

Faculty Performance Assessment

Cheri Young (11-12)

Cheri joined the Daniels faculty last year, and she immediately jumped into various teaching, curriculum building, and service activities for the college.

In terms of teaching, Cheri taught several courses for the Knobel School of Hospitality, where she performed with excellence achieving an average of 97% in the top three boxes. In this regard and as described below, Cheri developed important client relationships for students and developed service learning opportunities for her students, something important to the DU community. In addition, she joined the Compass Team. She contributed enthusiastically to the review and revision of the *Essence of Enterprise*, the first course in the sequence. Demonstrating her team spirit, she filled in (by teaching *Essence of Enterprise*) for a colleague who was ill during the fall quarter. She assesses her performance as commendable (A-) for teaching, and I would concur that her performance merits at least that rating, especially for her first year at Daniels.

In terms of intellectual contributions, Cheri has several projects underway, including cases to be submitted to the *Case Research Journal*, one of the college-wide target journals. The move to a different university can be taxing in terms of time and energy, and I expect Cheri will move forward to submission of her work to refereed journals in the next year. She rates her performance as B-. While I would concur that her productivity was marginal (B), I am confident that Cheri will enhance her intellectual contributions in the next year.

In terms of service, Cheri has excelled. She demonstrated what a good colleague and team player she is for the college. As mentioned earlier, she served on the Compass Curriculum Design Team. Additionally, she joined a search committee for the Department of Management when her expertise was needed, and she was an important voice on the search committee. She also jumped into a very important role, as co-chair of the Presidential Debate Committee for Daniels. This is a critical role and time consuming. Yet, Cheri has given her time and energy to the committee and its work. She was the faculty advisor for Global Spa & Wellness Summit, and she accepted a position as Faculty Associate with Center for Community Engagement & Service Learning (CCESL). She is also an associate editor for one of the target journals of the hospitality discipline. Without a doubt, Cheri is deserving of an A (Exemplary) for her service contributions.

While Cheri is not formally a member of the Department of Management, we are pleased that she is affiliated with the department and look forward to her ongoing contributions.

Attached is Cheri's summary of major accomplishments during the past year.

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
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Respectfully,

A handwritten signature in black ink, appearing to read "Dennis Wittmer". The signature is fluid and cursive, with the first name "Dennis" written in a larger, more prominent script than the last name "Wittmer".

Dennis Wittmer, Professor and Chair

Date: 10/25/12

Cheri Young, Associate Professor

Date:

