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PROPOSAL FOR SAN ANTONIO CAMPUS

**CONRAD N. HILTON COLLEGE
OF HOTEL AND RESTAURANT MANAGEMENT
UNIVERSITY OF HOUSTON**

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FOR FURTHER INFORMATION, CONTACT:

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Proposed Program

We are proposing to deliver our Bachelor of Science in Hotel and Restaurant Management (BS) at a campus in San Antonio, Texas. The degree requirements and the entrance requirements for the students would be the same as they are for our students in Houston.

Brief Description of Proposal

The program will enhance the leadership of the Conrad N. Hilton College of Hotel and Restaurant Management (the College), focusing on the rich cultures of the Hispanic and Latino communities of San Antonio, south and central Texas and the counties of Latin America. The mission of the College's San Antonio campus (SA Campus) is to provide upper-division coursework required to complete a four-year Bachelor of Science Degree in hospitality management, using the same curriculum that is available in Houston. The SA campus will focus primarily on lodging management and food & beverage management.

Demonstrated Need for Program

San Antonio is the 7th largest city in the United States. The City's economy is focused in five primary areas (tourism, financial services, government, military and healthcare). San Antonio is regarded as the "tourism capital of Texas". According to the U.S. Bureau of Labor Statistics, Establishment Survey in 2012, San Antonio employs approximately 112,000 people in the tourism and hospitality industry, making it the 3rd largest industry in the area. This industry employs more people than business and professional services, construction, and the financial services industry.

The city encapsulates the complex social and ethnic mixes of all Texas. The Germans, among others, have made a strong cultural contribution. However, today's San Antonio is predominantly Hispanic, intertwined with a broad diversity of other cultures. Pivotal in the state's history, San Antonio stands at a geographical and cultural crossroad as it is a major political and economic influence throughout Texas, and especially for south and central Texas. The City is considered to be the "jewel" of Texas and is influenced by all that is south of the border.

In 2009, the College was approached by Silver Ventures, developers of the Pearl Brewery Project on the north end of the Riverwalk. They saw a need for a hospitality program in the San Antonio area. While the Greater San Antonio Metropolitan Area enjoys many excellent educational programs, access to a four-year Bachelor of Science Degree in hospitality management is not available. As a result, the general population is under-served as it relates to job opportunities in one of its most important business activities—tourism and hospitality. The College sought to analyze the current marketplace and discussed with hotel managers, the Hotel Lodging Association of San Antonio, and the Texas Restaurant Association the need for such a program. All mentioned the difficulty of finding qualified hotel and restaurant managers, and noticed a lack in quality education programs in the immediate area. As such, the business community confirmed the need for the hospitality education program described herein. To an even greater degree, there are limited hospitality management education resources south of the border, particularly in light of the continuing growth in the number of hotel facilities.

With the impact the hospitality and tourism industry currently has in the San Antonio area, the SA Campus will benefit students interested in a career in hospitality and reach out to a culturally diverse demographic, the economically challenged and to those who are the first in their family to attend college. The dean of the Conrad N. Hilton College included a visit to St. Philip's College on one of his visits to San Antonio. He thought he would be talking to a group of students who were interested in coming to Houston. Instead it was a roomful of thirty students wanting to know about UH's campus in San Antonio. One of the instructors of their hospitality management program mentioned that there are a number of alumni that would like to get a bachelor's degree, but could not leave San Antonio. She felt there would be a strong demand among both students currently enrolled at St. Philip's and those that have already graduated.

Estimate of Resources Needed

Table 1 shows the proposed budget and the estimated amount and dollars the SA Campus program shall need over the next 5 years.

Degree to be awarded

This degree will have the same educational requirements of the current Bachelor degree offered at the College. This degree will require completion of 120 hours of course work and a minimum of 600 clock hours of work experience in hospitality. This program will primarily focus on lodging and food & beverage.

The SA Campus will only offer upper division classes. All general education and lower division classes must be taken at community colleges or universities and transferred. If the student transfers to UH's campus in San Antonio, still needing to complete lower division courses, the lower division hospitality courses will be available at St. Philip's while the general education courses can be taken at local community colleges or universities.

Date of Initiation

Fall 2013

Other Important Dates:

Hiring of Director – January 2013

Hiring of Faculty, Student Advisor, Administrative Assistant – Summer 2013

All courses for the FY2014 (fall & spring) will be held at St. Philip's. In addition, campus resources shall be utilized—e.g. parking, library, foodservice, and IT resources.

The SA Campus will secure a free standing location by FY2015.

Table 1 Pro-forma of the Proposed Program in San Antonio

PRO FORMA FOR BS in IRMA (San Antonio)

Enrollments			FY 2014	FY 2015	FY2016	FY 2017	FY 2018	Five year totals
			Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	
Cohort 1			50	45				
Cohort 2				80	70			
Cohort 3					130	115		
Cohort 4						135	120	
Cohort 5							150	
Cohort 6								
Total			50	125	200	250	270	
Expenses								
Faculty (9 month)	Salary	% effort	FY 2014	FY 2015	FY2016	FY 2017	FY 2018	
Position 1	70,000	100%	70,000	70,000	70,000	70,000	70,000	
Position 2	55,000	100%	55,000	55,000	55,000	55,000	55,000	
Position 3(x2)		0%	-	110,000	110,000	110,000	110,000	
Position 4		0%	-	-	55,000	55,000	55,000	
Adjuncts			5,000	20,000	30,000	30,000	30,000	
Subtotal	125,000		130,000	255,000	320,000	320,000	320,000	1,345,000
Staff (12 month)								
Program Director	90,000	100%	90,000	90,000	90,000	90,000	90,000	
Asst. Program Director			-	-	-	65,000	65,000	
Academic Advisor	43,000	100%	43,000	43,000	43,000	43,000	43,000	
Administrative Assistant	35,000	100%	35,000	35,000	35,000	35,000	35,000	
Subtotal	168,000		168,000	168,000	168,000	233,000	233,000	970,000
Graduate Students								
Subtotal	-		-	-	-	-	-	-
Total Salaries			298,000	423,000	488,000	553,000	553,000	
Benefits @ 30%			89,400	126,900	146,400	165,900	165,900	694,500
Total Personnel			387,400	549,900	634,400	718,900	718,900	3,009,500
Non-Personnel								
Marketing/Recruiting			40,000	10,000	20,000	20,000	20,000	
Scholarships & Tuition Assistantships			20,000	40,000	40,000	40,000	40,000	
Annual maintenance & operations			5,000	6,000	7,000	7,000	7,000	
Library and Information Technology			-	-	-	-	-	
Accreditation			-	-	-	-	-	
Facilities			10,000	65,000	275,000	275,000	275,000	
Laboratory and other equipment			-	-	-	-	-	
Other			-	-	-	-	-	
Total Non-Personnel			75,000	121,000	342,000	342,000	342,000	1,222,000
Allocated to university operations	35%		141,347	353,367	640,655	782,002	924,561	
Total Annual Expense			\$ 603,747	\$ 1,024,267	\$ 1,617,055	\$ 1,842,902	\$ 1,985,461	7,073,432
Revenue								
Formula Funding Generated			-	-	287,617	287,617	616,322	
Local Tuition Applied to Formula			-	-	72,567	72,567	155,500	
Subtotal: State General Revenue			-	-	215,051	215,051	460,823	
UH Tuition and Fees			405,000	1,012,500	1,620,000	2,025,000	2,187,000	
Allocated to set aside per student			1,152	2,880	4,607	5,759	6,220	
Total Revenue from Enrollment			403,848	1,009,620	1,830,443	2,234,291	2,641,603	8,119,805
Philanthropy and other External Revenue			156,450	329,400	554,000	491,400	450,000	
Net Revenue			560,298	1,339,020	2,384,443	2,725,691	3,091,603	8,119,805
Net Annual Gain/(Loss)			\$ (43,449)	\$ 314,753	\$ 767,388	\$ 882,789	\$ 1,106,142	3,027,624
Cumulative Gain/(Loss)			\$ (43,449)	\$ 271,305	\$ 1,038,693	\$ 1,921,482	\$ 3,027,624	

Facilities

The facilities costs are based on leasing facilities at current market rates. We estimate we will need approximately 12,000 square feet of space to house the program (see page 6). For the first year we will be housed at St. Philip's. This will enable us to provide students with library, Internet and other support which will be provided by St. Philip's. This will make it easier and more cost effective to start program. St. Philip's has agreed to provide us space and once we receive university approval, we will negotiate a contract. During the first year we will be securing a standalone facility and building the infrastructure for the campus.

Program Objectives' fit with University Strategic Initiatives

The program objectives' align with the University of Houston System Strategic Initiatives. An outline below demonstrates how this program will continue to uphold the goals and values of our institution.

Strategic Principle 1: Institutional Excellence

The SA Campus will follow and uphold the principles and mission of the University of Houston while committing the new campus to serve the hospitality industry through its cutting-edge programs, enhanced experiential-learning opportunities and purposeful research.

Strategic Principle 2: Student Access

The SA Campus will provide access to students who are not financially able to study in at the main campus of the University. It is anticipated that many of these students will be the first in their family to go to college. The UH campus in San Antonio will provide access to a Bachelor's degree to an underserved community.

In addition, the campus's location in San Antonio allows reaching out to sought-out areas in Texas, in particular Rio Grande Valley, Corpus Christi, and other areas in Southwest Texas.

Strategic Principle 3: Diversity

The partnership with St. Phillip's College will strengthen the connection with a culturally diverse demographic as well as reaching out to an untapped market of potential students interested in a career in hospitality.

Strategic Principle 4: Research

The new location of the campus will open the opportunity for applied research within a city that derives its principle benefits from tourism and hospitality. In addition, the city encapsulates the complex social and ethnic mixes of all Texas. Pivotal in the state's history, San Antonio stands at a geographical and cultural crossroad as it is a major political and economic influence throughout Texas, and especially for south and central Texas. These social and economic influences will enable students to create and disseminate new knowledge within the hospitality and tourism industry.

Strategic Principle 5: External Partnerships

The project has received strong community support. Major companies and organizations in the San Antonio area have demonstrated great interest in the new campus. Our partnership with St. Phillip's will also create additional demand for their campus.

Strategic Principle 6: Faculty and Staff Recruitment and Retention

The accomplished faculty and staff at the Conrad N. Hilton College are integral to the current success of the program and the students. The same quality of faculty and staff is anticipated at the SA Campus.

Strategic Principle 7: PK-16 Partnerships

In addition to the partnership with the St. Phillip's College, the SA Campus will work in conjunction with area community colleges. Students with an Associate Degree from St. Phillip's, or other community colleges within the region that have Associate Degree hospitality programs, can transfer to the University of Houston San Antonio four-year hospitality degree program. The programs include Austin Community College, Del Mar College in Corpus Christi and El Paso Community College and we have an agreement with the Alamo Community College District.

Strategic Principle 8: Accountability and Administrative Efficiency

The SA Campus will uphold the same principles and ensure accountability of resources.

Resource Analysis

The partnership with the Alamo Community College System in San Antonio, in particular St. Phillips Community College, the SA Campus would require little space. St. Phillips will offer general education and lower division hospitality courses. In the current space of St. Phillips, cooking labs are already available, which requires an extensive space and resources. The SA Campus would offer only upper division courses, thus eliminating the need for other major space requirements. Below is an outline of the space requirements that will be needed.

Space Requirements

#	Item	Cap.	Length in ft	Width in ft	Unit sq. ft	Total sq. ft
4	Classrooms- moveable tables & chairs	40	32	30	960	3840
1	Library		60	50	3000	3000
1	Computer lab	60	44	42	1848	1848
1	Administration & Advising Center		40	30	1200	1200
1	Director's Office & Administrative Assistant		15	15	225	225
4	Faculty		12	12	144	576
2	Administrative offices		12	12	144	288
	Hallways				tbd	tbd
2	Restrooms		15	25	375	750
2	Storage		5	5	25	50
	Total space in square feet					11777

Summary

Opening a program in San Antonio will expand the footprint of the University of Houston and the Conrad N. Hilton College of Hotel and Restaurant Management. Through our research and analysis of the marketplace in the San Antonio area, we have found an unfulfilled need for the educational system to offer a hospitality program. This need will not go unnoticed for long; another educational entity will step in. As a top leader in education and innovation in the hospitality industry while aligning with the goals of the University of Houston’s strategic initiatives, our institution should be the first leader into San Antonio—the “tourism capital of Texas”.