

# FAMILY AND CONSUMER SCIENCES PROGRAM PROGRESS REPORT (11/01/08)

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## An Overview

The Bachelor of Arts (B.A.) and Master of Arts (M.A.) in Family and Consumer Sciences (FCS) programs at Marshall University are comparable to accredited FCS degree programs in the United States, and are unique from FCS programs offered by other universities in the Tri-State region. Currently online courses for the M.A. in FCS degree are being developed, and will be implemented in fall 2009. This report compares the B.A. in FCS degree program at Marshall University with successful/accredited FCS programs offered by other universities. Additionally, the report demonstrates that Marshall's FCS program is unique in the Tri-State region and that there is a significant demand for the program's graduates in the current job market. The report also provides explanation and justification for electives versus required courses. Finally, the report outlines actions undertaken to promote recruitment and retention of students in both the B.A. and M.A. in FCS degree programs.

## **Action #1 Comparison of the B.A. in Family and Consumer Sciences curriculum at Marshall University with accredited FCS programs at other institutions and analysis of employment opportunities for graduates.**

Family and Consumer Sciences program is comparable with FCS programs accredited by the Council for Accreditation of the American Association of Family and Consumer Sciences. Table 1 presents examples of accredited FCS programs that are similar to the program proposed at Marshall University. Appendix A shows similarity in the scope and course content of FCS bachelors degree programs at Marshall University and Ohio University. Both programs cover similar subject areas, support courses and electives for specific areas of emphasis/major.

Table 1. Accredited Family and Consumer Sciences Degree Programs similar to MU program

University	Degree	Majors/Areas of Emphasis
Alabama A&M University	BS	<ol style="list-style-type: none"> <li>1. Apparel Merchandising and Design</li> <li>2. Human Development and Family Studies</li> <li>3. Nutrition and Hospitality Management</li> </ol>
Iowa State University	BS	<ol style="list-style-type: none"> <li>1. Apparel Merchandising, Design, and Production (AMDP)</li> <li>2. Hotel, Restaurant and Institution Management (HRIM)</li> <li>3. Human Development and Family Studies (HDFS)</li> </ol>
Ohio University	BS	<ol style="list-style-type: none"> <li>1. Family Studies</li> <li>2. Restaurant, Hotel &amp; Tourism</li> <li>3. Retail Merchandising</li> <li>4. FCS Education</li> </ol>
City University of New York, Queen's College	BA	<ol style="list-style-type: none"> <li>1. Family and Consumer Studies</li> <li>2. Textiles and Apparel</li> <li>3. Food and Nutrition</li> </ol>
Florida State University	BS	<ol style="list-style-type: none"> <li>1. Clothing, Textiles, and Merchandising</li> <li>2. Family and Child Sciences</li> </ol>

The FCS program is unique among those offered by universities in the Tri-State region. First, the B.A. in FCS at Marshall University is the only stand-alone FCS degree program among universities in the Tri-State region. Second, it is the only true FCS degree program. All other undergraduate degree programs are merged with other areas of focus such as education (Fairmont University offers BS in FACS), agriculture and forestry (West Virginia University), or specialize in one field of FCS (Kent State University only offers BS in Fashion Design and Merchandising; West Virginia University offers two BS degree programs: 1) Interior Design, and 2) Textiles, Apparel & Merchandising). Third, the B.A. in FCS is the only program that offers Child and Family Services area of emphasis in the Tri-State region.

There is a critical employment demand for graduates with the B.A. in FCS. The Hospitality Management major in the B.A. in FCS, with three areas of emphasis (Culinary Arts, Foodservice, and Lodging), provides opportunities to graduates from community colleges to pursue a bachelors degree to serve at managerial level in this fast growing industry in West Virginia. The curriculum offers training to meet the demands of private industry, hospitals, government, educational institutions, hotels/motels, and restaurants. The Department of West Virginia Tourism (2004) indicated that West Virginia generated over \$3.4 billion in 2004, and produced about 41,000 jobs with earnings of \$766 million. West Virginia's sales in foodservice are estimated to increase by 9% in the next 10 years.

The apparel design and merchandising area of emphasis is designed to help students gain knowledge required to recognize fashion industry trends, analyze market and consumer behavior, and assess retail needs. Five million people are employed in the fashion industry (U.S. Department of Labor, 2008). The Apparel Design and Merchandising has been strengthened to include cutting-edge computer-aided-design software used in the fashion industry. Students are excited and simulate the work of professional fashion designers. They are able to translate fashion ideas to exciting trial garments for product lines in the fashion retail industry.

Graduates with a Child and Family Services are in high demand for quality childcare nationwide. As shown in figure 1 and 2 , in 2005, over 60 % of children ages 0–6 in pre-kindergarten (about 12 million children) received some form of child care on a regular basis from persons other than their parents, while over 50% of children in kindergarten through 8<sup>th</sup> grade received weekday care and organized activities (U.S. Census Bureau, 2007). Professional caregivers are needed to provide quality services in childcare, youths programs, and elderly care organizations. Pandemic issues such as obesity require professionals that create awareness and educate society on how to prevent it. FCS graduates are also needed to address pertinent societal issues such as consumer concerns about credit and debts, and work in youth and adult education programs.

FIGURE 1. INDICATOR FAM3.A: PERCENTAGE OF CHILDREN AGES 0–6 NOT YET IN KINDERGARTEN BY TYPE OF CARE ARRANGEMENT, 2005

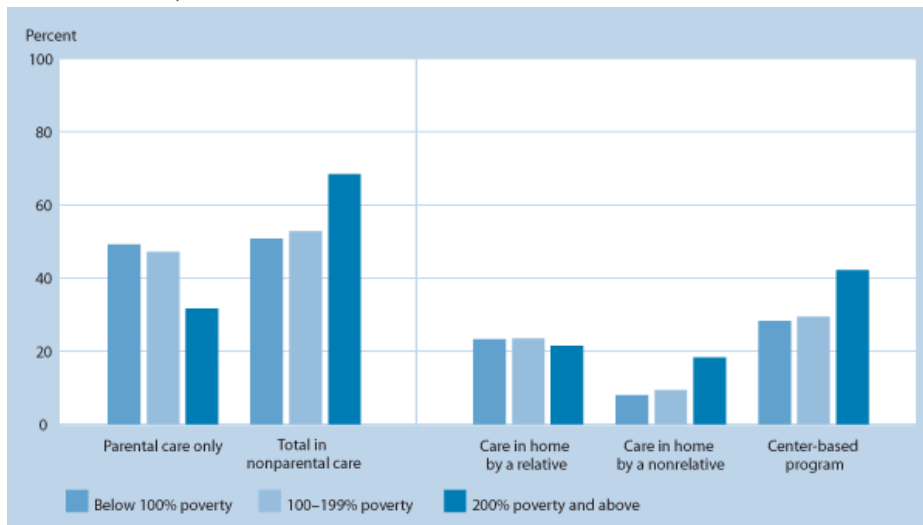
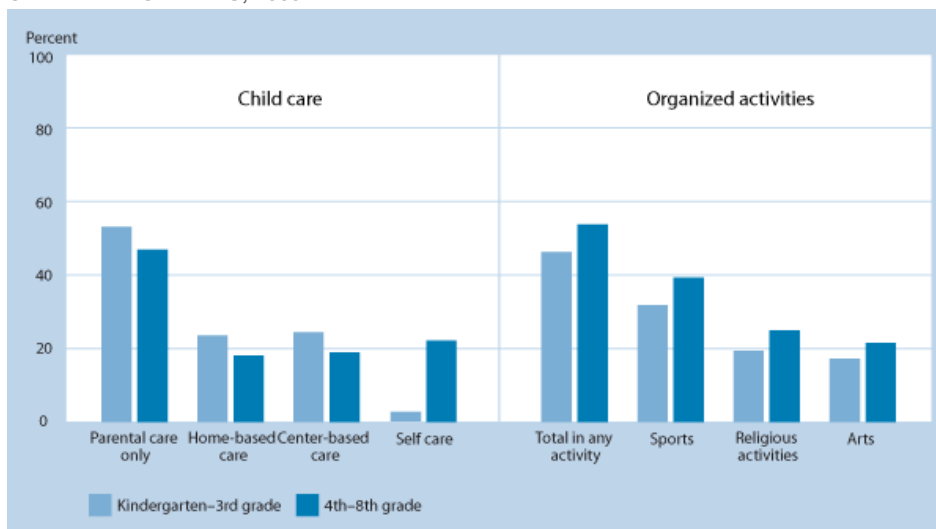


FIGURE 2. INDICATOR FAM3.C: PERCENTAGE OF CHILDREN IN KINDERGARTEN THROUGH 8TH-GRADE BY WEEKDAY CARE AND ACTIVITIES, 2005



SOURCE: U.S. Department of Education, National Center for Education Statistics, [National Household Education Surveys Program \(NHES\)](#).

**Action #2 Explanation and Justification for Electives versus Required Courses in the major.**

The required courses (FCS 201, 358, 379, & 444, SOC 200, and MGT 360) for the B.A. in FCS prepare students with an overarching professional knowledge, skills and reasoning ability required to work in the human service and FCS related industries. These courses assist students in developing an understanding of the interdisciplinary nature of the FCS profession, and the interrelationship of physical, psychological, and social development throughout the life span. SOC 200 introduces students to human society, while MGT360, an entrepreneurship course, is fundamental in helping students develop skills necessary to succeed and make valuable contributions to their communities. Electives were selected based on professional

relevancy to the area of emphasis and permission from departments that offer specific courses. Approval to take electives was obtained from program coordinators of Art and Design (ART 219, 301) for the Apparel Design and Merchandising; and Management and Marketing courses (such as MGT320 & 420; MKT 371, 435 & 442) for hospitality management major and apparel design and merchandising area of emphasis in the B.A. in FCS. Electives from Counseling for Child and Family Service area help students understand issues affecting individuals and families.

### **Action #3 Activities for Recruitment and Retention of FCS Students**

The following activities were implemented as part of recruitment and retention of students for the FCS degree programs.

1. Facilitated the dual degree partnership with Marshall University Community and Technical College in Hospitality Management. Also explored possible similar arrangements with other community colleges in the Tri-State region. Graduates with an Associate degree in culinary arts, foodservice and/or hotel/lodging will be a sustainable source of students for the B.A. in FCS.
2. The B.A. in FCS with a hospitality management major will also be a source of students for the proposed online M.A. in FCS program, which has a single major in hospitality and tourism.
3. The FCS website (<http://www.marshall.edu/fcs/>) has been recreated to provide information to students, the public, and potential employers.
4. A promotional Family and Consumer Sciences brochure was distributed to community colleges and senior high schools in the Tri-State region.
5. Family and Consumer Sciences faculty and staff have participated in student orientations, and school visits as major marketing to create awareness of the programs.
6. Faculty emailed all undecided students in the COEHS to consider FCS options.
7. Published an article on FCS programs in The Parthenon
8. FCS plans to hold a press release in mass media (MU radio, local TV, and local newspapers).
9. The program utilized the FCS Advisory Committee members to recruit students.

### ***Action # 4* Students Enrollment**

Although there have been changes in the B.A. in FCS in 2002 and 2006, the program has been able to recreate itself and will continue to increase its enrollment. Table 2 shows the trend in students' enrollment for FCS programs from 2002-2008. The enrollment will increase as a result of the above recruitment activities, to be within the FCS enrollment projections for the next four years beginning fall 2009 (see Table 3).

<b>Family Consumer Sciences (FCS)</b>							
<b>Table 2. Huntington Campus Headcount Enrollment Fall 2002 through 2008</b>							
Program	Academic Year						
	2002	2003	2004	2005	2006	2007	2008
<b>EF10-B.A. Family &amp; Consumer Sciences (Undergraduate)</b>	53	42	48	41	44	48	42
<b>GEH0-M.A. Family &amp; Consumer Sciences (Graduate)</b>	6	5	1	5	3	3	1
<b>Total</b>	<b>59</b>	<b>47</b>	<b>49</b>	<b>46</b>	<b>47</b>	<b>51</b>	<b>43</b>

**Table 3. Four-Year Projection of Enrollment for the B.A. in Family and Consumer Sciences Degree Program**

Students	Year 1	Year 2	Year 3	Year 4
	2009-2010	2010-2011	2011-2012	2012-2013
<b>Area of Emphasis 1: Apparel Design &amp; Merchandising</b>	20+	40	60	80
<b>Area of Emphasis 2: Child &amp; Family Service</b>	20	40	60	80
<b>Hospitality Management Major</b>	20	40	60	80
<b>Grand Total of Students Enrolled in the Program</b>	<b>60+</b>	<b>120</b>	<b>180</b>	<b>240</b>

**Note:** New student enrolment will increase by about 60 students per academic year in the first four years.

### **The Online M.A. in Family and Consumer Sciences**

There has been a great deal of student interest generated by the online M.A. in FCS degree. The Online Masters of Arts in FCS has a single major in Hospitality and Tourism. According to the Travel Industry Association (2008), tourism is a \$1.3 trillion industry in the U.S. with 7.5 million direct travel-generated jobs. Data indicate that 160,000 foodservice managers were employed in 2004, and that employment at this level will increase by 18% by 2014 ([www.bls.gov](http://www.bls.gov)). An online graduate program will reach students in West Virginia, the United States, and internationally. Table 4 presents students enrollment projection for the new M.A. in FCS degree for the next two academic years. A consultant is currently developing online courses for the M.A. in FCS. A specific technology plan has been developed to support online courses for the M.A. in FCS.

**Table 4. Projected Enrollment for Online M.A. in Family and Consumer Sciences Degree Program**

<b>Students</b>	<b>Year 1 2009-2010</b>	<b>Year 2 2010-2011</b>
New Students Admitted	30	30
<b>Grand Total of Students Enrolled in the Program</b>	30	60

**Note:**

- New student enrollment of about 30 per academic year.
- Projections are based on market demand.
- A fulltime student may complete the program in two years. Students have flexibility to complete the program in four years.

### **Action # 5 FCS Integration with Existing Degree Programs at Marshall University**

Recently the possibility of working with related programs to offer integrated bachelors degree options, have been explored. For example, under consideration are the following two options:

#### **1. Food and Nutrition Area of Emphasis that integrates courses from Dietetics in the College of Health Professions**

On October 29, 2008, a meeting was held with the Coordinator and faculty from Dietetics and the Associate Dean, COEHS, to explore the option to offer the Food and Nutrition area of emphasis in the B.A. in FCS. The Food and Nutrition area of emphasis will integrate courses offered by Dietetics such as DTS 202 Introductory Foods, DTS 301 & 302 Food Safety & Systems Management. I &II, DTS 310 Life Span Nutrition, and DTS 409 Community Nutrition were suggested for integration. Generally, the idea of integration was acceptable. Members will look into resource requirements and modalities for implementation before making final decision.

## 2. **FCS course integration into programs offered by the Division of Exercise Science, Sport and Recreation (ESSR)**

The ESSR division offers undergraduate degree programs in the areas of Adult Fitness/Exercise Physiology, Athletic Training, Park and Leisure Services, and Sport Management and Marketing. They prepare students for careers in professional, collegiate or amateur athletics; collegiate or military recreational sports; municipal parks and recreation departments; business and industrial sports; commercial and club sports; YMCAs and YWCAs, Boys and Girls Clubs of America; television, radio, journalism, sporting goods and equipment and apparel. A meeting was held to discuss with the ESSR Division about integrating FCS courses into ESSR degree programs or offering a double major.

### **Action #6 Interest and Support for FCS programs at Marshall University**

Students expressed great interest in the FCS program and were excited when a young and passionate guest lecturer taught the introductory course at the beginning of fall 2008. Students' interest has been reflected through emails to the Dean, the Division Chair, and the FCS Program Coordinator.

Quotations from students' emails:

"I am a sophomore-level student who (though technically I am a graphic design major) has always intended on following through with a degree in Fashion Merchandising. In the year I have been at Marshall, I have come across many students who have similar ideas as myself..."

"I can honestly say that Ms. Kuhn has made the industry that we want to pursue interesting. She had wonderful ideas to get us out into the world, and gain experience from real life situations that we could potentially deal with daily."

The Development Director has identified potential donors for the FCS program, and one of those donors serves on the COEHS Advisory Board. The FCS Advisory Committee members have also advocated for FCS programs.

### **REFERENCES**

1. U.S. Department of Education, National Center for Education Statistics (2007). *National Household Education Surveys Program (NHES)*. Cited in Forum on Child and Family Statistics. America's Children: Key national indicators of well-being. Retrieved October 20, 2008 from <http://www.childstats.gov/americaschildren/famsoc3.asp>
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4. U.S. Department of Labor (2008) Retrieved 4/5/08 from <http://www.bls.gov/>
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**APPENDIX A**

Similarity of the FCS bachelor’s degree in scope and course content at Ohio University and Marshall University

<b>Major/Area of Emphasis</b>	<b>Marshall University ( Semester System)</b>	<b>Ohio University (Quarter System)</b>
<p><b>Apparel Design &amp; Production/ Retail Merchandising</b></p>	<p>FCS 201 Family and Consumer Sciences: The Profession            FCS 358 Family Resource Management            FCS 379 Aesthetics for Living            FCS 444 Consumer Education            MGT 360 Introduction to Entrepreneurship            FCS 112 Clothing Construction            FCS 160 Overview of the Fashion Industry            FCS 212 Textiles            FCS 240 Pattern Making and Apparel Production            FCS 311 Advanced Apparel Pattern Making            FCS 314 Dress and Culture            FCS 349 Apparel Product Quality Analysis            FCS 359 Merchandising Processes and Procedures            FCS 417 Evolution of Fashion            FCS 459 Fashion Buying            ART 214 Introduction to Design            MKT 344 Retail Management  <b>Internship</b>            FCS 471 Family and Consumer Sciences Practicum I            FCS 472 Family and Consumer Sciences Practicum II (Capstone)</p> <p><b>Required support courses:</b>            LE 207 Legal Environment of Business            ACC 310 Accounting for Entrepreneurs            MGT 320 Principles of Management            MGT 424 Human Resource Mgt            MKT 340 Principles of Marketing            ISC 209 Chemistry in the Home            SOC 200 Introductory Sociology</p>	<p>HCRM 299 - Professional Development            HCRM 399 - Career Search Strategies            HCRM 250 - The Consumer in American Society            HCRM 315 - Elementary Textiles            HCRM 383 - Product Development, Evaluation, and Distribution            HCRM 405A - History of Costume            HCRM 407 - Global Issues in Textile, Apparel, and Retail Industries            HCRM 417 - Retail Merchandising--Management            HCRM 423 - Retail Merchandising--Promotional Strategy            HCRM 437 - Strategic Merchandise Planning            HCRM 480 - Strategic Retail Policy</p> <p><b>Internship</b></p> <p>HCRM 400 - Internship Preparation            HCRM 499 - Internship: Retail Merchandising</p> <p><b>Required courses:</b>            ACCT 101 - Financial Accounting            ECON 103 - Principles of Microeconomics            ECON 104 - Principles of Macroeconomics            HCRM 201 - Introduction to Retailing            PSY 221 - Statistics for the Behavioral Science</p> <p><b>Required Related Courses</b>            COMS 103 - Fundamentals of Public Speaking            HCCF 371 - Family and Life Span Development            JOUR 250 - Advertising Principles            MGT 202 - Management            MIS 201B - Introduction to Information Analysis and Design            MKT 202 - Marketing Principles            PSY 101 - General Psychology            SOC 101 - Introduction to Sociology</p>

	<p><b>Electives/or Minor</b>  <i>Marketing</i>  MKT371 International Marketing  MKT 435 Internet Marketing  MKT 437 Consumer Behavior  MKT 442 Market Research</p> <p><i>Fine Arts</i>  ART308 Weaving  ART 301 Printmaking Processes  ART421 Functional Weaving Design  ART422 Textile Fiber Art  THE 250 Introduction to Costuming  THE 356 Costume Construction</p> <p>PSY 201 General Psychology</p>	<p><b>Electives:</b> Select one course from each area.  ART 113 - Three-Dimensional Studies Credit  ART 116 - Descriptive Drawing  HCIA 181 - Color Theory  HCRM 150 - Design and Illustration Techniques</p> <p>MATH 113 - College Algebra Credit  MATH 163A - Introduction to Calculus  MATH 263A - Calculus I Credit Hours:</p> <p>HCRM 399A - Retail Merchandising Field Work Experience  HCRM 399B - Retail Sales Internship</p> <p>IART 117 - Introduction to the Arts: Arts in Contexts IART 118 - Introduction to the Arts: Object &amp; Events</p> <p><i>Select two courses from</i>  HCCF 160 - Introduction to Child Development  HCFN 128 - Introduction to Nutrition  HCIA 185 - Aesthetics of Architecture, Interiors, and Design</p> <p><b>Approved business electives</b></p> <p>Select 12 hours at the 300 or 400 level in ACCT, B A, BUSL, FIN, HRM, MGT, MKT, MIS, OPN, or QBA.</p>
<p><b>Child &amp; Family Services/ Family Studies</b></p>	<p>FCS 210 Nutrition  FCS 350 Administration of Child and Family Services  FCS 351 Housing the Family  FCS 363 Meal Planning and Preparation  FCS 465 Child and Family Programs  ECE 215 Family Relationships  ECE 204 Parenting  PSY 311 Child Development  PSY 201 General Psychology  PSY 312 Adult Development  SOC 408 The Family  COUN 455 Crisis Interventions</p> <p><b>Support Courses</b>  LE 207 Legal Environment of Business  FIN 201 Personal Finance</p>	<p>HCCF 270 - Family Living  HCCF 299 - Introduction to Human Services-Professional Assess  HCCF 360 - Human Sexualities  HCCF 361 - Guidance and Classroom Management in Early Childhood  HCCF 361L - Clinical: Guidance and Classroom Management in Early Childhood  HCCF 371 - Family and Life Span Development  HCCF 380 - Death and Dying  HCCF 400A - Senior Seminar: Family Studies  HCCF 462A - Diversity in Families  HCCF 462B - Parenthood  HCCF 462C - Middle Childhood  HCCF 462E - Youth Identity Crisis  HCCF 462F - Family Ties and Aging</p>

	<p>SOC 313 Contemporary Social Issues and Problems  MKT 445 Services Marketing  MGT 424 Personnel Management  ISC 209 Chemistry in the Home</p> <p><b>Electives</b>  COUN320 Community Resources  COUN456 Death and Grief Counseling  COUN476 Counseling with Parents  COUN477 Stress Management Counseling  SOC 310 Individual and Society  SOC330 Sociology and Community Health  SOC 432 Sociology of Appalachia  SOC 433 Industrial Sociology  SOC 440 Introduction to Sociology of Aging  SOC 442 Urban Sociology  PSC 461 Urban Problems and Public Policy  SWK 307 Child Welfare  PSY360 Personality</p>	<p><b>Internship</b>  HCCF 399 - Junior Practicum--Professional Development  HCCF 499 - Field Experience in Family Studies</p> <p><b>Required Related Courses</b>  SOC Any 200-level course  EDCE 410 - Human Relations  HCFN 128 - Introduction to Nutrition  HCIA 185 - Aesthetics of Architecture, Interiors, and Design  HCRM 250 - The Consumer in American Society  MGT 202 - Management  PESS 227 - First Aid: Work Place Training  PSY 101 - General Psychology  PSY 120 - Elementary Statistical Reasoning  PSY 233 - Psychology of Personality  S W 102 - Introduction to Social Work and Social Welfare  S W 290 - Social Welfare as an Institution  SOC 101 - Introduction to Sociology  SOC 261 - Deviant Behavior</p> <p><b>Electives:</b> Select <b>one</b> course from each area.</p> <p><a href="#">HCCF 160 - Introduction to Child Development</a>  <a href="#">PSY 273 - Child and Adolescent Psychology</a>  <a href="#">HCCF 444 - Adult Education in Human and Consumer Sciences</a>  <a href="#">HCCF 471 - Family Life Education</a></p> <p>PSY 332 - Abnormal Psychology  PSY 376 - Psychological Disorders of Childhood</p> <p>SOC 315 - Social Identities  SOC 363 - Juvenile Delinquency  SOC 365 - Sociology of Mental Illness  SOC 414 - Contemporary Social Movements  SOC 416 - Society and the Individual  SOC 467 - Violence Against Women</p> <p>Select <b>two</b> courses from</p> <p>S W 380 - Child Abuse and Neglect  S W 382 - Understanding Alcohol Problems and Alcoholism</p>
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		<p>S W 383 - Introduction to Social Work Practice Methods  S W 384 - Social Welfare Law  S W 390 - Social Policy</p>
<p><b>Hospitality Management/ Restaurant, Hotel and Tourism</b></p>	<p><b>Requirements:</b>  Associate Degree in Hospitality management  <b>Plus</b></p> <p>FCS 306 Foundations of FCS Profession  FCS 358 Family Resource Mgt  FCS 359 Merchandising Processes and Procedures  FCS 379 Aesthetics for Living  FCS 402 Foods of the World  FCS 405 Quantity Food Production  FCS 407 Food Service Systems Management  FCS 444 Consumer Education  MGT 360 Introduction to Entrepreneurship</p> <p><b>Internship</b>  FCS 472 Family and Consumer Sciences Internship (capstone)</p> <p><b>Required Support Courses</b>  MGT 424 Personnel Management  MKT 340 Principles of Marketing  ISC 209 Chemistry in the Home</p> <p><b>Electives</b>  MKT 344 Retail Management  MKT 435 Internet Marketing  MKT 437 Consumer Behavior  MKT 442 Market Research</p>	<p>HCFN 110 - Introduction to Hospitality  HCFN 128 - Introduction to Nutrition  HCFN 133 - Food Sanitation  HCFN 220 - Science of Food I  HCFN 222 - Science of Food II  HCFN 275 - Training in Hospitality  HCFN 333 - Principles of Quantity Food Production  HCFN 334B - Introduction to Food Production: Food Service  HCFN 362 - Convention and Event Planning  HCFN 400D - Hospitality Seminar  HCFN 437 - Food Service Cost Control  HCFN 438 - Management of Maintenance Systems in the Hospitality Industry  HCFN 440 - Beverage Management  HCFN 442 - Accounting in the Hospitality Industry</p> <p><b>Internship</b>  HCFN 399D - Hospitality Field Experience  HCFN 499B - Hospitality Practicum</p> <p><b>Other required courses</b>  COMS 103 - Fundamentals of Public Speaking  ECON 103 - Principles of Microeconomics  HCCF 371 - Family and Life Span Development  HRM 320 - Human Resource Management  HRM 425 - Employee Relations  JOUR 250 - Advertising Principles  MIS 201B - Introduction to Information Analysis and Design  PSY 101 - General Psychology  SOC 101 - Introduction to Sociology</p> <p><b>Electives:</b> Select one course from each area.</p> <p>CHEM 121 - Principles of Chemistry I  CHEM 151 - Fundamentals of Chemistry I</p> <p>HCIA 185 - Aesthetics of Architecture, Interiors, and Design  HCRM 250 - The Consumer in American Society</p>

	<p>MATH 113 - College Algebra  MATH 163A - Introduction to Calculus  MATH 263A - Calculus I</p> <p><b>Additional Courses, Restaurant Track</b>  HCFN 299B - Sophomore Practicum: Introduction to Food Service  HCFN 335 - Food Service Purchasing  HCFN 360 - Catering Practicum  HCFN 439 - International Cuisine</p> <p><b>Additional Courses, Hotel and Tourism Track</b>    HCFN 361 - Hotel Operations  HCFN 441 - Principles of Tourism  HCFN 443 - Marketing for Hospitality and Tourism</p> <p><b>Business Minor</b>  ACCT 101 - Financial Accounting  ACCT 102 - Managerial Accounting  BUSL 255 - Law and Society  FIN 310 - Foundations of Financial Management  MGT 202 - Management  MKT 202 - Marketing Principles  OPN 300 - Principles of Operations</p>
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**College of Education and Human Services**  
Office of the Executive Dean

November 3, 2008

Board of Governors  
Marshall University  
One John Marshall Drive  
Huntington, WV 25755

Dear Board of Governors:

This is a letter of strong support for the continuation of the BA and MA degree programs in Family and Consumer Sciences. We have made incredible progress in redesigning these two programs. I am not sure why any chair or dean would have allowed the “old” programs to become so antiquated and dysfunctional. However, I can assure members of the MU Board that the new programs are current, unique, and marketable, as compared to offerings in other institutions of higher education. The potential for these programs to bring revenue into the University is tremendous. No longer is this a program that teaches homemakers how to make bread. We have launched FCS into the 21<sup>st</sup> Century, so now individuals learn how to organize and maintain a healthy lifestyle and household on limited resources (time and money).

With the recruiting efforts of the past semester, student interest is extremely high and enrollment is beginning to increase. We have hired an individual this fall 2008 to market the BA in FCS program in local high schools and career centers. She reports a great deal of interest has been generated among high school students who now know that MU’s FCS program is high-tech, has new computer equipment and design software. Additionally, majors from other colleges are beginning to take our FCS courses to help them with their careers in closely related fields. For example, a career in theater, where students can now learn how to design and make costumes, or a graphic design student deciding to complete a degree in fashion merchandising. The College has been given approval to hire an individual to become the COEHS Director of Recruiting and Advising, and this search is currently taking place. This person will focus his or her efforts on building interest and enrollment in FCS programming.

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Integration of the FCS program with programs on campus has made a great deal of progress and needs to be mentioned. Currently, FCS partners with the MCTC to offer a major in hospitality management with three emphasis areas: food service, hotel/lodging, and culinary arts. This will allow students to have a dual degree and be able to compete in a demanding and high interest arena. Next, the FCS faculty members are working with faculty from COHP to integrate FCS and DTS programming. One FCS faculty member has been teaching dietetics courses for COHP, and both groups are excited about partnering. Additionally, FCS has begun a partnership with the Recreation and Park Resources program (RPR) in ESSR. Dr. Arnold and Mr. Abel are eager and pleased about this unique partnership because it fills a void they see in their RPR graduates. They indicate that they can teach students all the recreation and park skills needed; however, graduates seem to lack skills on designing comfortable environments and serving others. Therefore, the RPR program will add FCS courses to their major.

Another focus of FCS programs is on renovating the food lab. Like many spaces on campus, the kitchens in Corby are dated and in much need of refurbishing. This fall 2008, the College launched the COEHS renovation project, where private donors and businesses adopt a space to upgrade. One classroom (Jenkins 233) has been remodeled. The FCS program is searching for business/businesses to commit to remodeling of the lab space into a demonstration kitchen.

One of the most exciting upgrades of the FCS programs is the online MA program in Hospitality and Tourism. This online master's degree program will meet the needs of students all over the United States. These FCS courses are interactive and forward-looking. Currently, two courses (FCS 620 and FCS 622) have been completed and two others are near completion.

Once again, I strongly recommend that the FCS BA and MA programs be given "continuation at current level of activity," which means it continues to rebuild curriculum, upgrade space and increase student enrollment. I would be honored to answer any questions you may have. Thank you for your consideration.

Sincerely,



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