

## MEMO

Date: November 27, 2002

From: Department of Accounting Planning and Assessment Committee  
Lynn Stallworth (chair)  
Paul Carruth  
Eddie Davis  
Rick Simpson (ex officio)

To: Department of Accounting Faculty and Curriculum Committee

Cc: Michelle Hall, Director  
Institutional Research and Assessment

Re: Undergraduate MFA Plan: 2001-2002 Results

### **Department of Accounting Faculty:**

Attached you will find a copy of the results of the 2001-2002 assessment activities. The outcome data collected for the undergraduate MFA plan comes from the 2001-2002 Undergraduate Exit Survey administered by Institutional Research to graduating seniors, the department's Internship Survey for Spring 2002, and the most recent Undergraduate Alumni survey (1999), as well as various University and departmental records. The results indicate many areas of strength and few areas of concern.

### Areas of Concern Indicated in the Report and the Committee's Recommendation:

- E2, Item 1: Only 74% students successfully completing Accounting 221 made a grade of "A" or "B" on the practice set which is completed at the beginning of the course. This expected outcome was established by the committee as a measure of the effectiveness of Acct. 200.  
(See more below in the recommendation to the curriculum committee.)
  
- E6, Items 1&2: On both the alumni survey and the exit survey, we did not reach our 80% satisfaction goal regarding development of computer skills.

Regarding the alumni survey results, the committee believes that the alumni survey data is so dated at this point in time that it does not provide feedback on which we can make recommendations. A new alumni survey should be published soon. Trends in alumni data will be observed over time as we move forward. The

committee recommends a monitoring approach to these results at this time.

Regarding the exit survey results, the committee believes that it is possible that the language in the question skews the results. An institutional question in the exit survey regarding “the use of technology in the classroom” was substituted for a departmental question about “computer skills.” The committee recommends a monitoring approach until additional exit survey data can be obtained to determine student response to the departmental question about development of computer skills.

- E7, Item 1: On the exit survey, we did not reach our 80% satisfaction goal for opportunities for interaction with the profession.

The committee recommends that we attempt to do a better job of notifying students about the opportunities they have through IMA and Beta Alpha Psi. While it is true that not every student can be a member of Beta Alpha Psi, they can join IMA and have exposure to the profession. The committee also recommends that the question’s wording be changed to mention “Business Week,” “IMA,” etc. to remind students of the opportunities they have to interact with the profession. The committee recommends that we take a monitoring approach until additional exit survey data can be obtained to determine student response to this changed wording.

- E8, Item 1: On the alumni survey, we did not reach our 80% satisfaction goal for level of exposure to group work.

An institutional question on both the alumni and exit survey regarding opportunities to collaborate with students on class projects was substituted for the departmental question about exposure to group work. The exit data suggests that students are satisfied, while the alumni survey indicates that this group does not feel that opportunities were sufficient. Because the alumni data is somewhat dated at this point, the committee recommends a monitoring approach until additional alumni and exit survey data can be collected to determine student response to the departmental question regarding exposure to group work.

- E9, Item 1: On the exit survey, we did not reach our 80% satisfaction goal for placement services.

The committee recommends that the question’s wording be changed to remind students of the opportunities provided by Placement Services such as the Career Fair and on-campus

interviews. The committee feels that a monitoring approach should be taken until additional exit survey data can be collected to determine student response to this changed wording.

#### Additional Questions and Surveys:

As a result of the transition between committee chairs, we failed to add questions to the exit survey instrument concerning the ethics lecture, student exposure to global accounting and business issues, and group work. These will be added and/or substitute questions already in the instrument will be used in the Spring, 2003 semester. During the semester, a Department of Accounting survey instrument will be developed to answer specific questions that address the expected outcomes in the MFA plan. This instrument is needed because Institutional Research and Assessment only allows us to add a certain number of questions to their survey and we will be unable to collect all the data we need given this limitation.

#### **Department of Accounting Curriculum Committee:**

Regarding the issue of an insufficient percentage of students making a grade of "A" or "B" on the practices set in Acct. 200, there are several possible interpretations of these results. However, the committee is of the opinion that this is a serious enough concern to refer it to the department's curriculum committee for further study. We suggest that the curriculum committee take these results under consideration as it examines the future course of Acct. 200.

**Undergraduate Major Field Assessment Plan**  
**Expected outcomes and achievements**  
**2001-2002**

		<b>Expected outcome</b>	<b>Achieved</b>	<b>Data</b>
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 (74%)	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	Spring 2002 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	1999 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.	Yes	2000-2001 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	Spring 2002 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	1999 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 while a student at Southeastern.	Yes	2000-2001 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 written communication skills to perform well at accounting related duties.	Yes	Spring 2002 Internship Survey
	4	At least 80% of accounting graduates will receive a "C" or better in English 101 and 102 - Freshman Composition.	Yes	University records
E3c	1	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 analytical skills to perform well at accounting related duties.	Yes	Spring 2002 Internship Survey
E4	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 quality of instruction regarding the standards of professional practice and ethics, as well as overall business-related ethics, received while a student at Southeastern.	Yes <sup>1</sup>	2000-2001 Exit 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 attended at least one of the Livingston Lectures on business ethics during their time at Southeastern.	NA	2000-2001 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 a sufficient understanding and appreciation of the standards of professional practice and ethics. At least 70% of the employers will also indicate that the Southeastern accounting major(s) employed as interns in their firm appeared to possess a sufficient understanding and appreciation of business ethics in general.	Yes	Spring 2002 Internship Survey
E5	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 global business and accounting issues while a student at Southeastern.	NA	1999 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 global business and accounting issues while a student at Southeastern.	NA	2000-2001 Exit Survey
E6	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 computing skills	No <sup>2</sup>	1999 Survey of Undergraduate Alumni

<sup>1</sup> Because the exit survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Eighty-seven percent of students indicated that they were "satisfied" or "very satisfied" with the quality of instruction regarding standards and ethics in their major field.

<sup>2</sup> Because the alumni survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Seventy-seven percent of alumni indicated that they were "satisfied" or "very satisfied" with the use of appropriate technology in the classroom.

		were "helped" or "helped a lot" while a student at Southeastern.		
	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 (70%)	2000-2001 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	Spring 2002 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 professional while at Southeastern.	No (64%)	2000-2001 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 course 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.	No <sup>3</sup>	1999 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 <sup>4</sup>	2000-2001 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 "very satisfied" with the services provided by the placement services at Southeastern.	No (69%)	2000-2001 Exit Survey

<sup>3</sup> Because the alumni survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Sixty-nine percent of alumni indicated that they were "satisfied" or "very satisfied" with opportunities to collaborate with other students on class projects.

<sup>4</sup> Because the exit survey instrument had not been updated to include the specific question, an alternative question was used for assessment. Eighty percent of students indicated that they were "satisfied" or "very satisfied" with opportunities to collaborate with other students on class projects.

	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 opportunity to network with members of the professional while at Southeastern.	No (64%)	2000-2001 Exit Survey
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