

## 2008 Annual Report of Program Data Coversheet

**College:** *Hawai'i Community College (HawCC)*

**Program:** *Accounting*

<b>Check All Credentials Offered</b>	<b>AA</b>	<b>AS</b>	<b>ATS</b>	<b>AAS</b>	<b>CA</b>	<b>CC</b>	<b>COM</b>	<b>ASC</b>	
				<b>X</b>	<b>X</b>				

***College Mission Statement (or provide link)***

Hawai'i Community College promotes student learning by embracing our unique Hawai'i Island culture and inspiring growth in the spirit of "E'Imi Pono."

***Program Mission Statement (or provide link)***

To help students learn and develop skills, competencies, and values required by employers and necessary for becoming contributing members of society. It is empowered through its motto, where students learn to meet employer expectations.

***OVERALL PROGRAM HEALTH (Check one)***

<b><i>Healthy</i></b>	<b><i>Cautionary</i></b>	<b><i>Unhealthy</i></b>
	X	

***Part II. Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data)***

S1 Annual new and replacement positions in the State and County have been high and is expected to remain high for the foreseeable future. Number of majors increased by 19.6% (11/56). When compared to new and replacement positions in the County the Demand ratio of 1.86 is considered Healthy.

S2 Student semester hours for program classes has increased 36.7% (221/603) from 2006 to 2007. The greatest increase is in non-majors who are taking accounting courses.

S3 The Fill Rate in 2007 of 91.67% was a 31% increase over 2006. The ratio of majors to FTE BOR Appointed Faculty is 22.33. Both results are considered Healthy, resulting in the program having an Efficiency rating of Healthy.

W1 Persistence of majors is consistently low; however, there was a slight improvement of 1.68% when 2007 is compared to 2006. We feel that once the revised curriculum becomes known within the community, the program will begin to attract more academically prepared students, which should help improve retention of majors from semester to semester.

W2 The number of Degrees Earned declined substantially over the three year period, from 13 to 1, a 92% decline (12/13). This could be reflective of the curriculum changes that occurred in 2006-2007 when courses in the degree were converted to transfer level requirements and students were exposed to course work requiring a more academic rigor.

The Degrees Earned when compared to the number of Majors as well as New & Replacement Positions places the Effectiveness of the program as Unhealthy. W3 Non-traditional participation and completion, as reflected in the Perkins indicators numbers, 27 and 28 (14.81% and 0% respectively for 2007) are low. This represents an area of opportunity for the program: to more actively recruit students who are representative of non-traditional areas, which would be primarily students of male gender.

***Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year's action plan)***

Two of the college's three accounting faculty have been reassigned to administrative positions. As a result, the program stopped offering ACC125 and ACC126, requiring majors to take ACC201 and ACC202 instead. Previous to this stoppage, students had the option of taking ACC125 or ACC201 and ACC126 or ACC202.

Historically, students are more challenged by the ACC201 and 202 series. ACC201 and 202 are being offered online and as a hybrid, which the current instructor converts to an online class after the first few weeks of the semester. If students do poorly in ACC201 then chances are they will not complete the program, often changing majors to earn a Marketing or Business Technology degree.

The program believes the academic rigor is appropriate for 100 level classes and sees no need at this point to change the curriculum. Rather the hope is that the program will attract better prepared students, who have a desire to enter the accounting profession.

For students who have intentions of transferring to UH-Hilo, an AA with Business emphasis has been articulated with UHH College of Business and Economics to satisfy their pre-business core requirements. ACC 201 and ACC 202 are included in this degree.

A report of progress on 2007 action plans follows:

1. Develop assessment tools to evaluate student achievements. ONGOING	The program completed an assessment plan for one SLO with an artifact from fall 2008 scheduled for external assessment spring 2009.
2. Develop surveys and other mechanisms to evaluate student and employer satisfaction. ONGOING	No work was done on this. The one remaining faculty member spent his energy on transferring online courses from WebCT to Laulima.
3. Develop tracking methods to develop and monitor statistics to assess achievement of student learning outcomes. ONGOING	
4. Evaluate the feasibility of requiring accounting majors to take a total of	Requiring a three credit lab does not seem feasible at this time.

three credits of lab.	
5. Continue to find creative and effective ways to market the Accounting program. This includes faculty visitations to local high schools and having students visit live classes at the college, so that students get an idea of what to expect in programs and courses. ONGOING	A presentation was made to the student body of Kohala High School on accounting as a profession. Waiakea High School's accounting class visited HawCC's BEaT classes.
6. Professional development. ONGOING	Joel Peralto participated in a variety of professional develop activities, thanks to funding from the Office of the VCAA.
7. Form a joint Hawaii CC/UHH (University of Hawaii at Hilo) student accounting club starting fall 2008. ONGOING	Efforts to form a joint club were not successful.
8. Experiment using podcasting as a supplement to instruction spring 2008.	This did not occur. Faculty was too busy converting courses to Laulima to experiment with podcasting.

**Part III. Action Plan**

1. Continue development of assessment tools to evaluate student achievements. ONGOING
2. Work with the individual at the UHCWH who is coordinating nontraditional recruitment, asking her to promote Accounting to all students, particularly encouraging males to consider accounting as a viable career option.
3. To determine what can be done to offer the accounting degree at the UHCWH.
4. Develop surveys and other mechanisms to evaluate student and employer satisfaction. ONGOING
5. Develop tracking methods to develop and monitor statistics to assess achievement of student learning outcomes. ONGOING
6. Continue to find creative and effective ways to market the Accounting program. This includes faculty visitations to local high schools and having students visit live classes at the college, so that students get an idea of what to expect in programs and courses. ONGOING
7. Professional development. ONGOING
8. Experiment using podcasting as a supplement to instruction spring 2008.

**Part IV. Resource Implications (physical, human, financial)**

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|---|----------|
| 1. Lecturer(s) to substitute for two accounting instructors who are in interim administrative positions                           | \$33,000 |
| 2. Promotion and advertising including ads in all school newspapers and year books 10 schools x 2 ads x \$150 average cost per ad | \$3,000  |

· 3. Software for classroom use to stay current with latest versions	· \$1,000	·
· 4. Peer Tutors (\$9.45/hr x 20 hrs/wk x 32 weeks)	· \$6,048	·
· 5. Smartboard	· \$5,000	·