

Kansas State University  
Accounting Department – Strategic Plan – 2003-2008

### Student Recruiting & Retention

#### Goal

The Accounting Department will recruit and retain quality accounting students in both the undergraduate and the graduate programs.

#### Statement:

As the Accounting Department, we recognize the importance of recruiting and retaining quality students. The outputs, students who are both productive citizens and successful professional accountants, created by the Accounting Department will be impacted by the quality of the inputs we recruit and retain.

#### Action Steps

- The Accounting Faculty will develop a plan to recruit top students from the high school ranks.
- The Head of the Department of Accounting will explore the feasibility of raising scholarship money for freshman and sophomore students to be used as a tool in recruiting goods students into the accounting program.
- The Accounting Faculty will use the first two accounting courses as a recruiting ground for top students by talking about the accounting profession and its possibilities and by identifying goods students in the courses and providing opportunities for them to learn about the profession.
- The Accounting Faculty will develop plans to retain quality students.
- The Accounting Faculty will develop a "tracking" system for monitoring accounting students progress through the whole program.
- The Accounting Faculty will promote the MAcc program, especially to K-State undergraduate accounting majors.

### Faculty Recruitment and Retention

#### Goal

The Accounting Department will recruit and retain quality Accounting Faculty who have the skills to help to achieve the goals outlined in the Department of Accounting's mission and statement of focus and commitment.

#### Statement

As the Accounting Department, we recognize our outputs are dependent on the quality of the individuals within our department.

#### Action Steps

- The Accounting Faculty will recruit faculty based on a "strategic vision." Recruiting will be based on an assessment of future needs.
- The Accounting Faculty will develop plans to retain quality faculty members.
- The Accounting Faculty will support and encourage both academic research and continuing education related to professional issues, curriculum and pedagogy.
- The Accounting Faculty will continue to evaluate faculty evaluation standards and enhance faculty evaluation tools.

## Curriculum and Pedagogy

### Goal

The Accounting Department seeks to maintain innovative curricula that add value to students at the introductory, undergraduate and graduate levels focusing on providing students with sufficient technical and conceptual knowledge for a successful career in accounting as well as with the problem-solving and communication skills necessary to apply their knowledge in a professional setting.

### Statement

The key component of the mission of the Department of Accounting is innovative education. This education is based on a strong undergraduate program with an integral fifth year masters program. While the focus of the College of Business is appropriately on undergraduate education, maintaining a value-added masters program is vital to maintaining the viability and reputation of the accounting program given the existing professional accounting environment. In short, the presence of a quality graduate program is pivotal to maintaining the reputation of the accounting undergraduate program.

### Action Steps

- 1 The department will identify and implement relevant areas of emphasis in the MAcc program that draw on faculty strengths subject to constraints of available faculty resources in both the Accounting Department and other departments in the College of Business.
- 2 The department should continue to recognize the importance of course content in the introductory courses as a promotion tool for the profession and foundation for later parts of many university curriculums. These courses should continue to maintain a focus on introducing individuals to business decision-making and the role of accounting information in the decision process as well as a focus on meeting general education requirements.
- 3 The department will endeavor, within resource constraints, to maintain a superior learning environment in all of its courses. This may include maintaining appropriate class sizes, incorporating active learning and staffing using a mix of faculty appropriate to each course.
- 4 The faculty will conduct periodic curriculum reviews that cover both content and skills.
- 5 The faculty will seek to incorporate the influence of advanced technologies in their courses and will monitor progress.

External Relationships  
(Fund Raising, Community Outreach and Building Industry Relationships)

Goal

The Accounting Department seeks to improve existing business relationships and form new alliances to provide support for curriculum, faculty and student recruiting efforts.

Statement

As a Department, we recognize the importance of external relationships in providing support for the other 3 key initiatives: curriculum development, faculty development and student recruitment. Without the continued participation and support of our partners in public accounting, industry and the community, the Department will not be able to continue to provide a quality accounting education at both the undergraduate and graduate levels.

Action Steps

- 1 Develop a long-range budget to identify needs and sources of support.
- 2 Obtain funding support for key initiatives.
- 3 Identify mutually beneficial opportunities for faculty professional development and enrichment.
- 4 Provide student opportunities for internships, practicum experience and employment after graduation.
- 5 Cooperate with external parties when evaluating and updating the curriculum to meet the ever-changing needs in public accounting and industry.
- 6 Utilize Advisory Council members to organize smaller committees to advise the Department on specific issues.

Placement