

Departmental Annual Report - Part I
All Departments

Richards College of Business College or Division	Accounting and Finance Department, If Applicable	Accounting and Finance College School Area (Title On Report)	2014 (Su13-Sp14) Academic Year
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1) Name of department chairperson or director?
Ron Colley

2) Email address of department chairperson or director?
rcolley@westga.edu

3) List departmental mission statement?

The Department of Accounting and Finance provides high quality student learning in a personal environment and develops and maintains professionally accomplished faculty. Excellence in student learning and professional development activities complement each other. The primary means by which instructors can enhance and update the content of their present courses and design new ones is through research and professional development activities. Professional development is also essential to enhance the status of the institution among AACSB member schools and potential employers.

Service to the institution and professional community is the glue which combines the two core values and supports the activities necessary to develop them. Involvement in academic and professional organizations and University and Departmental committees supports the design of a superior academic program, placement of graduates, acquisition of new ideas for professional development and student learning, and the provision of external funding for departmental activities.

The Bachelor of Business Administration program in Accounting satisfies the requirements needed to take the Certified Public Accountant (CPA) examination in the State of Georgia but is not intended to meet all of the education requirements needed to become a CPA. In conjunction with an undergraduate degree, the Master of Professional Accounting program satisfies the education requirements of 150 total semester hours and 30 hours of upper-level accounting needed to take the Certified Public Accountant examination in the State of Georgia and obtain certification. Neither program is intended to satisfy the work experience requirement.

4) List departmental goals for this reporting year.

Goal 1: Provide a quality learning environment for the students

Objective 1.1: Student evaluation scores will average at least 4.

Objective 1.2: Two new classes will be developed.

Objective 1.3: Department faculty members will make at least 5 presentations to UWG classes.

Goal 2: Faculty will maintain an active research agenda

Objective 2.1: Faculty will have a minimum of 6 research presentations.

Objective 2.2: Faculty will publish a minimum of 7 refereed journal articles.

Goal 3: The department will maintain involvement with external stakeholders

Objective 3.1: The department will have a minimum of 8 external speakers to visit.

Objective 3.2: The size of the Accounting Advisory Board will increase from 6 to at least 8 members.

Assessment Information

- 5) **In this box, please include a brief description of the assessment tools or artifacts, the assessment results used to measure your department's progress toward departmental goals, and an analysis of the assessment results for the Annual Report year noted above.**

Goal 1, Objective 1.1: The objective was to attain an average on student evaluations of 4.1 or higher. The actual result was a 4.4 average.

Goal 1, Objective 1.2: The objective was to develop two new courses. The two new courses developed were Strategic Cost Management (ACCT 5233) and Sustainability Accounting and Reporting (ACCT 4265/5265).

Goal 1, Objective 1.3: The objective was to have department faculty make a minimum of 5 presentations to UWG classes. The actual number of presentations was 7.

Goal 2, Objective 2.1: The objective was to have department faculty achieve a minimum of 6 research presentations. The actual number achieved was 11.

Goal 2, Objective 2.2: The objective was to have department faculty achieve a minimum of seven distinctive refereed journal articles. The actual number was five.

Goal 3, Objective 3.1: The goal was to have in a minimum of 8 external speakers. The actual number was 11.

Goal 3, Objective 3.2: The goal was to increase the size of the Accounting Advisory Board to at least 8 members. The actual number decreased from 6 to 4.

- 6) **Based on the assessment results and analysis noted in question 5, please list departmental improvements you intend to make in the coming year. Specific improvements should be noted even when goals were met.**

Goal 2, Objective 2.2: The number of distinct refereed publications fell short of the goal. The actual number of five publications fell short, but was an increase of only two from the previous year. Faculty often work together and have shared articles. Without lowering expectations, the counting of publications in the coming year will be based on shared articles. The overall goal will still be to also increase the number of distinct

articles above the total of five attained for this past year.

Goal 3, Objective 3.2: The Accounting Advisory Board decreased in size from six to four, falling short of the desired outcome of eight. A reason for this was that, although new members were added, it was an unusual year for loss of members. Some changed positions and two moved out of state. Efforts will continue to increase the size to eight members for the upcoming year.

- 7) **Attach additional assessment information (not related to student learning outcomes in academic programs which are input in another section of the system), consolidate information into one PDF document and upload it here.**

Assessment File Upload (No file uploaded)

Departmental Progress Toward The UWG Strategic Plan

Please discuss your department's initiatives toward the UWG Strategic Goals

You only need to reply to the goals your department addressed this year

- 8) **Every undergraduate academic program will demonstrate a distinctive blending of liberal arts education, professional competencies, and experiential learning, preparing students to be ethically responsible and civically engaged professionals in the global economy of the 21st century.**

The department had six independent study students and supervised three business internships. In preparing students for the global economy, one student from the department was an exchange student at the France Business School. Approximately 37 students from Zhongnan University of Economics and Law in Wuhan, China visited UWG as either finance or accounting majors. Various students from other countries such as Iran, India, or Africa also take accounting and finance classes. This enables the UWG students to interact with students from other countries.

Global and ethical issues are emphasized in the accounting and finance courses.

- 9) **Every undergraduate student will be advised to take advantage of one of multiple available learning communities. Learning communities that are available to students will include communities organized by living arrangement, by year in program, by other co-curricular associations - Honors Program, Advanced Academy, Band, Athletics, Debate, or program in the major.**

Honors courses were once a part of the offerings of the department, but they have been discontinued for budgetary reasons. The department provides independent honors classes as requested. This year only one student had a class converted to an honors section.

- 10) **The University will endeavor to increase enrollment in and graduation from graduate programs, including doctoral programs, that have as their mark a practical professional purpose, experiential learning opportunities, and an intellectual program informed by a foundation of liberal education.**

Enrollment numbers have taken a drop in the last few years. They are expected to increase in the near future.

- 11) **The University will maintain an environment that is safe and conducive to learning.**

The department strives to follow all safety regulations and complete annual training (e.g., Right-to-Know training). Additionally, in their syllabi, faculty establish classroom rules to facilitate an environment that is conducive to learning.

- 12) **The University community will provide a balanced variety of cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.**

The department has an Accounting Club and a Finance Club. Faculty participate in workshops at the university and also travel to external workshops.

- 13) **All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.**

The lack of annual raises for the past few years has resulted in an increase in the gap between faculty salaries and market values for faculty salaries. Our retention is based on having an outstanding and collegial work environment. Were the quality of the work environment to deteriorate, there are plenty of opportunities at higher salaries elsewhere. As new openings occur, it is important to be able to offer adequate compensation so as to attract quality instructors who will also maintain the excellent collegial environment that now exists.

- 14) **The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.**

The department supports the UWG Preview days for attracting students and we are committed to attracting more students to the University.

- 15) **With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: student to faculty of 18 to 1; average class size of 29; full-time to part-time faculty ratio of 4.4 to 1.**

The department is able to maintain an average class size of less than 29 in the MPAcc program. The undergraduate class sizes usually average more than 29 students. In order to keep the average class size to a manageable size, it is important that faculty lines be retained as faculty members retire or leave to go elsewhere.

- 16) **West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth.**

- 17) **Capital Campaign: The Development Office will prepare for a capital campaign to assist in meeting the long-term needs of the University of West Georgia.**

- 18) **Communication and Marketing: The Office of University Communications and Marketing (UCM) will internally and externally promote the missions and goals of the strategic plan. This will be achieved by aligning the institution's integrated marketing plan (advertising, visual identity standards, web presence, media relations, etc.) with the strategic plan.**

- 19) **Community Relations: The University will engage the local community educationally, culturally and recreationally.**

The department has an Accounting Advisory Board and some members are involved in community activities. Efforts will be made to increase community involvement in the future.

- 20) **Describe any notable achievements toward selected goals(s) during this reporting year.**

Dr. Michael Yu had a publication in Contemporary Accounting Research, which is generally regarded as a top five journal in accounting, and in many cases as a top three journal.

The department had several quality external speakers to visit.

- 21) **List any resources that could have assisted your department with achieving/exceeding departmental goals and how they could have facilitated/improved the work of your the work of your department?**

The widening gap between faculty salaries and the market value for faculty salaries is a

concern. The concern is that, at some point, faculty members will opportunities elsewhere too attractive to pass up.

The amount paid to part-time instructors is \$3,000 per course. This is too low and it has not been increased for a number of years. Additionally, there needs to be a provision that enables the hiring of a part-time instructor for substantially higher than what is usually offered. In our department, there is sometimes a need for an instructor to teach an upper-level accounting or finance course. We have no way of hiring someone to teach these courses other than being fortunate enough to have someone in the area who does not mind teaching for considerably less than the level of expertise would require.

Other Departmental Information

22) List any changes to the structure or substructures of your department implemented during reporting year.

There have been no changes in the structure of the department.

23) List any additional comments about your department based on this reporting year.

None.

Departmental Annual Report - Part II (Academic Departments Only)

24) List all new degree or certificate programs with the full/accurate program title launched in your department this reporting year.

The department provided support for Southwire's sustainability program by developing a course in accounting for sustainability.

25) Number of nationally recognized academic programs offered by your department?

0

26) List new or renewed accreditation or similar distinction (include name of the accrediting body and date received) in your department this year.

The department has separate accounting accreditation by the AACSB along with general business accreditation by the AACSB. The last accreditation visit was in the 2011-2012 academic year. The next visit will be in the 2016-2017 academic year.

27) List any notable achievements accomplished by your department this year.

Dr. Ron Best was instructor for six banking schools.

Dr. Charles Hodges was an instructor in the Web MBA program, which is rated as one of the top Web MBA programs in the country.

Dr. Michael Yu had a publication in Contemporary Accounting Research, which is generally regarded as a top five journal in accounting, and in many cases as a top three journal.

Student Achievements

28)	List types of licensure your department prepares students to receive?	
29)	Explain how your department prepares students for licensure?	
30)	Percentage of students who passed the state licensure or certification examination, if applicable.	0
31)	Percentage of graduating students that goes on to graduate or professional schools?	20
32)	Number of research papers published by students in your department this year?	0
33)	Number of research presentations completed by students in your department this year?	1
34)	Number of internships completed by students in your department this year?	3
35)	Number of cooperative education experiences completed by students in your department this year?	0
36)	Number of scholarships awarded to students in your department this year?	9
37)	Number of fellowships received by students in your department this year?	3
38)	Number of students engaged in funded research in your department this year?	0
39)	Number of students, in your department, that received national awards and/or recognition this year?	1
40)	Number of students, in your department, inducted into Academic Honors Societies this year?	41
41)	Number of students, in your department, that participated in a student program (which received national recognition) this year? (i.e. debate, cheerleading, athletic teams)	0
42)	List notable achievements accomplished by students in your department this year.	

Number of Faculty

43)	Number of endowed chairs in your department?	0
44)	Number of full professors in your department?	8
45)	Number of full-time faculty in your department this year?	13
46)	Number of part-time faculty in your department this year?	3

Faculty Extracurricular Engagement with Students

47)	Number of new course developments completed by faculty in your department this year?	2
48)	Number of honors courses taught by faculty in your department this year?	0
49)	Number of faculty that participated or led a study abroad program this year?	0
50)	Number of faculty that participated in academic advisement this year?	1

Faculty Research Productivity

51)	Number of books and/or monographs published by faculty in your department this year?	0
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52)	Number of book chapters published by faculty in your department this year?	0
53)	Number of peer-reviewed articles published by faculty in your department this year?	5
54)	Number of shorter works published by faculty in your department this year?	0
55)	Number of papers presented by faculty in your department this year?	11
56)	Number of other presentations delivered by faculty in your department this year?	5
57)	Number of in-house publications published by faculty in your department this year?	0
58)	Number of juried exhibits completed by faculty in your department this year?	0
59)	Number of other exhibits or performances completed by faculty in your department this year?	0
60)	Number of faculty that served in journal editing/reviewing positions this year?	4
61)	Number of faculty that participated in notable continuing education efforts this year?	6
62)	Number of faculty that traveled abroad for research purposes this year?	0
Faculty Public Service		
63)	Number of faculty that served in honors organizations this year?	0
64)	Number of faculty that held positions in professional organizations this year?	0
65)	Number of faculty that served as advisors to student organizations this year?	2
66)	Number of faculty that participated in cooperative consulting efforts this year?	0
67)	Number of faculty that served on institution (UWG) wide committees this year?	5
68)	Number of faculty that served on USG system committees this year?	0
69)	Number of faculty that participated in public service activities this year?	3
Faculty Grants and Awards		
70)	Number of grant applications submitted by faculty in your department this year?	0
71)	Number of grant proposals funded for faculty in your department this year? (Answer not to exceed response to question 70)	0
72)	Total dollar amount of the grants funded (reported for question 71) for faculty in your department this year? (Round to the nearest whole dollar)	0
73)	Total number grants generated by faculty members in your department.	0
74)	Total number of faculty receiving grants in your department this year.	0
75)	Total number of faculty receiving fellowships in your department this year.	0
76)	List notable achievements accomplished by faculty in your department this year.	