
School of Sport, Tourism and Hospitality Management

STRATEGIC PLAN

—
2025



School of Sport,
Tourism and
Hospitality Management

A MESSAGE FROM THE ASSOCIATE DEAN

Over the past two decades, the School of Sport, Tourism and Hospitality Management (STHM) at Temple University has earned a reputation as an educational leader in the industries we serve. We've established a strong foundation as a school that focuses on the student experience, produces impactful research and fosters meaningful partnerships with industry.


This historic time—for the world, for our industries and for higher education—presents an unparalleled opportunity to leverage our strengths and insights in order to help our industries thrive as they overcome the challenges of today and tomorrow. Now more than ever there's a need for those who are Temple Made and STHM Strong.

This plan is a living document—a tool we're using to actively shape the next phase of our evolution. It captures and in some ways redefines what distinguishes our exceptional school—and to articulate how exactly we want to position ourselves, given the probably steep and winding path that lies ahead for everyone.

I invite you to partner with the entire student body, thousands of our alumni, the faculty, staff and our many partners as we find new ways to live up to the promise of this plan, so together we can rise to the challenges of this exciting, if uncertain, time. One thing is clear: We'll continue to be ambitious, determined and resilient—in new and crucial ways—and expand our role as a leader.

You're critical to all of our success to date, and to us now realizing the full potential of the vision this document lays out. I know that individually and collectively we're up to the challenges of the next phase of adventure for the school, which inspires so much pride in all of us.

Sincerely,



Jeremy S. Jordan, PhD
Associate Dean
School of Sport, Tourism and
Hospitality Management

OUR FOUNDATIONAL STRATEGIC PILLARS



IMPACTFUL RESEARCH

Develop structures and dedicate resources that advance impactful research to benefit the communities STHM serves.



INCLUSIVE CULTURE

Respect the uniqueness of our stakeholders so we benefit from their rich and diverse perspectives and experiences.



TRANSFORMATIONAL EDUCATION

Create innovative academic experiences that meet industry needs and anticipate future trends.



INDUSTRY ENGAGEMENT

Identify opportunities to create meaningful collaborations that position the school as the partner of choice.

OUR VALUED STAKEHOLDERS

STUDENTS

FACULTY

COMMUNITY

ALUMNI

STAFF

PARTNERS

OUR IDENTITY

STRATEGIC DECLARATIONS

The following declarations articulate the vision of the School of Sport, Tourism and Hospitality Management, define the mission and shared values of our stakeholders, and describe the culture that will characterize the next chapter in the school's history.

VISION

The inspiration and empowerment of people through transformational experiences.

MISSION

To be globally recognized for developing leaders in sport, tourism and hospitality from diverse backgrounds, producing impactful research and advancing communities.

CULTURE STATEMENT

STHM students, staff and faculty from diverse backgrounds come together to create a welcoming and inclusive community focused on transforming individuals into influencers and leaders. Investing in those initiatives and activities that are innovative, entrepreneurial and represent the highest level of impact to all our stakeholders, we strive to create an environment known for its commitment to excellence, collegiality and collaboration. We are dedicated to the success of all members of the STHM community; a community that is strong, diverse, connected and proud.

STHM VALUES

The School of Sport, Tourism and Hospitality Management (STHM) is guided by the following core values that reflect our existence within academia and industry. Our values serve as a clear message to our stakeholders that we are dedicated to the pursuit of excellence in education, research and service.

STUDENT-CENTRIC

We are dedicated to supporting students along their journey by creating experiences that ensure both personal and professional achievement and success.

DIVERSITY, EQUITY & INCLUSION

We respect our diverse stakeholders for the rich and unique perspectives they bring. We are committed to providing an open, safe and supportive environment that encourages all to bring their authentic selves, learn and grow with us.

COMMUNITY ENGAGEMENT

We believe in impactful community engagement through collaborative partnerships resulting in mutually beneficial outcomes.

INNOVATION

We believe in innovation as the foundation for exceptional traditional and online learning environments, cutting-edge and impactful research, and creative thinking that offers dynamic solutions for and with our stakeholders.

INTEGRITY

We believe in cultivating an environment built on respect, collegiality, trust and transparency.

EMPOWERMENT

We support members of our community, by providing them with the experiences and resources they need to learn, develop and succeed. Our focus is building capacity for lifelong learning and engagement.



OUR ACTION PLAN

STHM KEY INITIATIVES

IMPACTFUL RESEARCH

EXCELLENCE IN TRANSLATIONAL RESEARCH

Develop structures and provide resources that result in the creation and dissemination of impactful translational research that benefits the many communities STHM serves.

RESEARCH IMPACT, PRODUCTIVITY, AND CULTURE

Promote a culture that values critical discourse of research and identifies communities of interest by providing a structure that recognizes and rewards impactful research.

INCLUSIVE CULTURE

EMPLOYEE PROFESSIONAL DEVELOPMENT AND LIFELONG LEARNING

Training and development focused on employee growth through learning opportunities that increase knowledge and expertise.

OFFICE OF DIVERSITY, EQUITY, AND INCLUSION

Create a centralized office within STHM to ensure DEI best practices are incorporated into all policies, programs, and activities.

UNDERREPRESENTED STUDENT RECRUITMENT

Develop and execute strategies that identify, recruit, and retain students from underrepresented populations.

WORKPLACE CULTURE

Review existing systems and practices to ensure the promotion of effective communication, collaboration, and mutual respect among and between faculty, staff, and administration.

DIVERSITY IN PROFESSIONAL RECRUITMENT

Recruit, develop, and retain a diverse workforce.

TRANSFORMATIONAL EDUCATION

STUDENT SERVICES EXPANSION

Enhance and grow the programming and support provided to the students as part of their educational experience.

INTERNATIONAL PROGRAMS

Create an international program director to position STHM as a global brand through 1) fostering international collaboration and research, and 2) creating global experiential learning opportunities for our students.

EDUCATIONAL INNOVATION

Continuous review and enhancement of academic programs to ensure curricula and academic experiences are consistent with industry practice and addressing future trends.

INDUSTRY ENGAGEMENT

ALUMNI PROFESSIONAL DEVELOPMENT

Coordinate and provide industry-specific professional development learning opportunities for alumni that incite and align with industry trends.

INDUSTRY CREDENTIALING AND TRAINING PROGRAMS

Develop and deliver industry-specific credentialing programs (e.g. licensure, certificates, specialty designations, training badges, etc.) in response to industry practice and future trends.

PARTNERSHIP DEVELOPMENT PROGRAMS

Develop industry partnership programs that position the school as the partner of choice for recruitment and collaboration.

Created August 2020



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*This plan has been established with
acknowledgement that our internal and
external environments are fluid and dynamic,
and therefore may be subject to change.*