June 30, 2020

MEMORANDUM

TO:  Michael Bruno  
         Provost

FROM:  V. Vance Roley     
         Dean and First Hawaiian Bank Chair of Leadership and Management

SUBJECT:  Graduate Program Review, Mid-Cycle Report

This report continues to address the issues identified in the last one-year report, as well as the issues raised in the Provost’s response to that report. Similar to last year, most of the efforts at the TIM School were directed to successfully merging with the Shidler College of Business. This merger was effect in September 2019, after the current academic year started. Nevertheless, I have had numerous discussions with the TIM School faculty about the MS TIM.

Size of the Program and Recruitment

The size of the program remains too small to be viable. None of the potential 3-2 partnerships were implemented, and it is not clear that they would have been successful in any event because of COVID-19 and visa issues. We will see this Fall semester if the BAM pathway is successful. Also, we may see an uptick in demand if recent TIM BS degree graduates choose to go back to school because of a lack of employment opportunities.

Curriculum

The TIM School faculty members want a research-based graduate degree. Consequently, the MS TIM is research based. It is not clear that there is a market for this type of degree. In talking with students enrolled in this program, they thought they were enrolling in a professional graduate degree program preparing them for careers in the industry. The TIM School faculty members also depend on this program to provide research assistantships.

To address the potential need for a professional TIM graduate degree, we launched a TIM track in our Distant Learning EMBA program for the cohort starting Fall 2020. The Distant Learning EMBA is a good fit for this track since it is heavily marketed on the Neighbor Islands.
Unfortunately, with the shutdown of the tourism industry in Hawaii, it appears that we will not have a critical mass of students to launch the program this Fall. However, we will continue to market this program when tourism rebounds in the future, hopefully by the time the next cohort begins in Fall 2022. Our Health Care Management track in the Distance Learning EMBA has been highly successful.

All of the top hospitality and tourism programs in the U.S. have a doctoral program. We feel that one possibility is that the research-based MS TIM evolves into a track in the Shidler Ph.D. in Business Administration. In the steady-state, this would provide eight to ten TIM graduate students. This would be a good size to provide research assistance to the TIM School faculty.

In sum, there may be some enrollment gains in Fall 2020 because of the BAM pathway and the lack of employment opportunities for recent BS graduates. However, a research-based graduate degree may be best offered through a track in the Shidler Ph.D. in Business Administration. Also, to satisfy the potential future demand for a professional graduate degree, we have already launched the TIM track in the Shidler Distant Learning EMBA program.