

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 2008. It will face competition for students from other community colleges offering online classes.</p>	

Goal #	Values for Teaching	College Goals	2007-2008 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	\$55.00 for Color x 2 \$30.00 for Black x 3	\$200	
Equipment- Software (TurboTax, Quickbooks, etc.)	\$60.00 for TurboTax	\$60	
Travel- Cost Accounting field trip to BMW plant	10 students x \$5 admission	\$50	
Program Accreditation-			
Other-			
TOTALS		\$310.00	

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.	Of the employers returning the survey, 100% stated they are satisfied with the quality of our students and would hire an SCC student if the need arose.	Goal achieved. SCC continues to have quality graduates in the Accounting field. I will continue to concentrate on the basics in order to give the students a foundation in order to make the transition to an Entry Level position.
2.	Only one student did not maintain a "B" or better in classes above the 200 level.	I feel the grade the student received was due to the students' lack of motivation.
3.	All students scored an 80% or better on a comprehensive mini-practice set administered at the end of the semester.	Goal achieved. Although all scored 80% or better, three students scored 80% while several others scored in the mid 80's. Will review troublesome areas and review material as necessary with all students.
4.	All students scored 80% or higher on a comprehensive problem. This project was on going over the course of the semester.	Goal achieved. Students scored no less than 90% on the semester project. It was an in-depth analysis of a company of the students choosing. I will continue to use this type of project in our Financial Statements class.
5.	One student scored less than 90% on the comprehensive tax problem. Three students scored 90% and the remaining scored 95%.	Goal achieved. The student which scored less than 90% was allowed to redo their comprehensive problem. The score was based on minor addition errors which compounded the error throughout the problem.

6.	All students scored above 90% on a capstone project in Computerized Accounting. This percentage is above the 80% success criteria.	Goal achieved. The students have a working knowledge of computerized accounting and the conversion of a paper system to a digital system. This capstone project will remain in place for the upcoming academic year.
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