



School of  
Home Economics  
Office of the Dean

919-757-6891

MEMO

TO: Marlene Springer, Ph.D.  
Vice Chancellor for Academic Affairs

FROM: Helen Grove, Dean *HG*

DATE: November 1, 1990

Attached are requests to establish two new degree programs in the School of Home Economics over the next ten years. Of these two programs, I rank the Ph.D. in Marriage and Family Therapy as our first priority and M.S. in Hospital Management as our second priority. We do consider both programs to be important offerings and ones we can carry out well.

As part of our planning efforts in recent years, we eliminated programs that are not viable or within our resources to offer well. We do not anticipate any further program eliminations during the ten year planning period.

HG:p1



EAST CAROLINA UNIVERSITY  
UNC-GA Mission Review  
Academic Program Development Form

COLLEGE/SCHOOL: Home Economics DEPARTMENT: Nutrition and  
Hospitality Management  
API DISCIPLINE SPECIALTY TITLE: Food and Nutrition: Hospitality Management

API DISCIPLINE SPECIALTY NUMBER: 1306

LEVEL: Bachelor ☐ Master ☒ 1st professional ☐ Doctoral ☐

PROPOSED YEAR OF: Establishment 1994 Deletion ☐ Redesign ☐

DESCRIPTION OF PROGRAM AND RELATIONSHIP TO INSTITUTIONAL  
MISSION AND UNIT VISION:

See attached.

RATIONALE FOR PROGRAM ADDITION/DELETION/REDESIGN:

See attached.



## PROGRAM DESCRIPTION

The Department of Nutrition and Hospitality Management is proposing the addition of a 30 semester hour master's degree program that will include graduate level study in hospitality management, statistics, and thesis research. This program is consistent with the University's commitment to contributing to the economic development of the region and state as well as the School of Home Economics mission to enhance the well-being of individuals and families. The School of Home Economics Unit Plan includes as a Priority for Action planning for this degree program.

## PROGRAM RATIONALE

The hospitality industry (hotels, restaurants, travel, and tourism) is growing at the rate of 12% per year and is expected to be one of the top three employers in the United States by the year 2000. Tourism is now North Carolina's third largest industry and is expected to be number one by the year 2000.

There are significant shortages of well-qualified applicants for middle and upper management positions in this industry. Although the master's degree is increasingly the expected credential for entry into these positions, there are only 25 master's degree programs in hospitality management nationwide to meet this demand. Baccalaureate and master's degree programs are experiencing dramatic growth in the number of students enrolled (the B.S. program enrollment here at East Carolina University has grown to 83 since its inception in 1988), and there is a significant shortage of faculty available to staff these programs. A master's degree program here in hospitality management can help address this shortage by preparing individuals to teach at the entry level or to go on to pursue doctoral study.



# ENROLLMENT PROJECTIONS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Black	0	0	0	1	1	1	1	1	1	1
White	0	0	0	4	4	6	6	6	6	6
Other	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	5	5	7	7	7	7	7

Percent non-resident: 30%

# ADDITIONAL FACULTY AND STAFF REQUIREMENTS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Faculty	0	0	1	1	0	0	0	0	0	0
Staff	0	0	1	0	0	0	0	0	0	0
Total	0	0	2	1	0	0	0	0	0	0

# BUDGETARY IMPLICATIONS:

(A: Annual continuation dollars; B: One-time dollars)

YEAR: 1993

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					60,000		60,000	
Operating	500				3,000		3,500	
Library					2,000	1,000	2,000	1,000
Computing						10,000		10,000
(Grad.Asst. Stipends) Other					7,000		7,000	
Total	500				72,000	1,000	72,500	1,000

Revised 9/20/90



## BUDGETARY IMPLICATIONS:

YEAR: 1994

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					45,000		45,000	
Operating	500				3,000		3,500	
Library					2,000	1,000	2,000	1,000
Computing						7,000		7,000
(GA Stipends) Other					14,000		14,000	
Total	500				64,000	8,000	64,500	8,000

YEAR: 1995

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing						3,000		3,000
(GA Stipends) Other					7,000		7,000	
Total					7,000	3,000	7,000	3,000

YEAR:

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing								
Other								
Total								



EAST CAROLINA UNIVERSITY  
UNC-GA Mission Review  
Academic Program Development Form

COLLEGE/SCHOOL: Home Economics DEPARTMENT: Child Development and Family Relations

API DISCIPLINE SPECIALTY TITLE: Family Relations and Child Development: Marriage and Family Therapy

API DISCIPLINE SPECIALTY NUMBER: 1305

LEVEL: Bachelor ☐ Master ☐ 1st professional ☐ Doctoral ☒

PROPOSED YEAR OF: Establishment 1995 Deletion ☐ Redesign ☐

DESCRIPTION OF PROGRAM AND RELATIONSHIP TO INSTITUTIONAL MISSION AND UNIT VISION:

See attached.

RATIONALE FOR PROGRAM ADDITION/DELETION/REDESIGN:

See attached.



## PROGRAM DESCRIPTION:

At present, there are no Ph.D. programs in Marriage and Family Therapy in public or private institutions in North Carolina. ECU's master's degree program in this area is the first such degree program in the state and provides a sound foundation for the addition of a doctoral program within the ten year planning period.

The Ph.D. program in Marriage and Family Therapy will prepare students to conduct research on family problems and their solutions, to provide clinical services to families, to teach at the college/university level, and to administer service delivery in a variety of clinical settings. Such a program supports well both the University's commitment to solving significant human problems and the basic mission of the School of Home Economics to improve the quality of life.

The proposed program will include study of current research in human development and family interaction, theoretical foundations in marriage and family therapy, assessment of individual and family problems, family-focused treatment strategies, research methodology, research in marriage and family therapy, and supervision of clinical practice. The program will reflect the department's commitment to meeting some of the distinct needs of families in eastern North Carolina and especially to assisting low income and minority families.

## PROGRAM RATIONALE:

Although a relatively young professional specialty, marriage and family therapy recently has been recognized by the National Institute of Mental Health as one of five core mental health disciplines, along with psychiatry, psychology, psychiatric nursing, and social work. Growth in the discipline over the last 30 years has been dramatic. Membership in the American Association for Marriage and Family Therapy (AAMFT) has grown from 276 in 1960 to over 17,000 in 1990. Nineteen states, including North Carolina, require licensing or certification of marriage and family therapists, and most of the remaining states are working toward implementing such a requirement.

AAMFT reports over 1000 inquiries annually regarding graduate programs in marriage and family therapy. Currently there are 34 master's degree programs and 10 doctoral degree programs (most of which are accredited by AAMFT or under review for accreditation). The newly established master's degree program in marriage and family therapy at ECU is a candidate for accreditation, and full accreditation is anticipated within one year. This program received three applicants in its first year, nine in its second year, and 19 in its third year. There is every reason to anticipate that the program will increasingly be in demand from interested students throughout the southeastern region. Recent graduates from ECU's program have enrolled in doctoral programs in marriage and family therapy at the University of Georgia, Florida State, and Virginia Tech.



At the present time, the Department of Child Development and Family Relations has four clinical faculty in marriage and family therapy and five support faculty in child and family studies; a new clinic for training and research; well-developed ties to mental health and social service agencies in the eastern region of the state; and an effective working relationship with the School of Medicine (Departments of Psychiatry and Family Medicine). The Department is well positioned to develop the depth and breadth of research and clinical practice needed to offer a sound doctoral program in marriage and family therapy. At the national and state levels, there is a shortage of doctorally prepared professionals in the field of marriage and family therapy, and ECU is in a unique position within the University of North Carolina to respond to this shortage.



# BUDGETARY IMPLICATIONS:

YEAR: 1992

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					40,000		40,000	
Operating	500				1,500		2,000	
Library					1,000	2,000	1,000	2,000
Computing						3,000		3,000
Other <sup>G.A.</sup> Stipend					20,000		20,000	
Total	500				44,500	5,000	63,000	5,000

YEAR: 1993

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					40,000		40,000	
Operating	500		2,000		1,500		4,000	
Library						1,500		1,500
Computing						3,000		3,000
Other <sup>G.A.</sup> Stipend					20,000		20,000	
Total	500		2,000		61,500	4,500	64,000	4,500

YEAR: 1994

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					65,000		65,000	
Operating					1,500		1,500	
Library					1,000	1,000	1,000	1,000
Computing								
Other <sup>G.A.</sup> Stipend					20,000		20,000	
Total					87,500	1,000	87,500	1,000

Revised 9/22/91 NOTE: Ten additional offices will be needed.



# ENROLLMENT PROJECTIONS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Black	0	0	0	0	1	1	1	1	1	1
White	0	0	0	0	1	1	1	1	2	2
Other	0	0	0	0	-	-	-	-	-	-
Total	0	0	0	0	2	2	2	2	3	3

Percent non-resident: \_\_\_\_\_

## ADDITIONAL FACULTY AND STAFF REQUIREMENTS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Faculty	1	1	1	1	0	0	0	0	0	0
Staff	1	0	0	1	0	0	0	0	0	0
Total	2	1	1	2	0	0	0	0	0	0

## BUDGETARY IMPLICATIONS:

(A: Annual continuation dollars; B: One-time dollars)

YEAR: 1991

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					65,000		65,000	
Operating	1,000		10,000		1,500		12,500	
Library					2,000		2,000	
Computing						7,000		7,000
G.A. Other Stipend								
Total	1,000		10,000		68,500	7,000	79,500	7,000

Revised 9/20/90