

**Department of Accounting, Harley Langdale, Jr. College of Business Administration**  
**2015 Five Year Strategic Plan**  
**August, 2017**

**I. STRATEGIC GOALS**

**Strategic Goal #1: Support and align the Department of Accounting with Valdosta State University's and LCOBA's missions and strategic plans.**

1. Temporarily Suspended
2. Planning/Development Phase
3. Implementation Phase
4. Completed; Evaluation Phase
5. Completed; Continuing
6. Responsibilities Assigned
7. Completed

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<b>Conduct periodic reviews in order to align the Department of Accounting's policies with those of LCOBA and the University.</b>	a. Review annually the University's and LCOBA's strategic plans, missions, and faculty handbook for any changes.  b. Formulate an on-going plan of action for addressing the strategic plan assessment.	Time	Accounting Department	<b>a. Completed; Evaluation Phase</b>  <b>b. Completed; Continuing Responsibilities Assigned</b>
<b>Engage the Department of Accounting's stakeholders when developing changes to the Department's strategic plan and mission statement.</b>	a. Create a task force, as needed, to adjust the Department's strategic plan, mission and faculty manual to align with those of LCOBA and the University.	Time	Accounting Department	<b>a. Completed; Continuing Responsibilities Assigned</b>

**Strategic Goal #2: 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>	<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><b>a. Planning/Development Phase</b></p> <p><b>b. Completed; Evaluation Phase</b></p> <p><b>c. Completed; Continuing Responsibilities Assigned</b></p>
<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	<p>Accounting Department</p> <p>Development Director</p>	<b>a. Completed; Continuing Responsibilities Assigned</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, and flipping the classroom to increase student enrollment and engagement.	Time and funding	Accounting Department	<b>a. Completed; Evaluation Phase</b>
<b>Ensure that curriculum content is appropriate for the degree programs and learning objectives.</b>	a. Make adjustments to course and curriculum content based on feedback from local business leaders and/or changes in professional requirements.	Time	Accounting Department	<b>a. Completed; Evaluation Phase</b>

<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, and the Ignite and Governor’s Honors Program (GHP).</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; Evaluation Phase</b></p> <p><b>b. Completed; Evaluation Phase</b></p> <p><b>c. Completed; Evaluation Phase.</b></p>
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**Strategic Goal #3: Foster an environment of innovative teaching and scholarship**

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<b>Maintain and deploy a faculty sufficient to ensure quality outcomes across degree programs.</b>	<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>	Time and Funding	<p>Office of the Dean</p> <p>Accounting Department</p>	<p><b>a. Completed; Continuing Responsibilities Assigned</b></p> <p><b>b. Completed; Evaluation Phase</b></p>
<b>Produce high-quality intellectual contributions that are consistent with LCOBA's mission.</b>	<p>a. Financially support faculty with publication/submission fees associated with academic research.</p>	Time and Funding	<p>Office of the Dean</p> <p>Development Director</p>	<b>Completed; Continuing Responsibilities Assigned</b>
<b>Incorporate current technology into course design.</b>	<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>	Time and Funding	<p>Accounting Department</p> <p>Office of the Dean</p>	<p><b>a. Implementation Phase</b></p> <p><b>b. Implementation Phase</b></p>
<b>Ensure that our graduates are equipped to meet the demands and expectations of their future employers.</b>	<p>a. Work with local and regional businesses to assess their need for additions and/ or modifications to degree programs and certificate offerings.</p>	Time	Accounting Department	<b>a. Implementation Phase The</b>

**Strategic Goal #4: Provide an environment of professional development and support for faculty and staff**

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<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>	a. Ensure staff and faculty activities are appropriately captured in Digital Measures.	Time	Accounting Department Head  Associate Dean	<b>a. Implementation Phase</b>
<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>	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.  b. Secure resources for additional Career Strategies staff, and to provide requisite training and/or attend career-related conferences.  c. Ensure appropriate training as needed for all staff.	Time and Funding	Accounting Department  Office of the Dean	<b>a. Completed; Continuing</b>  <b>b. Completed; Evaluation Phase</b>  <b>c. Completed; Continuing Responsibilities Assigned</b>
<b>Facilitate professional development opportunities available to staff and faculty.</b>	a. Obtain external funding and/or allocate a portion of budgeted funds to assist staff and faculty with travel and registration expenses related to attending academic and professional conferences.	Time and Funding	Accounting Department Development Director Office of the Dean	<b>a. Completed; Continuing Responsibilities Assigned</b>

**Strategic Goal #5: Engage the local, regional, and global communities**

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<b>Increase international experiences of accounting students and faculty.</b>	<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>	Time and Funding	<p>Accounting Department</p> <p>Office of the Dean</p> <p>Study Abroad Program Coordinator</p>	<p><b>a. Completed; Evaluation Phase</b></p> <p><b>b. Implementation Phase</b></p>
<b>Expand the opportunities for accounting students to participate in paid internship programs with local businesses.</b>	a. Create a mentor program that will allow students to engage with local and regional community business leaders.	Time and funding	<p>Accounting Department</p> <p>Career Strategies Coordinator</p> <p>Development Director</p>	<b>a. Temporarily Suspended</b>
<b>Utilize community business leaders as a resource to students, allowing them to gain real-world perspectives on careers and further business knowledge.</b>	a. Continue to foster collaborative relationships with businesses and institutions across the region.	Time	Accounting Department	<b>a. Completed; Evaluation Phase</b>
<b>Engage the local community through volunteering and community education events.</b>	a. Work with professional accounting chapters and the Chamber Executive Directors of the surrounding eight (8) counties, led by the Valdosta – Lowndes County Chamber, to promote accounting and to identify opportunities to provide joint events to engage the regional business leaders.	Time	Accounting Department	<b>a. Completed; Continuing Responsibilities Assigned</b>

**Strategic Goal #6: Enhance financial resources for the Department of Accounting**

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<b>Create financial strategies to provide resources appropriate to and sufficient for achieving the mission of the Department of Accounting.</b>	a. Initiate alumni engagement via local luncheon opportunities and/or regional events.	Time and funding	Accounting Department Office of the Dean Development Director	<b>Implementation Phase</b>
<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>	a. Actively seek financial gifts by educating the business community leaders of the importance of their investment in accounting.	Time	Accounting Department Development Director Institutional Advancement	<b>a. Implementation Phase</b>
<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>	a. Liaise with the Development Director to secure Accounting Advisory Board members; endowed chair/professorship funding; and student scholarships.	Time	Accounting Department Development Director	<b>a. Implementation Phase</b>

**Strategic Goal #7: Pursue continuous improvement of the Department of Accounting**

Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
<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>	a. Engage accounting faculty in business and social endeavors with constituents regionally and globally.	Time	Accounting Department	<b>a. Completed; Evaluation Phase</b>
<b>Structure the Department of Accounting to ensure proper oversight, accountability, and responsibility for continuing operations of human, financial, physical and infrastructure resources.</b>	a. Develop and conduct any needs assessments.	Time	Accounting Department	<b>a. Implementation Phase</b>
<b>Evaluate accounting curriculum on an on-going basis for potential changes to accommodate structural changes in the accounting education environment.</b>	a. Rely on input from the accounting advisory board and local/regional businesses to help assess the need for changes in the curriculum.  b. Participate in AOL activities.	Time	Accounting Department	<b>a. Implementation Phase b. Completed; Continuing Responsibilities Assigned</b>



<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. Implementation Phase</b></p> <p><b>b. Implementation Phase</b></p> <p><b>c. Implementation Phase</b></p> <p><b>d. Implementation Phase</b></p>
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