

Welcome to the first communique from the Dean's desk. I will be sharing new initiatives, ideas and news of note with you on a bi-weekly basis to start with. The fall semester began two weeks ago and we are off to an excellent start with a total enrollment of around 3,500 students.

I began my tenure as your new dean on August 8, and shortly thereafter on August 16 we had our annual College retreat. There we set in motion a dialogue for the trajectory of the college's Strategic Plan, which will align with UCF's. We hope to have the plan drafted by the end of October, under the guidance and facilitation of Dr. Kevin Murphy, Chair of the Department of Hospitality Services. We continued the discussions and input on the Strategic Plan at the August 28 staff meeting where suggestions were made that will allow us to craft a plan to take us through the next decade.



Looking back at the retreat, we had the opportunity to recognize four exceptional faculty and staff members: Debra Weissberg, Faculty member of the year; Timothy Bryant, Staff member of the year; Maritza Hernandez, Associate of the year; and Melissa Baxter, recipient of the Bob Ashley Award for Food Service Excellence. At Rosen College, our people are our greatest assets and it makes me very proud as dean to be able to acknowledge the skills and talents that contribute to the overall success of the College.

The Legacy Knight in honor of Dr. Abraham Pizam, Founding Dean of the Rosen College, was the highlight of the day. We expressed our gratitude to Dr. Pizam for his long term and significant contribution to the Rosen College. We will carry his legacy and bring this great institution to the next level.

Rosen College will continue to serve as the hub of knowledge creation and dissemination by organizing and hosting international conferences, workshops and seminars. This includes the Women's Hospitality Leadership Forum in April, 2019; the first-ever [Smart Conference](#) (Smart Tourism, Smart Cities, and Enabling Technologies) in partnership with UCF's College of Engineering and Computer Science in May, 2019; the 5<sup>th</sup> World Research Summit in Hospitality and Tourism in partnership with Elsevier; and the 3<sup>rd</sup> USA-China Research Summit and Industry Dialogue in December, 2019, to name just a few.

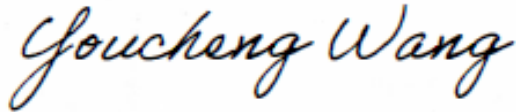
Over the past two weeks, we have hosted two international delegations, officials from the Beijing government where Universal is building a theme park and guests from the Kingdom of Saudi Arabia to explore collaborative opportunities. Several faculty members are already involved in the projects in Saudi Arabia, including Dr. Duncan Dickson, Dr. Deborah Breiter Terry and Mr. Art Sims who are traveling to Saudi Arabia to conduct Theme Parks, Events and Entertainment Management Seminars.

In a measure to have a broad base of input into the management, communication efforts

and direction of the college, we have established monthly meetings with the College Management Team (CMT), in addition to the traditional College Executive Committee (CEC) which has short meetings every week to have quick and timely responses to stakeholders. The teams will assess the current state of the college and plan for future endeavors. The CMT will give voices to all departments within the college helping to create a more cohesive working relationship between faculty, staff and students.

Working together, we will continue to make Rosen College the Global Center of Excellence in hospitality education, research, scholarship, industry engagement, and distinctive impact.

I look forward to sharing great things with you...Charge On!



Youcheng Wang, Ph.D.  
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Rosen College of Hospitality Management

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