

2004 – 2005 PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:		Doug Ward		Curriculum/Department:	Accounting
Purpose/Mission Statement				Vision Statement, 3-5 years	
The Southwestern Community College Accounting Program is committed to provide the best educational opportunity available to meet the employment needs of our surrounding community. It is our belief that a high standard of quality education in the field of accounting can be achieved reliably and consistently				<ul style="list-style-type: none"> ➤ To challenge each student to do their best. ➤ To inspire each student to be successful. ➤ To encourage and stimulate creative thought. ➤ To gain regional recognition for SCC's Accounting Program 	
Goal #	Values for Teaching	College Goals	2004-2005 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1.	2, 6	1	Graduates will be satisfied with the skills they obtain in this program.	90% of graduates surveyed will indicate they are satisfied with the skills they gained in this program	Monitor the results of an exit survey of graduates as conducted on the last day of class as part of the annual program review.
2.	2	1	Graduates of this program will be academically prepared to succeed at a four-year university	90% of graduates who elect to transfer to a university (mainly WCU) in North Carolina will have a 3.0 or higher.	Monitor results of the annual Transfer Performance Report produced by UNC General Administration and maintain contact with students attending WCU graduating from our program.
3.	2, 6	1	Majors in this program will demonstrate a satisfactory level of technical proficiency in the accounting field	100% of second year students will demonstrate technical proficiency in the accounting field by making a grade of "B" or higher in ACC courses designated 200 or higher.	Continue to solicit feedback from the Advisory Committee and business community leaders regarding those skills that are most critical pertaining to an Entry-level Accounting Profession
4.	6, 9	1	Employers will be satisfied with the entry level skill of graduates from this program	95% of employers surveyed will indicate they are satisfied with the entry level skills of graduates from this program.	Monitor the results of a survey of employers as conducted as part of the annual program review.

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	100% of graduates surveyed indicated they are satisfied with the skills they gained in this program.	Continue to recruit quality students in the program. Do more intense career counseling citing expectations of employers and compare with the expectations of the student. The Accounting profession landscape continues to change and several speakers have been tapped to address the Accounting students regarding various aspects of the profession.
2.	Data of the UNC General Administration posted in March continues to be flawed and has not been corrected. The information was available for one day and then was pulled by the UNC General Administration.	Will continue to monitor the progress of the UNC General Administrative office for this data. The information may be available early next month.
3.	80% of students made a "B" or higher in ACC courses designated at the 200 level or higher.	Continue to reinforce the technical aspect of accounting and emphasis on the "nuts and bolts" of accounting.
4.	Employers were satisfied with the quality of students. Areas are being identified to strengthen the program based on employer input. Emphasis was placed on their technical proficiency.	Graduates continue to exemplify the quality of an Accounting degree at SCC. Employers are extremely satisfied with the quality of SCC students. Continued emphasis on technical aspects of accounting strongly recommended.