

# HRSM

College of Hospitality,  
Retail and Sport Management

Fall Opening Meeting

Five Years in Review (2009-Present)

August 19, 2014



UNIVERSITY OF  
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# ***New Graduate Degree Programs***

Doctor of Philosophy Degree  
(PhD) in Hospitality Management\*  
***16 students enrolled Fall 2014***

Doctor of Philosophy Degree  
(PhD) in Sport and Entertainment  
Management  
***4 students enrolled Fall 2014***

Master of Health Information  
Technology (MHIT)\*  
***42 students enrolled Fall 2014***

*\*First graduates in August 2014*



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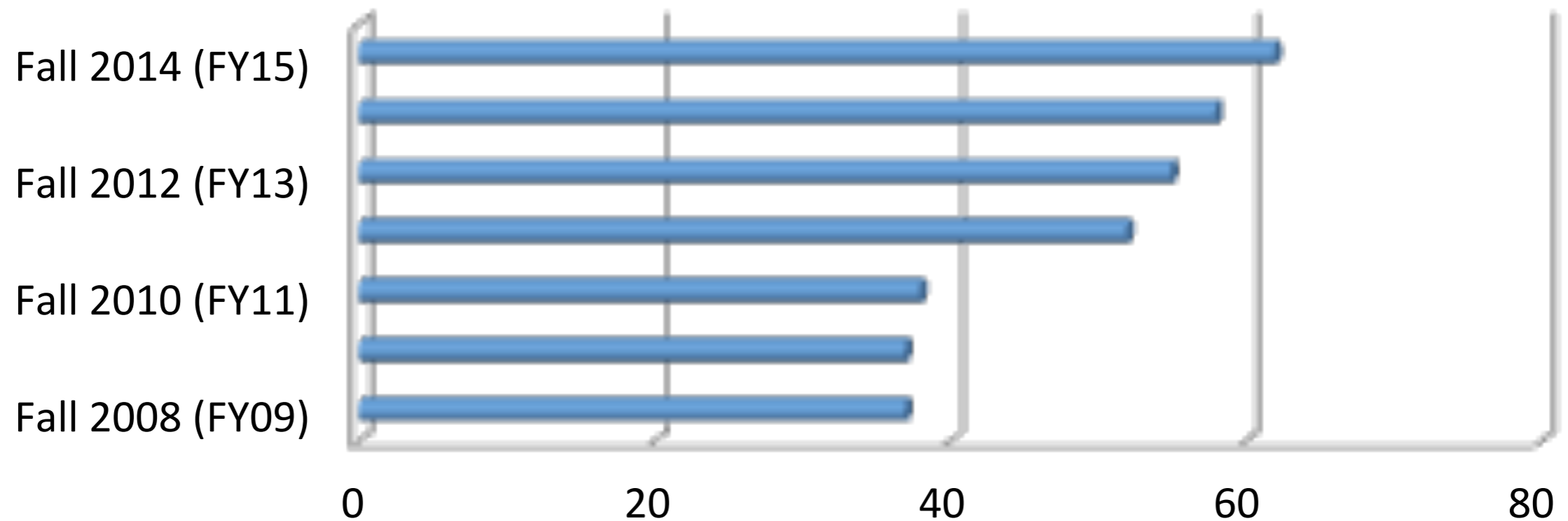
# *Faculty Growth*

Year	FY	Faculty	%	TT	%
Fall 2008	Fall 2008 (FY09)	37		24	
Fall 2009	Fall 2009 (FY10)	37	0.00%	26	8.33%
Fall 2010	Fall 2010 (FY11)	38	2.70%	27	3.85%
Fall 2011	Fall 2011 (FY12)	51	34.21%	32	18.52%
Fall 2012	Fall 2012 (FY13)	55	7.84%	38	18.75%
Fall 2013	Fall 2013 (FY14)	58	5.45%	39	2.63%
Fall 2014	Fall 2014 (FY15)	62	6.90%	42	7.69%
<b>% growth since FY09:</b>			<b>67.57%</b>		<b>75.00%</b>



# Faculty Growth

## All Faculty

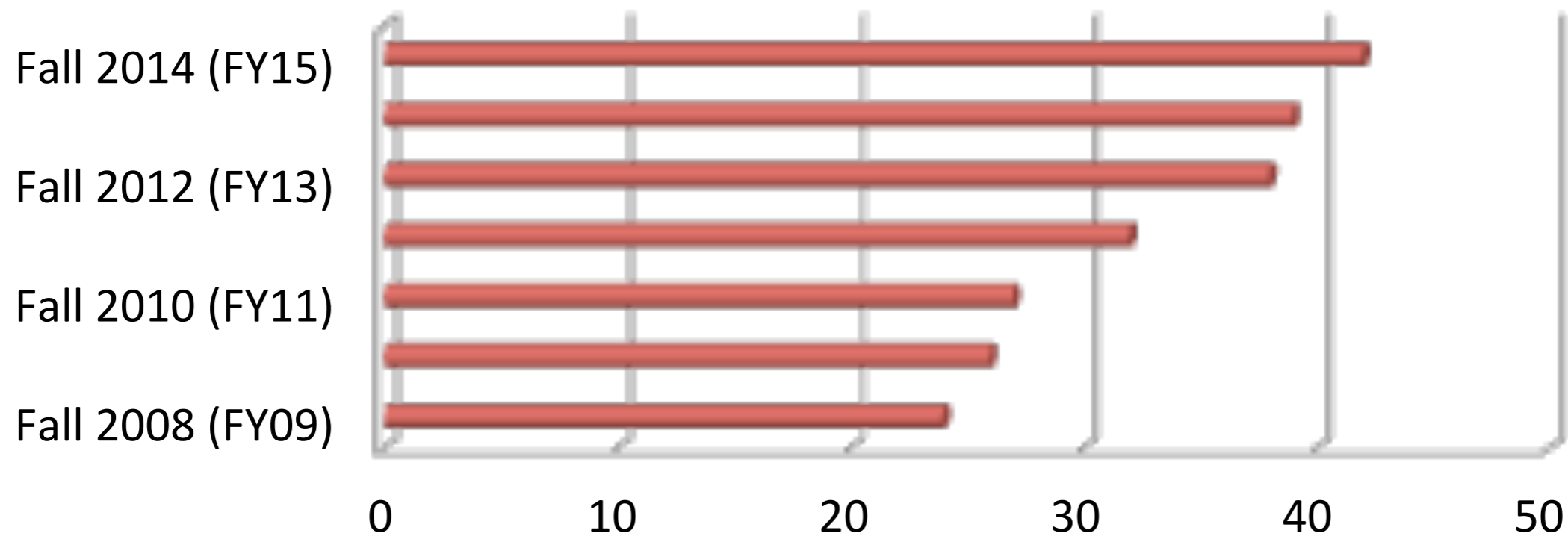


	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)	Fall 2014 (FY15)
■ Faculty	37	37	38	52	55	58	62



# Faculty Growth

## TT Faculty

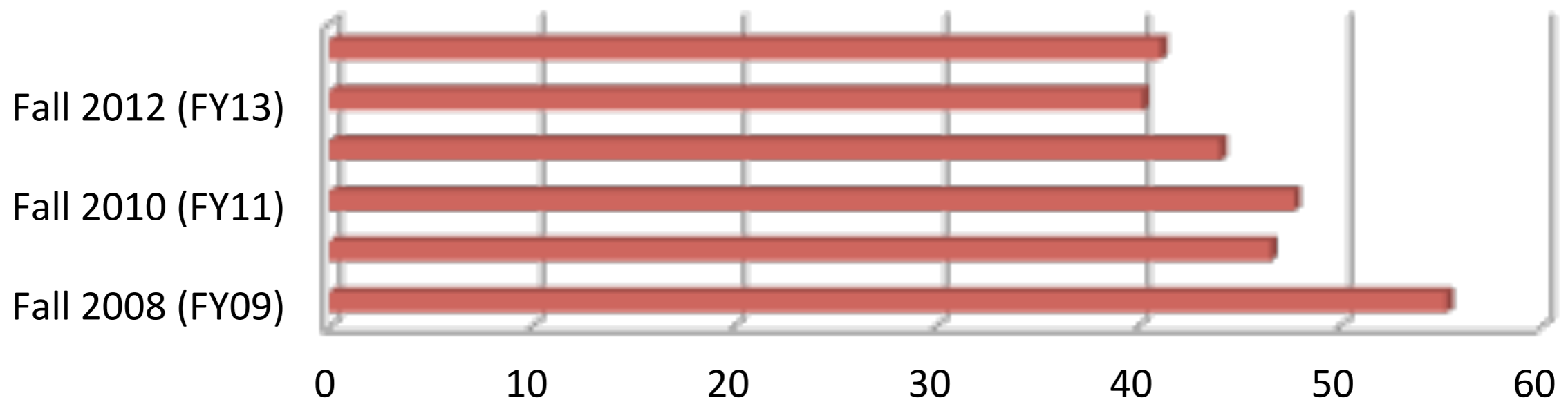


	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)	Fall 2014 (FY15)
■ TT	24	26	27	32	38	39	42



# *Provost's Dashboard Metric: FTE to TT Ratio*

## FTE to TT Ratio

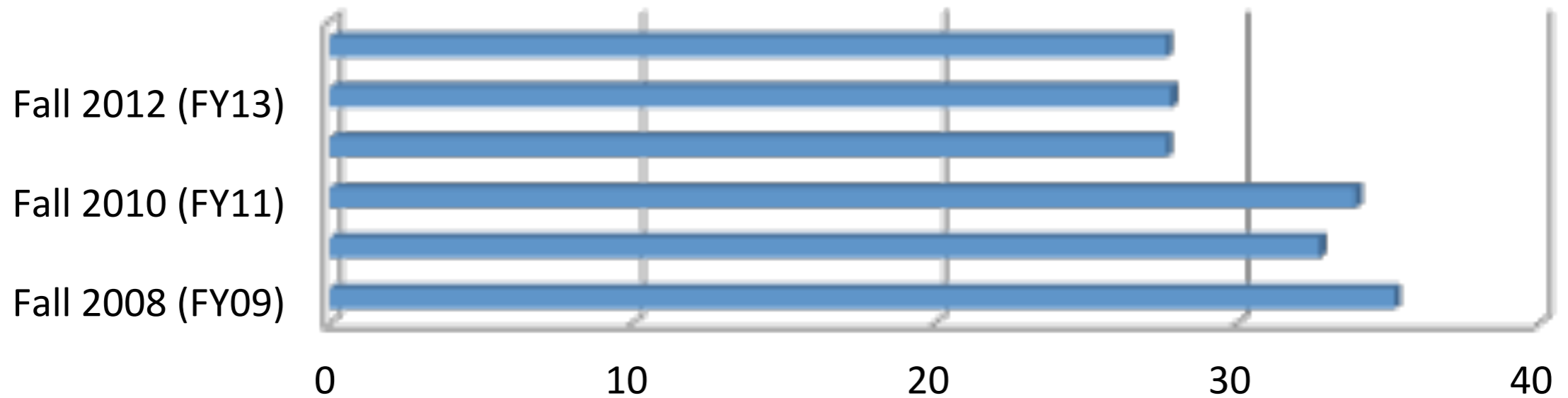


	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)
■ Ratio	55.34	46.62	47.79	44.13	40.29	41.18



# *FTE to All Faculty Ratio*

## FTE to All Faculty Ratio



	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)
■ Ratio	35.22	32.76	33.95	27.69	27.84	27.69

*Provost's Goal = 24:1*



## *Faculty to Student Ratio*

<b>Fiscal Year</b>	<b>TT</b>	<b>Ratio</b>	<b>NTT</b>	<b>TT &amp; NTT</b>	<b>Ratio</b>
<b>Fall 2008 (FY09)</b>	<b>24</b>	<b>55.34</b>	<b>13</b>	<b>37</b>	<b>35.22</b>
<b>Fall 2009 (FY10)</b>	<b>26</b>	<b>46.62</b>	<b>11</b>	<b>37</b>	<b>32.76</b>
<b>Fall 2010 (FY11)</b>	<b>27</b>	<b>47.79</b>	<b>11</b>	<b>38</b>	<b>33.95</b>
<b>Fall 2011 (FY12)</b>	<b>32</b>	<b>44.13</b>	<b>19</b>	<b>51</b>	<b>27.69</b>
<b>Fall 2012 (FY13)</b>	<b>38</b>	<b>40.29</b>	<b>17</b>	<b>55</b>	<b>27.84</b>
<b>Fall 2013 (FY14)</b>	<b>39</b>	<b>41.18</b>	<b>19</b>	<b>58</b>	<b>27.69</b>





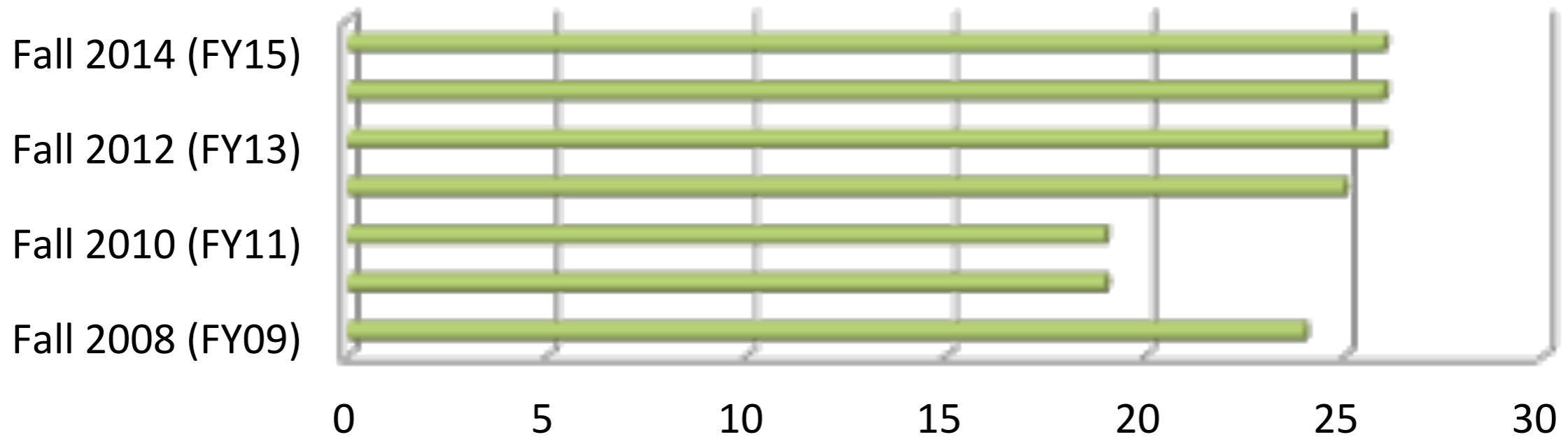
## *FTE Student to TT Ratio by Department*

<b>Department</b>	<b>TT</b>	<b>Ratio</b>	<b>NTT</b>	<b>TT &amp; NTT</b>	<b>Ratio</b>
HRTM	11	51.27	7	18	31.33
ITEC	8	30.25	4	12	20.17
RETL	8	48.25	4	12	32.17
SPTTE	12	29.83	4	16	22.38
<b>TOTAL</b>	<b>39</b>	<b>41.18</b>	<b>19</b>	<b>58</b>	<b>27.69</b>



# Staff Growth

## Staff



	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)	Fall 2014 (FY15)
■ Staff	24	19	19	25	26	26	26



# Faculty/Staff Hires

## HRTM

Madeline Broderick  
David Cárdenas  
Eugenia Cox-  
Fuenzalida\*  
Glenna Gillentine  
Brian Hay  
Simon Hudson  
Amy Jackson\*  
Marketa Kubickova  
Merrick McKeig  
Fang Meng  
Georgia Petritsis  
Joel Reynolds  
Chris Rudziensky  
Scott Smith  
Kevin So  
Grace Yang

## RETL

Deborah Brosdahl  
Annette Burnsed  
Jeffrey Campbell  
Erica Elbery  
Fran McTee  
Joohyung Park

## iIT

Mark Harris  
Neset Hikmet  
Andrayier Holmes  
Shannon McCutchen  
Shawna Moffitt  
Dan Norris  
Virginia Peninger  
Elizabeth Regan  
Benjamin Schooley  
Steven Walczak

## SPTE

Khalid Ballouli  
Kim Boone  
Andy Gillentine  
Bob Heere  
Sporty Jeralds  
Jessica Johnson  
Todd Koesters  
Richard Southall  
Armen Shaomian

## HRSM

Valeria Bates  
BJ Beckham  
Tim Burke  
Ryal Curtis\*  
Nick Dolce\*  
Carolina Gamble  
Jeremy Gile  
Scott Kaplan  
Stephanie Lockhart  
Bianca Mayfield\*  
Mary McDaniel  
Christina Osho-Kidd\*  
Emily Reynolds  
Latolya Sulton  
Lin Wang  
Ben Waring  
Lauren Welch\*

\*Resigned



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# *Summer Revenue*

## *Provost's statement at 2014 blueprint meeting*

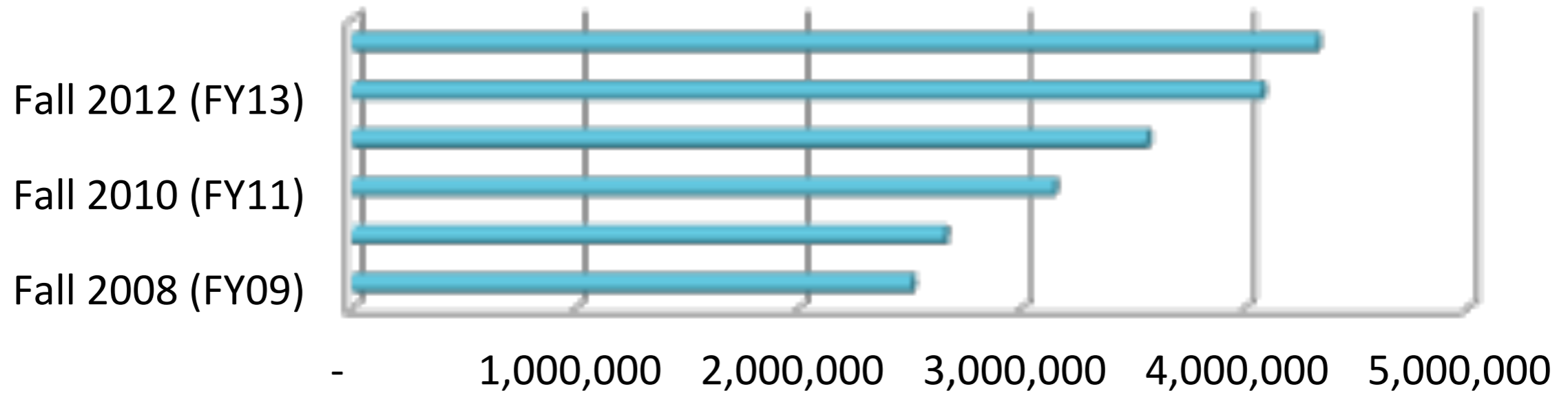
<b>Year</b>	<b>FY</b>	<b>Sum Rev</b>	<b>%</b>	<b>J Rev</b>	<b>%</b>
2008-09	Fall 2008 (FY09)	2,508,253		102,896	
2009-10	Fall 2009 (FY10)	2,656,246	6%	259,971	153%
2010-11	Fall 2010 (FY11)	3,147,669	19%	575,562	121%
2011-12	Fall 2011 (FY12)	3,565,158	13%	797,809	39%
2012-13	Fall 2012 (FY13)	4,079,076	14%	1,013,144	27%
2013-14 <sup>1</sup>	Fall 2013 (FY14)	4,325,408	6%	1,415,244	40%
<b>% growth since FY09:</b>			<b>72%</b>		<b>1275%</b>

<sup>1</sup>Sum and J Revenue are estimates.



# Summer Revenue

## Summer Revenue

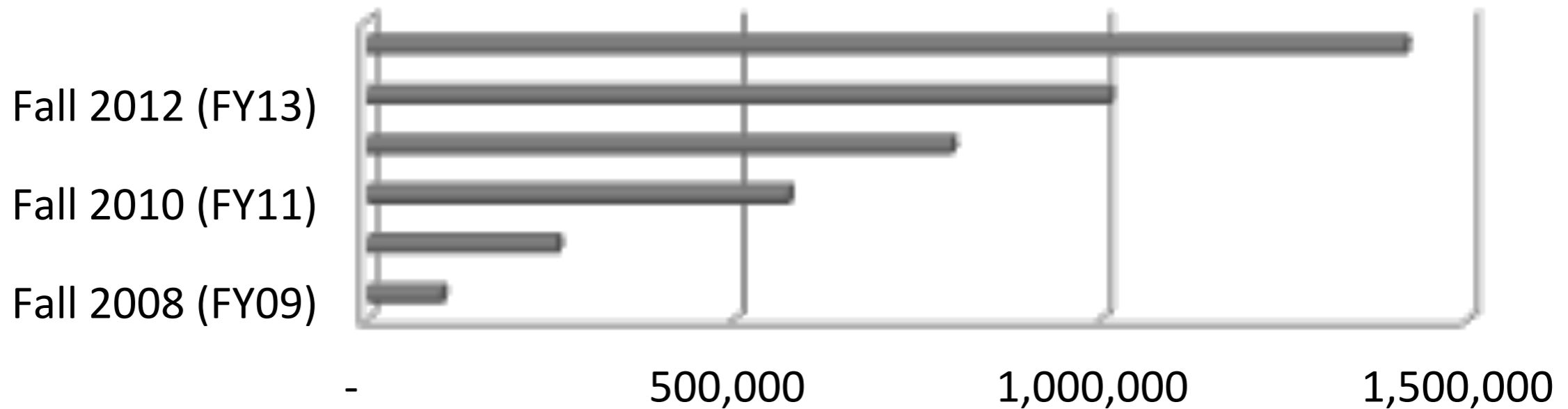


	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)
■ Sum Rev	2,508,253	2,656,246	3,147,669	3,565,158	4,079,076	4,325,408



# Summer Revenue

## Summer J Revenue



	Fall 2008 (FY09)	Fall 2009 (FY10)	Fall 2010 (FY11)	Fall 2011 (FY12)	Fall 2012 (FY13)	Fall 2013 (FY14)
■ J Rev	102,896	259,971	575,562	797,809	1,013,144	1,415,244





# ***New & Upgraded Facilities***

## **Carolina Coliseum**

- Moved all departments to main floor
- Journalism space
- Window additions

## **McCutchen House**

- Third floor space for staff
- HRSM primary use of facility
- Renovated kitchen

## **IT-oLogy**

- 10th floor faculty offices/meeting space
- Second floor classrooms/lab space

## **Law School**

- Approval of new home
- Renovations
- Move in Fall 2018/January 2019



# TOTAL GROWTH

## HRSM Total Enrollment from Fall 2009 to Fall 2013

Fall 2009 = 1,831

Fall 2013 = 2,346

\* HRSM had a 28.345% increase in total enrollment but a 68% growth in faculty from Fall 2009 to Fall 2013

Public Health = 57.082% increase (\*New Building)

Engineering = 32.695% increase

**HRSM = 28.345% increase**

Nursing = 14.310% increase

Business = 13.580% increase

A&S = 4.978% increase

Mass Comm = 2.046% increase

Education = 7.953% decrease

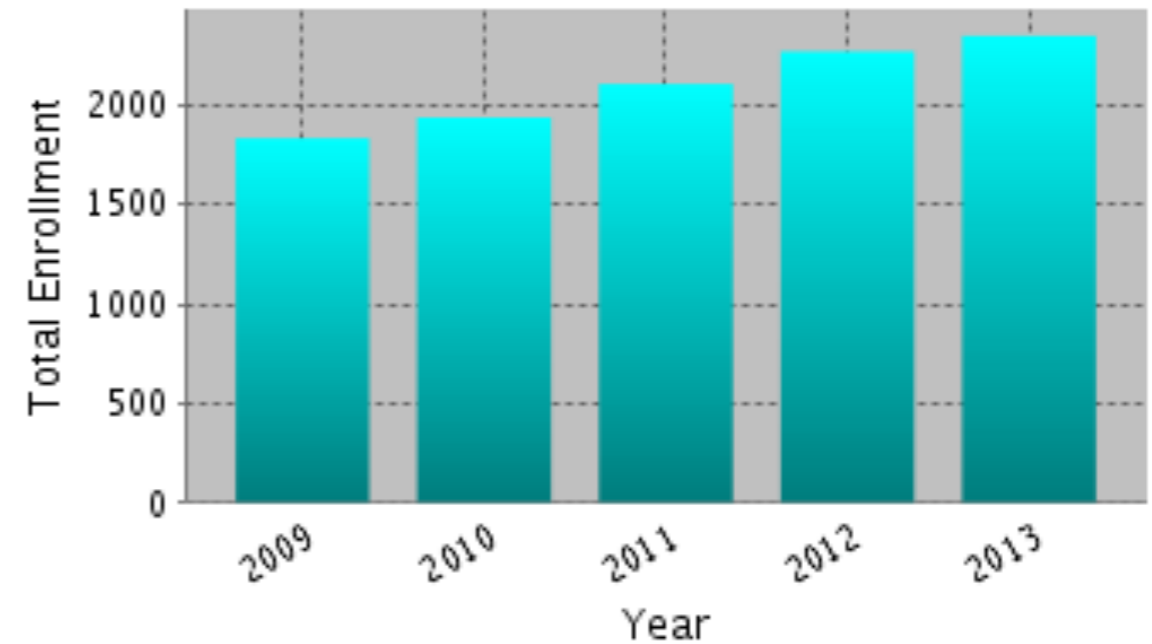
## USC-Columbia Total Enrollment from Fall 2009 to Fall 2013

Fall 2009=28,481

Fall 2013=31,964

\* USC-Columbia had a 12.229% increase in total enrollment from Fall 2009 to Fall 2013

## HRSM Enrollment



<u>Year</u>	<u>Total Enrollment</u>
2009	1,831
2010	1,935
2011	2,103
2012	2,267
2013	2,346





# UNDERGRADUATE GROWTH

## HRSM Undergraduate Enrollment from Fall 2009 to Fall 2013

Fall 2009 = 1,766

Fall 2013 = 2,236

\* HRSM had a 26.614% increase in undergraduate enrollment from Fall 2009 to Fall 2013

Public Health = 99.600% increase (\*New Building)

Engineering = 38.068% increase

**HRSM = 26.614% increase**

Nursing = 15.277% increase

Education = 15.089% increase

Business = 14.951% increase

Mass Comm = 12.320% increase

A&S = 5.809% increase

## USC-Columbia Undergraduate Enrollment from Fall 2009 to Fall 2013

Fall 2009 = 20,494

Fall 2013 = 24,180

\* USC-Columbia had 17.986% increase in undergraduate enrollment



# GRADUATE GROWTH

## HRSM Graduate Enrollment from Fall 2009 to Fall 2013

Fall 2009 = 65

Fall 2013 = 110

\* HRSM had a 69.231% increase in Graduate Enrollment from Fall 2009 to Fall 2013. Largest on campus!

## HRSM = 69.231% increase

Social Work = 20.330% increase

Engineering = 13.907% increase

Nursing = 8.671% increase

Public Health = 7.198% increase

Business = 6.095% increase

A&S = 0% increase or decrease

Mass Comm = 25.483% decrease

Education = 29.476% decrease

## USC-Columbia Graduate Enrollment from Fall 2009 to Fall 2013

Fall 2009 = 6,527

Fall 2013 = 6,259

\* USC-Columbia had a **4.106%** decrease in graduate enrollment from Fall 2009 to Fall 2013



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# Research Activity

Total HRSM Externally Awarded Projects for FY 2005-2013 that were processed through SAM

Row Labels	Sum of Tot Project Amt	Annual percentage change
5	34,484	0
6	317,478	820.7%
7	115,385	-63.7%
8	196,791	70.6%
9	224,999	14.3%
10	163,054	-27.5%
11	1,323,964	712.0%
12	90,456	-93.2%
13	317,955	251.5%
Donor gift	8,021,000	2422.7%
<b>Grand Total</b>	<b>10,805,566</b>	



# Research Activity

Total HRSM Externally Awarded Projects for FY 2005-2013 that were processed through SAM

## Research Activity of HRSM Faculty

Activity	2013	2012	2011	2010	2009	2008
<b>Books</b>	<b>0</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>0</b>	<b>5</b>
<b>Refereed Journal Articles*</b>	<b>75</b>	<b>63</b>	<b>73</b>	<b>69</b>	<b>41</b>	<b>33</b>
<b>Non-refereed publications</b>	<b>29</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>21</b>	<b>10</b>
<b>Referred Conferences</b>	<b>51</b>	<b>40</b>	<b>102</b>	<b>60</b>	<b>140</b>	<b>53</b>
<b>Book Chapters</b>	<b>12</b>	<b>n/a</b>	<b>19</b>	<b>17</b>	<b>6</b>	<b>3</b>

\*83% increase from 2009-2013



# *DEVELOPMENT*

**USC's campaign goal** for  
Carolina's Promise — \$1 billion

**HRSM campaign goal** for  
Carolina's Promise — \$35 million  
from 2007-2015

- Raised to date: **\$32,403,538** which  
is **92.6%** of the total goal
- HRSM Development raised over  
**\$2,756,278** in 2013-14



# DEVELOPMENT

## Significant Gifts in the campaign include:

- \$2 million — Marriott International Foundation to name a culinary lab in the new HRSM Building (**Official Announcement Coming Soon**)
- \$106 million gift in kind from IBM and \$4 million cash from BCBSSC toward the Consortium for Enterprise Systems Management AKA IT-oLogy (HRSM received 35% of the gift and helped complete the Darla Moore match for the Darla Moore School of Business)
- \$100,000 Neville Isdell — to name a room in the new HRSM Building for his daughter, Cara, and son-in-law, Zak, who are both HRSM alumni
- \$50,000 Dr. Brian J. and Linda L. Mihalik Global Scholar Award and Naming Opportunity in new building



# DEVELOPMENT

## Significant Gifts in the campaign include:

- \$294,000 — **Anonymous** Gift from a Private Club
- NASCAR / Jim Hunter
- \$25,000 — Gary and Jane Green (Scholarships)
- \$25,000 — Scholarship from Sean and Melissa Potter
- \$25,000 — Scholarship from Hilton Columbia
- \$25,000+ — Other gifts to the Cockaboose Fund from Stephen and Renee' Bisciotti
- \$25,000 — Scholarship from Elauwit Networks
- Over \$50,000 has been raised by Tina Weaver and the Alumni Society from gifts, Homecoming, etc.



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# *Provost's Dashboard Metrics Tasked to Deans*

## **Increase average SAT score:**

- HRSM SAT has increased each year since 2010
- In 2010, the average HRSM SAT = 1145; In 2013 = 1167

## **Increase freshman-sophomore retention rate:**

- Since 2008, the HRSM freshman-sophomore retention rate has been more than 85% and **exceeds** the University's average
- In 2012, retention rate 89.5%
- College's goal to raise the retention rate 5 points above Provost's target

## **Increase six-year graduation rate:**

- HRSM's six-year graduation rate for the two most recent cohorts **exceeds** the University's average
- Our six-year graduation rate is currently 77%
- Dean has charged the Assistant Dean of Student Services to raise the six-year graduation rate to 5 points above Provost's target





# *HRSM's Growth in Globalization Initiatives*

- Grew MOU's with international universities
- Strong relationship with 9 Chinese, 1 Taiwanese, 1 European, 1 South American and 3 Caribbean universities
- Summer 2014 program a success with 50+ fee-paying, international students attending HRSM Summer International Institute led by Mr. Lin Wang



# Communications

- In 2011, repurposed existing position to focus full-time on PR / communications
- Social media leaders on campus: Facebook, Twitter, Instagram, YouTube
- HRSM mentions in @UofSC Today: 282\*
- HRSM faculty mentions in press: 212\*

\*Since September 2011

^Since January 2013



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# *Alumni Society Fund (ASF)*

Established in 2008 by HRSM Alumni Society Board members

Current Balance: **\$42,871.11**

- Since 2009, the HRSM ASF has awarded 12 scholarships, totaling \$16,300 for study abroad
- Recipients include: 6 SPTE students, 4 RETL/Fashion students, and 2 HRTM students
- HRSM ASF recipients have gained experience in world class tourism, fashion and food as well as tournament planning, global sports and international venues.
- Recipients have traveled to Paris, Australia, London, Dominican Republic, Scotland, Amsterdam, Italy, Barcelona, Brussels, England, Ireland and more!
- The HRSM Alumni Society Fund is in the endowment process.



*“In life, it’s very rare that dreams come true. One of my dreams is to see the world. Because of you all, I have been able to start living my dream.”*  
— Megan Pinckney



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# *PROVOST'S NEW AND CONTINUED INITIATIVES*

- Stronger advising
- USC Connect
- Online masters in certificate programs
- Graduation with Leadership Distinction



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# *INNOVATIVE TEACHING THROUGH GLD*

- Articulate how students can enhance their experience in your major by pursuing GLD
- Encourage your majors to pursue GLD and help them see “the fit” and the value
- Develop assignments and experiences that help students integrate learning



# GRADUATION WITH LEADERSHIP DISTINCTION IN...

- Community Service
- Global Learning
- Research
- Professional and Civic Engagement (Internships & Peer Leadership)

*Transcript and diploma recognition available to UG students of any major with 3.0 GPA*



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THE FUTURE  
*Fall 2018...*

## A New Home

HRSM's new home, which will be **visibly prominent on Assembly Street**, will be across from the new Darla Moore School of Business where the **USC Law School is currently located.**

The USC Law School will be breaking ground on their new building on **September 26, 2014.**



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COLLEGE OF  
HOSPITALITY, RETAIL, AND SPORT MANAGEMENT



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# Donor Teaching Kitchen



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The End



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