



HOTEL SCHOOLS OF DISTINCTION  
ANNUAL REPORT 2017



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## **President's overview of year 2017**

By incorporating HSD as a non-profit organization HSD continues on its path to set a robust platform from which our organization can serve our students and members. However, beyond this important structural change, probably the most significant achievement lies in the development of common competency standards. Carefully elaborated in collaboration with industry and expert consultants, these competencies have been mapped against the curriculum of each of our members and serve as the basis for our Student Learning Visual Transcript. The latter marks our organization's commitment to promoting and offering education that is relevant and connected to professional life.

We strongly believe that offering graduating students a form of certification that is readable and easily understood is an important step in providing our many constituencies the evidence of the value added by our member school's programs. This major step in our organization's life will serve as the basis for our quality improvement and assurance mechanisms. By centering our efforts on what our students can actually do, HSD is setting the path for years of continued service to students and industry.



John Niser, Ph.D.  
President  
Hotels Schools of Distinction Inc.

## **Year 2017**

### **Annual meetings**

Year 2017 the HSD meetings were held at Hotelschool The Hague Amsterdam Campus in March and at Institut de tourisme et d'hôtellerie du Québec in Montréal in July.

#### **HSD spring meeting 2017**

In spring meeting, HSD decided to start exploring the creation of an own 501C3, to proceed with the HSD Competency Certification project and after pre-trial, to make an exploratory visit two Irish schools interested to become HSD members. Cesim presented Hospitality simulation games to the HSD members during the meeting.



HSD spring meeting in Amsterdam March 2017  
Board of director and HSD student board attendees

#### **Student participation in HSD spring meeting 2017**

In HSD spring meeting, there were many new student members replacing the former, already graduated members. Despite the large number of new student representatives, the goal of every individual student was identical: to discuss current industry issues, how students could contribute positively and how to increase HSD awareness within member schools.

The two days of conferencing included brainstorming sessions, meetings and conversations about the next steps of HSD student board. The students came up with an idea of an HSD summit, which would promote the equality within the hospitality industry as the brands and positions would not be mentioned until the end of the summit. This feature would differentiate HSD summit from all other hospitality summits. The students decided to create an Instagram account which would be shared among the member schools in order to increase awareness of HSD's existence.



John Lohr, Director of Development at Hosco, participated the HSD student board meeting. He gave students a briefing on hosco, presented the benefits of hosco membership and brainstormed with students what they can do to have better traction.

### **HSD summer meeting 2017**

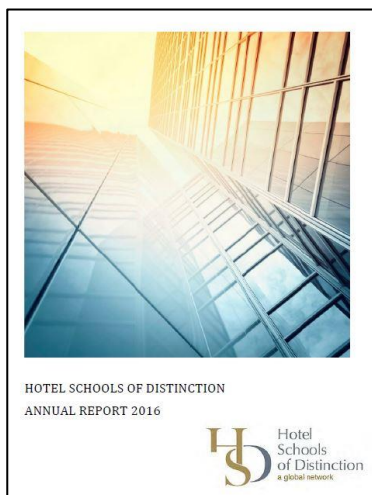
In summer meeting, Dublin Institute of Technology (DIT) was accepted by unanimous vote to become HSD member. The other major conclusions of the meeting were decision to start the workshops and mapping exercises for the HSD Competency Certification project, to develop HSD website as a new student recruitment tool through the creation of a searchable HSD data base and 6 videos. Expedia team presented HSD members the career paths, entry level jobs and internships in Expedia.



HSD summer meeting in Montréal July 2017  
Board of director attendees

### **HSD annual report**

The very first HSD annual report was published at HSD website in March 2017.



## **New membership: Dublin Institute of Technology**



May 2017, HSD president John Niser and vice president Truls Engström visited two schools in Ireland interested to become HSD members. The site inspection is one part of the membership process. A group of two HSD representatives visits the applicant school in order to proof the quality of the school. The visits are documented in an accreditation protocol, which will be brought to the school's attention, regardless whether the decision is positive or negative. The HSD site visit reports were in discussion in HSD summer meeting 2017 and the voting in favour to accept Dublin Institute of Technology (DIT) to HSD member got a major vote. Later, Hotel Schools of Distinction signed the membership agreement with Dublin Institute of Technology.

With 22,000 students Dublin Institute of Technology (DIT) is the largest higher education provider in the Republic of Ireland. This public-sector Institute, which holds degree awarding power up to PhD level, provides a broad range of programmes in a variety of areas such as engineering, science, business, arts and tourism. DIT is ranked among the top 100 Universities that are less than 50 years old and was voted the Irish Institute of Technology of the Year in 2017.

The School of Hospitality Management and Tourism, Cathal Brugha Street, has been synonymous with the hospitality and catering industry in Ireland since 1941 and celebrated its 75th Anniversary in 2016. The School has an established reputation in the areas of hospitality, tourism, event, and leisure management education.

With over 1600 students and 60 faculty, it is the largest and oldest School of its kind in Ireland. It pioneered undergraduate tourism and hospitality management education in Ireland. Through the 1980's and 1990's the School consistently developed and improved its curricula in line with developments in the area of tourism and hospitality management teaching world-wide.

At all times, academic staff within the School have retained a strong research base and we support over 30 PhD students in addition to our 1400 undergraduate students. Furthermore, the School has maintained strong links with industry, international bodies, students and alumni, which work in executive and senior management positions all over the world. In Ireland, the School of Hospitality Management and Tourism is the leading centre of learning and teaching in hospitality, tourism, event and leisure management. It is one of the six schools that comprise the College of Arts and Tourism in the Dublin Institute of Technology, which also includes our sister School of Culinary Arts and Food Technology.

DIT has longstanding agreements with educational partners from all over the world. DIT has cooperation agreements with other institutes in a number of countries, including Germany, China, India, Malaysia, Canada, and the USA as well as a variety of European Erasmus partners. Currently, they are 250 students enrolled on our BSc in Event Management programme at Hainan University, a top-tier Chinese university.

## **Hotel Schools of Distinction Incorporated**

In spring meeting 2017, HSD decided to start exploring the possibility to set up an own 501c3. The topic was further discussed in HSD summer meeting and in August 2017 the HSD board of directors agreed to start the process of the creation of an own 501c3. With the help of Ice Miller, the law office specialized in non-profit organizations, HSD changed from Purdue University to under an own non-profit company. Hotel Schools of Distinction Incorporation was registered as an incorporated company in state of Indiana in early 2018.

HSD board decided in December 2017 to register Hotel Schools of Distinction trademark in USA, Europe and Canada and register HSD Inc. copyrights including that of the HSD Student Learning Visual Transcript.



## **HSD honorary membership**

In January 2017, Hotel Schools of Distinction decided to establish an honorary membership. The honorary membership would recognize esteemed professionals who would endorse HSD. The honorary memberships consist in awarding them with title of HSD honorary member, presenting them an official framed certificate and publishing their names at HSD website.

The first recipient of an HSD honorary membership awarded in HSD spring meeting 2017 held in Amsterdam was Steve Hood, Senior Vice President of Research for STR and Director of the SHARE Education Center.



## **HSD Student Learning Visual Transcript™**

HSD recognize the fact that education institutions need to a better job identifying, developing and communicating competencies that are relevant to the student's aspirations as well as to potential employers. For this purpose, Hotel Schools of Distinction is introducing HSD Student Learning Visual Transcript™.

Offering students and employers traditional university transcripts partially meets this need but, in HSD's opinion, fails to communicate what a graduate can actually do in a visual way that is transparent and understandable for employers and prospective students. It is therefore central to HSD's initiative to identify, develop, assess and communicate what HSD students can effectively do when they graduate.

For this reason, HSD has led a yearlong project involving all its members, prominent industry specialist and professional consultant services to identify the highest common denominator competencies HSD aspire the graduates to master. During fall 2017, the member schools mapped these competencies against specific outcomes and products the HSD students can demonstrate they have mastered within their studies.

Alongside this work, HSD started developing the infrastructure to capture, evaluate and analyze the data produced. This process reframes assessing student learning to shed light on what graduates of distinctive hospitality programs within HSD are prepared to bring to their career pathways.

Through this assessment process, HSD schools will expect all graduates to be awarded a "HSD Student Learning Visual Transcript™" that will clearly indicate what each individual student has produced and or achieved to demonstrate the HSD competencies. The "HSD Student Learning Visual Transcript™" will be protected under copyright law.

A significant by product of this initiative will be for all HSD schools to have access to benchmarks and data which reflects accurately the level of their students' achievements in relation to a significant peer group of quality focused educator. This integrated examination of both educational programs within HSD schools and the distinctive attributes of HSD graduates communicated through visual transcripts assures that HSD graduates are prepared to contribute to organizations immediately upon hire.



## Finance

Hotel Schools of Distinction (HSD) Consortium  
Indiana University - Purdue University, Fort Wayne  
Grant Number 207614  
Summary of Activity for 2017

Beginning Balance - January 1, 2017	<u>\$112 229,46</u>
Income:	
Dues Collected from Member Schools	\$69 435,99
Institute of Technology Tralee - Initiation fee	\$500,00
Total Income for 2017	\$69 935,99
Expenses:	
Bank Service Fees	\$108,00
Consultancy services: HSD Visual Transcript	\$5 297,45
Database development project	\$11 250,00
GoToMeeting	\$1 232,95
Hospitality Expenses	\$442,79
HSD secretary services	\$25 256,68
HSD secretary travel expenses	\$2 216,74
Intellectual properties protection	\$12 000,00
Membership to Hospitality Connection SA	\$4 923,58
Miscellaneous	\$297,60
Travel expenses	\$2 360,10
Web hosting	\$1 160,00
Video production project	\$29 985,00
Total Expenses for 2017	\$96 105,74
Ending Balance of Account - December 31, 2017	<u>\$86 059,71</u>

## Research

### HSD compendium of research and intellectual capital

The HSD compendium was published at HSD website spring 2017. The HSD compendium of research and intellectual capital is designed to be a first step that introduces research interests and knowledge production within member schools, the aim being to increase awareness of the resources within HSD and with industry.

The compendium therefore ultimately aims to accelerate collaborative work between researchers of HSD member schools and industry.



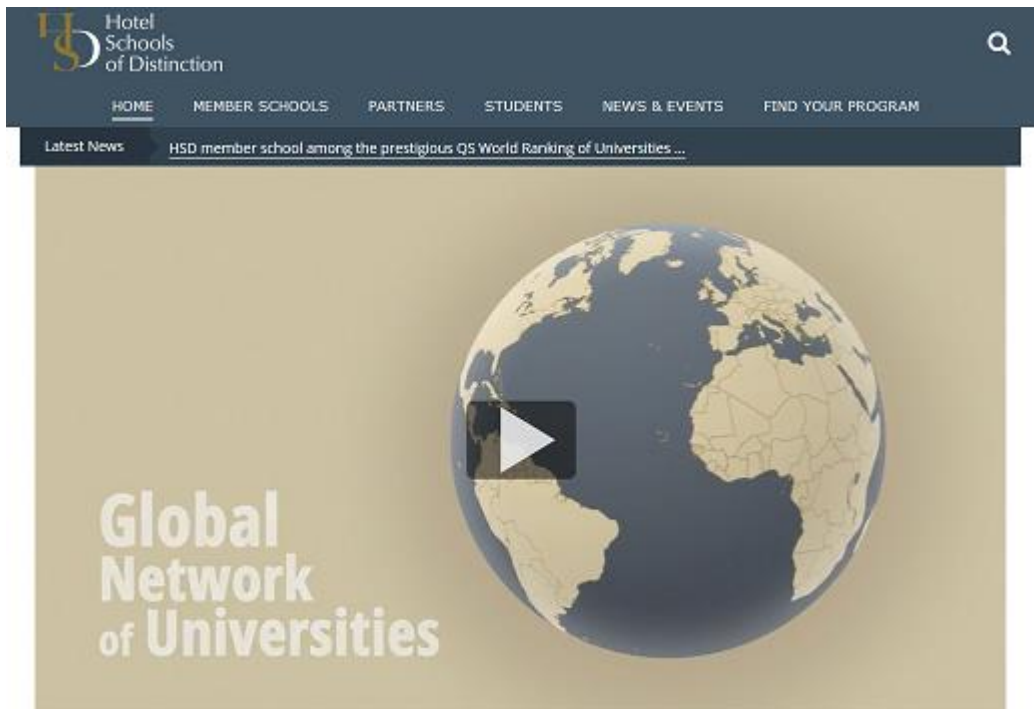
### Featured research presentations in HSD meetings

To make the research more visible within membership, onwards 2017 there will be reservation for the featured research presentation in the HSD annual meeting agenda.

In HSD spring meeting 2017 Rob Risseuw presented the research lines of Hotelschool The Hague and in HSD summer meeting 2017, Pauline Fernandez, a researcher at ITHQ, presented her research projects and the topic "why to study customer experience in experimental restaurant and hotel".



## Marketing



### HSD video production

In HSD summer meeting 2017, HSD approved the StudentBridge's proposal to further develop the HSD website as a recruitment tool. As a result, HSD signed a 1-year plan with StudentBridge including the production of six videos and creation of a dynamic video library.

The project started in fall 2017 with workshops within HSD members to determine the themes, chapters and key messages for video content production. The presentation of the key competencies of the graduating HSD students will be in central role in video production.

Each member school will be participating the project by creating video material. StudentBridge will combine the material to the final product videos and besides there will be a one day on-site video shooting session in spring 2018. The 6 videos will be ready and launched in summer-fall 2018.

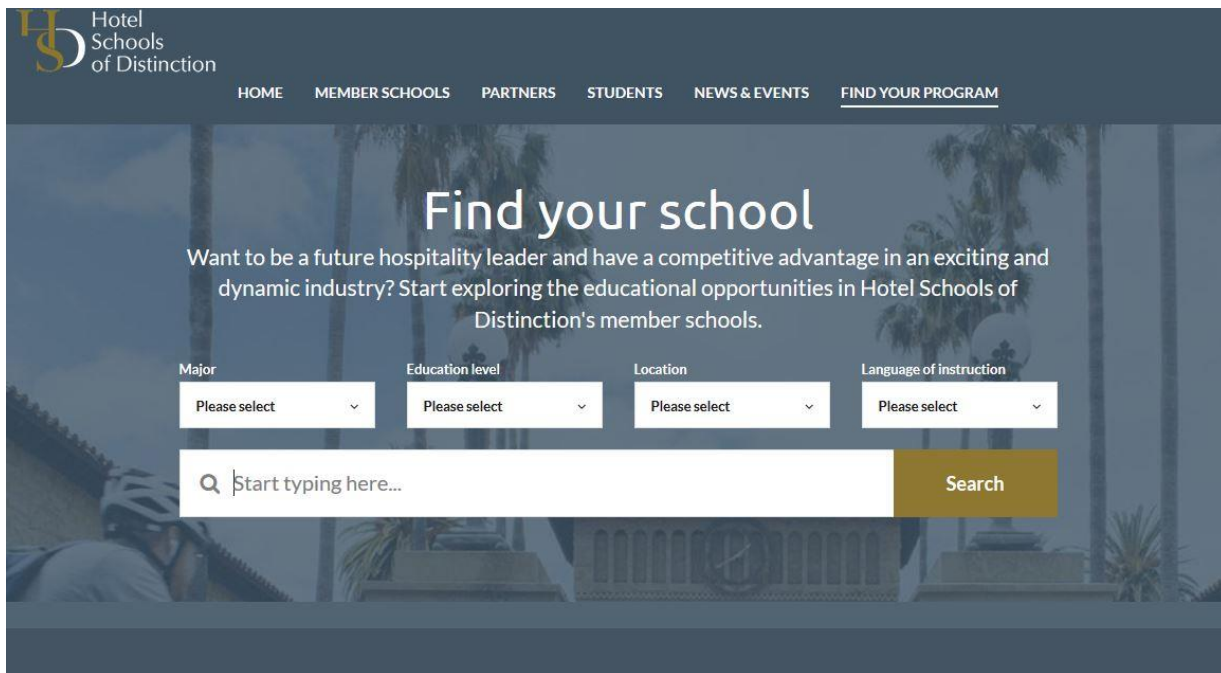
### Searchable database

In the beginning of year 2017, HSD gathered the information on graduate programs offered in English within member schools. The objective was to combine the information to one document that could be utilized for example in promoting the global postgraduate education opportunities to the students. HSD Graduate Program Fact Sheets were published at HSD website in spring 2017.

One of the major question discussed in marketing workshop during the HSD summer meeting 2017, was how to create a more efficient portal to recruit quality students to HSD programs. Only downloading the master program fact sheet to HSD website is not working. As a conclusion, HSD decided at summer meeting 2017 to create a database including the

information of undergraduate and graduate programs within HSD. The goal of the data base is to get qualified leads to our members from the HSD website and to create traffic to the HSD website. The data search will be in two level 1) basic search (major, education level, location, language etc. with multiple drop downs) 2) more detailed search (concentrations etc.).

The database development project started in early fall 2017 in collaboration with imedia8 who also became the supporting host of HSD website. A document of drafted categories and filters used in the searchable database was circulated within HSD members in late August-early September. The first testing of the database took place in December 2017 and the database was launched at HSD website in February 2018.



### **HSD branded landing page at Hosco platform**

In September 2016 HSD signed a five year Organisation Membership Agreement with Hosco to increase HSD awareness, connect HSD members and associate the HSD students with the HSD brand.

At spring meeting 2016 held in Stavanger, the HSD students expressed their desire to be in touch with other students in HSD member schools. Responding to student wishes, an HSD branded landing page was launched at Hosco platform in spring 2017. Hosco is a portal creating HSD students and alumni an access to bigger network.

Students and alumni at all HSD member schools are able to join hosco through HSD's branded environment. Through hosco, HSD students and alumni can make connections with the hosco members, apply to any of the 40,000+ hospitality jobs and learn from all the original hospitality content generated by hosco. Hosco membership offers the students and alumni the opportunity to be visible on the job market under the HSD profile as chosen schools for future hospitality leaders.



HSD brand is promoted across the hosco network through every job view or application hosco members from HSD schools make and every time an employer views hosco members from HSD schools.

Since October 2017 hosco has shared a monthly partnership report to HSD members showing numbers of HSD student members and the numbers of open positions at hosco platform. HSD will receive also a newsletter from hosco approx. every 6 months presenting the hosco membership benefits for HSD, update on current activities and some statistics.

Job offers powered by Hosco are presented in the Hosco widget in HSD website frontpage.

### Jobs Hosted by:

**JOB OFFERS**

**Cocinero**  
Ibiza, Spain

**Hotel Management Intern / Seasonal job**  
France

**Chef**  
London, United Kingdom

**Food and Beverage Manager**  
London, United Kingdom

**F&B Forward Management Trainee**  
Frankfurt, Germany

[View 40095 other offers](#)



## News from HSD member schools

### Hotelschool The Hague, Hospitality Business School

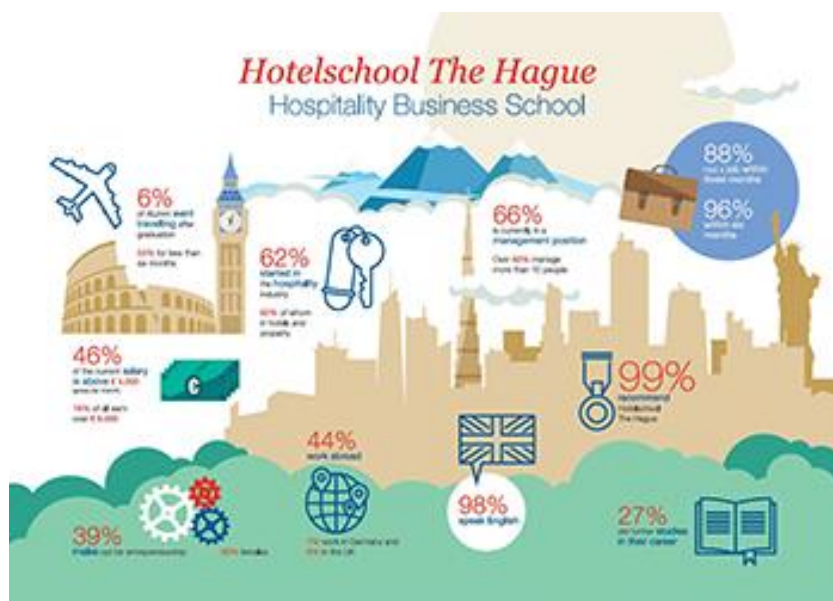
#### Alumni Survey Outcomes

Since the foundation in 1929, thousands of students have graduated from Hotelschool The Hague. Alumni from many different countries study at the Hague Campus or the Amsterdam Campus, and afterwards move all over the world. They hold leading positions in the hospitality industry and in hospitality-related industries. The first Alumni Chapter was launched in London; there are currently more than twenty active Chapters: from Singapore to Sao Paolo, and from Berlin to Beijing. Alumni should be the best possible ambassadors.

This study proves that this is indeed the case for Hotelschool The Hague: 99% of Alumni recommend Hotelschool The Hague. Another good sign: 1,155 of a total of 7,500 Alumni completed the questionnaire that this study is based on. This response rate of more than 15 percent is almost twice the average for this kind of study. The questions posed in the study cover various topics, such as the education itself, the management placement, what Alumni did after graduation, their first job, entrepreneurship, their current job, and a review of the study at Hotelschool The Hague. Alumni are divided into four sub-groups in this study:

- Men and women
- Dutch and International Alumni (Internationals)
- Alumni from Amsterdam and The Hague
- Clusters of graduation years: less than 5 years ago, 5 to 10 years ago, 10 to 15 years ago, 15 to 25 years ago, more than 25 years ago

This refinement of the study gives detailed insight into the employment of Alumni, their career development, and the link between education and the professional field.



## **International University of Applied Sciences Bad Honnef - Bonn**

### International University of Applied Sciences Bad Honnef (IUBH) Team Succeeds at Queb Science Award 2017 Competition

“Recruiting 2025 – How does the job application process change?”

Student teams from across Germany tackled this challenge, which was proposed by the Federal Association of Employer Branding, Personnel Marketing and Recruiting e.V. – among them a motivated student team from IUBH School of Business and Management in Bad Honnef. Prof Dr Susanne Böhlich, Study Programme Manager International Marketing Management, led the team.

“Digitalisation will dramatically change recruiting”, said Böhlich. “That’s the reason why it’s so important to think about future structures, processes and channels in the recruiting process” – even for the hospitality industry.

Böhlich and over 100 other professors had been invited to nominate student teams for the competition. A jury composed of representatives from business and academics selected the three best teams from all the submissions and invited them to present their ideas in front of an audience at the 10th Recruiting Convent in Bergisch Gladbach. The IUBH team finished third after the University Rhein-Main Wiesbaden and University of Koblenz. They received 500€ and a certificate for their participation in the finals.



## **Niagara University, College of Hospitality and Tourism Management**

### The awarded Niagara University student chapter

In just 11 years, since its inception in 2006, the Niagara University Club Managers Association of America (NU CMAA) student chapter has achieved success in the field of club management in unique ways that no other University has yet to attain. Not only has the student chapter been selected by the Club Managers Association of America (CMAA) as the best in the nation every year since 2008, the student chapter also boasts a 100% placement rate of its students in internships every Summer, as well as a 100% placement rate upon graduation in exclusive private clubs throughout the United States.

Various members of the student chapter have been conferred 16 prestigious Joe Perdue Scholarships from The Club Foundation since 2009, three times the amount of any other institution's student chapter. NU CMAA has also been awarded seven first place awards in CMAA's annual "Club of the Future" idea competition. Clearly, achieving such positive results has not gone unnoticed.

The one element that has remained unchanged since its inception has been the student chapter's faculty advisor, Dr. William Frye. "Beginning in 2003, a handful of club managers who had graduated from Niagara University urged me to consider creating a student chapter. After completing a faculty internship through CMAA's Club Foundation in 2005 and witnessing the incredible support for student education and professional development from the CMAA national office, as well as the more than 4000 manager members, it was clearly evident that such an endeavor could yield significant opportunities, for both the College and its students. My goal was to put Niagara University literally on the map. At that time, very few people outside of New York State had heard of Niagara University or its College of Hospitality and Tourism Management. I also quickly realized that no other hospitality school had significantly distinguished itself as the premiere leader in club management education. This would be our chance to establish Niagara University as the unequivocal trailblazer in a discipline that had been underserved by most hospitality educational institutions."

Fast forward 11 years, and the mission has yielded substantial success. NU CMAA has maintained its 100% placement rate every year, hundreds of club managers continuously seek out Niagara University interns and graduates, members of the chapter have completed more than 3,000 hours of volunteer community service since it was founded, and more than 40 club scholarships have been awarded to its members.

Graduates of the student chapter remain employed as managers in some of the most admired and respected clubs in the United States and they create even more experiential learning opportunities for future NU CMAA members. The story has come full circle.



## **Purdue University Fort Wayne, Hospitality and Tourism Management Department**

### Changes at Indiana University–Purdue University Fort Wayne

Established in 1964, Indiana University–Purdue University Fort Wayne (IPFW) is the largest university in northeast Indiana. As Indiana’s Multisystem Metropolitan University, we are uniquely positioned to serve the region’s higher education needs. The university is, however, undergoing a profound change and will be known as Purdue University Fort Wayne as of summer 2018. This will be an opportunity for our institution to more specifically deliver on Purdue’s mission and goals in our capacity as a metropolitan university campus.

The BS – Hospitality Management is a Purdue University Program and therefore will remain unaffected by this change. The program’s goals are aligned with Hotel Schools of Distinction mission, which is to closely align our students’ competencies with those needed to be successful in our industry.



## Year 2018

### Annual meetings

Year 2018 the HSD meetings will be held at International University of Applied Sciences Bad Honnef, Berlin campus in March and at Niagara University in October.

### Student participation in HSD spring meeting 2018

HSD student board will have their next official meeting in connection with the HSD spring meeting 2018 and they will have a joint meeting with HSD board of directors. During the HSD spring meeting 2018, the HSD student board is expected to present their objectives for year 2018-2019.

### HSD Student Learning Visual Transcript™ certificates

Hotel Schools of Distinction Inc. is a global network of higher education institutions who draw on their experience and industry partnerships to identify and evaluate the knowledge, skills, and behaviors the global hospitality demands of its professional service workforce.

HSD members validate student learning relative to these outcomes at the end of a student's program through a rigorous peer review process and are authorized to provide their graduates with the HSD Student Learning Visual Transcript™ in recognition of their accomplishment.

The first HSD Student Learning Visual Transcript™ certificates will be awarded to graduating HSD students in May 2018 for the degree programs in HSD member schools Kent Johnson, a facilitator of HSD Student Learning Visual Transcript™ project, has approved.

The HSD Student Learning Visual Transcript™ will be launched to the industry in summer 2018 and it will be presented for example at Hosco Global Summit 2018 in June 2019, at ISTTE conference in October 2018 and at EuroCHRIE conference in November 2018.





## **Organization of Hotel Schools of Distinction Inc.**

Thomas Teague from Purdue Fort Wayne will conduct an orientation on requirements, roles and duties of non-profit company's board members, will have trainings for HSD committees and help the committees to create the policies, to establish the mission and timeline etc.

## **HSD video production**

As a part of HSD video production project, the StudentBridge's video crew will arrive to Institut de tourisme et d'hôtellerie du Québec (ITHQ) in Montréal in June 2018 to have an on-site video shooting. During the video shooting session the industry representatives, HSD students and faculty will be interviewed about the competencies needed in hospitality industry and which HSD students possess upon graduation.

The 6 videos HSD is producing with StudentBridge will be ready and launched in summer-fall 2018.

