

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)	2013 (Su12-Sp13) 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 - Faculty will maintain an active research agenda resulting in publications in peer-reviewed journals.

Objective 1.1 - Faculty for the department as a whole will have a minimum of eight peer-reviewed journal articles when joint publications are counted and a minimum of five distinct journal articles.

Objective 1.2. Faculty for the department as a whole will have a minimum of five publications in proceedings of academic meetings.

Goal 2 - Faculty will be involved in service to the department, college, university, and/or

community.

Objective 2.1 - For the department as a whole, faculty involvement as student organization advisors, committee members, and in community service will total at least 30.

Goal 3 Provide a student friendly environment conducive to learning.

Objective 3.1 - Achieve an overall satisfaction rating of 90 percent or better (scores of 4 and 5 on a scale of 1 to 5) for the academic year for the exit surveys for accounting majors.

Objective 3.2 - Achieve an overall satisfaction rating of 90 percent or better (scores of 4 and 5 on a scale of 1 to 5) for the academic year for the exit surveys for finance majors.

Objective 3.3 - Offer each upper-level accounting course required in the accounting major as an evening section at least once per year.

Goal 4 - Increase the number of faculty members

Objective 4.1 - Hire faculty members for two tenure track positions in accounting to begin in fall semester 2012.

Objective 4.2 - Hire a faculty member for one non-tenure track position in finance to begin fall semester 2012.

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.**

Objective 1.1 - The number of peer-reviewed journal articles jointly published by the faculty as a whole was three and the number of distinct journal articles was two.

Objective 1.2 - The number of publications in proceedings of academic meetings was two.

Objective 2.1 - The total involvement for the faculty as a whole as student organization advisors, in committees, and in community service was 41.

Objective 3.1 - The satisfaction rating for the academic year for accounting majors in the exit interviews (scores of 4 or 5) was 92%.

Objective 3.2 - The satisfaction rating for the academic year for finance majors in the exit interviews (scores of 4 or 5) was 92%.

Objective 3.3 - Each upper-level accounting course required as part of the accounting

major was offered at least once as an evening section during the year.

Objective 4.1 - One tenure-track faculty applicant (Dr. Michael Yu) who was made an offer asked to start in January and the committee agreed. Another tenure-track faculty applicant verbally agreed to begin fall semester. However, before the written contract reached the applicant, he had decided to accept a position elsewhere. A new search was conducted in the fall semester of 2012, resulting in the hiring of Dr. Sharon Seay to begin in January.

Objective 4.2 - A lecturer in Finance (Rong Guo) was hired to begin in the fall semester.

- 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 1 - Faculty will maintain an active research agenda resulting in publications in peer-reviewed journals. The department fell considerably short of the objectives of eight or more jointly published articles, five or more distinct journal articles, and as least five proceedings at academic meetings. The result for the year was three, two, and two, respectively. For comparison, the results for the previous year were eleven, seven, and nine, respectively. The drop in production this year is attributed to the cumulative effect of going several years without a raise. Some faculty members have not felt the need to continue with an active research agenda with no reward system in place. Faculty will be encouraged to publish in the coming year regardless of whether a raise is forthcoming.

Goal 2 - Faculty were actively involved in carrying out committee assignments and other responsibilities.

Goal 3 - The goal of an overall satisfaction rating of 90 percent or higher was achieved for both accounting and finance. Offering each upper-level required accounting course in the accounting major at least once in the evening for the academic year provides accounting majors the opportunity to complete the program while working in the day time. For next year, adding some more online Area F courses will be an objective. Another objective will be the development of some new courses.

Goal 4 - Some difficulty was experienced in hiring two tenure track accounting faculty members. The department did not have any new accounting faculty members for fall semester 2012. Some of the

members of the department had to take on a course for the fall semester that they were previously not scheduled to teach. However, through advertising and interviewing a second time, the department was able to have the two new faculty members for the spring semester of 2013. The Instructor of Finance was hired to start fall semester 2012 as planned.

Faculty lines do not become available every year. As such, the hiring of new faculty will not be a goal 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.**

A blending of a liberal arts education is inherent in the course requirements of all students, as they are required to take Areas 14's A, B, C, D, and E courses in the curriculum. This constitutes 42 semester hours in the curriculum. In addition, some students take liberal arts electives. Professional competencies are emphasized through the varied major course requirements, as well as the requirements of the major specific (Area F) and business core courses in the curriculum. Experiential learning takes place through such assignments as case studies and other homework and class assignments. In addition, some students do internships. Ethics are emphasized throughout the curriculum, as is globalization.

The department supports the Honors Program by converting non-honors courses to honors section credit as needed by particular students.

A few years ago, the enrollments in the Master of Professional Accounting (MPAcc) classes were often around 5 or 6 students. Considerable efforts have been made to increase enrollments. This included the establishment of a Director of the MPAcc program by Dean McIntyre. Dr. Haynes (the Director of the MPAcc program) has diligently worked on increasing enrollments. As a result, present MPAcc classes often have 20 or more students.

- 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.**

The department offers an accounting lab to assist students in the accounting principles courses. Faculty members also have at least 10 hours per week of office hours for the purpose of being available to answer questions that students might have.

It is common for instructors to agree to convert non-honors courses to honors section credit as needed by particular students.

- 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.**

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

- 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.**

Every effort is made to make the work environment as pleasant and friendly as possible. Individual preferences are taken into account in scheduling of classes, committee assignments, and work duties.

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

In addition to seeking to attract students from the local area, the department initiated a program for students in Finance major to come to the University of West Georgia from the Zhongnan University of Economics and Law (ZUEL) in Wuhan, China. The program had its beginning this spring semester of 2010 with the entry of three students. For the past academic year, there were 45 students from ZUEL. Around 46 students are expected in the coming year.

- 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.**

While the department seeks to achieve the stated goal regarding class sizes, the faculty members of the department have shown a willingness to take on large class sizes at a time of enrollment growth without a corresponding increase in the number of faculty members.

- 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.**

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

This was discussed in an earlier section.

- 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?**

A resource that helped to achieve the goal of hiring two tenure track accounting faculty members was having enough funds to offer enough of a salary to attract good candidates for the two positions. Two candidates turned the positions down. One of the candidates that turned a position down did so for an offer that was \$25,000 per year higher than what we had to offer. This is the type of market in which we compete. However, in my judgment, we had just enough to be able to attract two quality candidates who wanted to come here. I do not think we would have had that success with any less funding. We would have had to accept less desirable candidates. Thus, we had the minimal amount of funding needed to have a successful outcome.

Other Departmental Information

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

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

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.**

- 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.**

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

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?** 0

- 34) **Number of internships completed by students in your department this year?** 6

- 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?	15
37)	Number of fellowships received by students in your department this year?	0
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?	0
40)	Number of students, in your department, inducted into Academic Honors Societies this year?	14
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?	7
45)	Number of full-time faculty in your department this year?	11
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?	0
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?	11

Faculty Research Productivity

51)	Number of books and/or monographs published by faculty in your department this year?	0
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?	2
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?	7
56)	Number of other presentations delivered by faculty in your department this year?	1
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?	3

61)	Number of faculty that participated in notable continuing education efforts this year?	3
62)	Number of faculty that traveled abroad for research purposes this year?	1

Faculty Public Service

63)	Number of faculty that served in honors organizations this year?	10
64)	Number of faculty that held positions in professional organizations this year?	2
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?	4
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?	2

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.	

Instructor, Graduate School of Banking, LSU.

Lead Instructor and Coordinator, Bank Simulation, Alabama Banking School.

Instructor, South Carolina Banking School.