stakeholder management. Two of these are hard skills that if taught in the classroom and applied with an internship, would set candidates far above the rest. Stakeholder management is truly a learned communitarian skill, that needs to be honed with time and experience. Only a focused curriculum, and direct practice and experience can prepare a job candidate with the right examples and talking points to be successful in an interview. I strongly believe that a focused education in the area of Event Management would not only be a benefit to WMU and its students, but to our Southwest Michigan community.

- **What are your opinions on the future of the event management profession – is it needed in your company? Do you see a growth in the event profession for your company?** My team's creation has created a domino effect across Stryker corporation. Our success has been encouraging to other divisions (two of them local) to also start Meeting

Teams. In addition to my recent hires, there have been 3 other people hired in the last 6 months to support meetings and events for Stryker corporation in Kalamazoo. It is a respected role, and one that our company is counting to invest resources.

- **Would having an event management degree put a candidate in a better position to receive an event planner position at your company?** Absolutely. Education coupled with experience (that can often come as part of an internship) is a winning combination when I screen candidates. It is an unrealistic expectation that a college grad will come to an entry level job with years of direct experience. However, if they can show how their education, internships, and campus experiences have prepared them to tackle the new position, they will be successful in gaining employment, over someone with a more generic Communication, Marketing or Public Relations Degree. It is obvious to hiring managers like myself that Communications is a broad field, Marketing focuses a lot on the business and analytics and Public Relations is often case or situation management. While all excellent skill sets, in the event industry none of these address the day to day focus of seasoned event professionals.

Entry level event roles are everywhere in our community, from restaurants to non-profits, the arts, corporate companies, and even in education. There is a lot of opportunity in our community, waiting for the right candidates. I would strongly support and appreciate the creation of an Event Management Major at Western Michigan University. If there is any additional information or support, I can offer as you review this decision, please do not hesitate to reach out.

Go Broncos!

Sarah Hurd Edinger
BA 2008, Communications
MA 2012, Higher Education & Student Affairs



January 21, 2020

OFFICE OF THE CITY MANAGER

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To Whom it May Concern:

I would like to provide a letter of support for the creation of an Event Management major at Western Michigan University. We are a community that appreciates events, meetings, as well as the conventions and national events that host events here in Kalamazoo. Several years ago, Discover Kalamazoo initiated a Certified Tour Ambassador (CTA) program that strategically reached out to the hospitality industry in Kalamazoo County to encourage customer service employees at hospitality-related businesses to become certified. The response was impressive and helped to substantiate that as a community, our residents and employees want to improve how we welcome tourists and events/conventions to Kalamazoo. We know that tourism, events, and leisure activities help to define our quality of life and create a sense of place. We embrace the power of events.

As we look at how we can improve our ability to encourage and support well-planned events, we recognize that an academic approach to event management can help to influence the implementation of successful events. The event industry is competitive; events must be based in innovation, leadership development, discovery, creativity, while addressing the human element that helps to define the unique way in which we engage. We want Kalamazoo to be successful in hosting events that are strategic, financially sustainable and innovative. Engaging events benefit our community.

Hosting an Event Management major degree program at WMU would benefit Kalamazoo. The proposed program includes classes that will integrate students into the community with internships, classes that include class/community lab opportunities and support students in hosting educational workshops through a new program called Kzoo Academy. We want students to be involved in our community organizations and businesses through their volunteerism and their willingness to learn experientially. As a town with multiple college campuses and the Kalamazoo Promise, we understand how important it is to successfully involve college students in our community. Adding a program like the Event Management major would help students learn event principles, practices and theory that will complement the in-classroom curriculum.

There is no doubt that supporting an academic program is expensive. We believe that Western Michigan University hosting an Event Management major will help to create intentionality in how we support and encourage college students to be involved in our community as they make Kalamazoo their home.

Sincerely,

James Ritsema
City Manager ICMA-CM, City of Kalamazoo

From: mszukhent@mfea.org <mszukhent@mfea.org>
Sent: Monday, February 03, 2020 7:48 AM
To: Deborah Droppers <deborah.droppers@wmich.edu>
Subject: Event Planner

Deborah,

I want to thank you for reaching out to me on this topic of Event Planning Management.

We here at Michigan Festivals & Events Association actually have a program of our own called the Event Gatekeepers' Guide (EGG) that assists Event Planners. Michigan has well over 3000 events annually per year throughout the entire state. Yes, some of these are small community events that are done by volunteers. However there are also much larger events.

Just to name a few;

- National Cherry Festival
- America's Thanksgiving Day Parade
- Tulip Festival
- Detroit Grand Prix
- Faster Horses (MIS)

Then we have conference centers, resorts, major hotels, corporate events, trade shows, sporting events, tournaments, political events;

- Amway Grand Hotel
- Grand Hotel Mackinac Island
- DeVos Center
- Tree Tops Resort
- Boyne Mountain
- Grand Traverse Resort
- PGA, LPGA, Senoir PGA Tournaments
- AYSO Soccer
- Boat, Builders, RV, Sporting Shows
- Political...

Qualified professionals are key to having a successful event and insuring that an event will continue year to year.

I had a conversation about this topic with Pure Michigan and their thoughts are similar to mine. This Program is only going to grow as events continue to grow. The examples that I listed are Michigan events. This program is by no way limited to Michigan, there are major events throughout the world. Actually, I believe that there is a better chance of landing a job with this degree than Sports Management only because of the number of events.

I can be available for additional comment if needed.

Thank you for this opportunity to chime in.

Mike Szukhent
President/CEO
Michigan Festival & Events Assoc.
989-845-2080 office
810-625-3708 cellphone



EVENT MANAGEMENT, BA

Environmental Scan

WMU Market Research

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EXECUTIVE SUMMARY

Industry Overview

The multibillion-dollar event planning industry shows projected growth in both trade show and conference planning as well as rapid growth in concert and event planning. As business is projected to continue growing in revenue and consumers are projected to continue to grow in disposable income the choice to partake in events is encouraged. Although video conferencing and online networking does pose a threat to future growth.

Student Demand Trends

Google Trends

Online interest according to Google Trends is declining compared to where it has been previously in the last five years. There are some consistent patterns that indicate search volume will rise again and remain consistent for a two-year period. In addition, the highest populated states like California have the highest interest, but there was a clear difference for Event Management as a field of study, which showed the east coast states as the highest search volume areas. Further investigation into the popularity of using the word “planning” versus “management” may be warranted based on these Google Trends results.

Program Overview & Competitive Analysis

Student completions in event management and hospitality management programs are predominantly at the bachelor's degree level and online programs are rare. Student completions for programs called Event Management are skyrocketing for the few universities using this title, indicating growing demand.

Hospitality Management is a much more well-established degree field but student enrollment is stagnant and, in some cases, slowly declining. Both program areas have examples of public schools with over 300 completions per year. Florida has the most programs in hospitality as well as event management and houses the largest programs. Overall, the south has significantly more hospitality and event management programs, second is the Northeast, followed by the Midwest, and lastly the West.

Occupation Demand Trends

- Event planning occupations have grown rapidly over the past 20 years nationally. Occupations in Michigan have also grown, but more slowly than national averages.

- Job postings for event planning positions have also been growing nationally but have remained flat over the last three years in Michigan.
- Overall, the job market in West Michigan is small, with higher concentrations of event planning jobs in major metropolitan areas like Chicago, Detroit, and Minneapolis.
- A bachelor's degree is the minimum educational requirement for 40% of related job postings which is a positive sign for the proposed degree.
- Skills in demand for event planning/management jobs are interdisciplinary. Job postings look for candidates with specific event planning skills, business skills (accounting, management, and sales), communication skills, and PR skills. There are also significant numbers of event marketing jobs being posted.
- Within Michigan, the top posting companies are major corporations like Stryker and Quicken, and companies that run event destinations like Marriott and Shanty Creek. Major universities also appear in the top 20 list.
- Professionals currently working in event management jobs hold degrees from a wide variety of disciplines. Many business and communication programs, paired with some experience, will make a candidate qualified for these jobs.

Key Takeaways

- Given the growing nature of the industry and degree field, a bachelor's degree in Event Management does represent a viable opportunity for WMU.
- Jobs in the field demand an interdisciplinary skill set. It is crucial that the degree includes adequate coursework in event management, business, and communication.
- The proposed degree is not likely to attract significant numbers of new students to the university given that multiple degrees pathways can lead to jobs in the field.
- Partnerships with major corporations hiring event planners would make a degree in this field much more attractive to students and better prepare them for jobs upon graduation.
- Professional certifications are important in this field but are not listed as a requirement by high percentages of job postings. Incorporating the Certified Meeting Professional credential would complement the program and differentiate graduates but it is not a minimum requirement for work in the field.

BACKGROUND

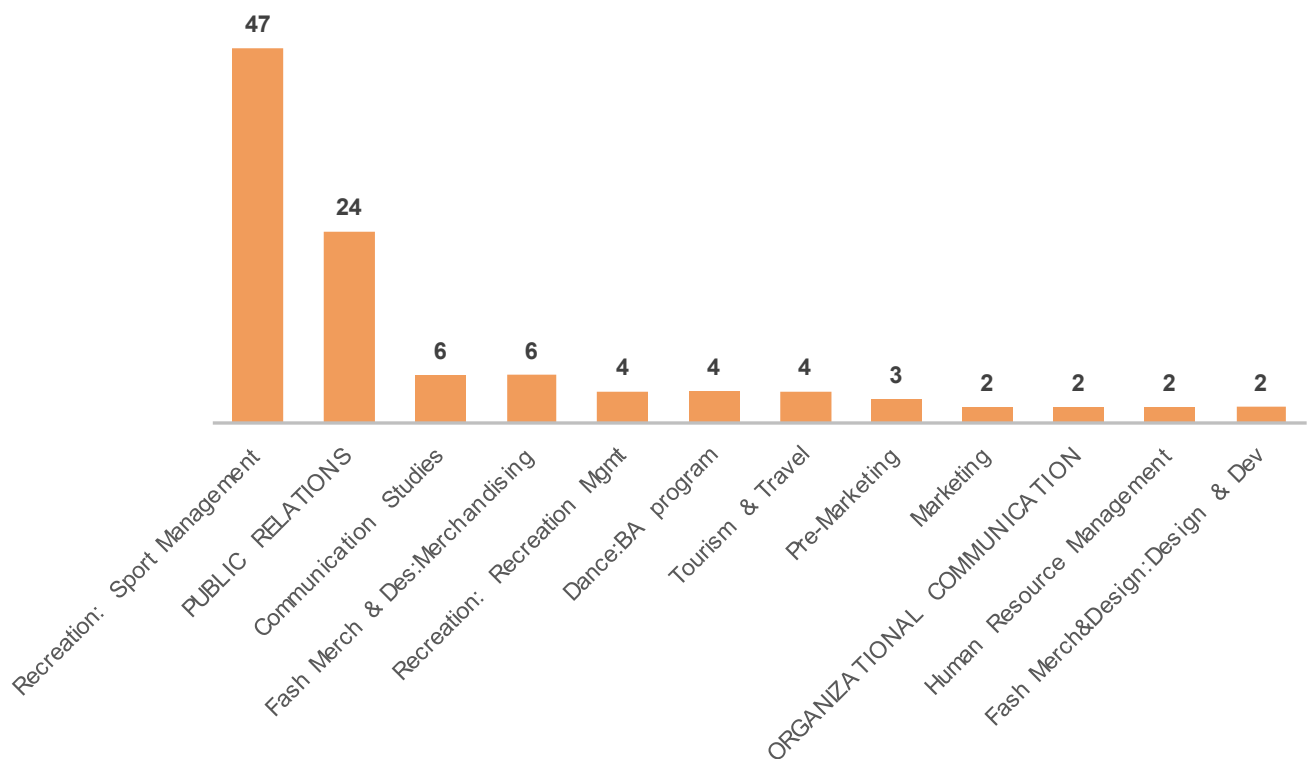
The current Event Management minor at WMU is described to students in the following ways:

“offers the opportunity to learn the management techniques needed to successfully plan, implement and evaluate meetings, festivals and special events. Course materials will provide theory and applications that will prepare students for careers event planning in the commercial, non-profit and governmental sectors.” – HPHE Event Management Minor Website

“The program consists of 15 hours of required courses and the completion of HPHE 1700 as a cognate.” – WMU Catalog

Currently there is an Event Management minor housed in the College of Education and Human Development (CEHD). Of the students enrolled in the minor, the two most common majors are Sports Management and Public Relations. The remaining students enrolled in the Event Management minor are from various programs within and outside of the CEHD.

Students Enrolled in The Event Management Minor
Sorted by Major For Fall 2019 - Cognos 20.00.20



METHODOLOGY

The findings in this report consist of secondary data compiled from search results, industry reports, social networks data, and government collected data. Emsi Analyst was used to further access NCES IPEDS data, BLS data, online job postings data, and professional resume/profile data.

Below are some of the relevant categories and parameters used:

- To find program insights from NCES IPEDS, two Classification of Institutional Programs (CIP) codes were used: 52.0907 or Meeting and Event Planning, and 52.0901 Hospitality Administration/Management, General. Note: The current minor at WMU is being reported to NCES under the CIP code 31.0504, which is defined as Sports and Fitness Administration/Management. It is recommended that the department work with Institutional Research to report completions under 52.0907.
- To find occupation insights the data associated with the occupation code 13-1121 or Meeting, Convention, and Event Planners was used.
- To get a broad overview of the trends, the United States was used most frequently as the designated region for data collection, but when possible, Michigan and surrounding states were used.

INDUSTRY OVERVIEW

Two relevant industry reports published by IBIS World could indicate the health of the event industry and project the future for event managers.

Trade Show and Conference Planning in 2019





These report findings focus on the professional and business events that event managers oversee such as auto shows, conventions, craft fairs, flower shows, home shows, trade shows, etc. This does not include performing arts, festivals, or sports events. The findings are as follows:

- There is low growth expected in this industry (1.3% annually). This growth is influenced by key external factors including:
 - Expected growth for domestic travel
 - Expected growth in disposable income
 - Expected growth in inbound trips by non-U.S. residents
- Threats to growth in this industry include:
 - Expected growth in services conducted online to as video conferences and networking websites are replacing face to face interactions. Planners will need to use technology to increase productivity and keep in-person attendance up.
 - Expected decline in corporate profit can reduce spending on events.

Key Statistics Snapshot

Revenue	Annual Growth 14–19	Annual Growth 19–24
\$15.8bn	2.4%	1.3%
Profit	Wages	Businesses
\$1.8bn	\$4.1bn	5,879

SWOT in the Industry

 Strengths	 Weaknesses	 Opportunities	 Threats
Low Imports	Low & Steady Barriers to Entry	High Outlook Growth	Low Long-term Growth
High Profit	High Competition	Inbound trips by non-US residents	Low Short-term Growth
Low Customer Concentration	None & Steady Assistance		Outlier Growth
High Labor Efficiency	High Product Concentration		Low Performance Drivers
Low Capital Intensity			Corporate profit

Concert & Event Planners in the U.S. 2019

These report findings focus on managing and promoting live events such as concerts, state fairs, or air shows.

- Growing success of music festivals and growing disposable income contribute to industry revenue growth (5.4%) as well as employee growth (2.8%).
- Time spent on leisure activities is expected to increase.
- Federal funding for the creative arts is expected to increase.
- There is potential for this industry to reach market saturation due to the increasing number of music festivals.

Key Statistics Snapshot

Revenue
\$34.5bn
Profit
\$2.5bn

Annual Growth 14–19
5.4%
Wages
\$6.8bn

Annual Growth 19–24
2.0%
Businesses
78,324

SWOT in the Industry



Strengths

Low Imports
Low Volatility
Low Customer Concentration
Low Product Concentration
High Labor Efficiency



Weaknesses

Medium & Decreasing Barriers to Entry
Low & Steady Assistance
Low Profit
High Capital Intensity



Opportunities

High Long-term Growth
High Short-term Growth
High Outlook Growth
High Performance Drivers
Federal funding for creative arts



Threats

Outlier Growth
Corporate profit

STUDENT DEMAND TRENDS

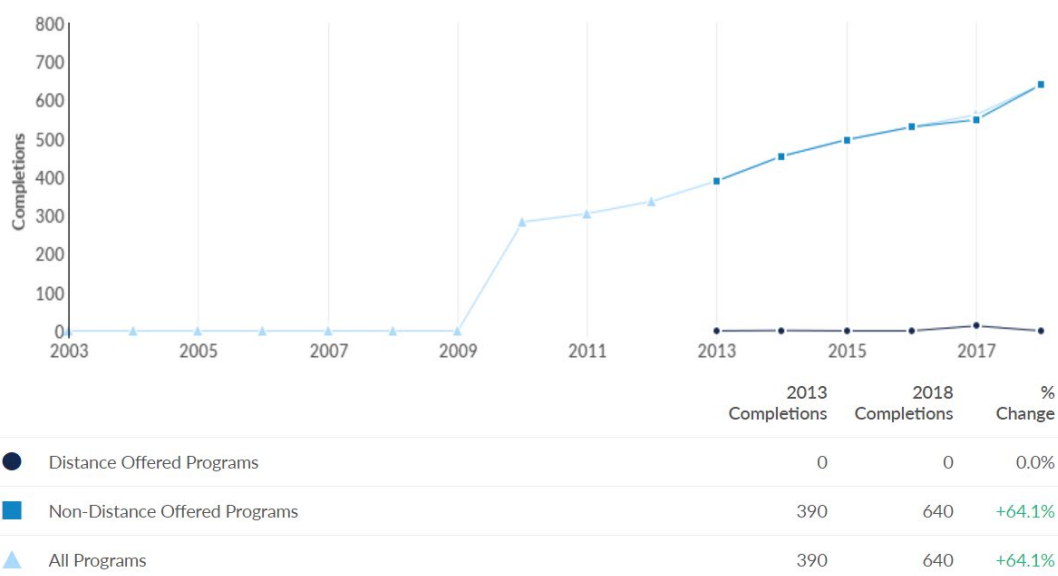
Program Overview

Meeting and Event Management

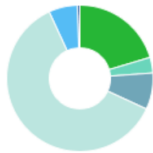
The Meeting and Event Management bachelor's degree is reported to NCES IPEDS database using CIP code 52.0907.

- The bachelor's degree market for meeting and event management is small but growing rapidly.
- There are 10 institutions nationally offering a bachelor's degree called Meeting and Event Management reporting under the corresponding CIP code, but there are some event management programs categorized as hospitality programs or parks, recreation, and leisure programs.
- There are no online Event Management programs reported in IPEDS as of 2018.
- A bachelor's degree is the most common Event Management award for students at 61.2% of total completions.
- The second most common Event Management related programs are one-year programs that are most likely certifications. There is a small number of institutions, primarily technical colleges, offering undergraduate certificates in Meeting and Event Management.
- IUPUI offers a master's degree in Meeting and Event Management.

National Bachelor's Completion Trend



2018 Bachelor's Completion Breakdown by Award Level



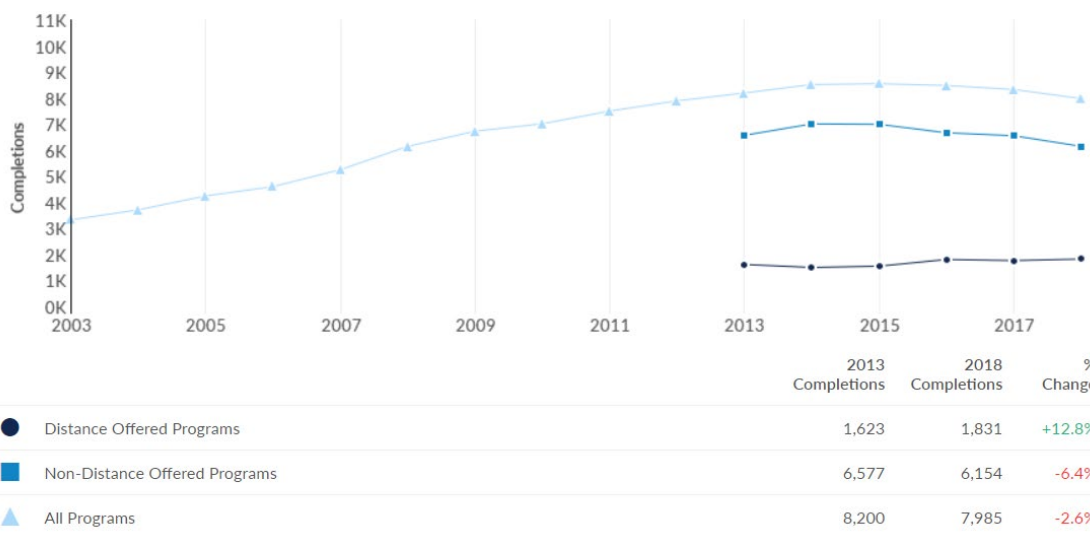
Award Level	Completions (2018)	Percent
Award of less than 1 academic year	213	20.4%
Award of at least 1 but less than 2 academic years	36	3.4%
Associate's Degree	84	8.0%
Bachelor's Degree	640	61.2%
Postbaccalaureate certificate	66	6.3%
Master's Degree	6	0.6%
Award of at least 2 but less than 4 academic years	0	0.0%
Post-masters certificate	0	0.0%
Doctor's Degree	0	0.0%

Program Overview – Hospitality Administration/Management

The Hospitality Administration/Management bachelor's degree is reported to NCES IPEDS database using CIP code 52.0901 and this is what that program looks like on a national level.

- Student completions for this program have been declining overall since 2015 although online programs are growing slightly.
- There are 157 institutions reporting a bachelor's in Hospitality nationally.

National Bachelor's Completion Trend



2018 Bachelor's Completion Breakdown by Award Level



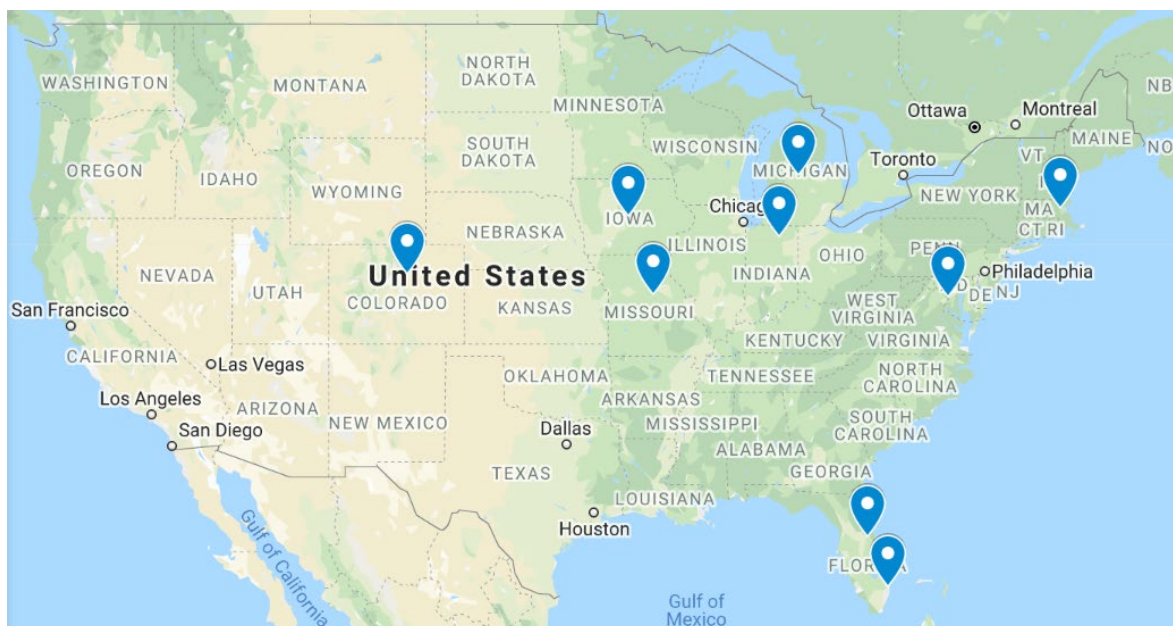
Award Level	Distance Offered Completions (2018)	Percent
Award of less than 1 academic year	507	17.1%
Award of at least 1 but less than 2 academic years	58	2.0%
Associate's Degree	211	7.1%
Bachelor's Degree	1,831	61.9%
Master's Degree	341	11.5%
Doctor's Degree	9	0.3%
Award of at least 2 but less than 4 academic years	0	0.0%
Postbaccalaureate certificate	0	0.0%
Post-masters certificate	0	0.0%

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. Research was conducted on both certifications in event management and bachelor's degrees offered by universities as these were both potential alternatives to a WMU Event Management degree. The ten universities reporting completions according to IPEDS are found in the table below.

Completions by Institution

Institution	Bachelor's Degree Completions (2018)	Growth % YOY (2018)	Market Share (2018)	IPEDS Tuition & Fees (2018)
University of Central Florida	322	7.3%	50.3%	\$6,368
Iowa State University	125	23.8%	19.5%	\$8,988
Central Michigan University	73	-8.8%	11.4%	\$12,543
Metropolitan State University of Denver	46	119.0%	7.2%	\$7,666
George Washington University	25	4.2%	3.9%	\$52,969
Lasell College	18	100.0%	2.8%	\$36,000
Lynn University	15	15.4%	2.3%	\$38,210
Grace College and Theological Seminary	8	60.0%	1.3%	\$23,210
Stephens College	6	50.0%	0.9%	\$30,950
Cleary University	2	Insf. Data	0.3%	\$20,550



Competitor Institutions Curriculum

Curriculum analysis was conducted for top three largest event management programs in the U.S. As shown in the table below, the competitor institutions all have completely different approaches for offering an event planning degree.

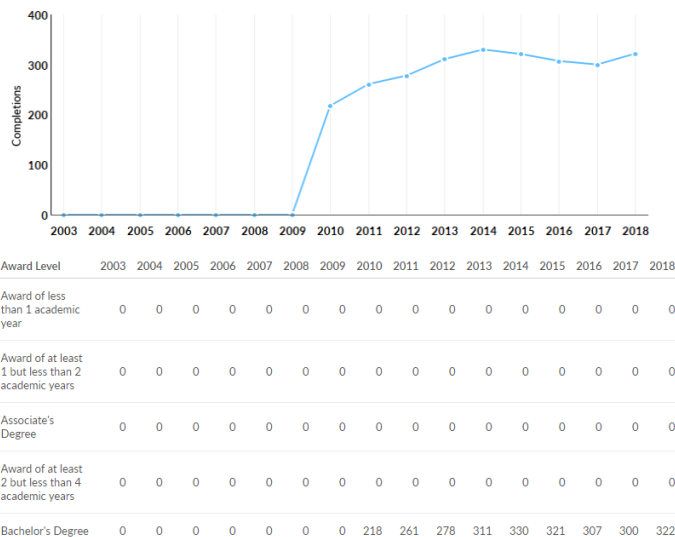
<i>Institutions</i>	<i>Program Name</i>	<i>College</i>	<i>Credits</i>	<i>Curriculum</i>
<i>University of Central Florida</i>	Event Management	Rosen College of Hospitality Management	120	Centered around hospitality classes. Includes a 3-credit internship.
<i>Iowa State University</i>	Event Management	College of Human Sciences	123	Mix of two categories of classes, hospitality and events.
<i>Central Michigan University</i>	Recreation and Event Management Concentration	College of Education and Human Services	108	Centered around recreation, parks, and leisure category of classes. Includes a 30-week internship required.
<i>WMU (Current Minor)</i>	Event Management	College of Education and Human Development	15	Centered around Human Performance and Health Education category of classes.

Event Management Enrollment Trends

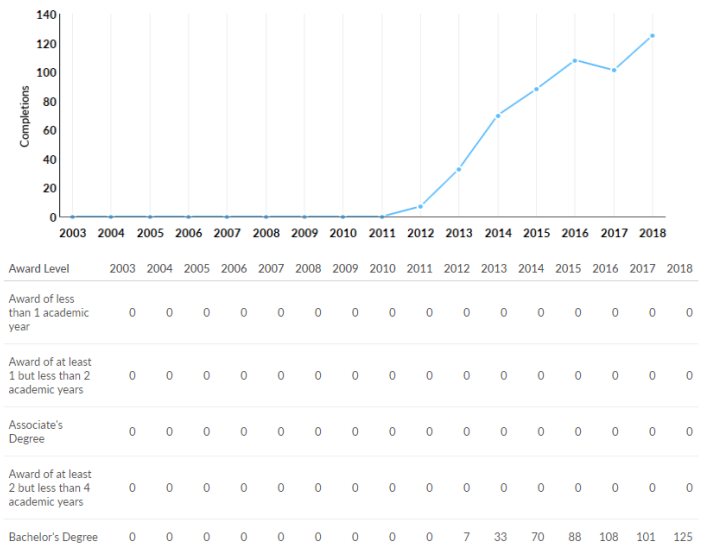
As mentioned previously, the bachelor's degree in Event Management has been growing rapidly in enrollment generally for all university across the nation (64.1% growth from 2013 to 2018). The top three largest universities in event management degree demonstrate this as shown below.

- University of Central Florida and Iowa State both have long standing programs of around ten years, whereas Central Michigan University reports data starting in 2014.
- CMU has the third largest program nationally. The program grew rapidly from zero to over 300 students enrolled from 2014-2017. Completions declined 8.8% from 2017 to 2018.
- All three universities have experienced slight dips in student completions at different times, but overall growth.

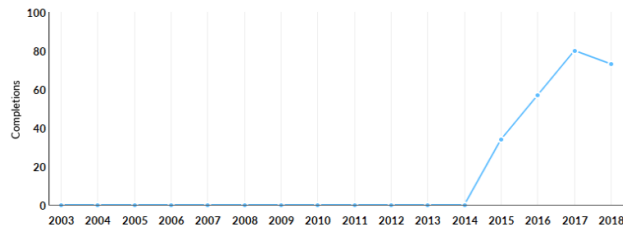
University of Central Florida | Completions in Meeting and Event Planning (52.0907)



Iowa State University | Completions in Meeting and Event Planning (52.0907)



Central Michigan University | Completions in Meeting and Event Planning (52.0907)



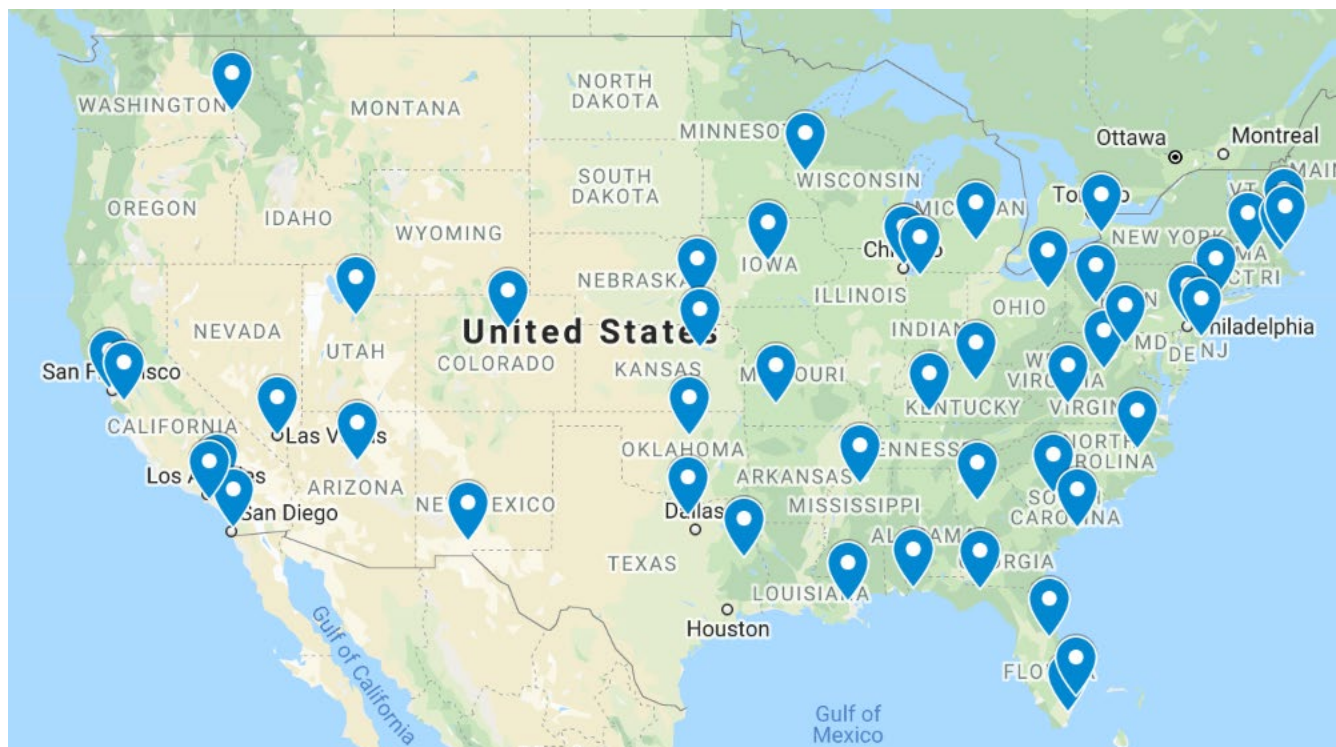
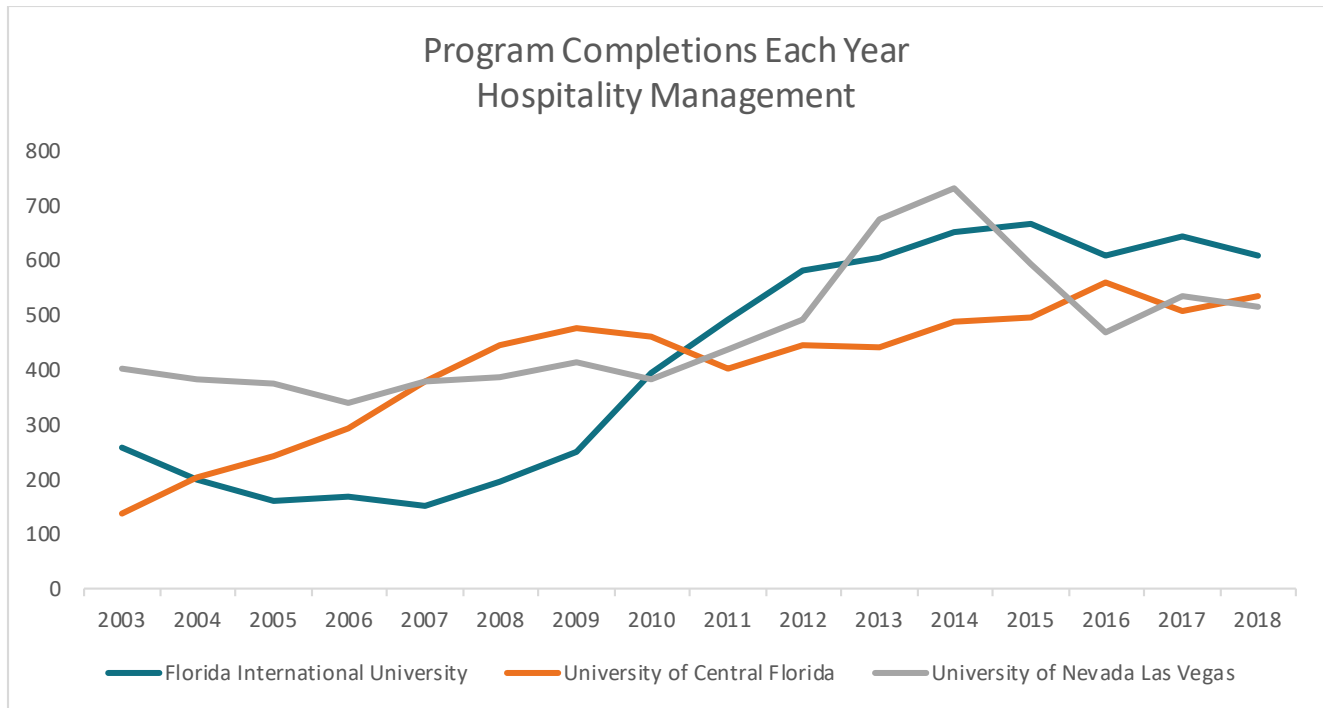
Award Level	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Award of less than 1 academic year	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Award of at least 1 but less than 2 academic years	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Associate's Degree	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Award of at least 2 but less than 4 academic years	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bachelor's Degree	0	0	0	0	0	0	0	0	0	0	0	0	34	57	80	73

Hospitality Administration/Management Enrollment Trends

The Hospitality Administration/Management degree is considered competition because universities sometimes include event management in the program name or list event management as an outcome of the program.

National Findings:

- Although there has generally been growth among the top three largest universities in hospitality management, student completions have been flat or slightly declining over the last two years as depicted in the graph below.
- There are 157 institutions offering this program, which is on the smaller end compared to the few thousand four-year institutions across the U.S.
- The states with the largest programs are Florida and Arizona.
- The region with the greatest number of institutes offering this program is the south.



Google Trends Findings

Google Trends tracks online search volume overtime providing indications of student demand for certain areas. Different search queries were tested n Google Trends, but the key findings came from three queries that consisted of search terms and fields. These were:

- Event Management (Field of study)
- Event Planning Jobs (Term)
- Event Management Jobs (Term)

These give an idea of both the interest in going to school for event management, those interested in getting a job in events, and the market of people looking for an event planning job. Short time frames do not reflect any significant positive or negative trends, but over five years and ten years the trends are more evident. Google Trends reports volume based on the proportion of the total and not a sum total as reflected in the y-axis scale range of 0-100. The limitation is that a 0% score can still mean there were searches, but there was not enough data. This leads larger search volumes to be more accurate and is why national search volume plays a key role for these insights. In addition, search volume is measured every week and it is common to see regular spiking from week to week.

Event Planning/Management Jobs (Term)

These terms were used to gauge the number of people interested in getting an event management job. This could account for people already working in the event management industry or people outside who are interested in the event industry. As search terms, Google is only giving data for those exact words in a search.

- Over the last five years (2015-2020) interest in event management and event planning jobs has been declining in the U.S.
- In 2019 it also shows a decline from the highest peak in late February. When comparing this to 2018 it shows there could be some seasonal trends that account for the declines in search volume, but interest does dip lower than it has historically dipped in November and December of 2019.
- There is not enough data to look at Michigan alone, but high search volume states for event planning were California, Texas, and Florida.

Event planning as a search term is used more frequently as shown by the red line, but the trend results for both terms followed almost identical paths.

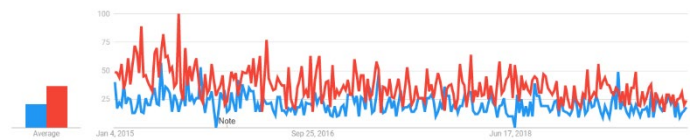
Interest by subregion

● Event Management job ● Event Planning job

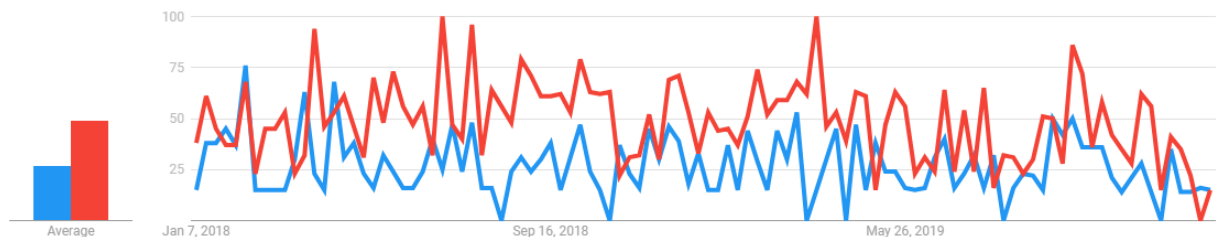


Interest Over Five Years

● Event Management job ● Event Planning job



Interest Over Two Years



Event Management (Field of Study)

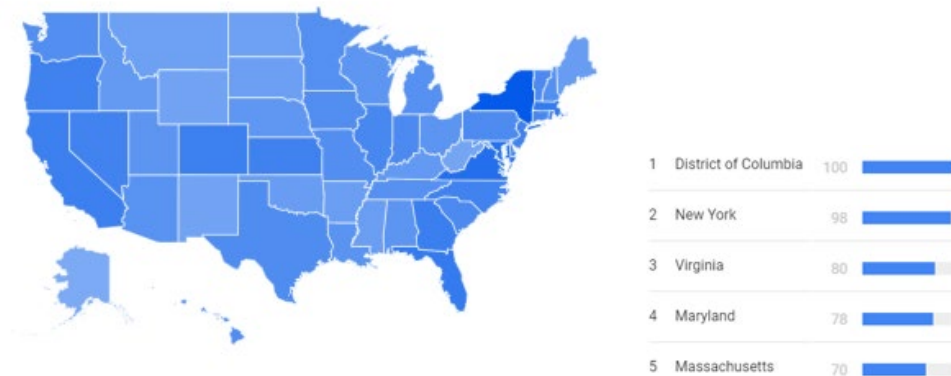
This search query was used to gauge interest in event management in the academic realm. These could be people interested in event management degrees. As a field of study, Google reports data for any searches related to event management and academia, not limited to only the keywords words.

National findings:

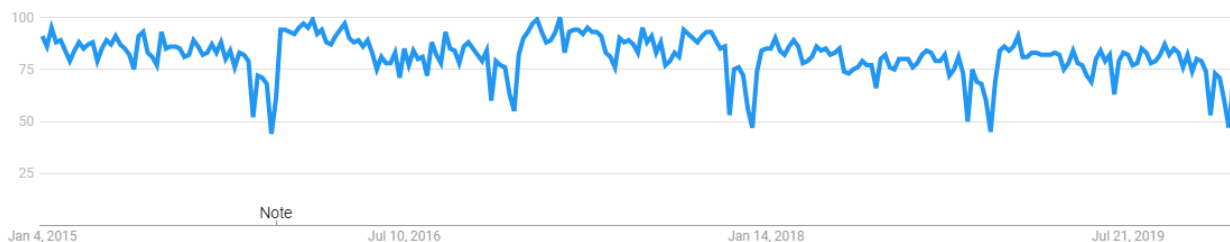
- Over the past five years (2015-2020) in the U.S. there is a clear pattern of highs and lows. About every two years search volume dips down to 50% or lower. One of the low periods is happening now, but based on past trends, interest is expected to rise again.
- The past two years within the five-year graph have been the lowest search volume proportions. Where 2015 thru 2018 peaked to the 100 mark, 2018 and 2019 have peaked at 90/91.

- Search volume is steady throughout the year and does not show yearly seasonal shifts.
- The most interested areas are on the east coast.

Interest by Subregion



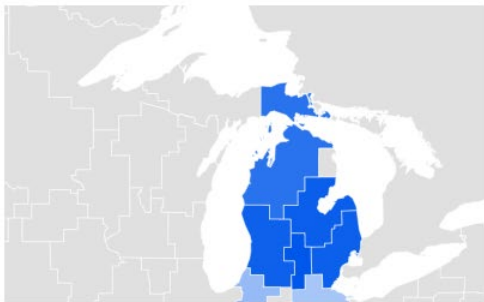
National Interest Over Five Years



Michigan findings:

- Over the past five years (2015-2020) in Michigan there have been regular highs and lows, but 2019 showed a comparative decline in search volume.
- Although Grand Rapids, Kalamazoo, and Battle Creek were lumped together in the data, there is a high enough search proportion to show that event management as a field of study is significantly searched for. Of 7 metro areas Kalamazoo is the 4th largest in search interest at 92.

Interest by Metro



1	Lansing MI	100	<div></div>
2	Flint-Saginaw-Bay City MI	94	<div></div>
3	Detroit MI	93	<div></div>
4	Grand Rapids-Kalamazoo-Battle Creek MI	92	<div></div>
5	Traverse City-Cadillac MI	77	<div></div>

Michigan Interest Over Five Years



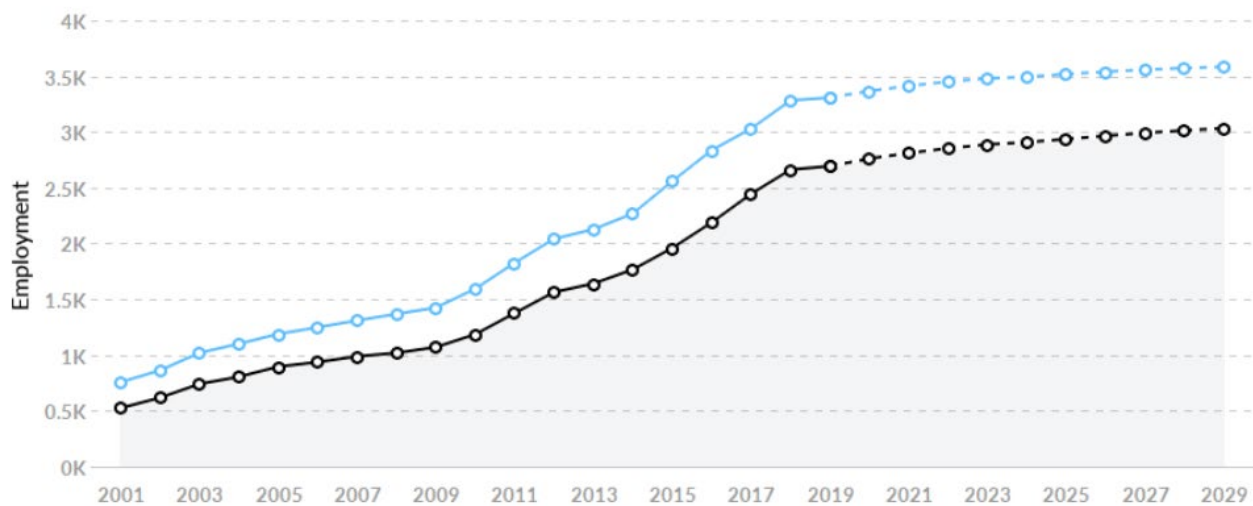
OCCUPATION DEMAND TRENDS

BLS Occupation Overview

Meeting, Convention, and Event Planners is the occupation category used by BLS and the overview of that occupation is as follows.

- Employment in this occupation has exploded in the last 20 years but Michigan lags behind national averages.
- The occupation is projected to grow 7% in the next ten years (2018-2028), which is slightly faster than average. This will account for around 9,600 jobs.
- Typically, professionals in this occupation hold a bachelor's degree.
- The median pay in 2018 is \$49,370 per year or \$23.74 per hour.
- The largest employers of event planners are religious, grantmaking, civic, professional, and similar organizations. A significant proportion of event planners are also self-employed.

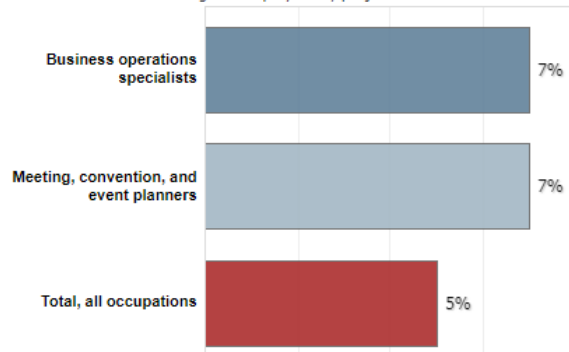
Employment Growth



	Region	2015 Jobs	2019 Jobs	Change	% Change
●	Michigan	1,960	2,694	734	37.4%
●	National Average	2,559	3,308	749	29.3%

Meeting, Convention, and Event Planners

Percent change in employment, projected 2018-28



Religious, grantmaking, civic, professional, and similar organizations	19%
Accommodation and food services	11
Arts, entertainment, and recreation	11
Administrative and support services	10
Self-employed workers	8

Note: All Occupations includes all occupations in the U.S. Economy.
Source: U.S. Bureau of Labor Statistics, Employment Projections program

Wage Analysis

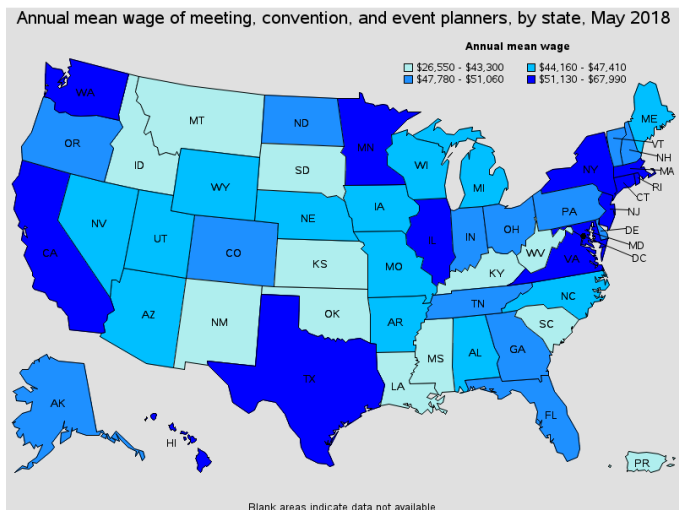
Wages can indicate occupation demand as well as job market growth. The higher the wage, the more competitive the occupation is and the less saturated the job market will be. When analyzing the occupation code for meeting, convention, and event planners, annual wages reported to BLS were analyzed.

National Findings:

- The median wage for meeting, convention, and event planners is higher than the average occupation, but below other business operations occupations.
- Wages are growing at a below average rate compared to other occupations, which is around 3%. Compared to the annual inflation rates in the U.S., the event planner occupation is closely correlated except for the outlier year of 2012, where there was a decrease in median annual wages.

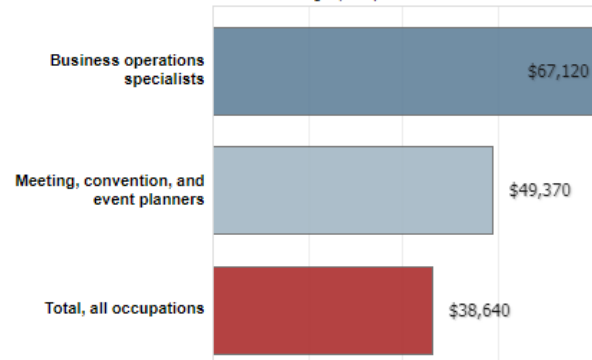
Michigan Findings:

- Michigan is in the higher half for annual mean wage at \$47,090, although this is lower than the national median wage of \$49,370.
- The mean wage in Kalamazoo-Portage area is \$42,020.



Meeting, Convention, and Event Planners

Median annual wages, May 2018



Note: All Occupations includes all occupations in the U.S. Economy.

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics

Percent Change In Wages Each Year

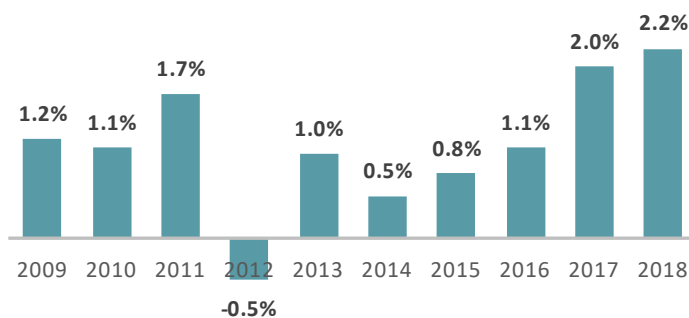
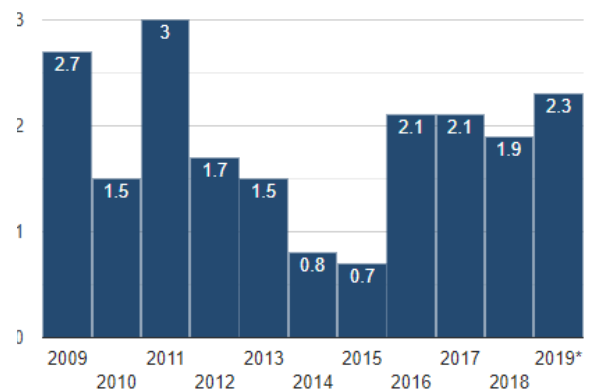


Chart: United States Annual Inflation Rates (2009 to 2019)



Job Market Saturation

Determining whether there are positions available for event management graduates is crucial to the success of the proposed program. The size and saturation of a market are determining factors and this data was found using BLS.

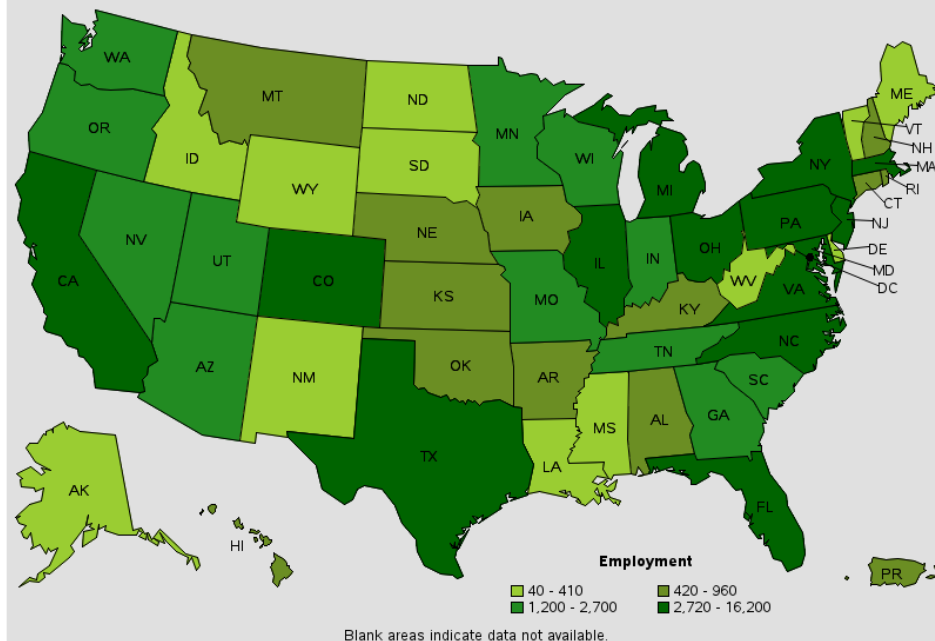
National Findings:

- There are 2,720 meeting, convention, and event planners employed in Michigan as of May 2018 and this is on the higher end of total employed compared to other states.
- The Location Quotient is slightly below average at 0.83, which means the event planning market is not as concentrated with opportunities in Michigan compared to the U.S.

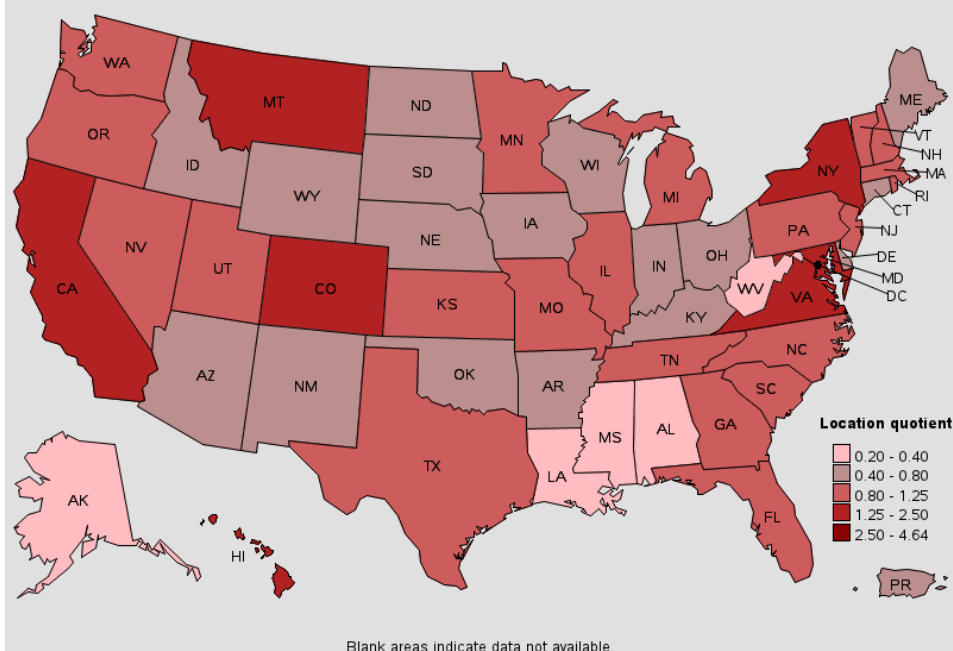
Regional/Michigan Findings

- According to BLS, there are about 100 event planners in the Kalamazoo-Portage area market which is relatively small. Although it is surrounded by larger event planning job markets such as Grand Rapids-Wyoming with 340, Lansing-East Lansing with 280, Detroit-Warren-Dearborn with 1,270, and Chicago-Naperville-Elgin with 3,810.

Employment of meeting, convention, and event planners, by state, May 2018



Location quotient of meeting, convention, and event planners, by state, May 2018



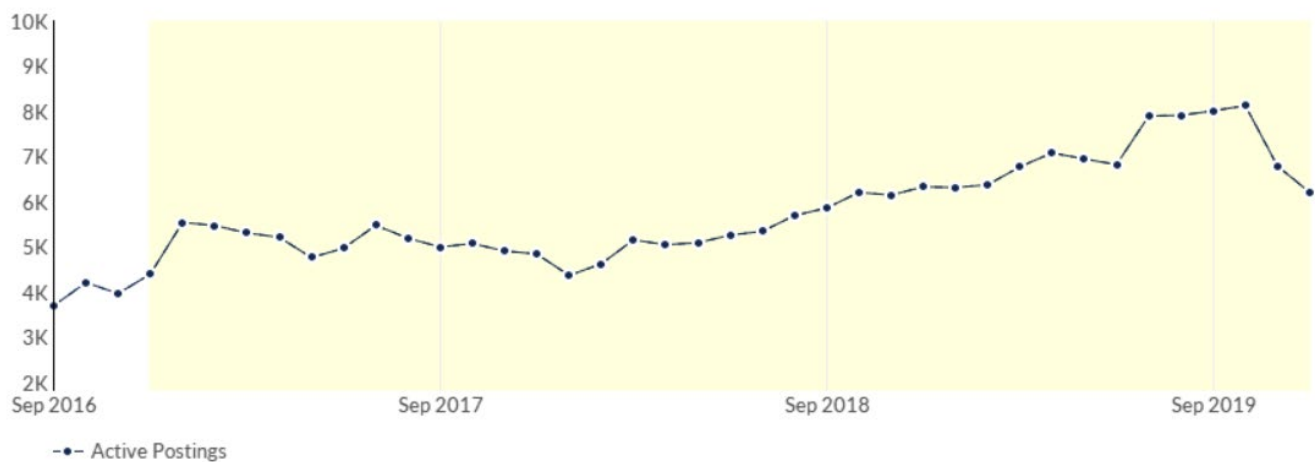
Job Postings Analysis

To gauge employer demand job postings were analyzed using Emsi Analyst, which ties the BLS Meeting, Convention, and Event Planners occupation to relevant job postings found in online job postings.

Job Posting Growth

Average monthly job postings for event management jobs have been growing steadily over the past three years from 4,401 in December 2016 to 6,201 in December 2019. The Michigan market for related jobs is small and has been much less consistent in the last three years averaging about 120 jobs posting per year.

National Active Job Postings per Month



Michigan Active Job Postings per Month



Education and Experience Breakdown

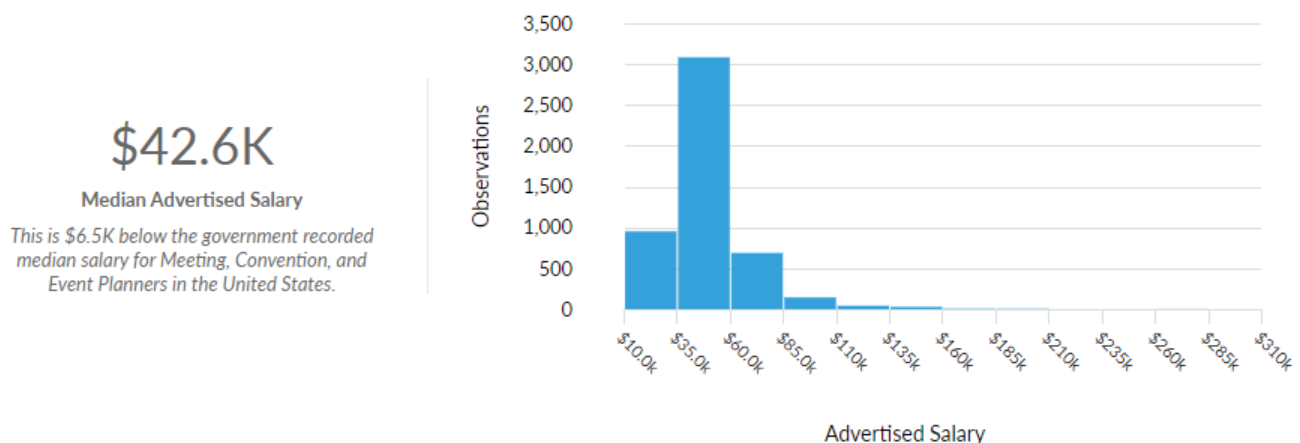
49% of related job postings do not list a required education level on the job posting but 39% list a bachelor's degree as the minimum education requirement.

Education Level ?	Unique Postings	% of Total	Minimum Experience ?	Unique Postings	% of Total
Unspecified	40,533	49%	Unspecified	40,208	48%
High school or GED	12,562	15%	0 - 1 Years	13,196	16%
Associate's degree	8,107	10%	2 - 3 Years	21,711	26%
Bachelor's degree	32,318	39%	4 - 6 Years	6,485	8%
Master's degree	2,074	2%	7 - 9 Years	1,073	1%
Ph.D. or professional degree	293	0%	10+ Years	380	0%

Advertised Salary Ranges

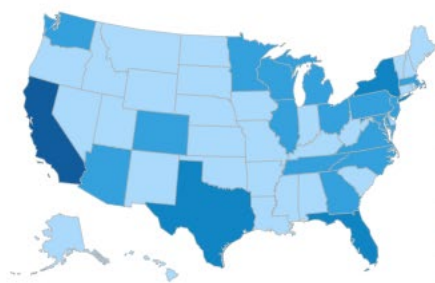
When filtering for only job postings that list a bachelor's degree as the minimum education requirement, the median advertised annual salary for related positions was \$42,600, slightly below the BLS median of \$49,370.

There are 4,963 advertised salary observations (16% of the 31,813 matching postings).



Top Posting Regions

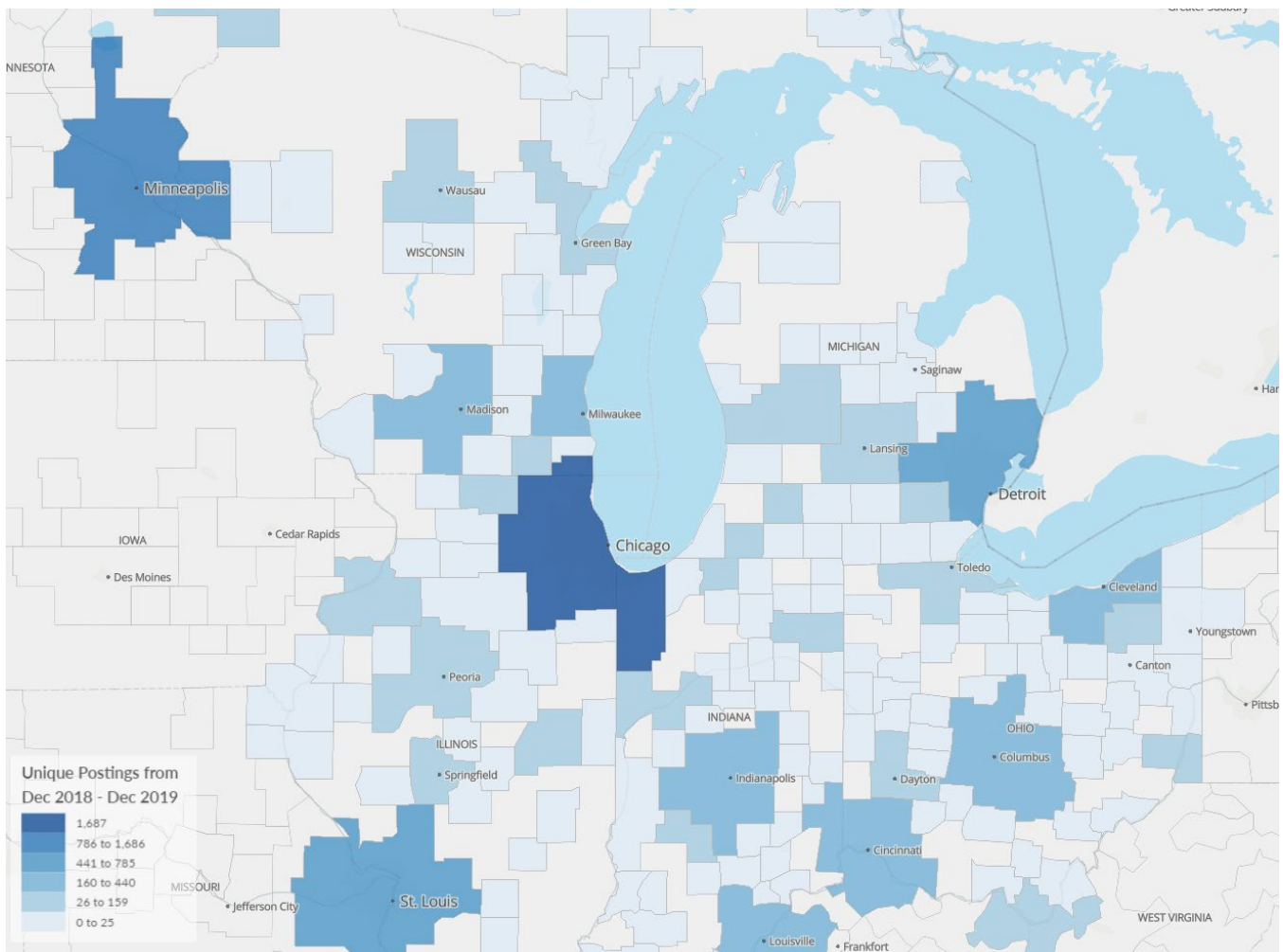
Posting totals are highest in states with large populations and significant tourism destinations.



State	Unique Postings (Dec 2018 - Dec 2019)
California	5,482
New York	3,089
Texas	3,017
Florida	2,111
Illinois	1,757





















Regional Job Postings

Within the Great Lakes region concentrations of job postings center around major metro areas like Chicago, Detroit, and Minneapolis.










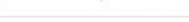












Market Research Report | January 2020

Within Michigan, the top posting companies are major corporations like Stryker and Quicken, and large event planning organizations like Marriott and Shanty Creek. Major universities also appear in the top 20 list.

Company	Total/Unique (Dec 2018 - Dec 2019)	Posting Intensity	Median Posting Duration
TSE Promotions Staffing	54 / 43	1 : 1 	249 days
University of Michigan	105 / 23	5 : 1 	24 days
Advantage Solutions, Inc.	19 / 13	1 : 1 	15 days
Stryker Corporation	85 / 12	7 : 1 	31 days
Marriott International, Inc.	86 / 12	7 : 1 	46 days
Shanty Creek LLC	19 / 11	2 : 1 	30 days
Harper and Associates	33 / 10	3 : 1 	31 days
Quicken Loans Inc.	45 / 9	5 : 1 	71 days
Central Michigan University	43 / 9	5 : 1 	20 days
Michigan Public Health Institute	21 / 8	3 : 1 	34 days
Hillsdale College	18 / 7	3 : 1 	21 days
Entertainment Publications, LLC	24 / 7	3 : 1 	67 days
Daybreaker Inc	13 / 7	2 : 1 	17 days
Traveling Teams, Inc.	32 / 7	5 : 1 	44 days
Aramark Corporation	15 / 7	2 : 1 	7 days
Ilitch Holdings, Inc.	28 / 6	5 : 1 	65 days
Grand Hotel LLC	21 / 6	4 : 1 	59 days
Blue Star Catering Inc.	7 / 6	1 : 1 	13 days
Strategic Resources, Inc.	8 / 6	1 : 1 	626 days
Cityflats Hotel	5 / 5	1 : 1 	10 days

National Top Job Titles

The list below includes the top 20 related job titles posted nationally in the last 12 months requiring a bachelor's degree. Emsi includes the total postings found and the unique postings after duplicates are removed. The posting intensity calculates the ratio of total to unique postings and, with the posting duration metric, gives an indication of how hard employers are working to fill these jobs.

Job Title	Total/Unique (Dec 2018 - Dec 2019)	Posting Intensity	Median Posting Duration
Event Coordinators	10,876 / 3,174	3 : 1 	26 days
Events Managers (Management)	7,222 / 2,132	3 : 1 	32 days
Event Planners	5,215 / 1,401	4 : 1 	27 days
Services Managers	3,176 / 612	5 : 1 	35 days
Conference Coordinators	2,676 / 528	5 : 1 	38 days
Event Managers	1,803 / 492	4 : 1 	34 days
Senior Planners	1,894 / 464	4 : 1 	32 days
Marketing Coordinators	1,856 / 441	4 : 1 	30 days
Project Managers (Management)	1,083 / 282	4 : 1 	23 days
Marketing Specialists (Arts, Design, Entertainment, Sports, and Media)	928 / 220	4 : 1 	36 days
Events Assistants	636 / 215	3 : 1 	23 days
Sales Managers (Management)	738 / 204	4 : 1 	26 days
Planning Managers	756 / 190	4 : 1 	26 days
Catering Managers (Management)	598 / 149	4 : 1 	38 days
Floor Supervisors (Production)	401 / 148	3 : 1 	15 days
Events Supervisors	541 / 137	4 : 1 	34 days
Catering Coordinators	659 / 130	5 : 1 	31 days
Planning Specialists	390 / 128	3 : 1 	26 days
Conference Managers	460 / 126	4 : 1 	35 days
Event Sales Associates	806 / 124	7 : 1 	30 days

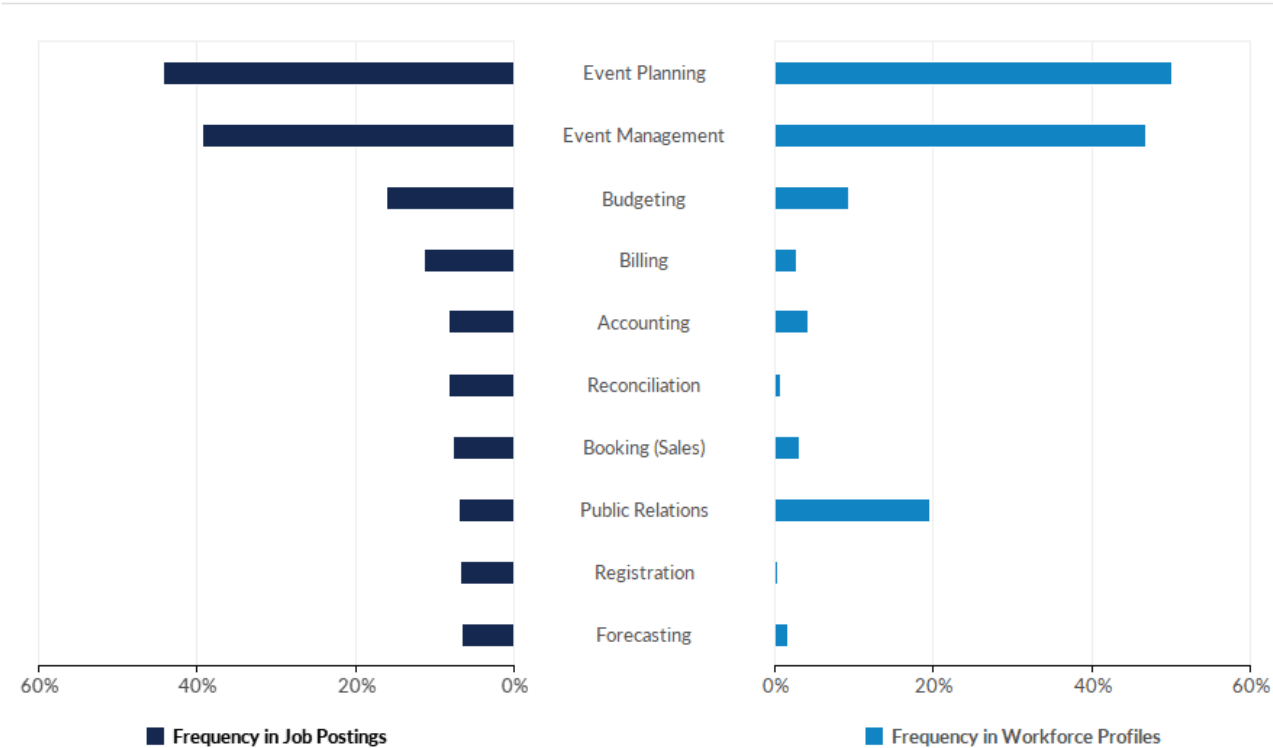
Skills Analysis in Job Postings and Workforce Profiles

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100 million online resumes and profiles. All resumes and profiles used in these comparisons have been updated within the last three years. The skills associated with workforce profiles represent workers of all education and experience levels.

Emsi divides job skills into “hard” skills and “common” skill areas.

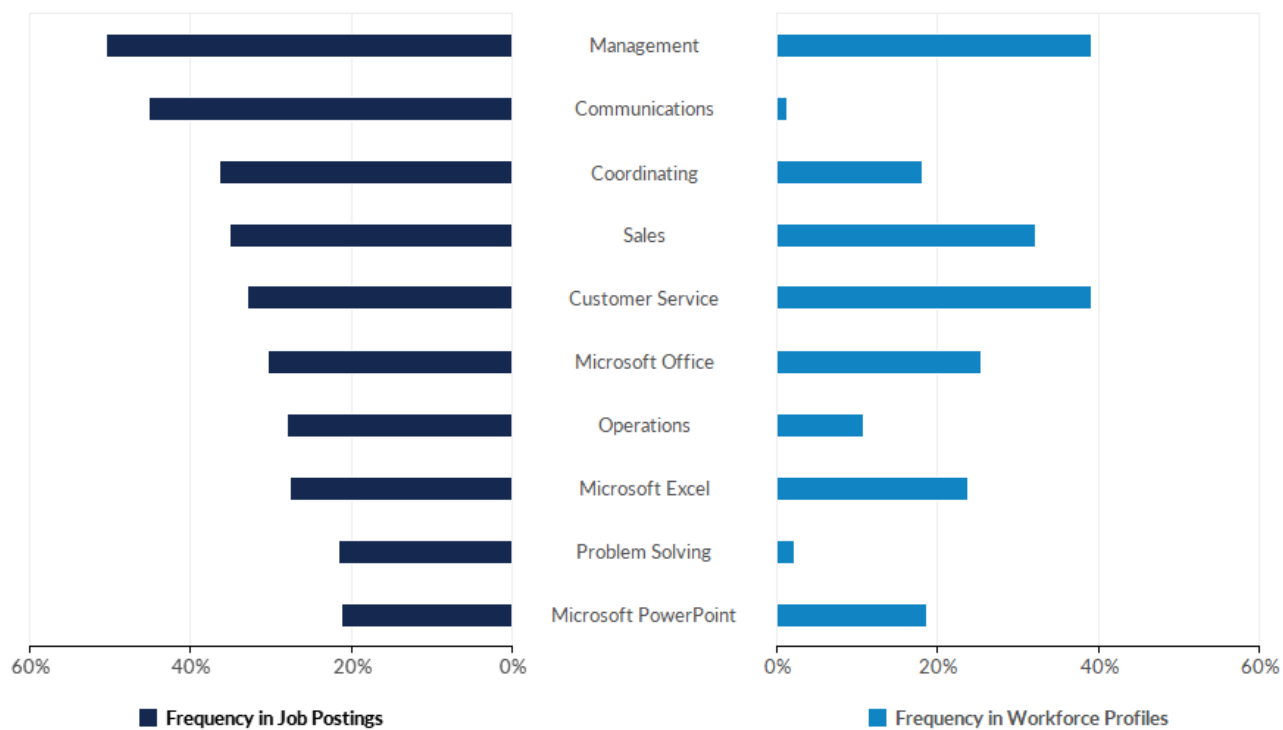
The top hard skills in demand are event planning/management specific or are related to business and PR areas. Very few profiles list some of these hard skills that are crucial for running a successful event or business.

Top Hard Skills



The most demanded common skills are management/operations, communications, sales, customer service, problem solving, and Microsoft product skills. Communications and Problem-Solving skills seem to be underrepresented within the professional profiles and may differentiate job seekers in the market.

Top Common Skills



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.

Top Programs



Program	Profiles	Percent
Business Administration, Management and Operations	14,694	8.65%
Communication and Media Studies	7,444	4.38%
Marketing	6,368	3.75%
Hospitality Administration/Management	3,664	2.16%
Psychology, General	3,076	1.81%
Public Relations, Advertising, and Applied Communication	2,602	1.53%
Education, General	2,507	1.48%
Specialized Sales, Merchandising and Marketing Operations	2,444	1.44%
Liberal Arts and Sciences, General Studies and Humanities	2,347	1.38%
Business/Commerce, General	2,305	1.36%
English Language and Literature, General	1,713	1.01%
Leisure and Recreational Activities	1,404	0.83%
Political Science and Government	1,260	0.74%
Fine and Studio Arts	1,204	0.71%
Drafting/Design Engineering Technologies/Technicians	1,120	0.66%

Professional Certifications

24 different certifications are listed by O'Net as relevant to the occupation code 13-1121.00 Meeting, Convention, and Event Planners. These are certifications offered by groups of professionals working in the event management field not certifications offered by accredited universities. They are listed in the table below.

The largest certification in general event planning cited by BLS is the Certified Meeting Professional (CMP) offered by the Events Industry Council. To obtain this certification a participant must meet entry requirements that include a minimum of three years' experience in event management, proof of employment in event management, and proof of continuing

education. Only then can someone take the exam to become certified as a CMP. The criteria of three years' experience suggest this certification is less of a threat to substitute for a bachelor's degree because it is not intended to get someone an entry level event management job; it is intended to get someone a higher paying job in an occupation of which the participant is already a part. This reinforces what the council lists as the benefits to having this certification, including more than a \$10,000 difference in annual pay between those with a certificate and those without. Certifications are also offered in niche skills like wedding planning, government meetings, or healthcare meetings. These types of niche certificates account for most certifications and are not offering the core competencies that a bachelor's degree in event management would provide especially in the "common" skill areas.

O'Net did not list any of the certifications as considered in demand. This is calculated by how frequently a certification is listed in online job postings.

Certification Name	Certifying Organization	Type
<i>Registered Parliamentarian</i>	National Association of Parliamentarians	Core
<i>Certified Parliamentarian</i>	American Institute of Parliamentarians	Core
<i>Certified Special Events Professional</i>	International Live Events Association	Core
<i>Certified Professional Parliamentarian</i>	American Institute of Parliamentarians	Core
<i>Trained Wedding Planner</i>	American Association of Certified Wedding Planners	Core
<i>Certified Global Meeting Planner</i>	Connected International Meeting Professionals Association	Core
<i>Certified in Exhibition Management</i>	International Association of Exhibitions and Events	Core
<i>Professional Wedding Planner</i>	Association of Bridal Consultants	Core
<i>Certified Event Rental Professional</i>	American Rental Association	Core
<i>Certified Teacher of Parliamentary Procedure</i>	American Institute of Parliamentarians	Core
<i>Certified Professional in Catering and Events</i>	National Association for Catering and Events	Core
<i>Certified Government Meeting Professional</i>	Society of Government Meeting Professionals	Core
<i>Certified Wedding Planner</i>	American Association of Certified Wedding Planners	Core
<i>Certified Meeting Professional</i>	Meeting Professionals International	Core
<i>Certified Internet Meeting Professional</i>	Connected International Meeting Professionals Association	Core
<i>Certification in Meetings Management</i>	Meeting Professionals International	Core
<i>Certified Meeting Professional</i>	Events Industry Council	Core
<i>Professional Registered Parliamentarian</i>	National Association of Parliamentarians	Advanced
<i>Certified Master Wedding Planner</i>	American Association of Certified Wedding Planners	Advanced
<i>Certified Destination Marketing Executive</i>	Destination Marketing Association International	Advanced
<i>Certified Planner of Professional Meetings</i>	Connected International Meeting Professionals Association	Advanced
<i>PMI Scheduling Professional</i>	Project Management Institute	Advanced
<i>Certified Festival and Event Executive</i>	International Festivals & Events Association	Advanced
<i>Certified Wedding and Event Planner</i>	The Wedding Planning Institute	Specialty

The CMP qualification does appear in the job postings data. The chart below lists the top certifications in event planning job postings. In the last 12 months 435 job postings (2.9% of total) nationally listed the CMP certification in the job posting. Other popular certifications relate to food handling and service, and project management.

Qualification	Postings with Qualification
Certified Meeting Professional	435
Master Of Business Administration (MBA)	107
Project Management Professional Certification	87
ServSafe Certification	45
Food Handler's Card	42
Certified Association Executive	26
Certification In Control Self-Assessment	21
Certified Special Events Professional	14
AVIXA Certified Technology Specialist	10
Certified Fundraising Executive	9

CONTACT INFORMATION

Please contact the market research team with any questions you may have.

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**Andrew
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**Becca
Sly**

Meeting Planner International (MPI) Standards and Overview for Certified Meeting Planner (CMP) certification.

Events Industry Council | www.eventscouncil.org

Event Planning Skill Set	MPI (Meeting Planner International) Meeting and Business Event Competency Standards Industry Subsets	Proposed Event Management Major Classes that teach industry subsets	Assessments: How it addresses the CEHD Strategic plan
Strategic Meeting & Event Planning	<ol style="list-style-type: none"> 1. Manage strategic plan for meeting/event <ol style="list-style-type: none"> 1. Mission, goals, objectives 2. Feasibility 3. Meeting/Event Requirements 4. Financial summary 5. Monitor strategic plan 2. Develop the sustainability plan for meeting or event <ol style="list-style-type: none"> 1. Implement sustainability plan 2. Demonstrate environmental responsibility 3. Demonstrate social responsibility 3. Measure the value of the meeting or business event <ol style="list-style-type: none"> 1. Develop evaluation plan 2. Measure ROI 3. Evaluate meeting 4. Evaluate effectiveness of risk management plan 	HPHE 2100 HPHE3100 HPHE4199	These classes offer group projects in the classroom that provide real and practical opportunities to use prescribed event management templates that are used in the industry to strategically plan for events and meetings
Project Management	<ol style="list-style-type: none"> 1. Plan meeting or event project <ol style="list-style-type: none"> 1. Develop project plan 2. Develop quality standards and procedures 3. Develop theme 4. Develop procurement (RFP's, goods and services) 5. Establish critical path 6. Develop integrated communication plan 7. Develop evaluation/audit 2. Management Meeting or Event Project <ol style="list-style-type: none"> 1. Manage critical path 	HPHE2100 HPHE 3100 HPHE2750 HPHE3750 HPHE4199	These classes use prescribed industry technology and planning models that support learning in the classroom and the service learning aspects that three of the five classes require. Students will learn critical thinking and

	<ol style="list-style-type: none"> 2. Manage contracts 3. Manage implementation of meeting or event 		intellectual and practical skills.
Risk Management	<ol style="list-style-type: none"> 1. Manage risk management plan <ol style="list-style-type: none"> 1. Identify risks 2. Analyze risks 2. Develop and implement plan <ol style="list-style-type: none"> 1. Develop and implement emergency response plan 2. Arrange security 	HPHE3100 HPHE4199	The risk management program and classes result in students being able to apply (their own cost) for a Certified Crowd Manager Certificate that will enhance employability.
Financial Management	<ol style="list-style-type: none"> 1. Develop financial resources <ol style="list-style-type: none"> 1. Manage sponsorship process 2. Manage donor process 3. Manage program or grant funding process 4. Manage registration process 5. Manage exhibits sales process 6. Manage miscellaneous funding sources 2. Manage Budget <ol style="list-style-type: none"> 1. Develop budget 2. Establish pricing (sponsors, exhibitors attendees) 3. Monitor budget performance 4. Revise budget 3. Manage monetary transactions <ol style="list-style-type: none"> 1. Establish cash handling procedures 2. Monitor cash handling procedures 	FIN2420 HPHE2100 HPHE3100 HPHE3300 HPHE4199	Three of the four classes require the students to create an event budget using the planning skills as outlined. The production of the budget is a skill set that will translate into employability skills above other candidates that they might compete with for a job.
Administration	<ol style="list-style-type: none"> 1. Perform administrative tasks <ol style="list-style-type: none"> 1. Coordinate office administration 2. Manage information systems 3. Write reports 	HPHE2100 HPHE 3100 HPHE2750 HPHE3750 HPHE4199	These classes provide the introduction to administration policies and procedures, but it is not until the practicum or

			internship that students will actually put to practice the concepts learned.
Human Resources	<ol style="list-style-type: none"> 1. Manage human resources plan <ol style="list-style-type: none"> 1. Determine workforce requirements 2. Establish workforce policies and procedures 3. Develop training plan 4. Monitor human resources plan 2. Acquire staff and volunteers <ol style="list-style-type: none"> 1. Develop selection criteria - job descriptions 2. Recruit staff and volunteers 3. Interview candidates 4. Select best candidates and offer position 3. Train staff and volunteers <ol style="list-style-type: none"> 1. Provide orientation 2. Provide training 4. Manage workforce relations <ol style="list-style-type: none"> 1. Supervise staff and volunteers 2. Motivate staff and volunteers 3. Manage teams 4. Evaluate staff 5. Process terminations and resignations 	HPHE3100 HPHE3760 HPHE4199	These classes will teach students: Personal and social responsibility as they manage volunteer recruitment. They will also expand their understanding of human cultures and the physical and natural worlds.
Stakeholder Management	<ol style="list-style-type: none"> 1. Manage stakeholder relationships <ol style="list-style-type: none"> 1. Identify stakeholders 2. Assess stakeholders 3. Classify stakeholders 4. Manage stakeholder activities 5. Manage stakeholder relationships 	HPHE1700 HPHE2100 HPHE 3100 HPHE2750 HPHE3750	These classes address the desire to help students understand the integration of the individual, the profession and the community.
Meeting or Event Design	<ol style="list-style-type: none"> 1. Design Program <ol style="list-style-type: none"> 1. Determine program components 2. Select program content and delivery formats 3. Structure and sequent program components 	HPHE1700 HPHE2100 HPHE 3100 HPHE2750 HPHE3750 HPHE4199	These classes will address the ability to expand critical thinking, a proficiency in

	<ol style="list-style-type: none"> 2. Engage speakers and performers <ol style="list-style-type: none"> 1. Determine event requirements for speakers and performers 2. Develop selection criteria 3. Select candidates 4. Secure contracts and communicate expectations 3. Coordinate food and beverage services <ol style="list-style-type: none"> 1. Determine food and beverage service requirements 2. Select menu 3. Plan service style 4. Select food and beverage provider(s) 5. Manage alcoholic service 4. Design Environment <ol style="list-style-type: none"> 1. Establish functional requirements 2. Select décor and furnishings 3. Coordinate meeting and event signage 5. Manage Technical Production <ol style="list-style-type: none"> 1. Determine requirements for staging and technical equipment 2. Acquire staging and technical equipment 3. Install staging and technical equipment 4. Oversee technical production operation 6. Develop plan for managing movement of attendees <ol style="list-style-type: none"> 1. Develop admittance credentials systems 2. Select crowd management techniques 3. Coordinate accommodation and transportation 4. Manage protocol requirements 		employer desires skills,
Site Management	<ol style="list-style-type: none"> 1. Select Site <ol style="list-style-type: none"> 1. Determine site specifications 2. Identify and inspect sites 2. Design site layout <ol style="list-style-type: none"> 1. Design site 3. Manage meeting/event site 	HPHE1700 HPHE2100 HPHE 3100 HPHE2750 HPHE3750 HPHE4199	Employers in the event management profession are looking for real, relevant and rare

	<ol style="list-style-type: none"> 1. Create logistical action plan for site set-up and take-down 2. Set up site 3. Monitor site during meeting or event 4. Take down site 4. Manage on-site communications <ol style="list-style-type: none"> 1. Establish communications framework 2. Determine and acquire required communications equipment and resources 		<p>experiences where students are exposed to actual events where they have had to learn process and implementation. These classes provide that level of exposure to event experiential learning.</p>
Marketing	<ol style="list-style-type: none"> 1. Manage marketing plan <ol style="list-style-type: none"> 1. Conduct situational analysis 2. Define target market segments 3. Develop branding for meeting or event 4. Select marketing distribution channels 5. Develop integrated marketing strategy 6. Implement marketing plan 2. Manage marketing materials <ol style="list-style-type: none"> 1. Determine needed marketing materials for event 2. Develop content and design parameters 3. Produce marketing materials 4. Distribute marketing materials 3. Manage meeting/event merchandise <ol style="list-style-type: none"> 1. Develop product design and specifications 2. Determine pricing 3. Control brand integrity 4. Produce merchandise 5. Distributed merchandise 6. Coordinate hospitality 4. Promote meeting or event <ol style="list-style-type: none"> 1. Develop advertising plan 2. Develop cross-promotional activities 3. Develop contests 4. Coordinate sales promotion 5. Contribute to public relations activities 	HPHE3110	<p>This class produces an event marketing plan.</p>

	<ol style="list-style-type: none"> 1. Contribute to public relations strategy 2. Contribute to publicity plan 3. Develop media relations 4. Contribute to the implementation of publicity plan 5. Manage crises and controversies 6. Manage sales activities <ol style="list-style-type: none"> 1. Develop sales plan and objectives 2. Conduct sales activities 3. Determine sales platforms 		
Professionalism	<p>Create a professional/personal branding platform</p> <ol style="list-style-type: none"> 1. Projecting a professional image 2. Demonstrate leadership 3. Demonstrate ethical behavior 4. Work with colleagues 5. Work in a diverse environment 6. Manage time 7. Manage stress 8. Adhere to professionalism while making decisions 9. Solve problems 10. Keep up to date with changes in the industry 11. Facilitate continuous improvement 12. Participate in professional development activities 	HPHE4199	This is the capstone practicum where student possess a portfolio of experiences that combines a university education with professional skills.
Communication	<ol style="list-style-type: none"> 1. Conduct business communications <ol style="list-style-type: none"> 1. Communicate verbally 2. Conduct business communications 3. Use communication tools 4. Make effective presentations 5. Plan and conduct meetings 6. Establish and conduct business relationships 	All classes	The culmination of the classes and the major will provide graduates with grit, stamina, passion and perseverance in pursuit of the event planning professional goals.

From: Lee A Ryder
Sent: Tuesday, September 14, 2021 4:08 PM
To: Deborah Droppers <deborah.droppers@wmich.edu>
Subject: Re: Event Management Major Program Proposal

Dear Deborah,

We can support the program moving forward. But to be a program eligible for F-1 international students, it would need to be sufficiently traditional going forward, and also for undergrad programs on campus for the first year.

Here are the Homeland Security requirements for F-1 student program eligibility:

- **full time enrollment (6 credit hours for graduate students; 12 credits for undergraduate students)**
- **only one course or 3 credits per semester of online or distance education class will count towards F-1 immigration status**
- **the last semester cannot be solely online or distance education where less than full-time enrollment is left to graduate**
- **an incomplete from one semester will still result in the student requirement to enroll full-time the next semester**
- **if an internship occurs outside of WMU's Main Campus or Regional Site approved by Homeland Security, then the student works with WMU immigration compliance and the department for approval under curriculum practical training (CPT) including an agreement with the internship/practicum location**
- **Undergraduate program courses with an off-campus internship/practicum in the first academic year will not count toward status (but off campus internship/practicum eligible after first year). Graduate programs eligible for immediate internship/practicum in the first year.**
- **if you decide to offer a course at a location outside of WMU's main campus and approved Regional Sites, then you need to work with WMU Immigration Compliance office for approval of the location in advance of offering.**

If you plan to meet these we can note accordingly as eligible for international students. What degree would it confer and do you see any issue with meeting the above? Please advise when free to discuss.
Lee

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From: Deborah Droppers <deborah.droppers@wmich.edu>
Sent: Tuesday, September 14, 2021 11:55 AM
To: Lee A Ryder <lee.ryder@wmich.edu>
Subject: Event Management Major Program Proposal

Hi Lee,

I left you a voice message about the fact that HPHE is working to coordinate a proposal for an event management major at WMU. In 2019, HPHE sent up a proposal to the Undergraduate Studies Council for consideration. I believe that Audrea Beau or Jim Lewis might have contacted you about the proposal and the process. That proposal was denied along with a request to bring the proposal back to the Undergraduate Study Council as an interdisciplinary program.

Last Fall (2020) we formed a committee representing 7 departments and four colleges that worked together through a series of meetings to propose an interdisciplinary program (see attached). That program curriculum was brought back to the respective departments/colleges and reviewed. It was denied across the board because of a few things; it wasn't interdisciplinary, it was innovative enough, it didn't fit a liberal arts approach to education, and it would work better if it was a track under the Strategic Communication program under CAS. We have been asked by a few different groups to resubmit the program proposal even though it was denied. They want the discussion as to what is interdisciplinary.

Our HPHE department has had a good discussion in curriculum and we believe that it has merit to submit to the CEHD Curriculum Committee. But, it needs your review before we can do that.

We understand that this is a bit challenging and yet, students want this program. And, more importantly, the community needs the program and wants to collaborate and support key learnings in the event management profession. So, we are asking if you could take a minute to review the curriculum proposal and see if this is something that you could support. As a current event manager in this community, event management has global implications and connections. Right now (as the research illustrates), there are very few event management programs available at public universities. We think that this proposals gives WMU a foot in the door and a competitive advantage.

As you know, we need your approval/recognition before we can move this program to the next level.

Deborah Droppers | Coordinator
Western Michigan University
Event Management Minor Program
Instructor | Sports Management
269-330-6202 cell