



East Carolina University.

**Office of the Provost and
Senior Vice Chancellor
for Academic Affairs**

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MEMORANDUM

TO: Suzanne Ortega
Senior Vice President for Academic Affairs

FROM: Marilyn Sheerer 
Provost and Senior Vice Chancellor for Academic Affairs

DATE: March 20, 2012

SUBJECT: Proposal for Name Change - School of Hospitality Leadership

Relative to our proposal to change the name of the Department of Hospitality Management to the School of Hospitality Leadership; I have listed below several key factors supporting this request:

1. There are no additional cost factors related to this change in name.
2. By practice at ECU, a school must have: One accredited baccalaureate degree, at least 200 declared majors, 20 faculty FTEs and no fewer than 5,000 student credit hours. The Department of Hospitality Management exceeds most criteria with the exception of 20 faculty FTE. It should be noted however that HMGT has been using 5-6 adjunct faculty members per semester.
3. The Department of Hospitality Management (I-IMGT) currently has 349 declared majors, 75 intended majors, 11 minors plus 6 graduate certificate students. The Department of Hospitality Management produces an average of 3,700 to 4,000 student credit hours per semester (fall/spring). Since 2007, student credit hours have grown at a compound growth rate of 4.3%.
4. The HMGT Advisory Board and HMGT's industry partners solidly support a shift from department to school. Indeed, the impetus for School status was originally driven by key power players in the industry.
5. We aspire to school status so we can be competitive with nationally ranked programs such as Pennsylvania State University, Purdue University and Michigan State University.