

**MEETING  
MINUTES**

**Lansing Community College  
Accounting Advisory Committee Meeting**

**4/18/08**

**Facilitator:**

Trudy Chiaravalli

**Note taker:**

Kristi Williams

**Attendees:**

Judi Berry, Trudy Chiaravalli, William Holda, Fred Jacobs, Mike Kelterborn, Jackie Lawson, Erik Lindquist, Shannon Mulally, Lisa Pratt, Hong Trebesh, Barb VanOstran, Pat Walczak

**Absent:**

Jeff Benson, Anne Hodgins, Suzi Kyes, Doug Pfister, Becky Powers, Gary Rainsberger, Paula Reichle, Jeff Stevens.

**Topic:**

**Introductions**

**Topic:**

**Program Updates**

Full-time faculty member, Vik Shah will be retiring from LCC at the end of Spring semester. At this point, there is a hiring freeze in order to give the new president of the college an opportunity to get on board and review the LCC structure. Vik's position is still in our budget.

Early this semester we received data about Principles of Accounting I (ACCG 210) pass rates showing that more than 80% of all students who continue to the end of the course, pass the course. Our goal in our Instructional Action Plan for pass rates was 80%, so we have attained that goal. The major factor seems to be that we have a departmental policy to drop people not mastering the underlying basics of accounting or else get intensive help for them. We no longer allow students to languish all semester and then fail. We also put a reading basic skill level on the course.

The committee discussed whether we should measure the percent earning 2.0 or higher instead. It was noted that a lot of the students in the course are not accounting majors. Often they just want to pass and are happy with 1.0.

<p><b>Topic:</b></p>	<p>Although we have met that goal, we have initiatives planned to improve the percentage of successful students in ACCG210. We budget money to fund additional tutoring for fall. We also have money in the budget for artificial intelligence software. This software won't let a student progress onto something else until they have mastered the previous concept.</p> <p>Other issues came up regarding ACCG210. We have approximately 100 students enrolled in the non-traditional format classes (1 lab and 3 online sections). Also we plan to verify with MSU that our ACCG 210 departmental final exam still is appropriate for students transferring there.</p> <p>The committee was asked for input on whether or not we need to add more representatives to the committee. Ferris State University was mentioned. Another possibility is Mary Clausen who hires some of our students every year at tax time and could give us feedback on our students. Small business representation was also mentioned. We could check into the SBDC here on campus. Jackson National Life was mentioned, as well as Plante &amp; Moran or other regional CPA firms.</p> <p>One function of the committee is marketing. Employers still are not aware of the caliber of the LCC accounting student. It takes one great student in a work place to get started.</p> <p>The committee was asked if we should give members the option to step down or recommit. It was decided that if members want to, they will let us know.</p> <p><b>Survey</b></p> <p>We had a 65% response rate on our survey of students. Every accounting class, ACCG 100 through upper level, was given the survey. The survey was very easy to put into Angel, which was used for the on-line sections.</p> <p>The response to the two questions (#23 and #24), on the survey regarding the student learning outcomes was not as good as we had hoped. Our goal for these questions was 80%, but now it shows that we are actually doing worse than before! The goal from Program Review and Effectiveness Self-Study (PRESS) is based on responses of "good" and "excellent". Unfortunately, we had the largest percentage answering "acceptable".</p>
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The committee went through every question and discussed the responses. Following are some of the discussions that ensued: We found that most of our students have a high school degree and are between the ages of 18-25. Most of our students spend 40 or more hours a week working on a job for pay. The highest degree most plan to earn is a bachelor's degree.

The committee discussed whether all students learn well online. While on-line may be convenient, sometimes an online class isn't everyone's best way to learn. Some students have heard that online is easier, but in accounting it is not. We need to use tools to sift out some students and to steer them away from on-line sections if that format does not work well for them.

The committee felt that we need better communication due to the responses to the question about how often they discuss their academic program with a faculty member. Most students answered this with just "occasionally" instead of "often" or "very often". Maybe we need an accounting handbook, more information on our website, or possibly a listserv to help students become aware that we are available and how we can help them. The question regarding how satisfied are they with advising, most answered just neutral instead of satisfied or very satisfied. It was discussed that maybe students thought we were referring to the general campus Counseling and Advising office. It was not clear from the question.

The committee found that a lot of our survey questions need to be correlated with other questions or broken down more. It was mentioned that the question asking when they prefer to attend classes should have included an option for online.

The committee discussed what needs to be done now with the results of this survey. At first it was mentioned that the committee would now need a sub group to look at the survey results closer, come up with 3-4 top priorities we need to look at and then bring their findings back to the whole committee to find solutions.

After further discussion, it was decided that the committee would rather have the accounting faculty select two or three areas to work on based on the survey results and report back at the next meeting. The committee suggested using graphs to help visualize the responses, as there are so many survey questions; possibly using different graphs for the different student levels. It was also suggested to focus on the upper level students.

**Next Meeting  
Date:**

Friday, October 10, 2008 from noon – 2:30 p.m.