

ENDOWED PROFESSORSHIP IN HOSPITALITY MANAGEMENT

Reflecting its namesake, Bevier Café is an active teaching laboratory in which students apply food, nutrition, and consumer sciences principles, and ethical business practices to run a world-renowned eatery for which Isabel Bevier would continue to be proud. Our café is one component of the historical hospitality management program at the University of Illinois, started under Isabel Bevier's leadership. From the beginning as institutional management, foodservice systems have been a fundamental part of student training at our university, located in the heart of Illinois. During the past 100 years, the hospitality industry has exploded, opening opportunities and career paths in hotels, private clubs, event planning, travel, fine dining, and managed foodservice. We intend to better respond to the trends in hospitality management by adding to the faculty who teach our aspiring entrepreneurs in the guest and foodservice industry.

According to jobs data, the growth rate in the hospitality industry is faster than most other areas. We have a four-year graduation rate of approximately 92% for our students who enter our program as freshmen and a nearly perfect placement rate for graduates who seek employment in the industry after graduation. Entry-level positions are abundant, and those with a bachelor of science degree can practically jump immediately to management level positions. The University of Illinois' hospitality management program is known for its strengths in foodservice management, and now is the time to expand into other sectors of the industry to meet workforce demands.



OPPORTUNITY:

The Department of Food Science and Human Nutrition (FSHN) will expand its hospitality management program by creating an endowed professorship in hospitality management. This is the top priority for the FSHN department for investment in faculty positions that will safeguard the future of the hospitality management program. This professorship will enhance the program by bringing a stellar body of teaching and learning, research, and outreach to the FSHN department to complement existing strengths. By bridging expertise in foodservice management with lodging, beverage management, events planning, and travel, among other areas such as food and business law, the endowed professorship will solidify our standing as a university of distinction. Students will be well trained in fundamentals of hospitality management, food service systems, food sanitation, accounting, purchasing, fine dining, events planning, lodging, business law, and risk management, among other areas. Building on our existing learning assistant positions for undergraduate students, in which the brightest minds are propelled to optimize foodservice systems, manage the Bevier Café, and provide leadership to the Spice Box Restaurant, this endowed professorship will expand our ability to offer the very best training to budding professionals and leaders in the hospitality industry. With the funding of this endowed professorship, students will graduate from the University of Illinois with an unmatched ability to meet the needs of an ever-growing service industry.

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RESOURCES REQUIRED:

To compete for the most outstanding faculty member, financial resources are necessary for this endowed professorship position to ensure academic freedom in teaching and learning, to promote research in hospitality management, and connect this area of the FSHN department to the integrated food, nutrition, and health research being conducted in other areas of the department, and to open outreach and engagement efforts for the benefit of our students. An endowed, full-time tenure system professor will have the opportunity to develop critical courses in key content areas, engage students in research in the hospitality sciences, to purchase state-of-the-art equipment for our teaching laboratories (Bevier Café and the Spice Box Restaurant), and to open avenues for internships with businesses for experiential learning by our students.



College of Agricultural, Consumer
and Environmental Sciences