

School of Accounting

Vision, Mission, Core Values, SOA Student Learning Goals, and Strategic Plan

Reflecting Central Michigan University's Strategic Plan: Advancing Excellence (2017-2022)
and the College of Business Administration's Strategic Plan (2019-2020)

Vision Statement

We prepare our graduates to become accounting professionals who significantly impact their organizations and communities.

Mission Statement

We nurture student success by providing a transformative educational experience.

Core Values

1. **Student-centered Learning.** We value rigorous, active, lifelong learning.
2. **Business Connected.** We value ongoing engagement with the business community and adaptable programs designed to meet current and future business needs.
3. **Broadly Educated.** We value a broad educational background that cultivates critical thinking and innovation.
4. **Integrity.** We value ethical and socially responsible behavior.
5. **Relevant Research.** We value intellectual contributions that impact accounting and business practices, policy, theory, and pedagogy.
6. **Diversity and Inclusion.** We value collegiality, diversity, and inclusion where ideas are judged on the strength of their intellectual merit.

SOA Student Learning Goals

1. Apply technology to solve accounting problems.
2. Use critical thinking/problem-solving skills to make appropriate accounting decisions.
3. Analyze and communicate business and financial information effectively.
4. Understand the professional responsibilities, ethical standards, and regulatory environment of accountants.
5. Demonstrate competency in core accounting concepts and knowledge.

CMU Imperative I: Nurturing Student Success

“CMU provides a transformative education to prepare students for successful careers and fulfilling lives. Successful students complete their programs of study in a reasonable amount of time and are well prepared for careers and/or postgraduate study. Alumni perceive their CMU education as a sound investment” (from Advancing Excellence: CMU’s Strategic Plan, 2017-2022—see

https://www.cmich.edu/about/Strategic_Planning/Documents/AcademicExcellenceStrategicPlan.pdf).

The SOA values active, rigorous, student-centered learning. It provides a transformative education to prepare students for successful careers in accounting, business, and/or postgraduate studies while helping them to complete their program of study in a reasonable amount of time. We seek to meet the changing educational needs of students with a curriculum that encompasses the current demands of the accounting profession.

SOA Strategies for Imperative I (Nurturing Student Success)

Strategy 1. We offer rigorous, active, student-centered learning in courses.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|---|--|
| Maintain or increase the proportion of faculty participating in at least one teaching-oriented program each year (e.g., CETL program, AAA workshop, AACSB symposium, or other activity) | <ul style="list-style-type: none"> ▪ Provide financial support for faculty to attend training programs (ongoing) ▪ SOA brown bag for best practices in teaching and for updates in curriculum (2020) ▪ Monitor currency of curriculum and teaching strategies used (ongoing) | <ul style="list-style-type: none"> ▪ OFIS ▪ Assurance of Learning data ▪ RPT review material and UTF evaluation forms ▪ SOA Faculty Survey |

Strategy 2. We engage students in transformational experiences:

- a. Promote internship opportunities.
- b. Assist students to obtain professional certifications.
- c. Encourage students to participate in Registered Student Organizations (RSOs).

Strategy 2(a). Promote internship opportunities.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|---|
| Maintain or increase the proportion of accounting majors participating in an internship opportunity | <ul style="list-style-type: none"> ▪ Foster relationships with employers (ongoing) ▪ Educate students about the importance of internships (ongoing) ▪ Inform students of internship and leadership opportunities (ongoing) ▪ Advise Students when to apply for internships and how to arrange coursework (ongoing) | <ul style="list-style-type: none"> ▪ CBA Exit Survey, (e.g., Mgt. 499) ▪ SOA Faculty Survey ▪ SOA Exit Exam Survey ▪ Major Signing Packet Materials ▪ SOA Chair Worksheet (2020) |

Strategy 2(b). Assist students to obtain professional certifications.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|--|--|
| Maintain or increase the proportion of accounting majors intending to pursue a professional certification (e.g., CMA, CPA) | <ul style="list-style-type: none"> ▪ Include relevant certification information in the SOA advising packet (ongoing) ▪ Hold an annual Professional Certification Information Session for accounting majors (2020) ▪ Leverage CMA Exam Scholarship opportunities through the IMA (ongoing) | <ul style="list-style-type: none"> ▪ CBA Exit Survey (e.g., Mgt. 499) ▪ SOA Exit Exam Survey ▪ Major Signing Packet Materials |

Strategy 2(c). Encourage students to participate in Registered Student Organizations (RSOs).

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|---|--|
| Maintain or increase the proportion of accounting students involved in an accounting or business-related RSO | <ul style="list-style-type: none"> ▪ Support student organizations (ongoing) ▪ Include student organization information in the major signing packet materials (ongoing) ▪ Inform students of accounting organization activities in major signing packet materials (2020) | <ul style="list-style-type: none"> ▪ CBA Exit Survey (e.g., Mgt. 499) ▪ Faculty Survey ▪ SOA Exit Exam Survey ▪ Major Signing Packet Materials |

Strategy 3. We provide opportunities for students to seek and secure employment in accounting-related fields upon graduation (including admission to graduate school) and maintain communication with alumni.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|--|
| <p>Maintain or increase the proportion of graduating accounting majors who have secured full-time employment in an accounting-related field and remain connected to the SOA</p> | <ul style="list-style-type: none"> ▪ Support Career Fairs (e.g., Meet the Recruiters) (ongoing) ▪ Encourage classroom visits by recruiters (ongoing) ▪ Support employer networking events (ongoing) ▪ Require students to use College and Career Development Services (e.g., mock interviews, resume review) and to attend other Career Development events (ongoing) ▪ Encourage participation in the SOA Resume Workshop (ongoing) ▪ Encourage students to join LinkedIn (2020) ▪ Survey Alumni one and five years after graduation (2021) | <ul style="list-style-type: none"> ▪ CBA Exit Survey (e.g., Mgt. 499) ▪ Survey Data from Career Development Center ▪ SOA Exit Exam Survey ▪ Academic, Planning, and Analysis (APA) Data ▪ SOA Faculty Survey ▪ SOA LinkedIn Page |

Strategy 4. We invest in retaining our students and graduating them in a timely manner:

- a. Facilitate student success in the accounting curriculum.
- b. Facilitate minimizing the number of credit hours to graduation.

Strategy 4(a). Facilitate student success in the accounting curriculum.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|--|---|
| Maintain or increase student retention for accounting majors | <ul style="list-style-type: none"> ▪ Hold faculty workshops to discuss and share successful teaching strategies (2020) ▪ Inform CBA Student Services of preferred pathways for timely graduation for accounting majors (ongoing) ▪ Educate faculty on best practices for accounting advising (ongoing) ▪ Enhance consistency in expectations across accounting courses (ongoing) ▪ Require each accounting major meet at least once (e.g. at end of junior year) with an accounting faculty advisor to review degree progress (2020) ▪ Facilitate student tutoring (ongoing) | <ul style="list-style-type: none"> ▪ Academic Planning and Analysis (APA) Retention Data ▪ SOA Faculty Survey ▪ CBA Student Services Materials ▪ SOA Exit Exam Survey |

Strategy 4(b). Facilitate minimizing the number of credit hours to graduation.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|--|
| Maintain or reduce the average number of credit hours students complete at graduation | <ul style="list-style-type: none"> ▪ Inform CBA Student Services of preferred pathways for timely graduation for accounting majors (ongoing) ▪ Update accounting major maps to facilitate timely graduation (ongoing) ▪ Require each accounting major meet at least once (e.g. at end of junior year) with an accounting faculty advisor to review degree progress (2020) ▪ Provide student advising to maximize 'double-counting' toward degree requirements (ongoing) ▪ Monitor trends in hours to graduation for accounting majors (2020) ▪ Promote accelerated MBA Program (ongoing) | <ul style="list-style-type: none"> ▪ Curricular Actions ▪ Academic Planning and Analysis ▪ Major Signing Packet Materials ▪ SOA Exit Exam Survey ▪ SOA Faculty Survey |

Strategy 5. We commit to increasing diversity in the SOA.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|---|--|
| Recruit and support students and faculty from underrepresented groups | <ul style="list-style-type: none"> ▪ Target recruitment material and social media to underrepresented groups (ongoing) ▪ Support NABA (ongoing) ▪ Track demographic differences between SOA and CBA (2020) | <ul style="list-style-type: none"> ▪ Academic Planning & Analysis (APA) ▪ Demographic Data ▪ Faculty Personnel Services |

CMU Imperative II: Fostering Scholarly Activity

“CMU encourages a scholarly environment that attracts and fosters talented and diverse students, faculty and staff. Scholarship is essential to the intellectual life of a university and its accreditation. We embrace a broad view of scholarship, recognizing the value of theoretical and applied research, field-specific and interdisciplinary research, creative efforts, artistic performances, and pedagogical inquiry” (from Advancing Excellence: CMU’s Strategic Plan, 2017-2022)

The SOA encourages a scholarly environment. Scholarship is essential to the intellectual life of the SOA and its accreditation. We embrace a broad view of scholarship, recognizing the value of theoretical and applied research, field-study and interdisciplinary research, and pedagogical inquiry.

SOA Strategies for Imperative II (Fostering Scholarly Activity)

Strategy 1. Faculty are engaged in quality research that is visible to the public.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|--|---|
| All research active faculty will have a Google Scholar profile and upload scholarly work into SSRN | <ul style="list-style-type: none"> ▪ Provide training and support for creating Google Scholar and SSRN accounts (2020) ▪ Require a Google Scholar profile and an SSRN manuscript upload of research for professional development funds (ongoing) | <ul style="list-style-type: none"> ▪ Google Scholar (track percentage of faculty with profiles and total SOA citations) ▪ SSRN (track percentage of faculty with profiles, and total SOA downloads) |

Strategy 2. Faculty present and publish research that has impact.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|--|--|
| Increase or maintain the percentage of faculty who publish in academic, practitioner, and pedagogical journals | <ul style="list-style-type: none"> ▪ Support faculty to present at conferences (ongoing) ▪ Support research that impacts theory, policy, practice, and pedagogy (ongoing) ▪ Hold SOA faculty brown bags to informally share ideas and insights (2020) | <ul style="list-style-type: none"> ▪ OFIS ▪ Research Credit Awards ▪ SOA Faculty Survey |

Strategy 3. Faculty continue to meet AACSB standards for faculty qualifications and scholarly activity.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|--|
| Maintain AACSB requirements for accreditation in the four qualification areas: SA \geq 40%, SA + PA + SP \geq 60%, and SA + PA + SP + IP \geq 90% | <ul style="list-style-type: none"> ▪ Review faculty status in all Article 6 and all reappointment, promotion, and tenure (RPT) decisions as well as UTF Evaluation Forms (annually) (ongoing) | <ul style="list-style-type: none"> ▪ OFIS AACSB Short Vita ▪ AACSB Tables ▪ Article 6 & RPT Documentation ▪ UTF Evaluation Forms |

Strategy 4. Faculty offer opportunities to work with students on scholarly activities.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|---|--|
| Maintain or increase the number of Honors contracts and capstones completed with students | <ul style="list-style-type: none"> ▪ Support faculty who participate in Honors contracts and capstones (ongoing) ▪ Promote relationships with Honors Department (ongoing) | <ul style="list-style-type: none"> ▪ OFIS ▪ SOA Faculty Survey ▪ Honors Department Data ▪ SOA Exit Exam Survey |

CMU Imperative III: Strengthening Partnerships in Michigan and Beyond

“CMU values community partnerships. We will emphasize partnerships with alumni, communities, corporations, government agencies and nonprofit organizations that lead to mutual growth and enhancement, starting with those in Michigan and going beyond to our country and the world” (from Advancing Excellence: CMU’s Strategic Plan, 2017-2022).

The SOA values and seeks partnerships with professional accounting firms, corporations, government agencies, nonprofit organizations, and alumni to form strong stakeholder commitments with the SOA.

SOA Strategies for Imperative III (Strengthening Partnerships)

Strategy 1. Faculty engage employers and partners in SOA events.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|---|
| All faculty participate in at least one activity or event annually that engages faculty, students, and other constituents | <ul style="list-style-type: none"> ▪ Support SOA professional and social events (ongoing) ▪ Encourage participation of stakeholders in SOA activities (e.g., classroom presentations, RSO speaker) (ongoing) ▪ Hold annual/biannual Advisory Board Meetings (ongoing) ▪ Survey alumni (2021) ▪ Support Meet the Recruiter event (ongoing) | <ul style="list-style-type: none"> ▪ OFIS ▪ SOA Faculty Surveys |

Strategy 2. Faculty participate the professional and academic accounting communities.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|--|--|--|
| Maintain or increase the proportion of faculty who participate in accounting-related organizations | <ul style="list-style-type: none"> ▪ Support faculty membership in professional accounting and business organizations (ongoing) ▪ Support faculty attendance at professional conferences (ongoing) | <ul style="list-style-type: none"> ▪ OFIS ▪ SOA Faculty Survey |

Strategy 3. Engage potential SOA students in events and activities that connect them with the SOA.

| Target/Outcome | Actions | Metrics/Measures (Data Sources) |
|---|--|--|
| Maintain or increase the percentage of faculty who participate in events to engage non-SOA students | <ul style="list-style-type: none"> ▪ Participate in events such as CBA Day, Fire-up Fridays, CMU and You Day (2022) | <ul style="list-style-type: none"> ▪ OFIS ▪ SOA Faculty Survey |

