To: Dean Fenwick Huss  
Assistant Dean Irene Duhaime

From: Galen R. Sevcik, Director

Re: School of Accountancy Academic Program Review Self Study

I am pleased to recommend to you SOA’s Academic Program Review Self Study because I believe it shows both strengths and weaknesses of the school. Strengths include the increasing quality of our research, reflected in gains in national research rankings, and improvements in the quality of our degree programs, discussed in the section on curricular quality. As you know, we have struggled to identify resources that would enable us to increase discretionary funding from development sources. We are looking forward to benefiting from the revenue anticipated from our first premium-price program, the Fast-Track MPA Program, launched this fall.

With respect to research, we were delighted to go from a ranking of 71 out of 100 for 1995-1999 in the University of Texas—Dallas School of Management’s ranking of research productivity to a ranking of 15 out of 100 for 2005-2009. We do, however, recognize that future gains will be harder to realize because they will depend on our maintaining and increasing the quality of the faculty. We are mindful that continuing recruiting efforts will be required on our part given the extremely competitive nature of the market for accounting academicians.

Although an ongoing approach to assessing learning was a hard sell in the beginning, we appreciate the learning gains that assessment procedures have documented for us. In the last five years, we’ve gone from simply developing assessment plans to revising programs and courses stemming from insights gained through assessing learning outcomes with course-embedded measures. The insights have been productive in all our degree programs.