

UCF Rosen College of Hospitality Management Leading Hospitality Education and Research







Nationally for Hospitality & Tourism Management

UNIVERSITY OF CENTRAL FLORIDA



Our beginnings...

- About 250 students supported by 6 faculty members before 2000 at UCF main campus
- 2002 ground broken for new campus construction
- \$18.2 million funds and land donated by Mr. Harris Rosen
- State matched funds 1:1
- Industry partners contributed to building funds
- January 5, 2004, UCF Rosen School opens campus
- Elevated to college status May 2004.

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Rosen College of Hospitality Management How do we look today!



College Facts Today...

- 3,000 Total Enrollment across majors + minors
- 70 Full Time Faculty Members
- 17 Countries represented
- 5 Bachelor's Degree Programs
- 4 Masters Degree Programs
- 1 PH.D. Program
- 10+ Tracks and Certificate Programs
- 12,500+ alumni worldwide





Formulating RCHM Strategic Plan Vision 2025

Align with UCF Strategic Plan

UNIEASHING POTENTAL

BECOMING THE UNIVERSITY FOR THE FUTURE

Student Success and Well Being

Discovery and Exploration

Community and culture

Innovation and Sustainability



UCF Rosen College Vision, Mission and Values

OUR MISSION

University of Central Florida's Rosen College of Hospitality Management educates and develops future generations of global hospitality, tourism, events, entertainment and senior living leaders through comprehensive and innovative academic programs, knowledge creation through research and dynamic worldwide industry and community partnerships.

OUR VISION

Our vision is to be the global leader in hospitality, tourism, events and entertainment and senior living management education, research, scholarship and industry engagement.

OUR VALUES

Leadership, Professionalism and Service in a culture that promotes inclusion, sustainability, social responsibility and lifelong learning.



UCF Rosen College Service Promise

OUR SERVICE PROMISE

- ☐ We practice what we teach: Leadership, Professionalism, and Service.
- ☐ We are Hospitality Management and thus, we are friendly, helpful and courteous.
- ☐ We pursue excellence in all of our operations.
- ☐ Students are our most cherished investment and we treat them as we would like to be treated ourselves.
- ☐ We strive to ensure our constituents' success.
- ☐ We promote diversity, inclusion, sustainability and social responsibility within the college and global community.



UCF Rosen College Strategic Plan Goals

- Goal 1: Increase Student Access, Success and Prominence as a Premier Global Hospitality Educator.
- Goal 2: Strengthen Our Faculty and Staff by Fostering a Culture of Service
 in an Environment that Honors Faculty and Staff Work/Life Balance.
- Goal 3: Grow and Expand Our Research, Graduate Programs and Continuing Education Partnerships.
- Goal 4: Create Impact by Strengthening Our Local and International Partnerships,
 Building Our Alumni Base and Increasing Our Community Engagement.
- Goal 5: Expand Innovation Using New Technology and Develop New Funding Opportunities.



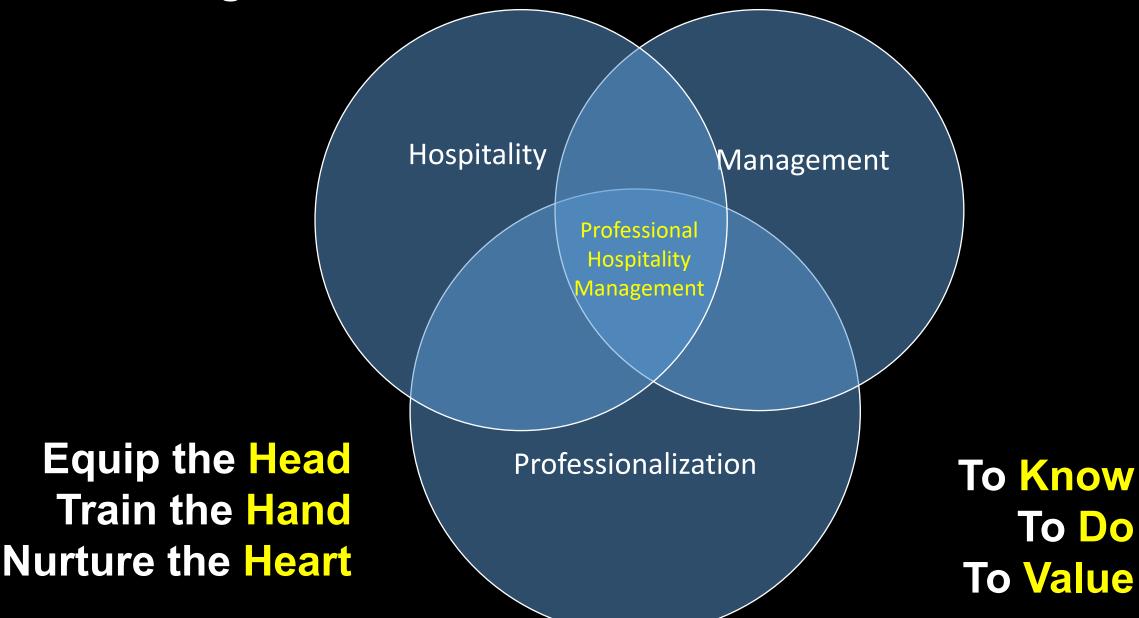
Key Strategic Action Plans

Curriculum **Process** Culture Structure **PEOPLE Partnership** Resources Research & **Professional** Marketing & Scholarship **Training** Branding

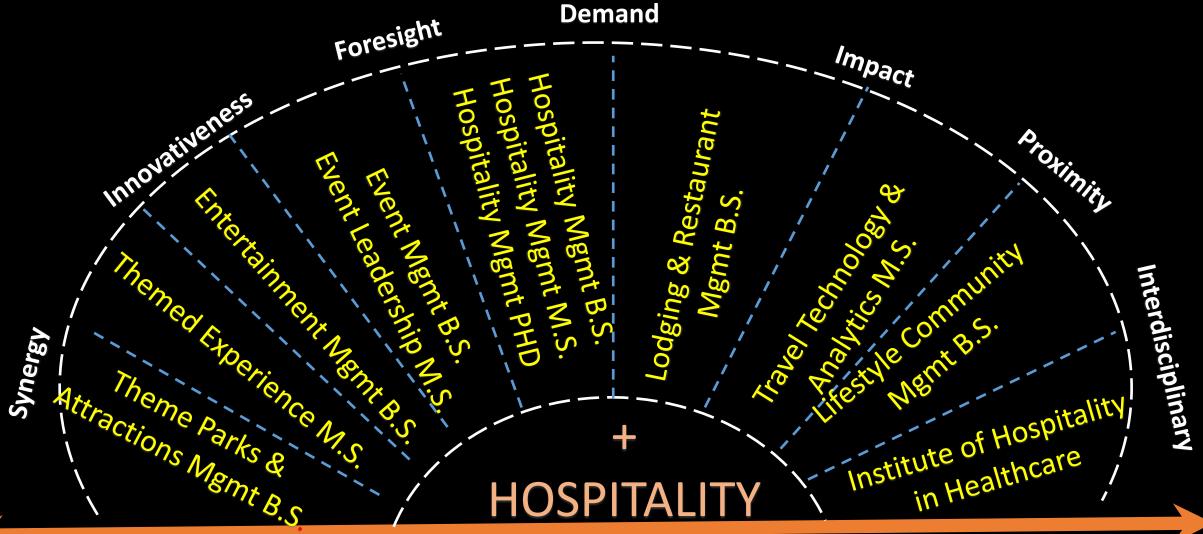


Strategy in Curriculum Offering and Research Program Development

Program Orientation and Curriculum Structure



HOSPITALITY+ strategy: Curriculum Map



EDONIC HOSPITALITY Teaching | Research | Scholarship | Industry engagement

UCF

Certificate Programs

- Undergraduate Certificate Programs
 - 1. Beverage Management
 - 2. Hospitality Information Technology
 - 3. Managing Sporting Events
 - 4. Theme Park and Attraction Management
 - 5. Professional Tennis Management

Graduate Certificate Programs

- 1. Destination Marketing & Management
- 2. Event Management
- 3. Hospitality and Tourism Technologies
- 4. Financial Management for the Hospitality and Tourism Industry
- 5. Leadership and Strategy in Hospitality and Tourism



Support Student Success and Well-being

UNLEASHING POTENTIAL STRATEGIC PLAN COMPARISON REVIEW 2022

MEASURING OUR SUCCESS

UCF Overall Standing Rosen College Standing Fall 2022

STUDENT SUCCESS AND WELL-BEING	2022	2027 GOAL	
FTIC Freshman Retention Rate ¹	92%	93%	96%
FTIC 4-year Graduation Rate ^{1,2,3}	50%	65%	76%
FTIC 6-year Graduation Rate ^{1,2,3}	74%	76%	84%
FTIC Pell Recipient 6-year Graduation Rate ^{2,3}	71%	76%	TBD
FCS AA 2-year Graduation Rate ^{1,2}	32%	50%	38%
Percentage of Graduating Students With HIP Experience ⁴	86%	100%	100%
Undergraduate Class Size Index Rank ³	379	275	42
Percentage of Graduates Enrolled or Employed (\$30,000) ²	63%	70%	97%





Strategic Enrollment Talk Force

Significance of Task Force

- To diversify RCHM student population and enhance global competitiveness
 - Currently 75% transfer vs 25% FTIC
 - Growth opportunities for FTIC students
 - Growth opportunities for out of State students
- To support the college vision: to be recognized as the Global Center of Excellence in Hospitality Education, Research, Scholarship, Industry Engagement and Distinctive Impact
 - National and global viewpoints in strategy formulation and action plan
 - Internationalization of curriculum to support market demand
- Improve financial performance of college
 - 4 years efforts resulted in 27% of students from out of State
 - Increased additional \$11.76 million revenue based on a differential tuition of \$16K between in-State and out of State if UCF when UCF new budget model implemented on 7/1/2023

ProStart: State and National:

FTIC students recruitment efforts



International Recruitment: UAE Education Fair





UNIVERSITY OF CENTRAL FLORIDA



Fund Raising Efforts

UCF Rosen College Fund Raising Efforts

- Over \$4.6 million secured since 2018, exceeding the setup goal by the university by 290% for most years.
- Supported by these efforts, around \$250K student scholarships are awarded each year.
- Over \$7.3 million secured through professional development and training programs since 2018.



Scholarships to support education

- Around \$250,000 Internal Scholarships each year
- Over \$150,000 External Scholarships each year
- Around 150 students awarded each year





Rosen Professional Internship Program



For more information or to hire Rosen College Students please email Jessica.Wickey@ucf.edu

ROSEN PROFESSIONAL INTERNSHIPS

UNDERGRADUATE

Fall 2021 - Summer 2022

1,000 STUDENTS COMPLETE INTERNSHIPS EACH SEMESTER

IN FLORIDA

OUT OF STATE

MANAGEMENT IN TRAINING PROGRAMS

> For recent graduates' starting salary range is:

AVG HOURLY WAGE STUDENTS EARN

* This includes tipped and non-tipped positions

TIPPED POSITIONS

NON-TIPPED POSITIONS

\$37

\$14.54

AVG HOURS STUDENTS WORK

DEMOGRAPHIC INFO BY GENDER

70%

30%

FEMALE MALE

TRANSGENDER NON-CONFORMING

DEMOGRAPHIC INFO BY ETHNICITY

64%

WHITE

36%

MINORITY

STUDENTS INTERN **IN ALL 50 STATES**

IN THE PAST **5 YEARS** 9 COUNTRIES

AUSTRALIA MEXICO PANAMA PORTUGAL BERMUDA COSTA RICA SPAIN **JAPAN**

TOP 5 COMPANIES

#1 Walt Disney World ® Resort #2 Universal Orlando Resort

#3 Marriott

#4 Rosen Hotels & Resorts #5 Entertainment Technology Partners



Rosen Colleg UCF Hospitality M



Ms. Jessica Wickey Program Director, Internships

jessica.wickey@ucf.edu



Ms. Gisele Canova Internship Coordinator

gisele.canova@ucf.edu



Ms. Mayara Martines **Teaching Assistant**

mayara.martines@ucf.edu

Greetings from your Internship team here at the Rosen College!



Ms. Heather Pfingston Assistant Director, Employer Relations

heather.pfingston@ucf.edu



Ms. Courtney Rayam Hand Faculty, Experiential Learning

Courtney.Hand@ucf.edu

Greetings from your Career Services and Experiential Learning tean



Professional Advisory and Student Engagement Efforts

UCF Rosen College Advisory Boards (over 180 industry leaders serving)

- Dean's Advisory Board
- Dean's Alumni Advisory Board
- Event Management
- Gregory Elias Entertainment Management
- Hospitality Management
- Senior Living Management
- Theme Park and Attractions Management
- Timeshare Management



UCF Rosen College Dean's Advisory Board





2022 RCLC Ceremony















2022 POMP CEREMONY















Global Center of Knowledge Creation and Dissemination

International Conference:

6th World Research Summit for Hospitality and Tourism

14 - 15 December 2021 ONLINE Live and On-demand



A live-streamed and interactive event











ANNOUNCING THE 8TH ANNUAL

HEALTH MEETS FOOD: THE CULINARY MEDICINE CONFERENCE

JUNE 9 - JUNE 12, 2022, OFFERING A HYBRID EXPERIENCE

Culinary medicine is designed to prevent or reduce health risks. This conference offer a collaboration with the hospitality industry and its partners to present a new perspective on food.

CONFERENCE EXPERIENCE INCLUDING

- Lectures
- Expert panels
- · Culinary skills-building programming
- Small group interactions with your colleagues

UCF Rosen College of Hospitality Management 9907 Universal Blvd. Orlando, Florida 32819

REGISTER TODAY







Dick Pope Sr. Institute for Tourism Studies

PRESENTS THE

Dr. Abraham Pizam Dean's Distinguished Lecture Series

This lecture series honors Dr. Abraham Pizam, founding Dean of UCF Rosen College of Hospitality Management and Linda Chapin Eminent Scholar Chair in Tourism Management, as he who marks the milestone 50th Anniversary of his Ph.D.









DEAN'S DISTINGUISHED LECTURE SERIES

Perspective on a Partnership: Harris Rosen and UCF

Panelists:

Mr. Harris Rosen H'19, President & COO, Rosen Hotels & Resorts
Dr. Alexander Cartwright, President, University of Central Florida
Dr. Youcheng Wang, Dean, UCF Rosen College of Hospitality Management

10:00 a.m. Networking Reception

10:45 a.m. Dean's Distinguished Lecture Series

11:45 a.m. - 3:00 p.m. Rosen Hotels & Resorts career recruitment

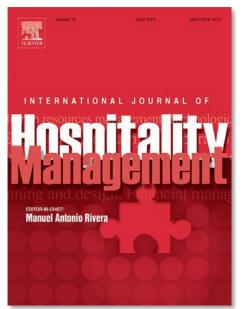


Rosen Hotels & Resorts Day, April 5, 2022

- Dean's Distinguished Lecture Series.
- Exceptional Careers in Lodging recruitment event.
- More than 250 students attended, plus industry partners, UCF and Rosen College faculty and staff.

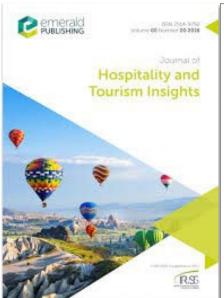
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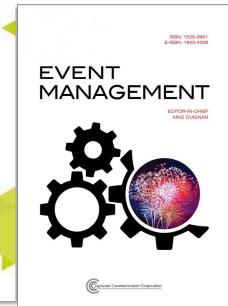
Rosen College edited research journals



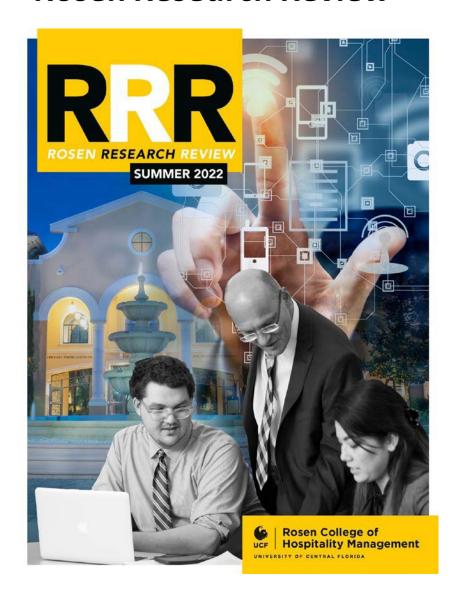








Rosen Research Review



Created for the hospitality and tourism industry by UCF Rosen College of Hospitality Management, in partnership with Research Features



ROSEN RESEARCH INSIGHTS

BACK, R. M., LOWRY, L. L., & HIGGINS, L. M. (2021) EXPLORING A WINE FARM MICRO-CLUSTER:

A NOVEL BUSINESS MODEL OF DIVERSIFIED OWNERSHIP.
JOURNAL OF VACATION MARKETING, 27(1), pp. 103-116.
DOI: https://doi.org/10.1177/1356766720954258

FINDINGS

This case examines how one privately owned business has created a highly successful 'micro-cluster' of authentic, experiential, and holistically synergistic attractions.

METHODS

A novel business model, combining wholly-owned businesses, partnerships, and tenants paying a percentage of gross revenue, has enabled this agritourism venture to become a successful tourist destination.

CONTRIBUTIONS

This study demonstrates how 'micro-clustering' on wine farms can become a major revenue stream for wineries and their related on-site businesses, while at the same time providing an excellent marketing opportunity for their products.





RESEARCH, CONTRACTS & GRANTS

DICK POPE SR. INSTITUTE FOR TOURISM STUDIES

- The Institute was established for the purpose of:
 - (1) conducting proprietary and public domain research,
 - (2) promulgating information to the public at large about the contributions of the hospitality and tourism industry, especially along economic, sociological, environmental, and quality-of-life dimensions, and

• (3) carrying out credit and non-credit educational activities.

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Research Productivity (Grants)

- \$53,776,866 in grant/contracts
 - \$36,869,400 for proposals led by Rosen College faculty
 - \$16,907,465 in collaboration with other units

- \$759,419 in grants and contracts were secured
- Notable: Research for CDC, NIOSH, Mazda North America (HOSPITALITY+)





Research Productivity (Publications)

- 130 journal publications per year
- Host 5 Leading Academic Journals
 - International Journal of Hospitality Management
 - International Journal of Hospitality Management
 - Journal of Destination Management
 - Journal of Hospitality and Tourism Insights
 - Event Management





Research Partnerships (new contracts)

- Working with DMOs and industry to support Covid-19 recovery
- Secured new contracts with
 - Curacao
 - Saba
 - Aruba
- Exploring new potential partnerships
 - I-Drive District, Hospitality Alliance





Professional Development (contracts)

- Secured \$1.6 million in professional development/training
 - WildFork Foods E-learning Program/Onboarding
 - Self-paced employees training program
 - General Entertainment Authority (KSA)
 - Online and Face-to-Face Fellowship Program
 - Japan Tourism Authority
 - Graduate Certificates
 - Bilingual Educational Programs
 - Universities in Colombia





Moving Forward

- Long Term Research Partnerships with industry
 - Multi-year agreements
- Exploring the feasibility of Rosen College E-Learning Academy
 - Online and Instructor Led courses
 - Transition from B2B and consider B2C
- GOAL: Novel and impactful research to strengthen ties with industry and fulfill immediate needs



Research Contracts & Grants















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RESEARCH IMPACT

38,574 DOWNLOADS
287,835 ABSTRACT VIEWS



UNIVERSITY OF CENTRAL FLORIDA

Rosen College Research Distribution Map & Research

Below are statistics for the Rosen College of Hospitality Management's faculty research.

These statistics include Rosen Faculty Scholarship and Creative Works, Dick Pope Sr. Institute for Tourism Studies, and the Rosen Research Review.



TOP 5 DOWNLOADS

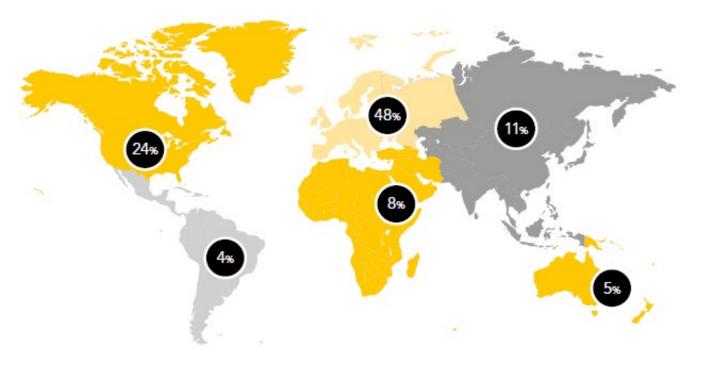


- 1. Seeing Destinations Through Vlogs: Implications for Leveraging Customer Engagement Behavior to Increase Travel Intention
- 2. Customer Experience in Tourism: A Review of Definitions, Components, and Measurements
- 3. Why Do Restaurants Fail? Part III: An Analysis of Macro and Micro Factors
- 4. Estimating the Economic Impact of Vacation Home Rentals in Florida
- 5. Customer and Employee Incivility and Its Causal Effects in the Hospitality Industry

Rosen Research Review



- Since 2019 (2 Issues per year)
- Global reach



165K RRR Audience



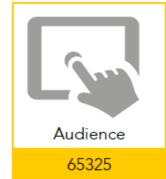
Key metrics for all content promoted on Facebook







Key metrics for all content promoted on Twitter







Educational Partners (credit and non-credit educational activities)

- Vision: To become the preeminent training provider offering innovative and sustainable learning solutions by transforming lives by making a high-quality UCF education available to anyone, anywhere, anytime through the innovative use of technology.
- Mission: To offer high-quality education, training and creative activities that provide services that enhance the intellectual, cultural, environmental, and economic development of learners.

\$6.2 M
55 scholarships



\$1.6 M

Professional Development

500 learners and growing









The Infectious Disease and Travel Health Initiative

Award \$4.5 Million

The question is "What role can UCF play to mitigate the effects of ongoing Infectious Disease Challenges to Tourism in the future"?

The pandemic uncovered public safety and worker safety as cornerstones of our destination image and attraction of tourists.

The premise is that the safety and health of tourists and workers who serve them is a primary determinant of our region's economic health and in the growth and sustainability of our tourism industry.

Solution IDTHI

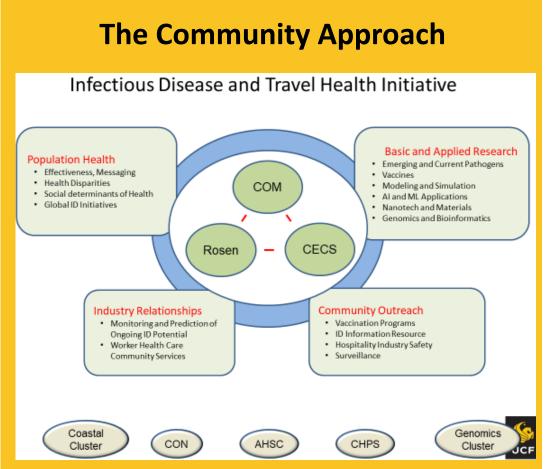
The UCF Initiative will focus improving our resilience, through:

preparations for, prevention of, and responses to Infectious Disease heath and safety threats to Central Florida tourism and tourism workers

Long Term Goal Establish a National Center for ID and TH.

Interdisciplinary focus and community approach







Hydrogen Hub and Applications in the Hospitality and Tourism Industry

Jayanta S Kapat, Sc.D. (MIT)

UCF Pegasus Professor and Trustee Chair

Mechanical & Aerospace Engineering Department

Founding Director, Center for Advanced Turbomachinery & Energy Research (CATER)

Associate Director, Florida Center for Advanced Aero-Propulsion (FCAAP)

Dipendra Mann, Ph.D. Associate Professor

Youcheng Wang, Ph.D.
Willian Peeper Eminent Chair Professor
UCF Rosen College of Hospitality Management

Center for Advanced Turbomachinery and Energy Research

Coastal Southeast (FL-GA-SC) Mini Hydrogen Hub

- Application sectors addressed:
 - ✓ Tourism (Land transportations and Cruise)
 - ✓ Container shipping (ports and Inland Ports)
 - ✓ Defense installations
 - ✓ Airports and Aviation
 - ✓ Agriculture
 - ✓ Power generation
 - ✓ Cement plants
- Development / R&D addressed:
 - ✓ Salt-water electrolysis (based on sea water)
 - ✓ Urban air mobility
 - ✓ Cheaper H2 storage
- Electricity Sources
 - ✓ PV
 - ✓ Nuclear

Color Code for the Next Slide:

Existing Assets

Immediate Deployment

Development Needed

R&D Needed





UCF

Coastal Southeast (FL, GA, SC) Mini Hydrogen Hub

- Tourism industry leaders can play a role in this HUB.
- Partnership with:
 - CATER Center for Advance Turbomachinery and Energy Research
 - College of Engineering and Computer Science
 - College of Sciences, Graduate Studies





Industry Engagement and Community Service



Dean Wang was appointed by Orange County Mayor Demings to serve as cochair of the Bring Back Tourism Working Group of the Orange County Government Economic Task Force in April 2020

Attended or presided over 40 meetings, making Florida one of the first state to open tourism business during Covid-19

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Research Recovery & Reskil Rosen College of **Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA



Research Recovery Re-scaling

Industry Webinar Seminars

Presented by

The Dick Pope Sr. Institute for Tourism Studies



UNIVERSITY OF CENTRAL FLORIDA





Disney Day, February 2 & September 21, 2022

Recruiters from Disney College Program, Disney
 Culinary Program, Disney Professional Internships,
 Disney Leadership Program, and Disney Casting

More than 430 students attended.

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Disney Day February 2, 2022













Universal Day, February 16, 2022

Recruiters from Entertainment, Tech Services,
 Attractions/Aquatics, Operations, Merchandise,
 Food & Beverage, Information Technology (IT),
 Marketing & Sales/Administration, Internships
 International, Creative

Close to 400 students attended.

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Universal Day February 16, 2022













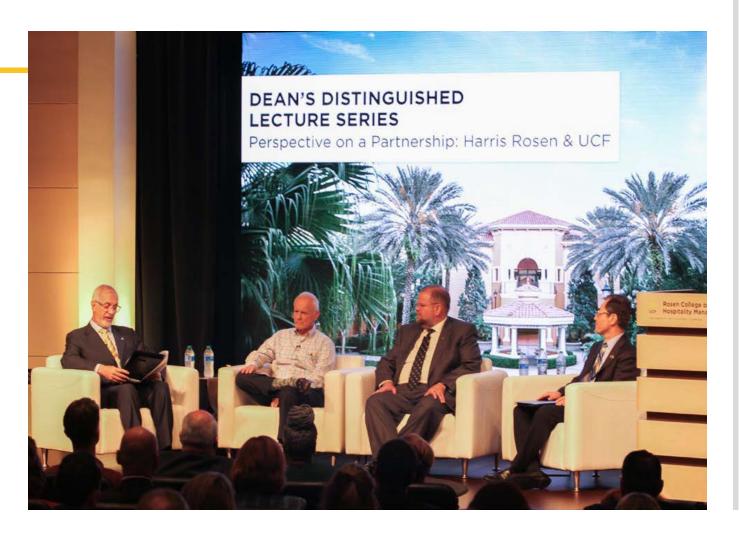


Universal Day, February 16, 2022

Thus far, numerous students hired.

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Rosen Hotels & Resorts Day, April 5, 2022



Speakers featured:

Mr. Harris Rosen H'19, President & COO, Rosen Hotels and Resorts

Dr. Alexander Cartwright, President, University of Central Florida

Dr. Youcheng Wang, UCF Rosen College of Hospitality Management

More than 250 students and industry partners attended

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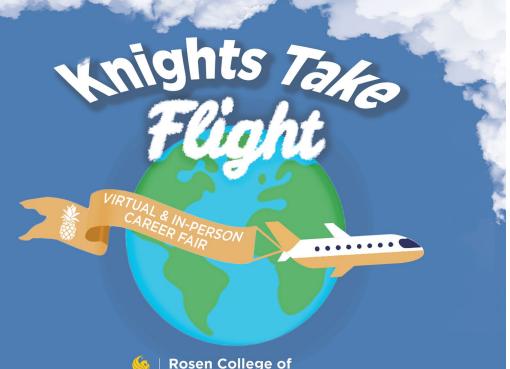


Rosen College Career Fair

An entirely student operated event

Participated by over 100 employers and 700-1000 students per event

Produced 2 times in a year



Hospitality Management

ROSEN COLLEGE CAREER FAIR 2021

IN-PERSON

Wednesday, October 27th 10AM - 2PM

VIRTUAL

Thursday, October 28th 10AM - 2PM



https://bit.ly/3nrnv7m



ROSEN COLLEGE CAREER FAIR

FALL 2021 |

KNIGHTS TAKE FLIGHT

PASSANGER NAME

ROSEN STUDENT

IN PERSON DATE 10/27

VIRTUAL DATE 10/28

TIME 10:00AM - 2:00PM LOCATION

FLIGHT

CLASS

REMINDER Sign up via the ticket QR Code and download the Career Fair Plus App

2021

ROSEN

HOSPITALITY

COURTYARD

ROSEN **COLLEGE AIRLINES**

ROSEN STUDENT





ROSEN COLLEGE AIRLINES

ROSEN COLLEGE CAREER FAIR SPRING 2022



IN-PERSON: MARCH 16, 2022

10:00 A.M. TO 2:00 P.M

VIRTUAL: MARCH 17, 2022

10:00 A.M. TO 2:00 P.M





Career Fair Fall 2022

100+ Industry Partners recruiting in-person and virtually over 2 days

More than 700 students/alumni job seekers

Student Survey Results



"Agreed" or "Strongly
Agreed"
They will be coming back to the
in-person career fair next
semester



"Agreed" or "Strongly
Agreed"
Thought level of interaction with recruiters during the career fair was great



"Agreed" or "Strongly Agreed"

They would recommend the career fair to friends and classmates

Employer Survey Results

Would attend the Career Fair next semester in person





Were optimistic they found the right candidate at the event

Interviewed multiple candidates from this career fair





Felt it was a good investment of their company's time and resources



Images of the Career Fair







Images of the Career Fair





Thank you!





Rosen College Commitment to Diversity, Equity and Inclusion

Diversity, Equity and Inclusion Committee Charged





Diversity, Equity and Inclusion Statement

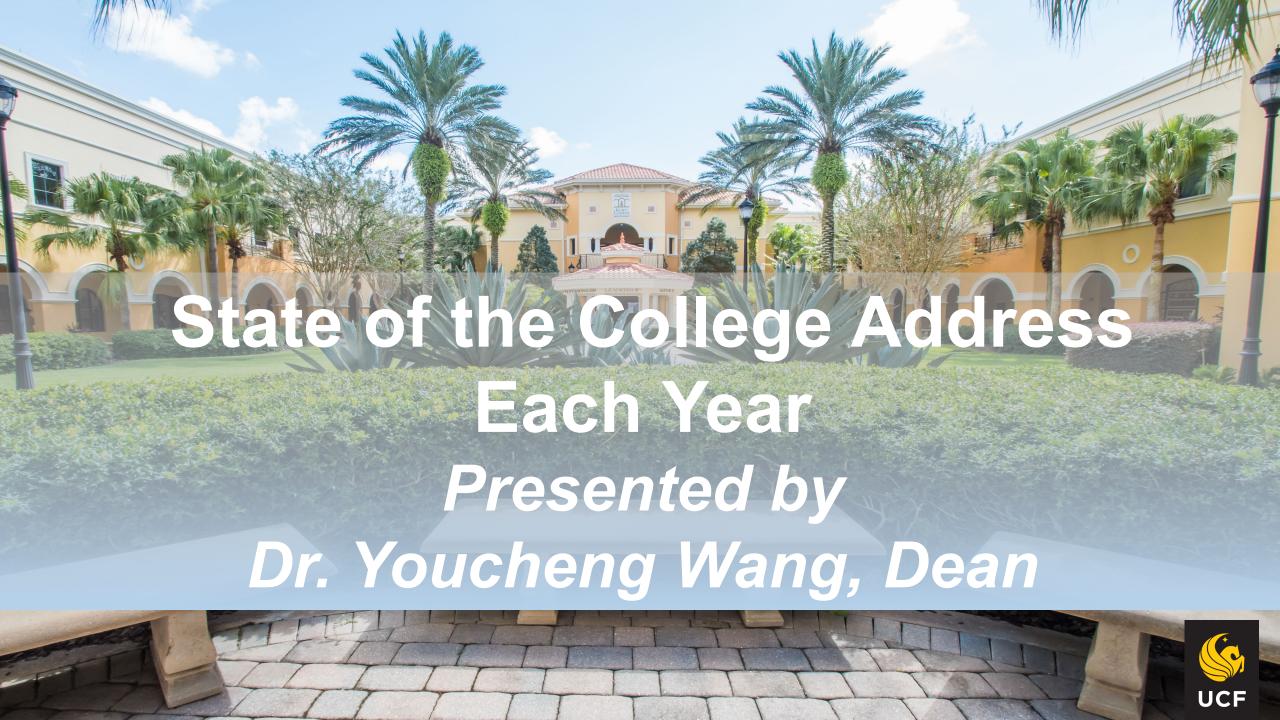
"Hate, discrimination and violence in all forms have no place at UCF Rosen College. We do not tolerate racism, anti-Semitism, xenophobia, prejudice or biases, of any form. As Knights, we must join together in denouncing discrimination."

"We support an environment of diversity, equity and inclusion and we accept all who choose to walk through our campus gates in the spirit of collegiality. Let us lift each other up and affirm our cultural differences while we embrace our culture of diversity, equity and inclusion."





Communication Platforms







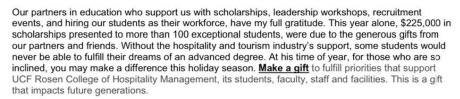
om the Dean's Desk

The holiday season is here and my thoughts From the Dean's Desk turn to all the things that I am grateful for as we gather to celebrate with family and friends.

This year, 2022, I am most grateful for our students who are the future leaders of the hospitality industry. They are working hard every day in the classroom, and at their internships and jobs. preparing themselves to take on the challenges of managing hotels and resorts, managing restaurants, organizing events, boosting the entertainment industry, creating amazing communities for our senior citizens, and engaging in research to generate and disseminate knowledge benefitting the entire industry. There's much our students learn day in and day out, and we are proud of their accomplishments.

I am grateful for our faculty and staff. They dedicate their professional expertise to advancing our students in their future careers, developing research to aid our industry partners, and giving their all to make UCF Rosen College the #1 ranked

college in the nation for hospitality education and research as recognized by the ShanghaiRankings.



There have been some challenging times this year as we emerged from the pandemic and forged new paths. On the bright side, those challenges have led to opportunities that I am so grateful for. Thank you everyone for all you do and have done this year to elevate us all. Charge On!



Youcheng Wang, Ph.D. Dean UCF Rosen College of Hospitality Management **Communique From the Dean's Desk**

- Published by weekly to faculty, staff, students, alumni, industry partners
- 82 volumes published so far
- Each volume on major updates about college



FINAL for 12-2-2022



Rosen College at Orlando International Airport

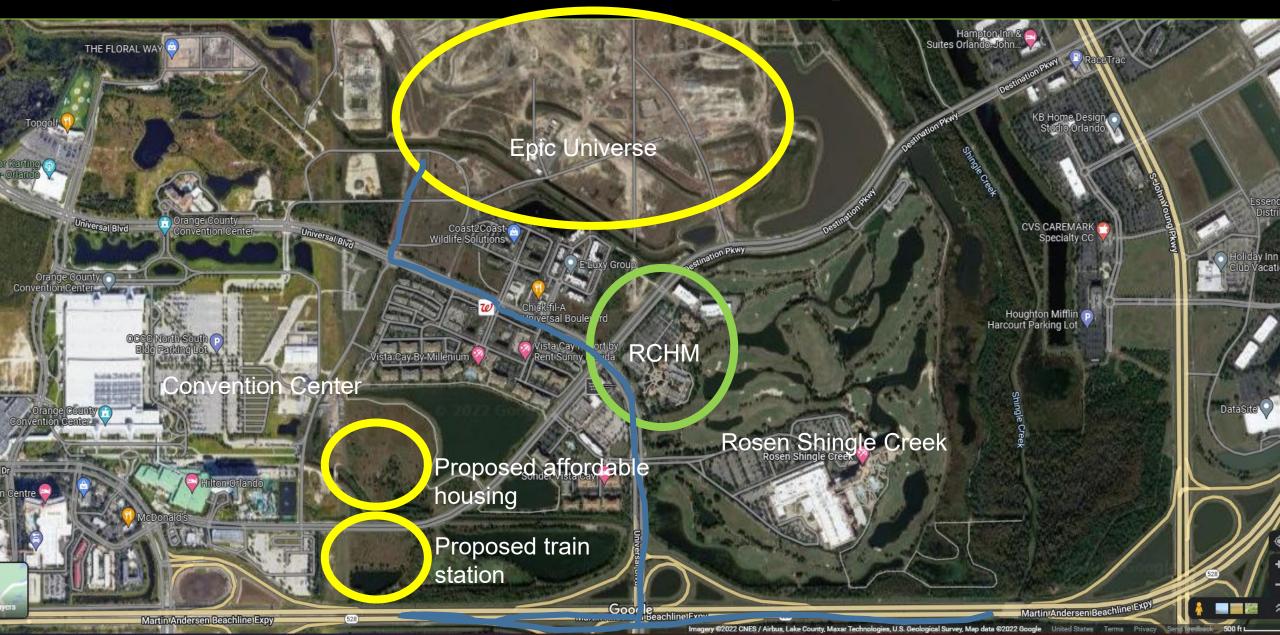
- In partnership with Visit Orlando
- In partnership with airport
- To promote awareness and recruit more talent to support the industry





Rosen College Campus Master Plan

Business Environment & Campus Master Plan



Rosen Campus Master Plan

- External driving factors:
 - Regional growth
 - Expansion of MCO
 - Brightline station at Convention Center
 - Epic Universe
 - Affordable housing (Universal)
- Internal opportunities:
 - Academic building expansion
 - Parking garage
 - Student apartment buildings
 - Retail opportunities





Rosen College Campus Master Plan

- Additional student apartment building
- Parking garage
- ❖ Academic building expansion





LEADING HOSPITALITY EDUCATION AND RESEARCH

We remain committed to unleashing potential in people, organizations, ideas, and the communities we serve. That charge inspires us and illuminates fantastic possibilities ahead."

Dr. Alexander N. Cartwright UCF President

