

Strategic Plan Based on Mission Statement and Departmental Objectives

Based on the Mission Statement, a five-year plan has been developed by the Accounting Strategic Planning Committee. The plan is subject to continuous review and revision by faculty and the Department Head. The following broad initiatives are to be pursued over the next five years. While all of these initiatives are interrelated and therefore impact students, faculty, the community, and alumni, specific initiatives are listed according to the constituent group most closely related to each item.

Students:

- Recruit quality students to the undergraduate and graduate accounting programs
- Incorporate technology in teaching
- Review and revise continuously the undergraduate accounting curriculum as needed to meet changing needs of students and employers
- Encourage enrollment in the Master of Accountancy program

Faculty:

- Maintain an academically qualified tenure/tenure-track faculty and a professionally qualified non-tenure track/adjunct faculty.
- Encourage and support quality research and scholarly activity by the faculty
- Support faculty development

Employers:

- Expand relationships with employers to provide additional job opportunities for graduates
- Increase the opportunities for internships for our students and the number of students participating in internships

Alumni and Community:

- Expand relationships with alumni and friends to enhance contributions to support research activities, other faculty development activities, professional development programs for students, and promote the undergraduate and graduate Accounting programs.
- Foster strong ties with the Chattanooga area community through active participation in local civic organizations and involvement in other community activities as the opportunities arise.

Revised and approved by the Accounting faculty on April 10, 2008

Measures of Program Effectiveness

The Accounting faculty has developed broad Departmental Objectives that are aligned with the strategic plan presented on the previous page.

Teaching Objectives

Accounting faculty members engage in teaching to prepare students for professional accounting careers in public accounting, industry, or the public sector. A learning environment is provided that encourages a commitment to life-long learning and develops a diverse set of skills in students, including technical competence, information technology proficiency, critical thinking, teamwork, communication, and ethical behavior. Continuing goals:

- 1) Attract and retain high-quality accounting students.
 - a. Promote the accounting programs to promising students through individual faculty member efforts and/or group activities.
 - b. Maintain effective career advisement.
- 2) Promote and reward excellence in teaching.
 - a. Facilitate integration of appropriate technology into instructional materials and methodologies.
 - b. Encourage development of innovative instructional materials and methodologies.
 - c. Provide professional growth opportunities for faculty.
- 3) Prepare students to enter into a rapidly changing business environment by providing a dynamic accounting education.
- 4) Prepare students to meet the educational prerequisites of one or more major professional certification programs.
- 5) Prepare graduates for placement in quality employment in public accounting, industry or the public sector.
- 6) Seek continual improvement in education.
 - a. Engage in ongoing assessment and evaluation of the educational programs from both internal and external perspectives.
 - b. Review and improve the curricula constantly.

Intellectual Contributions Objectives

Accounting faculty engage in the application of knowledge and instructional development to improve business practice, to encourage and support innovative teaching methods and curricula, and to foster their intellectual and professional growth. Continuing goals are to contribute to the professional growth of faculty and encourage and reward the following activities:

- 1) Disseminate through publication in practitioner, academic and educational journals and other outlets the results of relevant accounting research and instructional methodologies.
- 2) Present research findings, serve as panelists, speakers and discussants, and perform in other capacities at professional meetings.
- 3) Review papers for academic and education journals.
- 4) Foster and mentor relationships involving joint scholarly endeavors.
- 5) Pursue other intellectual contributions aimed at fostering intellectual and professional growth of the faculty.

Service Objectives

Accounting faculty members serve the College, University, accounting profession, and business and academic communities through active participation in professional and business organizations. Encourage accounting faculty to:

- 1) Participate and serve in national professional organizations.
- 2) Participate and serve as advisors of student organizations in business and accounting.
- 3) Build and maintain productive working relationships with potential employers for graduates.
- 4) Participate in and serve as leaders in professional organizations at the local level.
- 5) Participate in and serve as leaders in the community and University.
- 6) Provide assistance to other university functions including advising, recruitment, admissions, and orientation.

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