

# Accounting Programs Leadership Group



A Group of the American Accounting Association

Volume 22, No. 2, Fall/Winter 1998

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## President's Message

As president of APLG, I enter this year with many questions about the future of our teaching profession. I value access to my fellow administrators and I see our committee structure and our annual meeting as a great aid to sorting through the issues I see before us as administrators. I hope you feel the same and I look forward to seeing you in Orlando January 31 through February 2 for our annual meeting.



*Russell M. Barefield*

Before identifying some of the questions on my mind,

I want to take a moment to thank David Campbell for all his help. Now Past-President David Campbell left the APLG in excellent health. Our cash balance is in good shape and his year was a year of accomplishment. I thank him for his good stewardship and I thank him for all his help as I came into office.

Thinking back over the last 30 years, I cannot remember a time when I had greater concerns

about the quality of life of a professional accountant. Seeing our students as our primary "customers," I feel a need to address this issue. Having chosen an academic career, I can clearly say I see a difference between my quality of life and my economic well-being. I also believe there could be a difference between a professional's quality of life and the economic well-being of our professional organizations. Some of my ques-

tions arise because I see strategic planning conducted by the CPA firms and other professional organizations where the primary objective is to insure the economic health of those organizations. I do not question their strategic planning nor do I question their emphasis on wealth issues. I do question whether we are doing enough to represent the interests of our students, our ex-students and the public interest. The young people who come through our programs are individuals, not organizations. Should this distinction cause us to question some of the initiatives that come from our professional organizations? I do not know, but I would like to hear from others on the issue.

Other issues cause me similar concerns. They range from modest issues, like changes in the CPA Examination, to more fundamental issues concerning licensing and the profession's role in serving the public interest. There are great pressures to change the testing methodology and I suspect there will be efforts to broaden the topic coverage of the Exam. In addition, it becomes more difficult to see the core reasons for licensing CPAs

### Spring/Summer Newsletter Deadline

The deadline for material to be included in the Spring/Summer 1999 issue of the Newsletter is Friday, March 19, 1999. Please send all information to me at the address below for delivery no later than that date to ensure the timeliness of the Spring/Summer issue:

David P. Donnelly  
109 Calvin Hall  
Kansas State University  
Manhattan, KS 66506  
Phone: (785) 532-5713  
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## Call for Committee Members

APLG Committees for 1999–2000 are currently being formed. If you have interest in serving on a committee, please contact:

Keith Stanga, APLG President-Elect  
Department of Accounting and Business Law  
College of Business Administration  
University of Tennessee  
Knoxville, TN 37996-0560  
Phone: (423) 974-1758

The committees and their objectives are as follows:

### Accreditation Committee

To consider accreditation matters as they affect the APLG membership. Make recommendations to the Board of Governors regarding accounting accreditation matters, and make recommendations to the Accreditation Vice President to take to the AACSB when authorized to do so by the President on behalf of the APLG. Act as liaison between the APLG and the AACSB in accreditation matters of accounting programs.

### Administrative Support Committee

To identify concepts, processes, techniques, practices, and procedures that are considered benchmarks or standards of practice, and are of value to administrators of accounting programs. Communicate these to the membership of APLG.

### Annual Seminar Committee

To develop and coordinate all aspects of the Annual Seminar, including the new chairpersons' program. A primary objective is to have a seminar that addresses issues unique to academic accounting administrators and does not overlap the content of other meetings attended by these individuals.

### Newsletter Committee

To edit and oversee the production and distribution of a fall and spring newsletter for the APLG membership.

### New Chairpersons' Forum Committee

To plan and conduct the new chairpersons' program held in conjunction with the Annual Seminar.

### Accreditation Support Committee

To maintain and enhance a tool kit that will help accounting department chairs pre-

pare for successful accreditation visits, and build continuous improvement processes into their programs. It is expected that one or more successful self-study reports will be included in the kit as models. The committee should also examine web sites such as the AACSB's that should be linked to the existing APLG tool box site.

### Nominations Committee

To assist the Board of Governors in determining the leadership of the APLG.

### Practice Involvement Committee

To develop and implement recommendations designed to extend and enhance the involvement of accountants from public practice, industry and government in the activities of the APLG.

### Strategic Planning Committee

To review the APLG strategic plan and by-laws and bring recommendations for revisions to the Board of Governors and/or the membership.

### Leadership Handbook Committee

To update the new chairs' handbook, looking at additions to the existing document that will reorient the focus of the handbook toward academic leadership (e.g., suggested readings or web site locations that may be of interest to accounting program leaders).

### Faculty Development Committee

To develop and recommend a strategy for faculty development activities to the APLG Board that will be proactive in nature and complement the strategy of the AAA and other organizations who have traditionally supported faculty development activities.

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## Call for Nominations

The Nominations Committee of the APLG is actively seeking nominations from the membership for the various offices listed below for the 1999–2000 year. This is the opportunity to offer to serve as an officer yourself or to nominate one of your colleagues for a position.

While there is always work involved with these officer positions, there are also many benefits from being an integral part of the decision processes of this organization.

Please send nominations for the 1999–2000 slate of officers to:

David R. Campbell  
Department of Accounting  
Weatherhead School  
of Management  
Case Western Reserve University  
Cleveland, OH 44106-7235  
Phone: (216) 368-5479  
Fax: (216) 368-4776  
Email: drc3@po.cwru.edu

The positions for which nominations are solicited include:

President-Elect  
Vice President for Accreditation  
Treasurer  
Secretary  
At-Large Board Members (3):  
Two (2) academic members  
One (1) professional member  
Regional Vice Presidents-Elect:  
Northeast  
Mid-Atlantic  
Southeast  
Ohio  
Midwest  
Southwest  
Western



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# Accounting Programs Leadership Group Minutes of Board of Governors' Meeting

August 16, 1998 ■ New Orleans, Louisiana

Attending: Frances Ayres, Allen Boston, Russ Barefield, Dave Campbell, Ron Clark, Jim Heintz, Ken Merchant, Larry Rittenberg, Cliff Skousen, Keith Stanga, Sam Vitosky.

The Board meeting began at 11:15 a.m. on Sunday, August 16, 1998 at the New Orleans Hilton, with President Russ Barefield presiding.

## News Items

Russ Barefield reported that:

- The name change, from AAPG to APLG, was approved by the AAA Executive Committee on August 15.
- The APLG annual meeting and new chair's meeting will be held January 31–February 2 in Orlando, Florida.
- All the APLG committees for 1998–99 have been appointed.

## Treasurer's Report

Jim Heintz presented the Treasurer's Report. Jim reported that the cash balance for the fiscal year ended June 30, 1998 was \$52,201.25. This balance far exceeded the budgeted ending balance of \$29,098. The difference between budget and actual was caused both by higher revenues, particularly from annual meeting registrations and lower expenses, at the Annual Meeting, at regional meetings, and by committees.

Jim reported that the annual meeting is budgeted at break-even. The dues cover all the other Group activities, including the newsletter and committee activities. One concern for next year was the recent increase in postage being charged to all non-profit organizations.

The current cash balance is high, and the budget for 1998–99 calls for only a small loss (around \$5,000). A budget of \$5,000 was reinstated for collection of the salary survey in case it was

needed. Monies were allocated to the Practice Involvement and Faculty Development Committees.

## GMAC's Participation in APLG

Russ Barefield explained that it was desirable to expand GMAC's participation in AAA and APLG. GMAC administers the GMAT exam, and masters of accounting programs are one of this organization's major customers. GMAC should be asked to promote accounting programs in their literature and web pages and, otherwise, to contribute to accounting academia. Furthering these contacts should be one of the roles of APLG's Practitioner Involvement Committee.

## Benchmarking

Russ Barefield reported on a possible new AAA initiative to collect benchmarking data. He suggested that if AAA moves forward, APLG should perhaps be involved in the development and administration of the survey instruments.

## Other Items

Russ Barefield suggested that it is not too early to plan for the year 2000 APLG annual meeting to be held in, probably, Las Vegas. Assistance will be provided by Dee Strahan, the AAA meeting coordinator.

Larry Rittenberg suggested that the APLG strategic plan be made available to all new board members. It was agreed that this is something that should be done.

Sam Vitosky raised the issue of how to get more institutional involvement in Beta Alpha Psi. It was decided to discuss this issue at the next Board of Governors' Meeting.

The meeting was adjourned at 2:00 p.m. The next meeting of the APLG Board of Governors will be held Sunday, November 15 in Chicago.

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## President's Message (Continued from page 1)

as the CPA firms redefine themselves as professional services firms. I wonder if we do not have an independent role as a representative of the public interest either speaking on the quality of life issues mentioned in the preceding paragraph or on the role of our profession in protecting the public. As we change our name to emphasize leadership, I am certain that we should increase our visibility and become more involved in the debates surrounding the change in our profession.

I see our organization as facilitating

discussion and debate among ourselves and with interested parties in our profession. We have always had productive relationships with the profession with our Practice Involvement Committee being an excellent example. We need to build on these relationships and place increased emphasis on understanding our own role as educators.

I want to invite you to attend our annual meeting. The meeting will be in Orlando starting on Sunday, January 31, 1999. Linda Marquis and her planning

committee have designed a program to facilitate an exchange of views. We will have representatives of the profession discussing the profession's plans, we will have representatives from GMAC discussing the GMAT exam and we will have a variety of sessions updating us on fundraising, accreditation and other issues of special interest to administrators. I hope to see you in Orlando.

*Russell M. Barefield*  
President, APLG



# Accounting Programs Leadership Group 1999 Seminar

January 31–February 2, 1999 ■ Orlando, Florida

## PROGRAM

### Sunday, January 31, 1999

7:00 AM–5:00 PM  
REGISTRATION

8:00 AM–12:00 NOON

#### NEW CHAIRPERSONS SEMINAR

This Seminar is designed for accounting Chairs/Directors in their first several years of administration, although the topics covered are of interest to any Chair/Director (7:00 a.m. Continental Breakfast and noon Buffet Lunch).

#### APLG Workshops

1:30 PM–3:00 PM

#### BENCHMARKING IN HIGHER EDUCATION

**Moderator:** Tracey Sutherland, AAA Director of Faculty Development

**Speaker:** Jeffrey W. Alstete, Administration Improvement Services

What is benchmarking and how is it being used in colleges and universities today? Learn how benchmarking was developed in the business world and how it has been adapted by the higher education community as an important part of outcomes assessment and continuous improvement processes. Jeffrey W. Alstete is a benchmarking consultant and author of *Benchmarking in Higher Education: Adapting Best Practices to Improve Quality* (1995). In a hands-on learning exercise, workshop participants will explore the process of identifying critical success factors in their programs, analyzing performance, comparing best practices with other participants, and learning how improvements can be made in their home institution.

3:30 PM–5:00 PM

#### HOW BENCHMARKING CAN IMPROVE ACCOUNTING EDUCATION

Become part of the first AAA benchmarking project and learn how best practices can be identified in accounting education! The AAA is conducting a pilot competitive benchmarking study that will begin in the Spring 1999 term. It is the AAA's plan to offer a comprehensive set of benchmarking tools for use in accounting programs, with the first tool to become available in the Fall of 1999. Workshop participants will discuss the development and administration of the pilot survey instrument, suggestions for improvements to the AAA project, selection of programs for comparison, and prospective use of the pilot benchmarking survey results for improving accounting education at their institutions and in accounting education in general.

**Speakers:** Tracey Sutherland, AAA Director of Faculty Development  
Jeffrey W. Alstete, Administration Improvement Services

5:30 PM–7:00 PM

WELCOME RECEPTION FOR ALL ATTENDEES

### Monday, February 1, 1999

7:00 AM  
REGISTRATION

7:00 AM–8:00 AM  
CONTINENTAL BREAKFAST

8:15 AM–8:30 AM  
WELCOME by Russell M. Barefield

8:30 AM–9:45 AM  
VISIONS OF THE FUTURE: RESULTS FROM THE AICPA  
**Speaker:** Olivia Kirtley, Chairman, AICPA

9:45 AM–10:15 AM  
BREAK

10:15 AM–11:15 AM  
ACADEMIC RESPONSE TO VISIONS  
**Speakers:** William R. Kinney, Jr., University of Texas  
Joseph Magliolo III, Southern Methodist University  
Gary John Previts, Case Western Reserve University

11:15 AM–12:15 PM  
GMAT: WHAT WE NEED TO KNOW  
**Speaker:** Frederic McHale, Vice President of Assessments and Research, Graduate Management Admission Council

12:30 PM–2:00 PM  
LUNCH AND BUSINESS MEETING

2:15 PM–3:45 PM

#### THREE CONCURRENT SESSIONS

**SESSION 1: CAREER PATHS FOR CHAIRPERSONS**  
**Panelists:** Michael A. Diamond, University of Southern California  
Rick Elam, Middle Tennessee State University  
Jerry E. Trapnell, Clemson University  
Jan Williams, University of Tennessee

**SESSION 2: FUNDRAISING FROM A CHAIR'S PERSPECTIVE**  
**Panelists:** Stephen T. Limberg, University of Texas at Austin  
Vicki Meredith, Indiana University Southeast  
Helen Gernon, University of Oregon

**SESSION 3: ACCOUNTING ACCREDITATION: CHANGES IN THE WIND**  
**Speaker:** Clifford R. Skousen, Utah State University

3:45 PM–4:15 PM  
BREAK

4:15 PM–5:30 PM  
REPEAT OF SESSIONS 1, 2 AND 3

6:00 PM–7:00 PM  
RECEPTION FOR ALL ATTENDEES

(Continued on page 5)

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## 2000 Outstanding Accounting Educator Award

Nominations for the 2000 American Accounting Association Outstanding Accounting Educator Award(s) must be submitted before June 1, 1999. Any person or group may make nominations.

The winner(s) will be announced in *Accounting Education News* and presented with a plaque, citation and \$5,000 at the 2000 Annual Meeting. This award is funded by PricewaterhouseCoopers. An additional \$5,000 will be donated, by PricewaterhouseCoopers, to the AAA in the winner's name. The award winner will determine how the AAA will use the funds.

### The general criteria, as adopted in 1972, when the Outstanding Accounting Education Award was initiated are:

- Contributions to accounting education from scholarly endeavors in research and teaching over a sustained period of time through publications, educational innovation, research guidance to graduate students, excellence in teaching, and significant involvement in professional and academic societies and activities.
- A nominee need not excel in each of the general criteria areas.
- No members of the Executive Committee or nominee for office shall be eligible to receive the Outstanding Accounting Educator Award while a member of the Executive Committee or while a nominee for office. As a matter of policy, members of the Executive Committee and nominees for office will abstain from writing letters of endorsement supporting individuals for the Outstanding Accounting Educator Award.

### The following nominating procedures must be followed:

1. Identify the nominee clearly and give the nominee's current address, if possible.
2. Prepare a brief statement describing how the nominee has met the general criteria.
3. Submit the nomination and accompanying statement to:

Outstanding Accounting Educator Award Committee  
American Accounting Association  
5717 Bessie Drive  
Sarasota, FL 34233-2399.

Those submitting nominations are encouraged to submit an up-to-date *vita* or other appropriate means of documenting the nominee's accomplishments. Nominators are encouraged to present only selected, limited evidence gathered from students, alumni, colleagues and professional organizations.

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### APLG 1999 Seminar (Continued from page 4)

**Tuesday, February 2, 1999**

**7:00 AM-8:00 AM**

**CONTINENTAL BREAKFAST**

**8:00 AM-9:30 AM**

**DISTANCE LEARNING: OPPORTUNITIES AND PITFALLS**

**Panelists:** Michael Carrell, Northern Kentucky University

Don H. Chamberlain, Murray State University

Steve Thompson, Florida Gulf Coast University

Douglas Zeigenfuss, Old Dominion University

**9:30 AM-10:00 AM**

**BREAK**

**10:00 AM-11:00 AM**

**THREE CONCURRENT SESSIONS**

**SESSION 4:**

**CURRICULUM ISSUES:**

**SPECIALIZATIONS/INTEGRATIONS AND WHERE DO WE GO FROM HERE?**

**Panelists:** Earl R. Wilson, University of Missouri  
Philip M. J. Reckers, Arizona State University

Alan Lord, Bowling Green State University

**SESSION 5:**

**RECRUITING AND RETAINING STUDENTS: CREATIVE AND TRADITIONAL ANSWERS**

**Panelists:** John McAllister, Kennesaw State University

Kenneth Sinclair, Lehigh University

Penelope Yunker, Western Illinois University

David Donnelly, Kansas State University

**SESSION 6:**

**STUDENT PLACEMENT: THE IMPENDING 150-HOUR IMPACT**

**Panelists:** Dana Ellis, Arthur Andersen LLP

John Holdeman, Crowe, Chizek & Company

Sam Vitkoski, BDO Seidman, LLP

**11:00 AM-12:00 NOON**

**REPEAT OF SESSIONS 4, 5 AND 6**

**12:00 NOON**

**ADJOURNMENT**



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Bob Keith, University of South Florida  
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Beatrice Sanders, AICPA

### Administrative Support

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#### Other Members:

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University  
Deborah Beard, Southeast Missouri State  
University  
Clifford Brown, Bentley College

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Earl Wilson, University of Missouri  
Dana Ellis, Arthur Andersen LLP  
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Philip Siegel, Monmouth University

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Wayne Morse, University of Alabama  
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#### Other Members:

Mary Nesbit, University of California-  
Santa Barbara  
Steve Berlin, University of Tulsa  
Keith Russell, IMA  
Keith Stanga, University of Tennessee  
Gene Willis, University of Illinois  
Mark Chain, Deloitte & Touche  
Tom Schafer, Notre Dame  
Leslie Aronovitz, GAO  
Mark Kiel, North Carolina A&T  
Phil Reckers, Arizona State University



**1999**  
**AAA Western Regional Conference**

April 29–May 1, 1999  
Newport Beach, California

The AAA's 1999 Annual Western Regional Conference will be held at the Westin South Coast Plaza Hotel in Newport Beach, California during April 19–May 1, 1999. Now in its 34th year, the Western Regional Meeting brings together 250–300 scholars—faculty, administrators and doctoral students—for presentations of papers, panels and workshops on new developments in accounting. The theme of the conference will be Electronic Commerce.

The Westin is a well located business hotel nestled in the heart of Southern California's Orange County. Close to fine beaches and attractions like Disneyland, the hotel is a short free shuttle ride from the John Wayne Orange County, California International Airport. There also are a host of shuttles connecting the hotel with the Los Angeles International Airport and other airports serving Southern California. Special discount rates have been negotiated by the American Accounting Association for the hotel and airfares.

**CALL FOR PAPERS**

Papers submitted for presentation will be blind refereed, and authors of accepted papers can choose to have either an abstract or an up-to-eight-page version published in the *Proceedings*. Five copies of completed manuscripts conforming to *The Accounting Review* style guidelines are to be submitted; the submission deadline is November 1, 1998. Papers will be presented in 90-minute concurrent sessions on Friday, April 30 and Saturday, May 1.

For further information and updates, visit the Western Region's web page at <http://www.rutgers.edu/Accounting/raw/aaa/western/western.htm> or contact:

John E. Karayan  
President, 1999 AAA Western Region  
Professor and Associate Chair  
Department of Accounting  
School of Business Administration  
California State Polytechnic University, Pomona  
Pomona, CA 91768  
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Fax: (909) 869-4353  
Email: [jekarayan@supomona.edu](mailto:jekarayan@supomona.edu)

**The AAA web site is updated weekly ...**

**Check out  
what's new at:  
<http://AAA-edu.org>**

**CALL FOR PAPERS**

**Fourth Symposium  
on Ethics  
in Accounting**

The Professionalism and Ethics Committee of the AAA invites papers for the Fourth Symposium on Ethics in Accounting. Papers examining any aspect of ethics in accounting are welcome. At the author's discretion, papers will also be considered for publication in *Research on Accounting Ethics*.

**Scope and Aims of Symposium**

The purpose of the symposium is to explore various aspects of ethical decision making in an accounting context. The symposium will provide an opportunity for researchers and practitioners interested in ethics in an accounting setting to exchange information, network and to discuss emerging issues. A further aim of the symposium is to stimulate new scholarship examining various facets of the accounting-ethics interface.

**Location and dates**

The symposium will be held in San Diego immediately prior to the AAA Annual Meeting. The meetings will be held in the main convention hotel, or within a convenient walking distance from the hotel.

**Details for paper submission**

Please include a non-refundable submission fee of \$10, payable to the American Accounting Association.

Five (5) copies of the paper, along with the submission fee, should be submitted on or before February 15, 1999 to:

Charles P. Cullinan  
Accounting Department  
Bryant College  
Smithfield, RI 02917  
Phone: (401) 232-6421  
Email: [cullinan@bryant.edu](mailto:cullinan@bryant.edu)

Be sure to indicate whether you also want your submission to be considered for publication in *Research on Accounting Ethics*.

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## New Administrators of Accounting Programs

The following new administrators have been reported to the editor since the Spring/Summer issue:

### College/University

Bryant College  
California State University, Fresno  
Colorado State University  
Eastern Washington University  
Indiana University  
University of North Carolina at Greensboro  
University of North Florida

### Department Chairperson/School Director

Saeed Roohani  
Robert M. Harper, Jr.  
Cherie J. O'Neil  
Lynn Stephens  
Jamie Pratt  
Susan Anderson  
John B. MacArthur

Please report changes in administrators (Chairpersons or Directors) and send any news items, essays or other contributions that you believe might be of interest to APLG members to:

David P. Donnelly  
Kansas State University  
Department of Accounting  
109 Calvin Hall  
Manhattan, KS 66506

Name of New Administrator: \_\_\_\_\_

Title: \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

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*American Accounting Association*

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