Institutional Goal 2: Increase Student Access
Institutional Goal 3: Improve Student Success

Name of Program: Accounting and Finance

Mission/Purpose Statement: The mission of the Business and Accounting Department is to educate students in business decision making skills and accounting procedures that will meet the employment needs of the communities it serves.

**Outcome # 1: Program Retention, Fall to Fall**

Baseline:	57.8%	Fall-to-Fall (Average program retention – 2012-13; 2013-14; 2014-15)
Standard:	59.8%	Fall-to-Fall
Target:	61.8%	Fall-to-Fall

Data / Results:

Fall-to-Fall

Year	Fall Enrollment	Grads	Return	Non-Completers	Program Retention	New Program	Institutional Retention
2009-2010	57	6	24	20	52.6%	7	64.9%
2010-2011	51	9	24	14	64.7%	4	72.3%
2011-2012	71	8	20	35	46.5%	8	50.7%
2012-2013	56	8	25	17	58.9%	6	69.6%
2013-2014	53	16	11	23	50.9%	3	56.6%
2014-2015	47	9	21	14	63.8%	3	70.2%
2015-2016	51	13	21	11	66.7%	6	78.4%
2016-2017	51	14	21	13	68.6%	3	74.5%
2017-2018	62	9	27	21	58.1%	5	66.1%

Sources: Curriculum Registration Progress Financial Aid Reports (CRPFA) and Entrinsik Informer Report – IE – Graduates – Acad Credentials by Term by Program Code

Fall to Fall Program and Institutional Retention, A25100
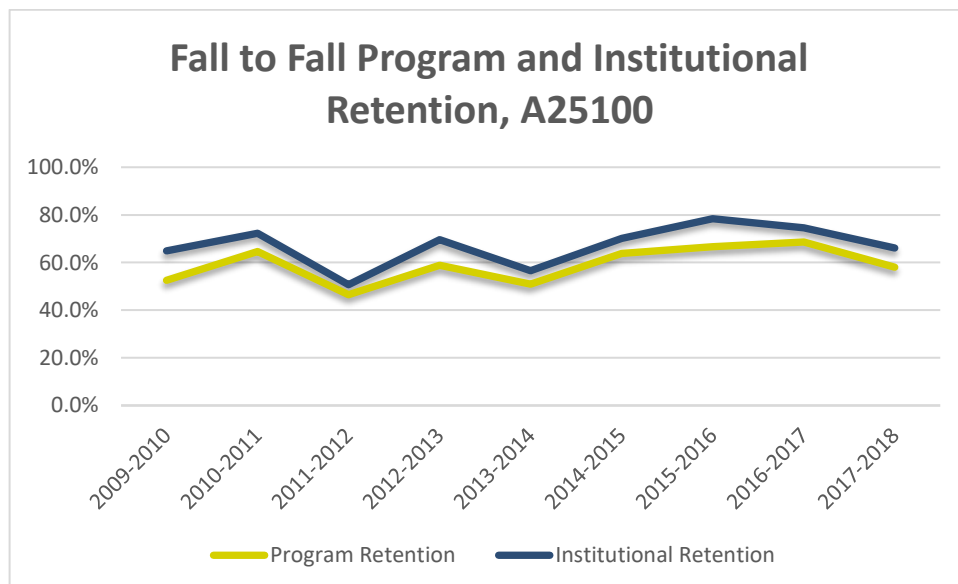
2018-2019 Strategies / Action Items:

Item #	Strategies / Action Items	Results *(State the progress/results of the strategies identified. Provide number/percent accomplished.)*
1	Use the Aviso software program to communicate with students and advisees.	The faculty of the Accounting and Finance Department have used Aviso to communicate alerts throughout the fall and spring semester. We also used the notes feature to communicate information to the achievement coaches regarding correspondence concerning the progress alerts.
2	Add Accounting Diploma	After consulting with our departmental advisory committee, we all agreed that our department would add an Accounting Diploma to our program offerings. Accounting faculty and Department Chair reviewed the current degree program to develop the diploma program. Curriculum forms were prepared, presented and approved at a Fall 2018 curriculum committee meeting. The diploma program is effective Fall 2019.

Provide narrative for analysis of program retention. *(Based on the data, provide a narrative of your analysis of fall to fall retention. Indicate factors that may have affected your retention. State any changes you plan to address for next year that may affect / increase your retention.)*

Within the Accounting and Finance program, the trend line in both program and institutional retention shows a positive trend with year-to-year fluctuations. These fluctuations may indicate external retention issues, i.e. employment, family. The faculty advisors are using multiple approaches to reach out to students in an effort to retain them in our programs. We have already begin to see successes with the use of these methods.

Provide narrative for analysis of standard/target. *(As a result of the data analysis, indicate changes to the standard or target. Did you meet your standard/target? If you met your standard/target, what percentage would you like to increase your standard/target? Please provide an overall analysis of the results of your standard/target. Provide percentage of increase/decrease.)*

We did not meet the standard and target for program retention. We experienced a shortage of 1.7% for our standard and 3.7% for our target. We did meet both the standard and target for institutional retention. It is very common for the faculty advisors in our program area to direct students to other program areas including business administration or college transfer. This is based on discussions in advising sessions regarding students' goals and career plans.

2019-2020 Strategies / Action Items: *(Identify new action items as a results of your review and assessment of previous year data and action item results.)*

Item #	Action Items *(Identify action items as a result of your program outcome assessment.)*	Assessment of Action Items *(State the method of assessment; how you plan to evaluate/assess the results of the action items.)*
1	Increased focused advising efforts.	Faculty will use multiple means of reaching out to students for advising and registration purposes. The faculty will also communicate alerts to low performing students and the achievement coaches assigned to our department. We will also take measures to make sure all certificate, diploma and degree completers are recognized.
2	Improve student email communication.	The faculty will incorporate tactics and assignments in all business and accounting courses aimed at improving student usage and responses.