

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

College of Human Sciences
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Date: September 21, 2009

To: Dr. James Thompson, Faculty Senate Curriculum Committee Chair

From: Dr. Robert H. Bosselman, Chair

Subject: Name Changes for Majors in AESHM

The faculty of the Department of Apparel, Educational Studies, and Hospitality Management (AESHM) requests that the Faculty Senate consider and support a change of name for two undergraduate, and two graduate majors within the department. The department requests approval to change the major names of Apparel, Merchandising, Design, and Production (undergraduate) and Textiles and Clothing (graduate) to **Apparel, Merchandising, and Design**; and to change the major names of Hotel, Restaurant, and Institution Management (undergraduate) and Foodservice and Lodging Management (graduate) to **Hospitality Management**.

Rationale: In 2000, the Dean of the College of Family and Consumer Sciences ordered that three departments within the college be combined as a cost saving measure. Whereas there are some broad similarities in two of the three programs (i.e., focusing on business and consumers), this was not the underlying reason for the combination. To capture the focus of each of the three combined departments, a long name was approved. However, this name, Apparel, Educational Studies, and Hospitality Management, has little resemblance to the current major names noted above, which as long and somewhat cumbersome.

To simplify the long, cumbersome names of majors and to build recognition between the department name and name of majors, we propose changing the major names. We propose to shorten the current undergraduate major Apparel, Merchandising, Design, and Production to **Apparel, Merchandising, and Design**. The current undergraduate major Hotel, Restaurant, and Institution Management will be shortened to **Hospitality Management**. The same new names, **Apparel, Merchandising, and Design**, and **Hospitality Management**; will be used for the related graduate programs to further simplify the names of majors within the department. "Apparel" and "Hospitality Management" appear in both the department name and the proposed major names to enhance recognition.

The new name, **Apparel, Merchandising, and Design**, was selected to capture and emphasize the foci of the major. Whereas many students within the major focus on design and merchandising of apparel, the

major prepares students to merchandise and design a broader range of trend-oriented products. Hence, commas separate the words in the name. This new name also resembles nomenclature used by many other universities (e.g., Central Michigan University, Illinois State University, Indiana University, San Francisco State University, Washington State University), and community colleges (e.g., Ellsworth Community College, Mesa Community College) with similar programs. Because terms “merchandising” and “design” are frequently used when searching for information about academic programs, we believe the new name will increase linkages to our website.

Similarly, the name **Hospitality Management** was selected to encompass the foci of the major, which includes management of food services, hotels, tourism, and clubs. **Hospitality Management** is used by many other universities (e.g., Cornell University, Penn State University, University of North Texas), and community colleges (e.g., Des Moines Area Community College, Iowa Lakes Community College, North Iowa Area Community College). Again, the inclusion of the search terms “hospitality” and “management” should increase linkages to our website.

Process: AESHM underwent a Program Review in spring 2008. The external evaluators identified the multiple names within the department as confusing, and recommended faculty consider name changes to majors in the apparel, and hospitality programs. The department chair suggested that faculty in the two programs consider name changes to simplify and update the names, and to enhance marketing efforts. There was unanimous agreement among faculty members that the names be changed. After discussion by the faculty within each program, potential names were considered. **Apparel, Merchandising, and Design**, and **Hospitality Management** were the most popular names, and respective faculty voted on these two names. The vote was unanimous in the hospitality program, and there was one no vote in the apparel program on the new name. The chair also requested input from advisory boards, and advisory board members concurred that the new names were in order. The name changes were sent to the College of Human Sciences Curriculum Committee, and were approved at its September 4 meeting. The College Curriculum Committee Chair, Dr. Roger Smith, has notified me that the name changes are now to be forwarded to the Faculty Senate Curriculum Committee for review.