

Professional Activity Report with Self Evaluation and Documentation (PARSE)

Academic Year 2013-2014

Submitted to Instructional Staff Relations

(Via Susan Phillip)

Written by

Susan Phillip, Associate Professor

Department of Hospitality Management

May 30, 2014

**The New York City College of Technology
Of The City University of New York**

Professional Activity Report and Self Evaluation

BACKGROUND

- 1. Date:** May 30, 2014
- 2. Name:** Susan T. Phillip
- 3. Department:** Hospitality Management
- 4. Date of first NYCCT appointment on tenure bearing line:** 2006
- 5. Present Rank: Associate Professor**
5A. Effective Date of Present Rank: 2014
- 6. Bachelor's Degree/Year:** 1987
- 7. Master's Degree/Year:** 2001 Master of Science (M.S.) Tourism and Travel Management,
New York University (N.Y.U.)
- 8. Thesis Title:** "Leading Hotels of the World: A New Business Model"
- 9. Doctorate Institution/Year:**
- 10. Dissertation Title:**
- 11. Progress toward doctorate (if not completed), Institution/Date Expected:**
- 12. Doctoral Dissertation Advisor or Sponsor:**
- 13. Basis for Doctoral Equivalent if relevant:**
- 14. Professional licenses or certifications:**

15. SUMMARY OF PREVIOUS EMPLOYMENT

New York University (N.Y.U.)
Preston Robert Tisch Center for Hospitality, Tourism and Sports Management
Adjunct Assistant Professor, 2010-present
Adjunct Instructor, 2001-2010

American Museum of Natural History, New York, NY

1987-2006, various positions, reflecting progressive professional development:
Research Associate, American Museum Discovery Tours
Assistant to the Senior Vice President for Communications and Public
Affairs Coordinator

TEACHING

16. Courses taught at New York City College of Technology 2006 to Present

- HMGT 4802 Hospitality Management Internship
- HMGT 3502 Hospitality Research Seminar
- HMGT 4987 Urban Tourism
- HMGT 4985 Conference, Meetings and Business Travel
- HMGT 4983 Sustainable Tourism
- HMGT 1101 Perspectives in Hospitality Management
- HMGT 4981 Tourism Geography

17. Other instructional responsibilities

Module leader for the courses listed below:

- HMGT 3502 Hospitality Research Seminar
- HMGT 4981 Tourism Geography
- HMGT 4983 Sustainable Tourism
- HMGT 4987 Urban Tourism

As module leader for the above course, I ensure that instructors complete syllabi with the required information: course description, objectives, learning outcomes, grading procedures, etc. Module leaders orient new instructors regarding College and departmental policies and culture. As module leader, I also revise tourism course outlines to reflect current and emerging industry trends and strengthen the department's curriculum. In the case of the research seminar, identified by the department as a critical course and one of two courses being assessed by the College, I have done considerable work to standardize how the course is taught in all sections, including creating grading rubrics.

Co-coordinator and instructor of the Paris Exchange Program in New York 2007-2012.

SCHOLARLY AND PROFESSIONAL GROWTH

18. Publication and Production

Dias, L., Phillip, S., (2014, March). *Hospitality Students' Preparedness for 21st Century*

Careers in the Travel and Tourism Industry. Presentation at the Academy of Business

Research International Conference presentation, New Orleans, Louisiana

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Leonard, A., Phillip, S. (2013, December) *Brooklyn's Waterfront as a Living Laboratory*.

Presentation at the 12th Annual CUNY IT Conference John Jay College of Criminal Justice,
New York, NY.

Peer-review Publication

Berger, M., Blake, R, Leonard, A., Michals, R., Noonan, M, Phillip, S., Spellane, S. (2011)
Campus without boundaries: The Brooklyn Greenwalk. In J. Summerfield & C.C.
Smith (Eds). *Making Teaching and Learning Matter: Transformative Spaces in Higher
Education* (253-268). New York: Springer.

Mintel Tourism Country Reports

A note about the Country Reports listed below:

Mintel's Country Reports are tourism profiles of destination countries. The reports are produced by a global network of industry analysts and academics, and provide market-based information as well as a detailed, insightful and localized interpretation of the facts and figures.

Subscribers to the report include educational institutions, libraries, specialist tourism companies, i.e., tourist boards, airlines, hotels, tour operators, travel agents and trade organizations as well as advertising agencies, finance companies and manufacturers.

Phillip, S. (2013). "Country Report Guyana, 2013." *Country Reports No. 2*, Mintel,
August, 2013.

Phillip, S. (2012). "Country Report Grenada, 2012." *Country Reports No. 2*, Mintel,
May, 2012.

Phillip, S. (2011). "Country Report Jamaica, 2011." *Country Reports* Mintel,
November, 2011.

Phillip, S. (2010). "Country Report Sweden, 2010." *Country Reports No. 2, Europe*. Mintel,
November, 2010.

Phillip, S. (2009). "Country Report Malawi, 2009." *Country Reports No. 4, Africa*. Mintel,
November, 2009.

Phillip, S. (2009). "Country Report Laos, 2009." *Country Reports No. 2, East Asia
and the Pacific*. Mintel, May, 2009.

Phillip, S. (2008). "Country Report Tunisia, 2008" *Country Reports No. 3, North Africa and
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- The Middle East, August 2008. Mintel, August, 2008.
- Phillip, S. (2008). "Country Report Spain, 2008." *Country Reports No. 2, Europe*. Mintel, May, 2008.
- Phillip, S. (2007). "Country Report Jordan, 2007." *Country Reports No. 4, Middle East*. Mintel, November 2007.
- Phillip, S. (2007). "Country Report Senegal, 2007." *Country Reports No. 2, Africa*. Mintel, May 2007.
- Phillip, S. (2006). "Country Report New Zealand, 2006." *Country Reports No. 1, Asia Pacific*. Mintel, February 2006.
- Phillip, S. & Reid, J. (2009, November 19) *Brooklyn as a Tourist Destination: Past, Present Future*. Poster presented at the 7th Annual Faculty/Student Research Poster Session, New York City College of Technology (CUNY), Brooklyn, NY. .
- Berger, M., Blake, R., Leonard, A., Michals, R., Noonan, M., Phillip, S. & Spellane, S. (2008). *Brooklyn Greenwalk Exploring Sustainability* [Brochure]

Other Publications/Reports and Conference presentations and Interviews

- Dias, L., Phillip, S., (2013, April). *Bilingualism in the professions panel discussion series: hospitality management*. New York City College of Technology, Brooklyn, New York
- Phillip, S. & Goodlad, K. (2012, July 20). *The Economic and Socio-cultural Benefits of Wine Tourism in South*. Presentation at the annual meeting of the Association for the Study of Food and Society (ASFS), the Agriculture, Food, and Human Values Society (AFHVS), and the Society for Anthropology of Food and Nutrition (SAFN). New York, NY, July 20, 2012. Abstract retrieved from http://steinhardt.nyu.edu/conference/food_studies
- Phillip, S. & Goodlad, K. (2012, June 9). *The Economic and Socio-cultural Benefits of Wine Tourism in South Africa*. Presentation at the annual conference of the Association of Wine Economists (AAWE), Princeton, NJ. Abstract retrieved from <http://www.wine-economics.org/meetings/Princeton2012/Program/scientificprogramfull.html#june9afternoon>
- Phillip, S, Sergeant, R. & Williams, S. (2011, May 13) *The Moveable Classroom: Place-based Learning Through Cultural Heritage Tours*. Presentation at the 7th Annual CUNY General Education Conference, Queens, NY.

Phillip. S. (2008, December 12). *The Impact of Tourism and the Recession on New York City*
Al Jeezera TV. New York, NY. [Television Interview]

19. Works in Progress (indicate stage of development; include in the file documentation of completed works under consideration for publication, shows, etc.)

20. Honors, Prizes, and Awards
NA

21. Grant Activity

Third Year Living Lab General Education Fellow Spring 2012-present

Received a Lorraine Beitler Student Fund grant of \$500 to subsidize students in the Urban Tourism course (HMG 4987) to take the Annual Brownstoners of Bedford-Stuyvesant House Tour (2012).

SERVICE

22. Administrative Assignments

23. Other Department/College/University Service
Departmental Service

- HM Appointment Committee, Elizabeth Schaible chair. 2010-present
- HM Curriculum Committee, Mark Hellermann chair. 2011-present
- Assessment Committee, Susan Phillip chair. 2010-present
- General Education Committee, Susan Phillip chair. 2010-present
With members of the General Education Faculty Working Group, organized the mixer, “Interdisciplinary Collaboration” on March 8, 2013
- Faculty Liaison to the Library, Monica Berger chair. 2007-present
- Faculty Liaison to the Learning Center, Judith Rockway chair. 2009-present
- Assist at departmental events inside and outside the College, as required

24. Service to the College

- School of Professional Studies Assessment Committee Co-Chair, with Susan Nilsen-Kupsch
- Assessment Committee, Tammie Cumming chair. 2010-present
- General Education Committee, Bonne August chair. 2010-present
- Academic Integrity Committee, Melanie Villatoro chair. 2008-present
- Development Advisory Council (PDAC), Pamela Brown chair. 2006-present

25. Continuing professional education and community service

- Member and secretary of the Advisory Board for the Academy of Hospitality Tourism at Erasmus High School, Brooklyn 2009-present

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- Contributor to the Education Travel Community programming roundtable for the annual Educational Travel Conference 2009-2013

26. Self Evaluation

2013-2014

Teaching

I began the academic year 2013-1014 with a sense of achievement, having received tenure and being promoted to associate professor. “What next?” This question quickly followed the achievement. The answer, “build and strengthen.” My goals are to build on these achievements by strengthening my teaching, scholarly work and service. My continued participation in faculty development programs such as Living Lab and Bridging the Gap has allowed me to learn from the ideas discussed with my peers. In addition to building one’s confidence, the exchanges with peers help to enrich my teaching and present opportunities for interdisciplinary collaboration. One such example was facilitating the session *Living Lab Walking Tour: Post-Industrial Greenpoint and Williamsburg* with Anne Leonard, associate professor in the library. Another example was *Brooklyn’s Waterfront as a Living Laboratory*, a presentation with Prof Leonard at the CUNY IT conference in December 2013. <http://www.centerdigitaled.com/events/CUNY-IT-Conference-2013.html>

Invitations to guest lecture in the two current interdisciplinary courses — *Black New York* and *Environmental Economics* — are additional examples of peer collaboration. My goal is to write my own interdisciplinary course, which will draw on tourism’s diverse facets. Building on the strong General Educational learning outcomes that tourism affords, I will continue to develop place-based projects and assignments, some in collaboration with other instructors, as with Prof. Leonard.

Strengthening my teaching skills will increase student learning outcomes. My work as chair of the departmental assessment committee and membership on the College’s committee has made me more aware of the need for measuring student learning outcomes; another of my teaching goals is to develop more assessment tools, including grading rubrics, to measure student learning outcomes in my class on a regular basis.

I believe that the information students learn should be applied to help them develop professional careers and fulfilling lives. With this goal in mind, my colleague Lynda Dias, assistant professor in the Hospitality Management Department, and I are researching how students perceive their preparedness for hospitality careers. Our presentation of the research at the Academy of Business Research conference in New Orleans in March of this year was well received and we are continuing to interpret the data.

The research on student preparedness was an outgrowth of Prof Dias and I revamping Professional Alliances, a hospitality management course which focuses on preparing students for entry into the hospitality industry. Understanding the changing needs of the hospitality industry and the need for more technological skills among our students prompted the revision of the course. We are in the process of interpreting the data from the student preparedness surveys and publishing the findings.

Scholarship

My goal is to increase my academic research. Receiving IRB certification for the student prepared research in March was a milestone for a new level of my scholarly research beyond Mintel that will support publication in peer-reviewed journals.

Service

My service to the department and the college remains strong. I have been the Hospitality Management representative on the Gen Ed committee since its inception in 2010. As a member of the Course Coordination Working Group, I helped to formulate a questionnaire on the use of course coordination in departments and compiled initial findings for the design of a “college-wide framework that supports course coordination and integrates selected GenEd student learning outcomes in each course.” I look forward to participating in a GenEd pilot program for fall 2014 that would share a themed assignment in different disciplines.

My role in assessment has evolved from a faculty member with little to no knowledge of assessment to being a representative of my school. Building on my work as chair of the Hospitality Management Department’s assessment committee and member of the College’s Assessment Committee (since fall 2009), I was selected by the Provost to co-chair the School of Professional Studies Assessment Committee http://issuu.com/facultycommons/docs/nucleus_vol_5-issue_1_spring_2014_f?e=6814685/7677689. Since my appointment this spring, co-chair Susan Nilsen-Krups, assistant professor, Dental Hygiene, and I have organized the *Critical Course Assessment Workshop* to determine the impact of assessment on individual programs.

Additional service to the College includes membership on the Academic Integrity Committee, which is responsible for ensuring academic responsibility among students; and on the Professional Development Advisory Council (PDAC), whose major functions are reviewing requests for travel funds for academic development and the election of the Scholar on Campus.

My service to the Hospitality Management Department includes membership on the Hospitality Management Appointments Committee. In addition to reappointment and tenure review, the committee oversees equitable distribution of committee and projects, and conducts faculty searches to hire instructors that best meet the needs of our students and support the department’s mission.

My service to the community continues as a board member of the Academy for Hospitality and Tourism at Erasmus Hall High School. My activities include mentoring students, securing internships that would introduce them to the hospitality industry, and advising them.

My service to my professional community includes participating in the planning of the agenda for the Educational Travel Community’s (ETC) 2013 conference, which promotes responsible tourism ([http://travelearning.com/content/index/about_etc_conferences?subCat=more res](http://travelearning.com/content/index/about_etc_conferences?subCat=more_res)).