TO:    Paul Hain,
       Dean of the College of Arts & Humanities

       Moustaffa Abdelsamad
       Dean of the College of Business

CC:    Patricia Hill
       Transfer Counselor

FROM:  Judith Perales,
       Assistant Director of Admissions and Records

DATE:  11/04/2003

RE:    Other Non-Collegiate Experiences

This is in reference to the catalog’s statement on non-collegiate experiences. “Texas A&M University-Corpus Christi recognizes the quality and importance of some non-collegiate training programs offered through industrial sources. Through cooperation of the faculty of the University, such offering detailed in the appropriate ACE publication will be reviewed, as required, for potential award.”

Please find attached a copy of the American Council on Education’s (ACE) recommendation on programs offered by the Walt Disney World Resort. The only course that I feel would fall under the College of Arts & Humanities is the Disney Communications course. The others would fall under the College of Business. I need you to decide whether we will be granting college credit for these programs based on ACE’s recommendations. If so, I need a memo that states the required test scores and if a specific equivalency can be granted for the exam. If there is not a specific equivalent course, elective credit may also be designated in the memo.

The Office of Admissions and Records has had two inquiries regarding this program for college credit.
Walt Disney World Resort

The Walt Disney World Resort opened in 1971 with one park, The Magic Kingdom, and three resorts. There were 5,000 employees. Today, there are more than 55,000 multi-cultural cast members, making the Walt Disney World Resort the largest single site employer in the United States. Education, training, and development for these cast members are created and coordinated through the Training and Development resources of the Walt Disney World Resort.

The Walt Disney World Resort encourages education at all levels and provides training to all departments. Programs are designed to meet the learning and developmental needs of adults in today's business world. Cast members may choose from a wide range of professionally designed and professionally taught courses. In addition, there are a number of "learning tracks" that are appropriate for cast members at various stages of their careers and include required classes. Course development and course revision go beyond teaching cast members what to do. The courses also provide participants with the tools to apply their learning on the job and help them continuously improve their personal skills with our guests and other co-workers, and continue to be introduced to the most relevant aspects of their education, training, and development within all of the 3,000 plus job classifications. In addition, through various academic partnerships and educational reinvestment plans, the company models its commitment to lifelong learning and our cast members' career development objectives.

Web Address: www.disneyseminars.com


Additional Information about the courses:

Disney College Program Practicum

ACE Transcript Data: 0001 WALT
Location: The Walt Disney World Resort, Lake Buena Vista, Florida.
Length: 63 hours (23 contact hours and 40 hours of directed activities over a 20 week period).

Disney Communications Course

ACE Transcript Data: 0002 WALT
Location: The Walt Disney World Resort, Lake Buena Vista, Florida.
Length: 40.5 hours (8-12 weeks).
Dates: June 2000-Present.
Objective: To provide the participants the opportunity to learn the concepts inherent in business communication and apply them in the workplace.

Learning Outcome: Upon successful completion of this course, the student will be able to understand the importance of communications theory and its application to business success; apply various business communications skills in their work environments; recognize basic listening and speaking skills, including the identification of various communication styles; relate basic theories of communication to the Walt Disney World Resort's business and guest service practices; identify and practice effective communication techniques in a variety of contexts, including meetings and facilitated presentations; and apply class learnings in work areas.

Instruction: Major topics covered in the course include identification of basic listening skills; appreciation of the various methods people use to process information; inclusive communication approaches; and complex situational topics including meetings, presentations, and facilitated classes. Methods of instruction include facilitation/lecture, video presentations, class discussions, a personal development plan, self-evaluation from group presentation, meeting demonstration, and a reflection paper.

Credit Recommendation: In the lower division baccalaureate/associate or upper division baccalaureate degree category, 3 semester hours in Communication, Hospitality Management, Business Administration, or Management (2/00).

Disney ExpERALiential Learning for the 21st Century

ACE Transcript Data: 0003 WALT
Location: The Walt Disney World Resort, Lake Buena Vista, Florida.
Length: 34 hours (8-12 weeks).
Dates: June 2000-Present.
Objective: To provide the participant with self-paced, experiential learning opportunities that identify and reflect basic adult learning theory within the Walt Disney World Resort learning laboratory as well as in the larger community.

Learning Outcome: Upon successful completion of this course, the student will be able to recognize the importance of commitment to lifelong learning; understand the benefit and value of community relations and community service on a corporate as well as personal level; appreciate the value of diversity; identify experiential learning opportunities; and understand the relationship between education and entertainment.

Instruction: Major topics covered in the course are adult education theory, experiential and organizational learnings, integration of work and academic commitments, community involvement, diversity, and self-directed learning. Methods of instruction include facilitation/lecture, overviews, volunteer experiences, video presentations, computer experience, self-paced learning, reflective papers, book reviews, and five written assignments.
Credit Recommendation: In the lower division baccalaureate/associate or upper division baccalaureate degree category, 2 semester hours in Hospitality Management, Business Administration, or Management (2/00).

Disney Hospitality Management Course

ACE Transcript Data: 0004 WALT
Location: The Walt Disney World® Resort, Lake Buena Vista, Florida.
Length: 37 hours (8-12 weeks).
Dates: June 2000-Present.
Objective: To provide the participant with fundamental knowledge and skills in the many areas of the hospitality and service industry, specifically: exceptional service, productivity, product knowledge, sales techniques, continuous quality improvement, and financial matters.
Learning Outcome: Upon successful completion of this course, the student will be able to understand the application of behavioral science and marketing in customer service course learning; apply competitive service theory to a variety of hospitality industry providers; understand the importance of productivity in creating a profitable business operation; understand the importance of different roles required in the delivery of satisfactory guest services; and appreciate the role of corporate culture in hospitality management.

Instruction: Major topics covered in the course are professional development of the participants in the areas of sales, product knowledge, exceptional service, continuous quality improvement, productivity, and finance. Methods of instruction include facilitation/lecture, class discussions, homework assignments, class readings, class presentations, written reports, shopper reports, reports, observations, papers, and final examination.

Credit Recommendation: In the lower division baccalaureate/associate or upper division baccalaureate degree category, 3 semester hours in Human Resource Management (2/00).

Disney Leadership Speaker’s Series

ACE Transcript Data: 0006 WALT
Location: The Walt Disney World® Resort, Lake Buena Vista, Florida.
Length: 18 hours (8-12 weeks).
Dates: June 2000-Present.
Objective: To provide the participant with a structured exposure to Walt Disney World® Resort’s executives and other renowned speakers in order to stimulate and provoke critical thinking about leadership.

Learning Outcome: Upon successful completion of this course, the student will be able to identify the successful leadership strategies employed in various lines of business; understand the elements involved in creating a successful career; examine and validate the similarities and differences in leadership techniques; recognize the myriad of opportunities that are available for career sequencing; examine and validate the similarities and differences in the leader’s path to success; and understand the importance of vision and mission in strategic planning and excellent guest service.

Instruction: Major topics covered in the course are leadership issues, career paths and individual leadership styles in functional lines of business. Methods of instruction include facilitation/lecture, video presentations, class discussions, a reflective essay, and final examination.

Credit Recommendation: In the lower division baccalaureate/associate or upper division baccalaureate degree category, 1 semester hour in Leadership or Management (2/00).

Disney Organizational Leadership Course

ACE Transcript Data: 0007 WALT
Location: The Walt Disney World® Resort, Lake Buena Vista, Florida.
Length: 40 hours (8-12 weeks).
Dates: June 2000-Present.
Objective: To increase the skills of participants in identification, examination, and application of several leadership theories including classical learnings in organizational leadership, time management, organizational change, teamwork, diverse work environments, performance coaching and feedback, and risk management in a diverse work environment.

Learning Outcome: Upon successful completion of this course, the student will be able to explore leadership theory and research to formulate personal attributes and behaviors; produce thesis-driven research skills resulting in a 1,500 word paper, project, portfolio, and presentation; learn specific leadership skills; develop a learning community for the free and open expression of leadership theory and research based on Chemer’s “Integrated Leadership Theory” text; and assess and examine personal belief, styles, and leadership behaviors to increase self-awareness and reduce interaction blind spots.

Instruction: Major topics covered in the course are the universal principles of leadership theory and its application with instruction which builds repeatable and transferable leadership knowledge and skills in community and commerce. Methods of instruction include facilitation/lecture, video presentations, class discussions, homework assignments, class readings, project development and presentations, and situational studies.

Credit Recommendation: In the lower division baccalaureate/associate or upper division baccalaureate degree category, 3 semester hours in Introduction to Leadership, Principles of Management, or Business Administration elective (2/00).