

Campus Correspondence

SOUTHEASTERN LOUISIANA UNIVERSITY

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

Date: July 16, 2009 (due 2007)

From: Dr. Rick Simpson, Head
Department of Accounting



Re: Major Field Assessment Plan - Undergraduate Accounting
Outcomes and Results for 2005-2006 Academic Year

Attached is a copy of the Outcomes and Results from the Undergraduate MFA Plan for the Department of Accounting. Again, I apologize that these are being prepared as late as they are.

Upon review of preliminary results during the 2006-2007 academic year, the accounting faculty decided to monitor the areas in which expectations were not met. As is pointed out below, the areas where expectations were not met were different from those found in the 2003-2004 outcomes. Also, two out of three of the areas for potential improvement were not related to curriculum (i.e., addressing these areas of concern will not involved curriculum change or adjustment). Therefore, a monitoring approach seemed to be justifiable.

The areas where results were less than expectations included a) the level of exposure to global business and accounting issues (from the 2004 Alumni Survey = 63% vs. 80% required - see E5, Q1), b) opportunities to interact with the profession (from the 2005-2006 Exit Survey = 67% vs. 80% required - see E7, Q1) and c) satisfaction with Career Services (see the 2005-2006 Exit Survey = 77% vs. 80% required - E9Q1).

Regarding a) (the level of exposure to global business and accounting issues) from the Alumni Survey of 2004, see the discussion below concerning the same issue on the Exit Survey. Faculty members agreed that the concern expressed in b) (opportunities to interact with the profession) would be monitored. However, the faculty believed that for the students with an interest, there were many opportunities to do so by attending Business Week presentations, etc. On the other hand, the faculty did realize that the student admission to Beta Alpha Psi (where weekly opportunities to interact and network with members of the profession exist) is limited. The formation of a student chapter of NABA (National Association of Black Accountants) was being considered at the time as well. This would provide additional interaction/networking opportunities for those students who are unable to be part of Beta Alpha Psi. Finally, the concern expressed in c) (satisfaction with Career Services) will also be monitored. Those members of the faculty who worked closely with Career Services were of the opinion that a great job was being

done by Career Services and were somewhat surprised at this outcome. Very positive comments concerning the Career Services office is made by those that recruit accounting graduates and the Career Fair is viewed as one of the best when compared to other schools. Therefore, we tended to think that many of our students were simply not taking advantage of the opportunities that were being made available to them.

Areas of improvement from the 2003-2004 results included a) satisfaction level with the development of oral communications skills in the curriculum (2005-2006 Exit Survey results met the minimum 80% requirement vs. 75% in 2003-2004), b) satisfaction level with written communication skills developed (2005-2006 Exit Survey results met the minimum 80% requirement vs. 73% in 2003-2004) and c) satisfaction with exposure to global business and accounting issues (2005-2006 Exit Survey results met the minimum 80% requirement vs. 76% in 2003-2004). It should be pointed out that the failure to meet expectations regarding exposure to global business and accounting issues that occurred in the 2003-2004 Exit Survey is consistent with the most recent Alumni Survey from 2004. Since expectations were met in the 2005-2006 Exit Survey, faculty members were cautiously optimistic that an improvement had occurred. Nevertheless, continued monitoring was dictated.

Undergraduate Major Field Assessment Plan
Expected outcomes and achievements
2005-2006

		Expected outcome	Achieved	Data
E1	1	At least 90% of all students taking Acct 221 will have graduated from high schools in Southeast Louisiana	?	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.	Yes	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	2004 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	2005-2006 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	2004 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	Yes	2005-2006 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 their firm possessed sufficient written communication skills to perform well at accounting related duties.	Yes	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	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	2005-2006 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	2005-2006 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	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.	No (63%)	2004 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.	Yes	2005-2006 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 were "helped" or "helped a lot" while a student at Southeastern.	Yes ²	2004 Survey of Undergraduate Alumni
	2	In the most recently available Southeastern Exit Survey, at least	Yes	2005-2006

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

		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.		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 (67%)	2005-2006 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.	N/A	2004 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 ³	2005-2006 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 (77%)	2005-2006 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 are "satisfied" or "very satisfied" with the opportunity to network with members of the professional while at Southeastern.	NA	2005-2006 Exit Survey

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