Graduate Program Review
2000-2006

Department of
Nutrition, Hospitality and Retailing
Lynn Huffman, Chair

College of Human Sciences
Linda Hoover, Dean

January 2007
PROGRAM REVIEW OUTLINE
Nutrition, Hospitality and Retailing

I. Program Overview – A one to two-page summary of department’s vision and goals.

II. Graduate Curricula and Degree Programs
A. Scope of programs within the department
B. Number and types of degrees awarded
   - Degrees Awarded – Academic Year (chart)
   - Total Degrees Awarded – Academic Year (chart)
   - Comparison of Degrees Awarded – Fall Data (Peer info table)
   - Program Degrees Awarded (table)
C. Undergraduate and Graduate semester credit hours
   - Semester Credit Hours – Academic Year (chart)
   - SCH compared to Budget - Academic Year (chart)
D. Number of majors in the department
   - Enrollment by Level – Fall Data (chart)
   - Total Enrollment by Year – Fall Data (chart)
   - Comparison of Enrollment – Fall Data (Peer info table)
   - Program Enrollment (table)
E. Course enrollments over the past six years (enrollment trends by course)
   - Course Enrollments by Academic Year (table)
F. Courses cross listed (table)

III. Faculty
A. Number, rank and demographics of the graduate faculty
   - Teaching Resources (chart)
   - Tenured and Tenure-Track by Rank - Fall Data (chart)
   - Comparison of Full-time Faculty (Peer info table)
B. List of faculty members (graduate and non-graduate) (table)
C. Summary of the number of refereed publications and creative activities (table)
D. Responsibilities and leadership in professional societies
   - Professional Leadership (table)
   - Committee service (table)
E. Assess average faculty productivity for Fall semesters only (use discipline appropriate criteria to determine)
   - Faculty Workload (table)
   - College SCH/FTE – Fall Data (chart)
   - Department SCH/FTE – Fall Data (chart)

IV. Graduate Students
A. Demographics of applicants and enrolled students
   - Graduate Student Summary by Category – AY (chart)
   - Graduate Student Summary by Year – AY (chart)
   - Graduate Applicants by Region – Fall/Summer Data (chart)
   - Graduate Applicants - Fall Data (table)
   - Admitted Graduate Students - Fall Data (table)
- Enrolled New Graduate Students - Fall Data (table)
- Demographics of Enrolled Graduate Students - Fall Data (table)
- Demographics of Enrolled Undergraduate Students - Fall Data (table)

B. Test scores (GRE, GMAT or TOEFL) of enrolled students
   - Average GRE Scores for Enrolled Graduate Students – Fall Data (chart)

C. GPA of new students
   - New Graduate Students GPA by Level – Fall Data (chart)

D. Initial position and place of employment of graduates over the past 6 years (table)

E. Type of financial support available for graduate students.

F. Number of students who have received national and university fellowships, scholarships and
   other awards
   - fellowships awarded (table)

G. Graduate Student Publications and Creative Activities (table)

H. Programs for mentoring and professional preparation of graduate students.

I. Department efforts to retain students and graduation rates

V. Department
A. Department operating expenses
   - Department Operating Cost - Academic Year (chart)
   - Department Operating Cost as a Fraction of Employees - (table)

B. Summary of Number of Proposals Written and Accepted
   - Summary of Number of Proposals Written and Accepted (table)

C. External Research expenditures
   - Summary of Faculty Awards (table)
   - Research Expenditures (chart)
   - Peer Institution Info (if available) (table)

D. Internal funding
   - Source of Internal Funds (TTU) - (table)

E. Scholarships and endowments

F. Departmental resources for research and teaching (i.e. classroom space, lab facilities) - (table)

G. HEAF expenditures (table)

VI. Conclusions – a one- to two-page summary of the observed deficiencies and needs identified
    by your review. Highlight areas of greatest need and areas of significant contributions.

VII. Appendices – should include, but not be limited to, the following:
    Table of Contents
    A. Strategic plan
       - Attachment from Strategic Planning website
    B. Course Offerings (table)
    C. Recruiting Materials
    D. Graduate Student Handbook
    E. Graduate Student Association(s) - Description and information
    F. Graduate Faculty Information Department attaches current copies of entire
       Confirmation/Reappointment forms submitted for Graduate Faculty Reviews for **every** faculty
       member (even tenure-track and non-tenured).
I. **Program Overview** – A one to two-page summary of department’s vision and goals.

The Department of Nutrition, Hospitality, and Retailing (NHR) is a large administrative unit housing three distinctly different academic programs, two of which have graduate programs. These programs are Nutritional Sciences (NS) [formerly Food and Nutrition], Restaurant, Hotel and Institutional Management (RHIM), and Retailing. Retailing has no graduate program, but three (one is part-time) of its faculty members are on the RHIM graduate faculty. Retailing will not be included in this report, but their graduate faculty will be included as part of the RHIM program. The department was created in its current format as the result of reorganization in the College of Human Sciences in 2004. Family and Consumer Sciences Education was included in the department until that time. It now is in a different department. Consequently, some FCSE data may be included in some areas, but the academic program will not be covered in this report.

Departmental graduate offerings include two doctoral programs (Nutritional Sciences and Hospitality Administration), two master’s programs (Nutritional Sciences and Restaurant, Hotel and Institutional Management), and a graduate-level professional certification program (Dietetic Internship) that can be combined with a graduate degree. Nutritional Sciences was an original program when Texas Tech University was established. The Restaurant, Hotel and Institutional Management program and the Dietetic Internship were added in 1983. The first Food and Nutrition master’s degree was awarded in 1937. The doctoral degree in NS was established in the early 1970s with the earliest degrees in 1979. The RHIM master’s degree was added in 1989 and the doctoral degree in 2002. Programs in the department have produced 111 master’s degrees and 13 doctoral degrees since 2001 (figures do not include FCSE degrees).

During the last six years there has been a reasonable faculty turnover due to retirement, resignations, and reorganization. Details of these changes are provided in the faculty section of this report.

Each graduate program and the professional certification program function largely independently of each other, though some courses in the professional certification program may be counted toward a graduate degree. There are different graduate advisors for each program, and curriculum issues are handled within each academic area. Because of the variety of academic offerings and the great size variation among the programs, the faculty profile in each is quite different. Full time graduate faculty members are assigned as follows: NS 5, RHIM 13 (includes 3 in Retailing). Several full-time instructors (NS – 1, RHIM – 3) carry a significant part of the undergraduate teaching load, thus supporting the graduate program by making graduate faculty members more available for graduate teaching, chairing and serving on thesis and dissertation committees, and research. The department has maintained a good overall graduate program, though enrollment has been low in one area.

The department houses all or part of two institutes, the International Center for Food Industry Excellence (ICFIE) and the Texas Wine Marketing Research Institute (TWMRI). ICFIE is administered through the Department of Animal and Food Nutrition, Hospitality and Retailing
Science, with four NHR faculty members serving as fellows. Students supported through the two institutes are RHIM students currently, though NS students are eligible if a suitable project is funded. TWMRI is staffed by NHR faculty members. Both institutes are designed to serve their public constituencies through research projects that support faculty and graduate students in the department. Over the last six years five doctoral dissertations and three master’s theses have been funded through TWMRI with three students currently on the payroll. ICFIE is new in the department, and currently two students are being supported.

Mission, Objectives, and Program Outcomes

The NHR Department is directed by a strategic plan (Appendix A). Within that framework, the Department has an overall mission, with the individual academic areas having their own mission, objectives and learning outcomes related to specific program needs and assessment.

NHR
The mission of the Department of Nutrition, Hospitality and Retailing is to prepare professionally capable graduates who will make a contribution to society; to foster the personal and professional growth of departmental faculty members; and to fill a vital role in the professional and local communities through appropriate involvement. This mission is carried out by means of active support of individual program missions through facilitation of departmental activities and appropriate resource allocation.

Nutritional Sciences
The faculty of Food and Nutrition are committed to the awareness that proper nutrition throughout all stages of a person’s life is important in maintaining and/or improving health and wellness. Such commitment acknowledges the need for graduates at all levels to be involved in multiple facets of nutrition care, education, and research. The resulting objectives include:

- To prepare graduates to function as professionals in careers in the areas of nutrition, foods, and wellness.
- To develop a positive attitude regarding intellectual and scientific inquiry.
- To provide opportunities for students to apply knowledge and skills.
- To prepare graduates to identify and implement strategies that address health/nutrition needs at the community and global levels.

Program success is measured by program outcomes assessment listed below.

- Demonstrate an in-depth knowledge within the field.
- Analyze, interpret, and evaluate central and current issues relevant to the field
- Use knowledge gained in the discipline to solve problems
- Communicate discipline specific information in written and oral form
- Design and conduct research in the discipline
Restaurant, Hotel and Institutional Management

The mission of the Restaurant, Hotel and Institutional Management program is to prepare professionally competent individuals who will make a contribution to the hospitality industry and to society as a whole. Related objectives include:

- Provide for the practice of accepted human relation, technical, and resource management skills for the hospitality industry within the framework of academic and practical experience.
- Provide students with skills and direction in networking/interfacing with hospitality professionals.
- Develop students who accept challenges and perform in a positive, professional, and ethical manner.
- Produce graduates who are aware of the challenges of management positions in the hospitality industry.
- Develop the graduates’ awareness of the wide range of hospitality career opportunities and an appreciation for all segments of the hospitality industry.
- Prepare graduates to assume roles of educating others.

Program success is measured by program outcomes assessment listed below.

Master’s Degree

- Integrate and appraise the relationships among the various segments of the hospitality industry.
- Prepare, maintain, analyze, and utilize financial documents and data related to hospitality management operations
- Discuss, examine, and analyze management practices in the hospitality industry
- Prepare and implement operational sales and marketing techniques in hospitality management settings, including tourism destinations
- Investigate the techniques that are important for foodservice management and identify issues related to foodservice administration.
- Analyze the functions of various types of lodging operations.
- Comprehend central issues, identify current research important to hospitality management, and complete a research project
- Apply theoretical information to solve practical problems
- Prepare and communicate discipline-specific information in written and oral forms
- Locate and accurately interpret current research literature
- Value involvement in professional organizations in the hospitality industry
- Summarize and accurately interpret data

Doctoral Degree

- Have an in-depth and accurate understanding of the concepts and sources of valid, updated information within the field of hospitality administration.
- Understand central issues, current research, and research needs in hospitality administration
- Apply conceptual and theoretical information to solve practical problems in an area of specialization in the hospitality industry

Nutrition, Hospitality and Retailing
- Prepare and communicate hospitality-related information in written and oral forms to academic and professional audiences
- Design and implement one or more research or creative projects
- Comprehend central issues and utilize techniques important to teaching and research in hospitality administration
- Value the integration of teaching and research
- Analyze the social, multicultural, and environmental dimensions of issues facing hospitality professionals in academic and industry settings
- Value involvement in professional organizations in the hospitality industry

Program goals of all NHR graduate programs function under and contribute to the University’s strategic planning goal to “Enhance graduate and professional education opportunities.” In addition, learning outcomes have been developed and are regularly assessed to assure that the program is functioning appropriately and that students have the opportunity for a quality education.
II. Graduate Curricula and Degree Programs

A. Scope of programs within the department

NHR Graduate Education

Graduate education in NHR is housed in the two distinct academic programs of the department. Each program offers a master’s degree, with a thesis or non-thesis option, and a doctoral degree.

Faculty members are actively involved in the admission process, each having input in the admission discussions. Decisions regarding applicants are based on a review of transcripts, recommendations, vita, test scores, and a written statement by the applicant. Most faculty members are involved in directing graduate students. There are no departmental policies or requirements regarding faculty supervision of graduate students, committee obligations, or interdisciplinary teaching. The department relies on collegiality and professional behavior to cover those issues. Graduate Studies Responsibilities published by the TTU Graduate School in 2006 are used as a guide.

Governance of the program is faculty driven. Students do not have a direct role, though their input is valued and solicited. Students have the opportunity to evaluate every course every semester. In addition, there is a voluntary student exit survey available to graduates. Student comments on course evaluations, the exit survey, and in-person discussions are taken seriously. Program changes have occurred because of student comments. The most recent example involves the formatting of the dissertation document for one degree program. When graduate students were asked, they noted that the options available were cumbersome and time consuming. As a result, students now have a choice of formats.

Nutritional Sciences

Graduate Program
The Nutritional Sciences graduate program provides a broad background that prepares students for a wide variety of career opportunities. These careers may include:

- Teaching at institutions of higher education,
- Research positions at universities and medical centers,
- Leadership positions in large health care systems,
- Administrative positions in government agencies such as USDA,
- Foodservice industry as both dietitians and as operations managers, and
- Community agencies such as health departments, federal programs such as Women’s, Infant’s, and Children (WIC) program, and other community support programs.

Both a master’s and a doctoral degree are available. Students from a non-nutrition background must complete a set of basic undergraduate courses designated by the graduate faculty before beginning graduate study. Students may choose a thesis or non-thesis option for the master’s degree. Course work includes an 11-hour nutrition core that includes nutrient courses, research, and seminar. Nutrition electives, statistics and
support/elective courses are chosen from a variety of related courses across campus. Dietetic interns may count selected hours from the internship toward a master’s (or doctoral) degree. The doctoral program is designed for students with a background in nutrition. In addition to core nutrition courses, including research and seminar, students may select a variety of electives and support courses from those offered on campus and at the Health Sciences Center. Opportunities for research at the Health Sciences Center or in community agencies are often available.

**Dietetic Internship**

The TTU dietetic internship is an accredited American Dietetic Association program that includes a minimum of 900 hours of supervised practice in health and foodservice facilities to gain performance skills needed to be an entry level dietitian. This nine-month program includes graduate coursework. After successful completion of this program, a student is eligible to take the written examination to become a Registered Dietitian. Selected credits earned during the internship program may apply to the optional master’s or doctoral degree.

**Restaurant, Hotel and Institutional Management**

The Restaurant, Hotel and Institutional Management program prepares students for management careers in the hospitality and tourism industry – the largest industry segment worldwide. The program focuses on coursework in a variety of areas in hospitality (e.g., operations management, strategic management, services marketing, advanced lodging and foodservice management, consumer behavior, and financial control) along with a firm grounding in research and teaching. Graduates find meaningful managerial employment in a variety of industry segments and in higher education.

The master’s degree is available in a traditional format on campus and at a distance online.

The RHIM distance learning master’s program is designed for working professionals. These students would never be able to leave their employment and come to school. In addition to regular graduate admission requirements, degree-seeking students in this program must have a minimum of five years hospitality industry experience. Some students utilize the program for their entire degree and some use it to fill in gaps in an on-campus degree program. All courses are web-based. At this time, admission of new students is on hold while the program is under discussion. Enrollment has never been robust and course content is in need of revision. RHIM faculty members are considering the future of this degree program.

The Hospitality Administration doctoral degree was approved in 2002, with the first students enrolled in the fall of that year. It was immediately heavily subscribed. The program is a traditional doctoral program, though it has a unique feature: an emphasis on teaching. Forms for administering the program are made available at website [www.hs.ttu.edu/nhr/rhim/graduate/phd.htm](http://www.hs.ttu.edu/nhr/rhim/graduate/phd.htm). As a normal part of Coordinating Board accountability processes, the doctoral program was reviewed after three years. The Coordinating Board gave its full approval.
B. Number and types of degrees awarded

**Curriculum**

Each of the graduate programs in the department, though different in content, has some commonalities in administrative process. Each program is directed by a graduate advisor who has typical duties and is involved (degree of involvement varies from program to program) in fostering the student through the organizational requirements. Degree plans are well designed to meet student educational needs, with little room to remove requirements. Students are moved through the program as speedily as possible while providing time for completion of quality dissertation research. Time to graduation depends on several things including leveling work, number of courses taken each semester, and time to complete thesis/dissertation research. Students are encouraged to be full time and thus take 9-12 hours a semester, though many students are employed as TAs and find that nine hours each semester is all they can manage. With the scheduled offering of required courses, students generally enroll in a class at least one summer term. Students can lessen their time to degree by taking more hours per semester, but that is not usually academically practical. Residence requirements vary by program.

Graduate courses are offered on a regular rotation. There are sufficient courses offered each semester for students to make timely progress through the program. A rotation chart is made available to students. Course scheduling is managed by means of a survey taken to see which courses are needed that year. If not enough students need a particular course, it is not offered. Student evaluations are completed for each course each semester. Results of these evaluations are provided to the appropriate faculty member and the Department Chairperson. These evaluations are typically quite good, but when problems are identified, they are addressed by the graduate faculty members and the Department Chairperson.

Students are allowed to transfer in credits from another institution as stipulated by the graduate school (six hours for master’s students and up to 30 hours for doctoral students) if those hours are appropriate for the degree and the course content is acceptable to the Graduate Advisor. If there are questions, the grad advisor will consult with other faculty members.

**Nutritional Sciences**

Master’s Students
During a student’s initial meeting with the graduate advisor, he/she discusses professional plans and academic expectations. Students typically choose the degree track (thesis or non-thesis) at this time, though they may change to the other track any time they want. They are provided with a degree plan and their first semester’s course work is finalized. If a student applies and does not have an appropriate background, he/she will be expected to complete leveling work as determined by the NS faculty. If the student has been admitted to the Dietetic Internship, he/she works closely with the Internship Director to plan the integration of graduate work and the Internship. Once the student has completed the nine-month internship, the student is directed by the Graduate
Advisor or a thesis chairperson. Students may choose to enter the master’s program, completing all or part of its requirements, prior to entering the Dietetic Internship.

The NS thesis degree is 30 hours and the non-thesis degree is 36 hours. Degree plans are provided in Appendix B. Average time to graduation is 18-24 months. Students are encouraged to be full time, and thus take nine hours a semester. Dietetic Interns often enroll in six hours of master’s course work along with their internship course. As part of the degree plan, some courses are taken outside this department. Students are allowed 6 hours in the thesis option and 12 hours in the non-thesis option that may be taken outside the department.

Doctoral Students
In a similar fashion to master’s students, new students meet with the Graduate Advisor when they arrive on campus for orientation to the program and the development of the first semester course schedule. After school begins, the graduate advisor meets with the student to develop a program of work. The Graduate Advisor continues to direct the student until the dissertation chair is selected, no later than the third semester of doctoral studies. Once the student decides on their dissertation chair (which might have been during the recruitment process), he/she is then guided by that dissertation chair.

The NS degree consists of approximately 30 hours beyond the master’s degree, excluding dissertation. The degree plan is provided in Appendix B. Average time to graduation is three years. As part of the degree plan, some courses are taken outside this department, 15-18 hours. In addition, students may complete an optional minor in another area.

Enrollment

Degree production has remained within acceptable parameters for the most part. The Master’s program graduates a steady number of students. However, the NS doctoral program enrollment remains very low. Four degrees have been awarded over the last six years. The most recent graduate was December 2004. Currently only two students are enrolled in the program. Low degree production was identified as an issue in the review six years ago. The situation has grown even worse.

RHIM

Master’s Students (RHIM)
During the initial meeting with the graduate advisor, students discuss their professional plans. Students typically choose the degree track (research [thesis] or professional [non-thesis]) at this time, though they may change to the other track any time they want. They are provided with a degree plan and their first semester’s course work is finalized. If students come to the program from an academic area other than hospitality, they may need to complete leveling work as determined by the RHIM graduate faculty.
Both on-campus degree options are 40 hours and the distance program is 37 hours. Degree plans are provided in Appendix B. Average time to graduation is 18-24 months for on-campus students and five years for distance students. Students in the professional option are allowed two guided electives that may be taken outside the department. Students in the research option may take an additional six hours in research and statistics outside the department.

_Doctoral Degree (Hospitality Administration)_

When a new doctoral student arrives on campus, he/she meets with their faculty mentor. It is likely that they have been in contact through email prior to the student’s arrival on campus. The mentor orients the student to the program and assists with finalizing the first semester schedule. During the first two months of the first semester, the student and mentor work together to develop the program of work. Early in November, the student meets with the Program of Work Committee (composed of the NHR department chairperson, the HA graduate advisor, and the student’s mentor) to present the program of work and have it approved. It is then submitted to the Graduate School with the signature of the mentor and graduate advisor.

The HA degree consists of approximately 80 hours, including dissertation hours. The degree plan is provided in Appendix B. Average time to graduation is three and one half years. As part of the degree plan, some courses are taken outside this department. HA students take 9 hours of education, 12 hours of statistics, and 9 hours of research outside the department. In addition, they may complete an optional minor in another area. Of particular interest is the required nine hours of education courses. Preparation for teaching as well as research is emphasized in this degree program.

If students come to the program from an academic area other than hospitality, they may need to complete similar leveling work as may be required of master’s students. An additional leveling requirement is Travel and Tourism. If a student has never completed a tourism course at the undergraduate or Master’s Degree level, the student will be required to enroll in RHIM 6350 Advanced _Travel and Tourism_.

The Hospitality Administration doctoral degree was instituted in 2002, with the first degrees awarded in 2004-2005. Degree production is consistent, with nine graduates over the last two years.

### Program Degrees Awarded

*Source: Institutional Research Services*

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Nutrition, Hospitality and Retailing
Degrees Awarded - Academic Year
(NUTRITIONAL SCIENCES)

Source: Institutional Research Services

Bachelor  17  24  17  19  24  17
Masters   6  10  8  7  3  11
Doctorates 0  0  3  0  1  0

Degrees Awarded – Academic Year
(RESTAURANT, HOTEL & INSTITUTIONAL MGMT / HOSPITALITY ADMINISTRATION)

Source: Institutional Research Services

Bachelor  100  86  109  91  88  114
Masters   8  16  8  14  11  8
Doctorates 0  0  0  0  3  0

Nutrition, Hospitality and Retailing
Total Degrees Awarded by Year - Academic Year
(NUTRITIONAL SCIENCES)
Source: Institutional Research Services

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Total Degrees Awarded by Year – Academic Year
(RESTAURANT, HOTEL & INSTITUTIONAL MGMT / HOSPITALITY ADMINISTRATION)
Source: Institutional Research Services

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In considering how the NHR graduate programs compare to those at peer institutions, data provided below offer little in meaningful comparisons. It seems that Oklahoma State and the University of Texas have larger undergraduate programs than does NS. TTU master’s degree production is similar to OSU but greater than UT. However, UT has a much more productive doctoral program. In hospitality, Penn State University and Virginia Tech University seem somewhat similar to the TTU program, though TTU is apparently larger at all levels.

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Difficult for them to get numbers from HS
C. Undergraduate and graduate semester credit hours

Strength in credit hour generation remains in the undergraduate program. Because enrollment is so strong in the department’s undergraduate programs, the graduate programs seem very small. Because students in the department take all their statistics and much of their research in other departments, the credit hour numbers are smaller than enrollment might indicate. However, the hours are generated into the total university pool and the contribution from the departmental programs is important.

As noted in information provided below, graduate student credit hours declined in 2004. This was due to a college reorganization that resulted in a productive doctoral program (FCSE) being placed in a different department. While NHR received a new academic area in place of FCSE in the reorganization process, that program (Retailing) does not have a graduate program. Consequently, departmental credit hour generation was impacted.

The departmental graduate program is efficient to operate. The comparison of operational expenses and hour generation illustrates that point. The one year when operating costs increased dramatically was the year of reorganization. This new situation generated several one-time costs that skewed the data.
D. Number of majors in the department for the fall semesters

Program Enrollment

Over the last six years, enrollment in undergraduate programs in the department has grown. This is a positive development for the department, but large undergraduate enrollments complicate graduate program growth and support because of limited resources.

Graduate enrollment has varied widely among programs. Master’s enrollment has remained strong. The NS master’s program enrollment has increased due to faculty efforts to retain Dietetic Interns as graduate students. Enrollment in the RHIM on-campus master’s degree decreased slightly when the new doctoral program (Hospitality Administration) was implemented in 2002. This decrease was likely due to a dilution of financial support for assistantships available resulting from adding doctoral students to the group. However, enrollment has rebounded. The distance RHIM master’s program has never been heavily enrolled, with many of the active students not seeking a degree.

NS doctoral enrollment is at the critical stage. It has not been robust for many years and was identified as a problem in the program review six years ago. The situation has not improved, instead has grown worse. Over the last six years, four students have graduated. One student enrolled briefly, then withdrew, and recently, one student withdrew from the program ABD. This leaves two students enrolled, one who is collecting data and one who is in her first year. When the one student graduates within
the year, the program will be virtually empty. There seems to be little indication that the situation will change. Efforts to recruit students have been scanty and have met with little success.

The Hospitality Administration doctoral degree is new, implemented in the fall of 2002. Enrollment demand was immediate and has remained strong.

The graduate program in NHR remains small relative to the overall departmental enrollment. That statement, while accurate, is somewhat misleading. The actual number of graduate students is significant in most programs. However, when compared with a very large and thriving undergraduate program, enrollment seems small.

Recruiting new students is somewhat difficult because departmental programs compete with institutions that can offer tuition waivers and higher stipends. We are fortunate to have the level of funding we do and are constantly seeking additional scholarships. The generation of RA positions is not as large as it should be. Faculty members are encouraged to include RA positions in all grants applications, and many do. However, there are few RA positions available. Another factor confounding graduate student recruitment is the status of the economy. Graduates with bachelor’s degrees can command excellent salaries, making graduate school less attractive.

### Program Enrollment

**Source:** Institutional Research Services

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Enrollment in NHR programs is summarized above and reflected in the graphs that follow.
Enrollment by Level - Fall Data
(NUTRITIONAL SCIENCES)
Source: Institutional Research Services

Bachelor's: 113, 114, 121, 125, 131, 149
Masters: 16, 17, 20, 14, 18, 20
Doctoral: 3, 5, 6, 3, 3, 2

Enrollment by Level – Fall Data
(RESTAURANT, HOTEL & INSTITUTIONAL MGMT / HOSPITALITY ADMINISTRATION)
Source: Institutional Research Services

Bachelor: 414, 410, 431, 334, 474, 469
Masters: 25, 25, 25, 23, 15, 20
Doctorates: 0, 0, 1, 21, 26, 27
In comparing TTU with peer institutions (below), the enrollment in NS program at TTU is smaller than that of peer institutions except at the master’s level. Faculty efforts to encourage Dietetic Interns to secure a degree have been effective. The hospitality program is larger than its peer institutions except for the doctoral program at Penn State, which is much older.

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E. Course enrollments over the past six years (enrollment trends by course)

All graduate courses are offered on a regular rotation. There are sufficient courses offered each semester for students to make timely progress through the program. However, sufficient enrollment has been problematic in Nutritional Sciences. Each year, a survey is completed to see which courses are needed for students. If not enough students need a particular course, it is not offered, allowing for other more needed courses to be added. Student evaluations are completed for each course each semester. Results of these evaluations are provided to the appropriate faculty member and the Department Chairperson. These evaluations are typically quiet good, but when problems are identified, they are addressed by the graduate faculty members.

A summary of course offerings and enrollments in those classes is provided below. Note: NS was formerly Food & Nutrition. The name change took effect fall 2006, so courses are listed as F&N in this table for the historical purposes. Highlighted courses are used for leveling, so have only sporadic enrollment.
- Figures are totals – classes may be offered more than once per year

### Enrollments by Academic Year

*Source: Institutional Research Services*

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<td>18</td>
<td>38</td>
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<td>176</td>
<td>248</td>
<td>329</td>
<td>305</td>
<td>390</td>
</tr>
</tbody>
</table>

* RHIM 5310 was formerly F&N 5310; RHIM 5385 was formerly CEED 5385

### F. Courses cross-listed

There are no cross-listed courses offered in Nutrition, Hospitality, and Retailing.
III. Faculty

A. Number, rank, and demographics of the graduate faculty

The NHR Department attempts to maintain a good balance of faculty members according to gender, rank, and tenure status. However, it has been difficult because many faculty members are mature in their careers and turnover has been limited. NS has five tenured of five graduate faculty members (two professors). One of the professors holds the Helen DeVitt Jones Chair. The RHIM graduate faculty has eight tenured faculty members (three professors, though one is the College Dean and one is the department chair). Currently the RHIM program is searching for a professor to fill the James Young Endowed Professorship. The two Retailing tenured faculty members (one professor) are a part of the RHIM graduate faculty and are included in the numbers above.

As noted below, NHR has a large number of non-tenure track faculty members and many GTPI and TA positions. This is a reflection of a department that is chronically short of faculty members and resources. NS has one non-tenure track faculty member, and RTL has two. The remaining non-tenure track faculty members are in RHIM. By having these excellent teachers who carry a heavy class load, tenure-track faculty members have more time to teach and direct graduate programs. All tenure-track faculty members teach undergraduate courses, just fewer of them.

### Teaching Resources (NHR)

*Source: Institutional Research Services*

<table>
<thead>
<tr>
<th>Year</th>
<th>Tenured/Tenure Track faculty</th>
<th>Non-tenure track faculty</th>
<th>GTPI</th>
<th>TA's</th>
</tr>
</thead>
<tbody>
<tr>
<td>00/01</td>
<td>17</td>
<td>25</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>01/02</td>
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</tr>
<tr>
<td>02/03</td>
<td>18</td>
<td>32</td>
<td>1</td>
<td>22</td>
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<tr>
<td>03/04</td>
<td>17</td>
<td>38</td>
<td>0</td>
<td>27</td>
</tr>
<tr>
<td>04/05</td>
<td>16</td>
<td>29</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>05/06</td>
<td>16</td>
<td>11</td>
<td>4</td>
<td>18</td>
</tr>
</tbody>
</table>
It is difficult to draw many conclusions about the TTU faculty members in comparison to the peer institutions (described below). Oklahoma State has a much larger faculty number reported, including a very large number of non-tenure track faculty members but a much smaller master’s program that TTU. Texas has a similar situation. It is likely that part of that disparity has to do with permanent research appointments. However, the smaller student numbers and larger faculty numbers at the peer institutions point out the severe understaffing at TTU. A similar issue exists in the hospitality area. The graduate student numbers at TTU are much larger than the peer institution, but the faculty numbers are only slightly larger.
### Comparison of Full-time Faculty

<table>
<thead>
<tr>
<th></th>
<th>00/01</th>
<th>01/02</th>
<th>02/03</th>
<th>03/04</th>
<th>04/05</th>
<th>05/06</th>
</tr>
</thead>
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</tr>
<tr>
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<td>12</td>
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<td>11</td>
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<td>7</td>
</tr>
<tr>
<td>TA's</td>
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<td>2.83 FTE</td>
<td>2.20 FTE</td>
<td>3.25 FTE</td>
<td>2.5 FTE</td>
<td>4.25 FTE</td>
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<td><strong>Penn State University (Hosp Mgmt)</strong></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tenure/Tenure Track</td>
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<td></td>
</tr>
<tr>
<td>TA's</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>University of Texas - Austin (NS)</strong></td>
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<tr>
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<td>40</td>
<td>42</td>
<td>44</td>
</tr>
<tr>
<td><strong>Virginia Tech University (Hosp &amp; Tour)</strong></td>
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<td></td>
</tr>
<tr>
<td>Tenure/Tenure Track</td>
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<td>4</td>
</tr>
<tr>
<td>TA's</td>
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<td>18</td>
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<td>11</td>
</tr>
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<td><strong>Texas Tech</strong></td>
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</tr>
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<td>Tenure/Tenure Track</td>
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<td>20</td>
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<td>17</td>
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<td>16</td>
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<tr>
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<td>4</td>
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</tr>
</tbody>
</table>

### B. List of faculty members

The programs in the NHR department are largely productive and recognized in their respective professions. This is primarily because of its faculty members. Several faculty members have been at Texas Tech for many years. Turnover during the review period has been 25%. Two faculty members retired and four left for other faculty positions. Because of the recent college reorganization, two former graduate faculty members were assigned to a different department. However, two faculty members in the newly acquired program were added to the graduate faculty. Additionally, one RHIM faculty member, who had been serving in an interim role, was appointed college dean. She is no longer able to function as a faculty member due to pressing administrative requirements. Two of the 12 RHIM faculty members hold half-time administrative appointments. These appointments are: Associate Dean and Department Chair. The Associate Dean is also Director of the Texas Wine Marketing Research Center. Graduate Part-time Instructors, full-time instructors, and faculty overloads are being used to help cover the loss of this faculty time. In NS, the Director of the Dietetic Internship has a half-time administrative release.

Faculty appointments and changes during the review period are detailed below. Although the department lost several talented faculty members, excellent new faculty members have been employed to replace them. Competing for new faculty members is quite difficult because salaries in one area (hospitality) are far below the national average (an average of $15,000 per faculty member) and the demand is high.
<table>
<thead>
<tr>
<th>FACULTY NAME</th>
<th>JOB TITLE</th>
<th>HIRE DATE</th>
<th>END DATE</th>
<th>Member of Grad Faculty? Y or N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams, C</td>
<td>Associate – RHIM</td>
<td>9/91</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Barko, J.</td>
<td>Instructor – RHIM</td>
<td>9/99</td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Binkley, M.</td>
<td>Assistant – RHIM</td>
<td>9/05</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Blum, S.</td>
<td>Associate – RHIM</td>
<td>7/98</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Boyce, J.</td>
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<td>8/02</td>
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<td>Boylan, M.</td>
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<td>Y</td>
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<tr>
<td>Brittin, H.</td>
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<td>9/63</td>
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<tr>
<td>Dodd, T.</td>
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<td>Edwards, J.</td>
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<td>Fagan, L.</td>
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<td>Fowler, D.**</td>
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<tr>
<td>Fox, E.</td>
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<td>1/02</td>
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<td>Harp, S.</td>
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<td>Hlavaty, V.</td>
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<td>Huffman, L.</td>
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<td>5/05</td>
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<td>Kloiber, L.</td>
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<td>Kolyesnikova, N</td>
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* Members of Graduate Faculty while at Texas Tech  **Graduate Advisors
Note: Because of College Reorganization, FCSE faculty members Drs. Couch and Felstehausen were reassigned to Applied and Professional Studies. Dr. Harp was reassigned to NHR from another department. Dr. Sue Reichelt was a FCSE faculty member in FCSE from 9/00-7/03. Dr. Linda Hoover, Dean COHS, remains a graduate faculty member in RHIM.

C. Summary of the number of referred publications and creative activities.

The faculty as a whole is very productive. The level of their professional achievements can be found in their six-year vitae (Appendix C). These vitae were those submitted to the Graduate School for graduate faculty status renewal. All are expected to be approved in March. Information about non-graduate faculty members is included for information purposes only.

Faculty members are active in the publication/presentation area as noted below.

<table>
<thead>
<tr>
<th>Publication Type</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
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<td>F = 18</td>
<td>F = 16</td>
<td>F = 16</td>
<td>F = 19</td>
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<td>Referred Articles/Abstracts</td>
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<td>13</td>
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</table>

N = # of full time faculty contributing  
F = # of full time graduate faculty in department

D. Responsibilities and leadership in professional societies

Faculty members in the department have served in many professional and university roles. These activities range from offices in international and national organizations, to national service, state and local memberships, and to numerous university and college committees. The amount of time donated by faculty members is truly amazing. Their professional generosity has enhanced the reputation of the department and of the university. Faculty members have served multiple terms on committees and taskforces and have held various offices, many times completing multiple year appointments. At least one NHR faculty member has been on Faculty Senate for the last fifteen years, with three having held office (president, vice-president [two faculty members], and secretary). Faculty members regularly advise department, college, and university-wide student groups. Service activities are detailed below.
<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Committees Chaired</th>
<th>Committees Served in department</th>
<th>Committees Served outside department</th>
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<td>Mallory Boylan (NS)</td>
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<td>Jessica Yuan (RHIM)</td>
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<td>Ginny Felstehausen** (FCSE)</td>
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<tr>
<td>Sue Couch** (FCSE)</td>
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</tr>
</tbody>
</table>

*New Faculty Members  **Former Faculty members – moved to another department in 2004

E. Assess average faculty productivity for Fall semesters only (use discipline appropriate criteria to determine)

Departmental faculty members are successful teachers. At least 80% score above 4.00 on student course evaluations, though the percentage of A’s given in the department is the lowest in the college. Eight faculty members have been selected for membership in the Teaching Academy, eight are members of the IS 1100 teaching faculty, and eight
have won the President’s Excellence in Teaching Award, some more than once. Faculty members have also been awarded the Spencer A. Wells teaching award and the Ex-Students New Faculty Teaching Award. The department is known generally as one that is staffed with excellent teachers who care about their students.

The typical teaching load for NHR faculty members is two courses each semester, one graduate and one undergraduate, along with independent study and research and thesis/dissertation hours. Faculty members may teach three courses in some circumstances, when teaching only undergraduate classes or when there is a shortage of faculty. The table below provides data on faculty workload for the last six years. As noted in Chapter 2, student credit hour generation and student enrollment has steadily increased for the department as a whole.

Department workload has consistently been above the university average. Faculty members typically carry a significant workload. The figures below reflect teaching loads and do not take into account research and university service activities.

<table>
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Graduate credit hour generation has increased somewhat over the last few years and is now higher than the college average. Though enrollment in most areas is robust, students take several courses outside the department. This lowers the credit hour production in the department/college, but enhances credit hour production in the university.
Note: Departmental credit hour generation per faculty member is aggregate data for the two graduate programs.
Productivity Summary

As evidenced by the preceding sections, faculty members in the NHR department are very productive on the whole. The department works to maintain quality in teaching, research, and service. Because the department is large and diverse, it struggles to find identity. Graduate programs function in virtual isolation from each other. At the undergraduate level, there has been some commonality identified, and courses are shared among the three degree plans. There is a similar move underway to utilize courses in more than one degree plan at the graduate level. Currently two Retailing faculty members are on the RHIM graduate faculty, and each teach a course for hospitality students. In spite of the myriad of challenges presented by the combination of two diverse areas, the department maintains very good graduate programs.
IV. Graduate Students

A. Demographics of applicants and enrolled students

Recruitment for the NHR graduate programs occurs in several different ways.

*Nutritional Sciences*

Master’s Students
While the Dietetic Internship is not a degree program, its students are the main component of the NS master’s program. Consequently, its recruitment and admission process are included here.

Prospective dietetic interns are recruited through personal interaction at professional meetings and through the dietetic internship website. The website serves as a major recruitment resource for prospective interns as this is listed in the American Dietetic Association website. Many students are recruited through word of mouth from past interns who are highly satisfied with their experiences. The selection of dietetic interns is made by a national computer matching process. Students must meet graduate admission to be eligible for the dietetic internship program.

Dietetic interns take two graduate classes as a requirement of their internship. Though not required, most interns either take masters classes before or after their internship assignment and most (74%) complete the master’s degree. About 50% of the current intern class completed their undergraduate degree at Texas Tech.

Non-intern students who enter the NS master’s degree program typically discover information about the program on the website (www.ttu.edu/nhr/fn), from faculty advisors at other schools, and from friends and former students. Faculty members also identify talented and interested undergraduate students and encourage them to consider staying for a master’s degree. About 50% of current total enrollment (including interns) is made up of students with a NS undergraduate degree.

Recruitment material is both printed and electronic. A printed brochure (Appendix D) is available and is used when faculty members participate in face to face conversations with potential students. The primary direct recruitment tool for NS graduate degrees is the program website (www.hs.ttu.edu/fn) The NS graduate website has useful information for potential students and enrolled students.

Students in both the traditional degree program and the Dietetic Internship are admitted to graduate school through the normal Graduate School process that is managed by the Graduate Program Advisor. Specific instructions are provided on the website. The admission committee consists of NS graduate faculty members. Admission is available in Fall and Spring.

Doctoral Students
Similar to the master’s degree, recruitment for the doctoral program is informal. Typically faculty members identify and recruit students individually. Sources of the
student pool include professional colleagues and personal contacts. Recruitment material is both printed and electronic. The primary direct recruitment tool for NS graduate degrees is the program website (www.hs.ttu.edu/tn). The NS graduate website has useful information for potential students and enrolled students.

Students are admitted to graduate school through the normal Graduate School process that is managed by the Graduate Program Advisor. Specific instructions are provided on the website. The admission committee consists of NS graduate faculty members. Admission is available in Fall and Spring.

**RHIM**

Master’s Students
The RHIM program has a very informal recruitment process. Prospective students discover information about the program on the website (www.ttu.edu/nhr/rhim), from faculty advisors at schools that do not have a graduate program, from friends, and from published program listings such as The Guide to Programs in Hospitality and Tourism. The program is well regarded nationally and internationally. Faculty members also identify talented and interested undergraduate students and encourage them to consider staying for a master’s degree. About 20% of current master’s enrollment is made up of students with a RHIM undergraduate degree.

Recruitment of students into the distance master’s degree program is done via marketing from Outreach and Distance Education. Additional information is usually offered at the department website. However, the program is in hiatus currently while courses and curriculum are revised (www.hs.ttu.edu/ceo/).

Recruitment material is both printed and electronic. A printed brochure (Appendix D) is available and is used when faculty members participate in face to face conversations with potential students. This encounter is typically at one of several venues that provide recruiting possibilities (International Hotel/Lodging and Restaurant trade show; National Restaurant Association trade show; the Southwest Food Show; and the Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. For master’s students, the brochure is the general undergraduate brochure with a special insert for graduate students. The envelope-sized insert can be used independently of the entire brochure. A separate brochure is available for doctoral students.

The primary direct recruitment tool for RHIM graduate degrees is the program website (www.hs.ttu.edu/rhim/) The RHIM graduate website has useful information for potential and current students.

Students in the traditional degrees are admitted through the normal Graduate School process, which is managed by the appropriate Graduate Program Advisor. There are different graduate advisors for the master’s degree and the doctoral degree. Specific instructions are provided on the website. The admission committee consists of RHIM graduate faculty members. Admission is available in Fall and Spring for master’s students and fall only for doctoral students. Professional students applying for the distance learning degree are admitted in a similar fashion. If a student meets the admission criteria, they are automatically admitted.
Doctoral Students (Hospitality Administration)

Similar to the master’s degree, recruitment for the doctoral program is informal. Similar venues for face to face recruiting are available with one important addition - Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. At this conference, many graduate students who are looking for doctoral programs are present. The program has a recruitment table and actively interviews potential students. Contacts make at this conference often appear in our applicant pool.

Though a printed brochure (Appendix D) is available, the website (www.hs.ttu.edu/nhr/RHIM/graduate/phd.htm) remains the most useful recruitment tool. Important information is available there for prospective and current students. The equivalent of a doctoral student handbook is found here under Current Students.

Admission to the doctoral program is traditional, in the same format as for the master’s students described above with a few exceptions. Admission is typically fall only, and all applicants engage in a telephone interview. Results of the interview are considered by the faculty members as they make their decision. About 50% of current doctoral students have master’s degrees from Texas Tech.

![Graduate Student Summary by Category - Fall Data](image)
Graduate Student Summary by Year – Fall Data
(RESTAURANT, HOTEL & INSTITUTIONAL MGMT / HOSPITALITY ADMINISTRATION)

Source: Institutional Research Services

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Applicants</th>
<th>Total Admitted</th>
<th>New Grad Students</th>
<th>Students Graduated</th>
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Graduate Applicants by Region - Fall/Summer Data
(NUTRITIONAL SCIENCES)

Source: Institutional Research Services

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</table>
Graduate students in the department are largely Caucasian or international with few traditional minority students. They are also largely female, which is not unusual in a College of Human Sciences. The majority of the male students are in the RHIM program. The demographics of current students reflect those of the applicant and admitted student pools (see tables below). International students comprise about half of the applicants and are a significant portion of the admissions. Admission rate varies from year to year but averages around 50%.
### Graduate Applicants - Fall Data

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### Enrolled New Graduate Students - Fall Data

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### Demographics of Enrolled Graduate Students - Fall Data

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**Gender Total**

|        | 30   | 14   | 35   | 12   | 37   | 15   |
|        | 44   | 47   | 52   | 61   | 62   | 69   |

### Demographics of Enrolled Undergraduate Students - Fall Data

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<td>206</td>
<td>260</td>
<td>200</td>
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</table>

**Gender Total**

|        | 286  | 241  | 287  | 237  | 293  | 259  |
|        | 314  | 255  | 320  | 285  | 345  | 273  |

**Undergraduate**

|        | 527  | 524  | 552  | 569  | 605  | 618  |

B. Test scores (GRE, GMAT and/or TOEFL) of enrolled students

As noted below, students achieve in the aggregate midrange GRE scores but perform well once they are admitted. The mid-range scores are often influenced by the number of international students in the programs. Their verbal scores are frequently low, bringing down the overall score. However, these students are hard workers and become more fluent during their stay here.
C. GPA of new students

Students in each graduate program perform successfully as noted by their GPA. Each program requires students to take courses both inside and outside the department. Students do well in all areas across campus. This documents their scholastic ability despite their mid-range GRE scores.
New Graduate Students GPA by Level - Fall Data
(NUTRITIONAL SCIENCES)
Source: Institutional Research Services

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<td>2005</td>
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New Graduate Students GPA by Level – Fall Data
(RESTAURANT, HOTEL & INSTITUTIONAL MGMT / HOSPITALITY ADMINISTRATION)
Source: Institutional Research Services

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D. Initial position and place of employment of graduates over the past 6 years.

Students were able to secure employment subsequent to graduation. However, records are not complete, and the initial position for all graduates is not known. Listed below is information available.

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Nutrition, Hospitality and Retailing
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<tr>
<td>Lynzee Jalene Stanford</td>
<td>NS/MS</td>
<td>Clinical Dietitian</td>
<td>Waco Youth Center</td>
<td>Waco, TX</td>
</tr>
<tr>
<td>Jessica Dawn Keeth</td>
<td>NS/MS</td>
<td>Nutritionist</td>
<td>Texas Dept of State Health Services</td>
<td>Lubbock, TX</td>
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<tr>
<td>Sara Helena Peak</td>
<td>NS/MS</td>
<td>Clinical Dietitian</td>
<td>Galveston, TX</td>
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<tr>
<td>Stacy Dawn Peters</td>
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<td>Clinical Dietitian</td>
<td>Heart Hospital</td>
<td>Lubbock, TX</td>
</tr>
<tr>
<td>Sandra Torres</td>
<td>NS/MS</td>
<td>Clinical Dietitian</td>
<td>Parkland Hospital</td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>Bobbi Crill Padgett</td>
<td>RHIM/MS</td>
<td>Doctoral Study</td>
<td>TTU – Hospitality</td>
<td>Lubbock, TX</td>
</tr>
<tr>
<td>Sarah Nathalie Durand</td>
<td>RHIM/MS</td>
<td>Returned to France</td>
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<td>France</td>
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<td>Linda Mbombolo Lelo</td>
<td>RHIM/MS</td>
<td>Further grad study</td>
<td>TAMU - Parks and Rec - Ph.D.</td>
<td>College Station, Texas</td>
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<tr>
<td>Saraj Colleen McDaniel</td>
<td>RHIM/MS</td>
<td>Asst Mgr</td>
<td>Fired Up Inc</td>
<td></td>
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<tr>
<td>Chin-Hsun Ken Tsai</td>
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<td>Doctoral Study</td>
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<tr>
<td>Chenying Wang</td>
<td>RHIM/MS</td>
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<td>TTU – EDIT</td>
<td>Lubbock, TX</td>
</tr>
<tr>
<td>Vachan Bojangada</td>
<td>RHIM/MS</td>
<td>Account Manager</td>
<td>Guckenheimer Catering</td>
<td>California</td>
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<tr>
<td>Timothy Mehberg</td>
<td>RHIM/MS</td>
<td>Instructor</td>
<td>University of Akron</td>
<td>Akron, OH</td>
</tr>
<tr>
<td>Lisa Marie Assante</td>
<td>RHIM/PhD</td>
<td>Asst Prof</td>
<td>University of Hawaii</td>
<td>Manoa, HI</td>
</tr>
<tr>
<td>Ivan Nikolaev Ninov</td>
<td>RHIM/PhD</td>
<td>Asst Prof</td>
<td>United Arab Emirates Academy</td>
<td>Dubai, UAE</td>
</tr>
<tr>
<td>Ya-Hui Shih</td>
<td>RHIM/PhD</td>
<td>Asst Prof</td>
<td>Chung-Hau University</td>
<td>Hsin-Chu, Taiwan, ROC</td>
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<tr>
<td>Mehmet Ergul</td>
<td>RHIM/PhD</td>
<td>Asst Prof</td>
<td>University of San Francisco</td>
<td>San Francisco, CA</td>
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<tr>
<td>Nataliya Kolyesnikova</td>
<td>RHIM/PhD</td>
<td>Research Asst Prof</td>
<td>TTU</td>
<td>Lubbock, TX</td>
</tr>
<tr>
<td>Sheila Scott-Halsell</td>
<td>RHIM/PhD</td>
<td>Research Asst Prof</td>
<td>Oklahoma State Univ</td>
<td>Stillwater, OK</td>
</tr>
</tbody>
</table>

*Doctoral Degree in FCSE with an emphasis in hospitality or nutrition subject area.
E. Type of financial support available for graduate students

Graduate students are admitted to the program with no guarantee of teaching or research positions. Because enrollment is significant, it is likely that a newly admitted student will not have a teaching or research position the first semester. International students must pass the TA workshop or at a minimum pass the SPEAK test before being considered. Students complete a TA application form each year. Positions are assigned based on student qualifications and department needs. Some students are never employed. Some do not want employment, seeking to focus on their education, and some are not ever capable to teaching a class. Students are typically supported up to two years for a master’s student and three years for a doctoral student. That being said, most of the department’s students do receive support with teaching and research assistantships, scholarships, and fellowships. In NS, there are not enough students to fill the slots available, and the program resorts to employing qualified people from the community. In RHIM, there are more students than available positions. Scholarships are routinely given to international students to assist with tuition costs. Other scholarships are available through the College. In addition graduate tuition funds are used to support the entire departmental graduate student population.

The department employs approximately 27 graduate students per year as teaching and research assistants. This number is a reflection of a department that has been chronically short of tenured/tenure track faculty members. In addition, NHR programs have nine large courses with a required lab. The TA salaries range from $11,000 to $15,000 (nine month base) with an average of $11,808. Graduate Assistants are typically employed half time or 20 hours per week, though some work only 10 hours (average pay is $14.03/hr). TAs usually teach lab sections but may be assigned as teacher of record for a class if their qualifications warrant. There are limited teaching positions in the summer, with students selected based on seniority, performance, and scheduling needs. Research assistantships are supported by external grants.

When the graduate tuition surcharge was instituted, departmental graduate faculty members and representatives of the graduate student population debated the best use of graduate tuition funds. They decided that it seemed unfair to support a few students with funds collected from the entire group (as would be done if the money was used for assistantships). Instead they decided to find a way to support the entire graduate student population. The graduate tuition fund is administered by the graduate advisors and the department chairperson. Items for which students are eligible include:

- Scholarships under certain circumstances such as special needs and emergencies,
- Special needs of students who have internship requirements off campus (lodging and travel)
- Thesis and dissertation research ($750 for thesis and $1,500 for dissertation)
- Travel to professional meetings to present papers ($450 per year maximum).
- Dues for one professional organization.
Because the amount of Graduate Tuition funds returned to the department has been cut, requests for special needs of internship students and dues for professional organizations are not funded any longer. In addition to departmental support, both the college and Graduate School help fund travel to present professional papers, typically covering registration and/or airfare depending on expenses incurred.

Students employed as teaching assistants have office space in the graduate student room (HS 275), with many windows and a bright corner view. Students have a work cubicle and a comfortable task chair. The room is equipped with a refrigerator, a microwave, a coffee maker, and sinks. There is a seating area for meetings and study along with a phone with voice mail availability. If a graduate student is the teacher of record for a class, the policy is to provide that student at least a semi-private office rather than a cubicle if at all possible.

F. Number of students who have received national and university fellowships, scholarships and other awards

Scholarships and fellowships are available to department graduate students. The college administers a scholarship program totaling $9.5 million, with graduate students eligible to compete for some of the awards. The department also administers a more modest scholarship endowment and offers some scholarships through the graduate tuition account, derived from the graduate tuition surcharge returned to the department. Students may be eligible for fellowships within the college. Currently the college offers the Helen Devitt Jones fellowship ($10,000 yr/3 years). Two of these prestigious fellowships are currently held by NHR students, one student in Nutritional Sciences and one in RHIM. In addition, new graduate students may apply for the Chancellor’s Fellowship program. The department has had good success in securing Chancellors Fellowships over the last several years. Details of graduate student financial support are summarized in the table below.

<table>
<thead>
<tr>
<th>AWARD</th>
<th>00/01</th>
<th>01/02</th>
<th>02/03</th>
<th>03/04</th>
<th>04/05</th>
<th>05/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Family</td>
<td>$6,000</td>
<td>$0</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$15,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Hazlewood</td>
<td>$0</td>
<td>$0</td>
<td>$3,000</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Summer Dissertation</td>
<td>$2,000</td>
<td>$4,000</td>
<td>$8,000</td>
<td>$10,000</td>
<td>$2,000</td>
<td>$4,650</td>
</tr>
<tr>
<td>Waterman</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$4,000</td>
</tr>
<tr>
<td>Chancellor’s Fellowship</td>
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<td>$4,000</td>
<td>$11,000</td>
<td>$19,000</td>
<td>$17,000</td>
<td>$20,650</td>
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<tr>
<td>DeVitt Jones Fellowship</td>
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<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>College Scholarships</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Department Scholarships</td>
<td>$33,831</td>
<td>$36,658</td>
<td>$45,096</td>
<td>$20,607</td>
<td>$31,562</td>
<td>$33,183</td>
</tr>
</tbody>
</table>
G. Graduate Student Publications and Creative Activities – Number of publications and other activities by Master and Doctoral students in the department.

Every effort is made to assure that graduates publish the results of their research in a timely manner. In order to facilitate that process, dissertations are written in the article format where appropriate. If students are not forthcoming with article publication, faculty members may edit the material and submit it for publication with the student’s name appearing as first author in most cases. In addition, students are encouraged to submit papers and make presentations in other venues such as state meetings and other conferences where graduate student papers are appropriate. Student publication activities are summarized below.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>20</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>2004</td>
<td>11</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>11</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>2003</td>
<td>18</td>
<td>12</td>
<td>3</td>
<td>0</td>
<td>19</td>
<td>11</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2002</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>12</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2001</td>
<td>18</td>
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<td>0</td>
<td>0</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
H. Programs for mentoring and professional preparation of graduate students.

There are no specific programs for mentoring students in the department. Graduate students are typically mentored by their thesis/dissertation chair and/or the graduate advisor. The HA program is an exception. It has a process through which doctoral students are assigned a faculty mentor until a dissertation chair is selected.

Professional preparation takes several forms. Common to both programs is a seminar class where students consider many topics, but professional activities are an important part. Students are encouraged to present posters and stand-up presentations at appropriate conferences. Many NHR graduate students participate in the Human Sciences Week research session with their poster. NS students/dietetic interns often present posters at state and national meetings. Of particular interest is the Conference on Graduate Education and Graduate Research that is available to RHIM and HA students. This conference is designed as a venue for graduate students to present their research. Each year 15-20 students participate. It is open to all levels of graduate students.

I. Department efforts to retain students and graduation rates

Student retention has not been a problem for the NS program. Of those students who enter the Dietetic Internship program, 74% complete the master’s degree. The remainder finds immediate employment. For the doctoral program, two students have left the program in the last six years, one at the end of the first semester and one ABD just recently. Retention is 75%. Retention is facilitated by close faculty contact. There is not a student organization for NS graduate students.

Student retention has not been a problem for the RHIM on-campus master’s program. A few students have left for academic difficulty, financial difficulty, decision to take a job, or decision to change majors. Retention is 90%. Retention is facilitated by close faculty contact, frequent student interaction, and an active student organization (GRHIMS) (Appendix E). The distance master’s program has a much greater retention issue. Students very commonly enter the program and then discover that distance learning is not for them. Over the last six years, retention has been approximately 30%.

Retention in the HA doctoral program has been good. Once a student is admitted, he/she is assigned a faculty mentor. The assignment is based on faculty availability and interest. As much as possible, a student is assigned a mentor who has similar research interests, but that is not a requirement. Students are told the name of their mentor and encouraged to contact them. When the student arrives on campus, the mentor helps with enrollment and other adjustment issues. The mentor also assists the student in preparing for the program of work meeting in the first semester. Students must select their dissertation committee chair by the end of the third semester. The mentor stays with the student until then. There is no expectation that the mentor will be the dissertation chair, though it does happen because research interests are often similar. Additional factors that facilitate retention are...
close faculty ties, supportive student group, and an active student organization (GRHIMS). A few students have left the program for personal and financial reasons. The retention rate is 90%.

Students are not provided a graduate student handbook. However, extensive student information is available on the program website.
V. Department

A. Department operating expenses

Departmental operating expenses are impacted by the number of instructional laboratory facilities that must be equipped, maintained, and staffed. While NHR labs are fewer and less costly than some areas on campus, they do require constant attention.

Even with lab expenses, departmental operating costs are very reasonable. Because the department is chronically short of faculty members, many teaching assistants are employed to cover classes and labs and to assist faculty members with their duties. The graduate students are relatively inexpensive to employ. However, maintaining continuity and making research progress is difficult with a faculty so reliant on graduate student assistance.

The large increase in operating costs in 03/04 is difficult to explain. There was no influx of additional money to any departmental accounts. The increase is likely related to costs incurred with the reorganization of the College of Human Sciences.
Department Operating Costs as a Fraction of Employees

DEPARTMENT COMPLETES

<table>
<thead>
<tr>
<th></th>
<th>00/01</th>
<th>01/02</th>
<th>02/03</th>
<th>03/04</th>
<th>04/05</th>
<th>05/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept Operating Cost</td>
<td>$97,489</td>
<td>$91,244</td>
<td>$87,903</td>
<td>$164,794</td>
<td>not available</td>
<td>available late Fall</td>
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<tr>
<td>Faculty &amp; Staff</td>
<td>30</td>
<td>25</td>
<td>25</td>
<td>33</td>
<td>31</td>
<td>30</td>
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<tr>
<td>Dept Op Cost /FS</td>
<td>$3,250</td>
<td>$3,650</td>
<td>$3,516</td>
<td>$4,994</td>
<td></td>
<td></td>
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</table>

B. Summary of Number of Proposals Written and Accepted

Data presented below document a consistent effort in research proposals submitted. Faculty members have improved over time, with more submissions and acceptances as younger faculty members have matured. While there is certainly room for further growth, research proposal submission numbers are going in the right direction.

Note: through 2003, figures from FCSE faculty members are included in the departmental totals and awards. That group was moved to a different department in 2004.

Summary of Number of Proposals Written and Accepted

<table>
<thead>
<tr>
<th></th>
<th>Foundation</th>
<th>State</th>
<th>Federal</th>
<th>Others</th>
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<tr>
<td></td>
<td>D</td>
<td>M</td>
<td>D</td>
<td>M</td>
<td>D</td>
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<td>2005</td>
<td>4</td>
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<td>3</td>
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<tr>
<td>2002</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>2001</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2000</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

D = Disciplinary (internal)  
M = Multidisciplinary (external)
C. External Research expenditures

Faculty members in NHR have reasonable success in securing significant funding. Unfortunately, funding sources in many academic areas often do not pay full F&A (e.g., USDA). NS has better luck in finding granting agencies that pay full fringes. In comparing the tables above and below, the increasing number of multidisciplinary grants may increase the income to the university, but might decrease research expenditures in the department since part of the funding is awarded to a different area. Numbers in the table above are based on raw numbers found in departmental records. They do not closely match the number of awards noted in the table below. It is likely that the difference is based on varying recordkeeping methods.

Research awards and subsequent expenditures tend to cycle over time. The large decrease in 03/04 coincides with the establishment of the Hospitality Administration doctoral program. Many faculty members were distracted from research by the many issues involved in beginning this program and working at a different level with a group of new students. The number of publications had a similar drop. However, now both are back on track.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Awards</th>
<th>Facilities &amp; Administrative</th>
<th>Award Amount</th>
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</thead>
<tbody>
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<td>00/01</td>
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<td>$67,531</td>
<td>$635,736</td>
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<tr>
<td>01/02</td>
<td>10.10</td>
<td>$65,057</td>
<td>$652,920</td>
</tr>
<tr>
<td>02/03</td>
<td>9.44</td>
<td>$39,722</td>
<td>$371,390</td>
</tr>
<tr>
<td>03/04</td>
<td>4.19</td>
<td>$11,354</td>
<td>$169,765</td>
</tr>
<tr>
<td>04/05</td>
<td>11.00</td>
<td>$32,976</td>
<td>$359,444</td>
</tr>
<tr>
<td>05/06</td>
<td>3.91</td>
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<td>$732,060</td>
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<tr>
<td>Totals:</td>
<td>45.06</td>
<td>$341,465</td>
<td>$2,921,315</td>
</tr>
</tbody>
</table>
In comparing TTU with its peer institutions, comparison is available only for the NS program as no data were provided for the hospitality peer institutions. Research expenditure at TTU is much lower than that of the large land grant institutions. However, they have more faculty members and a more robust internal funding system.

<table>
<thead>
<tr>
<th>Comparison of Research Expenditures</th>
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<th>01/02</th>
<th>02/03</th>
<th>03/04</th>
<th>04/05</th>
<th>05/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma State University</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penn State University</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$3,342,757</td>
</tr>
<tr>
<td>University of Texas-Austin</td>
<td>$1,351,000</td>
<td>$1,351,000</td>
<td>$2,293,000</td>
<td>$2,293,000</td>
<td>$3,003,000</td>
<td>$3,228,000</td>
</tr>
<tr>
<td>Virginia Tech University</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Data not provided</td>
</tr>
<tr>
<td>Texas Tech</td>
<td>$635,736</td>
<td>$652,920</td>
<td>$371,390</td>
<td>$169,765</td>
<td>$359,444</td>
<td>$732,060</td>
</tr>
</tbody>
</table>

D. Internal funding

Internal funding, though not insignificant, is not the major source of research funding. Funding comes from several sources, largely from start-up money from the college and the university, along with F&A return (awarded directly to the faculty member who generated it). On a few occasions, faculty members from the department received interdisciplinary seed grants.
Another source of internal funding is for a line item housed in the department (Texas Wine Marketing Research Institute). That funding has recently become more stable, with strong expectations of continued financial viability. The department invests a significant portion of its limited HEAF funds in research support.

### Source of Internal Funds (TTU)

*Source: Institutional Research Services*

<table>
<thead>
<tr>
<th>Line Items</th>
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<th>02/03</th>
<th>03/04</th>
<th>04/05</th>
<th>05/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Enhancement</td>
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<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<td>Research Incentive</td>
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<td>6,017</td>
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<td>0</td>
</tr>
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<td>New Faculty Start-ups</td>
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<td>44,000</td>
<td>32,000</td>
<td>32,194</td>
<td>53,600</td>
</tr>
<tr>
<td>Matching from VPRGSTT</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Graduate School Fellowships</td>
<td>8,000</td>
<td>4,000</td>
<td>11,000</td>
<td>19,000</td>
<td>17,000</td>
<td>20,650</td>
</tr>
<tr>
<td>HEAF</td>
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<td>29,822</td>
<td>41,095</td>
<td>23,436</td>
<td>28,327</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$125,021</strong></td>
<td><strong>$154,999</strong></td>
<td><strong>$184,532</strong></td>
<td><strong>$154,981</strong></td>
<td><strong>$164,961</strong></td>
<td><strong>$235,640</strong></td>
</tr>
</tbody>
</table>

E. Scholarships and endowments

Scholarships and fellowships are available to department graduate students. The college administers a scholarship program totaling $9.5 million, with graduate students eligible to compete for some of the awards. The department also administers a more modest scholarship endowment and offers some scholarships through the graduate tuition account, derived from the graduate tuition surcharge returned to the department. Students may be eligible for fellowships within the college/department. Once the dissertation proposal is approved, doctoral students receive $1,500 to apply toward dissertation expenses; master’s students receive $1,000. Currently the college offers the Helen Devitt Jones fellowship ($10,000 yr/3 years). Two of these prestigious fellowships are currently held by NHR students, one student in Nutritional Sciences and one in RHIM. In addition, students are nominated for or apply for the Chancellor’s Fellowship program through the Graduate School. Students in the department have had good success in securing Chancellors Fellowships over the last several years as noted in the table above.

NS is supported by the Ruth Ann Franklin endowment. The fund generation varies from year to year, but averages about $8,000 annually. The RAF funds are unrestricted and are used exclusively to support activities in the NS program.
F. Departmental resources for research and teaching (i.e., classroom space, lab facilities)

Teaching facilities for graduate classes are typical classroom and seminar rooms. The department has access to two comfortable seminar rooms that are often used for graduate classes. When those rooms are busy or the class size is too large, there are several small classrooms in the building that are suitable for graduate classes. Almost all classrooms and seminar rooms are equipped with electronic teaching capability. For those that are not, the department maintains two portable electronic teaching units. The distance master’s degree is entirely web-based, so no particular teaching facility is required. All faculty member offices are equipped with powerful computers that can handle the teaching needs. While there is ITV capability in the building, currently none of our classes are offered in that manner.

Within the department, several types of research are of interest, necessitating different types of research facilities.

Social Science Research
Most faculty members in the department conduct social science research. These faculty members require the least space and rarely need highly specialized equipment. Space needs typically include areas to house project staff members and records and occasionally space to interact with research subjects. Projects are often housed in faculty offices because research space is very limited.

Food Research
Several faculty members conduct food research. The food research labs are also used for teaching both graduate and undergraduate students. There are two home-style kitchens, a commercial food product development lab, and full-functioning restaurant (located in a remote building).

Lab-Bench Research
The Human Sciences building has limited lab bench space. As NS research interests have migrated more to the health and wellness area, there has been a reduced utilization of lab bench space. Some lab space has been converted to other uses. A portion of one large lab remains available for nutrition research, though it is not currently used. A large space is currently available for food science and sensory evaluation research. That space is underutilized.

Other Research
A unique facility for food research is the Skyviews restaurant. It is available one or more nights a week for research projects. Past research activities have been food product development and testing, commodity product testing, and consumer behavior research. This facility provides a potential enhancement to research projects. No other university has the capability to provide its own research restaurant in combination with food labs, a meat lab, and wet lab facilities. Researchers can control both the food and
the atmosphere, providing a wide range of project opportunities. The restaurant’s conference room is also used as a setting for market research of consumer preferences.

There is an effort underway to build a near campus hotel and conference center. This facility will meet the lodging and conferencing needs of the community while serving as a lodging laboratory for RHIM students. Diverse research activities will be available once the project is completed. Examples include customer preferences, evaluation of computer and accounting systems, and employee skill development and job satisfaction.

<table>
<thead>
<tr>
<th>Type of Space</th>
<th>Number of Rooms</th>
<th>Total Assignable Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFICES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty &amp; Administration</td>
<td>25</td>
<td>4,856</td>
</tr>
<tr>
<td>Clerical</td>
<td>7</td>
<td>1,893</td>
</tr>
<tr>
<td>Graduate Assistant</td>
<td>10</td>
<td>2,354</td>
</tr>
<tr>
<td>Technician</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Conference Rooms</td>
<td>3</td>
<td>1,025</td>
</tr>
<tr>
<td>LABS:</td>
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<td></td>
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<tr>
<td>Special Instruction Labs</td>
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<td>12,751</td>
</tr>
<tr>
<td>Research Labs</td>
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<td>1,038</td>
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<tr>
<td>STORAGE:</td>
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<td>1,101</td>
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<tr>
<td>LIBRARY:</td>
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<td>0</td>
</tr>
<tr>
<td>CENTERS &amp; OTHER FACILITIES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lab (Instruction &amp; Research)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL SQUARE FEET</td>
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<td>24,441</td>
</tr>
</tbody>
</table>
G. HEAF expenditures

Capital expenditures vary from year to year depending on program needs. There are several sources of funds (CIP projects, Skyviews revenue), but the most dependable funding source is HEAF. For the most part, the college maintains classrooms, so few department funds are required. The department maintains two teaching labs and two conference rooms. Expenses for the conference rooms are minimal (other than technology issues), but the labs can become expensive. The Other expenses category, as noted in the table below, funds purchases including computers, furniture, and other office equipment for both faculty and graduate students.

<table>
<thead>
<tr>
<th></th>
<th>Labs</th>
<th>Classroom</th>
<th>Other (identify)</th>
<th>TOTAL</th>
</tr>
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<td>$12,758</td>
<td></td>
<td>$15,568</td>
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<td><strong>2004</strong></td>
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<td>$2,262</td>
<td>$21,174</td>
<td>$23,436</td>
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<td><strong>2002</strong></td>
<td>$15,230</td>
<td>$14,429</td>
<td>$14,429</td>
<td>$16,495</td>
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<tr>
<td><strong>2001</strong></td>
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<td><strong>2000</strong></td>
<td></td>
<td>$1,195</td>
<td>$14,140</td>
<td>$5,355</td>
</tr>
</tbody>
</table>
VI. Conclusion – a one- to two-page summary of the observed deficiencies and needs identified by your review. Identify areas of greatest need and areas of significant contributions.

Issues from Previous Graduate Program Review

In 2001, the NHR graduate program (then housed in ENR/HM and with a somewhat different academic configuration) completed a program review. Listed below are the major findings and the current status of each area discussed in the team report.

Faculty
Faculty numbers remain low. Faculty members work very hard to meet the needs of both large undergraduate programs and graduate programs. Faculty numbers have not changed from the last review. The addition of a doctoral program in the RHIM area and the recent growth of the NS undergraduate student numbers have further increased demands on faculty time. Internal reallocation of departmental faculty positions has gone as far as it can go. Some faculty positions have been converted to instructor positions to allow the program to meet teaching demands. Search for excellence funding continues. The department has secured an endowed chair position (now filled) and an endowed professorship (search underway).

The concern for the level of faculty rank in the RHIM program remains. There is only one RHIM faculty member at the professor level. A second RHIM professor is now the college dean and no longer active as a faculty member. A search for a professor to hold an endowed professorship is underway. There is one senior associate professor who will be applying for promotion next year. A professor and an associate professor from the Retailing program have been added to the graduate faculty.

Almost all faculty members have identified an area of research on which to focus. Many have found ways to collaborate with each other on common topics. They have also found research colleagues in other departments.

The need for competitive grants to supplement university funds remains. Though grant funding has improved, it is not at the level desired.

Students
Student numbers vary among the programs. The NS master’s program retains an appropriate enrollment level, though additional students would be welcomed. Almost all enrolled are associated in some way with the Dietetic Internship program (taking courses before or after their internship assignment). While a master’s degree is not required for the internship, most students (74%) complete the master’s degree requirements while they are here. In the last six years, there have been very few students that have sought the master’s degree who were not affiliated with the internship. Almost all master’s students are non-thesis.
Enrollment in the NS doctoral program is extremely low. Serious attention to student recruitment is needed and must be a priority for all faculty members. The NS graduate program is particularly vulnerable, as it is currently being carried almost entirely by the dietetic internship program. Proactive faculty involvement is required. More doctoral students are urgently needed in the NS doctoral program.

Because the NS doctoral enrollment is so low and master’s students are frequently involved with the internship and thus are here for only one semester after the internship, it is difficult to employ NS TAs to staff labs. Available TA positions are given to adjuncts in the community or students from other majors.

Student numbers in the RHIM master’s program have remained stable. Most students in the master’s program are non-thesis. The RHIM program also has an online master’s degree. The enrollment for this degree has never grown as predicted. Enrollment tends to be low with few students in each class.

A doctoral program in Hospitality Administration was approved in 2002. Enrollment demand was immediate and has remained high. Enrollment is at its maximum level (30 students). All graduates have been placed in academic positions.

An important issue is student support. It would be very helpful to have some permanently funded TA/RA positions. These positions could guarantee faculty members that they would have a TA or RA assigned to them each semester. While some support for these positions could come from research grants, having them permanently assigned would smooth out fluctuations due to funding cycles. The funding support would allow us to attract quality students because we, and they, would know that the positions were available. These positions have the potential to increase graduate student enrollment and increase job satisfaction for faculty members, especially those who teach large classes without any assistance.

**Curriculum**

In an attempt to meet the needs of traditional and non-traditional students, an online master’s degree is offered in the RHIM program. Despite several strong marketing efforts, enrollment has never been robust. Few of the enrolled students are actually degree-seeking. Many are using the online format to supplement an on-campus program at a variety of schools or are taking courses for general interest. Six students have graduated from the degree program with three others slated to graduate in the next year.

The NS program does not have online offerings, though the need is there. Working professionals and dietetic interns would be strong candidates for this degree. However, the faculty numbers in the NS program are few, making such an undertaking impractical.

A need exists for professional development and continuing education programs in both NS and RHIM. Again, current commitments and staffing levels make this a lower priority. RHIM will likely establish such a program in food safety and product development. Faculty interest and facility availability are positive indicators in this area.
An additional area proposed for curriculum enhancement was community engagement. Several faculty members are working in this area. NS faculty developed and administered F.I.T. TECH, a large wellness program for faculty, staff, and students. In addition, NS has implemented after school programs providing engaging activities in exercise and nutritional snacks in partnership with the Girls and Boys Clubs and YWCA. The RHIM program also has several community initiatives. It supports the Texas Tech Community and Workforce Academy at Hunt Elementary. While workforce funding is no longer available, the Academy continues to operate at a reduced level and provides computer training and community meeting facilities. Other community activities include staffing after school feeding facilities and involvement with Habitat for Humanity. Over the last two years, the graduate Community Engagement class has been responsible for implementing a large housing fair for underserved populations and raising funds for and installing a new playground at a community center over the last two years.

**Facilities/Equipment**

Adequate office space is available for faculty members and for TAs. Creative use of renovated and underutilized space, along with new construction, has helped with faculty offices. TAs have use of a large room with individual cubicles. All have at least semiprivate personal space.

A further issue is research based. Faculty members are constantly urged to seek outside funding, yet space for that research is lacking. We now find ourselves in the predicament of having much improved success in securing research money but with insufficient space to house these non-lab bench grants. The small amount of space might be made available in the building is not always suitable for research. Though research space continues to be limited, faculty members have been accommodated in some fashion.

Nutritional Sciences has long been known for lab bench research, with several large and well equipped labs available. However, over the last several years the research emphasis has largely evolved into the community nutrition and health and wellness applications, with lab space falling into disuse. One or two faculty members do lab bench research but only occasionally. Because lab space was poorly maintained and rarely used, one large lab space has been renovated into offices and almost all the remaining lab space has been assigned to other entities. The remaining equipment is aging, out of date, and often broken. It is clear that the college and department cannot support the equipment needed for this type of research. Grants will not fund equipment purchases; it is expected that the university/department provide whatever is needed. While the department has received a small infusion of funds to buy new equipment, we have now scaled back our hopes and are no longer trying to support a research lab. When this type of research is needed, it has been done at the Health Sciences Center or other area on campus, thus taking the faculty members out of the building and making them unavailable to fellow faculty members and to students. The Experimental Science Building is a possibility for this type of research. It is probable that the department needs to redirect efforts into more attainable research areas that do not necessitate extensive or sophisticated lab equipment.

Nutrition, Hospitality and Retailing
Challenges for the Future

Nutritional Sciences
Nutrition, health, and wellness issues are very much in the forefront of public and governmental interest. This program has the potential to have great success. However, it faces serious challenges.

Staffing. Staffing for this program is very lean, with five tenured faculty members and one instructor. Two major issues impact faculty time, lessening their ability to work in the graduate program.

First is the burgeoning undergraduate program. In addition to rapidly growing undergraduate enrollment, NS offers two large service courses, heavily subscribed each semester. One is important in the degree plan of several majors, and one is an important component in student health and well being (it, too, is on some degree plans). These courses generate credit hours for the university and assist the university community. However, they consume program resources. One faculty position was converted to an instructor position to help cover the undergraduate teaching demands.

The second issue is the Dietetic Internship, which is at the graduate level but is not a graduate degree granting activity. The Internship is a very successful, well-managed program. One faculty member serves as Director, and half her time is devoted solely to the 12 students in this program. While the Dietetic Internship program is the primary feeder for the NS master’s program, a master’s degree is not required for those enrolled in the internship. The strong availability of employment opportunities makes leaving immediately after the internship very tempting, thus making the master’s program enrollment vulnerable.

Enrollment. Enrollment in the graduate program is very problematic. The master’s degree is strong, with almost all students affiliated with the internship program. The doctoral degree has very low enrollment, as it has had for many years (reflected in the last review). While there is concern among faculty members regarding this issue, little has been done to remedy it.

Research. Grant activity has been sporadic overall. However, two faculty members have had excellent current success in the grant arena. Other faculty members have also had success in the recent past. In the past two years, external and internal funding and collaborations have increased. Collaborations with faculty in the Department of Health, Exercise, and Sport Sciences have resulted in an internal TLTC grant and an external grant from General Mills. Collaborations with faculty at the TTUHSC have resulted in one internal grant from the TTUHSC EXPORT Center and an external grant from USDA. In addition, a collaboration with the TTU President's office has funded F.I.T. Tech, a campus fitness program. Consequently, five NS graduate students have been funded as research assistants from these resources. One faculty member has a large NIH grant, though it does not support graduate students at Texas Tech.
There is a bit of a disconnect between those who do more social science type research and those who are more laboratory oriented. The department cannot now maintain the type of laboratory needed to continue significant lab-bench type research work. Additional facilities need to be identified. It is vital that faculty members establish a grant program that not only serves the needs of the granting agency, but also supports graduate students.

RHIM
The hospitality administration area has grown significantly in the last few years with the addition of a doctoral degree.

Staffing. Faculty numbers have not changed over the last several years, while student numbers and graduate programs have grown. In order to effectively utilize available faculty numbers, several changes have been made. Four highly qualified instructors have been employed to cover the teaching load. While they are not involved in graduate teaching, their contribution makes more time available for faculty members to work at the graduate level. However, undergraduate section sizes remain quite large in order to accommodate both graduate and undergraduate teaching demands. An additional problem has been administrative assignments. The COHS dean, associate dean, and the NHR department chair have all been taken from the RHIM program. The Dean is essentially no longer involved with teaching because of administrative time demands. The associate dean and department chair hold half-time faculty positions. The judicious use of GTPIs have helped cover teaching demands. However, it is impossible to rely on graduate students for the long run. There is one faculty vacancy currently (search underway). This is a much needed new position; the successful candidate will hold an endowed professorship. The lack of adequate number of faculty remains a serious problem.

Enrollment. Student numbers in all areas of the RHIM program remain strong. A large undergraduate enrollment (500) undergirds the strong graduate enrollment – 25 masters and 30 doctoral students. This is a demanding load for 13 graduate faculty members (two half-time). Student quality is very good, and placement of graduates has been strong. One significant challenge has been recruiting domestic graduate students. With a strong economy, it is difficult to draw students from the workforce. Stipends for TAs are low, making graduate study unaffordable to many. Quality international students find the program attractive, and international applications remain strong.

Research. Research activities have strengthened over the last few years. Previously a largely non-thesis master’s program and the lack of a doctoral program made research activities difficult. However, with the addition of the doctoral program, the faculty research stream is strengthening. Time for research remains a significant problem. Improvement in this area is needed. It is vital to establish and maintain a successful grants program that will support graduate students consistently.
VII. Appendices – should include, but not be limited to, the following:

A. Strategic Plan

B. Graduate Course Offerings
   Nutritional Sciences Master’s Degree Plan
   Nutritional Sciences Doctoral Degree Plan
   RHIM Master Degree Plans
   Hospitality Administration (Doctoral) Degree Plan

C. Faculty Vitae

D. Recruiting Materials

E. Graduate Student Association – GRHIMS
Graduate Program Review
2000-2006

APPENDIX A

STRATEGIC PLAN

Department of
Nutrition, Hospitality and Retailing

January 2007
APPENDIX A

DEPARTMENT OF NUTRITION, HOSPITALITY, AND RETAILING

STRATEGIC PLAN

MISSION STATEMENT
The mission of the Department of Nutrition, Hospitality, and Retailing is to provide quality education, research, and service focused on the knowledge and skills intrinsic in the disciplines of Nutritional Science, Hospitality Management, and Retailing.

VISION STATEMENT
The Department of Nutrition, Hospitality, and Retailing will:

- Offer programs recognized nationally and internationally that attract quality students as well as the outstanding faculty and staff who contribute to those programs;
- Produce graduates who are well respected and highly sought after by their respective professions;
- Empower students, faculty, and staff to achieve fulfilling personal and professional lives through education and a sustained culture of respect, cooperation, and problem solving;
- Assume a vital role in professional and local community activities through engagement and partnerships; and
- Actively support individual program missions through facilitation of departmental activities and appropriate resource allocation.

CORE VALUES
The Core Values of The Department of Nutrition, Hospitality, and Retailing are:

- Promote ethical behavior of all faculty, staff, and students
- Respect for self and others
- Professional and community service
- Preparing students for a rapidly changing work environment
GOALS, BENCHMARKS, OBJECTIVES, AND STRATEGIES

INVEST IN THE PEOPLE OF THE DEPARTMENT OF NUTRITION, HOSPITALITY, AND RETAILING

Goal 1. Recruit, retain, and graduate a more academically prepared and diverse student body.

Benchmarks (measures of the degree of success over the next five years):

- Student diversity more closely reflecting the high school population of Texas
- Undergraduate enrollment of 800 students
- Retention rate of 80% for freshmen
- Graduation rate of 55% for undergraduate students
- SAT scores increased toward the 75th rank for public universities
- Endowed scholarship funds increased by 20%
- Achieve a 3.5/5.0 average score on all areas of student satisfaction surveys
- Graduate enrollment of 120 students
- Mean GRE of 1000 or GMAT of 500 for master’s degree students
- Mean GRE of 1050 or GMAT of 525 for doctoral degree students
- Endowed scholarship funds increased by 20%
- 30% of master’s students that choose the thesis track.
- Increased proportion of graduates who achieve admission to professional programs
- Student performance on professional examinations, graduation rate, student satisfaction on exit surveys

Objectives:

Objective 1.1: Recruit, retain, and graduate academically prepared students.

Strategies:

- Employ cost-effective and efficient sources/mechanisms to recruit and retain students (e.g., websites, publications)
- Develop and maintain up-to-date website and publicity/display material highlighting individual program options and job opportunities
- Support faculty visibility at recruitment functions of the program, department, college, and university
- Network with colleagues to identify potential high-quality graduate students
- Make recruiting a priority for all faculty members
Objective 1.2: Recruit and maintain a diverse student body.

Strategies:
- Focus a portion of program recruitment efforts in arenas that target diverse audiences
- Identify successful students and alumni that are members of underrepresented groups and utilize them to make personal contacts with potential students
- Mentor students by providing opportunities to work under faculty guidance
- Encourage all students to actively participate in all aspects of the program including national, state, and local pre-professional organizations and mentoring programs
- Utilize university services targeted toward diversity

Objective 1.3: Increase financial support for undergraduate students.

Strategies:
- Work actively with the Development Officer to identify, cultivate, and solicit donors for scholarship/fellowship gifts
- Make cultivation of current and potential donors a priority for all members of the departmental community
- Utilize all available mechanisms to disseminate information related to external support available from professional and industry groups
- Identify a pool of students who may qualify for financial support and establish contact with them to encourage applications for support
- Encourage and assist students in applying for nationally recognized scholarships
- Identify a pool of graduate students who may qualify for financial support and establish contact with them to encourage applications for support
- Include support for graduate students in research grant applications

Objective 1.4: Implement an enrollment management plan to achieve optimal enrollment in all undergraduate programs.

Strategies:
- Determine the optimum numbers that can be served for each academic program
- Actively recruit students for programs that can accept more students
- Admit the number of top candidates as appropriate for each program
- Monitor progress of students
Goal 2. Increase and effectively use resources to recruit and retain quality faculty and staff and to support an optimal work environment.

**Benchmarks** (measures of the degree of success over the next five years):
- Annual faculty turnover maintained at no more than one per year, excluding retirement
- Annual staff turnover reduced to 50%, excluding retirement.
- Salary and benefits parity achieved for faculty, staff, and administrators as compared to peer groups
- Comprehensive plan in place to evaluate and upgrade office, laboratory, and classroom hardware and software based on the implementation of a periodic faculty needs survey

**Objectives:**

**Objective 2.1:** Recruit and retain excellent, diverse faculty and staff.

Strategies:
- Perform at such a level that the department will be rewarded with new faculty positions and funding for salary increases to achieve parity with peer groups
- Assure that current and accurate job descriptions exist for all positions
- Annually conduct performance evaluation and provide feedback, which includes a professional development plan
- Identify negative retention factors and work to alleviate them.
- Network with colleagues to identify potential faculty members from under-represented groups
- Use industry and academic contacts, conferences, and membership in professional organizations as resources for identifying and recruiting potential faculty members
- Create a support structure to enhance likelihood of tenure and promotion

**Objective 2.2:** Support professional development for all faculty and staff.

Strategies:
- Expectations for faculty members to take advantage of professional development opportunities
- Provide opportunities for staff members to take advantage of training opportunities

**Objective 2.3:** Provide faculty members and staff with the best hardware equipment and software applications that the department can afford.
Strategies:
- Conduct periodic survey to assess faculty abilities and needs
- Utilize college policy in assigning new equipment and software based on user needs and abilities
- Develop a schedule for upgrading technology in offices, labs, and on mobile computer carts
- Work with department technology personnel to plan for technology maintenance in labs and offices
- Effectively manage HEAF and other accounts to maximize the availability of appropriate technology materials

ENRICH THE EDUCATIONAL EXPERIENCE

Goal 3. Provide effective instruction in our undergraduate programs.

Benchmarks (measures of the degree of success over the next five years):
- Demonstrated teaching effectiveness through teaching awards, selection to teaching academy, and participation in teaching improvement activities
- All programs that have subject matter accreditation receive and maintain that accreditation

Objective 3.1: Maintain strong teaching in all undergraduate programs.

Strategies:
- Provide appropriate support for faculty to develop innovative teaching approaches
- Emphasize effective teaching as a priority of the department
- Encourage faculty members to avail themselves of training and professional development opportunities related to teaching
- Incorporate industry software in the undergraduate curriculum through gifts in kind
- Provide opportunities for students to participate in field study and study abroad programs

Objective 3.2: Develop nationally recognized programs in all disciplines in the department.

Strategies:
- Participation by faculty members in professional organization activities at the local, state, national, and international levels
- Presentations by faculty members at professional conferences
- Submit documents for publication to appropriate professional journals
Network with professional colleagues at potential funding agencies to stay current with opportunities related to specific disciplines
Seek and secure internal and external grants and contracts

**Objective 3.3:** Maintain accreditation/registration status of programs/degrees in the department.

Strategies:
- Review recommendations from most recent accreditation site visits and assure that suggestions are being implemented
- Keep abreast of accreditation/registration standards and guidelines
- Provide needed resources to assess the need for and make program adjustments prior to site visit

**Goal 4. Enhance graduate and professional education opportunities.**

**Benchmarks** (measures of the degree of success over the next five years):
- Increase graduate student participation in research initiatives
- Increase the number of graduate student presentations at national and international conferences
- Encourage graduate students to submit both internal and external grant proposals
- Enhance the graduate student experience through internships and other industry-related activities
- Increase the number of recruiters who visit campus
- Provide opportunities for students to participate in field study and study abroad programs

**Objectives:**

**Objective 4.1:** Increase opportunities for graduate student participation in the research process.

Strategies:
- Include funding for at least one graduate student in all research grant proposals.
- Increase research assistantships for graduate students
- Employ graduate students as part of externally funded projects
- Include travel money for graduate students to attend professional meetings to present research findings in research proposals
- Include graduate students on publications resulting from their research.
Objective 4.2: Increase professional development opportunities for graduate students.

Strategies:
- Increase graduate student participation in national, regional, and state programs and conferences
- Encourage/expect attendance at professional development sessions offered by the university
- Provide opportunities for students to participate in field study and study abroad programs

Objective 4.3: Increase the number of graduate students participating in internships

Strategies:
- Encourage/require graduate students to take advantage of internship opportunities
- Work with industry partners to increase the number of internships available to graduate students
- Create a more formal internship program for RHIM graduate students
- Maintain and expand the dietetic internship program in the Nutritional Sciences program

Goal 5. Provide scholarly outreach opportunities that contribute to students’ learning and that benefit our communities, the state, and nation.

Benchmarks (measures of the degree of success over the next five years):
- Engagement utilizing community programs enhanced

Objectives:

Objective 5.1: Build research programs that contribute to social, community, and economic development.

Strategies:
- Select research projects that have the potential to enhance social, community, and economic development
- Expand current community/economic development initiatives
- Participate in community meetings and activities to explore new community opportunities
- Incorporate industry software into the graduate curriculum through gifts in kind
- Include social, community, and economic development as interests on Community of Science database
- Provide appropriate acknowledgement and attention to current and future agencies that cooperate in providing educational experiences (community organizations, dietetic internship sites, etc.)
- Publish and present research

Objective 5.2: Increase participation in workforce and economic development programs.

Strategies:
- Build research programs that contribute to social and economic development
- Encourage faculty and staff involvement in economic development
- Participate in the regional strategy for workforce development
- Seek additional partners to expand current workforce development efforts

ADVANCE RESEARCH AND CREATIVE ENDEAVORS

Goal 6. Increase The Department of Nutrition, Hospitality and Retailing’s participation in cutting edge research that positively impacts individuals, families and their environments.

Benchmarks (measures of the degree of success over the next five years):
- Increase in the number of external grants and contracts submitted and funded
- Undergraduate and graduate students participate in the Human Sciences Week Poster Session
- Faculty members establish a consistent pattern of external funding
- Research visibility increased through number and quality of publications
- Multidisciplinary research activities encouraged
- Undergraduate students included in research efforts
- Research visibility increased through number and quality of publications for faculty and graduate/undergraduate students
- Multidisciplinary research activities increased by 10%
- Research incentive endowment established

Objectives:

Objective 6.1: Increase multidisciplinary research.

Strategies:
- Sponsor multidisciplinary research exploratory sessions
- Compete for college and university multidisciplinary seed grants
- Register all faculty members on Community of Science funding locator
Objective 6.2: Increase the level of external research funding.

Strategies:
- Increase the level of external funding by each faculty member
- Develop research proposals that generate indirect costs
- Leverage all internal and seed grants into major grant proposals
- Increase accountability by faculty for seed money
- Utilize college and university research offices to seek assistance in finding funding sources
- Provide training to staff members regarding proposal preparation, routing, and submission

Objective 6.3: Maintain and establish funded endowments, centers, and/or institutes that contribute to the Nutrition, Hospitality, and Retailing research agenda.

Strategies:
- Work with college development office to identify potential source(s) of funds that could be used to establish a research endowment
- Work with professional and community contacts to explain the importance of funding for research
- Strengthen the relationship between existing institutes/centers and the department
- Collaborate with current and new research centers and institutes to explore other funding opportunities that contribute to the department mission

STRENGTHEN PARTNERSHIPS

Goal 7. Develop strategic partnerships and alliances within the Department of Nutrition, Hospitality, and Retailing and the university, and with the communities, businesses, and industries that disseminate knowledge and skills and enhance the quality of life.

Benchmarks (measures of the degree of success over the next five years):
- Communication and idea-sharing strengthened among department program areas, the college, and the university community
- Partnerships within the community built to provide opportunities for professional development and career preparation
- Economic development supported by establishing and promoting partnerships with business and industry, federal, state, and local governments

Objectives:

Objective 7.1: Enhance cooperation among departmental program areas, the college, and university community.

Strategies:
- Encourage research projects of a multidisciplinary nature
- Participate in opportunities for interaction and collaboration among NHR faculty and other faculty members outside the department
- Encourage faculty participation on College and University committees

Objective 7.2: Develop new and maintain existing partnerships in the community to assist in student professional development and career preparation.

Strategies:
- Encourage interaction among business/community leaders and faculty members
- Participate in local professional associations and attend community functions
- Expand the partnerships with secondary schools
- Continually seek new opportunities and additional partners

Objective 7.3: Enhance existing community outreach programs and cultivate new ones.

Strategies:
- Establish and/or maintain involvement in community organizations
- Utilize community businesses and agencies in class projects and as in-class speakers
- Develop mechanism for faculty members to serve as advisors to community organizations and businesses
- Institute community outreach activities through student organizations and class assignments

Objective 7.4: Extend and maintain relations with business and governmental entities.
Strategies:
- Identify potential state and federal partners that could provide benefits to the university
- Identify companies that would be interested in associating with university instruction and research programs
- Establish relationships with identified entities
- Identify partnerships with other educational institutions or organizations that provide opportunities for external funding
- Maintain positive relationships with current and potential partners
Graduate Program Review
2000-2006

APPENDIX B

GRADUATE COURSE OFFERINGS

Food and Nutrition Master Degree Plan
Food and Nutrition Doctoral Degree Plan
RHIM Master Degree Plan – Professional Option
RHIM Master Degree Plan – Thesis Option
Hospitality Administration Doctoral Degree Plan

Department of
Nutrition, Hospitality and Retailing

January 2007
# FOOD AND NUTRITION
## MASTER OF SCIENCE
## DEGREE PLANS
## EFFECTIVE FALL 2000

### THESIS OPTION

<table>
<thead>
<tr>
<th>F&amp;N Core</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>F&amp;N 5330</td>
<td>Introduction to Food and Nutrition Research 3</td>
</tr>
<tr>
<td>F&amp;N 5118</td>
<td>Seminar (must take twice but no more) 2</td>
</tr>
<tr>
<td>Nutrient Courses</td>
<td>Select two from:</td>
</tr>
<tr>
<td></td>
<td>F&amp;N 5327</td>
</tr>
<tr>
<td></td>
<td>F&amp;N 5329</td>
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<tr>
<td></td>
<td>F&amp;N 5333</td>
</tr>
<tr>
<td></td>
<td>F&amp;N 5380</td>
</tr>
</tbody>
</table>

| Statistics | Selected with advice of graduate advisory committee 3 |
| F&N Electives | Any F&N course (excluding F&N 5118 and F&N 6000) 7 |
| Thesis | F&N 6000 6 |
| Elective | Selected with advice of graduate advisory committee 3 |

| Total hours | (Minimum required) 30 |

### NON-THESIS OPTION

<table>
<thead>
<tr>
<th>F&amp;N Core</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>F&amp;N 5330</td>
<td>Introduction to Food and Nutrition Research 3</td>
</tr>
<tr>
<td>F&amp;N 5118</td>
<td>Seminar (must take twice but no more) 2</td>
</tr>
<tr>
<td>Nutrient Courses</td>
<td>Select two from:</td>
</tr>
<tr>
<td></td>
<td>F&amp;N 5327</td>
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<td>F&amp;N 5329</td>
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<tr>
<td></td>
<td>F&amp;N 5333</td>
</tr>
<tr>
<td></td>
<td>F&amp;N 5380</td>
</tr>
</tbody>
</table>

| Statistics | Selected with advice of graduate advisory committee 3 |
| F&N Electives | Any F&N course (excluding F&N 5118 and F&N 6000) 13 |
| Electives | Selected with advice of graduate advisory committee 9 |

| Total hours | (Minimum required) 36 |
I. Admission Procedure

A. Admission to Graduate School at Texas Tech University is granted by the Dean of the Graduate School upon recommendation of the Food and Nutrition (F&N) faculty. Refer to the current Graduate Catalog for more detailed admission policies and regulations.

The formal admission process begins by the student submitting the following materials to the Office of Graduate Admission:

- Formal application
- Official transcripts from all higher education institutions attended
- Score on Graduate Record Examination (GRE) that is no more the five years old
- Test of English as a Foreign Language (TOEFL) scores for international students

Note: Graduate School applications will not be evaluated until all of these materials have been received.

B. Admission to the Food and Nutrition Program

Admission to the F&N doctoral program is based on a review of several sources of information. This process can be done concurrently with admission process to the Graduate School, but cannot be finalized until formal admission to the Texas Tech Graduate School is completed. No single criterion or cut-off score is used. F&N admission will be based on three criteria: GPA, Test Scores, and Individual Profile.

The student is asked to submit the following to the F&N Graduate Advisor:

- Application for Admission to Graduate Study in F&N
- Letter of application and statement of professional interest and intent which will indicate the student’s unique contributions and potential
- Three letters of recommendation
- A basic core of the following courses or equivalents is needed:
  ZOOL 2403 Human Anatomy and Physiology; CHEM 3402 Physiologic or Biochemistry; F&N 4320 Advanced Nutrition; F&N 4360 Experimental Methods with Foods; and an undergraduate course in statistics prior to or as leveling for the program.

II. Advising

Subsequent to a student’s admission to the program, the Food and Nutrition Graduate Advisor assumes responsibility for serving as the temporary advisor.

III. Advisory Committee

The student should select a Chairperson, Doctoral Advisory Committee by the end of the first semester of study or as soon as possible thereafter. In consultation with his/her Chairperson, the student will select a Doctoral Advisory Committee. The Doctoral Advisory Committee shall be composed of at least three (3) members of graduate faculty from within Food and Nutrition, at least one graduate faculty member outside Food and Nutrition (either within or outside the College of Human Sciences), and a fifth graduate faculty member chosen at-large outside the College of Human Sciences. The Doctoral Advisory Committee must contain a total of five or more members of the Graduate Faculty for the final examination (dissertation defense), at least one being from outside the College of Human Sciences. The Doctoral Advisory Committee is responsible for approving the course work program, exclusive of leveling courses, and determining the need for a preliminary examination. This committee is also charged with advising the student regarding changes in his/her program, conducting the qualifying examination, approving the research proposal, supervising the conduct of the research, and defense of the dissertation.
Completion of the Program for the Doctoral Degree and Report of Preliminary Examination form provides for identification of the Doctoral Advisory Committee. Hence, official approval of this form by the Graduate School places the student under the direction of the Chairperson, Doctoral Advisory Committee for the remainder of his/her academic program.

Signatures for the Program for the Doctoral Degree and Report of Preliminary Examination must be obtained from the Food and Nutrition Graduate Advisor and Graduate Advisor of the minor Department, if appropriate, prior to filing the degree plan with the Graduate School. If the Doctoral Advisory Committee is not constituted and approved prior to the first year, the student, at the option of Graduate School, may no be permitted to register.

IV. Preliminary Examination

A form for Program for the Doctoral Degree and Report of Preliminary Examination must be filed with the Graduate School within 12 month of initiating the program. The preliminary examination should be taken prior to completion of 15 semester credit hours of course work for the Doctoral Program. Completion of the form requires identification of dissertation research area.

V. Doctoral Program

As a means of establishing a minimum of basic knowledge at the graduate level, all student are required to take or have had the following courses or their equivalent:

a. Specialization in Food and Nutrition (16 semester credit hours minimum) to include:
   1. F&N 5118 – Seminar in Food and Nutrition. Enrollment for credit is required at least four times during their doctoral study.
   2. F&N 5330 – Introduction to Food and Nutrition Research
   5. Dissertation (12 semester credit hours minimum).

A doctoral program is designed for each student under the guidance of the respective Doctoral Advisory Committee. The following guidelines apply:

   1. Each program must include 15 semester credit hours outside the major but must include the following;

       Graduate Statistics (3 semester hours minimum)

   **Total Hours:** 60 hours beyond the baccalaureate (minimum)

   30 hours beyond the masters, exclusive of dissertation (minimum)

   **Residency Requirement:**

Graduate School residency requirement must be fulfilled. Enrollment pattern for residency year must be reported on the Program for the Doctoral Degree and Report of Preliminary Examination form.

A student may apply up to 30 hours taken in a completed Master’s program toward the Ph.D degree, provided that the courses are considered equivalent by the Doctoral Advisory Committee to existing Food and Nutrition courses that would normally fit within the student’s doctoral program of study. No more than 12 hours taken as a special student may apply toward a doctoral degree once the student has entered the Food and Nutrition doctoral program.

VI. Qualifying Examination

Comprehensive written and oral examinations, administered by the Doctoral Advisory Committee, covering competencies in synthesis and application of knowledge acquired during the course of study. These must be taken after most of the course work has been completed. At least 4 month must elapse between the qualifying (written and oral) examination and the final examination (dissertation defense).

Written questions will be graded and an oral examination will usually be held within three weeks of the written examination. The Doctoral Advisory Committee may terminate the student’s program after the qualifying examination if the performance is not satisfactory.
VII. Admission to Candidacy

The Doctoral Advisory Committee Chairperson will send a letter of recommendation for admission to candidacy to the Dean of Graduate School with a copy to the Food and Nutrition Graduate Advisor after the candidate has successfully completed the qualifying examinations. The letter should indicate concurrence of the vote by signature of each committee member.

VIII. Dissertation

A dissertation proposal must be approved by the Doctoral Advisory Committee in advance of initiating the research. A dissertation must be written under the direction of the Doctoral Advisory Committee in accordance with the format and instruction set forth in the most recent edition of Instruction for Preparing and Submitting Reports, Theses, and Dissertations published by the Graduate School at Texas Tech University. This is available from the University Bookstore.

IX. Final Examination

A required final public oral examination will be scheduled after the dissertation has been reviewed by the Doctoral Advisory Committee Chairperson. The revised copy will be distributed to the Doctoral Advisory committee members at least two (2) weeks prior to the public defense. The examination must be conducted at least three (3) weeks after an announcement is submitted and published by the Graduate School. The examination is conducted by the Doctoral Advisory Committee, the Graduate Dean or his/her representative, or other designated person(s), constituting a total of at least six persons. A period of at least 4 months must elapse between the dates of the Qualifying and Final Examinations.

The Food and Nutrition Graduate Program requires a final dissertation seminar for completing the F&N 5118 requirement. This should normally be scheduled following the defense of the dissertation.

X. Statement of Intention to Graduate

A statement of Intention to Graduate, secured from the Graduate School, must be filed with the Graduate School at least 12 weeks prior to commencement. The student is responsible for filing this document and paying the fees assessed by the University.

XI. Additional Information

The student is advised to read carefully the guidelines and requirements stated in the current Graduate Catalog of Texas Tech University.
**RHIM MASTER’S DEGREE PLAN**

**PROFESSIONAL OPTION - TOTAL HOURS = 39**

**HOSPITALITY CORE - 27 hrs.**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>CR</th>
<th>Completed</th>
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<tbody>
<tr>
<td>RHIM 5301</td>
<td>Colloquium in RHIM</td>
<td>3</td>
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<tr>
<td>RHIM 5316</td>
<td>Advanced Hospitality Marketing</td>
<td>3</td>
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<tr>
<td>RHIM 5333</td>
<td>Quantitative Methods in Hospitality Management</td>
<td>3</td>
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<tr>
<td>RHIM 5341</td>
<td>Strategic Management in the Hospitality Industry</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RHIM 5353</td>
<td>Introduction to RHIM Issues and Research</td>
<td>3</td>
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<tr>
<td>RHIM 5355</td>
<td>Human Resources in the Hospitality Industry</td>
<td>3</td>
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<tr>
<td>RHIM 5375</td>
<td>Service Production and Operations Management</td>
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<tr>
<td>RHIM 6322</td>
<td>Financial Management in Hospitality Administration</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RHIM 6332</td>
<td>Advanced Hospitality Control</td>
<td>3</td>
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**HOSPITALITY SPECIALIZATION - 6 hrs. (choose 2 courses)**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>RHIM 5370</td>
<td>Advanced Food Production</td>
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<tr>
<td>RHIM 6308</td>
<td>Advanced Hotel Management</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 6350</td>
<td>Advanced Travel and Tourism</td>
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**ELECTIVE - 6 hrs.**

<table>
<thead>
<tr>
<th>Elective 1</th>
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<table>
<thead>
<tr>
<th>Elective 2</th>
<th>CR</th>
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<tbody>
<tr>
<td></td>
<td>3</td>
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</tbody>
</table>

* Tentative Offering of Courses
**RHIM MASTER’S DEGREE PLAN**

**RESEARCH OPTION - TOTAL HOURS = 39**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHIM 5301</td>
<td>Colloquium in RHIM</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 5316</td>
<td>Advanced Hospitality Marketing</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 5333</td>
<td>Quantitative Methods in Hospitality Management</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 5353</td>
<td>Introduction to RHIM Issues and Research</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 5355</td>
<td>Human Resources in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 6322</td>
<td>Financial Management in Hospitality Administration</td>
<td>3</td>
</tr>
<tr>
<td>RHIM 6332</td>
<td>Advanced Hospitality Control</td>
<td>3</td>
</tr>
</tbody>
</table>

**RESEARCH - 6 hrs.**
(3 hours of research and 3 hours of second level statistics)

| Research | 3 |
| Statistics | 3 |

**THESIS - 6 hrs.**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHIM 6000</td>
<td></td>
<td>6</td>
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</tbody>
</table>

**ELECTIVES - 6 hrs.**

<table>
<thead>
<tr>
<th>Elective</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective 1</td>
<td>3</td>
</tr>
<tr>
<td>Elective 2</td>
<td>3</td>
</tr>
</tbody>
</table>
### RHIM Core Courses – Min. of 39 Hours

<table>
<thead>
<tr>
<th>Required Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ RHIM 5341 Strategic Mgmt. in the Hosp. Ind.</td>
</tr>
<tr>
<td>❑ RHIM 5375 Operations Mgmt. in the Hosp. Ind.</td>
</tr>
<tr>
<td>❑ RHIM 6316+ Advanced Hospitality Marketing</td>
</tr>
<tr>
<td>❑ RHIM 6322 Advanced Hosp. Financial Mgmt.</td>
</tr>
<tr>
<td>❑ RHIM 6330 Theoretical Development in Hospitality</td>
</tr>
<tr>
<td>❑ RHIM 6332 Advanced Hospitality Cost Control</td>
</tr>
<tr>
<td>❑ RHIM 6340 Org. Mgmt. in Hospitality Admin.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electives</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ RHIM 5001* Internship in the Hospitality Industry</td>
</tr>
<tr>
<td>❑ RHIM 5311 Problems in RHIM</td>
</tr>
<tr>
<td>❑ RHIM 5316 Hospitality and Services Marketing</td>
</tr>
<tr>
<td>❑ RHIM 5340 Hospitality Consumer Behavior</td>
</tr>
<tr>
<td>❑ RHIM 5350 Travel and Tourism</td>
</tr>
<tr>
<td>❑ RHIM 5355 Human Resources in the Hosp. Ind.</td>
</tr>
<tr>
<td>❑ RHIM 5370 Food Systems Management</td>
</tr>
<tr>
<td>❑ RHIM 6308 Adv. Lodging &amp; Leisure Issues</td>
</tr>
<tr>
<td>❑ RHIM 6345 Hospitality Business Ethics</td>
</tr>
<tr>
<td>❑ RHIM 6346 Category Mgmt. in the Hospitality Ind.</td>
</tr>
<tr>
<td>❑ RHIM 6350 Advanced Travel and Tourism</td>
</tr>
<tr>
<td>❑ RHIM 6370 Advanced Food Systems Management</td>
</tr>
<tr>
<td>❑ RHIM 6380 Grants &amp; Sponsored Project Funding</td>
</tr>
<tr>
<td>❑ RHIM 6381 Comm. Action, Involv. &amp; Leadership</td>
</tr>
<tr>
<td>❑ RHIM 6001* Internship in the Hospitality Industry</td>
</tr>
<tr>
<td>❑ RHIM 7000* Research</td>
</tr>
</tbody>
</table>

* Variable Credit + Check Prerequisite

### Seminar & Dissertation Courses: Min. of 14 Hrs

<table>
<thead>
<tr>
<th>Seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ RHIM 6100 Seminar† (First Fall semester enrolled)</td>
</tr>
<tr>
<td>❑ RHIM 6100 Seminar‡ (Last Spring semester before graduation)</td>
</tr>
<tr>
<td>❑ RHIM 8000 Dissertation† (Minimum of 12 Hours)</td>
</tr>
</tbody>
</table>

### Notes

1. A minimum of 21 hours from the RHIM Core must be taken while enrolled as a HA Doctoral student.
2. RHIM 6100 should be taken twice; the first Fall semester enrolled and last Spring semester before graduation.
3. Once a student begins enrolling in dissertation hours, enrollment must be continuous. Typically, dissertation hours are not taken prior to completing the Qualifying Exam.

### Leveling Courses:

- RHIM 6300 Perspectives (2 leveling courses)

### Master Thesis Completed:

- YES
- NO

If "NO"

- ❑ RHIM 5301 Graduate Colloquium in Hosp. Mgt. (To be taken in first fall semester of enrollment).
- ❑ RHIM 5353 Intro to RHIM Issues and Research
- ❑ RHIM 7000* Research (Variable credit, does not count as a RHIM Core Course if taken as a leveling course).

### Education Courses – Min. of 9 Hours

<table>
<thead>
<tr>
<th>Course</th>
</tr>
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<tbody>
<tr>
<td>❑ FCSE 6343*** University Teaching in Human Sciences</td>
</tr>
<tr>
<td>❑ FCSE 5303*** Evaluation in FCSE</td>
</tr>
<tr>
<td>❑ FCSE 5302 Curriculum Development in FCSE</td>
</tr>
<tr>
<td>❑ EDHE 5343 College &amp; University Curriculum</td>
</tr>
<tr>
<td>❑ EDCI 5320 Curriculum Theory: Foundations</td>
</tr>
<tr>
<td>❑ EDCI 5321 Curriculum Theory: Design &amp; Development</td>
</tr>
<tr>
<td>❑ EDHE 5321 Administration of Higher Education</td>
</tr>
<tr>
<td>❑ EPSY 5331 Human Development in Education</td>
</tr>
<tr>
<td>❑ EDHE 5302 Comparative Higher Education</td>
</tr>
</tbody>
</table>

***Note: FCSE 6343 (formerly 5343) & FCSE 5303 are required for students entering Spring 2006 & beyond.
Check catalog for other options for the elective education course/s.

### Research Courses – Min. of 6 Hours

Students entering Spring 2006 & beyond are required a Min. of 9 Hours Beyond M.S.

### Statistics Courses – Min. of 12 Hours

Choose up to 3 hours: Introductory Statistics

Choose 9-12 hours: Intermediate and Advanced Statistics

Check catalog for options.
Contact Doctoral Advisor or Mentor/Dissertation Chair for list of suggested courses.

### Education Courses – Min. of 9 Hours

- Cards
- Faculty
- Students
- Course Title
- Course Code
- Course Description
- Credit Hours
- Instructor
- Fall 2004
- Spring 2005
- Fall 2005
- Spring 2006
- Fall 2006
- Spring 2007
- Fall 2007
- Spring 2008
- Fall 2008
- Spring 2009
- Fall 2009
- Spring 2010
- Fall 2010
- Spring 2011
- Fall 2011
- Spring 2012
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- Fall 2039
- Spring 2040
- Fall 2040
- Spring 2041
- Fall 2041
- Spring 2042
CHARLIE R. ADAMS

GRADUATE FACULTY APPLICATION FORM
TEXAS TECH UNIVERSITY
Confirmation/Reappointment

Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD  
Field: Consumer Economics  
Institution: Texas Tech University  
Year Awarded: 1997

Degree: MS  
Field: Hospitality Management  
Institution: Texas Tech University  
Year Awarded: 1990

Degree: BS  
Field: Hospitality Management  
Institution: Texas Tech University  
Year Awarded: 1988

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Associate Professor  
Institution/Agency: Texas Tech University  
Year(s): 2004 to Present

Title: Assistant Professor  
Institution/Agency: Texas Tech University  
Year(s): 1997 to 2003

Title: Instructor  
Institution/Agency: Texas Tech University  
Year(s): 1990 to 1997

Title: Teaching Assistant RHIM  
Institution/Agency: Texas Tech University  
Year(s): 1988 to 1990
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Ivan Ninov  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: December 2005

Student’s Name: David Rivera, Jr.  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: December 2004

Student’s Name: Katerina D. Annaroud  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: May 2004

Student’s Name: Nelli Pavlyshyna  
Degree: MS  
Institution: Texas Tech University  
Year Completed: 2005

IV. Other Service on Graduate Committees in the last six years (excluding III)
No. Students: 10
Department: Various Departments
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5340 Consumer Behavior
Year(s): 2000, 2002

Institution: Texas Tech University
Course Numbers: RHIM 5353
Year(s): 2005

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

Referred Articles


Non-Refereed Articles


Books


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Texas Restaurant Association (TRA) Educational Board 1998-2001
Council on Hotel, Restaurant, and Institutional Education (CHRIE) 1989 to Present
Hospitality Educators Association of Texas (HEAT) 1997 to Present
Texas Tech University Teaching Academy 2001 to Present

Editorial Positions, Referee for Journals, Proposals, etc.

Reviewer
Graduate Education and Graduate Students Research Conference in Hospitality & Tourism 1997 to Present
International Journal of Wine Marketing 1999 to Present
Journal of Hospitality and Tourism Research 2002 to Present

VIII. Professional Papers and Abstracts for the last six years


Rivera, D. Jr., and Adams, C. R. (2005) The Use of a Proposed Modified Model of Planned Behavior to Analyze the Beef Consumption Behavior of Young Adult College Students. 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference. Myrtle Beach, South Carolina.


IX. Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

External

Rural Tourism Development in Post, Texas, City of Post, Texas. January 2005 to Present.
   Principal Investigator Charlie Adams ($5,800).*

Post City Celebration Days 2006. Texas Department of Agriculture and City of Post, Texas. Summer 2006. Principal Investigator Charlie Adams ($20,000).*

Post City Celebration Days 2005. Texas Department of Agriculture and City of Post, Texas. Summer 2006. Principal Investigator Charlie Adams ($30,000).*


Internal

Texas Rural Agri-Tourism Initiative: College of Human Sciences Internal Grant, 2003. Principal investigator ($8,350).*

Hospitality Skills Preparation Project: College of Human Sciences Internal Grant, 2001. Principal investigator ($8,889).*

Hospitality Recruiting and Internship Website Project: College of Human Sciences Internal Grant, 2000-2001. Principal investigator ($4,500).*

*supported graduate students

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

As Recruitment Coordinator I work closely with RHIM master students seeking internships and placement upon graduation. This has been a major part of my job for the RHIM program. I bring 30-40 major hospitality companies here each semester.

2005 Hardworking Rural Community Award: Post, Texas (Graduate students and I were instrumental in helping this rural community with the award.)
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD  
Field: Foodservice  
Institution: Purdue University  
Year Awarded: 2005

Degree: MS  
Field: Hospitality Marketing  
Institution: Purdue University  
Year Awarded: 2001

Degree: MA  
Field: Journalism/Advertising  
Institution: Ball State University  
Year Awarded: 1986

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Assistant Professor  
Institution/Agency: Texas Tech University  
Year(s): 2005-present

Title: Graduate Assistant  
Institution/Agency: Purdue University  
Year(s): 1999-2005

Title: Assistant General Manager  
Institution/Agency: Applebee’s Neighborhood Grill and Bar  
Year(s): 1989-2005

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

None

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: 1  
Department: Nutrition, Hospitality, and Retailing  
Institution: Texas Tech University
V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

None

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

**Refereed Journal Publications**


**Work in Press**


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

International Association for Food Protection (IAFP)-meeting in 2006
   Committee on Foodservice food safety
Conferences for Food Protection (CFP)
Foodservice Systems Management Education Council (FSMEC)
National Environmental Health Association (NEHA)-meeting attended 2006
Texas Restaurant Association (TRA)

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Reviewed five articles for the Twelfth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston Texas (2007)

Reviewed two articles for the International Council on Hotel, Restaurant, and Institutional Education Conference, Crystal City, VA (2005)
VIII. Professional Papers and Abstracts for the last six years


Binkley, M. & Ghiselli, R. (2003). “Will Lowering the Blood Alcohol Concentration From 0.10 to 0.08 Reduce the Amount of Alcohol Related Fatalities?” Proceedings of the Eighth Annual Conference and Graduate Student Research in Hospitality and Tourism (pp.29-33), Jan 5-7, Las Vegas, 2003. (Presentation and Proceedings)


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

Foodservice Systems Management Education Council (FSMEC) Grant (2006-2007). “Examining Food Safety and Packaging of Take-Out Food From the Consumers Standpoint.” Will use a questionnaire to obtain consumer attitudes about take-out packaging as well as consumer food safety knowledge. Will also examine what food safety information consumers feel should be disseminated to them concerning the handling of take-out foods. $1,000.

College of Human Sciences Grant (2006-2007). “Examining Food Safety and Packaging Issues of Take-Out Foods From Restaurants.” Will employ a focus group of consumers to obtain what they want in take-out packaging and knowledge about food safety issues. Also involves buying take-out foods from restaurants and measuring the temperature integrity of different types of packaging. $4,500.

“Improving Hand Hygiene Compliance in Restaurants.” Grant to examine handwashing behavior of restaurant employees. Involves using theory of planned behavior to examine what employees say they do and what they actually do through observational data. Also involves microbial sampling of employee’s hands and equipment within each restaurant. $472,038.*

United States Department of Agriculture grant, Graduate Research Assistant (2003-2005)-grant entitled “Impact of Foodservice Manager Credentialing on Food Safety.” Participated in the writing of the grant. Formulated idea for foodservice manager survey. Responsible for survey design, data collection and analysis. Assisted with design of web-based survey sent to all State Health Directors. Dr. Doug Nelson, Principal Investigator, $131,000.

United States Department of Agriculture grant, Graduate Research Assistant (2002-2004)-grant entitled “Foodservice Directors’ Concerns Over Food Safety Behaviors in the Meals on Wheels Program.” Responsible for data input from six different surveys and data analysis. Dr. Barbara Almanza, Principal Investigator, $340,000.


*supported graduate students

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Committees
Research Committee, College of Human Sciences, Texas Tech University (2006-2007).
Commencement Committee, Department of Restaurant, Hotel & Institutional Management, Texas Tech University (2006).

Invited Presentations

Best Paper Award
I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD
Field: Hospitality Management
Institution: University of Nevada, Las Vegas
Year Awarded: 1998

Degree: MS
Field: Business Administration
Institution: San Diego State University
Year Awarded: 1993

Degree: BS
Field: Hotel, Restaurant & Travel Administration
Institution: University of Massachusetts, Amherst
Year Awarded: 1988

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Assistant Chairperson - Department of Nutrition, Hospitality, and Retailing
Institution/Agency: Texas Tech University
Year(s): 2001 - present

Title: Associate Professor
Institution/Agency: Texas Tech University
Year(s): September 2004 - present

Title: Assistant Professor
Institution/Agency: Texas Tech University
Year(s): September 1998 – September 2004

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Ching-wen Hung
Degree: Ph.D.
Institution: Texas Tech University
Year Completed: 2006
IV. Other Service on Graduate Committees in the last six years (excluding III)
No Students: 1
Department: Nutrition, Hospitality, and Retailing
Institution: Texas Tech University

No. Students: 2
Department: Graduate College Representative
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

 Institution: Texas Tech University
 Course Numbers: RHIM 5341 Strategic Planning
 Year(s): 2006

 Institution: Texas Tech University
 Course Numbers: RHIM 6100 Seminar
 Year(s): 2006

 Institution: Texas Tech University
 Course Numbers: RHIM 5316 Hospitality and Services Marketing
 Year(s): 2006
Institution: Texas Tech University
Course Numbers: RHIM 6308 Advanced Lodging and Leisure Issues
Year(s): 2005

Institution: Texas Tech University
Course Numbers: RHIM 5308 Lodging and Leisure Issues
Year(s): 2000, 2003

Institution: Texas Tech University
Course Numbers: 5355 Human Resource Management in the Hospitality Industry
Year(s): 2003
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

**Referred Publications**


**Textbooks**


**Chapters in Textbooks**


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Council on Hotel, Restaurant, and Institutional Education - Member (1996 – present)

Hospitality Service Marketing Association International - Faculty Advisor (2004 - present)

Eta Sigma Delta International Hospitality Honor Society – Faculty Advisor (2001 – present)

International Hotel/Motel and Restaurant Trade Show (1997-2006)

Conference on Graduate Education & Graduate Student Research in Hospitality and Tourism (1996 - 2005)

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.


VIII. Professional Papers and Abstracts for the last six years


IX. Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**External**

Growing Recruits for Urban Business (GRUB) (2000)*
Community Food Projects Competitive Grant Program through The United States Department of Agriculture - $9,231
Principal Investigators: **Blum, S.C.**, & Shumate, S.

Profiling Food Donors to Charitable Organizations  (2000) *
The South Plains Food Bank & Kraft Foods International - $18,720
Principal Investigators: **Dodd, T.**, & **Blum, S.C.**

**Internal**
College of Human Sciences Multidisciplinary / Interdisciplinary Research Seed Grant - $5,000
Principal Investigators: Blum, S.C., & Smucker, M.K.

Hosting Visitors to Build and Sustain Tourism: Hospitality Training Program Development for Business Owners/Managers and Employees. (2001)*
College of Human Sciences Multidisciplinary / Interdisciplinary Research Seed Grant - $10,000
Principal Investigators: Stout, B, & Blum, S.C.

*supported graduate students

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

New Graduate Course Development
• Advanced Hotel Management
• Two Doctoral Student Seminars

Awards
President’s Excellence in Teaching Award (2004)

Texas Tech Ex-Students Association’s New Faculty Award (2001)

Texas Tech University Teaching Academy – member (2001 – present)
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD  
Field: Institutional Administration  
Institution: Texas Woman’s University  
Year Awarded: 1990

Degree: Masters of Education  
Field: Education, Related Area Food and Nutrition  
Institution: Texas Christian University  
Year Awarded: 1978

Degree: BS  
Field: Vocational Home Economics Education  
Institution: Texas Christian University  
Year Awarded: 1976

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Associate Professor  
Institution/Agency: Texas Tech University  
Year(s): 2002-present

Title: Professor  
Institution/Agency: Tarrant County College District, Southeast Campus  
Year(s): 2000-2002

Title: Foodservice Manager for Retail operations  
Institution/Agency: Harris Hospital  
Year(s): 1999-2000

Title: Assistant Professor  
Institution/Agency: University of Nebraska  
Year(s): 1994-1999
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Mehmet Ergul
Degree: PhD
Institution: Texas Tech University
Year Completed: 2006

Student’s Name: Piyavan Sukalakamala
Degree: MS
Institution: Texas Tech University
Year Completed: 2004

Student’s Name: Shankaralingam Pitchiah
Degree: MS
Institution: Texas Tech University
Year Completed: 2003

IV. Other Service on Graduate Committees in the last six years (excluding III)
No. Students: 9
Department: four in RHIM, five in Animal & Food Science
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5310  Sensory Evaluation of Food
Year(s): 2004-2006

Institution: Texas Tech University
Course Numbers: RHIM 5370  Food Systems Management
Year(s): 2002-2005

Institution: Texas Tech University
Course Numbers: RHIM 6340  Organizational Management in the Hospitality Industry
Year(s): 2003-2006

Institution: Texas Tech University
Course Numbers: RHIM 6370  Advanced Food Systems Management
Year(s): 2003-2006
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

Institute of Food Technologist attended 2003

Food Service Management Educator’s Council (FSMEC) 2005
   Director of Southwest FSMEC
   Chairman of Leadership Committee for 2006-2007
Research Chef’s Association (2006-2007)

Editorial Positions, Referee for Journals, Proposals, etc.
   Service on Award Panels, Juries, etc.

Reviewer for the Journal of Foodservice

VIII. Professional Papers and Abstracts for the last six years
Presented at Professional Meetings:


Sukalakamala, Boyce, and Huffman: “Customers’ Perceptions and Satisfactions with Healthy Menus Offering in Restaurants.”(2005)


Sukalakamala, S., Boyce and Huffman: Abstract: Customer perceptions and satisfactions with healthy menu offerings in restaurants.(2006)


Accepted for 2007

Ergul, Boyce “*Food and Environment as Determinants of Restaurant Format Choice When Dining Out with Children: An Exploratory Study in Turkey”(2007)

Boyce, Sukalakamala, S: Abstract:” Taking a Signature Menu Item From In - House to Retail Store Sales” (2007)


Sukalakamala, P., Harp, Boyce: Abstract: Sensory Acceptability of Organic Food Products: University Students’ Perspectives

Sukalakamala, Boyce, Padgett: Abstract: Incorporating Consumer Perceptions of Wellness into the Product Development Process

IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education; (c) indicate which ones were funded.

GRANTS
Thompson, Howe, Holden, Alvarado and Boyce: “Composition of raw, grilled, fried and sautéed bondless skinless chicken breasts with and without precooking enhancement.”
Daniel, Thompson, Shriver, Boyce and Alvarado: “Physical, chemical and stability characteristics of cottonseed oil as a deep-fat frying medium for use by the restaurant industry.” (Funded)

Shriver, Thompson and Boyce: “Trans-Fatty Acids (TFAs): a three component project encompassing TFA database, TFA survey, and Sensory testing of a Nonhydrogenated cottonseed oil.” (Funded)

Boyce, Broz: “Redevelopment of food formulations for Dysphasia patients. “ (Funded)

Binkley, Boyce: "Examining Food Safety and Packaging Issues of Take-Out Foods from Restaurants."(Funded)

Alvarado, Brashears, Boyce, Thompson: A multidisciplinary approach to Nutrition and Obesity.

Boyce, Sukalakamala: A shelf-life study of jarred sauces for an independent restaurant chain. (Funded)

Boyce, Binkley, Roman-Shriver: “Is proximity to fast food outlets a contributing factor for overweight in adolescents and young adults?”


Boyce, Leheska: “Providing Nutritionally Enhanced Pork Products to Consumers” (Funded)

Brashears, Brashears, Boyce: “An analysis of public perception and knowledge about the danger of E. coli 0157:H7 in petty zoos”. (Funded)

Boyce, Roman-Shriver, Hoover: “Redirecting Childhood eating patterns: a partnership between education and the food industry.”

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Development of two doctoral classes:
  RHIM 6370- Advanced Food Systems Management
  RHIM 6340- Organizational Management
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD
Field: Human Nutrition
Institution: Virginia Polytechnic Institute and State University
Year Awarded: 1986

Degree: MS
Field: Nutrition
Institution: University of Alabama
Year Awarded: 1978

Degree: BS
Field: Dietetics
Institution: University of Alabama
Year Awarded: 1975

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Associate Professor;
Institution/Agency: Texas Tech University
Year(s): 1991- present

Title: Assistant Professor
Institution/Agency: Texas Tech University
Year(s): 1986-1991

Title: Dietitian
Institution/Agency: Druid City Regional Medical Center
Year(s): 1981-1983

Title: Clinical Instructor
Institution/Agency: University of Alabama
Year(s): 1978-1981
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Lela Tatum
Degree: PhD
Institution: Texas Tech University
Year Completed: 2005

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: 3
Department: Nutrition, Hospitality, and Retailing; Animal Science and Food Technology
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: NS 5330 Introduction to Nutritional Sciences Research
Year(s): 2000-2006

Institution: Texas Tech University
Course Numbers: NS 5333 Vitamins in Nutrition
Year(s): 2000, 2004, 2006

Institution: Texas Tech University
Course Numbers: NS 5331 Issues in Nutrition
Year(s): 2000-2004

Institution: Texas Tech University
Course Numbers: NS 5118 Seminar
Year(s): 2004, 2005

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations

American Dietetic Association
ADA Scholarships Committee, 2000
Journal of the American Dietetic Association, Reviewer, 2005-2006

Texas Dietetic Association
TDA Organizational Change Review Task Force, 2003-2004
Task Force on TSBED Rules, 2000-2001
Board of Directors, 2000
Nominating Committee, Chair 2001-2002
Officer Nominations Review Committee, 2005-2006
Division of Education and Research of the Council on Practice,
Chair, 2002-2003, 2003-2004
FNCE Planning Advisory Team, Education/Research Chair, 2002-2003, 2003-2004
Texas Dietetic Association Foundation
Director, 1999-2000

Meetings
American Dietetic Association, 2001-2005
Texas Dietetic Association, 2000-2003, 2006
Federation of American Societies for Experimental Biology, 2000
Selenium Tellurium Development Association, 2005-2006
Selenium in Biology and Medicine, International Symposium, 2000, 2006
The 3rd International Arsenic Conference, 2000
Arsenic Crisis in Bangladesh, 2000
American Nephrology Nurses Association, 2003
Selenium and Bird Influenza, 2005
Selenium Tellurium Development Association Meeting, 2005
Asian Pacific Specialty Chemical Company Technical Meeting, 2005
Seafood & Health '05, 2005

Editorial Positions, Referee for Journals, Proposals, etc. Service on Award Panels, Juries, etc.

Reviewer
Journal of Nutritional Biochemistry, Manuscript Reviewer, 2002
Journal of Alternative and Complementary Medicine, Manuscript Reviewer, 2004
Journal of Essential and Toxic Trace Elements, Manuscript Reviewer, 2005
Lippincott, Williams, & Wilkins, Book Reviewer, 2006
Magnesium Research, Manuscript Reviewer, 2000, 2002
Nutrition Dimension, Educational Program Reviewer, 2005
Nutrition Research, Manuscript Reviewer, 2006

VIII. Professional Papers and Abstracts for the last six years


Clement, L., Boylan, M., Miller, V., Rockwell, M., and Allred, K. 2006. Hemodialysis subjects with depression have lower serum folate and cobalamin levels. National Kidney Foundation Spring Clinical Meeting


Sides, J., Dirks, A., and Boylan, L.M. 2004. Science, it’s a girl thing: a program for 11 and 12 year old girls to promote interest in scientific careers such as dietetics. Texas Diet. Assoc.


Driskell, J., Boylan, M., and Hart, S. 2000. Content of B-6 vitamers in breast milk of low income women from Lubbock, Texas. FASEB. J.


Shriver, B., Praytor, M., Boylan, M., Roman-Shriver, C., and Spallholz, J. 2000. Response of growing rats to supplemental selenium in the form of L-Se-methylselenocysteine or L-selenomethionine. FASEB J.


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**Grants-funded, all peer reviewed and contributed to graduate education by supporting graduate students**


Boylan, L.M. (consultant $ 100,000/3 yrs). Esperat, C. Wellness center. HRSA grant. Texas Tech University Health Sciences Center School of Nursing $1.7 million, 2000-2003.


X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Texas Dietetic Association Texas Distinguished Scientist, 2002
TIM H. DODD

GRADUATE FACULTY APPLICATION FORM
TEXAS TECH UNIVERSITY
Confirmation/Reappointment

Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

<table>
<thead>
<tr>
<th>Degree:</th>
<th>Ph.D.</th>
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<tbody>
<tr>
<td>Field:</td>
<td>Consumer Economics</td>
</tr>
<tr>
<td>Institution:</td>
<td>Texas Tech University</td>
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<tr>
<td>Year Awarded:</td>
<td>1994</td>
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<tr>
<th>Degree:</th>
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<td>Field:</td>
<td>Marketing (graduated with honors)</td>
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<td>Year Awarded:</td>
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<th>Degree:</th>
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<td>Field:</td>
<td>Education and Sociology</td>
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<tr>
<td>Institution:</td>
<td>University of Waikato, New Zealand</td>
</tr>
<tr>
<td>Year Awarded:</td>
<td>1981</td>
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<table>
<thead>
<tr>
<th>Degree:</th>
<th>Teaching Certification</th>
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<td>Field:</td>
<td>Diploma in Teaching</td>
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<tr>
<td>Institution:</td>
<td>Hamilton Teacher’s College, New Zealand</td>
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<tr>
<td>Year Awarded:</td>
<td>1980</td>
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II. Professional Experience, Academic and Nonacademic (begin with present position)

<table>
<thead>
<tr>
<th>Title</th>
<th>Associate Dean (Operations and Finance) College of Human Sciences</th>
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<tbody>
<tr>
<td>Institution/Agency</td>
<td>Texas Tech University</td>
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<td>Year(s)</td>
<td>2004-present</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Associate Professor</th>
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<td>Institution/Agency</td>
<td>Texas Tech University</td>
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<tr>
<td>Year(s)</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Director, Texas Wine Marketing Research Institute (50% appointment)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institution/Agency</td>
<td>Texas Tech University</td>
</tr>
<tr>
<td>Year(s)</td>
<td>1995-present</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Graduate Advisor, RHIM master’s program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institution/Agency</td>
<td>Texas Tech University</td>
</tr>
<tr>
<td>Year(s)</td>
<td>1997-2004</td>
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</tbody>
</table>
Title   Assistant Professor
Institution/Agency Texas Tech University
Year(s)  1995-2001

Title   Interim Director, Texas Wine Marketing Research Institute
Institution/Agency Texas Tech University
Year(s)  1993-1994

Title   Research Associate, Texas Wine Marketing Research Institute
Institution/Agency Texas Tech University
Year(s)  19931-1993

Title   Research Assistant, Texas Wine Marketing Research Institute
Institution/Agency Texas Tech University
Year(s)  1989-1991

Title   Executive Officer
Institution/Agency Federated Farmers of New Zealand, Inc., Wellington, NZ
Year(s)  1986-1989

Title   Executive Officer
Institution/Agency Waikato Federated Farmers, Hamilton, New Zealand
Year(s)  1984-1985

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name:  Nellie Pavlyshyna
Degree:   MS
Institution:  Texas Tech University
Year Completed:  2005

Student’s Name:  Yu-Tze Chang
Degree:   MS
Institution:  Texas Tech University
Year Completed:  2004

Student’s Name:  Nealnara Wonkerd
Degree:   MS
Institution:  Texas Tech University
Year Completed:  2003

Student’s Name:  Elena Isaykina
Degree:   MS
Institution:  Texas Tech University
Year Completed:  2001

Student’s Name:  Fang-Yi Lin (co-chair)
Degree:   MS
Institution: Texas Tech University
Year Completed: 2000

Student’s Name: Guadalupe Revilla
Degree: Ph.D.
Institution: Texas Tech University
Year Completed: 2007

Student’s Name: Nealnara Wonkerd (Co-Chair)
Degree: Ph.D.
Institution: Texas Tech University
Year Completed: 2006

Student’s Name: Natalyia Kolyesnikova
Degree: Ph.D.
Institution: Texas Tech University
Year Completed: 2005

Student’s Name: Murat Gultek
Degree: Ph.D.
Institution: Texas Tech University
Year Completed: 2003

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Ph.D. – 7; M.S. - 5
Department: Nutrition, Hospitality, and Retailing (formerly Education, Nutrition, and Restaurant/Hotel Management)
Institution: Texas Tech University

No. Students: Ph.D. – 1
Department: Marketing
Institution: Texas Tech University

No. Students: M.S. - 1
Department: Institution: University of Houston

No. Students: M.S. - 1
Department: Institution: University of Otago, New Zealand

No. Students: M.S. - 1
Department: Institution: University of South Australia

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)
Institution: Texas Tech University
Course Numbers: RHIM 5316* Hospitality Marketing
Year(s): 1997-2002

Institution: Texas Tech University
Course Numbers: RHIM 5341* Strategic Management in the Hospitality Industry
Year(s): 1997-2003

Institution: Texas Tech University
Course Numbers: RHIM 6330 Theoretical Developments in Hospitality Administration
Year(s): 2004-present

Institution: Texas Tech University
Course Numbers: RHIM 6316 Advanced Hospitality Marketing
Year(s): 2003-2005

Institution: Texas Tech University
Course Numbers: RHIM 6100 Seminar
Year(s): 2003, 2004

*Also Developed and taught for distance education at Texas Tech University

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

Isaykina, E. & Dodd, T. H. (Accepted for publication). Motivations for visiting wine festivals. International Journal of Tourism Research


Submitted Articles not yet published


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

Texas Department of Agriculture wine advisory committee.
Council on Hotel, Restaurant, and Institutional Education
Food Distribution Research Society
Texas Wine and Grape Growers Association

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Editorships and Editorial Boards
Chair, Publications Committee, Texas Wine and Grape Growers Association (1997 - 2000).  

Reviewer:  
Journals and Conferences  
Journal of Hospitality and Tourism Research (1996-present 8-10 manuscripts per year).  
International Journal of Wine Marketing (1997-present – approx. 8 manuscripts per year).  
Tourism Recreation Research (2000)  
Wine Marketing Colloquium – Adelaide Australia. Reviewed two manuscripts  

Books  
Introduction to Wine, (under review). Alexopoulos & Gray, Delmar Publishing  
Eds. 1 and 3.  

VIII. Professional Papers and Abstracts for the last six years  
Refereed Conference Proceedings:  

product service, winery and personnel attributes on consumer purchase decisions.  
International Conferences on Advances in Retailing and Services Science.  

on Feelings of Gratitude and Obligation by Winery Visitors. 3rd International Wine  

and brand survival: Evidence from an emerging wine region. 3rd International  
Wine Business and Marketing Conference, 2006. Montpellier, France  

model of residents’ support for rural tourism. Advances in Hospitality and  
Tourism Research. Proceedings of the Eleventh Annual Graduate Education and  
Graduate Students Research Conference in Hospitality and Tourism.  

Kolyesnikova, N. & Dodd, T. (2006). Marketing wine to the generation of  
millennials. Proceedings of the Eleventh Annual Graduate Education and Graduate  
Students Research Conference in Hospitality and Tourism.  

Kolyesnikova, N & Dodd, T. H. (2005). Influences of social context, appraisals, and  
possessions on consumer identity. Advances in Hospitality and Tourism Research.  
In J Mills, M. Lalopa, S. Kline (Eds.). Proceedings of the Tenth Annual Graduate  
Education and Graduate Students Research Conference in Hospitality and Tourism.  
(pp. 494-497).


Conference Presentations:


Yuan, Jingxue, & Dodd, T. H. (2001). Exploring relationships between country of origin and wine purchasing involvement. Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Atlanta, Georgia


Poster Sessions


Non-Refereed

Manuscripts, Articles, and Abstracts:


Book Contributions:


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.


State of Texas (2005-2007). Received an additional $130,000 to the Texas Wine Marketing Research Institute to help with research activities.

Developed a wine program with Llano Estacado and Alumni Association in 2006. (Expected to generate $20,000 per year to assist with research activities).


Texas Department of Agriculture (2003). Texas Wine Training for Hospitality Professionals. $9,950.

Texas Department of Agriculture. (2002). Development of a Texas Wine Ambassador Program. $28,050.


Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)


Expert Testimony


Combined House and Senate Agricultural Committee (2001). Economic Impacts of the Texas Wine and Wine Grape Industry

Senate Agricultural Committee Hearing (1999). The Development of the Texas Wine Industry and benefits to local economies.

Research Awards related to Graduate Education
2005 article nominated for the Best Article Award in 2005 for the Journal of Hospitality and Tourism Research.
Best Academic Paper Award at International Graduate Student Conference for Hospitality held in Atlanta (2001).

Committees Related to Graduate Education
- Department of Mass Communication Graduate Program Review Committee (2005)
- Graduate Faculty Committee (2000, 2001, 2002).
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

   Degree: Ph.D.
   Field: Home Economics Education
   Institution: Texas Tech University
   Year Awarded: 1991

   Degree: M.S.
   Field: Home Economics Education
   Institution: Texas Tech University
   Year Awarded: 1984

   Degree: B.S.
   Field: Home Economics Education
   Institution: University of Central Arkansas
   Year Awarded: 1977

II. Professional Experience, Academic and Nonacademic (begin with present position)

   Title: Associate Professor
   Institution/Agency: Texas Tech University
   Year(s): 2006-present

   Title: Associate Professor and Director of Center for Retailing
   Institution/Agency: University of South Carolina
   Year(s): 2003-2005

   Title: Assistant Professor
   Institution/Agency: University of South Carolina
   Year(s): 1996-2002

   Title: Assistant Professor
   Institution/Agency: East Tennessee State University
   Year(s): 1995-1996
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Michael B. Moody  
Degree: M.S.  
Institution: University of South Carolina  
Year Completed: 1995

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Ph.D. – 2; M.S. - 2  
Department: Nutrition, Hospitality, and Retailing  
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University  
Course Numbers: RHIM 5311 Category Management  
Year(s): 2006

Institution: University of South Carolina  
Course Numbers: RETL 569 Advanced Visual Merchandising & Promotion  
Year(s): 2002-2005

Institution: University of South Carolina  
Course Numbers: RETL 569 Advanced Visual Merchandising & Promotion  
Year(s): 2002-2005

Institution: University of South Carolina  
Course Numbers: RETL 590 Seminar in Retailing  
Year(s): 2002-2005

Institution: University of South Carolina  
Course Numbers: RETL 592 Retailing Field Study Tour  
Year(s): 2002-2005

Institution: University of South Carolina  
Course Numbers: RETL 749 Retail Category and Space Management  
Year(s): 2002-2005

Institution: University of South Carolina  
Course Numbers: RETL 788 Applied Research in Hospitality, Retail and Sport Management,  
Year(s): 2004-2005

Institution: University of South Carolina  
Course Numbers: RETL 795 Field Project in Hospitality, Retail and Sport Management,  
Year(s): 2002-2005
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

*International*
1991-Present      International Textile and Apparel Association

*National*
1999-Present      The Honor Society of Phi Kappa Phi
1996-Present      American Collegiate Retailing Association Discussant,
1991-Present      Kappa Omicron Nu Home Economics Honor Society
1989-Present      Phi Upsilon Omicron Home Economics Honor Society

*Professional Conferences And Workshops (Since 2001)*

*International*
European Institute of Retailing and Services Studies Conference, 2006, Budapest, Hungary

*National*
Cross-Border Shopping Activity, Federal Reserve Board 2005, 2006

*Regional*
Atlantic Marketing Association, 2001,
Southeast Chapter of the Council of Hotel, Restaurant, and Institutional Education, 2001, 2002
Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Research Reviewer:

Journal Manuscripts

2005, 2004  Journal of Business Research
2004  Journal of Marketing Theory and Practice
2003  Clothing Textiles and Research Journal

Conference Papers

2006  Academy of Management Science Conference
2005  Association of Marketing Theory and Practice Conference
2004  Indian Institute of Management Conference
2005, 2003  Association for Marketing Theory and Practice Conference
2001, 2000  Society for Marketing Advances Conference
2001  Atlantic Marketing Association Conference
2003, 2000  American Collegiate Retailing Association

VIII. Professional Papers and Abstracts for the last six years

Proceedings:

Abstracts / Refereed

2006  Fowler, D. C. & Moody, M. B. Cross-Border Shopping: Why are Mexicans Cross the
Border to Shop in the United States?  European Institute of Retailing and Services
Studies Conference Proceedings, unpaginated Cd-Rom.
2005  Fowler, Deborah C. and Wesley, Scarlett C.; “How are Retailers Currently Responding to
Hispanic Immigration Trends in Non-traditional Growth Areas?” Society for Marketing
2005  Richardson, Dana and Fowler, Deborah C.; “Hidden Cove Surf Shop’s Relocation Issues,
2005  Richardson, Dana and Fowler, Deborah C.; “Hidden Cove Surf Shop’s Private Label
2005  Wesley, Scarlett C.; Fowler, Deborah C.; and Vazquez, Maria E. “Retail Personality and
the Hispanic Consumer: Attitudes about American Retailers,” European Institute of
Retailing and Services Studies Conference Proceedings. un-paginated Cd-Rom.
2005  Wesley, Scarlett C.; Fowler, Deborah C.; and LeHew, Melody. “Tourist Shoppers’
Consumer-Decision Making Styles,” European Institute of Retailing and Services Studies
Conference Proceedings, un-paginated Cd-Rom.
2003  Fowler, Deborah C.; Gustafson, Cathy; and Seo, Heesun. “A Comparison of the Quality
of Golf Shirts,” International Conference on Sport and Entertainment Business
Proceedings, Vol. 3, 38-41

Papers / Refereed

2004  Fowler, Deborah C.; Gustafson, Catherine; and Seo, Heesun. “A Comparison of Golf
Shirts” The Society for Marketing Advances Conference Proceedings, 281-284
2004  Wesley, Scarlett and Fowler, Deborah C. “A Quality and Price Analysis of Blue Jeans:
An Assessment of Women’s and Men’s Specialty Store, Private Label, and Designer
Brands,” The Society for Marketing Advances Conference Proceedings, 162-165
2004  Atkinson, Kacie and Fowler, Deborah C. “Are Department Stores Losing Market Share
to Mass Merchandisers in South Carolina and the United States?” The Society for
Marketing Advances Conference Proceedings, 264-267
2003  Wesley, Scarlett and Fowler, Deborah C. “Tourist Shoppers: Where are They Shopping and What are They Buying?” Triennial American Collegiate Retailing Association Conference Proceedings, Vol. 10, 87-90
2002  Clodfelter, Richard and Fowler, Deborah C. “How Accurate are Reference Prices in Retail Stores?” Society for Marketing Advances Conference Proceedings, 154-157
2002  Fowler, Deborah C.; Fulford, Darci; and Gustafson, Cathy. “The Pro Shop: A Profit Center or a Member Convenience,” Spring 2002 Southeast Council of Hotel, Restaurant, and Institutional Education Chapter Conference Proceedings, 19-22
2001  Wesley, Scarlett and Fowler, Deborah C. “Tourist Shopping: Outlet Centers are the Choice Venue,” Council of Hotel, Restaurant, and Institutional Education, Southeast Chapter, Conference Proceedings, 28-30
2001  Fowler, Deborah C. and Wesley, Scarlett C. “Shopping Expenditures of Tourists: What are they Buying?” Council of Hotel, Restaurant, and Institutional Education, Southeast Chapter Conference Proceedings, 90-93

IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

Research Funds: Awarded
International Council of Shopping Centers Educational Foundation
2004-2005 How May Retailers Respond to the Hispanic/Latino Immigration and Ethnicity Trends in Non-traditional Areas? $14,483. Deborah Fowler, Scarlett Wesley, and Maria Elena Vazquez *
College of Hospitality, Retail, and Sport Management, University of South Carolina
2003 Quality of Golf Shirts. $3,000. Cathy Gustafson and Deborah Fowler*
2001 Assessment of Teen’s Attitudes about Retailers and Merchandise. $700. Deborah Fowler and Scarlett Wesley
2001 Comparison of Quality, Pricing and Adherence to Fashion Trends of “Tween” Clothing. $800. Scarlett Wesley and Deborah Fowler
Submitted


CONTRACTS:
Awarded
2004-2006 Tecnologico de Monterrey and the USC Center for Retailing presented to Instituto Tecnológico y de Estudios Superiores de Monterrey faculty from Guadalajara, Sinaloa, Sonora Norte, and León campuses. $90,000.

2002 City of Columbia, GIS Contract, $8,000. Deborah Fowler*

* supported graduate students

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Consulting (Teach Visual Merchandising in RTL 2350)
2005 Visual Merchandising Consultant, Club Corp, Hilton Head, South Carolina
2005 Stone Apparel, Speaker at SC Textile & Apparel Cluster Meeting, Lexington, South Carolina
2005 Visual Merchandising and Store Design Consultant, Jasmine Specialty Store, Myrtle Beach, South Carolina
2004 Retailing Consultant, Stone Apparel, Columbia, South Carolina
2004 Visual Merchandising Consultant, River Run Tennis Club, Davidson, North Carolina
2004 Visual Merchandising Consultant, River Run Country Club, Davidson, North Carolina
2001 Visual Merchandising Consultant, Chenal Country Club, Little Rock, Arkansas

Industry Presentations


2003 Fowler, Deborah C. Readying Tomorrow’s Merchants for a Tech-Driven Workplace Through Our Relationship with JDA. CLA InfoTech. Columbia, South Carolina. May 14, 2003 *


Gifts In Kind:
Awarded
Texas Tech University
2005-2006 JDA Intactix Retailing Software Floor and Space Planning, $1,470,000 Deborah Fowler & Shelley Harp
University of South Carolina
2004-2005 JDA Arthur Suite and Intactix Retailing Software, 1,804,000. Deborah Fowler
2004-2005 Parson’s Foundation, $240,000. Deborah Fowler
2003-2004 JDA Intactix Retailing Software Floor and Space Planning, $601,500. Deborah Fowler
2003-2004 Parson’s Foundation, $240,000. Deborah Fowler
2002-2003 JDA Arthur Suite and Intactix Retailing Software, $1,251,000. Deborah Fowler
2001-2002 JDA Intactix Retailing Software, $494,760. Deborah Fowler

Academic Honor
Highly Commended Paper Award, Journal of Managing Service Quality: “Retail Personality and the Hispanic Consumer: Attitudes about American Retailers,” European Institute of Retailing and Services Studies Conference 2005

Graduate Courses Developed
Texas Tech University
RHIM 5311 Problems in Restaurant, Hotel, and Institutional Management—Category Management

University of South Carolina
RETL 569 Advanced Visual Merchandising & Promotion
RETL 749 Retail Category and Space Management
Please **type** complete and specific information in each category as outlined below. Do **not** enclose resume. Where indicated, limit responses to the **last six years**. (If being reconsidered after three years probation, please use the “provisional” application.)

I.  **Academic Background (begin with last degree; include post-doctoral work)**

   **Degree:** EdD  
   **Field:** Educational Leadership  
   **Institution:** Nova Southeastern University  
   **Year Awarded:** 2001

   **Degree:** MBA  
   **Field:** Business Administration  
   **Institution:** Texas Tech University  
   **Year Awarded:** 1989

   **Degree:** BS  
   **Field:** Restaurant, Hotel & Institutional Management  
   **Institution:** Texas Tech University  
   **Year Awarded:** 1986

II.  **Professional Experience, Academic and Nonacademic (begin with present position)**

   **Title:** Assistant Professor  
   **Institution/Agency:** Texas Tech University  
   **Year(s):** 2001-present

   **Title:** Assistant Professor and Associate Dean  
   **Institution/Agency:** Texas Tech University  
   **Year(s):** 2001-present

   **Title:** Instructor  
   **Institution/Agency:** Texas Tech University  
   **Year(s):** 1989-2001

III.  **Direction of Graduate Students (completed theses and dissertations **directed** in the last six years)**

   **Student’s Name:** Chao-Jen Tsai  
   **Degree:** Ph.D.  
   **Institution:** Texas Tech University  
   **Year Completed:** 2003
IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Total 7, Chair 2
Department: Nutrition, Hospitality & Retailing
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5332 Hospitality Control *
Year(s): 2000-2006

Institution: Texas Tech University
Course Numbers: RHIM 6322 Advanced Hospitality Financial Management*
Year(s): 2002-2006

Institution: Texas Tech University
Course Numbers: RHIM 6332 Advanced Hospitality Control*
Year(s): 2002-2006

Institution: Texas Tech University
Course Numbers: RHIM 6380 Grants and External Funding*
Year(s): 2004

Institution: Texas Tech University
Course Numbers: RHIM 6381 Community Engagement*
Year(s): 2004-2006

* Developed Course
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)

List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Hospitality Educator Association of Texas. (Board, 1994 – 2000; member - present)
Lubbock Hotel and Motel Association. (Ex-officio board member)
Texas Hotel and Motel Association. (Board member, 1996 - 1998)
American Hotel/Motel Association.
Lubbock Restaurant Association. (Ex-officio board member)
Texas Restaurant Association.
National Restaurant Association.
Greater Dallas Restaurant Association.
Council on Hotel, Restaurant, and Institutional Education. (CHRIE)
Texas CHRIE.
American Management Association.
Eta Sigma Delta (International Hospitality Honorary Society)
Beta Gamma Sigma, Honor Society for Business School.
National Association for Minorities in Hospitality.

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Conference program reviewer for Hospitality Conference on Graduate Education and Research.


VIII. Professional Papers and Abstracts for the last six years


Kim, Y.H., Yuan, J., & **Goh, B.K.** Promoting Food Tourism on World Wide Web: An Investigation of Hill Country and Big Bend Areas in Texas. 2006 Texas CHRIE, Lubbock, Texas.

Ho, Z., **Goh, B.K.**, Wu, C.K., & Yuan, J., A Preliminary Study On Local Employees’ Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. 2006 Texas CHRIE, Lubbock, Texas.


Zhang, J., Stout, B.L., Wu, C.K., **Goh, B.K.**, & Yuan, J. Demographic and Geographic Characteristics Affecting Yunnan Proving Tourists’ Satisfaction with All-inclusive Package Tours. 2006 Texas CHRIE, Lubbock, Texas.


Zhang, H., Stout, B., Wu, C.K., **Goh, B.K.**, & Yuan, J. 2006. Recording Of American Volunteer Group Memories An Evaluation Of The Victory 60 Years of Anti Fascist War Veterans Reunion---Yunnan Tour. 11th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Research, Seattle, WA.

Ho, Z., **Goh, B.K.**, Wu, C.K., Yuan, J., & Stout, B. 2006. Performance Reviews of Hotels in Greater China Area. 11th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Research, Seattle, WA.

Ho, Z., **Goh, B.K.**, Wu, C.K., & Yuan, J., A Preliminary Study On Local Employees’ Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. 11th Annual Conference on Hospitality and Tourism Graduate Education and Graduate Research, Seattle, WA.


Tsai, F., Goh, B.K., and Huffman, L. 2005. Bridging Hospitality Education And The Industry: A Delphi Study Of Competency Assessment For Lodging Entry-level Management Trainees In Taiwan. In A Medium-sized City. In Mills, J., Lalopa, M., & Kline, S. (Eds.) Advances in Hospitality and Tourism Research Volume X. (pp. 988-999)


Tsai, F., Goh, B.K., Wu, C., and Stout, B. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. In Qu, H. and Moreo, P. (Eds.) Advances in Hospitality and Tourism Research Volume VIII. (pp. 671-674)


Lin, F., Blum, S., and Goh, B.K. Cultural Diversity and Mentoring: Tracking the Changes on Stereotype. 2002 CHRIE Conference, Orlando, Florida.


Wu, C.K., Goh, B.K., Goh, B.Y., and Anderson, L.E. 2000. Investigate the Relationship between Customer Satisfaction Level and Profitability of a University Operated for Profit Restaurant/Laboratory. In C. Mock and A. DeFranco (Eds.) Advances in Hospitality and Tourism Research Volume V. (pp. 208-210)


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of
the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a)
were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c)
indicate which ones were funded.

FUNDED GRANTS:
Interview Users of Lubbock International Airport. Lubbock International Airport and
Lubbock Convention and Visitor Bureau. $17,000. Stout, B., Goh, B.K., Wu, C.K., & Yuan,
   Description: To interview departing passengers on their perception and satisfaction
   of services and facilities provided by Lubbock International Airport. Also to survey
   perception of non-resident passengers on their perception of Lubbock and spending
   habits while in Lubbock.

Service Skills Preparation Project. Worksource of the South Plains, Lubbock, Texas.
$50,000. Goh, B.K., Huffman, L., Lan, W., Tsai, F., and Chuang, N., April – October
2004.*
   Description: To provide life skills and service industry job training to chronically
   unemployed individuals. Classroom training is conducted at the Texas Tech
   Community and Workforce Academy. On site job training was coordinated with
   local businesses. Community work is a requirement for participants in this project.
   Expected to receive additional funding to continue project through December of
   2004.

Computer Learning Lab Project. CH Foundation, Lubbock, Texas. $35,000. Goh, B.K. and
COHS. January - December 2003.*
   Description: To provide teaching and laboratory equipment for the set-up of a
   computer at Texas Tech Community and Workforce Academy, located at the former
   Hunt Elementary School. The computer lab was set-up in response to the East
   Lubbock community needs.

Hospitality Skills Preparation Project. South Plains Regional Workforce Development
Board, Lubbock, Texas. $50,000. Goh, B.K., Sanchez, A. and Adams, C., January - May,
2003.*

Hospitality Skills Preparation Project. South Plains Regional Workforce Development
Board, Lubbock, Texas. $180,000. Goh, B.K., Adams, C., Wu,C., and Stout, B. March -
December, 2002.*

Hospitality Skills Preparation Project. South Plains Regional Workforce Development
Board, Lubbock, Texas. $175,000. Goh, B.K., Huffman, L., Adams, C., Wu, C., and Stout,
B. March 2001 - February 2002.*
   Description: To provide life skills and hospitality job training to welfare recipients.
   Classroom training were conducted at the Texas Tech Community and Workforce
   Academy. On site job training was coordinated with local hotels and restaurants.
   Placement of participants were integrated into the project. Placement and retention
   rate were tracked at over 70% six months after completion of training.
Hospitality Skills Preparation Project. Texas Workforce Commission. $156,000. **Goh, B. K.** and Huffman, L. 1999 - 2001. *Description: To provide life skills and hospitality job training to welfare recipients. Classroom training were conducted at the College of Human Sciences and on site job training was coordinated with local hotels and restaurants.*

Curriculum Alignment for Hospitality Services. Texas Higher Education Coordinating Board. $65,506. Huffman, L. and **Goh, B.K.** 2002 - 2003. *Description: The objective of this project was to create a standardized transfer credit agreement among 2 year colleges and 4 year universities in Texas. In depth studies of curriculum from each colleges were performed, recommendation were made to the Texas Higher Education Coordinating Board.*

Posey Micro-Enterprise Incubator Program. Texas Workforce Commission and South Plains Regional Workforce Development Board, Lubbock, Texas. $250,000. **Goh, B.K.**, Sanchez, A., Blum, S., McComb, R.P., and Fody, M.H. June 1, 2002 - May 31, 2003. *Description: The purpose of this project is to provide training to welfare recipients in starting their own business.*

Profiling Food Donors to Charitable Organizations. Kraft Food Foundation. $18,720. In conjunction with South Plains Food Bank. Dodd, T., **Goh, B.K.**, and Blum, S. 2001. *Description: The purpose of this study is to profile restaurants and other food service establishments that are most likely to donate to charitable organizations such as the Food Bank. The goal is to provide the profile to other charitable organizations to better target their solicitation efforts.*

**INTERNAL AND OTHER SERVICE GRANTS:**

Impact of the Texas Tech University Museum Vatican Exhibit on the Local Economy. College of Human Sciences - Dean’s Office. $1,600. Tsai, C.J., **Goh, K.B.**, Wu, C., and Stout, B. 2002. *

Developing a One-Stop Workforce Center. College of Human Sciences – Faculty Seed Grant. $9,000. **Goh, B.K.** 2003, 2004.

Impact of the Texas Tech University Museum Vatican Exhibit on the Local Economy. College of Human Sciences - Dean’s Office. $1,600. Tsai, C.J., **Goh, K.B.**, Wu, C., and Stout, B. 2002. *


RHIM Becoming a Learning Organization - phase III. Texas Tech University - Southwestern Bell CLEAR Project. $3,000. 2002. **Goh, B.K.** And Stout, B.

RHIM Becoming a Learning Organization - phase II. Texas Tech University - Southwestern Bell CLEAR Project. $3,000. 2001. **Goh, B.K.** And Stout, B.

RHIM Becoming a Learning Organization - phase I. Texas Tech University - Southwestern Bell CLEAR Project. $3,000. 2000. **Goh, B.K.** And Stout, B.

*supported graduate students
X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

CREATIVE TEACHING AND PROFESSIONAL ACTIVITIES:

Established the Texas Tech Community and Workforce Development Academy at the former Posey Elementary School (2002).


Designed the basic standardized Faculty Annual Report format for College of Human Sciences (2000).

Planned and implemented RHIM Annual Faculty Strategic Planning Retreat (1994 - present).

Co-Founder of Hospitality Educator Association of Texas (HEAT) to promote hospitality curriculum at Texas high schools.
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: Ph.D.
Field: Clothing and Fashion Merchandising; Marketing and Broadcasting
Institution: Texas Woman’s University
Year Awarded: 1982

Degree: M.S.
Field: Home Economics Education
Institution: Texas Tech University
Year Awarded: 1977

Degree: B.S.
Field: Vocational Home Economics Education; Clothing and Textiles
Institution: Lamar University
Year Awarded: 1972

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Professor and Coordinator, Retailing Program
Institution: Texas Tech University, Lubbock, Texas
Years: 2004 - Present

Title: Associate Professor and Associate Chair of Undergraduate Programs
Department of Merchandising, Environmental Design and Consumer Economics
Institution: Texas Tech University, Lubbock, Texas
Years: 1990 - 2003

Title: Associate Professor
Institution: Texas Tech University, Lubbock, Texas
Years: 1988 - 2003

Title: Assistant Professor
Institution: Texas Tech University, Lubbock, Texas
Years: 1982 - 1988

Title: Executive Management Intern
Institution: Goldsmith’s (Federated Department Stores), Memphis, Tennessee
Years: Spring 1982
Title: Instructor
Institution: Sam Houston State University
Years: 1976 - 1980

Title: Teacher, Secondary Vocational Home Economics Program
Institution: Luling ISD, Luling, Texas
Years: 1973 - 1976

Title: Executive Trainee, Store Division
Institution: Gayfer’s (Mercantile Stores), Pensacola, Florida
Years: 1972 - 1973

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student: Lesile Everson
Degree: M.S.
Institution: Texas Tech University
Year Completed: 2002

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: 1 M.S., 2 Ph.D.
Department: Nutrition, Hospitality, and Retailing
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5385 Focus Group Research Methods
Year(s): 2004-2006

Institution: Texas Tech University
Course Numbers: RHIM 7000 Research
Year(s): 2004, 2006

Institution: Texas Tech University
Course Numbers: CEED Internship
Year(s): 2003

Institution: Texas Tech University
Course Numbers: CT&M 5385 Case Study
Year(s): 2003-2004

Institution: Texas Tech University
Course Numbers: CT&M 7000 Research
Year(s): 2001
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

**Journal Articles / Refereed**

2006 Asante, Lisa Marie; Huffman, Lynn; and Harp, Shelley S., “A Taxonomy for Academic Quality Indicators for Four-Year Undergraduate Hospitality Management Programs,” *Journal of Hospitality and Tourism Research*, In Review*

2006 Asante, Lisa Marie; Huffman, Lynn; and Harp, Shelley S., “Conceptualization of Quality Indicators for Four-Year Undergraduate Hospitality Management Programs,” *Journal of Teaching in Travel and Tourism*, In Review*


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

Association: International Textile and Apparel Association
Participation: 2000 - 2005 Presenter
               2002 - 2003 Session Chair

Association: European Institute of Retailing & Services Studies
               2006 & 2001 Session Chair

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

2002 - 2005 Editorial Board: Clothing and Textiles Research Journal
2001 Reviewer: Journal of Retailing and Consumer Services

VIII. Professional Papers and Abstracts for the last six years

Papers / Refereed*  


Abstracts / Refereed*


2006 Cheng, Shan-Shan; Harp, Shelley S.; Wu, Kenny; and Yuan, Jessica, “The Importance of Bed-and-Breakfast Website Attributes: Consumer and Innkeeper Perspectives,” Texas Council on Hotel, Restaurant, and Institutional Education Conference Proceedings, In Press*

2006 Yoo, Seulhee and Harp, Shelley S., “Purchase Intentions and Design Preferences as Predictors for Consumer Apparel Decisions,” Academy of Marketing Science and Korean Academy of Marketing Science Perspectives in Marketing Conference Proceedings, In Press*

2006 Harp, Shelley S.; Padgett, Bobbi C.; Hong, Sunghyuck; and Goh, Ben, “Challenges of Building Customer Loyalty in the U.S. College Textbook Market,” European Institute of Retailing and Services Studies Conference Proceedings, page 127*

2006 Kolyesnikova, Natalia; Dodd, Tim; and Harp, Shelley S., “Wine Tourism: The Influence of Product, Service, Winery, and Personnel Attributes on Consumer Purchase Decisions,” European Institute of Retailing and Services Studies Conference Proceedings, page 90*


2005 Harp, Shelley S.; Hoover, Linda C.; Boyce, Janice B.; Thompson, Leslie D.; Harris, Kitty S.; Padgett, Bobbi C.; and Liu, Ming E., “U.S. Consumer Demand for Organic Food Products: An Agenda for Research,” European Institute of Retailing and Services Studies Conference Proceedings, page 51*


2001 Harp, Shelley S.; Hoover, Linda C.; Miller, Markus; Wu, Kenny; and Underwood, Creecy, "The Consumers' Perspective of Beef at Retail," European Institute of Retailing and Services Studies Conference Proceedings, page 57*

2001 Harp, Shelley S.; Moore, C. L. Wayne; and Horridge, Patricia E., "A Focus Group Examination of the Role of Product Attributes in Footwear Shopping in the United States," European Institute of Retailing and Services Studies Conference Proceedings, page 64*

2001 Gentry, Marie G.; Lindsey-Arze, Karrie Ann; Russ, Randall R.; and Harp, Shelley S., "Lighting Preferences of Female Shoppers on Women's Apparel Specialty Store Merchandise Displays," Interior Design Educators Council Conference Proceedings, pages 26-27*


IX. Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**Research Funds**

**International Center for Food Industry Excellence, Texas Tech University**

<table>
<thead>
<tr>
<th>Year</th>
<th>Proposal Title</th>
<th>Amount</th>
<th>Principal Investigators</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td>“GO TEXAN / GO TECHSAN TAILGATING: An Education and Promotion Focused Marketing Event,”</td>
<td>$6,000</td>
<td>Harp, Shelley S.; Boyce, Janice B.; and Brashears, Todd</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2006-07</td>
<td>“Consumer Sensory Evaluation: Organic Food Products,”</td>
<td>$15,000</td>
<td>Harp, Shelley S.; Boyce, Janice B.; and Brooks, Chance</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2005-06</td>
<td>“Sensory Evaluation: Organic Food Products,”</td>
<td>$1,500</td>
<td>Harp, Shelley S. and Boyce, Janice B.</td>
<td>Awarded</td>
</tr>
</tbody>
</table>

**United States Department of Agriculture - Emerging Markets Program**

<table>
<thead>
<tr>
<th>Year</th>
<th>Proposal Title</th>
<th>Amount</th>
<th>Principal Investigators</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>“Pilot Program To Enhance U.S. Cotton Exports To Vietnam,”</td>
<td>$100,084</td>
<td>Harp, Shelley S.; Horridge, Patricia E.; Reckner, James; Ethridge, Dean; and Whiteley, Nishi</td>
<td>Awarded*</td>
</tr>
</tbody>
</table>

**United States Department of Agriculture - National Research Initiative Competitive Grants Program**

<table>
<thead>
<tr>
<th>Year</th>
<th>Proposal Title</th>
<th>Amount</th>
<th>Principal Investigators</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-04</td>
<td>&quot;Novel Options for Technical Leathers in the United States,”</td>
<td>$311,138</td>
<td>Shelly, Dennis; Ervin, Terry; Harp, Shelley S.; and Russ, Randall R.</td>
<td>Not Awarded</td>
</tr>
</tbody>
</table>

**Leather Research Institute, Texas Tech University**

<table>
<thead>
<tr>
<th>Year</th>
<th>Proposal Title</th>
<th>Amount</th>
<th>Principal Investigators</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>&quot;Exploring Distance Education Opportunities: A Leather Industry Interface,”</td>
<td>$14,833</td>
<td>Harp, Shelley S.</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2001-02</td>
<td>&quot;Leather Research Institute - Texas Leather Products Manufacturer Partnerships and Alliances,”</td>
<td>$19,601</td>
<td>Harp, Shelley S.</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2000-01</td>
<td>&quot;Workforce Training Assessment and Educational Partnerships: A Texas Leather Industry Case Study,”</td>
<td>$6,500</td>
<td>Harp, Shelley S.</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2000</td>
<td>&quot;Purchase and Consumption of Leather Handbags and Footwear: A Market Segmentation,”</td>
<td>$3,600</td>
<td>Lee, Changyong and Harp, Shelley S.</td>
<td>Awarded*</td>
</tr>
</tbody>
</table>

**College of Human Sciences Research Institute, Texas Tech University**

<table>
<thead>
<tr>
<th>Year</th>
<th>Proposal Title</th>
<th>Amount</th>
<th>Principal Investigators</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>“Pilot Project To Ascertian What Motivates Consumers To Buy Organic Food in the U.S.,”</td>
<td>$9,994</td>
<td>Harp, Shelley S.; Thompson, Leslie D.; Boyce, Janice; Hoover, Linda C.; and Harris, Kitty S.</td>
<td>Awarded*</td>
</tr>
<tr>
<td>2003</td>
<td>“Organic Food Project,”</td>
<td>$500</td>
<td>Harp, Shelley S.; Hoover, Linda C.; and Thompson, Leslie</td>
<td>Awarded</td>
</tr>
</tbody>
</table>

*supported graduate students
Unrestricted Funds

Retailing Fund for Excellence


2002-2006  Funding Agency:  The Copy Outlet, Inc., $2,750, Harp, Shelley S., Awarded


2000  Funding Agency:  JC Penney, Inc. $5,500, Harp, Shelley S. and Payne, Kathryn J., Awarded

Restricted

Retail Software

2000  Software Provider: Retail Pro, $10,000, Harp, Shelley S. and Payne, Kathryn J., Awarded

X.  Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Honors and Awards:

2004 - 2005  Faculty Mentor
TEACH Program
Texas Tech University

2001  Professor Corporate Office Program
Wal-Mart Stores, Incorporated
Bentonville, Arkansas
LYNN HUFFMAN

GRADUATE FACULTY APPLICATION FORM
TEXAS TECH UNIVERSITY
Confirmation/Reappointment

Please type complete and specific information in each category as outlined below. Do not enclosure resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: Ph.D.
Field: Food Science and Technology
Institution: Texas A&M University
Year Awarded: 1977

Degree: M.S.
Field: Food Science and Technology
Institution: Texas A&M University
Year Awarded: 1974

Degree: B.S.
Field: Home Economics Education
Institution: Sam Houston State University
Year Awarded: 1967

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Professor and Chair (Nutrition, Hospitality, and Retailing); Acting Chair (Department of Design)
Institution/Agency: Texas Tech University
Year(s): 1999-present (2006-2007 for DOD)

Title: Associate Professor and Chair (Education, Nutrition, and Restaurant/Hotel Management)
Institution/Agency: Texas Tech University
Year(s): 1991-1999

Title: Associate Professor and Program Director (Restaurant, Hotel, and Institutional Management)
Institution/Agency: Texas Tech University
Year(s): 1989-1991

Title: Assistant Professor
Institution/Agency: Texas Tech University
Year(s): 1983-1989
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Keith Rushing  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: 2005

Student’s Name: Lisa Assante  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: 2005

Student’s Name: Sophitmanee Sukalakamala  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: August 2007

Student’s Name: Bobbi Padgett  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: December 2007 (projected)

Student’s Name: Minsun Jeon  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: May 2008 (projected)

IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Ph.D. – 7; M.S. - 2  
Department: Nutrition, Hospitality, and Retailing (formerly Education, Nutrition, and Restaurant/Hotel Management)  
Institution: Texas Tech University
V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5301* (formerly RHIM 5200) Colloquium
Year(s): 2000-2006

Institution: Texas Tech University
Course Numbers: RHIM 5350* Travel and Tourism
Year(s): 2003-2006

Institution: Texas Tech University
Course Numbers: RHIM 5353 Introduction to Issues and Research
Year(s): 2004-2005

Institution: Texas Tech University
Course Numbers: RHIM 5001/6001 Internship
Year(s): 2003-2006

Institution: Texas Tech University
Course Numbers: RHIM 6100 Seminar
Year(s): 2007

*also taught as distance course

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations

Council on Hotel, Restaurant and Intuitional Education (CHRIE)
Meetings – 1986-2006
Offices
  - Secretary and Member of the Executive Board 1991-1995
  - Nominating Committee 1998-2002
  - Publications Council 1997-2002
  - Awards Committee 2005-present
  - Membership Committee 1988-present
    - Chair 1991-1995; Chair of New Member Subcommittee 2003-present

Texas CHRIE
Meetings – 1990-2006
  - President - 1990

National Restaurant Association
Meetings – 1984-2006
American Hotel and Lodging Association
Meetings – 1983-2006

Sigma XI
Phi Kappa Phi
Phi Upsilon Omicron

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Co-Editor of Hosteur, magazine designed for undergraduate hospitality management majors; oversaw the transition from print to electronic 1998-2002

VIII. Professional Papers and Abstracts for the last six years

Abstracts


Refereed Conference Proceedings


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**Note:** Only funded grants are listed; ALL supported graduate students.


Hospitality Skills Preparation Project. 2001. Texas Workforce Commission, Austin, Texas. $178,000. (with B. Goh and C. Adams)

Hospitality Skills Preparation Project. 2000. Texas Workforce Commission, Austin, Texas. $156,000. (with B. Goh and C. Adams)

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Authored Substantive Degree Change document for doctoral degree in Hospitality Administration – approved 2002

Authored degree documents for approval of RHIM master’s degree as a distance education degree – approved 2001

Developed new graduate course – RHIM 5350 (distance)
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: Ph.D.
Field: Hospitality Administration; Minor: Marketing
Institution: Texas Tech University
Year Awarded: 2006

Degree: M.S.
Field: Restaurant, Hotel and Institutional Management
Institution: Texas Tech University
Year Awarded: 2002

Degree: B.A. (with honors)
Field: Education/Linguistics
Institution: Kiev State Linguistics University, Kiev, Ukraine
Year Awarded: 1988

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Research Assistant Professor
Institution/Agency: Texas Tech University
Year(s): 2006-present

Title: Research Associate
Institution/Agency: Texas Tech University
Year(s): 2005-2006

Title: Graduate Part-Time Instructor
Institution/Agency: Texas Tech University
Year(s): 2003-2005

Title: Instructor (Outreach and Distance Education)
Institution/Agency: Texas Tech University
Year(s): 2005-2006

Title: Graduate Assistant, Computer Lab
Institution/Agency: Texas Tech University
Year(s): 2000-2003
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

N/A

IV. Other Service on Graduate Committees in the last six years (excluding III)

N/A

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

N/A

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

Member, Texas Wine and Grape Growers Association
January 2005 - Present

Member, International Journal of Wine Marketing
January 2005 – Present
VIII. Professional Papers and Abstracts for the last six years

Conferences:

Invited Presentations
IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

  Texas Winery Websites Development  
  Dollar amount requested: $29,920  
  Submitted: October 2006  
  Current status: under review  
  Sponsoring Agency: Texas Department of Agriculture

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

  Student Representative  
  College of Human Sciences Technology Users Committee  
  Texas Tech University, Lubbock, Texas  
MITZI K. LAUDERDALE

GRADUATE FACULTY APPLICATION FORM
TEXAS TECH UNIVERSITY
Confirmation/Reappointment

Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: JD
Field: Law
Institution: Texas Tech University
Year Awarded: 2005

Degree: M.S.
Field: Personal Financial Planning
Institution: Texas Tech University
Year Awarded: 2004

Degree: B.S. (with Honors in Honors Studies)
Field: Restaurant, Hotel, and Institutional Management
Institution: Texas Tech University
Year Awarded: 2001

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Assistant Professor
Institution/Agency: Texas Tech University
Year(s): 2006-present

Title: Co-Owner/Chief Executive Officer
Institution/Agency: West Texas FiltaFry
Year(s): 2005-present

Title: Part-time Instructor
Institution/Agency: Texas Tech University
Year(s): 2004-2005

Title: Student Attorney
Institution/Agency: Texas Tech University Law Clinic
Year(s): 2005

Title: Coordinator of College Development and External Relations
Institution/Agency: Texas Tech University
Year(s): 2001-2003
III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

None completed to date

IV. Other Service on Graduate Committees in the last six years (excluding III)

Currently serving on doctoral committees for two students that are not completed

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 6322 Hospitality Finance
Year(s): 2007

Institution: Texas Tech University
Course Numbers: RHIM 6345 Hospitality Ethics
Year(s): 2007

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

None completed to date

VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

International Council on Hotel, Restaurant, & Institutional Education (I-CHRIE), member since 2005
Texas Council on Hotel, Restaurant, & Institutional Education (TX-CHRIE), member since 2005
Attended annual academic conference 2006
VIII. Professional Papers and Abstracts for the last six years

Chan, H.K., Lauderdale, M., Goh, B.K. Accessible Tourism in Taiwan: Attitudes and Perceptions of Lodging Personnel and People with Mobility Disabilities. 2007 Graduate Education and Graduate Research Conference, Houston, Texas. (pending)


IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

International Tourism: Tourists’ perception of information, property, and personal safety while traveling in Texas. TTU College of Human Sciences (COHS) New Faculty Seed Grant. $4,500 funded. Lauderdale, M., September 2006 – August 2007.

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Currently developing new graduate course on business ethics
Attended Hospitality Law Conference, Houston, TX, February 2006
Court Appointed Special Advocates, case volunteer, 2004-2005
DEBRA REED

GRADUATE FACULTY APPLICATION FORM
TEXAS TECH UNIVERSITY
Confirmation/Reappointment

Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: Ph.D.
Field: Community Health Science
Institution: University of Texas Health Science Center at Houston, School of Public Health
Year Awarded: 1985

Degree: M.S.
Field: Food and Nutrition
Institution: Texas Tech University
Year Awarded: 1980

Degree: B.S.
Field: Food and Nutrition and Home Economics Education
Institution: Texas Tech University
Year Awarded: 1975

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Professor and Helen DeVitt Jones Chair in Nutrition, Director of Undergraduate Didactic Program in Dietetics, Nutrition Unit Leader
Institution/Agency: Texas Tech University
Year(s): 2004 to present

Title: Associate Professor and Nutrition Specialist, Texas Coordinator of the federally funded Expanded Food and Nutrition Education Program
Institution/Agency: Texas Cooperative Extension and Texas A&M University System
Year(s): 1998-2004

Title: Assistant Professor
Institution/Agency: Louisiana State University
Year(s): 1994-1997

Title: Instructor
Institution/Agency: Southeastern Louisiana University
Year(s): 1992-1994
III. Direction of Graduate Students (completed theses and dissertations **directed** in the last six years)

- **Student’s Name:** A. Gerges  
  **Degree:** M.S.  
  **Institution:** Texas A&M University  
  **Year Completed:** 2004

- **Student’s Name:** V. Henderson  
  **Degree:** M.S.  
  **Institution:** Texas A&M University  
  **Year Completed:** 2003

- **Student’s Name:** A. Scott  
  **Degree:** M.S.  
  **Institution:** Texas A&M University  
  **Year Completed:** 2002

- **Student’s Name:** M. Clark  
  **Degree:** M.S.  
  **Institution:** Texas A&M University  
  **Year Completed:** 2001

- **Student’s Name:** V. Edmonds  
  **Degree:** Ph.D.  
  **Institution:** Louisiana State University School of Nursing  
  **Year Completed:** 2001

IV. Other Service on Graduate Committees in the last six years (excluding III)

- **No. Students:** 4  
  **Department:** Nutrition, Hospitality, and Retailing  
  **Institution:** Texas Tech University

- **No. Students:** 3  
  **Department:** Nutrition  
  **Institution:** Texas A&M University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

- **Institution:** Texas Tech University  
  **Course Numbers:** F&N 5360 Advanced Community Nutrition  
  **Year(s):** 2006

- **Institution:** Texas Tech University  
  **Course Numbers:** F&N 5311  
  **Year(s):** 2006
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Texas Dietetic Association and Lubbock Dietetic Association  
Texas Dietetic Association Foundation  
Director-Elect  
American Dietetic Association (ADA) (1981-present)  
Registered Dietitian (1976-present).  
ADA Dietetic Practice Groups: (1985-present)  
Public Health Nutrition  
Nutrition Education for the Public  
Hunger and Malnutrition and Nutrition Research Member, Society of Nutrition Education

Editorial Positions, Referee for Journals, Proposals, etc.  
Service on Award Panels, Juries, etc.

*Journal of Nutrition Education*  
*Family Economics and Nutrition Review*  
Reviewer (2002)

VIII. Professional Papers and Abstracts for the last six years

Reed DB, Huffman VL, & Lucky RJ. Supermarket survey shows consumers’ preference for fresh fruits and vegetables and identifies education and partnership opportunities. *American Dietetic Association Annual Meeting, 2006.*


**IX.** Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**DB Reed, Co-Investigator** with TTUHSC faculty C Esperat and TTU faculty D Feng and M Boylan, Ming Chyu, and Joaquin Borrego “Community-Based Approaches to Overweight and Obesity Among Young Children in West Texas” $1,497,311 for three years/10% time for my participation per year (National Research Initiative of the USDA Cooperative State Research, Education and Extension Service, grant # 2006-55215-16691).(a,b,c)

**DB Reed, Principal Investigator** with M Massey-Stokes and C Roman-Shriver (2005-2006). TEAMWORK: Service Learning Project to Promote Healthy Food Choices and Increased Physical Activity Among TTU Students and Children Attending After-School Programs, $10,000, (funded by General Mills Foundation). (a, b, c)

**DB Reed, Co-Principal Investigator** with M Massey-Stokes, PI, and C Roman-Shriver (2005-2006). TEAMWORK: Service Learning Project to Promote Healthy Food Choices and Increased Physical Activity Among TTU Students and Children Attending After-School Programs, $10,000, (funded by TTU’s Teaching, Learning, and Technology Center). (a,b,c)

**DB Reed, Principal Investigator** (2005-2006). Service Learning Project Promotes Healthy Food Choices and Increased Physical, $4,500, (funded by TTU College Of Human Sciences New Faculty Award).(b,c)

**DB Reed, Principal Investigator** (2005). Review of Literature Related to Nutrition Education Interventions in Rural Populations, $11,677, (funded by Texas Tech University Health Sciences Center EXPORT Center).(b,c)
DB Reed, Principal Investigator with B Blanton (2005-2006). FIT Tech, $20,000, (funded by TTU’s President’s Office). (b,c)

DB Reed, Co-Investigator with K Barnes-Burroughs, PI, WY Lan; T Hughes, EE Anderson, KD Dent, S Arnold, G Dolter, K McNeil (2004-2006). The Texas Tech Voice Alliance: A Research Initiative Investigating Issues of Vocal Health, Performance, and Education through 3 Concurrent Multi-disciplinary Studies, $20,000 (funded by Texas Tech University Seed Grant).(a,b,c)

DB Reed, Co-Investigator with Cullen KW, Thompson DI, & Zakeri IF (2004-2007). “A Ground Level Weight Management Approach: Creating Healthy Home Eating Environments” project with parents in Texas’ Expanded Food and Nutrition Education Program, $747,000 (funded by USDA, NRI).(a,c)

DB Reed, Principal Investigator with D Bacchi and C Roman-Shriver (2004). Clinics’ Healthy Lifestyles Friendly Environment to Reduce Childhood Overweight, $386,087 (submitted to NIH, unfunded).

DB Reed, Co-Principal Investigator with Sheppard C (2002). “Expanded Nutrition Program Outreach to Underserved Communities in San Antonio,” $10,186. (Sub-contract to Center for Enterprise Community Initiative Development, Inc., funded by the U.S. Department of Health and Human Sciences).(a,c)

DB Reed, Co-Principal Investigator with El Paso County ENP Agent Carmen Rodriguez and CED Ruben Saldana (2000-2002). “Que Sabrosa Vida” project to teach healthy food preparation using culturally acceptable foods to Hispanic audiences, $13,000 (funded by Paso Del Norte Foundation, El Paso). (c)

DB Reed, Co-Principal Investigator with Nueces County ENP Agent Fela Leal (2001). “Baby’s Future” project to promote folate and Children’s Health Insurance Program (CHIPs) for the prevention of birth defects, $4,976 (funded by March of Dimes Birth Defects Foundation, South Texas Chapter). (c)

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Consulting for federal organizations:
USDA, CSREES
Served as one of four Expanded Food and Nutrition Education Program (EFNEP) State Coordinators nationwide to participate on the ECOP/BoHS/EFNEP Task Force to secure increased federal funding for EFNEP (2002-2004)

USDA, Center for Nutrition Policy & Promotion
Served as reviewer for 2 consumer publications (2002, 2003)

USDA CSREES Western Association of Agricultural Experiment Station Directors, Reviewer for multi-state project proposal (2002)

USDA, FOOD SURVEYS RESEARCH GROUP, BHNRC
Served as a reviewer for a manuscript on meat portion size estimation (2000)
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: PhD
Field: Nutritional Biochemistry
Institution: The Ohio State University
Year Awarded: 1989

Degree: MS
Field: Animal Nutrition
Institution: West Virginia University
Year Awarded: 1983

Degree: BS
Field: Agriculture
Institution: West Virginia University
Year Awarded: 1983

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Associate Professor
Institution/Agency: Texas Tech University
Year(s): 2005-2006

Title: Assistant Professor
Institution/Agency: Texas Tech University
Year(s): 2000-2005

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Anita C. Nash
Degree: MS
Institution: Texas Tech University
Year Completed: 2004
Student’s Name: Darla R. Daniel  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2003

Student’s Name: Gina L. Jarman  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2003

Student’s Name: Jerald Foote  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2002

IV. Other Service on Graduate Committees in the last six years (excluding III)  
No. Students: 8  
Department: Nutrition, Hospitality and Retailing  
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University  
Course Numbers: F&N 5118  

Institution: Texas Tech University  
Course Numbers: F&N 5350  
Year(s): 2000-2003, 2005

Institution: Texas Tech University  
Course Numbers: F&N 5327  
Year(s): 2001, 2003, 2005

Institution: Texas Tech University  
Course Numbers: F&N 5380  
Year(s): 2000, 2002, 2006
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.

**Journal Articles**


**Book Chapters**


**Books**

VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

VIII. Professional Papers and Abstracts for the last six years

Abstracts
IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

External Grants
Creation of a Trans Fatty Acid Database (2005) United States Department of Agriculture. $27,500.
WIC Data Analysis, Statewide Project (2002), Texas Department of Health, Austin, TX $78,289
WIC Data Analysis, Statewide Project (2001), Texas Department of Health, Austin, TX $123,695
WIC Data Analysis, Pilot Project (2000), Texas Department of Health, Austin, TX $124,824
WIC Data Analysis, Pilot Project (2000), Texas Department of Health, Austin, TX $86,304

Internal Grants
Evaluation of Medical Records and Completion of a Health Needs Assessment for Rural Hispanics with Type 2 Diabetes (2001) College of Human Sciences Interdisciplinary and Multidisciplinary Seed Grant. $10,000.
Probiotic Effects on Rat Intestinal Microstructure and Fecal Microbial and Organic Compound Profiles (2001) College of Human Sciences Interdisciplinary and Multidisciplinary Seed Grant. $10,000.
Nutritional and Biochemical Effects of Cottonseed Oil (2000) College of Human Sciences New Faculty Seed Grant. $9,500.

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree: Post Doctoral Fellow  
Field: Nutritional Biochemistry  
Institution: The Ohio State University  
Year Awarded: 1988-1989

Degree: Ph.D.  
Field: Nutritional Biochemistry  
Institution: The Ohio State University  
Year Awarded: 1987

Degree: M.S.  
Field: Human Nutrition  
Institution: Texas Wmans University  
Year Awarded: 1979

Degree: Dietetic Internship  
Field: Dietetics  
Institution: Veterans Hospital, University of Puerto Rico  
Year Awarded: 1971

Degree: B.S.  
Field: Nutrition and Dietetics  
Institution: University of Puerto Rico  
Year Awarded: 1970

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title: Director of the Dietetic Internship  
Institution/Agency: Texas Tech University  
Year(s): 2002-present

Title: Director of the Didactic Program in Dietetics  
Institution/Agency: Texas Tech University  
Year(s): 2002-2004

Title: Associate Professor
Institution/Agency: Texas Tech University  
Year(s): 2004-present  
Title: Assistant Professor  
Institution/Agency: Texas Tech University  
Year(s): 1997-2003  
Title: Nutrition Consultant and Educator  
Institution/Agency: Private Practice, Stevenville, Texas  
Year(s): 1994-1996  
Title: Assistant Professor  
Institution/Agency: Texas Woman’s University  
Year(s): 1990-1994  
Title: Assistant Professor  
Institution/Agency: Texas Christian University  
Year(s): 1989-1990  
Title: Consultant Nutritionist  
Institution/Agency: Baberton (OH) Department of Health  
Year(s): 1987  
Title: Lecturer  
Institution/Agency: University of Akron  
Year(s): 1978-1979  
Title: Lecturer/Instructor  
Institution/Agency: Texas Woman’s University  
Year(s): 1979-1983  
Title: Clinical Dietitian  
Institution/Agency: Little Rock (AR) Hospital  
Year(s): 1975-1977  
Title: Clinical Dietitian  
Institution/Agency: Diabetes Regional Program, San Juan, PR  
Year(s): 1971-1974

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Tyra Carter  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: 2005

Student’s Name: Bayan Obeidat  
Degree: Ph.D.  
Institution: Texas Tech University  
Year Completed: 2004
IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Ph.D. – 4; M.S. - 5  
Department: Nutrition, Hospitality, and Retailing (formerly Education, Nutrition, and Restaurant/Hotel Management)  
Institution: Texas Tech University  

No. Students: Ph.D. – 1  
Department: Applied and Professional Studies  
Institution: Texas Tech University  
Year(s): 2007

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

<table>
<thead>
<tr>
<th>Course Numbers – all at Texas Tech University</th>
<th>Year(s)</th>
</tr>
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<tbody>
<tr>
<td>F&amp;N 5334 Advanced Medical Nutrition Therapy</td>
<td>2002-06</td>
</tr>
<tr>
<td>F&amp;N 5601 Dietetic Internship</td>
<td>2003-06</td>
</tr>
<tr>
<td>F&amp;N 5118 Food and Nutrition Seminar</td>
<td>2000, 2005-06</td>
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<tr>
<td>Interpretation</td>
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</tr>
<tr>
<td>F&amp;N 5311 Problems in Food and Nutrition</td>
<td>2001, 2004</td>
</tr>
</tbody>
</table>

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)

List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

American Society for Nutritional Sciences
American Dietetic Association
Item Writing and Passing Score Study, Commission on Dietetic Registration, 2006.
Latinos and Hispanics in Dietetics and Nutrition, American Dietetic Association Networking Group, Senior Advisor (2005) and Charter Member 1997-present.
Item Writing Workshop – Invited as a Resource, Commission on Dietetic Registration, 2002.
Texas Dietetic Association
Lubbock Dietetic Association
Member Nomination Committee, 2000-2001

Meetings Attended
Texas Dietetic Association, Food and Nutrition Conference, 2001-2006
American Dietetic Association, Food and Nutrition Conference and Expo, 2003-2005
Governor’s Conference on Childhood Obesity in Texas: Charting a Course for Change, 2004
Commission on Accreditation for Dietetics Education Program Review/Site-visit Workshop, 2003
WIC Nutrition and Breastfeeding Conference, 2003
Dietetics Educators of Practitioners Area IV Spring Meeting
National Rural Health Association Annual Conference, May 2001
Human Nutrition Conference: Diet, Exercise and Health Throughout the Life Cycle, 2001
Innovation Grants Conference Information, TDH, Austin, TX, 2000
Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.


VIII. Professional Papers and Abstracts for the last six years


**IX. Grant and Contract Activity for the last six years**

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

**External Grants (As PI)**

- WIC Data Analysis, Statewide Project (2002-2003), Texas Department of Health, $78,289*
- WIC Data Analysis, Statewide Project (2001-2002), Texas Department of Health, $123,695*
- WIC Data Analysis, Pilot Project (2000-2001), Texas Department of Health, $124,824*
- WIC Data Analysis, Pilot Project (2000), Texas Department of Health, $ 86,304*

**Internal Grants**

- Glucose, Insulin and Leptin in Breast Milk of Obese and Type 2 Diabetic Women (1/05-8/05)
  - **Roman-Shriver CR**, Boylan M, Border Sawyer B, Hart S, Evans T. College of Human Sciences, Multidisciplinary Grant $5,000

- Glucose, Insulin and Leptin in Breast Milk of Obese and Type 2 Diabetic Women (1/05-8/05)
  - **Roman-Shriver CR**, Boylan M, Border Sawyer B, Hart S, Evans T. Texas Tech University Multidisciplinary Seed Grant $10,000*

**Collaborator/Co-investigator/Consultant (Internal and External Grants)**

- TEAMWORK: A Service-Learning Approach to Nutrition and Physical Activity (6/05-5/06) Reed D, **Roman-Shriver CR**, Massey-Stokes M. General Mills Champions. Grant $20,000*
- TEAMWORK: A Service-Learning Approach to Nutrition and Physical Activity (9/05- 8/06) Massey-Stokes M, Reed D, **Roman-Shriver CR**. Texas Tech University, Teaching and Learning Technology Center Grant $10,000*

Glucose, Insulin and Leptin in Breast Milk of Obese and Type 2 Diabetic Women (1/05-8/05)
- **Roman-Shriver CR**, Boylan M, Border Sawyer B, Hart S, Evans T College of Human Sciences, Multidisciplinary Grant $5,000
Glucose, Insulin and Leptin in Breast Milk of Obese and Type 2 Diabetic Women (1/05-8/05)

Roman-Shriver CR, Boylan M, Border Sawyer B, Hart S, Evans, T. Texas Tech University
Multidisciplinary Seed Grant $10,000*

Evaluation of Medical Records & Completion of a Health Needs Assessment for Rural Hispanics with Type 2 Diabetes (2002), Shriver B; Roman-Shriver CR, TTU College of Human Sciences Multidisciplinary Seed Grant $10,000*

Alvarado C. TTU College of Human Sciences Multidisciplinary Seed Grant $5,000

The Effects of a Web-based Diabetes Prevention Project on Food Choices in Minority Adolescents at Risk for Type 2 Diabetes (2002) TTUHSC, School of Nursing. Diabetes Prevention and Control Project, Research Seed Grant $19,997 (Co-PI)*

Health Promotion and Disease Prevention among Hispanics, Blacks and Rural Population: Healthy Eating – Phase I (2002) TTUHSC, School of Nursing, Research Seed Grant $1,000 (Consultant).

Role of Substance P in Diabetes-impaired Wound Healing (1998-2000), Department of Ophthalmology NIH $146,032 (Consultant)

*supported graduate students

Training/Instruction and Community Service Grant (External)

CDRC Early Head Start Program, (6/01/06- 5/31/07), Department of Human Development and Family Studies (Renewal). U.S. Dept of Health & Human Services (12% cost-sharing, Grant award $654,115)

CDRC Early Head Start Program, (6/01/05- 5/31/06), Department of Human Development and Family Studies (Renewal). U.S. Dept of Health & Human Services (12% cost-sharing, Grant award $647,795)

CDRC Early Head Start Program, (6/01/04- 5/31/05), Department of Human Development and Family Studies (Reapplication). U.S. Dept of Health & Human Services (12% cost-sharing, Grant award $622,043)

CDRC Early Head Start Program, (6/01/03- 5/31/04), Department of Human Development and Family Studies. U.S. Dept of Health & Human Services $3,869 (5% cost-sharing, Grant award $615,944)

CDRC Early Head Start Program, (6/01/02- 5/31/03), Department of Human Development and Family Studies (Renewal). U.S. Dept of Health & Human Services $3,869 (6% cost-sharing, Grant award $365,227)

CDRC Early Head Start Program (6/01/01- 5/31/02), Department of Human Development and Family Studies. U.S. Dept of Health & Human Services $4,005 (8% cost-sharing, Grant award $365,227)

CDRC Early Head Start Program (6/01/00- 5/31/01), Department of Human Development and Family Studies. U.S. Dept of Health & Human Services $2,875 (10% cost-sharing, Grant award $365,227)

CDRC Early Head Start Program (6/01/99- 5/31/00), Department of Human Development and Family Studies. U.S. Dept of Health & Human Services $4,389 (10% cost-sharing, Grant award $244,800)
Other Projects


Personality Types and Other Risk Factors for Unhealthy Behaviors among College Students. Texas Tech University Health Sciences Center (2004-05) A collaborative pilot study with Bacchi D, Sorelle-Miner D, Borders T, Cohen L, Lochbaum M, Roman-Shriver CR. (Non-funded project)

Healthy Lifestyle Outreach Program (2004-05) Helen Jones Foundation $35,000 (funded for laboratory renovation)

Nutrition Education of School-age Children and their Parents (May 2004) $3,300 (Not-funded)

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

College of Human Sciences, Kathryn Burleson Faculty Service Award 2005
Texas Tech University Teaching Academy, Member, Inducted Spring 2001
Texas Tech University President’s Excellence in Teaching Award, 2001

Texas Dietetic Association Outstanding Dietetic Educator Award, 2001

Appointed Member, Texas State Strategic Health Partnership, Goal A Workgroup, 2003.
Appointed Member of the Texas Department of Health, Statewide Obesity Taskforce, 2001-2003.
Please **type** complete and specific information in each category as outlined below. Do **not** enclose resume. Where indicated, limit responses to the **last six years**. (If being reconsidered after three years probation, please use the “provisional” application.)

### I. Academic Background (begin with last degree; include post-doctoral work)

<table>
<thead>
<tr>
<th>Degree</th>
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<td>Field</td>
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<td>Institution</td>
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<tr>
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<td>Institution</td>
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<td>Year Awarded</td>
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<td>Institution</td>
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<td>Year Awarded</td>
<td>1965</td>
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### II. Professional Experience, Academic and Nonacademic (begin with present position)

<table>
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<tr>
<th>Title</th>
<th>Professor</th>
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<tr>
<td>Institution/Agency</td>
<td>Texas Tech University</td>
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<td>Year(s)</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Adjunct Professor of Biochemistry</th>
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<tbody>
<tr>
<td>Institution/Agency</td>
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<td>Year(s)</td>
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<table>
<thead>
<tr>
<th>Title</th>
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<td>Institution/Agency</td>
<td>Texas Tech University</td>
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<td>Year(s)</td>
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<th>Director, Institute for Nutritional Sciences</th>
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<td>Institution/Agency</td>
<td>Texas Tech University and Texas Tech University Health Sciences Ctr.</td>
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<td>Year(s)</td>
<td>1985-1991</td>
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<tbody>
<tr>
<td>Institution/Agency</td>
<td>Texas Tech University, Texas Tech University Health Sciences Ctr.</td>
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<tr>
<td>Year(s)</td>
<td>1980-1983</td>
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<td>Title</td>
<td>Institution/Agency</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Interim Director, Institute for Nutritional Sciences</td>
<td>Texas Tech University and Texas Tech University Health Sciences Ctr.</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>Texas Tech University</td>
</tr>
<tr>
<td>Associate Research Professor, Department of Chemistry</td>
<td>State University of New York at Albany</td>
</tr>
<tr>
<td>Research Chemist, Laboratory of Experimental Metabolic Diseases, Medical Research Programs</td>
<td>Veterans Administration Hospital</td>
</tr>
<tr>
<td>Instructor of Biochemistry</td>
<td>Colorado State University</td>
</tr>
<tr>
<td>Research Associate</td>
<td>Colorado State University</td>
</tr>
<tr>
<td>Postdoctoral Fellow</td>
<td>Colorado State University</td>
</tr>
</tbody>
</table>

### III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

- **Student’s Name:** Susan Henderson  
  **Degree:** Masters  
  **Institution:** Texas Tech University  
  **Year Completed:** 2001

- **Student’s Name:** Jason Hooks  
  **Degree:** Masters  
  **Institution:** Texas Tech University  
  **Year Completed:** 2004

- **Student’s Name:** Lela Taum  
  **Degree:** Ph.D.  
  **Institution:** Texas Tech University  
  **Year Completed:** August 2005

### IV. Other Service on Graduate Committees in the last six years (excluding III)
V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University  
Course Numbers: F&N 5331 Issues in Nutrition  
Year(s): 2000

Institution: Texas Tech University  
Course Numbers: F&N 5330 Introduction to Nutritional Sciences Research  
Year(s): 2001

Institution: Texas Tech University  
Course Numbers: F&N 5329 Minerals in Nutrition  
Year(s): 2001, 2003, 2005

Institution: Texas Tech University  
Course Numbers: HON 5000  
Year(s): 2004

Institution: Texas Tech University  
Course Numbers: F&N 5118 Seminar  
Year(s): 2001
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers
presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.

International Organizing Committee for the Seventh International Symposium on Selenium in Biology and Medicine, 2000 Venice, Italy
Session Co-Chair, Third International Conference on Arsenic, 2000, Dhaka, Bangladesh.
President-TTU Chapter Phi Kappa Phi, 2000
National By-Laws and Business Practices Committee, Phi Kappa Phi, Baton Rouge, LA, 2000
Experimental Biology, San Diego, CA, 2000
Third International Conference on Arsenic, Dhaka, Bangladesh, 2000 (invited speaker)
7th International Symposium on Selenium in Biology and Medicine, Venice, Italy, 2000 (plenary speaker)
Texas Dietetic Association, Houston, TX, 2001
Selenium Summit (sponsored by Alltech Biotechnology, by invitation only), Indianapolis, IN, 2001
Society of Environmental Sciences and Chemistry, Baltimore, MD, 2001 (invited speaker)
American Dietetic association, Philadelphia, PA, 2002
Korean Society for the Prevention of Cancer, Soul, South Korea, 2003 (invited speaker)
Admiral Zumwalt Consortium for Bioterrorism Research, Lubbock, TX, 2003
American Dietetic Association, San Antonio, TX, 2003 (invited speaker)
Texas Dietetic Association, Dallas, TX, 2004 (Invited Speaker)
Selenium-Tellurium Development Association, Nuremberg, Germany, 2004 (invited speaker)
LGC Laboratories, Workshop on Selenium Teddington, London, GB, 2004 (invited speaker)
Government of Thailand, Meeting on Bird Flu, Bangkok, Thailand, 2004 (invited speaker)
International Conference on Bioinorganic Chemistry, Saskatoon, Canada, 2005 (invited speaker)
Yamanuchi Institute of Environmental Science, Fujiyoshida, Japan, 2005
Selenium-Tellurium Development Association (invited speaker), Osaka, Japan, 2005
Government of Thailand, Meeting on Bird Flu (invited speaker), Bangkok, Thailand, 2005
Selenium-Tellurium Development Association (invited speaker), Kyoto, Japan, 2005
ACE Technical Selenium Meeting (invited speaker), Bangkok, Thailand, 2006
Selenium-Tellurium Development Association (invited speaker), Cork Ireland, 2006

Editorial Positions, Referee for Journals, Proposals, etc.
Service on Award Panels, Juries, etc.

Member, Editorial Board, Biological Trace Element Research 2000-2006

Editor-in-Chief and Founder, Journal of Nutritional Immunology, 1989-1996

Ad hoc reviewer for 34 manuscripts/grants listed below for the period 2000-2006.
Medical Hypothesis, 2006
Chemical Toxicology, 2006
Toxicology and Applied Pharmacology, 2005 (2)
International Journal for Vitamin and Mineral Research, 2005
Journal of Toxicology, 2005
Annals of Epidemiology, 2004
Free Radical Biology and Medicine, 2004
Analytica Chemica Acta, 2004, 2005
Mutation Research, 2003
Mutation Research, 2003
Food and Chemical Toxicology, 2003, 2006
Journal of Nutritional Biochemistry, 2004
Chemico-Biological Interactions, 2004
Biological Trace Element Research, 2004, 2005
VIII. Professional Papers and Abstracts for the last six years

Abstracts


Spallholz, J.E. Selenium: The Essential Poison Unmasked (2001) Society of Environmental Toxicology and Chemistry (by invitation) Baltimore, MD


Spallholz, J.E., Grey, T. and Reid, T.W. (2003) Se-methylselenocysteine (SeMC) and Selenomethionine Likely Induce Apoptosis by Enzymatic Modification Arresting


IX. Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

- **Cause, Amelioration and Research Plan to Counteract Arsenic Toxicity with Dietary Selenium for the People of Bangladesh.** United Nations (UNICEF) 2001-2002, $16,000 Co-PI with Mallory Boylan

- **Development of Selenopeptides as Anti-Viral Agents.** SBCCOM Department of Defense, National Program for Countermeasures to Biological and Chemical Threats, Funded October 2000-2003, $350,000.00 Co-PI with Ted Reid

- **Counter Terrorism Measures to Combat Yersinia Pestis with Selenium Pharmaceuticals.** SBCCOM Department of Defense, National Program for Countermeasures to Biological and Chemical Threats, Funded Since October 2001-2004 $600,000.00 Co-PI with Ted Reid and Joe Fralick

- **Missouri University Reactor Research Grant, department of Energy** $3,000./yr 2002-2006 PI

- **ASPEN Grant Selenium Dietary Supplements in the Mitigation of Arsenicosis and Associated Skin Cancers** $5,500.


- **American Cancer Society. Selenium in the Chemoprevention of Arsenic Cancers.** $60,000. PI Funded 2005

- **National Institutes of Health, NCI Selenium Against Arsenic toxicity and Skin Lesions.** $260,000. PI- International Consortium Funded 2006

- **Emergent Technologies, LLP of Austin, TX.** ca. $500, 000/ year to Commercial Selenium Development, coatings and pharmaceuticals (Technology Licensed from TTU)

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

None
Please type complete and specific information in each category as outlined below. Do not enclose resume. Where indicated, limit responses to the last six years. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

Degree:      PhD
Field:      Home Economics Education
Institution:     Iowa State University, Ames
Year Awarded:   1977

Degree:     MS
Field:      Home Economics Education (Vocational)
Institution:    West Virginia University
Year Awarded:   1971

Degree:     BA
Field:      Home Economics Education
Institution:    Fairmont State College, Fairmont, WV
Year Awarded:    1968

II. Professional Experience, Academic and Nonacademic (begin with present position)

Title:      Associate Professor
Institution/Agency: Texas Tech University

Title:     Assistant Professor
Institution/Agency: Texas Tech University
Year(s):    1985-1991

Title:     Department Chair and Teacher
Institution/Agency: Scotland High School, Laurinburg, NC
Year(s):     1982-1985

Title:       Assistant Professor
Institution/Agency: Winthrop College (now University), Rock Hill, SC
Year(s):      1977-1982

Title:     Research Assistant,
Institution/Agency: Iowa State University
Year(s):     1974-1977
Title: Instructor  
Institution/Agency: Mansfield College (now University), Mansfield, PA,  
Year(s): 1971-1974

Title: Teaching Assistant  
Institution/Agency: West Virginia University  
Year(s): 1970-71

Title: Home Service Representative/Utility Company Home Economist  
Institution/Agency: Monongahela Power Company-Jackson’s Mill State 4-H Camp, Parkersburg, and Fairmont, WV  
Year(s): Summer Internships 1967 and 1968 and Full time 1969-70

III. Direction of Graduate Students (completed theses and dissertations directed in the last six years)

Student’s Name: Robert Lloyd Williams  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2000

Student’s Name: Sandra Marquez-Hall  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2002

Student’s Name: Nealnara Wongkerd-(co-chair)  
Degree: MS  
Institution: Texas Tech University  
Year Completed: 2003

Student’s Name: Ching Wen Hung-(co-chair)  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2006

Student’s Name: Jianren Zhang-(co-chair)  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2006

Student’s Name: Nealnara Wongkerd-(co-chair)  
Degree: PhD  
Institution: Texas Tech University  
Year Completed: 2006
IV. Other Service on Graduate Committees in the last six years (excluding III)

No. Students: Ph.D. – 8; MS - 2
Department: Nutrition, Hospitality, and Retailing, Family and Consumer Sciences Education, Museum Science
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)

Institution: Texas Tech University
Course Numbers: RHIM 5350 Travel and Tourism
Year(s): 2000-2003

Institution: Texas Tech University
Course Numbers: RHIM 6350 Advanced Travel and Tourism
Year(s): 2003-2006

Institution: Texas Tech University
Course Numbers: FCSE 5118 Seminar
Year(s): Summer 2000

Institution: Texas Tech University
Course Numbers: RHIM 6300 Perspectives
Year(s): 2005

Course Numbers: RHIM 7000
Years: Spring 2001-2004

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers presented at professional meetings in VIII below. For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


Marquez-Hall, S. & Stout, B.L. “Assessment of Computer Technology Within AAFCS”. Using Technology as a Tool to Enhance Learner Outcomes in Family and Consumer Sciences, Chapter in the 23rd Yearbook of the Education and Technology Division, AAFCS, 2004.


VII. Current Participation in Professional Associations
Association, Years Meetings Attended, Offices, Participation, Etc.


Travel and Tourism Research Association, 2001 to present. Conduct conference calls with the founder of the association as a teaching technique in the RHIM 6350 Advanced Travel and Tourism course.

Travel Industry Association of America-member 2004 to present. Trade association for the travel industry in the US. Respond to requests for information.

Pacific Asia Travel Association (PATA)-member-joined 2006 based on the large Asian student enrollment in Hospitality Administration.


Editorial Positions, Referee for Journals, Proposals, etc. Service on Award Panels, Juries, etc.

Journal referee for the Texas Association of Family and Consumer Sciences
VIII. Professional Papers and Abstracts for the last six years


Ho, J.Y., Goh, B., Wu, K., & Stout, B.L. Hotel Performance Review in the Greater China Area. 11th Annual Graduate Education and Graduate Student Research Conference, Seattle, WA, January 2006.


Kim, Y.H., Yuan, J., Boyce, J., & Stout, B.L. An Investigation of Food Tourism Web-Marketing in West Texas. 11th Annual Graduate Education and Graduate Student Research Conference, Seattle, WA, January 2006.

Hung, C.W., Stout, B.L., Blum, S., & Breeding, D. The Effectiveness of the Texas Hospitality Skills Training Program: Customer Satisfaction in the Southwest Texas Tourism Partnership. 11th Annual Graduate Education and Graduate Student Research Conference, Seattle, WA, January 2006.


Chuang, N.K., Goh, B.K., & Stout, B.L. Undergraduate Students’ Career Intentions in the Hospitality Industry After Graduation. 10th Annual Graduate Education and Graduate Student Research Conference, Myrtle Beach, S.C., January 2005.

Chuang, N., Goh, B.K., & Stout, B.L. Factors that Affect Hospitality Undergraduate Students’ Career Intentions and Commitment Toward Their Career Choices. CHRIE Conference, 2005.

Hung, C.W. & Stout, B.L. Business Travelers’ Perceptions of Business Travel with Family Members. 10th Annual Graduate Education and Graduate Student Research Conference, Myrtle Beach, S.C., January 2005.


Tsai, F.C., Goh, B.K., Stout, B.L., & Wu, K.C. Impact on the Local Economy of a Special Exhibit at a University Affiliated Museum. 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, January 2003
Lai, H.S., Wu., K.C., Stout, B.L., & Goh, B.K. Analysis of Taiwanese Hospitality Students’ Learning Styles and Personality Types. 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, January 2003


Chuang, N.K., Wu, C.K., & Stout, B.L. Taiwan Outbound Travelers’ Satisfaction with Package Tours. CHRIE 2002 International Conference.

IX. Grant and Contract Activity for the last six years
List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education; (c) indicate which ones were funded.

Lubbock Preston Smith International Airport Survey, September 2005 to September 2006. Funded by the Lubbock Convention and Visitors Bureau. Conducted with co-researcher, Ben Goh. A Research Assistant was employed as well as graduate students to collect data as residents and non-residents departed the airport.

Hosting Visitors to Build and Sustain Tourism: Hospitality Training Program Development for Business Owners/Managers and Employees, October 2001-August 2002. Extended through Fall 2002 with additional funds. Funded by College of Human Sciences Multi-disciplinary Research Seed Grant Project with Texas Cooperative Extension, Department of Recreation, Park and Tourism Sciences, Texas A&M University. Conducted with co-researcher, Shane Blum. Funded 2 graduate students to collect data in Ozona, Sonora, and El Dorado, TX.


Impact of the Texas Tech University Museum Vatican Exhibit on the Local Economy, Summer 2002. Funded by TTU College of Human Sciences Research funds. Conducted with co-researcher, Ben Goh. Supported 1 research assistant.
Systems Thinking Applied to the RHIM Program Area, September 1999-2000.
**Funded** by the Southwestern Bell Corporation/ CLEAR Project.
Conducted with co-researcher, Ben Goh.

**Funded** by the American Association of Family and Consumer Sciences.
Supported a Doctoral student who completed her dissertation using the research data.

X. Indicate other professional activities during the last six years that contribute to graduate education
(software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Created RHIM 5350 Travel and Tourism course and RHIM 6350 Advanced Travel and Tourism course and offered to Restaurant, Hotel and Institutional Management Master’s Degree and Hospitality Administration Doctoral students as well as other students (Museum Science) primarily.

Doctoral Advisor for the Hospitality Administration Program since the program was approved in 2002. Responsibilities include the following:

a) Working with the RHIM Graduate Faculty to create forms for prospective students (application and recommendation forms) and current students which are included at the Hospitality Administration Website as follows: *Program Procedures and Checklist, Degree Planning Sheet prior to Fall 2004 and beyond Fall 2004, Program of Work, Long Range Course Plan, Long Range Research Plan, Annual Report, Dissertation Committee Form, Qualifying Examination Guidelines, Dissertation Guidelines, Dissertation Approval Form, Grant Request Form for Dissertation Research, and Teaching and Research Assistantship Application;*

b) Revising forms as the program grows and as a result of experience;

c) Creation of a Hospitality Administration Doctoral Program printed brochure which was supported by funds from the Graduate School;

d) Working with mentors and dissertation chairs as they guide individual students;

e) Recruiting students, responding to inquiries, organizing the acceptance process, and monitoring progress of students accepted to the program;

f) Maintaining a job announcement board and links to job announcement websites and monitoring the job placement of graduates;

g) Taking part in Program of Work meetings for each student;

h) Organizing Qualifying Examinations in October and March each year;

i) Planning the agenda with the RHIM Program Chair and preparing minutes of meetings

j) Encouraging student applications and write recommendations for Graduate School, College, and Study Abroad scholarships, summer dissertation awards, TEACH Program Fellowships, and other opportunities; Write recommendations for Chancellor’s Fellowships;

k) Interacting with International Teaching Assistant and ESL personnel to enhance student preparation and with Graduate School personnel to guide the program.
Please **type** complete and specific information in each category as outlined below. Do **not** enclose resume. Where indicated, limit responses to the **last six years**. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

<table>
<thead>
<tr>
<th>Degree</th>
<th>Field</th>
<th>Institution</th>
<th>Year Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ph.D.</td>
<td>Hospitality and Tourism Management</td>
<td>Purdue University</td>
<td>2004</td>
</tr>
<tr>
<td>MS</td>
<td>Restaurant/Hotel &amp; Institutional Management</td>
<td>Texas Tech University</td>
<td>2000</td>
</tr>
<tr>
<td>BS</td>
<td>Hotel Management</td>
<td>Beijing Second Foreign Language Institute</td>
<td>1994</td>
</tr>
</tbody>
</table>

II. Professional Experience, Academic and Nonacademic (begin with present position)

<table>
<thead>
<tr>
<th>Title</th>
<th>Institution/Agency</th>
<th>Year(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Professor</td>
<td>Texas Tech University</td>
<td>2004-2006</td>
</tr>
</tbody>
</table>

III. Direction of Graduate Students (completed theses and dissertations **directed** in the last six years)

<table>
<thead>
<tr>
<th>Student’s Name</th>
<th>Degree</th>
<th>Institution</th>
<th>Year Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huaixin Zhang</td>
<td>Ph.D.</td>
<td>Texas Tech University</td>
<td>2006</td>
</tr>
<tr>
<td>Young-Hoon</td>
<td>Ph.D.</td>
<td>Texas Tech University</td>
<td>2007</td>
</tr>
<tr>
<td>Shan (Jaki) Jiang</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Degree: MS
Institution: Texas Tech University
Year Completed: 2007

IV. Other Service on Graduate Committees in the last six years (excluding III)
No. Students: 8
Department: Nutrition, Hospitality & Retailing
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each
was taught.)

Institution: Texas Tech University
Course Numbers: RHIM5333 Hospitality Management Research and Applications
Year(s): 2005, 2006

Institution: Texas Tech University
Course Numbers: RHIM 6322 Financial Management in the Hospitality Industry
Year(s): 2004, 2005 (distance course)

VI. Published Research and Creative Activity in the last six years (do not include in-house reports)
List: articles, books, and creative activities pertinent to your discipline. List abstracts and papers
presented at professional meetings in VIII below. For publications, show complete authorship
and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings,
compositions, etc., for items in the Fine Arts and related areas.

promotional effects of a wine festival. In J. Carlsen & S. Charters (Ed.), International Wine


motivations: A synergy of wine, travel, and special events? Journal of Vacation Marketing, 11(1),
37-54.


VII. Current Participation in Professional Associations

Association, Years Meetings Attended, Offices, Participation, Etc.

Travel and Tourism Research Association (TTRA), 2005
International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), 2004
International Society of Travel & Tourism Educators (ISTTE), 2004, 2005
Chi Chapter of Phi Beta Delta (national honorary society for international scholars), 2006

Editorial Positions, Referee for Journals, Proposals, etc.

Service on Award Panels, Juries, etc.

Ad hoc Referee, *Journal of Quality Assurance in Hospitality and Tourism*
Reviewer, 11th Annual Graduate Conference in Hospitality and Tourism, Seattle, WA
Reviewer, 2005 I-CHRIE Conference, Las Vegas, NV
Reviewer, 10th Annual Graduate Conference in Hospitality and Tourism, Myrtle Beach, SC
Reviewer, International Wine Tourism Conference, Margaret River, Australia, May 2-5, 2004

VIII. Professional Papers and Abstracts for the last six years


Shih, Y. & Yuan, J. (2005). Restaurant consumer’s attitude toward vegetarian diets. Proceedings of the Tenth Annual Graduate Conference in Hospitality and Tourism, Myrtle Beach, SC.


IX. Grant and Contract Activity for the last six years

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.

The Texas Tech University Vietnam E-Commerce Education Centers (ECEC) Project
Total Estimated Costs: $571,000
Role: Project partner

Texas Tech University Research Development Grant Proposal
Topic: International Tourists: Their Perceptions of Safety, Their Shopping Behaviors, & Their Economic Impact
Total Estimated Costs: $237,940

2006 College of Human Sciences (COHS) New Faculty Seed Grant, Texas Tech University
Topic: Shopping Experience of International Cross-Border Tourists
Amount granted: $4,500

2005 College of Human Sciences (COHS) New Faculty Seed Grant, Texas Tech University
Topic: Research on the Chinese Outbound Travel Market to the United States
Amount granted: $4,500

2005 Lubbock International Airport & Lubbock CVB Research Grant
Topic: Lubbock International Airport Customer Survey
Amount granted: $1,000

2005 TLTC Grant, Texas Tech University
Topic: Service Learning: Education through Engagement and Partnership
Amount requested: $7,013
X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

**Best Paper Award**, the Eleventh Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, Seattle, WA January 2006

**Best Poster Award**, the 2004 ISTTE Annual Conference: International Collaboration, Hong Kong SAR September 2004


**Best Paper Award**, the Sixth Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, Atlanta, GA January 2001
Please **type** complete and specific information in each category as outlined below. Do **not** enclose resume. Where indicated, limit responses to the **last six years**. (If being reconsidered after three years probation, please use the “provisional” application.)

I. Academic Background (begin with last degree; include post-doctoral work)

- **Degree:** PhD  
  **Field:** Animal Science Specialized in Meat Science  
  **Institution:** Texas Tech University  
  **Year Awarded:** 1992

- **Degree:** MS  
  **Field:** Meat Science  
  **Institution:** Texas Tech University  
  **Year Awarded:** 1988

- **Degree:** MBA  
  **Field:** Business Administration  
  **Institution:** Sul Ross State University  
  **Year Awarded:** 1985

II. Professional Experience, Academic and Nonacademic (begin with present position)

- **Title:** Assistant Professor  
  **Institution/Agency:** Texas Tech University  
  **Year(s):** 2001-2006

- **Title:** Visiting assistant Professor  
  **Institution/Agency:** Texas Tech University  
  **Year(s):** 1996-2000

- **Title:** General Manager  
  **Institution/Agency:** Tokyo Japanese Restaurant  
  **Year(s):** 1998-1999

III. Direction of Graduate Students (completed theses and dissertations **directed** in the last six years)

- **Student’s Name:** Chao, Shih-Chi “Jack”  
- **Degree:** Ph.D.  
- **Institution:** Texas Tech University  
- **Year Completed:** In Progress
IV. Other Service on Graduate Committees in the last six years (excluding III)
No. Students: 17
Department: Nutrition, Hospitality, and Retailing
Institution: Texas Tech University

V. Graduate Courses Taught in the last six years (list course numbers only once plus the years each was taught.)
Institution: Texas Tech University
Course Numbers: RHIM 5100* Hospitality Seminar
Year(s): 2002-2005

Institution: Texas Tech University
Course Numbers: RHIM 5316 Hospitality and Services Marketing
Year(s): 2002-2006

Institution: Texas Tech University
Course Numbers: RHIM 5333 Hospitality Management Research Techniques and Application
Year(s): 2001-2003

Institution: Texas Tech University
Course Numbers: RHIM 5355 Human Resources in the Hospitality Industry
Year(s): 2002-2006
VI. Published Research and Creative Activity in the last six years (do not include in-house reports)

List: articles, books, and creative activities pertinent to your discipline. **List abstracts and papers presented at professional meetings in VIII below.** For publications, show complete authorship and provide exact titles, dates, and inclusive page numbers. Fully describe performances, showings, compositions, etc., for items in the Fine Arts and related areas.


VII. Current Participation in Professional Associations

**International**
- National Interpretation Association, member (2005 –present)
- Council on Hotel, Restaurant and Institutional Education (CHRIE), member (1999-present)
- National Restaurant Association, Member (1998 - present)

**State**
- Texas Council on Hotel, Restaurant and Institutional Education, Member, Vice Present, (1999-present)
VIII. Professional Papers and Abstracts for the last six years

Refereed Conference Proceedings (Accompanied with Presentations)


**IX. Grant and Contract Activity for the last six years**

List grants, contracts or other types of sponsored research activity in the last six years. Note title of the proposal, date, and the sponsoring agency; dollar amount is optional. Include proposals that (a) were evaluated by an appropriate peer group, (b) made a contribution to graduate education, (c) indicate which ones were funded.


Impact of High Speed Chilling/Freezing Immersion on Ultrasturctural Changes of Texas Cantaloupe. College of Human Sciences Faculty Incentive Grant, $5,000, September 2001 – August 2002.*

Growing Recruits for Urban Business, Texas Workforce Committee, $17,080.80, September 2001 – August 2002, Co-Investigator with B. K. Goh.*

Chemical and Functional Properties of Cottonseed Oil as a Deep Fat Frying Medium. Plains Cooperative Oil Mill, Inc. and Pitco Frialator, $67,519, September 1, 1999-August, 2000, Co-Principal Investigator with L.C. Hoover and L.D. Thompson.*

*supported graduate students

X. Indicate other professional activities during the last six years that contribute to graduate education (software development, new course development, adjudication, service on government panels, symposia or conferences organized, consulting for state and federal organizations, honors and awards received, etc.)

Tourist satisfactions with vocational destinations of Yunan Province, China, 2003 – present.
Effects of hospitality skill training in increasing tourist staying in Alisan and social impacts on residential aboriginal Tsou tribe, 2003 – present.
Student attitudes toward hospitality internship in Taiwan: a case study of a southern Taiwan university, 2003 – present.
Taiwan junior college hospitality student satisfaction levels on learning experiences, 2003 – present.
Comparing performance of Taiwan foodservice employees graduated from vocational high school hospitality programs and non-hospitality programs, 2003 – present.
Hospitality Students’ Personality types and Learning Styles, 1999 – 2003.
Graduate Program Review
2000-2006

APPENDIX D

RECRUITING MATERIALS

Department of
Nutrition, Hospitality and Retailing

January 2007
Graduate Program Review
2000-2006

APPENDIX E

GRADUATE STUDENT ASSOCIATION

Department of
Nutrition, Hospitality and Retailing

January 2007
GHRIM is designed to be a social and service organization open to all graduate students in the hospitality management area. The organization functions with a typical slate of elected officers (president, vice president, secretary, treasurer, social chair) under the guidance of a faculty advisor.

Social activities include at least one large gathering each semester for all graduate students and RHIM faculty members. These events are well attended and provide a casual venue for student/faculty interaction. Other, less official activities, are held periodically. In addition, at the end of each semester, the group hosts a reception for all graduate students and faculty members in order to honor graduating students.

Service activities vary widely. Recent activities have included working on a Habitat for Humanity house and buying Christmas gifts for elderly Lubbock residents.

In order to finance organizational activities, the group regularly holds fundraisers. They have sold t-shirts and often make and sell food to students and faculty members in the Human Sciences Building.