

UCF Rosen College of Hospitality Management Impact Statement

Under the auspices of UCF overall mission of “unleashing the potential”, the vision of the Rosen College is to be the leader in hospitality, tourism, events, entertainment and lifestyle community management education, research, scholarship and industry engagement. Inspired by this vision, the overall mission of the college is to educate and develop future generations of global hospitality, tourism, events, entertainment leaders through comprehensive and innovative academic programs, knowledge creation through research and dynamic worldwide industry and community partnerships. Driven by the above vision and mission, the impact of the college is reflected by the following select accomplishments in the last five years.

- A. **Formulated Rosen College Strategic Plan: Vision 2025**, defining the vision, mission, and strategic goals (with five strategic goals and 25 specific objectives). Leads and collaborators from faculty and staff were assigned for communication, implementation, and accountability purposes. Open forum was facilitated in Fall 2022 for realignment after the new UCF Strategic Plan was released.
- B. Initiated and enhanced the **HOSPITALITY+ strategy** in curriculum offerings and research programs development. Under this model, hospitality is not only treated as an industry but also as a culture which can be extended into other service-oriented business sectors. The model supports an interdisciplinary curriculum with 10+ degrees programs and 10+ certificate programs, the most comprehensive in the world. The model also contributes to the sustained growth of the program during the pandemic by creating more opportunities for students, research and scholarships (e.g., research funding has been increased by 10 times), and partnerships engagements.
- C. Formulated **Rosen College Research Incentive Program** to ensure high quality and impactful research and scholarly activities by faculty members. Funds provided through Dean’s Research Scholar Program, Dean’s Research Cluster Program, and Top-tier Journal Publication Incentive Program. The initiatives contribute to the **No. 1 ranked hospitality management program** in the nation and top 5 in the world (Shanghai Ranking)
- D. Initiated and updated **Annual Evaluation and Standard Procedures (AESP)** across the three departments. The new AESP supports the central notion of Workload Options which allows tenure track faculty to make contributions to the college and the university in a way they can best contribute to by keeping a balanced tradeoff between teaching, research and scholarly activities.
- E. Multiple initiatives to support **Student Success and Well-being**, a priority goal included in the new UCF Strategic Plan. Out of the 7 measurable metrics, Rosen College has exceeded all the current UCF metrics and exceeded 6 out of the 7 goals set up by the university for 2027.
- F. Charged the College Strategic Enrollment Task Force to diversify student population by attracting more FTIC, out of State students. Through 4-5 years efforts, 27% of Rosen College students are out of State which not only enhances student learning experience but also improves college’s financial performance based on the new university budget model by 100% (doubling the current college yearly budget of \$11.6 million).
- G. **Fund raising** with over \$4.6 million secured since 2018, exceeding the set-up goal by the university by 290% for most of years. Supported by these efforts, around \$250K student scholarships are awarded each year.
- H. **Professional development** fund with over \$7.3 million secured since 2018.
- I. Restructured and revised **Rosen Professional Internship Program** by combining professional development, P.R.E.P. and paid work experience, with more than 3000 students participating yearly with \$12 to \$13 million payment received by our students each year.
- J. **Professional advisory student engagement**: a) supporting 8 **industry advisory boards** including the Dean’s Advisory Board were established with over 180 members to enhance connection between college and industry; b) Established **Dean’s Alumni Advisory Board** to provide inputs to college direction and operation, and serve as a conduit to the 12,500 alumni base; c) supporting the **Rosen College Leadership Council (RCLC)** to nurture student leaders and ambassadors; d) enhanced the nationally awarded **Peer Outreach Mentoring Program (POMP)** to promote networking and students success; e) supporting about 30 student clubs on campus.
- K. Positioning RCHM as a **global center of knowledge creation and dissemination** through various conferences, workshops and symposiums, journals and publications including: **World Research Summit; Women’s Hospitality Leadership Summit; Health Meets Food – The Culinary Medicine Conference; The Smart Conference** (Smart Technology, Smart Tourism, and Enabling Technologies); **Dean’s Distinguished Speaker Series; Rosen College Research Colloquium**; hosting **5 top-tier academic journals**; publishing **Rosen Research Review** (RRR with 400K views worldwide) and **Rosen Research Insights** (RRI via social media); publishing around 130 journal article as a college each year.

- L. **Grants and contracts:** Research proposals worthy of \$53,776,866 have been submitted, among which proposals amounted to \$36,869,400 were led by Rosen College faculty, and the remaining \$16,907,465 were in collaboration with other units.
- M. **Industry engagement and community service:** a) Dean appointed by Orange County Mayor in April 2020 as **co-chair of Bring Back Tourism Working Group** of the Orange County Government Economic Recovery Task Force, with over 40 meetings attended or presided, making Florida one of the first state to open the tourism business during Covid-19; b) provided over 24 sessions of **Research, Recovery, and Rescale** free seminars to the hospitality and tourism industry to cope with the pandemic challenges; c) organized **Disney Day, Universal Day, Rosen Hotels and Resorts Day**, providing leadership development, networking, and employment opportunities for students. Each event was participated by 300-400 students.
- N. Operating two **career fairs** every year participated by over 100 employers and 700-1000 students.
- O. Charged a **Diversity, Equity and Inclusion Committee** to enhance and nurture a desirable cultural environment in which everyone is welcomed regardless of race, gender, ethnicity, etc.
- P. Enhanced **communication platforms** to various stakeholders through a) State of the College Address (yearly); b) Communique from the Dean's Desk (bi-weekly with 82 volumes so far); c) Hospitality Happenings (weekly); d) marketing and communication efforts through various social media platforms and partners such as WMFE, digital poster at Orlando International Airport.
- Q. Facilitating and supporting the **Rosen College Campus Master Plan** for the construction of a parking garage, additional student apartment building, and the expansion of the academic building at Rosen College campus.