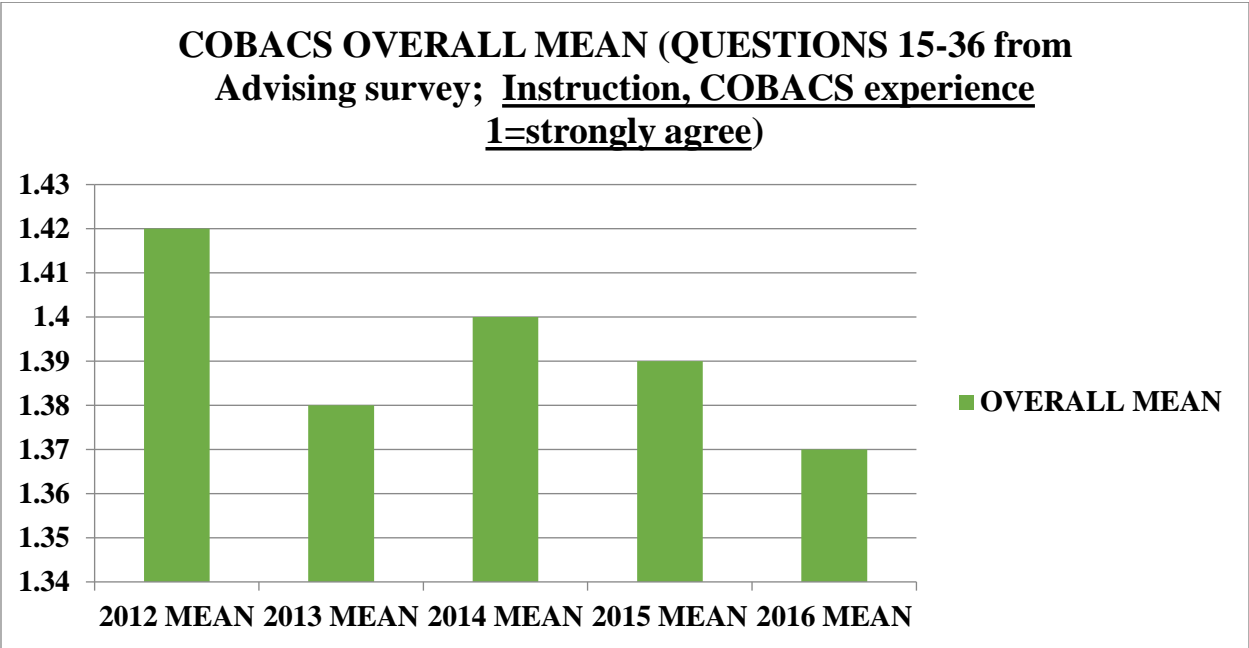
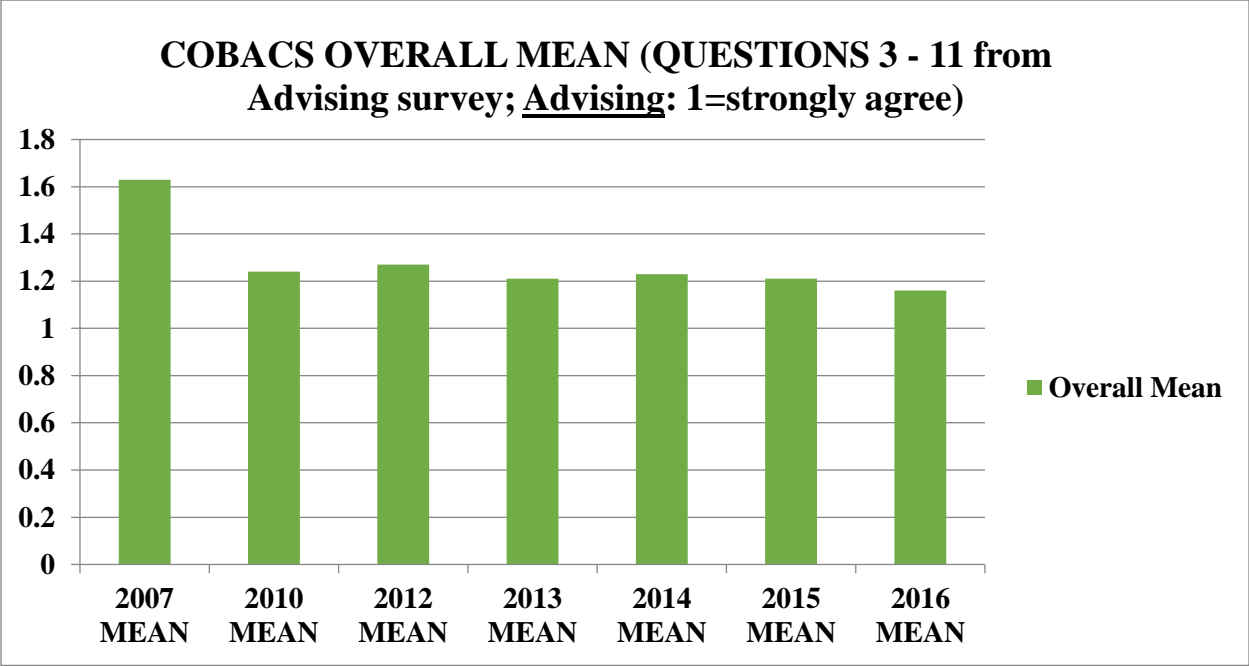


SBU Accounting Department Program Effectiveness Goals, Fall 2016

Our goals match up very well with key SBU goals. They relate to:

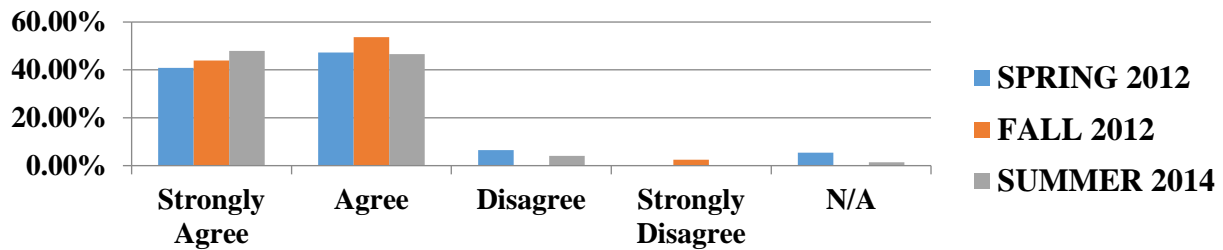
1. **Student satisfaction:** Our objective, as measured by the survey taken during advisement (focuses on both advisement and instruction/SBU experience) is to average 1.8 or less.
2. **Alumni satisfaction:** Our objective, as measure by periodic alumni surveys, is for the sum of the “agree” & “strongly agree” responses to be at least 75%.
3. **Retention:** Our objective, as reported by SBU, is for the Accounting Department retention rate to exceed the SBU average.
4. **Graduation:** Our objective, as reported by SBU, is for the Accounting Department retention rate to exceed the SBU average.
5. **Enrollment:** Our objective is to have 40 Accounting Department majors, or about 10 per class (freshmen through senior).
6. **Integrating faith and discipline** in our efforts to carry out the SBU mission of being a Christ-centered, caring academic community: Our objective, based on a related question in periodic alumni surveys, is for the sum of “agree” & “strongly agree” responses to be at least 80%.

Our College of Business & Computer Science (COBACS) has collected at least “3 data points” for each of these objectives, and the results are shown in the following pages. Some data is not available by department, so overall COBACS data is used (in the case of the Alumni Survey, we know that, over time, almost half of the responses have come from Accounting majors, so the results would be very specific to accounting). The Accounting Department likely represents about 11-13% of COBACS majors, so getting valid (enough) accounting-specific data is difficult sometimes.

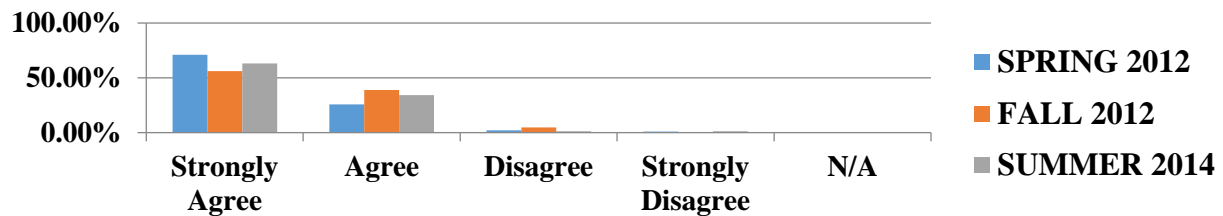


We are currently exceeding our “student satisfaction” objective of “lower than 1.8” in the surveys.

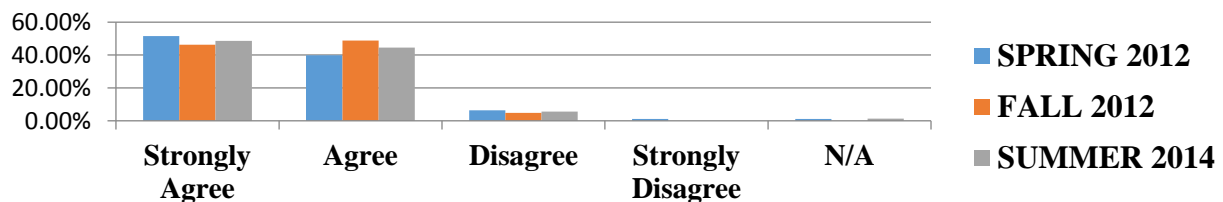
7. The experiences I had in the SBU College of Business & Computer Science prepared me for my current job-Alumni.



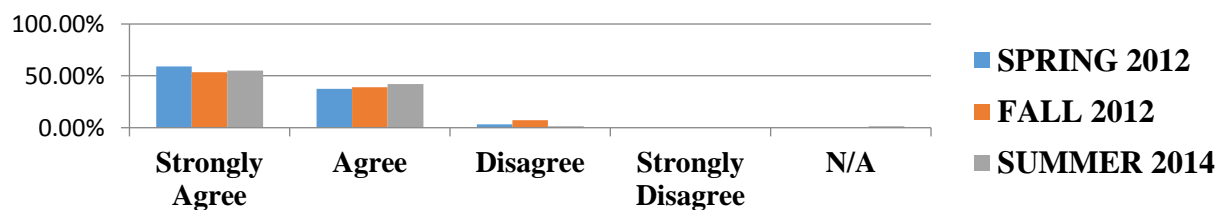
5. Alumni-The SBU College of Business & Computer Science had a high-quality program in my subject area.



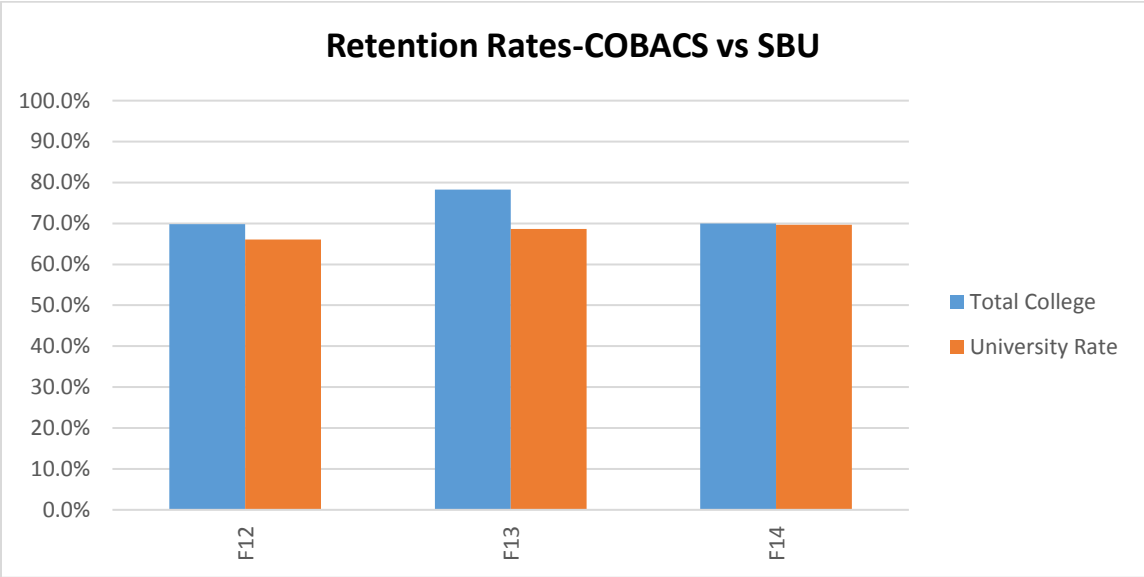
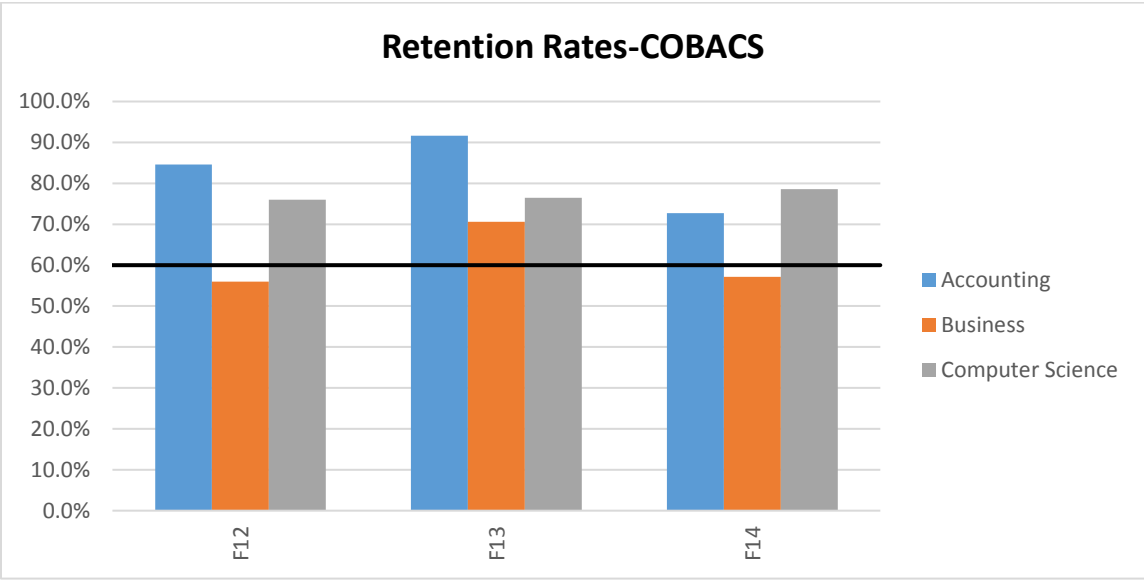
8. Alumni-My degree program covered the body of knowledge and skills in the major field which are basic to the practice of my profession.



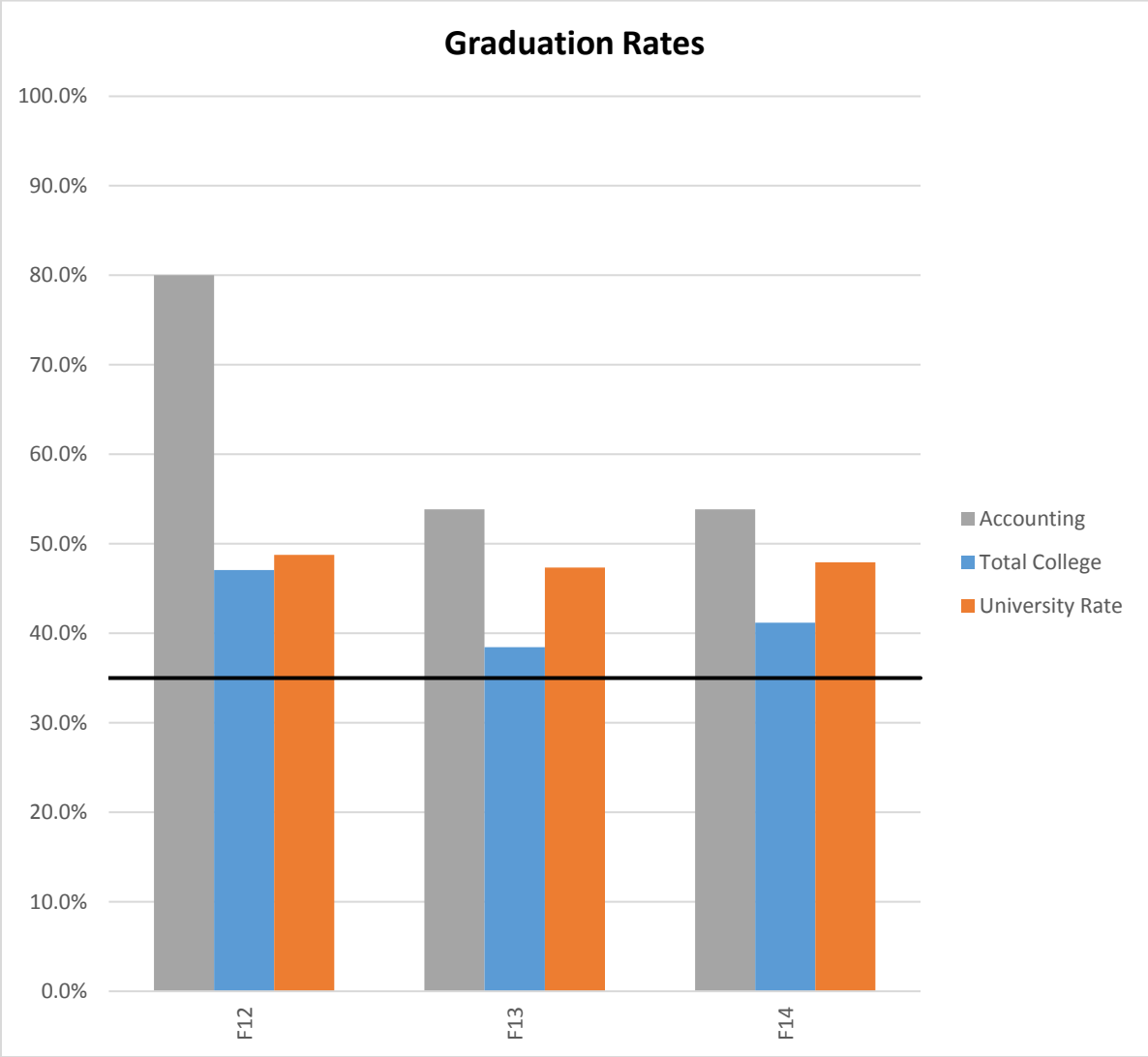
19. Alumni-The SBU College of Business and Computer Science provided a faculty who demonstrated excellence in scholarship and teaching.



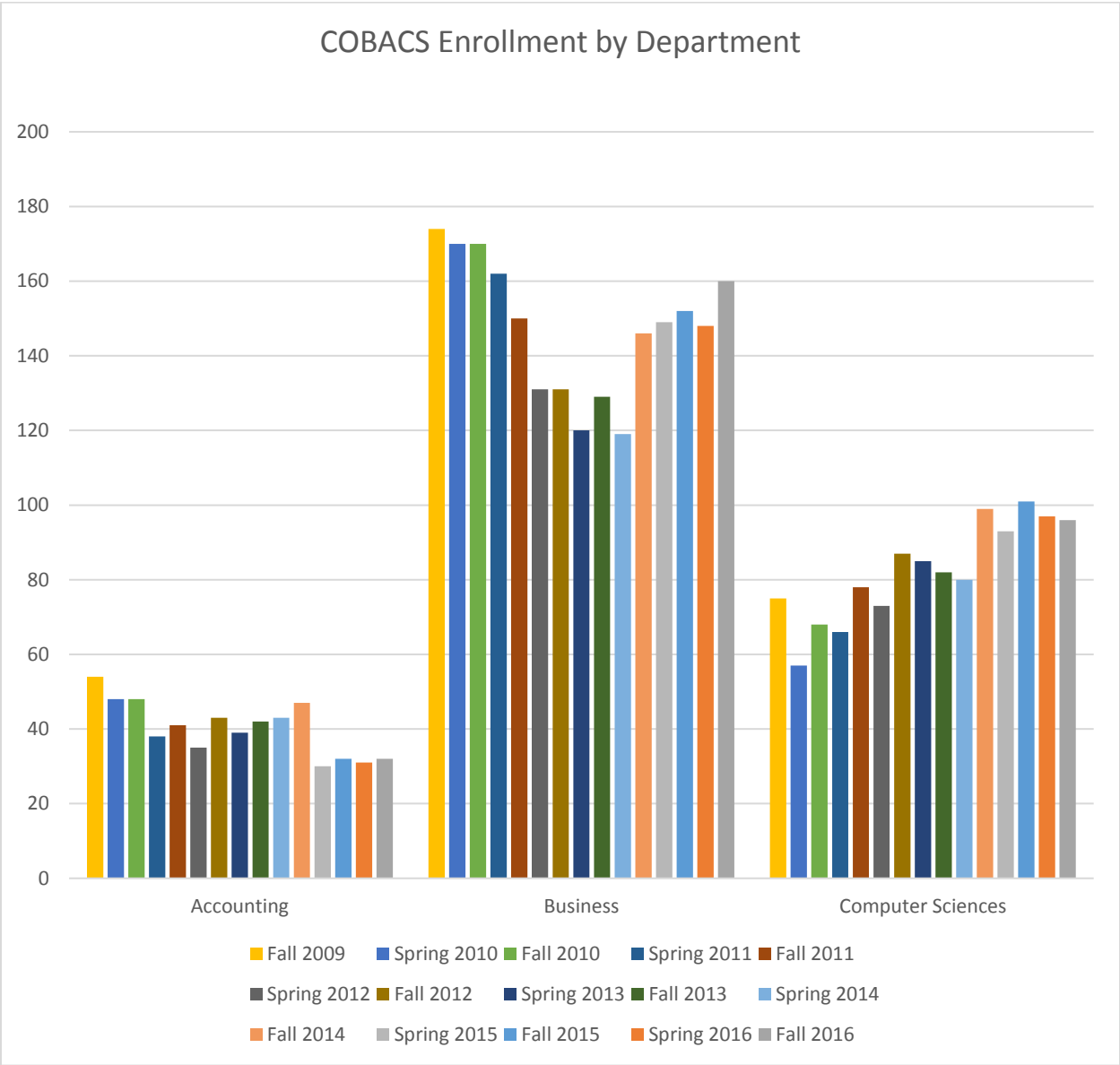
Based on the above Alumni surveys, the sum of the “agree” & “strongly agree” scores on these key issues indicate that COBACS & ACC (ACC represented 47.1% of the above responses) are doing a good job preparing students for success in their careers.



Retention for our ACC Department is well above the SBU average. We work hard to attract quality students to SBU, and if they come, they typically stay, even if not in accounting. There could be a strong correlation between “quality of student attracted,” and “likelihood of staying at SBU.” If that’s the case, the lower-quality ACC majors from Fall 2016 could impact retention/graduation.



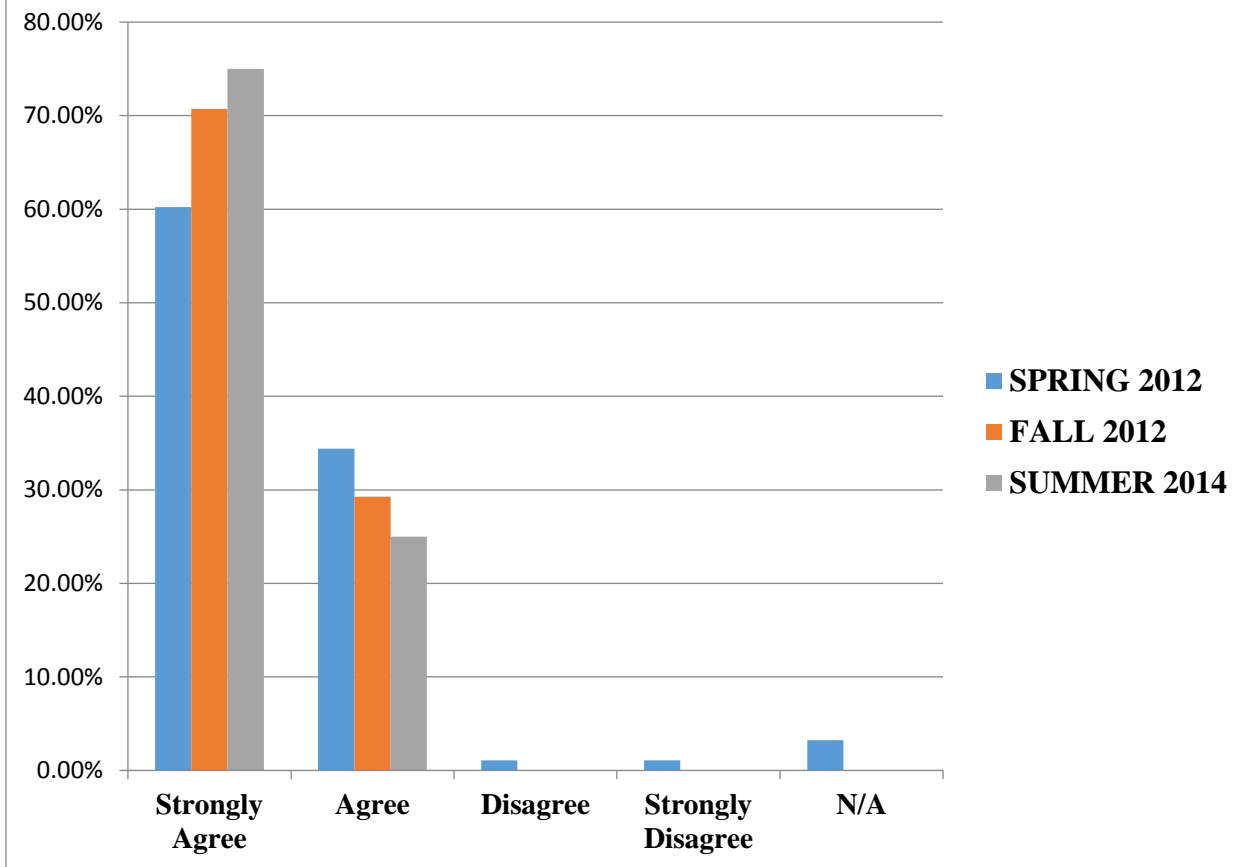
The SBU Accounting Department Graduation Rate, based on available SBU-supplied information, continues to meet our objective of being above the SBU average.



Enrollment is trending lower in ACC like it is for SBU undergraduate overall. For several years, we’ve had a well-above-average ACC recruiting program, but demographics of fewer high school graduates in our region is beginning to take its toll. As ACC transitions to new leadership in 2017, some new ideas are already being tested to try to increase enrollment.

Along with fewer students, our ACC program is experiencing lower-quality students based on ACT score. For several years, our overall average ACT has been 26+, but for Fall 2016 we dropped to 25.2 due to an incoming class average of 21.6 (an average we’ve never seen). As difficult as our program is, students of this caliber will struggle mightily to complete the program. We have a meaningful “freshman-year” scholarship to attract higher quality students (25+ ACT), so we hope we can effectively use this to get the quality we have been used to (for Fall 2016, only 1 student qualified for this scholarship; in other years, we’ve have 3-5 students qualify).

21. SBU College of Business and Computer Science is a Christ-centered, caring academic community-Alumni.



The alumni survey information above (Accounting Department responses are almost 50% of the total) show the sum of “agree” and “strongly agree” is well over 80%, our target for this important objective.

CONCLUSION:

The top 2 COBACS Strategic Goals are to: (1) Provide strong academic programs, and (2) integrate Biblical truths and faith in the disciplines residing within COBACS. The evidence presented herein (alumni satisfaction, faith integration satisfaction, retention rates, graduation rates, student satisfaction) indicate the SBU Accounting Department is successfully meeting those objectives that tie in closely with COBACS (and SBU) Goals.

Our significant issue at this point is enrollment, a problem generally plaguing the whole university. The Accounting Department will be going through a transition over the next year with the current Department Chair retiring and existing department faculty assuming that role. The department hopes to return to an average of about 10 majors per class (40 overall), and the new leaders are already working to come up with new, fresh ideas to reach the objective.