

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

<p><b>Increase enrollment and diversity in the accounting program.</b></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><b>a. Completed; ongoing</b></p> <p><b>b. Completed; ongoing</b></p> <p><b>c. Completed; ongoing</b></p>
<p><b>Maintain and deploy a faculty sufficient to ensure quality outcomes across degree programs.</b></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><b>a. Completed; ongoing</b></p> <p><b>b. Completed; ongoing</b></p>
<p><b>Incorporate current technology into course design.</b></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><b>a. Completed; ongoing</b></p> <p><b>b. In progress</b></p>
<p><b>Ensure that our graduates are equipped to meet the demands and expectations of their future employers.</b></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><b>a. Completed; ongoing</b></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><b>Ensure that a well-documented and well-communicated process exists to manage and support staff and faculty over the progression of their careers.</b></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><b>a. Completed; ongoing</b></p>
<p><b>Develop LCOBA staff to serve the needs of both the Department of Accounting and its students, such as: development, career strategies, and support personnel.</b></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><b>Increase international experiences of accounting students and faculty.</b></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><b>a. Completed; ongoing</b></p> <p><b>b. In progress</b></p>
<p><b>Expand the opportunities for accounting students to participate in paid internship programs with local businesses.</b></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><b>Demonstrate a commitment to address, engage, and respond to emerging business and social responsibility issues that impact the Department of Accounting regionally and globally.</b></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><b>a. Completed; ongoing</b></p>
<p><b>Structure the Department of Accounting to ensure proper oversight, accountability, and responsibility for continuing operations of human, financial, physical and infrastructure resources.</b></p> <p><b>Evaluate accounting curriculum on an on-going basis for potential changes to accommodate structural changes in the accounting education environment.</b></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><b>a. In progress</b></p>

<p><b>Monitor any changes in AACSB guidelines and their impact on the Department's policies.</b></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><b>a. Completed; ongoing</b></p> <p><b>b. Completed; ongoing</b></p> <p><b>c. Completed; ongoing</b></p> <p><b>d. Completed; ongoing</b></p>
<p><b>Create financial strategies to provide resources appropriate to and sufficient for achieving the mission of the Department of Accounting.</b></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><b>a. In progress</b></p>
<p><b>Create gift opportunities for donors to allow for investment in human capital of faculty including named chairs and professorships in the Department of Accounting.</b></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><b>a. Completed; ongoing</b></p>
<p><b>Expand the number of, and increase the total dollar amount of, gifts raised in student scholarships, with a focus on creating more endowed scholarships.</b></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><b>a. Completed; ongoing</b></p>