

**Performance Assessment for Cheri A. Young, Ph.D.  
July 1, 2011-June 30, 2012**

**Personal Performance for (2011-12)**

**Major Accomplishments and Highlights (Intellectual Contributions)**

**Referred, peer-reviewed publications**

**Other intellectual contributions**

- Continued data analysis of Employee Engagement Study (grant-funded project begun while at the University of Nevada, Las Vegas)
- Began study of leadership performance and health (with Steve Hartley)

**Major Accomplishments and Highlights (Teaching)**

- Began service learning in HRTM2501 with the ECDC/African Community Center
- Created a client relationship with Mike Plungis, creator of a gluten-free beer (gold medal winner at the Great American Beer Festival, 2011); two students teams developed a business plan for a gluten-free beer pub for their client
- Created client relationships with Boone's Tavern, Park Burger, New York Deli News, and the Lumber Baron Inn & Gardens for winter quarter 2011 HRTM2501 course; students worked in teams on human capital-related consulting projects with their clients.
- Took over a section of Essence of Enterprise course when George Simon became ill in fall 2011 and survived; consulted my colleagues regarding grading of Oxfords to solicit "best practices." Tape recorded all Oxford sessions, created extensive grading rubric to track students' performance, and sent typed feedback to each student individually and to each Oxford team after each Oxford session. Created a final exam in collaboration with Abe Weiss after seeking feedback from all the Essence faculty (Abe was the only one who responded). Final exam asked students to analyze, synthesize, and create solutions for dealing with the global antibiotic resistance problem facing us today and as reported in *The Atlantic*.

**Major Accomplishments and Highlights (Service)**

- Co-chair of Daniels Presidential Debate Committee
- Global Spa & Wellness Summit Student Competition advisor

I was the faculty advisor for a three-student team competing in the Global Spa & Wellness Summit. We competed against Cornell University, University of Houston, and Penn State. The students and I worked for over four months on developing the concept for an innovative, profitable spa of the future. The Summit attendees were from over 40

different countries, and attendance was by invitation only. Over 2,500 people applied for attendance, but only 310 high level executives were admitted. The students had to submit a full report that described the concept and present to a panel of international judges. Students were given 12 minutes to present and 15 minutes to respond to judges' questioning. The DU team received a standing ovation after the presentation of our spa concept and won first place.

- Associate Editor of the *Journal of Hospitality & Tourism Research*.

This journal is one of the top journals in hospitality research and is in the target journal list for the Knoebel School.

- Accepted position as a Faculty Associate with Center for Community Engagement & Service Learning (CCESL) at DU. My responsibilities and goals are to:
  - Assess Daniels faculty members' current knowledge and attitudes about service learning (so as to have a benchmark for efforts focused on increasing knowledge, acceptance, and use of service learning).
  - Document current use of service learning (as a benchmark for any efforts focused on increasing use of service learning).
  - Identify barriers or resistance to use of service learning.
  - Develop a five-year plan for increasing the knowledge, acceptance, and use of service learning in the Daniels College of Business.
    - Internal marketing plan
    - Rewards structure
    - Student demand
    - PR
    - Educating faculty
    - Infrastructure needs
    - Other: as identified in points #1 and #3 above
- Member of Hilton endowed chair position search committee for Knoebel; we successfully hired someone after more than three years!

### **My assessment of my own performance in each category:**

Intellectual contributions: B-  
Teaching: A-  
Service: A

### **Assessment of Personal Goals for 2011-12**

My goals for 2011-2012 were simply to successfully integrate into the Knoebel School and the Daniels College of Business by receiving satisfactory teaching evaluations, finding research partners, and getting involved in service learning.

**Personal Goals for 2012-13 (3-5 goals)**

1. Submit two (2) teaching cases to Case Review Journal
2. Write proposal and collect data for leadership performance study
3. Write first draft of engagement study results
4. Conduct data collection as Faculty Associate for CCESL
5. Continue service learning projects with the ECDC/African Community Center and integrate into more courses at Knoebel