Administrators of

ACCOUNTING PROGRAMS

A Group of the American Accounting Association

PRESIDENT'S MESSAGE

Membership and Accreditation. These are two areas the Board of Governors and I are planning to emphasize this year. AAPG had approximately 250 members as of October 1, 1986. With something like 630 members of the American Assembly of Collegiate Schools of Business and a similar number of colleges and universities that are not members of AACSB, you can see that our Group represents only a small percentage of accounting programs. It is our goal to build the membership in AAPG to a point where it can say, "This Group of the American Accounting Association represents and is the advocate for academic schools, departments, and areas of accounting in North America." AAPG can do this only if it can count among its members many more schools, departments, and areas of accounting.

How do we plan to increase our membership? We have two distinct goals to accomplish this year:

- To tell prospective members who we are and what we stand for, and
- To deliver the kind of services that will assist department administrators in doing their jobs better.

Before Christmas break, a letter was sent to all non-member schools and departments of accounting outlining the services of the Group, describing the annual seminar scheduled for February 8-10, 1987, and inviting them to join AAPG. As an added incentive, new members will be able to attend without charge the "New Chairs" part of our annual seminar in Tempe on February 8.

We are also asking each of the AAPG Regional Vice Presidents to personally contact twenty department chairpersons in their region to encourage them to join our group.

Finally, we are asking each one of you to contact one potential new member and to ask them to join AAPG. If you get a positive response, call the AAA administrative office in Sarasota at 813-921-7747 and ask them to send your contact an application.

With an outreach such as this, we should dramatically increase our active membership.

Consider the Accreditation thrust. It is not exactly what you think it might be. We are *not* suggesting that all of our members be accredited schools or programs or that all members should aspire to become accredited. There are many reasons why a particular program does not want to become accredited. Regardless of these specific reasons, all of our programs should be interested in becoming as good a program as resources will allow. All programs should want to learn more about

the components of a quality program and to have input in defining the surrogate quality measures that the AACSB uses in its accreditation process. It is the interest in quality and the interest in the measures of quality that will be the focus of AAPG's new Accreditation Division and the Accreditation Vice President. William F. Bentz from the University of Oklahoma has agreed to serve a one-year term as Accreditation Vice President and is in the process of establishing more specific direction for this activity. We want to have a division that consists of all accredited schools, but these schools need the support and advice of all schools in our Group. A more definitive set of objectives and operating guidelines will be the subject of another column in the Spring newsletter. In the meantime, if you have specific suggestions for Bill Bentz, please do not hesitate to drop him a note or give him a call.

Robert E. Schlosser President

EDITOR'S NOTE

Once again, a reminder that the AAPG Newsletter affords the opportunity for better communication among accounting administrators. Please send news items, essays, or other contributions which you feel might be of general interest to Group members to:

Gary W. Heesacker Department of Accounting School of Business & Economics Central Washington University Ellensburg, Washington 98926

The copy deadline for the Spring-Summer issue is April 1.

IN THIS ISSUE President's Message......1 Annual AAPG Meeting3 Accreditation Items......4 Minutes of Board Meeting4 Report to the Board of Governors......5 Report of Database Committee6 Annual Meeting......6 Notice to Seminar Participants......7 Officers, Board Members and Committee Chairs 1986-87 7 Call For Papers8

ADMINISTRATORS OF ACCOUNTING PROGRAMS Statement of Budgeted Receipts, Expenditures and Fund Balances For the Fiscal Year Ending August 31, 1986

	Annual Budget	Actual To 8/31/86	(Over) Under
Balance, September 1, 1985	\$12,096.87	\$12,096.87	\$0.00
Receipts: Membership Dues (300 @ \$50) Seminar Surplus FSA/AAPG Conference	\$15,000.00 0.00	\$13,150.00 6,446.44 391.90	\$ 1,850.00 (6,446.44) (391.90)
Total Receipts	\$15,000.00	\$19,988.34	(\$ 4,988.34)
Less Expenditures: Regional Activities:	67 Talescope (2019-2	manual estimation and a security and estimate and estimat	
Mid-Atlantic	\$500.00	and the second second	\$500.00
Midwest	500.00	\$ 669.46	(169.46)
Ohio	500.00	195.70	304.30
Northeast	500.00	422.28	77.72
Southeast Southwest	500.00	506.00	500.00
Western	500.00 500.00	506.80	(6.80) 500.00
Subtotal, Regional Activities	\$ 3,500.00	\$ 1,794.24	\$ 1,705.76
Board of Governors Meeting	5,000.00	3,526.80	1,473.20
Regional Vice-President's Meetings	750.00		750.00
Annual AAA Mtng.: AAPG Mtng. & Rcptn.	1,580.80	580.80	1,000.00
Data Base Project	4,500.00	3,000.00	1,500.00
Newsletter	1,500.00	1,378.20	121.80
AAA Administrative Support	500.00	203.84	296.16
Miscellaneous	100.00	178.50_	(78.50)
Total Expenditures	\$17,430.80	\$10,662.38	\$ 6,768.42
Net Change in Cash	(\$ 2,430.80)	\$ 9,325.96	(\$11,756.76)
Balances, August 31, 1986 and to Date	\$ 9,666.07	\$21,422.83	(\$11,756.76)

Note: Seminar fees were for two mailings to 525 chairs (brochures & 9-page letters) and badges for the annual seminars.

Submitted by W. F. Bentz, Treas. November 22, 1986

NOMINATING COMMITTEE SEEKS ADVICE

The Nominating Committee of the AAPG is seeking suggestions for persons to serve in several officer and board positions for the 1987-88 year. The positions for which suggestions are sought are President-Elect, Accreditation Vice President, Secretary, Treasurer, three Board positions (two-year terms), and nominees to fill the Regional Vice President positions. Suggestions should be in the hands of one of the Nominating Committee members by February 1, 1987 for consideration. The members of the Nominating Committee are:

Professor Len Savoie Department of Accountancy College of Business Administration University of Notre Dame Notre Dame, Indiana 46556 (219) 239-7324 Professor Floyd Windal School of Accounting University of Georgia Athens, Georgia 30602 (404) 542-1616

Dean Russ Petersen Graduate School of Business College of Commerce and Business Administration P.O. Box J University of Alabama University, Alabama 35486

Professor Bill Markell Department of Accounting University of Delaware Newark, Delaware 19716 (302) 451-2961 Professor Bob Schlosser, President AAPG Graduate School of Management Rutgers University 92 New Street Newark, New Jersey 07102 (201) 648-5510

The Nominating Committee will also write to each member of the AAPG and to each of the current Regional Vice Presidents regarding its search for persons to fill these positions. Please write or call any member of the Nominating Committee with your suggestions before February 1, 1987.

ADMINISTRATIVE SUPPORT COMMITTEE

During 1985-86, the committee investigated the extent to which microcomputers were being used to alleviate some of the administrative burden of accounting program directors. Wayne Morse, chairperson of the committee for 1985-86, prepared a report which was presented at the annual AAA meeting in New York.

The major conclusion was that real administrative applications were mixed. Most chairpersons surveyed were using the PC for word processing. Most other applications dealt with activities and data internal to the accounting programs. Few administrators had the time or expertise to identify potential applications, much less to do the necessary programming.

The following list of applications was developed

from the committee's survey:

Accreditation self-study Advising assignments Advising records Alumni records Budgeting & control of discretionary funds Contribution records Electronic mail Faculty evaluation data Faculty staffing formula as justified by enrollments & majors History of course enrollments Internship program data Predicting course enrollments from preregistration data Scheduling courses, faculty, and rooms Scholarship records.

If you would like a copy of the 1985-86 Committee report, contact the chairperson of the 1986-87 committee at Kent State University, Department of Accounting, 434 BSA, Kent, OH 44242. The committee members for 1986-87 are:

David F. Fetyko, Kent State University, Chairperson

Charles J. Pineno, Clarion University

Teddy L. Coe, North Texas State University

Daniel J. O'Mara, Villanova University

Stuart K. Webster, Lehigh University

The Committee's charge is to monitor and report developments in administering practices, policies, and procedures that may be of interest to the AAPG membership. We are currently thinking of continuing to monitor microcomputer applications with the possibility of developing a list of applications and how to get information on them. Also, we would like AAPG members to suggest other ways in which we can provide help to accounting administrators. Please contact any of the committee members with ideas, as we are ready to finalize the committee's activities for 1986-87. A report in the newsletter or at the AAA annual meeting is planned after we have completed our tasks for the year.

NEWS ABOUT REGIONAL PROGRAMS

by Melvin C. O'Connor

In mid-November, your Regional Vice-Presidents met to discuss and outline AAPG programs to be held in conjunction with next spring's regional AAA meetings. At the time of preparing this edition of the Newsletter, the specifics of the spring programs are unknown. However, an effort will be made to develop programs that will afford an opportunity for potential new AAPG members in each region to learn more about the AAPG and its activities. Of course, the programs also will bring together and, hopefully, enhance the efforts of existing AAPG members.

1986-87 Regional Vice-Presidents are:

Region Mid-Atlantic	
Ohio	
Southeast	
Mid-west	
Southwest	
Western	

1987 ANNUAL AAPG MEETING

The 1987 Seminar for Administrators of Accounting Programs will be held February 8 - 10, 1987 in Tempe, Arizona at the Tempe Mission Palms. The program committee promises not only an abundance of sunshine but also an outstanding program agenda. Program topics include: changing economics of public accounting, content and timing of the CPA exam, impact of changing technology, followup to the Bedford Committee report, accounting program reviews, AIS course content, AACSB study of business schools, making effective presentations, and keeping track of your alumni. For the golfer, arrangements have been made to play at the San Marcos Resort course, one of the best in the southwest, on Tuesday afternoon. A luncheon and campus tour of Arizona State University are scheduled during that same period for nongolfers.

1987 Program Outline

Sunday, February 8

1:30 - 5:30 New chairperson's seminar

6:00 - 7:00 Reception

Monday February 9

7:15 – 8:15 Breakfast buffet

8:30 - 12:00 General sessions

12:00 – 2:00 Luncheon/Speaker

2:00 – 4:50 Concurrent sessions

5:00 - 6:00 Reception sponsored by

Price Waterhouse & Co.

6:00 - 8:00 Dinner

Tuesday, February 10

7:15 – 8:15 Breakfast buffet

8:30 - 9:45 General sessions

9:45 – 12:05 Concurrent sessions

12:30 Luncheon/Golf/Tour of Campus

PROGRAM PARTICIPANTS

Alvin Arens, Michigan State University
Thomas Bausch, Marquette University
James Boatsman, Arizona State University
James Caldwell, Arthur Anderson & Co.
Charles Carpenter, Miami University
John Hunnicutt, Peat, Marwick, Mitchell & Co.
William McCarthy, Michigan State University
Lawrence McKibben, University of Oklahoma
Bernard Milano, Peat, Marwick, Mitchell & Co.
Larry Rittenberg, University of Wisconsin
John Simmons, University of Florida
Doyle Williams, University of Southern California
Stephen Zeff, Rice University

ACCREDITATION ITEMS

The proposal on matters affecting accreditation presented to the AAPG Board of Governors by the 1985-86 Accreditation Committee was adopted in principle. However, some of the recommendations required an amendment to the By-laws and were presented to the membership, prior to the annual meeting in New York, for a formal vote. The requisite majority of the membership approved the amendment to the By-laws.

The amendment created an Accreditation Division within the AAPG consisting of all AAPG members that have obtained either a Type A, B, or C accreditation from the AACSB for their accounting programs. Future meetings of the Accreditation Division will be announced, and accredited and nonaccredited members alike are invited to attend. The objectives of the Division include consideration of accreditation matters that affect AAPG membership and issuance of pronouncements and position statements on accreditation.

The change in the By-laws also created the position of Accreditation Vice-President as a permanent officer and member of the Board of Governors in the AAPG.

The Vice-President will act as a liaison between the AAPG and AACSB and will plan and conduct meetings of the Accreditation Division. Since nominations and elections for 1986-87 had been completed before the formal amendment of the By-laws, President Bob Schlosser appointed Bill Bentz of the University of Oklahoma to fill the vacancy as the first Accreditation Vice-President for 1986-87.

ADMINISTRATORS OF ACCOUNTING PROGRAMS GROUP

MINUTES OF BOARD MEETING Wednesday, August 20, 1986

President Russell Petersen called the meeting to order shortly after 2:00 p.m. The minutes of the previous Board meeting were approved as reported in the Group's newsletter. President Petersen then introduced the new members of the Board who were present.

President Petersen then called on William Bentz, who presented the attached Treasurer's report through June 30 for the fiscal year ended August 31, 1986. Some discussion ensued about membership dues being less than expected. Suggestions about how to increase membership included reduction of fees for new heads to attend the mid-year meeting or at least the new head's session. The discussion included a debate over the success of the regional vice president program in relation to recruiting new members and how this effort might be improved. The Treasurer's report was accepted.

The Secretary was then asked to report on the mail balloting for next year's officers and the By-laws changes. The results of the balloting are attached. Twenty ballots were received before the July 15 deadline and three afterwards. There were no dissents or write-ins on the late ballots. Some discussion followed about the omission of the position of vice president, mid-west. It was decided to award that position to the

original nominee.

The Board next turned its attention to liaison reports. Len Savoie introduced Wayne Morse who chaired the Committee on Administrative Support. He reported that the committee had focused its efforts on identifying and evaluating possible administrative applications of microcomputers within accounting departments or schools. As a result of its informal survey, the committee concluded that there is considerable interest in administrative applications, but progress to date is mixed. Most of the applications identified dealt with activities and data internal to accounting programs. It is expected that applications using common data will have to await campus cooperation.

Board member John Sperry was asked to report on the Accreditation Council. Once again, the chair of the committee proposing the recommended change in the By-laws, Fred Streuling, was present and fielded most of the questions. It was decided that incoming President Robert Schlosser should name the Accreditation Vice President at the Business Meeting so that he or she

could become active immediately.

Dick Visse reported for the Data Base Committee and distributed copies of correspondence with Dick Rogow, its chairman, containing four recommendations. A copy of the report is attached. The Board decided to treat all four recommendations as a package and accepted them as proposed. It was also suggested that the newsletter contain information as to how more detailed information could be obtained from the data base. Use of the report for recruiting purposes was also suggested.

Neither Professors Hallam nor Wyman were present so reports on the newsletter and from the nominating committee were dispensed with. President Petersen then discussed his role on next year's nominating committee. There were no recommendations that he

relinquish that post.

Incoming president Robert Schlosser closed the meeting with some comments about his plans for the coming year. Among other events, he announced that the mid-year meeting would be held February 8-10 in Tempe, Arizona and that the Board would be meeting in Atlanta with the Regional Vice Presidents on November 14 or 21.

Respectfully submitted, Frederick L. Neumann

ADMINISTRATORS OF ACCOUNTING PROGRAMS GROUP

Data Base Project Committee Report to the Board of Governors May 1986

The Data Base Project Committee was asked to conduct a comprehensive review of the Data Base Project and to evaluate relevant aspects of the project's usefulness and cost effectiveness, and to make recommendations to the Board of Governors regarding the continuation of the project. This report represents the results of the committee's review and its recommendations.

After seeking input from the members of the Administrators of Accounting Programs Group (AAPG) of the American Accounting Association through the Fall/Winter 1986 Newsletter, the Board of Governors, and Dr. Doyle Williams, Director of the AAPG Data Base Project, the committee has identified the following issues regarding the Data Base Project. The committee's recommendations to address these issues are also presented.

Issue 1:

Some accounting administrators question the need to continue the AAPG Data Base Project because of a perceived duplication of survey data with data that may be obtained from other sources (AACSB salary survey and Lucille Lammers data). This issue is related to the question raised by the Board of Governors in charge of the committee of whether the Data Base Project is cost-effective in relationship to the benefits derived from the data base results and to Issue 2.

Recommendation 1:

The Committee recommends that:

- A. the Data Base Project be continued until the AACSB salary survey includes the information outlined in Issue 2;
- B. the AAPG and administrators of accredited accounting programs lobby the AACSB to include the information listed under Issue 2 in its salary survey:
- C. the AACSB salary survey results be made automatically available to accounting administrators and/or accounting administrators be informed as to how they may acquire the AACSB salary survey results; and
- D. the AAPG Data Base Project be continued because the Data Base Committee believes that the project's benefits currently outweigh its cost to the AAPG.

Issue 2:

In the opinion of some accounting administrators, the AAPG Data Base does not provide:

- A. salary information by specialty areas in accounting (financial, auditing, managerial/cost, systems) and by academic qualifications (MBA/CPA, "ABD", PhD);
- B. a sufficient number of salary brackets above the \$60,000 level; or
- c. salary information by accredited and non-accredited accounting programs.

Recommendation 2:

The committee recommends that the AAPG revise the data base questionnaire to include the information listed in Issue 2. In addition, the committee recommends that the data base questionnaire incorporate the EEOC questions now asked by the American Accounting Association. The incorporation of the EEOC questions into the AAPG survey instrument will reduce, at least by one, the number of questionnaires that accounting administrators are asked to complete each year.

Issue 3:

Several major doctoral-granting institutions do not regularly participate in the AAPG Data Base Project. For the salary survey to have its maximum usefulness, AAPG must encourage these institutions, as well as all other colleges and universities with accounting programs, to complete the data base questionnaire each year.

Recommendation 3:

The committee recommends that:

- A. the Data Base Committee be enlarged to have regional representation;
- B. the committee member representatives be selected from one of the more established doctoral-granting institutions in each region; and
- C. the representatives be responsible for actively encouraging the other doctoral-granting institutions, as well as the non-doctoral-granting institutions, in their region to participate in the Data Base Project.

Issue 4:

Some accounting administrators believe that the visibility of the AAPG Data Base Project results could

REPORT TO THE BOARD OF GOVERNORS

(Continued from page 5)

be improved by the use of a new cover. The main questions are whether the AAPG is able and willing to expend additional resources to design and print its own cover or whether the AAPG should continue to utilize the current cover provided by the University of Southern California's School of Accounting.

Recommendation 4:

The committee recommends that the AAPG have a new cover designed and printed that will provide the AAPG greater visibility on the data base questionnaire and results. The committee further recommends that appropriate recognition be given to Doyle Williams, Director of the AAPG Project, and the School of Accounting, University of Southern California, on the new cover.

Should the AAPG Board of Governors have any questions about the contents of this committee report, the Data Base Project Committee will be pleased to discuss the above issues and recommendations with the Board.

Respectfully submitted: Robert B. Rogow, Chairman Data Base Project Committee

REPORT OF DATABASE COMMITTEE

Richard F. Bebee, Chair December 1986

Administrators of Accounting Departments continue to find that their requests to deans and higher levels of central administration are facing sterner scrutiny as universities adjust to the current period of austerity. More and more, the need for buttressing resource requests with relevant information and data is evident. One can hope that the more comprehensive the data base available to accounting administrators, the better success they will have in securing favorable decisions. To this end, the Database Committee has sought to design a workable questionnaire that would provide relevant data and make its results a valuable resource for those who are engaged in the resource allocation wars. Specifically, the committee is responsible for revising the data base questionnaire to include:

- a. salary information by specialty areas in accounting (financial, auditing, managerial/cost, systems) and by academic qualifications (MBA/CPA, "ABD". PhD);
- a sufficient number of salary brackets above the \$60,000 level;
- salary information by accredited and non-accredited accounting programs; and
- d. incorporate into the questionnaire the EEOC questions now asked by the American Accounting Association.

The committee is particularly interested in encouraging all accounting departments (those with and without doctoral programs) to participate in the survey. In the long run the committee hopes to develop a plan for the Board of Governors of AAPG to convince the AACSB to modify its data base questionnaire to include information vital to administrators of accounting with the hope that AAPG may be able to drop its own questionnaire and remove the perceived duplication of effort regarding this important area.

We invite an examination of our efforts and, to the extent that you can anticipate your information needs (and they would be feasible for us to implement), we urge you to make them known to the Database Committee. The sole justification for this project is found in the usefulness of the information generated. This annual project has fairly heavy cost both in terms of time and money. We hope that those for whom this effort is made find that it is indeed an optimal use of scarce resources and worthy of our continuing efforts.

ADMINISTRATORS OF ACCOUNTING PROGRAMS GROUP

Annual Meeting Wednesday, August 20, 1986

President Russell Petersen called the meeting to order at approximately 4:00 p.m. The minutes of the 1985 annual meeting, previously published in the AAPG newsletter, were referred to by Secretary Frederick L. Neumann. These were approved as published.

Several reports were reviewed and approved as presented. Treasurer William Bentz presented his report and Secretary Frederick Neumann presented a review of the By-laws revision. He also reported on the election of officers, indicating that the slate was unanimously elected by the 20 individuals voting, except for two write-in votes. The midwest regional vice-president was inadvertently omitted from the ballot. President-Elect Robert Schlosser appointed the intended nominee – David Dittman – to the office.

President Russell Petersen reported on committee activities, as follows: Administrative Support Committee (Wayne Morse, Chair); Accreditation Committee (Fred Streuling, Chair), resulting in By-laws change; Data Base Committee (Robert Rogow, Chair), recommending a continuation of the data base project with modifications; Newsletter Committee; Program Committee.

President Petersen then reflected on the year, as he left the Presidency, along the following lines:

Ten years ago there was little around to help new administrators in the difficult areas of fund raising, admissions and recruiting.

There was nothing comparable to the AACSB new deans' program.

Effort has been made by AAPG to provide tools for new administrators.

He encouraged the organization to continue its efforts in this direction.

He expressed the belief that a great deal of controversy exists concerning accreditation and that the stability of the accreditation process is much in question.

The AAA should continue its efforts to foster accreditation, particularly through the AAPG.

He noted two problems in the AAPG. First is the small numbers voting in elections. Too many are willing to leave the control of major issues in a few people's hands. A problem may be the time of year of the election and that should be reconsidered. Second, he observed that approximately 275 organizations were members of the approximately 500 organizations that are candidates for membership. The total numbers have changed very little in recent years, except for an increase in new business members accompanied by a decline in academic members.

Incoming President Robert Schlosser completed the meeting by thanking President Petersen and stating that he recognized membership as a problem and pledged to make that a major effort in the coming year. He announced the seminar in February, indicating that the topic would be the AAA study on the future of accounting education. The program chairman is Jack Helmkamp of Indiana University. He commended Jim Davis for his work on the 1985-86 newsletters. President Schlosser concluded his remarks by introducing the new officers and members of the Board of Directors.

Following a brief general discussion period, the meeting was adjourned at approximately 4:50 p.m.

Respectifully submitted, Jan R. Williams, Secretary University of Tennessee



NOTICE TO AAPG SEMINAR PARTICIPANTS RE: BEDFORD REPORT

(Future Accounting Education: Preparing for the Expanding Profession)

The chairman of the Bedford Committee, Professor Marc Massoud, will be there to discuss the Bedford Report at Concurrent Session 'A' on Monday, February 9th. He requests that you please read the report before the seminar so that after the session he can report back to the committee and Professor Ray Sommerfeld with your responses. A copy of the Bedford report can be found in the spring 1986 Issues in Accounting Education or feel free to call the American Accounting Association for a copy.

AMERICAN ACCOUNTING ASSOCIATION ADMINISTRATORS OF ACCOUNTING PROGRAMS GROUP OFFICERS, BOARD MEMBERS AND COMMITTEE CHAIRS 1986-87

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iv.

OFFICERS, BOARD MEMBERS AND COMMITTEE

CHAIRS (Continued from page 7)

Western

Eldon Schafer

Regional VP

(206-535-7308)

Pacific Lutheran University

Committee Chr. Admin. Supprt Dave Feytko (216-672-2545)

Kent State University

Committee Chr. Data Base Richard F. Bebee (804-440-3529)

Old Dominion University

Committee Chr. Newsletter

Gary Heesacker (509-963-3339)

Central Washington Univ.

Committee Chr. Program John G. Helmkamp (812-335-8966) Indiana University

Committee Chr. Nominating

Russell J. Petersen (205-348-7443)

University of Alabama

CALL FOR PAPERS

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Send three copies of prospective manuscripts to: Professor Marilyn Neimark, Department of Accountancy, Box 501, Baruch College, The City University of New York, 10010.

Selection of manuscripts for volume II of *Advances in Public Interest Accounting* has been completed. The volume is expected to be published in late summer 1987. Volume I is currently available from the publisher, JAI Press, 36 Sherwood Place, P.O. Box 1678, Greenwich Conn, 06836-1678.

American Accounting Association

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