Our Mission

The mission of the Department of Accounting at Virginia Commonwealth University is to develop successful accounting professionals, to produce high-quality intellectual contributions to the academic community, and to create collaborative relationships with local businesses and professional organizations.

Our Vision

Student Preparation

The Department of Accounting prepares students to become professional accountants by providing a strong foundation in accounting principles and a well-rounded educational experience. Our courses emphasize analytical reasoning, critical thinking, communication skills, and ethical practices. Our sponsored student organization, Beta Alpha Psi, provides career preparation, networking, leadership development, and professional growth opportunities for accounting majors.

Intellectual Contributions

The Department of Accounting faculty conducts and disseminates high-quality research that is timely and relevant. Our faculty’s commitment is demonstrated by published research in the top academic and professional journals.

Community Engagement

Accounting faculty and staff actively participate in alumni activities and professional organizations to maintain and improve relationships with our stakeholders. Our goal is to effectively collaborate with local business leaders, to enhance our programs, and to provide support to the professional community.
Theme I: Our Students

Our goal is to graduate students with the knowledge, skills, and marketability necessary to join the ranks of our alumni in professional accounting careers. We seek to holistically develop and engage students through our academic programs so that they understand the demands of a career in accounting, as well as the professional expectations for accountants. Regular program review, which engages the feedback of faculty, students, and members of the accounting community, is a critical part of ensuring that our programs consistently meet the evolving needs of the market, employers, and our students.

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<th>Our Goals</th>
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| To engage in regular program review which enhances our curriculum, involves all our stakeholders, and promotes the quality and relevance of our degree offerings | • Program review of accounting degree programs conducted, at minimum, every 3 years  
• Evaluate curriculum offerings on an annual basis  
• Review and update choice of aspirant schools to determine the most appropriate accounting programs for inclusion in AACSB reaccreditation application  
• Offer online degree programs to meet the diverse needs of our students both locally and in the Commonwealth |
| To graduate students with the knowledge, skills, and marketability to enter professional accounting careers | • Develop Internship in Accounting course as a method for connecting students with internships at professional accounting firms  
• Develop strategy to encourage CPA review course participation for qualified students  
• Develop strategy to promote student membership in professional organizations like Institute of Management Accountants, Institute of Internal Auditors, and the VA Society of Certified Public Accountants  
• Support speaker series which brings accounting professionals and alumni before accounting students both in the classroom and at student organization events |
| To achieve a high level of student engagement by accounting majors | • Support Beta Alpha Psi as a career-enhancing experience for students  
• Develop promotional strategy to encourage high-achieving students to apply for available accounting scholarships  
• Develop strategy for promoting Career Services involvement by students |
| To graduate doctoral students prepared to be research-focused academics at peer institutions | • Review entrance qualifications for PhD students to ensure candidates are of the highest quality available, with well-rounded professional backgrounds  
• Support development of research skills by maintaining a 1:1 ratio of doctoral students to research-active accounting faculty  
• Support teaching ability by assigning a high-quality professor to mentor each doctoral student |
Theme II: Our Faculty and Staff

Our goal is to recruit and retain high-quality faculty and staff who support the mission and vision of the VCU Department of Accounting. Our research-active faculty members publish high-quality, discipline-based and pedagogical research on accounting relevant topics. Teaching focused faculty support our mission by bringing best practices from the accounting field to the classrooms. We welcome faculty and staff members from diverse backgrounds and seek to create an environment where differences and similarities are celebrated as assets to the organization.

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| To develop research-active faculty dedicated to the mission of the university, with research interests in accounting topics | • Develop mentoring program for assistant professors which matches senior research-active faculty with new faculty members  
               • Develop a strategy for funding an endowed research-oriented speaker series which attracts leading researchers to visit the department |
| To foster a culture that emphasizes excellence in teaching and learning    | • Strengthen assessment practices to facilitate ongoing program review  
               o Ensure that programs undergo an Academic Quality Review (AQR) every 3 years  
               o Ensure that all metrics in the assessment plan are completed and that the department ‘closes the loop’ using assessment data, and these data are used to make any needed curriculum changes  
               • Ensure that courses with multiple sections are coordinated to create consistency |
| To recruit and retain diverse and high-ability faculty and staff          | • Ensure that annual reviews are conducted with all members of the department including adjunct faculty, collateral faculty, doctoral students who are teaching a course, and classified staff  
               • Promote professional development opportunities for all members of the department |
| To engage accounting faculty and staff in service that supports the department’s mission and creates opportunities to increase external support of the school | • Encourage active participation in service activities that directly support the department, the School, and the University  
               • Encourage leadership roles in service activities  
               • Partner with outside organizations to provide services on campus that also generate revenue and/or donations  
               o CPA Review Course  
               o PwC – CPE offerings |
# Theme III: Our Alumni and the Community

Our department is strengthened by the connections that we build with our alumni and members of the community. A mutual connection of shared knowledge between the department and members of the community, including our alumni, fosters understanding about both the ‘practice’ aspect of accounting and the ‘theory.’

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| To produce the next generation of active, engaged accounting alumni who actively participate in the life of the school | • Promote accounting and business school engagement opportunities to alumni  
  o Ram to Ram mentoring  
  o Informational Interviews  
  o Guest lecturers and alumni panels  
• Organize annual Accounting ACES event that brings together alumni, current students, and the business community |
| To enhance our resources through value-added relationships between the school and members of the business community | • Foster long term sustainability of the Controller’s Executive Roundtable (CERT)  
  o Engage CERT in the development of its own strategic plan  
  o Ensure that succession planning is part of the organization’s strategy  
  o Encourage transition to status as ‘lifetime members’ of CERT for highly engaged CERT alumni members entering retirement  
• Foster our relationship with members of CERT and seek their engagement during the school’s annual and capital campaigns  
• Foster our relationship with the Institute of Internal Auditors (IIA) to continue support of accounting student scholarships  
• Encourage faculty members to seek leadership opportunities in the business community and among professional organizations to foster support for our Department |
| To engage accounting faculty and staff in developing external funding sources | • Collaborate with the business school as well as Central Advancement in developing and implementing fundraising strategies  
• Develop alumni relationships that support fundraising goals  
• Develop and enhance relationships with accounting firms and other companies to support Beta Alpha Psi and additional endowed faculty positions |