

Welcome to the third communicate “From the Dean’s Desk”, which is the platform I will be using to share new initiatives, ideas and news of note with you on a bi-weekly basis. In this communicate, I’m focusing on the Culture of UCF Rosen College of Hospitality Management as I highlighted as one of our nine strategic directions.

At Rosen College, we practice what we teach. Our culture is built upon three cultural value: **Leadership, Professionalism, and Service.**

- **Leadership:** All of our faculty and staff work every day to groom the next generation of leaders in the hospitality industry. We are not preparing our students for their first job, we are preparing them for their last, a career in hospitality that will enrich many lives. We are Hospitality Management, therefore we are friendly, helpful and courteous and that is what we impart to our students, our industry partners, and the community around us as we interact with them on a daily basis.
- **Professionalism:** From greeting our guests, to the presentation of events, to teaching our students, to our partnerships with industry leaders, we pursue excellence in all our operations. Our campus emulates a top-level resort, and the atmosphere generates a positive approach to everything we do.
- **Service:** There is a difference between being asked to serve and providing exceptional service. At the Rosen College we react quickly to resolve our constituents’ problems and always go the extra mile to ensure that everyone is happy and satisfied with the outcomes of their experiences.



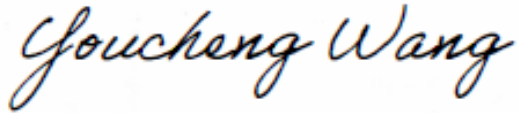
I would like to thank all our faculty and staff members for your dedication to and commitment of upholding the above cultural values on a daily basis. This is central to our success as we prepare our future leaders of the hospitality industry who will inherit the same cultural values as they enter into their professional careers.

Our students are our greatest resources and assets to be treasured, nurtured, mentored and encouraged. We treat them as we would like to be treated ourselves; after all someday these future leaders of the hospitality industry will be making sure our guest experience at a hotel, restaurant, attraction, entertainment venue or event, is the absolute best it can be.

The culture of Rosen College is also diverse and inclusive. We boast faculty and staff from 17+ different countries around the world, and our student population is just as diverse. On any given occasion, you can hear various languages being spoken around our campus. Our students can take advantage of 16 Study Abroad programs around the world, which makes their hospitality experience exciting and global. More than 72 million

visitors came to Orlando, Florida, last year, home of the Rosen College. With our internship programs, our students are able to interact with so many of these guests before graduation, and armed with the three cultural values of **Leadership, Professionalism and Service**, they are more than ready to take up the challenge of leading the hospitality industry into the next decade and beyond.

Our mission to be recognized as the worldwide leader in hospitality and tourism education, research, scholarship and industry engagement. With everyone's collective contributions, we will achieve this goal. I look forward to sharing great things with you... Charge On!



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