

DEPARTMENT OF ACCOUNTING
STRATEGIC PLAN
UNIT PLAN

I. Introduction

Please outline your unit's "vision" for the 2004-2009 planning cycle by addressing the following:

- A: In light of your answers to the planning questions, describe what you expect your unit to "look like" (e.g., student undergraduate and graduate mix, number of full and part-time faculty, administrative staff, advising) in 2009.

Increase faculty lines by 3 (We will have a total of 14 tenured/tenure track faculty; 2 full-time lecturers; 1 modified retirement; and 2 part-time faculty)

Second administrative assistant

Increase the percentage of graduate SCHs in relation to undergraduate SCHs

Addition of 3 graduate research assistants

- B. Based on unit goals, list the number of new (not replacement) faculty lines you plan to request in the 2004-2005 academic year and in 2-5 years.

2004-2005 academic year-1 faculty line

2005-2006 academic year-1 faculty line

2006-2007 academic year-1 faculty line

- C. Based on the unit initiative outlines in your plan, estimate the total amount of new funding, excluding faculty lines that your unit will need in the 2004-2005 academic year and in 2-5 years.

\$22,500 + benefits for a second administrative assistant

\$25,500 + benefits for 3 graduate research assistants

II. Process

Describe, in a brief paragraph, the process used to develop your unit plan, including the nature and extent of faculty involvement.

The process used to develop the Department of Accounting's unit strategic plan was faculty driven and consisted of a faculty meeting in the spring of 2003 to formulate the preliminary plan and a second faculty meeting on September 15, 2003 during which the preliminary plan was revised into the final product.

III. Program Maintenance

Outline any established programs or activities within your academic unit that are inadequately funded due to growth, inflation, or other cost increases. Please describe the resources needed to maintain these programs and activities at a reasonable level of quality. You may also briefly list ongoing major initiatives that are working well (that you want to continue), and list your funding source.

The MAcy program enrollment more than tripled since Fall 2001. Thus, 2 additional faculty lines are needed for the MAcy program.

Additional administrative assistant needed to effectively and efficiently fulfill the needs of the growing MAcy program and undergraduate program.

Expansion of internship program.

Funding source: Increase in graduate enrollment/tuition

IV. Planning Categories

A. Academic Programs

1. List new major academic programs (e.g., certificate, minor, bachelor's, master's, doctoral, whether contained on the academic program development plan or not) that your unit proposes and indicate the approximate timeline (2004-2005 academic year or 2-5 years). Please describe, in approximate terms, (1) new resources needed, if any, for the proposed program (e.g., faculty lines, facilities, equipment, technology, administrative staff, etc.), (2) how the unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

MS in Accounting and Information Technology-2-5 yrs

(1) New resources needed: Accounting LAN lab; one faculty line

(2) How to obtain resources: increase in tuition funds from the increased graduate enrollment

(3) Criteria for assessing initiative(s) listed: Count enrollment in new classes; survey of similar Texas programs; do needs assessment first in undergraduate Accounting, CIS, MAcy and MBA

**MBA 3/2 Plan (across campus)-2 yrs
(Idea that may assist College of Business Administration in growing graduate SCHs. The Department of Accounting supports the idea.)**

- (1) New resources needed: Support CBA initiative.**
- (2) How to obtain resources: increase in tuition funds from the increased graduate enrollment**
- (3) Criteria for assessing initiative(s) listed: Needs assessment.**

2. List major changes (additions or deletions) in current academic programs, if any, that your unit proposes in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for the proposed program, (2) how the unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

MBA with Accounting Concentration-2 yrs

- (1) New resources needed: one faculty line**
- (2) How to obtain resources: increase in tuition funds from the increased graduate enrollment**
- (3) Criteria for assessing initiative(s) listed: needs assessment of current students (can be done along with the Master of Accounting and IT needs assessment); look at other MBA-accounting concentration programs within the state**

Complete the MAcy review-2003/2004

- (1) New resources needed: none**
- (2) How to obtain resources: N/A**
- (3) Criteria for assessing initiative(s) listed: Advisory Board survey; survey student advisory group**

**Offer graduate electives for the MAcy program such as:
Tax Research course for Masters program-2004/2005
Business Information Processes course-2004/2005
Accounting Research Methods course-2004/2005**

(1) Resources needed for above courses: (See program maintenance.)

(2) How to obtain resources: increase in tuition funds from the increased graduate enrollment

(3) Criteria for assessing initiative(s) listed: Survey student advisory group and current graduate students

3. List new major distance learning programs (e.g., on-line, off-campus, ITV, Round Rock Higher Education Center), if any, that your unit proposes in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for the proposed programs, (2) how the unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

Online or ITV course for ACC 5361 (to replace on-site course at RRHEC)-2 yrs

(1) New resources needed: Release time for faculty and assistance from Instructional Technology

(2) How to obtain resources: Obtain funding from Instructional Technology (IT) and Instructional Development (ID); internal grants

(3) Criteria for assessing initiative(s) listed: Assessing needs; survey ACC 5303 students to see if they want to go to RRHEC for an onsite course or if they would prefer an on-line ACC 5361 course

4. List major changes (additions or deletions) in current distance learning programs, if any, that your unit proposes in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for any proposed program, (2) how the unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

Eliminate the compressed (1/2 semester) accounting classes and create both an on-line ACC 3363 class (governmental accounting) and an on-line ACC 3301 {(Professional Ethics) required by the Texas legislature} course-2 yrs

(1) New resources needed: IT and ID assistance in creation of on-line courses

(2) How to obtain resources: ID and IT support; grants

(3) Criteria for assessing initiative(s) listed: Track enrollment of interns in compressed classes; survey students

5. If Texas State were to become the lead institution in a MITC in northeast San Antonio, list opportunities, if any, that your unit would want to pursue. Please describe, in approximate terms, (1) new resources, if any, needed for the proposed program, (2) how your unit would plan to obtain those resources, and (3) criteria for assessing initiative(s) listed.

The Department of Accounting will support the initiative of the College of Business Administration in this pursuit.

(1) Resources needed: To be determined.

(2) How to obtain resources: To be determined.

(3) Criteria for assessing initiative(s) listed: To be determined.

B. Student Learning and Success

1. List new major efforts, if any, that your unit proposes to further improve the retention and completion rates of our students. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

To support the College of Business Administration in its efforts to improve classroom attendance by proposing the use of swipe machines or other technology, workshops, and seminars-2004/2005 academic year

(1) Resources needed: Electronic swipe machines or other technology, software, and lab

(2) How to obtain resources: student fees

(3) Criteria for assessing initiative(s) listed: student performance; student attendance rate

Additional sections of current accounting graduate courses-2004/2005

(1) New resources needed: (See program maintenance.)

(2) How to obtain resources: increase in tuition funds from the increased graduate enrollment

(3) Criteria for assessing initiative(s) listed: completion of the program in a timely manner

Undergraduate program review-2 yrs

(1) New resources needed: To be determined.

(2) How to obtain resources: To be determined.

(3) Criteria for assessing initiative(s) listed: Survey advisory board; comparative analysis with other comparable programs in Texas

2. List new major efforts, if any, that your unit proposes to ensure and document student learning. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

Establish assessment program for the MAcy encompassing educational objectives-2 yrs

(1) New resources needed: To be determined.

(2) How to obtain resources: To be determined.

(3) Criteria for assessing initiative(s) listed: Completion of MAcy assessment program.

C. Scholarly and Creative Activity/Grant Activity

1. List new major efforts, if any, that your unit proposes to promote scholarly and creative activity in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

To support the College of Business Administration in developing research forums, the department should provide monetary awards for scholarly work and release time for scholarly activities. Hold workshops. Invite journal editors to speak. Have SPSS/SAS and CompuStat workshops.-2 yrs

(1) New resources needed: speaker honorariums; release time; and 3 graduate research assistants

(2) How to obtain resources: maintenance and operation budget; private resources

(3) Criteria for assessing initiative(s) listed: number of intellectual contributions per year

2. List new plans for grant writing, contracts, or other types of externally funded activity, if any, that your unit proposes in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

We propose that Texas State and the College of Business Administration write a grant in support of the Texas State and College of Business Administration's endeavor to select/recruit McNair scholars to Texas State University.-5 yrs

(1) New resources needed: using sponsor help to write program

(2) How to obtain resources: apply for federal grant

(3) Criteria for assessing initiative(s) listed: number of students recruited from diverse backgrounds; success in grant writing

D. Development

1. List new major efforts, if any, that your unit proposes for development and funding (e.g., endowed positions, scholarships) of special programs and initiatives in the 2004-2005 academic year or 2-5 years. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

We will support the College of Business Administration in their efforts of development and will further explore the accounting advisory board to develop endowed scholarships and awards to include an accounting scholarly award (department would write criteria for award).-2 yrs.

(1) New resources needed: Additional funds for printing, postage and clerical efforts. Funds needed for solicitation by mail and by fax.

(2) How to obtain resources: maintenance and operation budget; private funds

(3) Criteria for assessing initiative(s) listed: accomplishment of effort; dollar amount of fundraising and scholarships

E. Diversity

1. List new major efforts, if any, that your unit proposes to increase and promote faculty diversity (e.g., ethnicity, gender, sources of highest degrees, range of academic areas in the discipline). Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

**Support the Texas State and College of Business Administration's endeavor to select/recruit McNair scholars to Texas State University.-
5 yrs**

(1) New resources needed: using sponsor help to write program

(2) How to obtain resources: apply for federal grant

(3) Criteria for assessing initiative(s) listed: number of students recruited from diverse backgrounds; success in grant writing

Identify students in high school magnet business programs and recruit these students by sending letters of recruitment and obtaining scholarships for them. Use Accounting Club students to do outreach for these students.-2004/2005 academic year

(1) New resources needed: Money to provide expenses for recruitment and to pay for Accounting Club students' expenses in recruitment process. Additional resources to provide scholarships for diverse students.

(2) How to obtain resources: maintenance and operation budget; private funds

(3) Criteria for assessing initiative(s) listed: number of students of diverse background

2. List new major efforts (e.g., mentoring, curriculum changes), if any, that your unit proposes to recruit and support student diversity. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

Support the University and College of Business Administration initiatives.

(1) New resources needed: none

(2) How to obtain resources: N/A

(3) Criteria for assessing initiative(s) listed: N/A

F. Other

Describe briefly major initiatives, if any, not addressed in the five planning categories, which your unit would like to address. Please describe, in approximate terms, (1) new resources, if any, needed for this effort, (2) how your unit plans to obtain those resources, and (3) criteria for assessing initiative(s) listed.

Salary adjustments; major problem of salary compression (inversion); incentive for teaching at RRHEC

(1) New resources needed: funds for salary adjustments and incentive for teaching at RRHEC

(2) How to obtain resources: increase in tuition funds from the increased graduate enrollment

(3) Criteria for assessing initiative(s) listed: faculty retention