

**ANNUAL MAINTENANCE REPORT
ACADEMIC YEAR 2004-2005**

DEPARTMENT OF ACCOUNTING
UNIVERSITY OF TENNESSEE AT CHATTANOOGA

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STRATEGIC PLANNING PROCESS

This Annual Maintenance Report is divided into two sections. First, a Progress Update is presented which details the progress during the year on the broad initiatives specified in the Strategic Plan. The Update is divided into the four broad initiatives specified in the Strategic Plan and another category called “Other”. These include 1) student initiatives, 2) faculty initiatives, 3) employer initiatives, 4) alumni and community initiatives, and 5) Other. These sections are used to specify individual activities supporting the broad initiatives. The second part, a Priority Update, highlights updated action items that have a high priority for the upcoming year.

The planning process continues to be driven by the Accounting Strategic Plan and annual revisions to the Plan. The Strategic Planning Committee has broad representation from the faculty, students, and advisory board members. Based on the Mission Statement, a five year plan containing four broad strategic initiatives has been developed by the Committee. The broad initiatives are further summarized into departmental objectives which include teaching objectives, intellectual contributions objectives, and service objectives.

PROGRESS UPDATE FOR 2004-2005

STUDENT INITIATIVES

TECHNOLOGY

- Approximately \$57,000 in technology fund money was used to upgrade the COBA computer lab and the Fletcher 316 Computer Teaching Classroom. This class room is heavily used by accounting classes.
- The Tax Resource Room continued to be updated with current tax information.
- The COBA continued to purchase the CRSP financial tapes.

Beta Alpha Psi Awards Banquet

- The BAP Banquet was attended by approximately 100 faculty, students, and members of the professional community. The banquet was sponsored by Ernst & Young. Charles Groves was recognized as “Accountant of the Year

CURRICULUM

- Dr. Marsha Scheidt worked with SRC Network & Software Solutions, an affiliate of Henderson Hutcherson & McCullough, to train accounting students on the latest enterprise resource planning (ERP) systems. Over the course of one month, students gained exposure to various accounting and report writing software packages, including Peachtree, Microcoft, Great Plains, Best Software MAS 90; Microsoft Access; and Crystal Report Writher. This partnership with outside professionals is a unique experience for students. Guest speakers are common, but this extended commitment from a company is not often seen in business schools. The COBA is most appreciative of SRC’s desire to give our students real life applications and to better prepare them for the competitive workplace
- Dr. McCoskey implemented substantial changes to the MACC capstone course. Students now analyze cases and do substantial work on ethics and fraud.
- The accounting faculty began discussions for a CPA track and a CMA track in accounting. They plan to make a culture change so that students will me more receptive to taking a certifying exam. This was one of the suggestions for improvement by the AACSB team.
- Other changes to the curriculum included
 - Prerequisite changes for BACC 301, BACC 307, BACC 532
 - Change in elective courses for accounting majors.

- The Accounting Department implemented the THEC-mandated 120-hour rule. (THEC mandated that each major must require a maximum of 120 hours for graduation). This necessitated each Department reducing the graduation requirement from 128 hours to 120 hours.

FACULTY INITIATIVES

PERSONNEL ITEMS

- Dr. Debbie Archambeault was hired to teach in the auditing and financial accounting area. Dr. Archambeault had a good first year; in fact, she was named “Professor of the Year” by Beta Alpha Psi students. She has also become active in the service area and has an appropriate research agenda. The hiring of Dr. Archambeault continued the COBA’s policy of maintaining a faculty of appropriate size that provides stability and ongoing quality improvement. It also contributes to maintaining academically qualified faculty.
- Judy Stone was added in August 2004 as Executive-in-Residence for the Accounting Program. She contributed to achieving COBA Strategic Initiative (interaction with Advisory Boards), (improve the marketing of the COBA to current and prospective students), (developing an overall promotional plan for marketing the COBA to its stakeholders), (mission review), and other Initiatives.
- The COBA implemented a plan to recognize Merit Faculty. All faculty members who were recommended for Exceptional Merit by their Department Heads were recognized as “Max Finley Merit Professors” and awarded \$1,000 each. Three members of the accounting faculty received “Max Finley Merit Professors” designations in 2004-2005.
- Accounting Faculty research excellence is displayed in a glass case next to the Dean’s office (300Fletcher).
- Nine of the Professorships in the COBA were reviewed for continuance. Both Accounting Professorships (Dr’s. Gavin and McCoskey’s) were continued for 5 years.

TECHNOLOGY

- Approximately thirty-five percent of accounting faculty and staff computers were upgraded.

INTELLECTUAL CONTRIBUTIONS

- Journal productivity continued.

The accounting faculty produced 76 journal articles during the period January 2000 through May 2005.

- Book Chapters productivity continued.

Dr. Kaye McClung published “Rulings and Cases” in the *2004 National Income Tax Workbook*, Land Grant University Tax Education Foundation, Inc., College Station, Texas, October 2004.

- Accounting faculty attended the following conferences

<u>Faculty Member</u>	<u>Conference</u>
Kaye McClung	AACSB-International Annual Meeting San Francisco, California
Tom Gavin	SEC Reporting Skills Workshop New York
Kaye McClung	AACSB Learning from Leaders Conference Denver, Colorado
Kaye McClung	Accounting Programs Leadership Group Scottsdale, Arizona
Kaye McClung	American Taxation Association Conference Washington, DC
Kaye McClung	Spring Tax Division Meeting San Francisco, California
Melanie McCoskey	The Art & Craft of Discussion Leadership Harvard Business School Boston, Massachusetts
Kim Turner	AACSB Graduate Programs Conference Dallas, Texas
Marsha Scheidt	Edward Tufte Seminar
Joanie Sompayrac	Academy of Legal Studies in Business San Francisco, California
Greg Thibadoux	Visual Display of Statistical Data by Tufte Knoxville, Tennessee
Greg Thibadoux	Neurophysiology: Brain-Mind Consciousness Pasadena, California
Rick Turpin	BAP Annual Conference and AAA Annual Meeting

San Francisco, California

Kim Turner
Meeting

Tennessee Society of Accounting Educators Annual

Nashville, Tennessee

FACULTY ACCOMPLISHMENTS

- John Alvis maintained his membership in the Chattanooga Chapter of Financial Executives International. He is on the Board of Directors and an officer of the chapter. He also is on the Board of Directors for the Tennessee Society of Accounting Educators.
- Debbie Archambeault joined the Association of Certified Fraud Examiners, the Institute of International Auditors and the Tennessee Society of CPAs.
- Tom Gavin provides accounting services to Decosimo CPA, participated in the CPE session for ASWA, and served on one journal editorial board. He also reviewed articles for academic journals, and manuscripts for the AAA National meeting that will be held in August of 2005.
- Kathleen Long is a member of the American Society of Women Accountants.
- Marsha Scheidt is the Vice President of Education in the Institute of Management Accountants, Chattanooga Chapter, and is a Reviewer for the Journal of Economics and Business and the American Journal of Managed Care.
- Melanie McCoskey is an active member in ASWA. She is a member of the Educational Committee and helped plan the full-day Educational Seminar. She also presented a CPE session on tax law changes to ASWA members. Melanie McCoskey spoke at a mayoral press conference kicking off the low-income tax clinics. She presented a workshop to the Chattanooga Tax Practitioners entitled “Earnings & Profits, Current Distributions and Disguised Dividends. She served as a reviewer for Public Budgeting and Finance. Melanie McCoskey and Joanie Sompayrac served as judges for companies that were in competition for a local ethics award.
- Joanie Sompayrac taught two classes for the Riverbend Technology Institute in February 2005, and a class on “Humor in the Workplace” for the Knoxville Chapter of the Institute of Management Accountants in December 2004. She presented a seminar for the American Society of Women Accountants on “CPA Liability When Serving as Volunteers,” and organized an estate planning seminar for the College of Business on October 25, 2004.
- Kim Turner continued to serve on the board and co-chair of the finance committee of the Pro Rae Bona, an United Way agency. She also served on the Leadership Chattanooga Alumni Board of Directors, and the executive committee as secretary. She served on the Leadership Chattanooga curriculum committee, and helped a local entrepreneur get her business up and running this year. She was elected Treasurer of the Tennessee Society of Accounting Educators.
- Rick Turpin is a Board member of the IMA and the Houston Museum.

- Marilyn Willis served the Weekend Academy: State – Board of Directors, Finance Committee, Fundraising; Local – Advisory Board. She also served on the Students Committee for ASWA and was selected as Chair for the coming year.
- Kim Turner and John Alvis attended the annual meeting of the Tennessee Society of Accounting Educators. Ms. Turner was elected Treasurer and John Alvis serves on the Board of Directors and also serving as co-director of programs for the local FEI chapter.

EMPLOYER INITIATIVES

PLACEMENT

- The COBA initiated a series of monthly “Corporate Connection” luncheons hosted by companies. Attendees at each luncheon include about 15 students, the host company (with 3 or 4 employees), the Dean, Associate Dean, Department Heads, Director of External Affairs, and one of the Executives-in-Residence. The host company discusses business profession(s) and conducts a question and answer session with the students. The host company receives the resumes of the students prior to the luncheon. Host companies to date include Morgan Stanley; Northwestern Financial; and Hazlett, Lewis and Bieter.
- Faculty have helped identify students for career opportunities, internships, and graduate school. Specifically, they have helped identify students for following placements:
 - Full-time: Joseph Decosimo and Company; Ernst and Young; Hazlett, Lewis and Bieter; KPMG (Nashville); and Price Waterhouse Coopers (Atlanta).
 - Internships: Approximately 15 accounting students were placed as interns.
- Dr. McClung coordinated lunch with recruiters and faculty members.
- The Accounting faculty, under Dr. McCoskey’s leadership, implemented a senior survey. Graduation candidates from Fall, Spring and Summer terms completed the survey.

ALUMNI AND COMMUNITY ACTIVITIES

OUTREACH ACTIVITIES

- Dr. Tom Gavin continues to bring in speakers with national recognition for the Accounting Lecture Series. This year’s speaker, G. Michael Crooch, was appointed to a five-year term with the Financial Accounting Standard Board (FASB) in July 2000. His topic was “Roadblocks to High-Quality Accounting Standards.”

- Professor Kim Turner continued to consult with the Business and Technology Academy at Central High School. She coordinated UTC's participation in Central's Honors Day Program. This event highlighted Central's entrepreneurial program, and was held in the UTC Student Center.
- Dr. Kaye McClung graduated from the Chamber of Commerce's Leadership Chattanooga.
- The Accounting Department was one of a few universities in the U.S. that offered "pre-testing" for the new CPA exam. Over 200 individuals participated in the pre-testing classes held in Fletcher Hall.
- Tax students prepared over 250 tax returns for low income families generating over \$450,000 of refunds.

ACTIVITIES WITH ALUMNI AND ADVISORY BOARDS

- The Department of Accounting offered a Tennessee Business Tax Seminar for Professionals and Tax Practitioners, many of whom are UTC alumni. The seminar was co-sponsored with several state agencies. The workshop offered the opportunity to get current, in-depth information from the Tennessee Department of Revenue, the U.S. Internal Revenue Service, and the Department of Labor and Workforce Development.
- Charles Groves head of the audit practice of Joseph Decosimo & Co., was recognized as "Accountant of the Year" by Beta Alpha Psi. Charles, an alumnus of the College of Business, was recognized for his professional successes and service to the community and university.
- Anne Wilkins was the honorary professional inductee into the UTC chapter of Beta Gamma Sigma. Beta Gamma Sigma is the national honor society for AACSB accredited schools. Anne is the founder of Wilkins Crews & Henderson. She is a COBA alumnus of UTC.
- Anne Wilkins was awarded the Outstanding Graduate Student award by the faculty of the College of Business and the UTC Graduate Student Association.
- Greg Eaves was appointed CFO of the Electric Power Board.
- Louis Wright was the recipient of the TSCPA's "2004 Outstanding CPA in Government Accounting Award."
- Henry Hoss earned the CFP certification. He also serves as chair of Hamilton County Waste Water Treatment Board.

OTHER INITIATIVES

ACCREDITATION

- The Self-Evaluation Report for separate Accounting Accreditation was submitted in August 2004, and the AACSB International Team visited UTC in November 2004. The Team's recommendation of separate accounting accreditation was approved by the Accounting Accreditation Committee and the Board of AACSB International. The undergraduate program in Accounting and the Master of Accountancy received separate accounting accreditation in April 2005.

ASSESSMENT ACTIVITIES

- Karen Ford Eickhoff was appointed Director of Assessment for the COBA. Karen coordinated assessment activities undertaken by the COBA as a whole and worked closely with the Accounting Department. The Assessment Report can be found at: www.utc.edu/COBA-AssessmentReport. This makes it a working document for faculty usage. The COBA plans to put each annual assessment report on a CD.

She has attended the following assessment seminars:

- a. AACSB International Conference and Annual Meeting (Montreal) April 2004
- b. AACSB Assessment Seminar (Niagara Falls, NY) May 2004
- c. AAHE National Conference (Atlanta, GA) March 2005
- d. AACSB International Conference and Annual Meeting (San Francisco) April 2005
- e. Several assessment seminars at the Walker Teaching Resource Center, UTC.

MISSION REVIEW

- The Accounting Program Mission and Review Committee, under the guidance of Dr. Melanie McCoskey reviewed the Mission Statement. No changes were made to the Mission Statement during the year.

DEVELOPMENT

- A gift of \$750,000 was pledged by Brenda McKenzie to finance the Director of External Affairs position. This generates direct benefits to the Department of Accounting in terms of development, alumni, and placement activities.
- Funds were secured to recognize Meritorious faculty in the COBA. Three accounting faculty were recognized as Max Finley Meritorious Professors and received \$1,000 each.
- The Wright-Bentley Scholarships were funded at \$25,000, and five students were selected as Wright-Bentley Scholars for 2004-2005; three were accounting students.

- Several accounting firms gave financial support to Beta Alpha Psi.
- Additional funding was secured for the Marvin Anthony Scholarships (\$11,000); two were awarded to accounting students
- The Accounting Department raised over \$6,000 by offering a Tennessee Business Tax Seminar.
- \$10,000 was obtained from the UC Foundation to establish a Student Recognition Program and Ceremony. Accounting students were recognized at this banquet.

PRIORITY UPDATE FOR NEXT YEAR (2005-2006)

Personnel

- The Accounting Department plans to continue refining the definitions of participating and supporting faculty.

Curriculum

- Building a student internship program will be investigated

Accreditation

- The Accounting Department will continue implementation of the new AACSB standards.
- All Maintenance Reports and Surveys will be submitted by the COBA and the Accounting Programs.

External

- The Accounting Lecture Series will be continued

Development

- An emphasis on increasing the number of professorships will be made
- The Tax Resource Center will be continued

Accounting Advisory Board

- Will be updated
- Interaction with Advisory Board will continue

Alumni

- Seminars will be offered for alumni

Assessment

- The accounting programs will continue to develop and implement assurance of learning measures.

Placement

- The Corporate Connection luncheons will be continued and enhanced.

Intellectual Contributions

- The accounting program will continue to accomplish research and contribute to the literature.
- The program to use student research assistants will be implemented.

Students

- There will be a review of entrance requirements for the undergraduate MACC programs
- Exit exams will be considered

Policies for Faculty Management

For faculty in the COB at UTC, policies for faculty management are outlined in the UTC Faculty Handbook and in various policies and statements adopted by the COB faculty. A list of documents reflecting policies for faculty management in the COB at UTC is provided at the end of the COB Fifth Year Maintenance Report. There are no separate Department of Accounting policies for faculty management.