

AACR 5

Office of the President
December 11, 2012

Members, Board of Trustees:

RESTRUCTURING OF AN EDUCATIONAL UNIT

Recommendation: that the Board of Trustees approve the restructuring of the College of Agriculture's Department of Merchandising, Apparel and Textiles to the Department of Retailing and Tourism Management, effective July 1, 2013.

Background: The restructured Department of Retailing and Tourism Management will bring together applied social science faculty within the College of Agriculture and provide focus for meeting the changing needs of society to reflect the move from a service economy to an experiential economy. By reconfiguring existing faculty and staff resources into a restructured department, faculty will be able to address the strategic goals of the School of Human Environmental Sciences, the College of Agriculture, the University of Kentucky and the Commonwealth more effectively. This restructuring will position the department to be in the forefront of teaching, research, and outreach in retailing and tourism management.

The merger process began with a review of the two UK programs by outside consultants. The consultants expressed the belief that the Hospitality Management and Tourism undergraduate program lacked an identity because it was too embedded in the Department of Dietetics and Human Nutrition to be sought after by potential students. This lack of identity limited program exposure, resources to meet changing societal needs of consumer and business, and exposure to global interdependence. Within the Department of Merchandising, Apparel and Textiles undergraduate program by the same name (Merchandising, Apparel and Textiles), the consultants identified a strong concern for student experience in the business world, related to the interaction between consumers and businesses and the fulfillment of each entity's needs. After much discussion, faculty members recognized many commonalities between the Merchandising, Apparel and Textiles and the Hospitality Management Tourism programs and significant potential for the two programs in the merged department.

The proposal has been approved by the college faculty and the Agriculture Faculty Council; reviewed and recommended by the Senate Committee on Academic Organization and Structure and the Senate Council; and endorsed by the University Senate. The Interim Provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____