

California State University, Fullerton
Campus Centers and Institutes Self-Study/Program Review 2018-2019
Center for Entertainment and Hospitality Management

- Official Name of the CCI: Center for Entertainment & Hospitality Management
- Name and academic titles of the person who heads the CCI:
 - Ellen E. Kim, Ph.D, CHE
 - Associate Professor of Management, Mihaylo College of Business and Economics
 - Director, Center for Entertainment and Hospitality Management
- College(s) or other unit(s) within which the CCI conducts its functions:
 - Mihaylo College of Business and Economics, Department of Management
- Contact information – phone number, email address, and building/room location o year established:
 - Center: (657) 278 – 8624, SGMH-5284, ehm@fullerton.edu
 - Director: (657) 278 – 8296, SGMH-5380, eukim@fullerton.edu
- Year Established: 2011
- Year of Last Review: NA
- Date of Review Being Submitted: April, 2019

1) Mission and Goals:

- a. What are the mission and goals of the CCI? This mission of the Center for Entertainment and Hospitality Management is to provide direction and support for a nationally recognized business management undergraduate program - Entertainment and Hospitality Management - preparing students for transition to the workforce in a global society and expanding the university's and college's reputation. The main goal of the Center for Entertainment and Hospitality Management is to link students to the entertainment media and hospitality industries. The Center resources and events help prepare students in the Entertainment and Hospitality Management academic program for career opportunities in both industries.
- b. Which university mission and goals does the CCI best align with? The Center for Entertainment and Hospitality Management best aligns with the university mission of providing students experiences in and out of the classroom and help students develop the habit of intellectual inquiry, prepare for challenging professions, strengthen relationships to their communities and contribute productively to society. More specifically, the Center activities align with the university goals of a) providing high-quality programs that meet the evolving needs of our students, community and region, b) creating an environment where all students have the opportunity to succeed, c) increasing external support for university programs and priorities, and d) expanding connections and partnerships with our region. By developing strong partnerships with Entertainment and Hospitality industries in our region, we are able to provide high quality programs to the students that reflect the rapid changes of the industries and tools necessary for students for engage closely with industry professionals.
- c. What are the departmental or college-level missions and goals that the CCI strives to attain? The mission of the Mihaylo College of Business and Economics is to create and apply knowledge that transforms student lives, develops business leaders who share the regional economy and advances the intellectual capital of our diverse region. The Center for Entertainment and Hospitality Management strives to attain this mission by closely working with industry partners to inspire, empower and develop tomorrow's leaders of the Entertainment and Hospitality industries. Our students are the future leaders of these industries and the pipeline of the industries' workforce. Collaborating with industry executives and professionals enable us to develop practical and applied curriculum which enables our students to translate their education into success in the workforce.

2) Activities:

- a. What activities took place in the most recent three- or seven-year period? How were specific activities conducted during the most recent three- or seven-year period directed toward meeting the aforementioned mission and goals?
 - The following activities are directed toward the goals of linking students to the entertainment media and hospitality industries, providing high-quality programs

that meet the evolving needs of our students, community and region and creating an environment where all students have the opportunity to succeed:

- HR Panels and Hello Hospitality: The Center organized Hospitality HR Panel and Entertainment HR Panel by invited HR directors from each field. These events were very successful each year and received positive feedback from both the students and the recruiters. Starting 2017, the Center expanded the scope of HR Panel by changing the event to “Hello Hospitality” which consists of Executive Panel and Fireside Chat Networking. For example, this year we invited executives and recruiters from ten hospitality and tourism companies for Hello Hospitality 2019 (March 12, 2019) to engage and network with our students. Some of the students already applied for internships and jobs immediately following the event.
 - Meet the Execs: This event allows students to meet with the Advisory Board Members and usually the ratio is four to five students per one executive. This is similar to a speed dating where the students rotate and meet with five to six executives in the fields that they are interested in.
 - Info Sessions: The Center invites recruiters to come to campus to have info sessions which allow them to promote their companies and internships/jobs. Info sessions allow students to learn about different job opportunities offered by various companies in the Entertainment and Hospitality fields. Several students usually apply for internships or jobs immediately following the events.
 - Speaker Series (Industry Insider): The Center recently started this industry insider event which invites successful industry professionals to speak about their career paths to the students. They are usually role models to our students and these events motivate and inspire the students. The most recent Industry Insider was in April, 2019 and one alumni (class of 2008) was invited to speak about his successful journal within the Disney Company.
 - Industry Tours: The Center works with the Student Club, Behind The Scenes (BTS), to organize several industry tours throughout the year. This allows students to really experience each company by touring and speak with industry professionals at various levels through a panel that usually follows the tour.
- The following activities are directed toward the goals of increasing external support for university programs and priorities, and expanding connections and partnerships with our region.:
 - Advisory Board Meetings: Advisory board meetings take place twice a year – one meeting per semester. Starting this Fall (2019), each advisory board member will be assigned to a committee (the list of committees

will be decided during the meeting) to enable each member to be more actively involved.

- OC Experience Hospitality: The Center collaborates with other CSU campuses annually to introduce the hospitality industry to approximately 200 high school students in the Orange County region. This event usually involves college student panel, industry tour, education expo and industry networking luncheon. A group of Entertainment and Hospitality Management students usually volunteer at this event and participated in all the above mentioned activities.

3) Organizational Structure and Governance:

a. What is the CCI's organizational and governance structure? Does the CCI operate with a formal Advisory Committee or Governing Board? If so, what is the composition of that group and the frequency of meetings?

- The Center for Entertainment and Hospitality operate with a formal Advisory Board. This group meets twice a year with the Center Director.
- The board is composed of entertainment and hospitality executives – CEOs, Presidents, Vice Presidents, etc. - in the region.
- Center for Entertainment and Hospitality Management Advisory Board:
 - Robert Alvarado, Senior Vice President, Sales & Marketing, Orange County SC (United Soccer League)
 - Vincent Freda, Chief Data Officer, Warner Music Group
 - Ed Fuller, President, Chief Executive Officer, Orange County Visitors Association; President, Co-founder, Laguna Strategic Advisors
 - Ralph Grippo, Principal, Bellwether Financial Group
 - Paula Horstkotte, Vice President, Residuals & Contract Reporting, HBO, Inc.
 - Clark Jones, Vice President, Revenue Management and Analytics, The Walt Disney Company
 - Amy Lemisch, Executive Director of the California Film Commission
 - Thomas Mueller, Vice President, Hotel Operations, Pechanga Resort & Casino
 - Beth Roberts, Executive Vice President, Business Operations, NBCUniversal Cable Entertainment Group
 - Kevin Rohani, Vice President, Development and Acquisitions, Dream Hotel Group

b. What roles and oversight duties are the committee or board generally engaged in, and in what ways was the committee or board particularly impactful during the review period?

- The board generally engages in academic development, leadership development, board development and marketing and branding. The committee is particularly impactful when we develop or review curriculum or some of the industry related activities and events that connect students to the industries.

4) Resources and Sustainability:

- a. List the revenue received by the CCI during its latest three years of operation. What additional resources/sources of support does the CCI receive (e.g., assigned time for leadership, baseline budget amount, hours from community volunteers, unpaid student internships, etc.)?
- The Center for Entertainment and Hospitality Management has been mainly supported by the Dean of Mihaylo College of Business and Economics. The following are currently supported by the College:
 1. Assigned Time: 1 Course Per Semester
 2. Student Assistantship: 10 hours/week at \$12.00
 3. Some Baseline Budget of \$5000 per year
 - There have been few donations by the Advisory Board in the past but those were mostly one time donations.
- b. Provide a summary of the number of faculty and staff affiliated with the CCI and approximate time base of each. What assigned space does the CCI occupy and what administrative unit assigns that space? Are there costs related to the space? Comment on the “degree of sustainability” of the CCI in relation to the resources that the CCI has to draw upon and in relation to plans to maintain, reduce, or grow the work of the CCI.
- Faculty and staff affiliated with the Center are the director of the Center, Dr. Ellen Kim and an administrative student assistant, Mayra Encinas. The administrative assistant currently works 10 hours per week and the Director works approximately 25 hours per week for the Center. The Center occupies SGMH 5284 and the space is supported by the Dean. Currently, the Center is financially supported by the Dean and the degree of sustainability is low. The Center is in the process of transitioning the Advisory Board to giving board and plans to be self-supported in the next three to five years. This will enable the Center to grow its work and positively impact the students and the industry partners.

5) Highlights and Accomplishments:

- a. Discuss any special reports, products, or activities that reflect accomplishments of the CCI in its most recent three- or seven-year period. In what ways have these accomplishments contributed to the impact of the CCI?
- Some of the recent activities that reflect accomplishments of the Center for Entertainment and Hospitality Management include a) Hello Hospitality, 2) OC Experience Hospitality and 3) Speaker Series.
 1. Hello Hospitality is an annual hospitality event that includes an executive panel and fireside chat networking event. For example, 10 industry executives and professionals from 8 hospitality and tourism companies participated in this year’s Hello Hospitality and nearly 85 CSUF students attended the event. Students were able to learn about the career paths of the executives and internship and job opportunities

each company offers. We also received over \$2500 in donations (gifts in kind) for our students.

2. OC Experience Hospitality is an annual event hosted by CSU Hospitality and Tourism Alliance and California Restaurant Association Foundation. This event invites approximately 200 local high school students in Orange County and educates them about the hospitality industry and higher education opportunities through panel, tour, education expo and networking luncheon. The Center for Entertainment and Hospitality Management represents CSUF at this event by participating in the panel, education expo and luncheon and also guiding the tours.
 3. The Center usually organizes two “Industry Insider” speaker series each semester by inviting successful professionals in the hospitality and entertainment industries. Approximately 60-80 students attend these speaker series. Speakers share about how they got to where they are, some of the challenges they faced along the way, and any advice they want to share with the students followed by a Q&A session.
- All of these events were recently covered by either Mihaylo Business Blog or OC Register. Please click on the links below to access the articles:
 1. Hello Hospitality (2018): <https://www.oregister.com/2018/05/02/cal-state-fullerton-students-learn-how-to-turn-that-part-time-server-job-into-a-career-in-hospitality/>
 2. OC Experience Hospitality (2018): <https://business.fullerton.edu/news/2018/06/21/mihaylo-college-supports-event-giving-southern-california-high-school-students-an-introduction-to-the-hospitality-industry/>
 3. Speaker Series (2019): <https://business.fullerton.edu/news/2019/02/25/adam-gubman-writes-music-for-video-games-movies-and-tv-shows-heres-a-look-at-his-career/>
- b. In what ways have they contributed to the mission of the college or university and/or to the goal of promoting faculty and student research and engagement?
- These activities contributed to the mission of the college and university by providing students with the opportunities to really connect with the industries and communities.
 - Innovation: The Center strives to improve and innovate new systems. Some of the recent improvements include introducing new speaker series, Industry Insider, and expanding the HR panel to an annual hospitality networking event, Hello Hospitality. Also, the Center will form a student group – Student Advisory Board – to engage more students and collaborate with them to make more impact. The Center is transitioning to a giving Board and implementing a new “give or get” fundraising strategy.
 - Engagement: The Center expands connections and partnerships with our region through these events which also enable active engagement for students and

faculty. Our students are future leaders of the industries and they are the pipeline of the labor force of the hospitality and entertainment organizations. Events like HR Panels, Hello Hospitality, Info Sessions and Industry Tours fulfill the evolving needs of our students, community and region by connecting the future labor force with the current industry leaders.

- Impact: The Center aims to not only connect with the industries but also reach out to potential students and pave the way for them. Participating in community outreach events such as “OC Experience Hospitality” not only benefits the current hospitality and entertainment organizations and community but also current and future students who will be future leaders of the industries.

6) Planning and Strategic Outlook:

a. What is the nature and formality of the CCI’s strategic planning process?

- There has been a recent transition in directorship of the Center and with this transition there will be a new strategic planning process being implemented. First, strategic plans are currently being developed by the Director with the assistance from the experts in the College of Business and Economics. New strategic plans will be shared with the faculty in the Entertainment and Hospitality Management and the Advisory Board for constructive feedback. Once the initial strategic plans are developed, they will be reviewed twice a year by the Director and the Advisory Board during the Advisory Board meetings.

b. What are the goals of the CCI for the coming seven-year period and to what extent are the CCI’s resources aligned with those goals?

- The goal of the Center will continue to be the bridge of the CSUF Entertainment and Hospitality Program and the industries. More specifically, the Center aims to:
 1. Fundraising – The Center aims to be self-supported in the next three to five years by completely transitioning to a giving board and through “give or get” fundraising method.
 2. Promote the Entertainment and Hospitality program –The Center aims to promote the program to potential students by establishing relationships with local high schools and community colleges.
 3. Sustainable partnerships – The Center aims to develop sustainable partnerships with local communities and organizations in related industries.

c. If the leadership of the CCI believes that some or all of the activities and operations of the CCI need to be substantially modified, refocused, or discontinued, please explain the rationale and potential timeframe for the viewpoint.

- The Leader of the Center for Entertainment and Hospitality Management does not believe that current activities and operations of the Center needs to be substantially modified. The Center needs to continue to support the program by continuing current successful activities and expand upon current successes.