

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:	Doug Ward	Curriculum/Department:	Accounting
Purpose/Mission Statement:		Vision Statement: (3-5 years)	
<p>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.</p>		<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 	
Program Strengths:		Program Weaknesses:	
<p>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. The program is introducing online accounting classes beginning Spring Semester 2007 in order to stay abreast of trends and to increase enrollment in the program.</p>		<p>Program weakness is evidenced by the low number of students enrolled in the curriculum. Also, recruiting has not produced many students for the program.</p>	
Program Opportunities:		Program Threats:	
<p>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.</p>		<p>Haywood Community College has recently implemented an Accounting Program. Since that time, we have not had any students from Haywood County in our program. The Accounting program will offer online classes beginning Spring Semester 2007. It will face competition for students from other community colleges offering online classes.</p>	

Goal #	Values for Teaching	College Goals	2006–2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	6, 4, 9	1 7	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.
2	2, 6	1 7	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.
3	1 2 5	1 2 3	Students will be able to demonstrate proficiency using Quickbooks and be able to prepare a variety of financial reports.	100% of students will score at least 80% on the capstone project which is a converting a paper accounting system of a company to a software enhanced accounting system.	Monitor students' progress by the notebooks they must turn in on certain dates through out the semester.
4	1 2 9	1 2	Students will be able to prepare and interpret financial statements, post, journalize and interpret complex accounting entries.	100% of students will score at least 80% on a comprehensive mini-practice set at the end of the semester.	Monitor homework and test scores and provide additional feedback to the student. Help student obtain an accounting tutor if requested.
5	1 2 9	1 2	Students will be able to apply key concepts to a variety of problems and will be able to interpret, analyze and communicate key financial data.	100% of students will score at least 80% on a comprehensive problem which has been developed using all the key concepts learned and practiced through out the semester.	Monitor homework and test scores and provide additional feedback to the student. Help student obtain an accounting tutor if requested.

6	1 2 5 9	1 2 3	Students will be able to prepare personal income tax returns using income tax software and will be able to discern pertinent tax information from word problems.	100% of students will score at least 90% on two comprehensive 1040 tax returns prepared at the end of the semester. Tax returns will be prepared using income tax software.	Students will prepare numerous tax returns over the course of the semester, each one presenting a different set of circumstances. Monitor students' progress and provide feedback.
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Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
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	
Equipment-			
Travel- Cost Accounting field trip to BMW plant	15 students x \$5 admission	\$75	
Program Accreditation-			
Other-			
TOTALS		\$194	

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.	95% of employers surveyed will indicate they are satisfied with the entry level skills of graduates from this program.	Employers surveyed continue to express satisfaction with the skills our students. Suggestions to improve technical skills include more emphasis on bank reconciliation and adding web-centered course to the program to facilitate the student being able to work more hours.
2.	100% of second year students will demonstrate technical proficiency in the accounting field by making	100% of the second year students have earned or maintained a "B" in courses designated 200 or higher.

	a grade of "B" or higher in ACC courses designated 200 or higher	
3	100% of students will score at least 80% on the capstone project which is a converting a paper accounting system of a company to a software enhanced accounting system.	One student was not able to meet this criterion due to a health related issue. I am working with her to catch up; however, at this point she will earn a "C" on the project. All the other students have met or exceed this criterion.
4	100% of students will score at least 80% on a comprehensive mini-practice set at the end of the semester.	7% of the student population in the class did not achieve at least an 80% level of proficiency on the comprehensive mini-practice set. This was due in part to due to a lack of preparation and level of course work required for the class. All other students met or exceeded an 80% level of proficiency for this project.
5	100% of students will score at least 80% on a comprehensive problem which has been developed using all the key concepts learned and practiced through out the semester.	All second year students scored in the 80% range. The problem was taken directly from a recent CPA exam and was comprehensive in nature. Adequate time was allowed for this problem; however, it demonstrated some areas of weakness. Greater attention to problem-solving skills will be outlined in subsequent classes.
6.	100% of students will score at least 90% on two comprehensive 1040 tax returns prepared at the end of the semester. Tax returns will be prepared using income tax software.	On the first problem, 100% scored 90% or better. The second problem 70% scored 90% or better; however, all scored 86% or better. More emphasis will be placed on tax return preparation. We will use TurboTax for the up coming Fall class.