

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing form:</b>		Doug Ward		<b>Curriculum/Department:</b>		Accounting	
<b>Purpose/Mission Statement:</b>				<b>Vision Statement: (3-5 years)</b>			
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 as evidenced by the high satisfaction levels exhibited by employers of our graduates.				<ul style="list-style-type: none"> <li>➤ To challenge each student to do their best.</li> <li>➤ To inspire each student to be successful.</li> <li>➤ To encourage and stimulate creative thought.</li> <li>➤ To gain regional recognition for SCC's Accounting Program</li> </ul>			
<b>Program Strengths:</b>				<b>Program Weaknesses:</b>			
This program has a number of strengths. Most of which is several faculty members with over 20 years of teaching experience. In addition, we have the support in the community of a core of businesses which hire our graduates and provide co-op opportunities to our students.				Program weakness is evidenced by the low number of students enrolled in the curriculum. Also, recruiting has not produced many students for the program.			
<b>Program Opportunities:</b>				<b>Program Threats:</b>			
As small businesses grow and expand, this creates a demand for our students. As a result of this growth, these businesses turn to SCC for guidance and to employ our graduates. Growth of these businesses stimulate the need for Accounting graduates and thusly impact enrollment in the program. Our local economy has been experiencing growth in the service industry (construction, hotel/motel, convenience stores, etc.) and the economic forecast is for this trend to continue.				Haywood Community College has recently implemented an Accounting Program. Since that time, we have not had any students from Haywood County in our program.			
<b>Goal #</b>	<b>Values for Teaching</b>	<b>College Goals</b>	<b>2005-2006 Department Outcomes/Goals</b>	<b>Success Criteria</b> (e.g. outcomes, enrollment increases)		<b>Plan of Action</b> (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.	Monitor results of course grades. 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.

<b>Budget Item Description: (Budget items requested from college funds)</b>	<b>Current Year Budget (Total Request):</b>	<b>Ongoing Operational Budget:</b>	<b>Expansion Budget:</b>
Supplies- Ink jet printer cartridges, blank r/w CD's;	\$60.00 for Color x2 \$36.00 for Black x3 \$23.00 for Blank CD's	\$119.00	\$0
Equipment-Quickbooks 2005 Accounting software	\$800	\$800	\$0
Travel- Cost Accounting field trip to BMW plant	15 students x \$5 admission	\$75	\$0
Program Accreditation-			
Other-			
<b>TOTALS</b>	<b>\$994</b>	<b>\$994</b>	<b>\$0</b>

<b>Goal</b>	<b>Criteria Results</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	Of the students surveyed, all were satisfied with the skills they had obtained in our program.	A continued emphasis on will be placed on the further development of co-op relationships and computer oriented classes.
2.	Two students enrolled in WCU. GPA data is not available for these students.	At WCU, the emphasis is placed on theories and least emphasis on the technical aspect of accounting. Our students are a head of the curve in comparison to their WCU counterparts, as they have developed a high degree of technical knowledge.
3.	No students earned less than a "B" in the upper level classes.	Students have demonstrated adequate skill levels in their co-ops. Employers have been very impressed with the overall level of skill and maturity our students have demonstrated.
4.	No employer responses from the employer survey.	Other than the contact with employers or prospective employers which had co-op students, we had no response from the surveys. Phone calls to them went unreturned. Based on the satisfaction level of the co-op employers, I have no reason to suspect the non-responding employers are not satisfied with the skill level of our students.

