Outcomes Assessment
Developing Meaningful Tools to Assess Learning Outcomes

by Julie Adamich Ph.D., CPA — St. Petersburg College

An “overview” of the process to develop and implement a meaningful assessment of your program’s major learning outcomes.

The Southern Association of Colleges and Schools (SACS) recognizes the importance of a “research-based systematic review” of programs and thus has included this core requirement as part of the reaffirmation process. St. Petersburg College has responded to this requirement with a 6-step process to coordinate with faculty the collection and analysis of data documenting by major learning outcome for each program student achievement with the goal of analyzing the results to develop action plans to improve student learning and development. This analysis also initiates a dialogue between faculty and administration regarding the effective/efficient use of resources within the institution.

Assessment is an integral part of the Planning and Evaluation Process.

- It is a Formative evaluation process
- based on the Continuous collection and analysis of data
- with the primary purpose of emphasizing improvement of:
  - student learning
  - student development
  - the program within the institution

Another reason—“Accreditation” Requirements for SACS Reaffirmation

- “The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that incorporate a systematic review of programs and services that (a) results in continuing improvement and (b) demonstrates that the institution is effectively accomplishing its mission.” (Core Requirement 5)
- “The institution identifies college-level competencies within the general education core and provides evidence that graduates have attained those competencies. (3.5.1 Gen Ed Competencies)

The following outlines the process that was developed and implemented at St. Petersburg College to address these requirements:

Step 1: Define the program’s major learning outcomes.

- Select those outcomes that are “absolutely essential” for academic success.

(continued on page 2)
Outcomes Assessment (continued from page 1)

- While the outcomes should be comprehensive, it is not feasible to assess every learning outcome within a program/course.
- Each outcome should be defined with the intention of connecting the outcome with a specific method for assessment.

Step 2: Develop/select an assessment plan or methodology to assess the major learning outcomes.
- Identify a plan that will provide you meaningful results, including how, when, and where to conduct the assessment; collect the data; analyze & use the results.
- Select one or more suitable assessment tools, e.g., national exams, faculty-developed multiple choice exams, projects, portfolios etc.

Step 3: Based on your assessment plan, coordinate/implement the assessment.
- How = Select a tool, e.g., multiple choice exam, project, portfolio, etc.
- When/Where = in a capstone course, as a graduation requirement, etc.
- Collect assessment data = quantify the evaluation results at a level of detail that provides meaningful feedback to support each learning outcome.

Step 4: Summarize the assessment results for each major learning outcome.
- Multiple Choice Exams:
  - Scantron forms using Parscore software to document results (descriptive statistics and item analysis)
  - WebCT or Angel (descriptive statistics and item analysis)
- Projects/Portfolios
  - Rubric with the option of web-based input
  - EXCEL file detail by student (rows) and quantified evaluation of each learning outcome (columns)
  - Summarize each column providing descriptive statistics (i.e., mean, standard deviation, frequency distribution, histogram, etc.)

Step 5: Analyze assessment results and prepare an assessment report
Analyze each major learning outcome, based on the statistical results. Include the following:
- Criteria for Success, i.e., expected statistical results
- Summary of Assessment Findings, i.e., actual statistical results
- Use of Results, i.e., analyze results to determine if planned program improvements are deemed necessary
- Action Plan and Timetable for Implementation
- Budgetary and Planning Implications

Step 6: Implement the action plan and prepare a follow-up report.
- Program/Course assessment provides a systematic plan for generating program improvement. Therefore, the analysis/evaluation of assessment results should generate possibilities for curricular improvement, e.g., revision of course objectives, etc.
- A “Follow-up” Report should be submitted during the following fiscal year reflecting the status of each action plan item.
Hotel Information

The American Accounting Association’s 2006 Annual Meeting will be held in the Marriott Wardman Park Hotel and Omni Shoreham Hotel in Washington, DC, August 6-9.

Marriott Wardman Park Hotel
2660 Woodley Road, NW
Washington, DC 20008
Phone: 202-328-2000
Fax: 202-234-0015

The special room rate for meeting attendees is U.S.$179.00 (single or double occupancy).

To receive the special conference rate be sure to:
• Make your reservations by June 26, 2006
• Identify yourself as attending the American Accounting Association Annual Meeting.

Some Annual Meeting sessions and events will be held at the Omni Shoreham Hotel.

 Omni Shoreham Hotel
2500 Calvert Street NW
(at Connecticut Ave.)
Washington, DC 20008
Phone: 202-234-0700
Fax: 202-265-7972

The special room rate for meeting attendees is U.S.$179.00 (single or double occupancy).

To receive the special conference rate be sure to:
• Make your reservations by June 26, 2006
• Identify yourself as attending the American Accounting Association Annual Meeting

Two-Year Section Website

Tim Nygaard

Did you know that the Two-Year Section has a website? It does, and we are asking you to help us make it better. We are asking for your submissions to the AAA presentations page. If you have given any presentations that you would like to share on our web site, submission is simple. Attach your presentation to an email addressed to tim.nygaard@kctcs.edu. In the Subject bar, type “two-year presentation submission,” and tell me what you would like your link to say when it is posted (i.e., “Presentation on Web-Enhanced Learning” by Tom Smith, Jones University). Include a link to your school site if you wish.

Communicator NEWS

The Communicator is primarily available online. If you want a hard copy, please print it out from our website at http://aaahq.org/TwoYear/communicator.htm. Or, you may email Linda Tarrago at ltarrago@hccfl.edu and she will attach or mail you a copy.

Please share the Communicator with your colleagues. This issue has interesting articles and publisher ads.
The Two-Year College Educator of the Year Award

Do you know someone who has distinguished him/herself in the field of accounting education? Please nominate that individual for the annual Educator of the Year award, which will be presented at the American Accounting Association conference in Washington, DC this summer during the meeting of the Two-Year College Section. This is a wonderful way to recognize the professional contributions of one of our colleagues. A committee of the Two-Year College Section will select the recipient.

Eligibility: The candidate must:
1. Have at least ten years of teaching experience and currently teach at a two-year college.
2. Have at least five years of continuous membership (including the current year) in the AAA Two-Year College Section.

Note: Current officers and selection committee members are not eligible for this award. Two-Year College Section members may be eligible if they teach at four-year institutions. Contact the selection committee chair with questions about eligibility.

Criteria: The candidate must show evidence of:
1. Excellence and innovation in teaching accounting.
2. Commitment to the improvement of teaching within his or her institution.
3. Leadership in the development of teaching and learning beyond his or her own courses.

Nomination Procedure: The nominator must notify the committee by May 10, 2006. This can be done by letter or email message. Self-nominations are acceptable.
   • The candidate must submit nomination materials (see next section) by May 31, 2006.
   • The address for submissions is: Linda Tarrago; Hillsborough Community College; P.O. Box 30030; Tampa, FL 33630-3030

Nomination Materials: The candidate should submit the following by May 31, 2006:
1. Name, college address, home address, college phone number, home phone number, fax number, and email address of candidate.
2. A curriculum vitae or resume.
3. Other materials that show:
   3.1. Number of years of teaching experience.
   3.2. Number of years as a member of the AAA Two-Year College Section.
   3.3. Evidence of teaching excellence. Examples: data from teaching evaluations over several years, list of special course development efforts, description of effective teaching strategies used, letters from colleagues and students, examples of course materials, previous teaching awards or summaries of student ratings.
   3.4. Evidence of educational leadership. Examples: conducting seminars, workshops, conferences or other events for colleagues; papers, texts, newsletters, or other publications related to teaching; work on special projects related to learning.
LIFETIME ACHIEVEMENT IN ACCOUNTING EDUCATION AWARD
Two-Year Section of the American Accounting Association

The Lifetime Achievement in Accounting Education Award of the Two-Year Section of the American Accounting Association is designed to recognize full-time college accounting educators who have distinguished themselves for excellence in teaching and for involvement in the accounting profession. The award extends profession-wide recognition to the recipient and promotes role models in academe.

A committee of the Two-Year Section of the American Accounting Association will review the nominations and select the recipient. The award will be presented at the annual meeting of the American Accounting Association.

ELIGIBILITY

The committee will assess each nominee considering the following qualifications. The criteria listed under each qualification will be used as guidelines by the committee in determining the nominee’s eligibility for the award.

1. Length of Teaching Career. A past or current full-time accounting educator at a two-year college having a teaching career of at least 20 years. Ten of the twenty years of teaching must have been at a two-year college.

2. Excellence in Classroom Teaching and Motivating Students:
   a. Demonstration of Innovative Teaching Methods: documented by the nominee’s administration, chair, or the nominee.
   b. Curriculum Development: documented by the nominee’s administration, chair, or the nominee.
   c. Student/Faculty Relations: serving as a mentor, advisor to the Accounting Club, advising students, etc.
   d. Recommendations from the nominee’s colleagues, former students, etc.
   e. Service to the Department and/or College: serving on department and/or college committees, i.e., curriculum committee, etc.

3. Contribution to the Accounting Profession and Participation in Scholarly Activities:
   a. Participation in professional accounting organizations, i.e. AICPA, AAA, State CPA societies.
   b. Participation and attendance at seminars, symposia, short courses, and workshops.
   c. Scholarly and professional publications.
   d. Involvement in civic activities.

NOMINATION PROCESS AND APPLICATION PROCEDURE

1. Nominations can be made by anyone who has knowledge of the nominee’s background relevant to the eligibility requirements. Self-nominations will not be accepted.

2. The deadline for nominations is May 31, 2006.

3. Each nomination must consist of four copies of each of the following: (1) a completed nomination form, (2) a statement by the nominator supporting his/her nomination detailing how the nominee meets the eligibility requirements, (3) the nominee’s curriculum vitae, and (4) other submissions to support the eligibility requirements of the award as outlined above.

4. A nominee who is currently involved in administration or research is still eligible for the award as long as he/she has met the 20 year teaching requirement.

5. The nominee need not be a CPA or hold a doctoral degree.

6. Nominees who are not selected for the award can remain eligible for selection in the future, provided that they still meet the selection criteria and updated biographical data is submitted.

7. In any given year there may be no recipient, one recipient, or more than one recipient.

2006 NOMINATION FORM

Name of Nominator ____________________________________________________________
Address ________________________________________________________________

Signature __________________________________________________________________

Name of Nominee __________________________________________________________
College/University _________________________________________________________

Please return this form with supporting documentation by May 31, 2006 to:
Linda Tarrago; Hillsborough Community College; P.O. Box 30030; Tampa, FL 33630-3030; (813) 253-7497; ltarrago@hccfl.edu
The shortage of Ph.D.s in Accounting is acute. A Ph.D. program is expensive for a college to provide and requires a lot of time and sacrifice of the student. This shortage will be more acute if the universities continue with their current procedure.

The current procedure to get an acceptable Ph.D. that is recognized by the AACSB is to:
1. Be accepted to a college program
2. Receive a scholarship for the Ph.D. tuition
3. Take classes and write a dissertation
4. Teach large classes of lower division classes at a low salary
5. Get into a large amount of debt because the stipend received doesn’t come close to the amount needed to survive.
6. Delay getting into the business workforce for 4–6 years.

In order to get a tenure track professorship at an AACSB school a student must go through this servitude process. There is no real world experience and limited teaching experience.

College professors with a Masters degree have real world experience, usually some professional designation, and many years of teaching experience. Add these characteristics to the research degree of a Ph.D. in Accounting and you have stronger research that is more relevant to the business world. The majority of college professors have families to support and have strong ties to their local community which limits their ability to spend the 4–6 years at a low salary to achieve the traditional Ph.D.

The Challenge

I challenge the universities to develop a two or three year program that would accommodate the needs of the college professors. Construct the programs that would resemble programs from NOVA University which meets on a monthly weekend and summer schedule, or online programs such as Touro University and Walden University.

College professors with Master degrees represent a large source of potential Ph.D. candidates that could complete a Ph.D. program rapidly. Targeting the college professors with nontraditional programs will eliminate the Ph.D. shortage in five to six years.

I would also like to challenge the Universities to accept as equals, the traditional programs and the programs that are now available to the working faculty community. I believe that if the Universities hire the college professor with PhD from the non traditional programs their teaching and research will be more relevant to and accepted by the business community.
TWO-YEAR COLLEGE SECTION REPRESENTATIVES

Chairperson and Council Representative
Carol Yacht
Author/Consultant
Computer Accounting Resources &
Online Learning
P.O. Box A
Jerome, AZ 86331
Phone: (928) 634-0603
Fax: (928) 634-9006
Email: carol@carolyacht.com

Secretary/Editor
Linda Tarrago
A.S. Technical Programs
Accounting & Business
Hillsborough Community College
P.O. Box 30030
Tampa, FL 33630-3030
Phone: (813) 259-6017
Email: ltarrago@hccfl.edu

Vice-Chairperson
Christine Kloezeman
Business Division, Accounting Department
Glendale Community College
1500 North Verdugo Road
Glendale, CA 91208
Phone: (818) 240-1000, ext. 5524
Fax: (626) 799-5012
Email: ckloezem@glendale.edu

Coordinator of Regional
Representative Officer-at-Large
William Harvey
Department of Business and Economics
Henry Ford Community College
Dearborn, MI 48128
Phone: (313) 845-9694
Fax: (313) 845-9778
Email: wharvey@hfcc.net

Secretary/Editor
Linda Tarrago
A.S. Technical Programs
Accounting & Business
Hillsborough Community College
P.O. Box 30030
Tampa, FL 33630-3030
Phone: (813) 259-6017
Email: ltarrago@hccfl.edu

Vice-Chairperson
Christine Kloezeman
Business Division, Accounting Department
Glendale Community College
1500 North Verdugo Road
Glendale, CA 91208
Phone: (818) 240-1000, ext. 5524
Fax: (626) 799-5012
Email: ckloezem@glendale.edu

Coordinator of Regional
Representative Officer-at-Large
William Harvey
Department of Business and Economics
Henry Ford Community College
Dearborn, MI 48128
Phone: (313) 845-9694
Fax: (313) 845-9778
Email: wharvey@hfcc.net

REGIONAL REPRESENTATIVES
If you would like to volunteer as a Regional Representative, please contact Linda Tarrago.

Mid-Atlantic Region
Alfred R. Michenzi
Department of Accounting
Sellinger School of Business &
Management
Loyola College in Maryland
4501 N. Charles Street
Baltimore, MD 21210-2699
Phone: (410) 617-2386
Fax: (410) 617-2006
Email: amichenzi@loyola.edu

Ohio
Kenneth Snead
Department of Accounting/MIS
College of Business Administration
Bowling Green State University
Bowling Green, OH 43403-0262
Phone: (419) 372-8160
Fax: (419) 372-2875
Email: ksnead@cba.bgsu.edu

Midwest Region
Ranjani Krishman
Department of Accounting
Eli Broad Graduate School of
Management
Michigan State University
East Lansing, MI 48824-1122
Phone: (517) 353-4687
Fax: (517) 432-1101
Email: krishn15@pilot.msu.edu

Southeast Region
George F. Klersey
Birmingham Southern College
BSC Box 549023
Birmingham, AL 35254
Phone: (205) 226-4809
Fax: (205) 226-3080
Email: gklersey@bsc.edu

Northeast Region
David Schwarzkopf
Assistant Professor
Bentley College
175 Forest Street
Waltham, MA 02452
Phone: (781) 891-2783
Fax: (781) 891-2896
Email: dschwarzkopf@bentley.edu

Southwest Region
Michael K. Shaub
School of Business and
Administration
St. Mary’s University
One Camino Santa Maria
San Antonio, TX 78228-8607
Phone: (210) 431-2036
Fax: (210) 431-2115
Email: mschaub@stmarytx.edu

Western Region
Wendy J. Bailey
A. Gray Anderson Graduate School
of Management
University of California, Riverside
Riverside, CA 92521
Phone: (909) 787-2898
Fax: (909) 787-3970
Email: wendy.bailey@ucr.edu
Imagine if homework could grade itself...

With **Wiley Plus**, you can automate the process of assigning and grading homework on-line. It’s quick and easy!

**Wiley Plus** gives you and your students homework and course management tools, an interactive on-line text, and supplements – all in one convenient web site.

“I highly recommend the **Wiley Plus** program as it reduces the amount of work/grading for the instructor and I have had very positive feedback from students regarding the enhanced learning experience resulting from the program.”

-- Cheryl Copeland
California State University-Fresno
Learn more
Go to: www.wiley.com/college/wileyplus

Or, contact your Wiley representative:
www.wiley.com/college/rep

It starts with you

JOHN WILEY & SONS, INC.
**New Titles from the Leader in Accounting and Tax Education!**

<table>
<thead>
<tr>
<th><strong>INTRODUCTORY ACCOUNTING</strong></th>
<th><strong>INTERMEDIATE ACCOUNTING</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>KLOOSTER &amp; ALLEN</td>
<td>NIKOLAI, BAZLEY &amp; JONES</td>
</tr>
<tr>
<td>Integrated Accounting</td>
<td>Intermediate Accounting, 10e</td>
</tr>
<tr>
<td>for Windows, 5e</td>
<td>0-324-30098-0</td>
</tr>
<tr>
<td>0-324-31249-0</td>
<td></td>
</tr>
<tr>
<td><strong>SURVEY OF ACCOUNTING</strong></td>
<td>STICE, STICE &amp; SKOUSEN</td>
</tr>
<tr>
<td>WARREN</td>
<td>Intermediate Accounting, 16e</td>
</tr>
<tr>
<td>Survey of Accounting, 3e</td>
<td>0-324-31214-8</td>
</tr>
<tr>
<td>0-324-31248-2</td>
<td></td>
</tr>
<tr>
<td><strong>FINANCIAL ACCOUNTING</strong></td>
<td></td>
</tr>
<tr>
<td>DUCHAC, REEVE &amp; WARREN</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting: An Integrated Statements Approach, 2e</td>
<td></td>
</tr>
<tr>
<td>0-324-31211-3</td>
<td></td>
</tr>
<tr>
<td>PORTER &amp; NORTON</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting: The Impact on Decision Makers, 5e</td>
<td></td>
</tr>
<tr>
<td>0-324-30085-9</td>
<td></td>
</tr>
<tr>
<td>INGRAM &amp; ALBRIGHT</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting: Information for Decisions, 6e</td>
<td></td>
</tr>
<tr>
<td>0-324-31341-1</td>
<td></td>
</tr>
<tr>
<td>INGRAM &amp; ALBRIGHT</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting: A Bridge to Decision Making, 6e</td>
<td></td>
</tr>
<tr>
<td>0-324-31335-7</td>
<td></td>
</tr>
<tr>
<td><strong>ACCOUNTING INFORMATION SYSTEMS</strong></td>
<td><strong>FINANCIAL STATEMENT ANALYSIS</strong></td>
</tr>
<tr>
<td>HALL</td>
<td>STICKNEY, BROWN &amp; WAHLEN</td>
</tr>
<tr>
<td>Accounting Information Systems, 5e</td>
<td>Financial Reporting, Financial Statement Analysis, and Valuation: A Strategic Perspective, 6e</td>
</tr>
<tr>
<td>0-324-31295-4</td>
<td>0-324-30295-9</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AUDITING</strong></td>
<td></td>
</tr>
<tr>
<td>KNECHEL</td>
<td></td>
</tr>
<tr>
<td>Auditing: Assurance and Risk, 3e</td>
<td></td>
</tr>
<tr>
<td>0-324-31318-7</td>
<td></td>
</tr>
<tr>
<td><strong>TAX</strong></td>
<td></td>
</tr>
<tr>
<td>WHITTENBURG &amp; ALTUS-BULLER</td>
<td></td>
</tr>
<tr>
<td>Income Tax Fundamentals, 2006 Edition</td>
<td></td>
</tr>
<tr>
<td>0-324-39902-2</td>
<td></td>
</tr>
<tr>
<td>WHITTENBURG, RAABE &amp; CANDELARIA</td>
<td></td>
</tr>
<tr>
<td>0-324-39909-X</td>
<td></td>
</tr>
</tbody>
</table>

This powerful and fully integrated online teaching and learning system provides you with flexibility and control; it saves valuable time and improves outcomes. Your students benefit by having choices in the way they learn through our unique personalized learning path, while receiving immediate feedback every step of the way. All this is made possible by ThomsonNOW™.

Visit [http://www.swlearning.com](http://www.swlearning.com) for more information!
Houghton Mifflin Company
College Division

Caroline Still
College Representative
caroline_still@hmco.com

We are dedicated to providing you and your students with quality educational materials and excellent service!

To request complimentary examination texts, please contact:
Faculty Services Center: phone (800) 733.1717, fax (800) 733.1810
or visit our Online Catalog at college.hmco.com