

To: Dr. Michelle Hall, Director
Office of Institutional Research and Assessment

Date: October 1, 2001

From: Dr. William R. Simpson, Interim Head
Department of Accounting

Re: Goal Attainment Framework for 1998-1999

Attached is the Goal Attainment Framework (GAF) for the Department of Accounting for the Academic Year of 1998-1999. This information was initially compiled during the fall semester of 1999. It was initially due in your office as of 12-1-99. I thought that I sent this information to you quite some time ago. However, while updating my assessment-related records recently, I discovered that I cannot find a memo where the information was actually sent to you. Therefore, I am sending it to you on the off chance that I did not send it as initially intended.

The results are based on the Alumni Survey conducted in 1997 which surveyed alumni that graduated during the 1994-1995 and 1995-1996 academic years. This Alumni Survey was published in September, 1999. The results are also based on additional information provided by your office regarding grades earned by accounting majors in Communications 211, English 101, and English 102 during the Fall semester of 1998, the Spring semester of 1999, and the Summer semester of 1999.

The GAF is based on the Major Field Assessment Plan (MFA Plan) adopted by the Department of Accounting during the fall semester of 1998. Because the MFA Plan was not adopted until the Fall of 1998 and certain additional questions, needed to measure the expected outcomes in that MFA plan, were not added to the Exit Survey until the summer of 1999, the assessment measurements based on the Exit Survey could not be completed. In addition, assessment measurements based on a Student Internship Questionnaire to be given to the employers of student interns could not be completed for a similar reason (i.e., the Student Internship Questionnaire was not developed in time for this report).

As you can see from the GAF, areas where results were less than expected included the following: 1) opinion of accounting graduates regarding the degree to which their written communication skills were improved, 2) the number of accounting majors making a "C" or better in Communications 211, 3) the number of accounting majors making a "C" or better in English 101 and 102, 4) opinion of accounting graduates regarding the degree to which (both relative and absolute) their undergraduate education at Southeastern prepared them for graduate/professional school.

The questions regarding graduate/professional school had a total of six responses. The other questions had a total of twenty-nine responses. As a result of this limited amount of data, and given the missing information from the Exit Survey and Student Internship Questionnaire, the Assessment Committee and the faculty decided that the available data on which the GAF is based was insufficient to make any recommendations for change. The decision was made to monitor the situation as additional data is collected and analyzed.

GOAL ATTAINMENT FRAMEWORK

B.S., Accounting
Department of Accounting

Based on Data from Varying Dates
December 1, 1999

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent alumni survey, % of Acct. graduates who have obtained employment in acct. field - reported biannually	< 50%	50 - 64%	65 - 74%	75 - 85%	> 85%
Per most recent Exit survey, % of Acct. graduating seniors indicating that they possess adequate technical knowledge to obtain entry level employment in the acct. field	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent Exit survey, % of Acct. graduating seniors indicating that they have obtained entry level employment in the acct. field	< 15%	15-24%	25-34%	35-45%	>45%
Per most recent survey of employers in the internship program, % indicating that SLU students working for them possess sufficient technical knowledge to obtain entry level employment in the acct. field	<55%	55-64%	65-74%	75-85%	>85%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent alumni survey, % of Acct. graduates indicating that their ability to use logic and critical thinking skills were "helped" or "helped a lot" while students at SLU - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%
Per most recent Exit survey, % of Acct. graduating seniors indicating that they are "satisfied" or "very satisfied" with the analytical skills obtained while a student at SLU	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent survey of employers in the internship program, % indicating that SLU students working for them possess sufficient analytical skills to perform well at accounting-related duties	< 65%	65-74%	75-84%	85-95%	> 95%
Per most recent alumni survey, % of Acct. graduates indicating that their ability to speak effectively was "helped" or "helped a lot" while students at SLU - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent Exit survey, % of Acct. graduating seniors indicating that they are "satisfied" or "very satisfied" with the oral communication skills obtained while a student at SLU	< 65%	65-74%	75-84%	85-95%	> 95%
Per most recent survey of employers in the internship program, % indicating that SLU students working for them possess sufficient oral communication skills to perform well at accounting-related duties	<65%	65-74%	75-84%	85-95%	>95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
% of Acct. majors obtaining a grade of "C" or better in Comm. 211	< 75%	75-84%	85-94%	95-98%	> 98%
Per most recent alumni survey, % of Acct. graduates indicating that their ability to write well was "helped" or "helped a lot" while students at SLU - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent Exit survey, % of Acct. graduating seniors indicating that they are "satisfied" or "very satisfied" with the written communication skills obtained while a student at SLU	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent survey of employers in the internship program, % indicating that SLU students working for them possess sufficient written communication skills to perform well at accounting-related duties	< 65%	65-74%	75-84%	85-95%	> 95%
% of Acct. majors obtaining a grade of "C" or better in English 101 and 102	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent alumni survey, % of Acct. graduates indicating that their computing skills were "helped" or "helped a lot" while students at SLU - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%
Per most recent Exit survey, % of Acct. graduating seniors indicating that they are "satisfied" or "very satisfied" with the computing skills obtained while a student at SLU	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent survey of employers in the internship program, % indicating that SLU students working for them possess sufficient computing skills to perform well at accounting-related duties	< 55%	55-64%	65-74%	75-85%	> 85%
Per most recent alumni survey, % of Acct. graduates indicating that their educational experience at SLU either "effectively" or "very effectively" prepared them for graduate/professional school - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%

Expected Outcome - Assessment	Much Less Than Expected	Less Than Expected	Expected	More Than Expected	Much More Than Expected
Per most recent alumni survey, % of Acct. graduates indicating that their educational experience at SLU provided them with preparation for graduate/professional school that was "about the same as" or "better than most" - reported biannually	< 65%	65-74%	75-84%	85-95%	> 95%