

School of Accounting | Strategic Plan

2016-2021 Strategic Plan: Broad Summary

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The table below broadly summarizes the strategic plan priorities and the initiative and project-based outcomes. Greater detail is available in the Virtual Workroom

Table 1. Seidman Strategic Plan Summary of School of Accounting Activities, 2016-2021

Strategic Priority	Goals	Metrics*	Progress /Key Outcomes	Moving Forward
Build Seidman Brand	<p>Review Seidman and SOA Websites as well as those of peers and competitors</p> <p>Propose changes to Seidman's web design support staff based on the review</p> <p>Improve student experience in navigating the websites and finding the information they need</p>	<p>Hired student worker to review websites and proposed changes needed</p> <p>Delivered change proposals to Seidman</p>	Seidman improved the Seidman and unit websites, using recommendations from the student worker. University website template limitations constrained the extent to which some recommendations could be implemented, but the sites are improved.	<p>Improved websites will be maintained.</p> <p>This priority will be suspended due to budgetary constraints, and personnel capacity.</p>
Grow/Strengthen Engagement with Stakeholders	<p>Expand opportunities to interact with the SOA Alumni group (now called the Accounting Alumni Affinity Networking Group)</p>	<p>Increase number of annual interactions (meetings, reunions, events)</p> <p>Increase funds raised via these interactions</p>	In addition to events historically held with this group, we added a reunions event and participated in a panel the group co-sponsored with the Association for Women in Accounting (AFWA).	Over the five-year period, connection to the community remained strong. Moving forward, better tracking of this is needed. This work will be integrated into the <i>Distinctive and Relevant Curriculum</i> strategic priority.
Develop Distinctive Curriculum	<p>Review & Revision of the MST.</p>	<p>Completed redesign of the MST.</p>	Created a set of stackable badges to provide greater flexibility for working tax professionals. Accounting firm leaders were very engaged in the development of this.	This priority will move forward with some modification and expansion.

Strategic Priority	Goals	Metrics*	Progress /Key Outcomes	Moving Forward
	Encourage student authored research projects	Mentor honors college senior projects Co-author papers with students	SOA faculty mentored 35 honors college accounting student research projects and co-authored research papers with 3 MSA students	
Attract/Retain/Support Students	<p>Co-Teach Hospitality & Tourism Management (HTM) Financial Decision-making course to improve understanding of HTM student needs</p> <p>Develop Accounting for Non-Business Majors courses in collaboration with HTM.</p> <p>Increase consistency in delivery and student performance across all sections of ACC 212 and ACC 213 to make student experiences</p>	<p>Co-teach HTM 280 for one semester</p> <p>Develop two 1.5 credit Accounting for Non-Business Majors courses</p> <p>Develop common course syllabus</p> <p>Develop common course videos for concept delivery</p> <p>Develop common homework assignments</p> <p>Develop common exams</p>	<p>Two sections of HTM 280 were co-taught by an HTM and a SOA faculty in Fall 2019; the two faculty together determined what concepts should be taught in ACC 201 and ACC 202 (Accounting for Non-Business Majors 1 and 2) and in HTM 273. Proposed ACC 201 and 202 in GVSU's curriculum approval system; courses were approved. Began offering ACC 201 and ACC 202 in Fall 2020.</p> <p>Developed Common syllabi, videos, homework assignments and exams</p> <p>Did not achieve consistent student performance across sections</p> <p>Faculty had low satisfaction as they felt stripped of autonomy and felt like they were not able to adequately assist students</p>	<p>This priority has moved to the University level. Each college has created activities to increase retention that align with the University's plan.</p> <p>Aspects of this priority will be integrated in Seidman's priority of Learner Success (retain/support students)</p> <p>ACC 201 and ACC 202 will continue to be offered for HTM students and for other non-business majors</p> <p>Keep some common elements; allow increased autonomy; further investigate reasons for varied performance</p>

Strategic Priority	Goals	Metrics*	Progress /Key Outcomes	Moving Forward
Attract/Retain/ Support Students (continued)	<p>across different sections more similar</p> <p>Develop and Offer an Accounting Careers Awareness Initiative outreach program and summer camp</p> <p>Correct any misconceptions high school guidance counselors</p> <p>Attract economically disadvantaged and underrepresented high school students to Seidman Accounting as a major and to GVSU as a university.</p>	<p>Achieve consistent student performance across sections</p> <p>Participation in outreach program</p> <p>Presentations made to target schools</p> <p>Participation in summer camp</p>	<p>Two faculty made outreach presentations to eight area schools in 2018-19</p> <p>Held the first summer camp in June 2019</p> <ul style="list-style-type: none"> • Four faculty participated • Fifteen high school students participated • Five firms and corporations participated <p>See camp video at https://www.youtube.com/watch?v=aThiF4Row7U and article at https://www.gvsu.edu/gvmagazine/more-than-math.htm.</p>	<p>Because we couldn't get into schools, the outreach program and summer camp were put on hold from March 2020 through August 31, 2021. We expect to restart this program during Fall 2021 and hold the next annual summer camp in 2022.</p>
Increase Professional Development	<p>Support faculty in learning new technologies to integrate into SOA classes</p> <p>Support faculty in learning new modalities.</p>	<p>Increase number of faculty attending workshops on data analytics, Alteryx, Tableau, blockchain or other emerging technologies.</p> <p>Faculty participation in university online/hybrid training and in the</p>	<p>Supported six faculty to attend more than twenty different conferences and workshops on emerging technologies over the five-year review period</p> <p>All SOA faculty who had not prior to March 2020 completed GVSU's online/hybrid training have completed that training. Several SOA faculty (part-time instructors and full-time faculty) have worked with Seidman's instructional designer on course</p>	<p>This priority will be integrated into all of the priorities in the new plan; it is foundational to Seidman's and SOA's success.</p> <p>Will continue to support faculty in learning new modalities.</p>

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		Seidman Online/Hybrid Learning Community	designs and with Seidman's modality assistants to set up and learn HyFlex classroom technology. Four SOA faculty participated regularly in Seidman's Online/Hybrid Learning Community.	

* Quantitative metrics were not used