



From the Dean's Desk

As we start the Spring 2021 semester at UCF Rosen College of Hospitality Management, the third semester since the COVID-19 pandemic changed the learning dynamic, we share good news.

While most of our courses are still being taught online and mixed-mode, much more of our learning is happening in our lecture halls and classrooms. Across the university, 60% of our students are back on campus, getting their higher education in-person, from professors who have remained dedicated to imparting knowledge throughout the ups and downs of the quick switch to digital learning in the Spring of 2020 to adjusting modalities in the summer months, to now, almost a year later when we are still working in a new normal. Our professors and instructors rose to the challenge of teaching in new ways and our student population responded. Enrollment for Spring 2021 continues to increase over fall 2020 and we should have a final count next week after the Drop/Add deadline. Even though the hospitality industry has been hit hard by the pandemic, students are hopeful that their skills and education can and will translate to other industries where there is a need for exceptional managers who have hospitality training. More students in the Hospitality Management degree program are taking their courses online, allowing them to tailor their education to their lifestyles and worklife.



Though the hospitality industry has seen a sharp downturn due to the pandemic, and our internship programs were initially heavily impacted, they are bouncing back. The college's strategic direction of building a HOSPITALITY+ ecosystem not only enables us to expand our curriculum offerings, covering the entire hospitality spectrum ranging from the traditional all the way to hedonic and utilitarian domains of hospitality. It also creates more interdisciplinary and multidisciplinary opportunities for research and scholarship, extending our expertise and culture of hospitality to healthcare, senior living, the digital economy, retail, sustainability, environmental protection and other areas which have great impacts on industry and society at large. This HOSPITALITY+ ecosystem worked to the advantage of our students, allowing them to adapt to new job and internship markets. The internship program prepares students for careers by requiring paid internships. Prior to the pandemic, Rosen College boasted a 97% job placement rate at graduation. During the beginning of the pandemic, only 30% of our students were working. By the Spring 2021 semester, more than 70% are engaged in working. About 24% of our students are interning in positions outside of traditional hospitality by translating the hospitality culture and skills to other areas including finance, human resources, guest services, marketing and communications, while some have also been able to return to hospitality and tourism.

In the Fall of 2020 Rosen College launched a new initiative, [Professional Rosen Experiential Portfolio \(P.R.E.P.\)](#), that empowers students to take advantage of a unique, wide range of personal and professional development, internship, volunteering and mentoring, undergraduate research and leadership opportunities designed to enhance the student experience and ensure progressive engagement toward career readiness upon graduation. Students who take full advantage of P.R.E.P. will be confident, resourceful, and resilient, well networked, industry connected, and most importantly, career ready upon graduation with 1,000 hours of development.

At UCF Rosen College we are always innovating new programs to ensure that we are indeed educating the future leaders of the broader hospitality and service industry.

As UCF Knights we will always Charge On!

Goucheng Wang

[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

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