



From the Dean's Desk

"What I did this summer" is the subject of a typical essay that students have been asked to write for generations. In this 43rd *From the Dean's Desk*, we're going to take a look at what UCF Rosen College of Hospitality Management did this summer while we were sheltering from coronavirus COVID-19, learning to cope with the virus, and making strides to create a new normal in higher education.

One of the things that Rosen College did when it was evident that we would no longer be able to gather to share professional development opportunities, or our research in person, was to create two webinar series. The [Research, Recovery & Reskill](#) webinars, aimed at our 10,000 plus alumni, which also appealed to students and industry partners, was an eight-part series that ended on August 21st. Held every two weeks starting in May, the topics varied from what to expect in the hospitality industry going forward, to how to emerge as a leader after the pandemic, to how to find a mentor to get you to the next level or sharpen skills. We also provided a series of industry-aimed webinars [Research, Recovery & Rescaling](#). This series focused on current research conducted through the Dick Pope Sr. Institute for Tourism Studies, housed here at Rosen College. The five-part webinar series discussed tourism trends, travel expectations, resiliency and what to expect in the future. Both webinars are available for viewing on the [Rosen College YouTube channel](#). More webinars are planned for the fall. What we did this summer will carry on.



For our summer students and those planning their schedules for the fall, physical distancing could have caused a challenge when it comes to advising. However, our Student Services team pivoted nicely and provided Pop-Up Advising via Zoom. They hosted several sessions each week, and also scheduled individual times to meet virtually with students who needed one-on-one advising for more complex course selection. The Pop Up Advising is continuing the first two weeks of the fall semester. With [five undergrad degree programs](#), five certificate programs and three tracks for specialization, many critical decisions needed to be made by the future leaders of the hospitality industry. To reach students, we also held many Zoom meet and greet sessions for our degrees and tracks and one focused solely on the certificates titled [Certificate Connection](#). Orientation was also a virtual event. We found new ways to connect that allowed us to see each other, though not in-person. The hospitality industry is made up of people and connections, and Zoom, Skype and other platforms allowed us to still be with our people at a safe distance.

In addition to all the new initiatives, our faculty also taught 94 class sections with 5065 students enrolled for virtual courses, which generated a total of 15,307 student credit hours. With the shuttering of the hospitality industry, our Internships team also worked diligently to provide assistance and accommodations for students coping with job loss and furloughs, who had hoped to use their employment for internship credits. To that end, there's a new Professional Rosen Experiential Portfolio program being rolled out this fall, [P.R.E.P.](#) for short. During the Summer, we also ramped up our social media. [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#), as well as our [YouTube](#) platforms were all used to share videos, news and information, to engage and educate our alumni, students, parents, industry and education partners. Coronavirus challenged us, but we would not let it get the better of us.

As we end our first week of fall classes, some in-person, many virtual and others mixed-mode, what we did this summer will influence what we do this fall. There will be more virtual events, more video interaction, continued social media and email communications. We must be mindful of our health and well-being going forward so we will do all we can to engage and educate in new ways that meet the high standards we have set and maintain our ranking as the nation's best hospitality management program.

Charge On!

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Rosen College of Hospitality Management

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