

Gilpatrick Hornsby, Ph.D.

Executive Director of the Center for Faculty Innovation
Associate Professor of Hospitality
James Madison University,
Harrisonburg, VA 22801

Curriculum Vita

Email: hornsbgd@jmu.edu

Phone: 512-638-3617 (c)

Education

Oklahoma State University, August 2015

Hospitality Administration, Ph.D.

Dissertation Title: *Exploring the Minority Experience in Hospitality Education*

Oklahoma State University, May 2012

Hospitality Administration, M.S.

Thesis Title: *Social Responsibility in Events*

University of North Texas, December 2009

Hospitality Management, B.S.

Summa Cum Laude

Awarded Highest Academic Achievement in Hospitality Management

Undergraduate Research: *Country of Origin Labeling*

Academic Rank and Recognition

Associate Professor of Hospitality, 2021- Present

IMPACT3 Leadership Development Program – 2022-2023

J.W. and Alice S. Marriott Endowed Professor – 2021-2025

Assistant Professor of Hospitality, 2015-2021

Provost Distinguished Service Award, College of Business – 2018-2019

National Society of Minorities in Hospitality Advisor of the Year – 2017

Administrative Work Experience

Associate Vice Provost for Faculty Success, August 2023- present

- Provide leadership for the Center for Faculty Innovation (CFI) and the personnel within.
- Advocate for faculty and educational development at JMU, as well as professional growth of those within the CFI.
- Lead select university-level educational development programs.
- Work with units across academic affairs to identify opportunities for collaboration that are consistent with the CFI mission.

Interim Executive Director of the Center for Faculty Innovation, May 2021- August 2023

- Provided administrative leadership for the center, including supervising three Assistant Directors, two program administrators, and fourteen faculty associates.
- Managed center budget and provided fiscal oversight of expenses.
- Served as a member of the Vice Provost for Faculty Affairs and Curriculum's leadership team.

Hart School Honors Liaison, August 2016-May 2021

- Facilitated faculty and student thesis committee connections.
- Created policies for the Hart School identifying a creative scholarship thesis option and an academic research thesis option.
- Assisted current and incoming honors students navigate the honors process and matriculate through JMU.

Culinary Program Coordinator, August 2017-May 2021

- Designed and oversaw the buildout of an academic kitchen lab and display classroom (\$750K)
- Partnered with Commonwealth and regional restaurant associations to create internship programs and job placements for recent graduates.
- Developed programming for local high school and middle school students in the lab space.

Food Studies Minor Coordinator, August 2018-May 2021

- Developed an undergraduate certificate that brought together faculty from Hospitality Management, Dietetics, and Justice Studies.
- Led a university working group exploring an interdisciplinary minor.
- Worked with community partners

Recent University Level Leadership and Committee WorkMember of the President's Council on Health and Well-being, 2022-present

- Appointed by the President to coordinate and provide campus-wide oversight of efforts for promoting health and well-being at JMU. This group is charged with determining a

path forward for JMU, creating synergy across all divisions of the university, with the goal to streamline the universities' approach to the health and well-being of our diverse campus community.

Member of the Presidential Coalition to End Sexual Violence at JMU, 2022-present

- The purpose of this coalition is to engage in policy reform, survivor empowerment, and campus-wide education and training to end the culture of sexual violence at JMU. The coalition will be led by representatives from Student Affairs, Academic Affairs, and JMU student organization, Students Against Sexual Violence.

Co-Champion for BIPOC Mentorship, 2021-present

- Appointed by the Provost to lead a working group to develop a division-wide mentorship program.

Campus Administrator for the National Center for Faculty Development and Diversity, 2021-present

- Appointed by the Vice Provost for Faculty Curriculum and Policy to administer the NCFDD program on campus. This collaboration is between the VP's office, the Dean of the Graduate School, and the Associate Provost for DEI.

Member of the Associate Provost for DEI Search Committee, 2021-2022

- Appointed by the Provost to help identify the next DEI leader in Academic Affairs.

Member of the President's Taskforce on Racial Equity, 2020-2022

- Served as a member of the instructional faculty development working group where we developed recommendations for BIPOC mentoring, Academic Unit Head development, reducing the impact of student evaluations of teaching, and promoting clarity in the promotion and tenure process.

Member of the JMU Bookstore RFP team, 2020-2021

- Appointed by the Vice President for Finance and Administration to serve as the faculty voice in selecting a new vendor for the university bookstore.

Teaching in Higher Education

Associate Professor of Hospitality at James Madison University– 2021-present

Assistant Professor of Hospitality at James Madison University– 2015-2021

- Courses taught within the Hart School curriculum: Foundations of HM and SRM (HM 201), Leadership at Sea (HM 298), Introduction to Hospitality (HM 211), Culinary and Menu Management (HM 312), Introduction to Event Management (HM 317), Cost Control and Budgeting (HM 351), Summer Internship in Hospitality (HM 402), Advanced Event Management (HM 417), Hospitality Human Resources (HM 422) and Senior Seminar (HM 442).
- Courses taught within University Studies and the Honors College: Culinary Skills and Exploration (UNST 190), Honors Leadership III (HON 323), Special Topics in Honors (HON 300), and Honors Independent Capstone (HM 499A).
- Courses designed or significantly modified.
 - HM 298 Hospitality Entrepreneurship. Students in this course explore the entrepreneurial side of hospitality and complete a business plan for a hospitality organization by the end of the course. This course will be included in the Food Studies Minor and the Certificate in Food Leadership.
 - HM 298 Restaurant Operations. Students in this course explore the different segments of the Food and beverage industry, from corporate restaurant chains to private chefs. This course will be included in the Food Studies Minor.
 - HM 298 Leadership at Sea. This course is a part of a study abroad program in which students explore careers in the cruise industry while aboard a cruise ship. The course also requires the students to explore their cultural competency. This course was created in concert with HON 300 Leadership at Sea.
 - HM 442 Senior Seminar. In collaboration with two other faculty, this course was designed to fill a void left by no longer requiring the themed event course. Since its creation, I have made continuous modifications that have led to the inclusion of strategic management competencies.
 - HM 498 Advanced Culinary Arts and Menu Management. This course was created as an upper-level elective to allow students interested in Food and Beverage to explore the Field further. In collaboration with Aramark, students designed, tested, and produced a menu in the JMU dining halls.
 - HON 300 Leadership at Sea. This course was designed as an undergraduate research course. Students in the Honors College were invited to create a research project around culturally competent leadership on a cruise and conduct this research aboard a cruise ship. All students received CITI training, and the JMU Institutional Review Board approved the studies. This course was created in concert with HM 298 Leadership at Sea.
 - HM 351 Cost Controls and Budgeting. I redesigned this course when I came to JMU to include an extensive Microsoft Excel assignment that is currently still being implemented. I also partnered with the JMU Communication Center to “flip” the group project, which led to a presentation at an educational technology conference.
 - HM 417 Advanced Event Management. I redesigned this course from an elective course to a core course by integrating course objectives and components of the Senior Seminar Course (HM 442).

Adjunct Instructor/Chef Instructor at Oklahoma State University – 2012-2015

- Courses taught while at Oklahoma State University: Introduction to Hotels, Restaurants, and Tourism in a Global Environment (HRAD 1102), Introduction to Professional Food Preparation (HRAD 114), Food Safety and Sanitation (HRAD 2021), Hospitality Training Program Development (HRAD 3193), International Travel and Tourism (HRAD 3223), Service Management in Hospitality Operations (HRAD 3575), Purchasing and Cost Control for Hospitality (HRAD 3623), and Advanced Special Events Management (HRAD 4120)

Invited Lectures

Hornsby, G (2020). Exploring the African American experience at James Madison University. JMU College Student Personnel Graduate Program.

Hornsby, G. (2019) Proper etiquette and business interactions luncheon. Middle School Leadership Academy in Harrisonburg, VA.

Hornsby, G (2019). Exploring the African American experience at James Madison University. JMU College Student Personnel Graduate Program.

Hornsby, G. (2018) Proper etiquette and business interactions luncheon. Middle School Leadership Academy in Harrisonburg, VA.

Hornsby, G. (2017). A stakeholder approach to effective teaching. Virginia Tech Doctoral Program.

Experiential Learning outside the Classroom

- Torchy's Taco Annual Meeting, San Antonio, Tx – 2020
 - Planned to lead seven students to San Antonio to work as event staff for Torchy's Taco Annual Meeting. Postponed due to COVID-19.
- Sysco Culinary and Craft Beer Expo, Charlottesville, VA – 2019-present
 - In partnership with Sysco Virginia, the Hart School sends students to participate in the management of their annual trade show. I serve as the liaison with Sysco and accompany the students to participate in this experience.
- National Restaurant Association Annual Show, Chicago, Il – 2017-present
 - Facilitate an experiential trip with ten students to the largest food trade show in the country. Students attend academic sessions and network with industry professionals. 2020 Show canceled due to COVID-19.
- VA-1 Tourism Summit, Richmond, VA – 2016-present
 - Led a group of students to participate in the statewide tourism summit. This is an event produced by the Virginia Restaurant Lodging and Travel Association.
- Hart on the Hill, Richmond, VA – 2016
 - Led a group of students to participate in the tourism legislative day at the Virginia Capital. Students visited their state representatives and shared what the industry meant to them.

Scholarly Achievement in Higher Education

Peer-reviewed Journal Articles

Hornsby, G., & Hornsby, T. (2022). It's above me now: Managerial support of minority front-line employees. *Journal of Hospitality and Tourism Cases*.

Hornsby, G. (2021). We are the Future of ICHRIE. *Journal of Hospitality & Tourism Research*. March 2021. doi:10.1177/1096348021998747

Hornsby, G. (2020). Exploring minority students' sense of belongingness and satisfaction in U.S. hospitality programs: An examination of departmental cultural climate. *The Consortium Journal of Hospitality*, 22(1), 3-29

Hornsby, G. (2020). The case for a tri-continuum of entrepreneurial behavior. *ICHRIE Research Reports*. International Council on Hotel, Restaurant, and Institutional Education. https://www.chrie.org/files/04202020_Hornsby_The_Case_for_Tri-Continuum-FINAL.pdf

Hornsby, G. (2019). Minority entrepreneurship. *Events and Tourism Review*, 2(1), 30-48.

Hornsby, G., Scott-Halsell, S., Curtis, C., Ryan, B., & Kirksey, J. (2017). Do I fit in? Impact of race on hospitality student perceptions of departmental climate. *Journal of Teaching in Travel & Tourism*, 17(4), 219-236.

Hornsby, G. & Scott-Halsell, S. (2015). Minorities in hospitality management: State of diversity in hospitality education. *Journal of Hospitality and Tourism Education*, 27(3), 102-111.

Hornsby, G. & Scott-Halsell, S. (2015). Social responsibility in events. *International Journal of Hospitality and Event Management*, 1(3), 276-292.

Non-Peer Reviewed Journal Articles

Hornsby, G. (2020). Staying Productive in the Pandemic. *ICHRIE Communique*, 37(10), 3

Hornsby, G. & Hornsby, T. (2020). Engaging students in all facets of our professional life. *ICHRIE Communique*, 37(4), 3.

Hornsby, G. (2018). The scholarship of teaching and learning: Exploring high impact practices. *ICHRIE Communique*, 32(10), 3.

Hornsby, G. (2018) Perspective: What keeps you up at night? *ICHRIE Communique*, 32(7), 5.

Peer-reviewed Presentations

Hornsby, G (2023) Faculty Advocacy: How Developers can both Directly and Indirectly Support Faculty. Workshop presented at the Virginia Tech Conference on Higher Education Pedagogy in Blacksburg, VA.

Hornsby, G & Hornsby, T (2022) The Lasting Impact of Diversity Curriculum Grants: Do They Promote Institutional Change? Research presented at the Annual ISSOTL Conference in Kelowna, BC, Canada.

Anaza, E., Li, Y., Pate, J., & **Hornsby, G** (2022) Understanding the Preferences Minority Graduates Seek in Potential employers. Research presented at the NENA Federation Regional Conference in Harrisonburg, VA.

Hornsby, G., Brantmeier, E., Titareva, T., Hornsby, T., Haverkamp, J., & Brantmeier, N. (2021) Toward BIPOC Faculty Equity: Investigating Professional Development Needs. Workshop presented at the POD Annual Conference via Zoom.

Hornsby, G., Ontko, C., Marrin, N (2020), The Antecedent to Success: Club Competencies in the 21st Century Phase 1. Research accepted for the ICHRIE Annual Summer Conference in Phoenix, AZ (Canceled due to COVID-19)

Hornsby, G. (2020) “It’s above me now.” An examination of front-line minority workers in hospitality. NENA Federation Regional Conference in Morgantown, WV (Canceled due to COVID-19)

Hornsby, G. & Foucar-Szocki, R. (2019) Evaluating curricular change: Did we make an impact? Research presented at the ICHIRE Annual Summer Conference in New Orleans, LA.

Henry, D., Brown T., Galarreta D., **Hornsby, G.,** Klevickis C. & Koubek, K. (2019) Researching teaching effectiveness. Research presented at the Center for Faculty Innovation May Symposium in Harrisonburg, VA.

Foucar-Szocki, R., Baltazar, M., Pippert, T., **Hornsby, G.,** & Waller, C., (2018) The changing roles for educators for gen Z. Research presented at the NENA Federation Regional Conference in State College, PA.

Hornsby, G. (2018) A study of potential hospitality education graduates and their future within the industry. Research presented at the International Society for Teaching Travel and Tourism conference in Niagara, NY.

Hornsby, G. (2018) Community college transfer: Understanding why students continue. Research presented at the International Society for Teaching Travel and Tourism conference in Niagara, NY.

Hornsby, G. (2018) SHIPs: Sharing high impact practices. Research presented at the International Society for Teaching Travel and Tourism conference in Niagara, NY.

Hornsby, G. & Marrin, N. (2017) The antecedent to success: Club competencies in the 21st century. Research presented at the International Society of Teaching Travel and Tourism Educators in Charleston, SC.

Hornsby, G. & Maybrey, P. (2017) Flipping the group project. Research presented at the Teaching and Learning with Technology conference in Harrisonburg, VA.

Hornsby, G., Kim, J., & Pippert, T. (2017) Success factors in segments of the hospitality industry based on pre-college socio-economic dispositions. Research presented at the ICHRIE Annual Summer Conference in Baltimore, MD.

Hornsby, G. (2016) Am I prepared to enter the industry? A longitudinal study of potential hospitality education graduates and their future within the industry. Research presented at the NENA Federation Regional Conference in Boston, MA.

Hornsby, G. & Ryan, B. (2014). A study of potential hospitality education graduates and their future within the industry. Research presented at the annual Hospitality Graduate Conference in Tampa, FL.

Hornsby, G. & Curtis, C. (2014). Sense of belonging among students: Does personality matter? Research presented at the annual Hospitality Graduate Conference in Tampa, FL.

Gonzalez, A., **Hornsby, G. & Curtis, C (2014).** Student perspectives on foodservice laboratories in a four-year hospitality program. Research presented at the annual Hospitality Graduate Conference in Tampa, FL.

Hornsby, G. & Scott-Halsell, S. (2012). Where are we now? A study of minority student enrollments in hospitality programs. Research presented at the annual Hospitality Graduate Conference in Seattle, WA.

Hornsby, G. & Scott-Halsell, S. (2012). Is the event industry ready for social responsibility? An analysis of current industry perceptions. Research presented at the annual Hospitality Graduate Conference in Seattle, WA.

Hornsby, G. (2010). Social responsibility of event planners: Finding solutions to mitigate the negative effects on host communities. Research presented at the annual Hospitality Graduate Conference in Houston, TX.

Hornsby, G. (2010). Consistency between franchised and company-owned locations. A study of Sonic Drive-In food safety scores in the state of Oklahoma. Research presented at the annual Hospitality Graduate Conference in Houston, TX.

Hornsby, G. (2010). Country of Origin Labeling (COOL) effect on consumer choice with attributes of price and appearance applied. Research presented at the annual Hospitality Graduate Conference in Houston, TX.

Hornsby, G. (2009). Food misbehaviors: Customer perception and behavior. Research presented at the annual Summer Undergraduate Research Opportunities Program at Kansas State University, Manhattan, KS.

Hornsby, G. (2009). Customer perception of food misbehaviors. Research presented at the annual Hospitality Graduate Conference in Washington, DC.

Hornsby, G. (2009). Retention and recruitment of African Americans in hospitality. Proposal presented at R.E. McNair symposium at the University of North Texas Eleventh Annual Texas National McNair Scholars Research Conference.

Invited Presentations

Hornsby, G (2023) Developing a Responsive Onboarding Process for Adjunct and Part-Time Faculty. Virginia Educational Developers Consortium presentation via Zoom.

Hornsby, G (2022) Creating an Action Plan for Supporting Faculty Wellness and Well-Being. VEDC Spring Conference in Harrisonburg, VA.

Hornsby, G (2022) Setting the Stage for Productive Academic Writing. Old Dominion University Writing Retreat in Norfolk, VA.

Kim, Y., **Hornsby, G.**, Brantmeier, E. (2021) Online Scholarship Residency. CFI faculty associate presentation in Harrisonburg, VA.

Bodle, A., **Hornsby, G.**, Brantmeier, E. (2020) Online Scholarship Residency. CFI faculty associate presentation in Harrisonburg, VA.

Hornsby, G. & Hornsby, T. (2020) Conducting SoTL research abroad. Engaged Teacher-Scholar program presentation in Harrisonburg, VA.

Hornsby, G. (2019) Undergraduate research as a high impact practice. Engaged Teacher-Scholar program presentation in Harrisonburg, VA.

Hornsby, G. (2019) Critical perspectives in service-learning and educational development. CFI faculty associate presentation in Harrisonburg, VA.

Hornsby, G. (2019) Submitting scholarship with students: Publishing undergraduate research. CFI faculty associate presentation in Harrisonburg, VA.

Hornsby, G. (2019) Internship data: How are we using them and how can we use them to inform future internships. Engaged Teacher-Scholar program presentation in Harrisonburg, VA.

Hornsby, G. (2018) Rank ordering HIPs: A review of the data from the SHIPs presentation. Engaged Teacher-Scholar program presentation in Harrisonburg, VA.

Hornsby, G. (2016). Bridging the academic gap. Hart School Research Round Table presentation in Harrisonburg, VA.

Student/Graduate Supervised Research

- Supervised Research – 2020- 2022

- REU Topic: Prosocial Deviant Behavior in Restaurants
- Statistical Consultant – 2019-2020
 - Dissertation Topic: 4D's of Spiritual Growth.
- Honors Thesis Committee Member – 2018-2019
 - Thesis Topic: An Analysis of tourism's Impact on our Modern World and Possible solutions to creating sustainable tourism management
- Supervised Research – 2018
 - Grant Topic: Club Management Competencies in the 21st Century
- Outside Committee Member – 2017-2019
 - Dissertation Topic: The Intersection of Entrepreneurship and Local Craft Breweries
- Supervised Research – 2017
 - Thesis Topic: Expatriate Intentions
- Supervised Research – 2017
 - Thesis Topic: Importance of Cruise Ship Attributes

Grants and Contracts (\$197,500)

2023 – Principal Investigator. Exploring and Assessing Student and Faculty Experiences with Online Pedagogy and Best Practices. (Internal Grant: \$20,000)

2020 – Principal Investigator. Supporting and engaging faculty of color through high-impact faculty development initiatives. (Internal Grant: \$1000) *Funded then rescinded due to COVID-19.

2019 – Principal Investigator. Re-evaluating the senior year experience. (Internal Grant: \$1,500)

2019 – Principal Investigator. Faculty Mini-Grant: Culinary experiences for middle school students. (Internal Grant: \$5,000)

2018 – Principal Investigator. Club competencies in the 21st century. (External Grant: \$2,500)

2018 – Principal Investigator. Society for hospitality and foodservice management. (External Grant: \$1,500)

2018 – Co-Investigator with Dr. O'Fallon and two other Hart School Faculty. Sysco Culinary Program (External Contract: \$160,000)

2018 – Principal Investigator. Community college transfer: Understanding why students continue. (Internal Grant: \$3,000)

2017 – Principal Investigator. Minority entrepreneurship: Examining Black small business owners in the hospitality industry. (Internal Grant: \$3,000)

Professional Service in Higher Education

Industry-driven Service

National

- American Hotel and Lodging Educational Institute (AHLEI) Education Certification Advisory Committee – 2019-present
 - Committee member- In this role, I review educational materials created by AHLA for industry certifications and credentials.

State

- Virginia Restaurant, Lodging, and Travel Association Educational Foundation (VRLTAEF) – 2017-present
 - Board Member- I serve as the voice for college programs in Virginia. I also assist with scholarship selections and COVID-19 relief fund selections.
- Commonwealth of Virginia Department of Education (VDOE) – 2019-present
 - Curriculum Review Team Member- I review the state high school curriculum for hospitality management and tourism marketing. This review takes place every five years.

Local

- Shenandoah Chapter of VRLTA – 2019-present
 - Board Member- I connect local hospitality organizations with the Hart School in this role.
- Massanutten Technical Center Culinary Program – 2020-present
 - Advisory Board Member- I guide and help steer the program in this role.

Academic Service

National

- Editorial Board Member for the International Journal of Gaming, Hospitality, and Tourism – 2021-present
- Editorial Board Member for Consortium Journal of Hospitality and Tourism – 2020-present
- ICHRIE Education Committee – 2016-present
- ICHRIE Research Committee – 2017-2021
- ICHRIE Teaching Academy Program Chair – 2019

Regional

- Treasurer of the Virginia Educational Developers Collaborative – 2021-present
- North East North American Federation of ICHRIE Director of Research – 2017-2021

University

- Center for Faculty Innovation Faculty Associate in Scholarship – 2019-2021
- Evaluation Committee for JMU bookstore request for proposal (RFP) – 2020
- Dingleline Scholarship Faculty Panelist – 2020

- Engaged Teacher-Scholar – 2018-2019
- Center for Multicultural Student Services Associate Director Search Committee – 2019
- Center for Multicultural Student Services Assistant Director Search Committee – 2019
- Innovative Diversity Efforts Award Selection Committee – 2016-2017
- Provost Diversity Dialogues – 2017

College

- Entrepreneurship Faculty Fellow – 2017-2019
- Dean’s Search Committee – 2018
- Dean’s Search Committee – 2017

Hart School

- Summer Culinary Camp Coordinator – 2019-2022
- Prostart Bootcamp Coordinator – 2018-2022
- Culinary Program Coordinator – 2017- 2022
- Hart School Honors Liaison – 2016-2021
- Le Gourmet Committee Chair – 2019-2020
- Chair of HM Academic Program Review Task Force – 2020
- Eta Sigma Delta Honor Society Faculty Advisor – 2017-2020
- Admission’s Standards Co-committee Chair – 2020- 2022
- Progression’s Standards Committee Chair – 2019
- Tenure Track Search Committee Co-Chair – 2018-2019
- Curriculum Committee Chair– 2017-2019
- Culinary Program Committee, 2017-2018
- Assessment Committee, Member, 2015-2017
- National Society of Minorities in Hospitality (NSMH) Faculty Advisor, 2015-2017
- Tenure Track Search Committee, 2015-2016
- HSRM 203 Exploration Committee, 2015