

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>	Diania McRae	<b>Curriculum/Department:</b>	Accounting
<b>Purpose/Mission Statement:</b>		<b>Vision Statement: (3-5 years)</b>	
<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"> <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> <li>➤ To offer students the opportunity to complete courses via distance learning education.</li> </ul>	
<b>Program Strengths:</b>		<b>Program Weaknesses:</b>	
<p>This program has a number of strengths. Faculty members have 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 introduced online accounting classes in Spring 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.</p>	
<b>Program Opportunities:</b>		<b>Program Threats:</b>	
<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. Tri-County Community college recently lost its online Accounting program. This will provide an opportunity to fill that void for students wishing to complete their education via distance learning.</p>		<p>The Accounting program will face competition for students from other community colleges offering online classes, such as Haywood Community College.</p>	

Goal #	Values for Teaching	College Goals	2008–2009 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	1 3 6 7 8 9	1 3	Upon graduation, Accounting majors will express satisfaction with the quality of instruction within the program	On the annual survey of graduates for the past year, 90% of the Accounting program graduates will indicate satisfaction with the overall quality of the academic program and advisement process.	Program coordinator will monitor the results of the survey of graduates as conducted as part of the annual program review process.
2	2 4 6	1 2	Employers will be satisfied with the entry level skill of graduates from this program	95% of employers surveyed will indicate satisfaction 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. Program coordinator will meet with at least two local employers per semester to develop insight as to their needs with regard to the required knowledge and skills of entry level accounting graduates.
3	1 2 5 6 7	1 2 3	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	1 2 5 7 9	1 2 4 5	Traditional and Online 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.

<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.		
2.		
3.		
4.		