

Date: January 5, 2005

From: Lynn Stallworth, Chair ^{HLS}
Department of Accounting Planning and Assessment Committee

To: Michelle Hall, Director
Institutional Research and Assessment

Cc: Rick Simpson, Chair
Department of Accounting

Re: Undergraduate MFA Plan: 2003-2004 Results

I have attached a copy of the results of the 2003-2004 assessment of expected outcomes and achievements for the Department of Accounting undergraduate MFA plan. The outcome data was collected from the 2003-2004 Undergraduate Exit Survey administered by Institutional Research to graduating seniors, the department's Internship Surveys for Spring and Summer 2004, and the most recent Survey of Undergraduate Alumni (2001), and various University, College and departmental records. The results indicate improvement in several areas as well as many areas of strength.

Upon reviewing the Undergraduate MFA Plan 2001-2002 results, the Assessment committee elected to monitor the program's performance and look at trends as more data becomes available. At that time, the Assessment committee did not make any recommendations to the Curriculum committee.

Several changes were made, however, that affect the 2003-2004 results. One area of concern identified in the 2001-2002 results regarded student performance on the practice set used in Accounting 221 (E2, Item 1): only 74% of students successfully completing Accounting 221 made a grade of A

expected outcome, used to assess the effectiveness of Accounting 200, is that 90% of students successfully completing Accounting 221 will make a

A second area of concern identified in the 2001-2002 results was student satisfaction with opportunities for interaction with the profession (E7, Item 1).

The department is looking into forming another student organization, the

National Association of Black Accountants, to increase students' interaction with members of the profession.

It is interesting to note that the objective measures, such as internship and

Undergraduate Major Field Assessment Plan
Expected outcomes and achievements
2003-2004

		Expected outcome	Achieved	Data
E1	1	At least 90% of all students taking Acct 221 will have graduated from high schools in Southeast Louisiana	Yes	Institutional research
	2	At least 90% of all students taking Acct 221 will have graduated with a high school GPA of 2.5 or better (based on a 4.0 scale), in the top 50% of their high school class, or have an ACT score of 20 or better.	Yes	Admission standards
	3	At least 75% of all students completing Acct 312 with a "C" or better will complete the B.S. degree in Accounting within 4 years of completing the course.	Yes	University records
E2	1	At least 90% of students successfully completing Acct 221 will complete the practice set at the beginning of the course with at grade of A or B.	No (82%)	Department records
	2	In the most recently completed questionnaires completed by employers that have participated in the Accounting department's internship program, at least 70% of employers will indicate that the Southeastern accounting major(s) employed as interns in their firm possessed competencies that allow them to develop, measure, analyze, validate and communicate financial and other information.	Yes	Internship Survey
E3a	1	In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their ability to speak effectively was "helped" or "helped a lot" while a student at Southeastern.	NA ¹	2001 Survey of Undergraduate Alumni
	2	In the most recently available Southeastern Exit survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the oral communication skills obtained while a student at Southeastern.	No (75%)	2002-2003 Exit Survey
	3	In the most recently completed questionnaires completed by employers that have participated in the Accounting department's internship program, at least 80% of employers will indicate that the Southeastern accounting major(s) employed as interns in their firm possessed sufficient oral communication skills to perform well at accounting related duties.	Yes	Internship Survey
	4	At least 90% of Accounting graduates will receive a grade of "C" or better in Communications 211 – Introduction to Public Speaking.	Yes	University records
E3b	1	In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their ability to write well was "helped" or "helped a lot" while a student at Southeastern.	NA	2001 Survey of Undergraduate Alumni
	2	In the most recently available Southeastern Exit survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the written communication skills obtained	No (73%)	2002-2003 Exit Survey

¹ Data was not available to assess items marked NA because the Survey of Undergraduate Alumni had not been updated and no substitute measure was available.

	while a student at Southeastern.		
3	In the most recently completed questionnaires completed by employers that have participated in the Accounting department's internship program, at least 80% of employers will indicate that the Southeastern accounting major(s) employed as interns in	Yes	Internship Survey

	2	In the most recently available Southeastern Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the accounting related micro-computer skills obtained while a student at Southeastern.	No (72%)	2002-2003 Exit Survey
	3	In the most recently completed questionnaires completed by employers that have participated in the Accounting department's internship program, at least 70% of employers will indicate that the Southeastern accounting major(s) employed as interns in their firm possessed sufficient accounting related micro-computer skills to perform well at accounting related duties.	Yes	Internship Survey
E7	1	In the most recently available Southeastern Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the opportunity to interact with members of the profession while at Southeastern.	No (64%)	2002-2003 Exit Survey
	2	The Student Champion Program introduces students to information concerning student memberships in such organizations as the American Institute of Certified Public Accountants and the Louisiana Society of Certified Public Accountants. Through the Student Champion Program, 95% of those completing the baccalaureate program in Accounting will be exposed to an explanation of these organizations, to the benefits associated with these organizations, and to the opportunities for student membership.	Yes	Department policy
	3	At least 60% of the accounting courses numbered above Acct 221 will participate in Business Week.	Yes	Department records
	4	One hundred percent of accounting students will have the opportunity to join a professional organization like Beta Alpha Psi or International Managerial Accountants during their time at Southeastern	Yes	Department policy
E8	1	In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the level of exposure to group work while a student at Southeastern.	Yes ⁴	2001 Survey of Undergraduate Alumni
	2	In the most recently available Southeastern Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the level of exposure to group work while a student at Southeastern.	Yes ⁵	2002-2003 Exit Survey
E9	1	In the most recently available Southeastern Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or	No (58%)	2002-2003 Exit Survey

³ Because the alumni survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Eighty-seven percent of alumni indicated that they were "satisfied" or "very satisfied" with the use of appropriate technology in the classroom.

⁴ Because the alumni survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Ninety-six percent of alumni indicated that they were "satisfied" or "very satisfied" with opportunities to collaborate with other students on class projects.

⁵ Because the exit survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Eighty-nine percent of alumni indicated that they were "satisfied" or "very satisfied" with opportunities to collaborate with other students on class projects.

	"very satisfied" with the services provided by the placement services at Southeastern.		
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