



ORGANIZATIONAL UNIT PROPOSAL FORM

DIRECTIONS: Use this form when proposing a new organizational unit, center, institute, department, school, or college.

DATE OF REQUEST: 11/1/2014

Date of AAC Approval:

December 3, 2014

INSTITUTION: University of Nevada, Las Vegas

NAME OF PROPOSED UNIT: Center for Professional and Leadership Studies (The PLuS Center)

Date of Board Approval:

DATE OF IMPLEMENTATION: Upon approval

PART 1

A. Action requested

Creation of a center as provided for in the Las Vegas Sands Gift to the William F. Harrah College of Hotel Administration for an international hospitality and gaming professional education and research center.

B. Brief description and purpose of proposed unit

The Center will support hospitality industry managers and executives through a mix of open enrollment, custom in-person and online executive education courses. It will provide working professionals the skills and knowledge necessary to advance their careers, and further position UNLV as the world's premier educational leader in hospitality and gaming. It will also support the growth of the industry through research and publications.

C. Outline plans for the success of the proposed unit

Mission & Goals:

The Center for Professional and Leadership Studies (PLuS Center) will support the growth of the global hospitality and gaming industry through executive and professional education, research, and publications, while enhancing the College's ability to prepare the next generation of industry leaders and innovators.

* Create an elite, educated work-force to lead a dynamic global industry in the 21st century

* Create and expand availability of relevant, market-specific industry research

* Participate in efforts to join forces with private sector and other public sector entities, to help UNLV become a powerful engine of economic growth and academic excellence in Nevada and around the world.

PART II

A. Mission statement

The Center will develop and deliver educational programs, seminars, events, research, and industry analytics based on the art, science, and business of hospitality and gaming to help hospitality industry operators solve the organizational problems and challenges they are facing in today's competitive environment.

B. Goals and objectives

i. Teaching

The Center will be directly involved in the development, production, and delivery of non-credit learning programs for: (1) industry professionals and leaders (2) industry employee training and (3) upwardly mobile industry professionals.

ii. Research

The Center will be involved in producing and conducting organizational surveys and personal assessments with data sets made available for research and industry. The center will also work with industry to identify applied and academic research which will benefit their operations and help solve the challenges they face.

iii. Service

The Center will offer some courses at low or no cost to alumni or the general public, including some basic industry training programs.

C. Major participants or collaborators

i. Internal to campus

The Center will utilize the expertise of UNLV faculty, alumni, and graduate students across disciplines with continued collaboration with the International Gaming Institute. The Center is also interested in collaborations with UNLV's Lee Business School, Boyd Law School, Lied Libraries, College of Education, and CoRE council.

ii. External to campus

The Center will be working with industry managers and leaders to identify areas of professional development needed, will utilize industry experts in teaching and developing courses, will collaborate with industry on research, and anticipates working with UNR College of Business and the college's continuing education unit on some joint projects.

D. Evidence of contact within and between affected academic units

Conversations with various units mentioned have begun. Many programs already established under the UNLV International Gaming Institute (IGI) and those formerly promoted by the Hospitality Research and Development Center have been merged into the new operation. The new Center staff will provide staffing and infrastructure to support course offerings being developed in collaboration between IGI and the Boyd Law School.

E. Proposed physical location

The Center will be located in the Stan Fulton Building on the UNLV Maryland Parkway Campus.

F. Proposed organizational structure (include organizational structure within the campus)

The Center is housed in the William F. Harrah College of Hotel Administration reporting to the Dean.

G. Activities to be sponsored (e.g. courses, seminars, research, and outreach) – indicate if courses or seminars will be offered through the proposed unit. Please specify if they will be offered for academic credit and applicable to a degree program. Give estimated enrollment.

Courses and seminars will be developed and delivered for non-credit professional development.

H. Resource Analysis – source of funds necessary for the proposed change (enrollment-generated state funds, reallocation of existing funds, grants, other state funds)

The Center will be funded by the Las Vegas Sands Gift for three years and by that time will be a self-funded entity with revenue generated from programs, research, and publications.

I. Projected Budget – identify portions of costs which will require state resources, grants, gifts and/or contracts

A generous gift from the Las Vegas Sands Corporation will fund the Center for three years to provide initial funding to hire and pay staff, secure facilities and equipment, develop, test, and promote programs, initiate surveys and research. In addition to these development funds, operating funds will be generated from course and seminar registration fees and contracts. The operating account will accumulate reserves in the first three years as course offerings are implemented to transition the operations of the unit to a self supporting entity in year 4.

Please attach any supporting documentation (i.e. support letters from community, industry).