

ASSESSMENT PLAN, DEPARTMENT OF ACCOUNTING, 2004-2005

Mission statement/goals	Intended outcomes	Assessment methods	Data collected	Use of results
<p>To provide high-quality accounting preparation for professional careers in public accounting, industry, and other organizations</p> <p>1. Provide accounting and business knowledge and skills, along with general education, needed for career development</p>	<p>1a. Achieve our learning objectives. (<u>Goals</u>: Avg. teaching effectiveness score > 4.0; Avg. LO scores > 3.0).</p> <p>1b. <u>Goal</u>: the accounting score on the ETS Field Exam will be at or above the 75th percentile. (Bachelor degree only)</p> <p>1c. <u>Goal</u>: the first-time pass rate on CPA exam will be equal or above the average of our peer institutions (MAcc only)</p> <p>1d. Accounting graduates will be placed in accounting careers. (<u>Goal</u>: non-placement rate > Utah unemployment rate).</p> <p>1e. Alumni are satisfied with the knowledge and skills acquired in the program, and employers are satisfied with the knowledge and skills of our graduates.</p>	<p>1a. <u>Student evaluations</u> each semester, annual <u>exit interviews</u> with graduating students, annual <u>reviews of the accounting curriculum</u></p> <p>1b. Seniors in a capstone management course (MGMT 4950) take the <u>ETS field exam</u> each semester (Undergraduate only)</p> <p>1c. <u>First-time pass rate</u> statistics published by AICPA analyzed annually (MAcc only)</p> <p>1d. <u>Placement data</u> collected from exit interviews and by Career Services.</p> <p>1e. <u>Focus-group interviews</u> of graduating students, <u>surveys of graduates</u>, and <u>surveys of employers</u> on a 3-year rotating schedule (SOB Assessment Plan)</p>		
<p>2. Foster career development through the professional accountancy club, internships, service learning (e.g., VITA), competitions, and visits to employers</p>	<p>Relevant development experiences through club activities, internships, VITA, competitions, and employer visits. (<u>Goals</u>: numbers of interns, VITA volunteers, tax returns prepared, and employer visits will be at or above previous year.)</p>	<p>An <u>Internship Report</u> from each intern and intern employer. Written <u>summaries</u> of VITA, competitions, and club activities reported annually in department meeting.</p>		
<p>3. Enrich the educational experience of students in the classroom by advancing knowledge, and disseminating intellectual contributions</p>	<p>Relevant intellectual contributions by tenured and tenure-track faculty members (<u>Goal</u>: each faculty member will be classified "active." Grad faculty require 2 peer-reviewed journal articles (PRj) and 10 points in 5 years. Undergraduate faculty require 1 PRj and 5 points in 5 years.)</p>	<p>An annual <u>Performance Report</u> on scholarly activities prepared by each faculty member, including an explanation of how scholarly activity has influenced teaching.</p>		
<p>4. Provide relevant examples for use in the classroom by service activities</p>	<p>Relevant service activities by tenure and tenure-track faculty members</p>	<p>An annual <u>Performance Report</u> on service activities, including an explanation of how service activity has influenced teaching</p>		