

NEW PROGRAM PROPOSAL: (Form NP)

Sponsoring Institution(s): Crowder College

Program Title: Accounting Certificate

Degree/Certificate: Certificate

Options: N/A

Delivery Site(s): Crowder College in Neosho, Webb City, Cassville, Nevada

CIP Classification: 52.0301

Implementation Date: Spring 2011

Cooperative Partners: N/A

Expected Date of First Graduation: Summer 2012

AUTHORIZATION

Dr. Herb Schade
Vice-President of Academic Affairs
Crowder College
June 9, 2011

CONTACT

Kali Bard
Business Division Chair
Crowder College
(417) 455-5503

NEED:

The mission of Crowder College is to build a civil, serving, literate, learning community of responsible citizens. We view the college as having an active role in economic and social development through continuing education and customized training, directed toward improving work skills and productivity, creating a more desirable work and social environment, and adding to the general quality of life within the region. The increasing financial regulations and the need for greater accountability will drive demand for accountants, bookkeepers, and auditors. According to the Missouri Department of Economic Development, the accounting assistant is one of the "fasting growing occupations" with an expected growth rate of 212 with potential openings of 2,276 during the 2008-2018 period. Students regularly inquire about this program of study and regional businesses frequently express interest in such programming. In order to meet the needs of our service area an Accounting certificate program is needed.

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students (Form SE)

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	12	10	12	15	18
Part Time	12	12	15	20	20
FT equivalent (if PT students go HT)	18	16	19.5	25	28
Total	24	22	27	35	38

- ii. Will enrollment be capped in the future? No

B. Market Demand:

- i. National, state, regional or local assessment of labor need for citizens with these skills

Estimates based on the data from the Bureau of Labor Statistics, the Department of Education, and independent studies indicate a shortfall of qualified Accounting related professionals over the next five years. It is expected there will be approximately 274,900 jobs added from 2008 to 2018.

Source: U. S. Bureau of Labor Statistics (www.bls.gov)

From job data provided by the Division of Workforce Development for Crowder's 9-county service area, there are currently 1,299 jobs available for Accounting workers with an average increase of 20% expected over the next 8 years.

Occupation	NAICS Code	Estimated # Jobs By 2018 in Area	% of Growth
Accounting, Payroll clerks, Income tax preparers, Bookkeepers, Offices of CPA	541210	212	20%
<i>Source: Missouri Department of Economic Development, 2010</i>			

C. Societal Need:

- i. General needs which are not directly related to employment

Discussion with area accounting managers and directors has led to the determination that the local area workforce pool lacks the skills, education and required credentials to work at local area accounting and business offices. We have learned that it can be difficult to find qualified accounting personnel as these positions require a highly educated and skilled worker. Businesses who lack potential workers must resort to outsourcing these positions at a much higher rate of pay or increasing the work load of those who are already employed. Businesses also report that their current workforce is aging, and they will have a greater need to replace retiring workers and adding new employees because of the increased regulations with highly educated and skilled workers. Accountants, bookkeepers, and payroll clerks provide our business's with the proper accounting procedures necessary for Management to make informed decisions about the business' financial future.

D. Methodology used to determine "B" and "C" above.

Evaluation of industry need included online research of national and state reporting agencies. Also, communication with businesses and accounting facilities through the information of an advisory board.

DUPLICATION AND COLLABORATION: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

Currently, there are area colleges, technical schools or private career schools who offer courses that prepare for Accountant certification but they do not offer short courses that provide training and skill building for current accounting and bookkeeping workers in the Southwest Missouri Region.

Does delivery of the program involve a collaborative effort with any external institution or organization? No

PROGRAM STRUCTURE (Form PS)

A. Total credits required for graduation: 31 Credits

B. Residency requirements, if any: Standard Crowder College requirements.

C. General education: Total credits: 1 Credit Hour

Courses:

COLL 101 College Orientation 1 credit hour

D. Major requirements: Total credits: 30 Credit Hours

Courses:

ACCT 216 Financial Analysis & Budgeting	3 credit hours
BSAD 103 Professional Development	2 credit hours
BSAD 125 Business Computer Applications	3 credit hours
ACCT 201 Accounting I	3 credit hours
ACCT 202 Accounting II	3 credit hours
ACCT 165 Computerized Accounting	3 credit hours
BSAD 215 Spreadsheets	2 credit hours
ACCT 245 Tax Accounting	3 credit hours
ACCT 250 Certified Bookkeeper Review	3 credit hours
ACCT 160 Payroll Accounting	3 credit hours
ACCT 290 Internship	2 credit hours

E. Free elective credits: None

F. Requirements for thesis, internship or other capstone experience: Students will be required to complete 40 hours of internship, which is part of the ACCT 290 Accounting Internship course.

G. Any unique features such as interdepartmental cooperation: None.

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS (Form PG)

Institution Name: Crowder College

Program Name: Accounting Specialist

Date: June 9, 2011

Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

In order to promote student success in the Accounting certificate program, the following criteria is established for admission: a) high school GPA of at least 2.0 or a passing GED score and b) a minimum cumulative GPA of 2.0 for previous college hours. All courses must be completed with a grade of C or better in order to progress to the next course and an overall GPA of 2.5 to successfully complete the program.

- Characteristics of a specific population to be served, if applicable.

Adults seeking retraining and/or education and skill preparation as a accounting specialist.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Faculty instructing in the Accounting certificate program must meet one or both of the following special requirements:

The Accounting certificate program's responsibilities belong to the Business Division Chair. Program faculty qualifications should include master's degree, expertise in the content area taught and knowledge of educational strategies. Faculty must also have work experience in the field. The program director must demonstrate continuing professional development related to their role and responsibilities, and the accounting management profession. Professional development is considered to be continuing education in curriculum content areas, program management, teaching techniques, or other areas related to the program director's responsibilities and teaching assignments.

- Estimated percentage of credit hours that will be assigned to full-time faculty. Please use the term "full-time faculty" (and not FTE) in your descriptions here.

100% of the credit hours will be assigned to full- time faculty. Crowder will only need an adjunct for six credit hours per year.

- Expectations for professional activities, special student contact, teaching/learning innovation.

It is expected that the students enrolled in the Accounting Certificate program will participate as students in a professional organization that promotes the accounting profession and provide educational experiences for the students. All students completing the program will participate in both a Capstone course and a Professional Practice Experience course. These course activities will provide the student with exposure in a professional manner to the work environment, work load and particular experiences and activities as required by the course. In addition, the program expectation is that the students are prepared for and will sit for the appropriate certification exams in the field (i.e. AIPB, CPP, RTP).

Enrollment Projections

- Student FTE majoring in program by the end of five years.

Year	1	2	3	4	5
Full-Time	12	10	12	15	18
Part-Time	12	12	15	20	20
FT equivalent (if PT students go HT)	18	16	19.5	25	28
Student Credit-hours (x31)	558	496	604.5	775	868
Annual FTE (divided by 30)	18.6	16.5	20.2	25.8	28.9

- Percent of full-time and part-time enrollment by the end of five years.

Year	1	2	3	4	5
Full Time	12	10	12	15	18
Part Time	12	12	15	20	20
	50%	45%	44%	43%	47%
	50%	55%	56%	57%	53%

It is anticipated that full-time enrollment will approximate 50% and part-time will be 50%. With the current unemployment figures and student enrollment among adults seeking retraining coupled with working adults seeking continuing education, the college expects an equal enrollment among full-time and part-time students for at least the first year of the program with a slightly higher enrollment percentage among part-time students from year two through five of the program.

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

Crowder College anticipates an 80% graduation success rate with 22 graduating students at 3 years and 30 graduating students at 5 years after program implementation. (Please see table below)

Year	1	2	3	4	5
Full Time	12	10	12	15	18
Part Time	12	12	15	20	20
Total Students	24	22	27	35	38
Graduates w/ 80% success rate	19	18	22	28	30

- Special skills specific to the program.

The skills specific to this program relate to the management of accounting and financial records. Students will learn skills in performing analysis of the financial statement and accurately recording transactions during the accounting process. Students will also prepare for a national certification examination (TSA and CB).

- Proportion of students who will achieve licensing, certification, or registration.

The goal of the program is to produce qualified Accounting Associates. It is anticipated that 80% of the students completing the program degree will take the national certification exam.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Upon completion of the Accounting certificate, students will be able to sit for the Certified Bookkeeper (AIPB) certification exam, IRS exam (RTP), and Certified Payroll Professional exam (CPP).

- Placement rates in related fields, in other fields, unemployed.

Crowder College anticipates placing 100% of its graduates from the Accounting certificate program into work specific to the skills or a closely related field.

- Transfer rates, continuous study.

This program is designed as an embedded certificate as part of the Accounting AAS degree program at Crowder College. Upon completion of the certificate, students may elect to transfer into the Accounting program to complete the AAS degree.

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

Crowder College will seek Accounting certificate program accreditation through the Missouri Department of Higher Education (MDHE).

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

Through the office of Career Services, Crowder College uses the Perkins 180-day follow-up survey/questionnaire that is sent to all career and technical program (degree and certificate) graduates.

- Expected satisfaction rates for employers, including timing and method of surveys

Through the office of Career Services, Crowder College conducts its own employer satisfaction survey 300 days after students graduate. We anticipate an 80% or higher satisfaction rate.

Accreditation

Crowder College will seek accreditation of the Accounting certificate program through the Missouri Department of Higher Education (MDHE). See "Program Accreditation" above.

Institutional Characteristics

The Missouri Department of Elementary and Secondary Education and the Coordinating Board accredit Crowder College for Higher Education. The college is also fully accredited by the Higher Learning Commission, a member of the North Central Association. Crowder College provides opportunities for people to pursue associate degrees, certificate and diploma programs, plus continuing education to include: a program of Arts and Sciences directed toward transfer to baccalaureate degree granting institutions and to general intellectual enrichment, career education leading to economic self-reliance, both developmental and honors education to allow greater opportunity to fully exercise each individual's academic potential, endeavors to enrich life through cultural and a vocational opportunity, and partnerships with business, industry and others designed to support a greater quality of life and an economic base in the community.