**Event Management Masters Proposal GCCC Feedback and Comments**

Thank you for very much for providing feedback regarding our Event Management Masters Proposal. We appreciate your willingness to provide us feedback in order to strengthen our response. Please see below our comments to each comment raised by the GCCC.

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| --- | --- | --- |
| 1 | Clarify the additional resources that will be needed or added to the program to handle the additional applications and enrollments, new classes to be offered, additional creative components.  | The Apparel, Events, and Hospitality Management (AESHM) department currently has 25 graduate faculty members. Furthermore, two graduate level courses in Event Management (EM) have been created and will be used for the proposed program. Current AESHM faculty members have the experience to teach graduate EM courses. The AESHM graduate faculty members will be able to assist with teaching of graduate courses, including assisting with EVENT 599 Creative Component in Event Management.The new EM Learning Lab (**THE MEETING ROOM:** *Where Experiences and Technology Innovate*)*,* created in Fall 2017, through the support of the department chair, will facilitate the delivery of the proposed program by offering space and technology devoted to the program.Furthermore, our department has an administrative assistant in the main office that is completely devoted to our graduate programs. This position facilities the admission process for graduate programs, provides guidance for our graduate students, and assists with all graduate deadlines/paperwork. Two of the proposed graduate course (EVENT 531 & EVENT 634) have already been created and are part of our teaching schedule. The AESHM Department chair has in their succession and future planning plans the addition of an additional tenure-track faculty line in Event Management. |
| 2 | Revise the target audience to include broader audiences that the online program will reach in addition to alumni. | Thank you for your comments. We have revised our target audience to include broader audiences that the online program will reach in addition to alumni:It is anticipated that students will be recruited from the following four sources including: (a) current employees in Iowa that have an EM focus in their employment responsibilities, but no formal education in event planning and have a Bachelors degree from an accredited university; (b) members from professional associations in meeting and event planning such as Professional Meeting and Convention Association (PCMA) and Meetings Professional International (MPI) and have a Bachelors degree from an accredited university; (c) international students seeking a Masters degree in Event Management; and (d) alumni of ISU Event Management undergraduate program. |
| 3 | Provide clarification about the ambitious increase in students within the next 10 years. | The following table has been revised to include the number of expected students to be enrolled in the program:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 2019 - 2020 | 2020 - 2021 | 2021 - 2022 | 2022 -2023 | 2023 -2024 | 2024 - 2025 |
| Masters | 7 | 10 | 16 | 25 | 32 | 44 |

We realize this is an aggressive goal; however, we view it realistic due to the number of event management graduates and professionals worldwide There is an untapped demand for graduate programs in event management, and we will be one of the first programs in the world devoted to graduate education in event management.  |
| 4 | Update STAT 401 | Thank you for the comment. STAT 401 has now been updated to STAT 587 (updated in Appendix A). |
| 5 | Clarify program start dates (fall or spring enrollment) | We anticipate each cohort to begin in the fall semester only.  |