



ACADEMIC PROGRAM PROPOSAL FORM

(Revised: October 2017)

DIRECTIONS: Use this form when proposing a new major or primary field of study, new emphasis (BAS only), or new degree or certificate (30+ credits) program. For more detail on the NSHE program approval process, see the last page of this form.

DATE SUBMITTED: 8/14/2020

INSTITUTION: College of Southern Nevada

REQUEST TYPE: ☐ New Degree
☒ New Major or Primary Field of Study
☐ New Emphasis (BAS only)

Date of AAC Approval:

09-09-20

Date of Board Approval:

DEGREE: Check applicable box

- | | |
|---|---|
| <input type="checkbox"/> Certificate: 30+ Credits | <input type="checkbox"/> Associate of Arts (AA) |
| <input type="checkbox"/> Associate of Science (AS) | <input type="checkbox"/> AA/AS |
| <input type="checkbox"/> Associate of Applied Science (AAS) | <input checked="" type="checkbox"/> Bachelor of Applied Science (BAS) |
| <input type="checkbox"/> Bachelor of Arts (BA) | <input type="checkbox"/> Bachelor of Science (BS) |
| <input type="checkbox"/> Master of Science (MS) | <input type="checkbox"/> Master of Arts (MA) |
| <input type="checkbox"/> Doctor of Philosophy (Ph.D.) | <input type="checkbox"/> (Other or Named Degree) |

MAJOR OR PRIMARY FIELD OF STUDY (i.e. Animal Science): Tourism, Convention, and Event Planning

INCLUDED IN LAST NSHE PLANNING REPORT: ☒ Yes ☐ No

(Website for NSHE Planning Reports: <https://www.nevada.edu/ir/Page.php?p=planning>)

TOTAL NUMBER OF CREDITS TO PROGRAM COMPLETION: 120

PROPOSED SEMESTER/TERM OF IMPLEMENTATION: Fall 2021

Action requested (specify full program title):

Addition of a Bachelor of Applied Science in Tourism, Convention and Event Planning (TCEP)

A. Brief description and purpose of proposed program. For proposed certificates (30+ credits), provide any existing degree or program under which the certificate falls.

The Tourism, Convention and Event Planning (TCEP) BAS is a practical, application-oriented degree which will cover the economic, social, and commercial philosophies of tourism, convention and event planning, while giving students an opportunity to learn from industry professionals.

The BAS focuses on practical skills, soft skills, leadership skills, critical thinking skills, and communication and management skills. Academically credentialed faculty with extensive industry experience provide students with real world knowledge and scenarios. The BAS requires completion of an internship for students to acquire field expertise.

The BAS aligns with the AAS Tourism and Convention Event Planning, allowing for seamless articulation.

B. Provide a list and description of institutionally approved expected student learning outcomes

1. Design various events in a multitude of hospitality venues.
2. Employ customer service skills in the tourism industry.
3. Demonstrate effective oral and written communication skills.
4. Employ critical thinking skills in managerial decision-making.

C. Provide an institutionally approved plan for assessing student learning outcomes

This program's student learning outcomes (SLO) are aligned with the College's SLOs and will be assessed by faculty using writing assignments, exams, and a portfolio project.

D. Contribution and relationship of program objectives to

i. NSHE Master Plan

A Bachelor of Applied Science in Tourism, Convention and Event Planning was included as part of CSN's portion of the 2019-2021 NSHE Planning Report.

According to the NSHE Master Plan, the community college mandate is to emphasize responsiveness to the programmatic needs of its service region, while simultaneously striving to fulfill the Board approved mission of university transfer, applied science and technology, business and industry partnering, and community service. The proposed BAS does just this, responding to the needs of the Las Vegas community.

The proposed BAS meets the following NSHE strategic goals:

A. Student Access to Higher Education

Due to lower tuition and our flexible course schedules, which include in-person, online, short-term accelerated, and full-term sections, students have the ability to choose a schedule that fits their needs, which in turn enhances access.

B. Increase Student Success

Students will gain greater opportunity for success with smaller class sizes, internship requirements for graduation, and credentialed faculty with industry experience teaching courses.

C. State Workforce Needs

The BAS is designed to prepare students to enter the workforce immediately with courses that are designed to provide an application-oriented education, along with internships that provide real world experience. This will help CSN meet the growing need for a qualified workforce, as evidenced by the included letters of support and employment data.

As the COVID-19 pandemic The BAS provides graduates with opportunities to fill the positions that will need to be filled as the COVID-19 pandemic ends and tourism, convention, and event planning needs grow as Las Vegas's economy normalizes.

ii. Institutional mission and core themes

CSN's mission is to empower students and communities to achieve, succeed, and prosper. The proposed BAS supports this mission by offering students an opportunity to gain a credential they need (achievement), in the industry they want (succeeding) and become leaders (prospering) in the field of tourism, convention, and event planning.

iii. Campus strategic plan and/or academic master plan

The BAS supports the following CSN strategic goals:

A. Access - Increase participation in post-secondary education

The proposed BAS is a continuation of a student's post-secondary education and will increase participation because students who graduate with the AAS will continue on to complete the BAS.

B. Workforce - Collaboratively address the challenges of the workforce and industry education needs of Nevada populations.

The BAS is designed to prepare students to enter the workforce immediately - courses are designed to provide an application-oriented education and gain experience through internships. This helps CSN meet the growing need for a qualified workforce as evidenced by the included letters of support and employment data.

As the COVID-19 pandemic ends, tourism, convention, and event planning needs will once again begin to grow as the Las Vegas economy normalizes. The BAS provides graduates with the skills needed to take advantage of those opportunities.

iv. Other programs in the institution

CSN's Department of Hospitality Management offers the following degrees:

Certificates of Achievement: Food and Beverage Management
 Culinary Arts, Pastry Arts
 Gaming Management
 Hotel Management
 Tourism, Convention, and Event Planning

Associates of Arts: Hospitality Management

Associates of Applied Science: Food and Beverage Management
 Culinary Arts, Pastry Arts
 Gaming Management
 Hotel Management
 Tourism, Convention, and Event Planning

v. Other related programs in the System

UNLV has a bachelor's degree in Hospitality Management with a concentration in Event Design and Management. TMCC has an Associate Degree in Hospitality and Tourism.

E. Evaluation of need for the program

i. The need for the program and the data that provides evidence of that need

Quick Facts: Meeting, Convention, and Event Planners
2019 Median Pay - \$50,600 per year; \$24.33 an hour
Typical Entry-Level Education - Bachelor's degree
Work Experience in a Related Occupation - None
On-the-job Training - None
Number of Jobs, 2018 - 134,100
Job Outlook, 2018-2028 - 7% (Faster than average)

The job outlook for meeting, convention and event planners is projected to grow 7% from 2018 to 2028, faster than the average for all occupations. Candidates who have experience and a bachelor's degree in meeting and event management, hospitality, or tourism management will be the best fit for upcoming job opportunities.

Source: Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Meeting, Convention, and Event Planners, <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm> (visited July 14, 2020)

Supporting data from the LVCVA (www.lvcva.com/convention-center-district) show the following growth areas related to the proposed degree:

TOURISM

1. The direct economic output associated with Southern Nevada's tourism industry is equal to the total among visitor spending, which in 2018 reached \$34.5 billion.
2. Tourism workers in Southern Nevada earned wages and salaries of \$10.3 Billion in 2018, providing \$16.9 billion in local wages. The wages and salaries earned by tourism industry workers is roughly equal to the total earnings by employees in Clark County's manufacturing, professional services, and information industries combined. (Source: Nevada Department of Employment, Training and Rehabilitation)
3. Tourism contributes significantly to the Southern Nevada economy; without tourism, every household would pay approximately \$2,700 more in taxes.
4. Tourism has an estimated \$50 billion local economic impact.

MEETINGS AND CONVENTIONS

1. Meetings and conventions had 6.6 million delegates in Las Vegas in 2017 and dropped to 6.5 million in 2018, but 2018 showed an increase in per capita spending by convention goers.
2. In 2018, convention visitor spending directly supported 42,800 jobs.
3. Indirect and induced impact of conventions equals 67,200 jobs.
4. The Las Vegas Convention Center hosted 57 conventions during 2018, with total attendance of 1.3 million, roughly 19.5 percent of the overall convention segment.
5. Convention visitors directly supported 8,300 jobs.
6. Las Vegas is the number one trade show destination for 23 consecutive years.

PROJECTED GROWTH AND JOB OPPORTUNITIES:

1. The Las Vegas Convention Center expansion project is underway. The project will add 1.4 million square feet to the current convention center facility, including at least 600,000 square feet of new, leasable exhibit space.

Las Vegas is continuing to grow, as demonstrated by the most recent economic summary provided in January 2018, which shows the impact of the Las Vegas Convention Center Expansion and Renovation. LVCVA (www.lvcva.com/convention-center-district) estimates the projected annual economic impact to be \$810 million, with 610,000 annual incremental visitors. There will be 7,850 permanent jobs, which includes direct employment of 5,405 and indirect employment of 1,068, and induced employment of 1,372. The expansion will include 1.4 million square feet of the Convention Center.

3. LV Convention Center growth will allow Las Vegas to remain the "Number One Trade Show" destination in North America .

Connections with CCSD

"The Valley High School Academy of Hospitality and Tourism (AOHT) continues to count on CSN and Hospitality and Tourism related degrees as a viable and excellent resource for our graduates," says Karin J. Jones, Magnet Coordinator, Valley HS Academy of Hospitality and Tourism (AOHT).

Per Jones, since 1994, AOHT hosts approximately 275+ students in grades 9-12 annually. Each year approximately 65-75 students graduate from the AOHT program at Valley. Approximately 30% of the graduates choose a major related to Hospitality and Tourism, and of that 30% choose CSN.

"In order to provide an exceptional post secondary option for students, it is imperative that CSN offer degrees related to a Bachelor of Applied Science in Tourism, Convention and Event Planning. UNLV is not an option for many of our students."

STUDENT SURVEY

A survey was conducted, sent out to all Hospitality Department students who took a class during the last five years. Out of 6,300 surveys sent, 959 students participated, which is a 15.22% response rate.

815 students indicated that they would be interested in pursuing a BAS degree at the College of Southern Nevada.

Of the 500 students who answered the question regarding full-time/part-time status, 271 students indicated they would be full time students, while 229 indicated they would be part-time students.

Out of the 500 students who completed question two, 446 completed question three.

446 students completed the question asking them to rank possible degree choices according to their interest. 77 respondents rated Meetings and Event Operations as their first choice, which ranked it number two overall for all degree choices listed.

Formal results of this survey were presented to the Department of Hospitality Advisory Board. The Board agreed with the plan to pursue three BAS Degrees, one of which is Tourism, Convention and Event Planning.

Direct quotes in support of the BAS:

CSN Student

1. Anna Powers, Former CSN student, company executive:

"As a Corporate Travel Consultant for many years I decided that I wanted to break into other departments within the company and decided to obtain an AAS at CSN in Tourism, Convention and Events. By doing so, I gained a wealth of knowledge in Meeting & Events and was able to be promoted to a position within Meeting & Events. I transferred out and am currently working on a BAS in Management. Even though the AAS Degree that is offered opened doors for me in this growing industry, if CSN had offered a BAS in Tourism, Convention, and Event Planning, I would have been able to continue my education, concentrating in my field at CSN rather than transferring out.

CSN Staff

1. Mary Sasso, Former Director of International Students at CSN, on the loss of CSN students to other universities:

"School such as Temple University and Florida International University are well known for their tourism and management degree programs and are popular choices for international students wanting to earn a bachelor's degree in tourism.

Given CSN's already vibrant and viable TCEP program and location in the entertainment capital of the world, it makes good sense to keep our international students here at CSN to complete their BAS in Tourism, Convention and Event Planning rather than having them transfer out of the NSHE system because they have no other option."

Industry

1. Dr. Cy Lai, CEO of GAME (Global Alliance of MICE Executives, and member of the Las Vegas Chinese Chamber of Commerce):

"With the offering of Bachelor of Applied Science Programs at CSN many stakeholders see more opportunities to help CSN expand. With incremental promotion budgets, we trust CSN can attract and retain a lot more students who do not have to transfer to other universities after 2 years of study. With bachelor's programs available, we can open up CSN promotions to a certain market segment of 10+million/year Chinese high-school graduates/families who, like us, adore Las Vegas amenities and appreciate cost-effective CSN education programs."

2. Maria Ramirez, former Destination Services Manager at the LVCVA, and Advisory Board Member with the Tourism, Convention and Event Planning Program):

"I worked with the LVCVA for almost 10 years, and am a new TCEP Advisory Board member - a position previously held by Jeremy Handel, Senior Director of Communications at the LVCVA.

I believe it would be a good idea for CSN to offer a program in which students can obtain a Bachelor of Applied Science Degree in Tourism, Convention and Event Planning, especially since the emphasis will be on students receiving practical, 'hands-on' knowledge taught by industry professionals.

This would give students another option aside from UNLV and private colleges. This would be very advantageous for both CSN and for our growing Las Vegas community."

ii. Student population to be served

1. High School students who want to pursue a bachelor's degree in Tourism, Convention and Event Planning.
2. Domestic and international students who are completing an AAS degree in Tourism, Convention and Event Planning who wish to obtain a bachelor's degree at CSN.
3. Students outside the state of Nevada who want to transfer into a bachelor's degree program.
4. Those changing their workforce field.

iii. Procedures used in arriving at the decision to offer the program

We decided to offer this program based on employment and job data, demonstrated workforce need for people with a bachelor's degree to fill vacancies in this field, student surveys, advisory board discussions, and an evaluation of NSHE offerings, which demonstrated a lack of similar offerings within the NSHE system.

iv. Organizational arrangements required within the institution to accommodate the program

The program will use existing software, equipment, classrooms, and faculty. There are nine (9) adjuncts and two (2) full-time faculty member covering courses for the AAS TCEP degree. There will be a need for one to two new full-time faculty.

v. The timetable, with dates, for implementation steps

September 2020 - Present for AAC approval
December 2020 - Present to ARSA for Board of Regents approval
January 2021 - Apply for NWCCU approval
March 2021 - Include in 2021-2020 college catalog
Fall 2021 - Begin implementation of program

vi. If this or a similar program already exists within the System, what is the justification for this addition

UNLV offers a Bachelor of Science (BS) Degree in Hospitality Management, with a 15 credit Event Design and Management concentration. Their Hospitality Management BS Degree focuses primarily on hotel courses, with only 15 credits available in this concentration.

CSN's Tourism, Convention and Event Planning (TCEP) BAS Degree is an Applied Science Degree which offers 30 credits in courses designed specifically to give students the knowledge and skills they need to pursue a variety of career choices.

The Bachelor of Applied Science in Tourism, Convention and Event Planning will:

1. Be affordable - This post secondary degree will offer students an option other than UNLV, which is not affordable for many potential Las Vegas area students.
2. Be application & career oriented - This degree is focused on students acquiring practical, hands-ons knowledge so they can enter the workforce or move up the career ladder.
3. Attract more high school graduates, as well as other domestic and international students - We will attract more high school, domestic and international students from a variety of locations who want a bachelor's degree in the Tourism, Convention and Event Planning fields. These industries

are growing globally. Many countries do not offer application oriented degrees in these areas, nor do they have internships where students can get valuable hands-on experience.

4. Provide internships - This degree provides internship opportunities for students to develop networking skills, build relationships, turn classroom theory into useful experience, and work with mentors.

vii. Evidence of employment opportunities for graduates (state and national). Include information on institutional review of the need for the program based on data from the Nevada P-20 Workforce Research Data System (<https://www.nevada.edu/ir/Page.php?p=workforce>), including the supply/demand reports at <http://npwr.nv.gov/reports/student-completion-and-workforce-part-ii/>.

The U.S. Bureau of Labor Statistics which shows job outlook to be 7% for 2018-2028, which is faster than average.

Occupational Employment and Wages:

13-1121 Meeting, Convention, and Event Planners

Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

Last Modified July 6, 2020

Mean Hourly Wage: \$26.39

Mean Annual Wage: \$54, 880

Number of Jobs: Over 117,000

Occupational Title: Meeting, convention, and event planners

Employment, 2018	Projected Employment, 2028	Change, 2018-28
134,100	143,800	7%/9,600

Additionally, the typical entry-level education requires a bachelor's degree.

(<https://www.bis.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>)

Nevada State, Bureau of Labor Statistics, May, 2020, State Occupational Employment and Wage Estimates shows code 13-1121, Meeting, Convention and Event Planners as one of the highest growth careers with an annual salary of \$53,730, an hourly wage of \$25.83, and an increase of 7% (https://www.bls.gov/oes/current/oes_nv.htm)

As mentioned in Section E.i., the projected number of jobs for just the Las Vegas Convention Center Expansion Project only will be 7,850 which includes direct, indirect and induced employment.

F. Detailed curriculum proposal

i. Representative course of study by year (options, courses to be used with/without modification; new courses to be developed)

Year 1

Semester 1			Semester 2		
Class	Name	Credits	Class	Name	Credits
ENG 101	English Composition	3	MAT 120	Math	3
COM 101	Communication	3	HMD 101	Intro Hosp	3
MGT 283	Hum Res Mgmt.	3	TCA 110	Intro Conv	3
TCA 141	Travel and Tourism I	3	TCA 188	Special Events Planning	3
TCA 241	Travel and Tourism II	3	100/200	Elective	3
		15			15

Year 2

Semester 1			Semester 2		
Class	Name	Credits	Class	Name	Credits
ENV 101	Intro Envmental Sci	3	PSY 261	Intro Social Psy	3
PSC 101	Intro US Politics	4	TCA 251	Tourism Externship	3
FAB 285	Catering Mgt	3	100/200	Elective	3
TCA 289	Intro Corp Mt & Evt	3	100/200	Elective	3
100/200	Elective	3	100/200	Elective	3
		16			15

Year 3

Semester 1			Semester 2		
Class	Name	Credits	Class	Name	Credits
PHIL 302	Critical Thinking	3	BUS 107	Business Speech	3
TCA 301	Trade Shows	3	ALS 101	Academic & Life Skills	3
TCA 302	Event Sponsorship	3	TCA 303	Tourism/Incentives	3
TCA 305	Social Media Mkt	3	TCA 304	Fairs & Festivals	3
300/400	Elective	3	300/400	Elective	3
		15			15

Year 4

Semester 1			Semester 2		
Class	Name	Credits	Class	Name	Credits
TCA 401	Hospitality Security	3	MGT 423	Orgizational Behavior	3
TCA 402	Legal Environment	3	TCA 403	Financial mgt	3
TCA 404	Concert production	3	FLOR220 B	Event & Display	3
FAB 372	Liq & Bar Mgt	3	TCA 406	Sports Event Mkt	3
300/400	Elective	3	TCA 451	Capstone internship	3
		15			15

New Courses Developed:

TCA 302 Event and Sport Sponsorships
3 Credits

Event and Sport Sponsorship will explore the area of sponsorships for profit and non-profit events. You will learn how to identify qualified prospective sponsors for music and sporting events, develop strategies for a successful fundraising event, create sponsorship proposals, and price sponsorships appropriately.

Prerequisite: None

TCA 303 Tourism Corporate and Incentive Travel 3 Credits

This course is a comprehensive study and analysis of the business travel industry with detailed investigation of corporate travel environments and communications. There is an in-depth overview of business ethics, risk management, supplier relations and travel technology in relation to Corporate Travel Programs. Theoretical and practical issues will be examined with case studies that include Corporate Travel program development

Prerequisite: TCA 200

TCA 305 Social Media and Event Marketing 3 Credits

This course will teach you how to increase website traffic, raise brand awareness, create a brand identify and positive association. You will also learn how to increase communication and interaction with key audiences.

Prerequisite: None

TCA 310 Global Cultural Aspects in Meeting Management 3 Credits

Examines how firms develop and implement strategies for satisfying global meeting industry customers by demonstrating an understanding of international cultural differences. The course places an emphasis on integrating unique cultural norms to create successful meetings with an international appeal.

Prerequisite: None

TCA 385 Convention Sales and Management 3 Credits

Course will cover prospecting, contract preparation, relationship building, sales techniques, and document preparation to include banquet event orders and internal communications. You will learn how to effectively administer, execute and review group bookings and planned events. Effective customer service and communication skills will be stressed along with career opportunities.

Prerequisite: HMD 101

TCA 387 Fairs and Festivals
3 Credits

Focuses on local, regional, national and international fairs and festivals. You will learn how community festivals strengthen tourism and economic development and enrich our quality of life. This course provides a background in how to create and manage a fair/festival.

Prerequisite: HMD 101

TCA 401 Hospitality and Tourism Risk Management and Security
3 Credits

Examines security, loss prevention, safety and risk management as related to the hospitality and tourism industries. This will include security issues relating to concerts and other events. Legal concepts specific to industry operations are applied.

Prerequisite: None

TCA 403 Budgeting, Accounting and Financial Management for Event and Meeting Planners
3 Credits

Examines the steps in developing meeting and event budgets. Methods of gathering data, group history and setting goals and objectives will be covered.

Prerequisite: None

TCA 404 Concert and Live Entertainment and Management
3 Credits

Concert and Live Entertainment Production and Management is designed for planners interested in Special Events in the music and entertainment fields. The course covers planning, information on venues, securing artists, publicity, tickets and sales, and contacts for contracted services.

Prerequisite: None

TCA 405 Legal Environmental and Contract Law
3 Credits

Provides an overview of the legal fundamentals that apply to operations and management in the hospitality industries. Contract law and negotiations will be discussed.

Prerequisite: HMD 101

TCA 410 Fundraising for Non-Profits
3 Credits

Learn to navigate the twists and turns in the world of non-profit fundraising. You will learn about legal compliance, tactics and strategies to raise resources, and how to successfully work with industry professionals and volunteers.

Prerequisite: None

TCA 448 Land and Cruise Operations and Management 3 Credits

This course is a field study course – students will examine cruise or land meeting venues to be used to produce events or hold meetings/conferences/conventions for corporations and/or associations. Study will include evaluating travel documentation, transportation logistics, different cultures, geography, climate and much more.

Prerequisite: Instructor approval

TCA 450 Capstone Tourism and Event Planning Internship 3 Credits

Capstone Tourism, Convention and Event Planning Internship is an experiential course which includes working with one or more industry partners for a minimum of 350 work hours or more (previous total approved work hours will be included in this total at the discretion of the instructor/coordinator; previous hours can include other coursework requirements (i.e. TCA 251), in a paid or unpaid position, in or outside Las Vegas, Nevada. Suggested areas include conventions, events, fairs, festivals, fundraisers, sport facilities, tourism, entertainment, expositions, destination management companies, marketing.

Prerequisite: TCA 251

TCA 464 Sport and Concert Arena Management 3 Credits

Covers promoting and managing large and small sporting events, covering everything from logistics to sponsorship to successful marketing.

Prerequisite: HMD 101

ii. Program entrance requirements

Completion of CSN's AAS in Tourism, Convention and Event Planning or an associates degree in a similar field from a regionally accredited institution.

iii. Program completion requirements (credit hours, grade point average; subject matter distribution, preprogram requirements)

Credit Hours: 120

Grade Point Average: 2.0 to graduate;

Special program classes must be completed with a C- or higher

Subject Matter Distribution: 39 general education credits (30 lower division and 9 upper division) and 81 special program credits (39 lower division and 42 upper division).

- iv. **Accreditation consideration (organization (if any) which accredits program, requirements for accreditation, plan for attaining accreditation - include costs and time frame)**
Accreditation for this degree will be pursued with ACPHA, the Accreditation Commission for Programs in Hospitality Administration. Obtaining initial accreditation for this program would take one and half to two years. ACPHA fees are \$3,600 one time payment and \$600 annually.
- v. **For certificates only: Name of any state, national and/or industry recognized certification(s) or licensing examination(s) for which certificate prepares the student, if applicable**
Not applicable.

G. Institutional Review Process

- i. **Date of Faculty Review (may include additional information, as needed)**
February, 2018
- ii. **Describe the process for review and approval by the appropriate academic policy body of the institution**
A flowchart for the review and approval process at CSN can be found at:
https://archive.csn.edu/sites/default/files/documents/fscs_new_course_flowchart.pdf

H. Readiness to begin program

- i. **List the educational and professional qualifications of the faculty relative to their individual teaching assignments**
There are currently two full time professors, one who is also the Director of the Tourism, Convention and Event Planning Program (TCEP). Courses are taught by these faculty along with three (3) adjuncts.
- ii. **List the anticipated sources or plans to secure qualified faculty and staff**
Current full-time faculty will be available to teach the advanced courses during the first one to two years of the degree program. When necessary, social media, print advertisement, word of mouth, current faculty recommendations, in addition to CSN promotion, will be used to source any new faculty. There is a large pool of talent in this industry in the Las Vegas area.
- iii. **Contribution of new program to department's existing programs (both graduate and undergraduate) and contribution to existing programs throughout the college or university**
The current Tourism, Convention and Event Planning Certificate serves as a foundation for students who want to pursue an AAS degree. The AAS degree in turn, will serve as a foundation for the BAS degree.
- iv. **Recommendations from prior program review and/or accreditation review teams**
None to date.

I. Resource Analysis

- i. **Proposed source of funds (enrollment-generated state funds, reallocation of existing funds, grants, other state funds)**
The program will use existing funds. Upper division courses are low overhead and will be a combination of in-person and online classes, which will use primarily adjunct faculty. The

income derived from tuition and fees is anticipated to offset the additional salary expenses for additional classes.

- ii. **Each new program approved must be reviewed for adequate full-time equivalent (FTE) to support the program in the fifth year. Indicate if enrollments represent 1) students formally admitted to the program, 2) declared majors in the program, or 3) course enrollments in the program.**

- a. **(1) Full-time equivalent (FTE) enrollment in the Fall semester of the first, third, and fifth year.**

1st Fall semester 10.80

3rd Fall semester 15.60

5th Fall semester 18.00

- (2) Explain the methodology/assumptions used in determining projected FTE figures.**

The projected FTE was calculated by taking the number of students for the fall semester, assuming they enroll in an average of 9 credits, and dividing by 15 to calculate full-time equivalent.

- b. **(1) Unduplicated headcount in the Fall semester of the first, third, and fifth year.**

1st Fall semester 18

3rd Fall semester 26

5th Fall semester 30

- (2) Explain the methodology/assumptions used in determining projected headcount figures.**

Headcount figures are based on graduates of the existing AAS degree continuing into the BAS.

- iii. **Budget Projections – Complete and attach the Five-Year Program Cost Estimate and Resource Requirements Table.**

See attached Cost Estimate Form.

J. Facilities and equipment required

- i. **Existing facilities: type of space required, number of assignable square feet, space utilization assumptions, special requirements, modifications, effect on present programs**

No special requirements, modifications, or new equipment is needed. The proposed BAS Degree can operate with existing facilities without a negative effect on present programs.

- ii. **Additional facilities required: number of assignable square feet, description of space required, special requirements, time sequence assumed for securing required space**

No additional new facility will be required.

iii. Existing and additional equipment required

Existing facilities that are used include smart classrooms and computer classrooms. No additional equipment is necessary.

K. Describe the adequacy and availability of library and information resources

Library and information resources are adequate.

L. Student services

i. Describe the capacity of student support services to accommodate the program. Include a description of admissions, financial aid, advising, library, tutoring, and others specific to the program proposal

The School of Business, Hospitality and Public Services will provide the necessary counseling services required for students who participate in the BAS program. Students would already have received services as they pursued the AAS.

According to Marlon D. Anderson, Director of Academic Advising at CSN, Academic Advising is comprised of professional Academic Advisors who provide academic degree plan advising for students. The department supports the Nevada System of Higher Education goals of student success and retention by catering its services to meet each student's needs. The department staffing levels are designed to provide timely support for student's academic pursuits and provide the highest level of customer service.

The CSN Library at Charleston has been contacted to make sure copies of the new 300/400 level course textbooks are on hand for students who need to access them.

ii. Describe the implications of the program for services to the rest of the student body

The TCEP BAS degree students will use current services provided by CSN. No new services are required.

M. Consultant Reports – If a consultant was hired to assist in the development of the program, please complete subsections A through C. A copy of the consultant's final report must be on record at the requesting institution.

i. Names, qualifications and affiliations of consultant(s) used

N/A

ii. Consultant's summary comments and recommendations

N/A

iii. Summary of proposer's response to consultants

N/A

N. Articulation Agreements

i. Articulation agreements were successfully completed with the following NSHE institutions. (Attach copies of agreements)

On November 25, 2019, a telephone conference was held with UNLV and all new proposed TCEP BAS courses were discussed and agreed upon regarding transferability as electives or across the board.

ii. Articulation agreements have not yet been established with the following NSHE institutions. (Indicate status)

N/A

iii. Articulation agreements are not applicable for the following institutions. (Indicate reasons)

This is a self articulating program, from the AAS to BAS. Advisement protocols are being established to distinguish the two separate pathways.

O. Summary Statement

The BAS in Tourism, Convention, and Event Planning would build upon CSN's AAS, giving students the opportunity to complete a bachelor's degree in this field and move directly into the local industry. If students start courses in the CSN Bachelor of Applied Science (BAS) in Tourism, Convention and Event Planning now, they will be graduating with a bachelor's degree right as we are recovering from the worst pandemic in our history. While the industry may currently be on the decline, according to the U.S. Travel Organization, we will increase from -44.8% decrease in travel growth this year, to a healthy +37.5% for 2021.

(http://www.ustravel.org/system/files/media_root/document/Research_Travel-Forecast_Summary-Table.pdf)

CSN is poised to offer a trained workforce ready to fill the needs of the community in this job sector as we move beyond the pandemic.

NSHE Academic Program Proposal - Five-Year Program Cost Estimate and Resource Requirements

Enter N/A if the information is not applicable to the program proposal

Program Resource Requirements. Indicate all resources needed including the planned FTE enrollment, projected revenues, and estimated expenditures for the first, third and fifth fiscal years of the program. Include reallocation of existing personnel and resources and anticipated or requested new resources. Third and fifth year estimates should be in dollars adjusted for inflation. If the program is contract related, explain the fiscal sources and the year-to-year commitment from the contracting agency(ies) or party(ies). Note: This form reflects the NWCCU's Substantive Change Budget Worksheet as of 8/28/17.

College/University: College of Southern Nevada				Program: Bachelor of Applied Science in Tourism, Convention and Event Planning			
I. PLANNED STUDENT ENROLLMENT							
Note: Enrollment numbers (A + B) for each fiscal year should match the FTE/Headcount numbers in the Academic Program Proposal Form (Sect. I.ii.).	FY 1: FY 22		FY 3: FY 24		FY 5: FY 26		
	FTE	Headcount	FTE	Headcount	FTE	Headcount	
A. New enrollments to the Institution	10.80	18	15.60	26	18.00	30	
B. Enrollments from Existing Programs	0.00	0	0.00	0	0.00	0	
II. REVENUE							
	FY 1: FY 22		FY 3: FY 24		FY 5: FY 26		
	On-going	One-time	On-going	One-time	On-going	One-time	
1. New Appropriated Funding Request	\$0	\$0	\$0	\$0	\$0	\$0	
2. Institution Funds	\$0	\$19,500	\$0	\$10,729	\$0	\$0	
3. Federal (e.g. grant, appropriation)	\$0	\$0	\$0	\$0	\$0	\$0	
4. New Tuition Revenues (registration fee) from Increased Enrollments*	\$26,364	\$0	\$76,568	\$0	\$89,305	\$0	
5. Other Student Fees (associated with the program)*	\$0	\$0	\$0	\$0	\$0	\$0	
6. Other (i.e., Gifts)	\$0	\$0	\$0	\$0	\$0	\$0	
Total Revenue	\$26,364	\$19,500	\$76,568	\$10,729	\$89,305	\$0	
Note: Total Revenue (Section I) should match Total Expenditures (Section III)							

NSHE Academic Program Proposal - Five-Year Program Cost Estimate and Resource Requirements

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III. EXPENDITURES		FY 1: FY 22		FY 3:	FY 24	FY 5:	FY 26
		On-going	One-time	On-going	One-time	On-going	One-time
A. Personnel Costs							
1. FTE (Total FTE for all personnel types)		0.575	0	1.25	0	1.25	0
Faculty		0.525	0	0.9	0	0.9	0
Adjunct Faculty		0	0	0.25	0	0.25	0
Grad Assts		0	0	0	0	0	0
Research Personnel		0	0	0	0	0	0
Directors/Administrators		0	0	0	0	0	0
Administrative Support Personnel		0.05	0	0.1	0	0.1	0
Other: _____		\$0	\$0	\$0	\$0	\$0	\$0
		Expenditures for personnel type below must reflect FTE levels in Section A.1.					
2. Faculty		\$15,850	\$14,863	\$44,472	\$8,178	\$52,650	\$0
3. Adjunct Faculty		\$0	\$0	\$6,563	\$0	\$6,563	\$0
4. Graduate Assistants		\$0	\$0	\$0	\$0	\$0	\$0
5. Research Personnel		\$0	\$0	\$0	\$0	\$0	\$0
6. Directors/Administrators		\$0	\$0	\$0	\$0	\$0	\$0
7. Administrative Support Personnel		\$2,144	\$0	\$4,289	\$0	\$4,289	\$0
8. Fringe Benefits		\$5,870	\$4,637	\$15,744	\$2,551	\$18,295	\$0
9. Other:		\$0	\$0	\$0	\$0	\$0	\$0
Total Personnel Costs		\$23,864	\$19,500	\$71,068	\$10,729	\$81,797	\$0

NSHE Academic Program Proposal - Five-Year Program Cost Estimate and Resource Requirements

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		FY 1: FY 22		FY 3:	FY 24	FY 5:	FY 26
		On-going	One-time	On-going	One-time	On-going	One-time
B. Operating Expenditures							
1. Travel		\$0	\$0	\$2,000	\$0	\$2,000	\$0
2. Professional Services		\$0	\$0	\$0	\$0	\$0	\$0
3. Other Services		\$0	\$0	\$0	\$0	\$0	\$0
4. Communications		\$0	\$0	\$0	\$0	\$0	\$0
5. Materials and Supplies		\$1,000	\$0	\$1,500	\$0	\$2,000	\$0
6. Rentals		\$0	\$0	\$0	\$0	\$0	\$0
7. Marketing materials and Advertising		\$1,500	\$0	\$2,000	\$0	\$3,508	\$0
8. Miscellaneous		\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenditures		\$2,500	\$0	\$5,500	\$0	\$7,508	\$0

NSHE Academic Program Proposal - Five-Year Program Cost Estimate and Resource Requirements

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		FY 1: FY 22		FY 3: FY 24		FY 5: FY 26	
		On-going	One-time	On-going	One-time	On-going	One-time
C. Capital Outlay							
1. Library Resources		\$0	\$0	\$0	\$0	\$0	\$0
2. Equipment		\$0	\$0	\$0	\$0	\$0	\$0
Total Capital Outlay		\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENDITURES (IIIA + IIIB + IIIC):		\$26,364	\$19,500	\$76,568	\$10,729	\$89,305	\$0
Note: Total Expenditures (Section IIIA-C total) should match Total Revenue (Section I)							

Budget Notes (optional):



July 27, 2020

RE: Letter of Support for BAS Programs in Culinary Arts, Food Service Operations, and Tourism, Convention, and Event Planning

Dear NSHE Board of Regents,

On behalf of MGM Resorts International (MGMRI), I am writing this letter of support for the creation of the three Bachelor of Applied Science programs listed below:

1. BAS in Culinary Arts
2. BAS in Food Service Operations
3. BAS in Tourism, Convention, and Event Planning

As the largest employer in the state of Nevada, we are fully aware of the challenges in the current labor market and the future shortage of qualified talent that will exist. Once the effects from the COVID-19 socioeconomic impacts have subsided, we anticipate the need for our workforce and hiring levels to return to normal. Food and Beverage and Convention Services are two of the largest departments within our company that will need individuals with these skillsets in the next three to five years.

In my current role as Chief Human Resources Officer for MGM Resorts International, I have seen the high demand and need for employees in Food & Beverage and Convention Operations. The establishment of these programs here in Southern Nevada would create an ideal pipeline to funnel talent into the appropriate positions within our company to foster a successful career path. I understand that these programs were designed to focus on practical skills, soft skills, leadership skills and critical thinking skills, as well as communication and management skills. All of these skills are essential to build a strong foundation for these students as they translate to real world application within our industry.

I fully support the creation of the Culinary Arts, Food Service Operations, and Tourism, Convention, and Events Planning Programs at CSN and would welcome the opportunity to be involved in their development.

Sincerely,

A handwritten signature in cursive script that reads "Laura Lee".

Laura Lee
Chief Human Resources Officer
MGM Resorts International®