Fogelman Accounting CTL Committee (BBA & MS degrees)

Minutes from CTL discussion on 4/6/2018

Attending: Erin Henry, Craig Langstraat, Joanna Golden, Jeff Nevels

Absent: Jim Lukawitz (he provided notes via email before meeting)

BBA-Accounting Discussion:

- Benchmarking: Committee recommended going with an 80/20 benchmark.
  Ex: *"The expectation for the Fogelman MS-Accounting is that a minimum of 80% of assessed students will reflect either "Good" (2) or "Exemplary" (3) levels of skill in every assessed area. For any learning objective where 20% or more of assess students fall into the "Fair" (1) level of mastery, a program improvement intervention will be discussed and put forth."*

- The focus of this committee's attention will be on the three Accounting Specific Goals (Financial/Managerial Accounting, Systems & Auditing, US Tax Law/Regulatory Reporting). For all non-Accounting goals (Technology/Global Knowledge/Ethics/Critical Thinking/Communications), the most-recent CTL outcomes and recommendations of the general BBA program will be adopted and applied for the purposes of assessing the BBA-Accounting program. Addressing potential needs in these non-accounting outcomes is beyond the purview of this committee.

- Based on the above, the following Accounting-specific outcomes failed to meet the new benchmark (80% good/exemplary) for the BBA in Accounting program:
  - Goal 3 / Objective 1 (23% Fair): Students will demonstrate an acceptable level of competence in applying U.S. Tax Law for compliance and planning purposes.
  - Goal 3 / Objective 2 (23% Fair): Students will demonstrate an acceptable level of competence in applying U.S. financial regulations related to investments and banking law (e.g., SEC compliance).

- For these two objectives, the committee agreed to collect additional information before making formal recommendations for improvement:
  - G3/O1: Craig will talk with John Malloy and Joshua Coyne about how they assess this skill and to brainstorm potential ways of addressing the observed shortfall.
  - G3/O2: Erin & Jeff will talk with Larry Moore, Ken Lambert & Joseph Zhang about how they assess this skill and to brainstorm potential ways of addressing this shortfall.

MS-Accounting Discussion:

- Benchmarking: Committee recommended going with a 90/10 benchmark.
  Ex: *"The expectation for the Fogelman MS in Accounting is that a minimum of 90% of assessed students will reflect either "Good" (2) or "Exemplary" (3) levels of skill in every assessed area. For any learning objective where 10% or more of assess students fall into the "Fair" (1) level of mastery, a program improvement intervention will be discussed and put forth."*

- Based on the above, the following outcome failed to meet the new benchmark (90% good/exemplary):
    - Goal 1 / Objective 1 (11% Fair): Students will able to process & understand the information and outputs needed by various organizations using appropriate documentation.
    - Action: Joanne & Jeff will meet with Kevin Kim to better understand how he assesses students on that outcome.

- The following goals technically met the new benchmark, but the committee recommended Sandy do some additional research with the faculty who assessed them to better understand how they were assessed for potential additional discussion by this committee:
    - Goal 1 / Objective 3 (8% Fair)
    - Goal 3 / Objective 2 (6% Fair)