

**Department of Accounting, Harley Langdale, Jr. College of Business Administration
2018 Five Year Strategic Plan
Updated September, 2020**

Strategic Goal #1: Recruit, retain, and graduate a diverse student population.

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
Provide students with knowledge and skills for career placement.	<p>a. Increase support opportunities through tutoring, labs, and other techniques to improve retention and graduation rates.</p> <p>b. Enhance placement resources via the LCOBA Career Strategies Center.</p> <p>c. Enhance student advising to support placement and engagement.</p>	Time and funding	<p>Accounting Department</p> <p>Career Strategies Coordinator</p>	<p>a. In progress</p> <p>b. Completed; ongoing</p> <p>c. Completed; ongoing</p>
Facilitate student academic and professional engagement appropriate to degree programs and learning goals.	<p>a. Create more opportunities for student interaction with business leaders through classroom visits, block schedules, and student/faculty organizations.</p>	Time and funding	<p>Accounting Department</p> <p>Development Director</p>	a. Completed; ongoing
Restructure educational delivery, as necessary, to meet the needs of a diverse student population.	<p>a. Provide greater opportunities for degree programs, utilizing online classes, hybrid classes,</p>			

<p>Increase enrollment and diversity in the accounting program.</p>	<p>a. Provide students with information about our accounting programs and career opportunities at the LCOBA Open House.</p> <p>b. Establish goals for enrollment growth in the undergraduate and graduate programs.</p> <p>c. Increase program diversity (socioeconomic; geographic; ethnic; etc.).</p>	<p>Time</p>	<p>Accounting Department</p> <p>Office of the Dean</p>	<p>a. Completed; ongoing</p> <p>b. Completed; ongoing</p> <p>c. Completed; ongoing</p>
<p>Maintain and deploy a faculty sufficient to ensure quality outcomes across degree programs.</p>	<p>a. Ensure a sufficient number of qualified faculty members are available to deliver course offerings at the undergraduate and graduate levels.</p> <p>b. Participate in the Georgia Master Teacher Program to develop faculty skills.</p>	<p>Time and Funding</p>	<p>Office of the Dean</p> <p>Accounting Department</p>	<p>a. Completed; ongoing</p> <p>b. Completed; ongoing</p>
<p>Incorporate current technology into course design.</p>	<p>a. Develop an assessment of technology used in courses, and develop ways to more fully incorporate technology across the curriculum.</p> <p>b. Consult employers or published surveys periodically to determine technology skills desired in the workplace.</p>	<p>Time and Funding</p>	<p>Accounting Department</p> <p>Office of the Dean</p>	<p>a. Completed; ongoing</p> <p>b. In progress</p>
<p>Ensure that our graduates are equipped to meet the demands and expectations of their future employers.</p>	<p>a. Work with local and regional businesses to assess their need for additions and/ or modifications to degree programs and certificate offerings.</p>	<p>Time</p>	<p>Accounting Department</p>	<p>a. Completed; ongoing</p>

Strategic Goal #2: Provide an environment of professional development and support for faculty and staff

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<p>Ensure that a well-documented and well-communicated process exists to manage and support staff and faculty over the progression of their careers.</p>	<p>a. Ensure staff and faculty activities are appropriately captured in APL.</p>	<p>Time</p>	<p>Accounting Department Head Associate Dean</p>	<p>a. Completed; ongoing</p>
<p>Develop LCOBA staff to serve the needs of both the Department of Accounting and its students, such as: development, career strategies, and support personnel.</p>	<p>a. Complete comparison analysis of peer institutions to determine whether the services offered and staffing level in LCOBA are equivalent and strive to remedy any deficiencies.</p> <p>b. Secure resources for additional Career Strategies staff and to provide requisite training and/or attend career-related conferences.</p> <p>c. Ensure appropriate training as needed for all staff.</p>	<p>Time and Funding</p>	<p>Accounting Department</p>	

Strategic Goal #3: Engage the local, regional, and global communities

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<p>Increase international experiences of accounting students and faculty.</p>	<p>a. Incentivize and encourage faculty to participate in international/study-abroad programs.</p> <p>b. Incentivize and encourage students to participate in international/study-abroad programs</p>	<p>Time and Funding</p>	<p>Accounting Department</p> <p>Office of the Dean</p> <p>Study Abroad Program Coordinator</p>	<p>a. Completed; ongoing</p> <p>b. In progress</p>
<p>Expand the opportunities for accounting students to participate in paid internship programs with local businesses.</p>	<p>a. Create a mentor program that will allow students to engage with local and regional community business leaders.</p>	<p>Time and funding</p>	<p>Accounting Department</p> <p>Career Strategies Coordinator</p>	

Strategic Goal #4: Pursue continuous improvement of the Department of Accounting

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<p>Demonstrate a commitment to address, engage, and respond to emerging business and social responsibility issues that impact the Department of Accounting regionally and globally.</p>	<p>a. Engage accounting faculty in business and social endeavors with constituents regionally and globally.</p>	<p>Time</p>	<p>Accounting Department</p>	<p>a. Completed; ongoing</p>
<p>Structure the Department of Accounting to ensure proper oversight, accountability, and responsibility for continuing operations of human, financial, physical and infrastructure resources.</p> <p>Evaluate accounting curriculum on an on-going basis for potential changes to accommodate structural changes in the accounting education environment.</p>	<p>a. Develop and conduct any needs assessments.</p> <p>a. Rely on input from the accounting advisory</p>	<p>Time</p>	<p>Accounting Department</p>	<p>a. In progress</p>

<p>Monitor any changes in AACSB guidelines and their impact on the Department's policies.</p>	<p>a. Continue faculty participation in AACSB seminars and joint activities.</p> <p>b. Outline a structure for assessing the accounting Department's strategic plan attainment.</p> <p>c. Review the Department of Accounting's mission statement on a periodic basis and revise as necessary.</p> <p>d. Create committees and task forces, as required, to periodically create, evaluate and update the Department of Accounting's policies.</p>	<p>Time and funding</p>	<p>Accounting Department</p>	<p>a. Completed; ongoing</p> <p>b. Completed; ongoing</p> <p>c. Completed; ongoing</p> <p>d. Completed; ongoing</p>
<p>Create financial strategies to provide resources appropriate to and sufficient for achieving the mission of the Department of Accounting.</p>	<p>a. Initiate alumni engagement via local luncheon opportunities and/or regional events.</p>	<p>Time and funding</p>	<p>Accounting Department</p> <p>Office of the Dean</p> <p>Development Director</p>	<p>a. In progress</p>
<p>Create gift opportunities for donors to allow for investment in human capital of faculty including named chairs and professorships in the Department of Accounting.</p>	<p>a. Actively seek financial gifts by educating the business community leaders of the importance of their investment in accounting.</p>	<p>Time</p>	<p>Accounting Department</p> <p>Development Director</p> <p>Institutional Advancement</p>	<p>a. Completed; ongoing</p>
<p>Expand the number of, and increase the total dollar amount of, gifts raised in student scholarships, with a focus on creating more endowed scholarships.</p>	<p>a. Liaise with the Development Director to secure Accounting Advisory Board members; endowed chair/professorship funding; and student scholarships.</p>	<p>Time</p>	<p>Accounting Department</p> <p>Development Director</p>	<p>a. Completed; ongoing</p>