Experience Industry Management (EIM) Advisory Council
Department Update
November 2, 2018
1. Experience Industry Management Updates
2. Roundtable 2 Minute Updates
3. New EIM Social Media Approach
4. Student Panel
5. Experience Innovation Lab Brainstorming
6. SURP & Lunch
7. 2019 Auction & Dinner
8. Internship Placement Trends
9. Private Public Partnerships
10. CAFES Updates
11. CP-AWS Digital Information Hub
12. Appoint Vice Chairs & Committee Chairs
13. Committee Breakouts
14. Review Council Matrix
The vision of the Department of Experience Industry Management is to cultivate leaders and innovators in industries that promote healthy lifestyles, protect memorable places, and facilitate life-enhancing experiences for individuals, communities, and the global society.
Strategic Initiatives

• Develop world’s leading experience industry management curriculum
• Develop industry relevant, progressive & active research centers/institutes
• Maintain a thriving & innovative faculty dedicated to the teacher-scholar model
• Offer an international educational opportunity to every EIM student
• Become a leader on campus in addressing diversity and inclusion initiatives
Advancement Goals

- $2.5M – Experiential Innovation Lab
- $3M Center for Experience Design & Management Research
- $3.5M – Endowed faculty position
- $1M – International learning program opportunities
- $100,000 – Scholarships for incoming students to increase diversity
Concentrations

- Event Planning and Experience Management
- Tourism, Hospitality & Destination Management
- Sport & Recreation Experience Management
EIM Highlights Since March 2018 Learn by Doing

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting
EIM Highlights Since March 2018 Learn by Going

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting
Faculty Perceptions of Tenure in Parks, Recreation, and Tourism

Keri Schwab, William W. Hendricks, Daniel L. Dustin & James F. Murphy
Pages 12-28 | Published online: 27 Apr 2018

Leisure Satisfaction Mediates the Relationships between Leisure Settings, Subjective Well-Being, and Depression among Middle-Aged Adults in Urban China

CAL POLY BEACoN Mentors
Believe, Educate & Empower, Advocate, Collaborate, Nurture
See the colleges that offer the best overall Parks, Recreation & Leisure Studies major.

1. University of Illinois at Urbana - Champaign
2. Texas A&M University - College Station
3. California Polytechnic State University - San Luis Obispo
4. Indiana University - Bloomington
5. University of Utah

It is hard to beat California Polytechnic State University - San Luis Obispo if you want to pursue Parks, Recreation & Leisure Studies as a major. Students from the parks, recreation & leisure studies program at California Polytechnic State University - San Luis Obispo earn 24.6% above the standard graduate with the same degree. California Polytechnic State University - San Luis Obispo is among the largest schools in California.
Thanks Launch, Inc.!

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting
Cynthia Moyer & John Bullaro Scholarship

https://eim.calpoly.edu/donation
Tenure Track Position Search Update
## RPTA Major Applicant Selection

<table>
<thead>
<tr>
<th></th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frosh Apps</td>
<td>252</td>
<td>246</td>
<td>238</td>
<td>255</td>
</tr>
<tr>
<td>Selected</td>
<td>101</td>
<td>87</td>
<td>126</td>
<td>112</td>
</tr>
<tr>
<td>Enrolled</td>
<td>67</td>
<td>53</td>
<td>87</td>
<td>61</td>
</tr>
<tr>
<td>Transfer Apps</td>
<td>72</td>
<td>92</td>
<td>71</td>
<td>78</td>
</tr>
<tr>
<td>Selected</td>
<td>11</td>
<td>27</td>
<td>37</td>
<td>33</td>
</tr>
<tr>
<td>Enrolled</td>
<td>6</td>
<td>14</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>
Fall 2014: 305
Fall 2015: 285
Fall 2016: 310
Fall 2017: 333
Fall 2018: 345

RPTA MAJOR ENROLLMENT

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting
### RPTA Major Concentrations

<table>
<thead>
<tr>
<th>Concentration</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Planning &amp; Experience Management</td>
<td>53</td>
<td>22.37</td>
</tr>
<tr>
<td>Event Planning &amp; Management</td>
<td>60</td>
<td>25.32</td>
</tr>
<tr>
<td>Tourism, Hospitality &amp; Destination Management</td>
<td>21</td>
<td>8.86</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism Management</td>
<td>18</td>
<td>7.59</td>
</tr>
<tr>
<td>Sport &amp; Recreation Experience Management</td>
<td>29</td>
<td>12.24</td>
</tr>
<tr>
<td>Sport Management</td>
<td>31</td>
<td>13.08</td>
</tr>
<tr>
<td>Outdoor Recreation Management</td>
<td>13</td>
<td>5.48</td>
</tr>
<tr>
<td>Individualized Course of Study</td>
<td>12</td>
<td>5.06</td>
</tr>
<tr>
<td>Undeclared</td>
<td>108</td>
<td></td>
</tr>
</tbody>
</table>

October 2018 Enrolled Concentrations
### Expected Academic Progress

Completion of total # of units required for degree

**FROSH**
- First year: 20%
- Second year: 45%
- Third year: 75%
- Fourth year: 100%

**TRANSFER**
- First year: 55%
- Second year: 80%
- Third year: 100%
### RPTA Change of Major

<table>
<thead>
<tr>
<th>YEAR</th>
<th>IMPORTS</th>
<th>EXPORTS</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>32</td>
<td>9</td>
<td>+23</td>
</tr>
<tr>
<td>2016</td>
<td>26</td>
<td>8</td>
<td>+18</td>
</tr>
<tr>
<td>2017</td>
<td>29</td>
<td>12</td>
<td>+17</td>
</tr>
<tr>
<td>2018</td>
<td>28</td>
<td>13</td>
<td>+15</td>
</tr>
<tr>
<td>2015-18</td>
<td>115</td>
<td>42</td>
<td>+73</td>
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</tbody>
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One of Two “Destination Majors” in CAFES
### Event Planning & Experience Management Minor

**Average Cal Poly GPA:** 3.23/3.29  
**Average Higher Education GPA:** 3.36/3.31  
**Target:** 30 students annually

<table>
<thead>
<tr>
<th>Major</th>
<th>2017-18</th>
<th>2018-19</th>
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<tbody>
<tr>
<td>Business</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>Animal Science</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>History</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Liberal Studies</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Communication Studies</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Other (12 additional majors)</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>31</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>
Degree Name Change Gantt Chart

Start to Finish
- Contact Chancellor's Office
- Review CSU Document
- Analyze CIP Codes
- Survey Students’ Name Options
- Consolidate Advisory Council Input
- Generate Campus Support
- Analyze Other University Names
- Environmental Scan
- Proposal to CSU
- Assess Degree Marketability
- Dean Approval
- CAFES Curriculum Committee Approval
- Academic Senate Hearing
- Agenda Consensus Exec. Meeting Academic Senate

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting
Please rank in order your preference of a major name from 1 your top choice to 4 your lowest choice.

<table>
<thead>
<tr>
<th>Major Name</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>TOTAL</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience Design and Management</td>
<td>12.15%</td>
<td>28.97%</td>
<td>30.84%</td>
<td>28.04%</td>
<td>214</td>
<td>2.25</td>
</tr>
<tr>
<td>Experience Industry Management</td>
<td>68.22%</td>
<td>19.16%</td>
<td>11.21%</td>
<td>1.40%</td>
<td>214</td>
<td>3.54</td>
</tr>
<tr>
<td>Experience Management</td>
<td>9.81%</td>
<td>34.11%</td>
<td>38.79%</td>
<td>17.29%</td>
<td>214</td>
<td>2.36</td>
</tr>
<tr>
<td>Recreation, Parks, &amp; Tourism Administration</td>
<td>9.81%</td>
<td>17.76%</td>
<td>19.16%</td>
<td>53.27%</td>
<td>214</td>
<td>1.84</td>
</tr>
</tbody>
</table>
Declining Enrollments

School of Community Resources and Development

November 2, 2018 Cal Poly Experience Industry Management Advisory Council Meeting

Live. Protect. Explore.
The Council approved the following commendations:

- Program is to be commended for pursuing and maintaining academic excellence as evidenced by over 32 years of accreditation.
- The number of standards that were substantially exceeded is extraordinary
- 2.02 - Ongoing curricular improvement that involves faculty ownership within the curriculum
- 2.05.01 - Assessment plan is compatible with the regional accrediting organization
- 3.0 - Outstanding leadership by the Department Chair
- 3.05 - Strong industry connections that advance the quality of the curriculum
- 4.07 - Faculty integrating scholarship activities into their courses
- 5.05 - Students involved in professional organizations and conferences
- 7.0 Series - Innovation in curriculum development, pioneering the first Experience Industry Management program
How can you support EIM students?

- Develop relationships
- Program advocacy
- Research projects & RFPs
- Job announcements
- Internships
- Annual auction & dinner support
- Scholarship support
- Student mentors
Thank you!