

Accounting Department

Program Review Presentation Cohort 2: 2022-2023

Accounting Full-time Faculty

Joel Halle, Department Chair

Robin Reilly

Lingling Zhang

David Munoz



AMERICAN RIVER COLLEGE

Department Profile

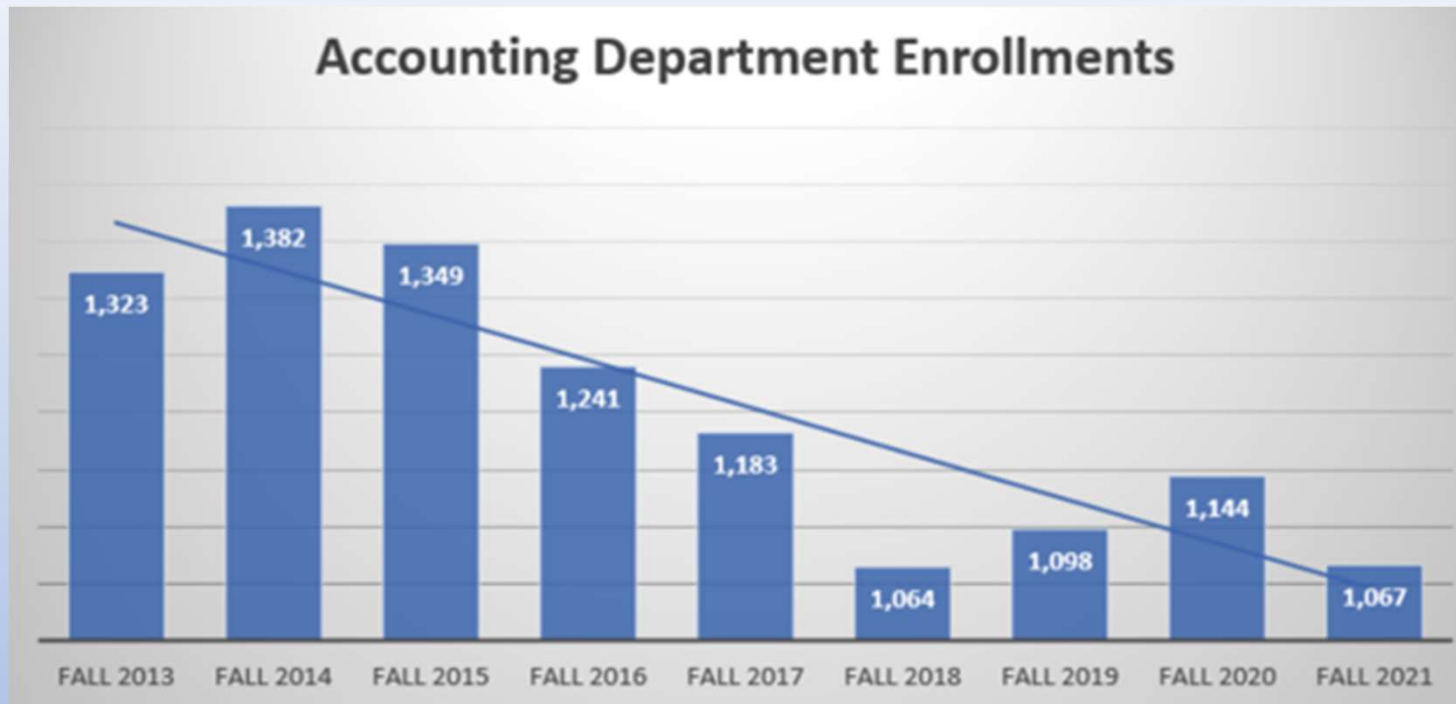
Accounting Department— At a Glance

- Average enrollment over the prior four reportable Fall school semesters is 1,093.
- Supports various pathways for career and technical education.
- 13 courses currently offered covering a broad spectrum of accounting functions.
- 3 accounting related certificates offering focused knowledge in common accounting roles.
- A.A. Degree in Accounting and transfer ability.



AMERICAN RIVER COLLEGE

Accounting Enrollments



AMERICAN RIVER COLLEGE

Historical Analysis

Program Strengths:

- Consistently strong labor demand for accounting careers.
- Multiple streamlined pathways from classroom to University or job placement.
- Supports job advancement for existing workforce or those seeking to become a CPA.

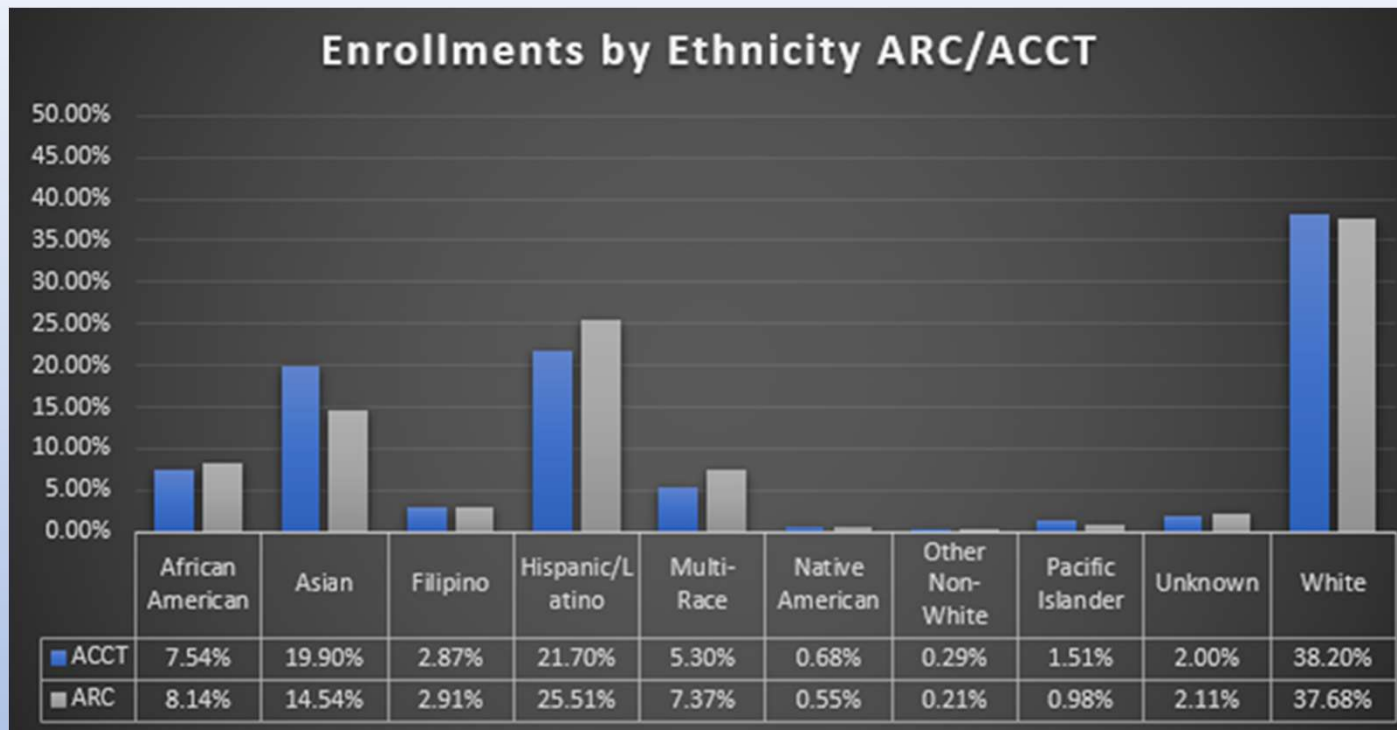
Program Challenges:

- Addressing the underrepresentation of Hispanic/Latinx Community.
- Identifying and correcting root causes of lower success rate for African American students.
- Declining enrollments



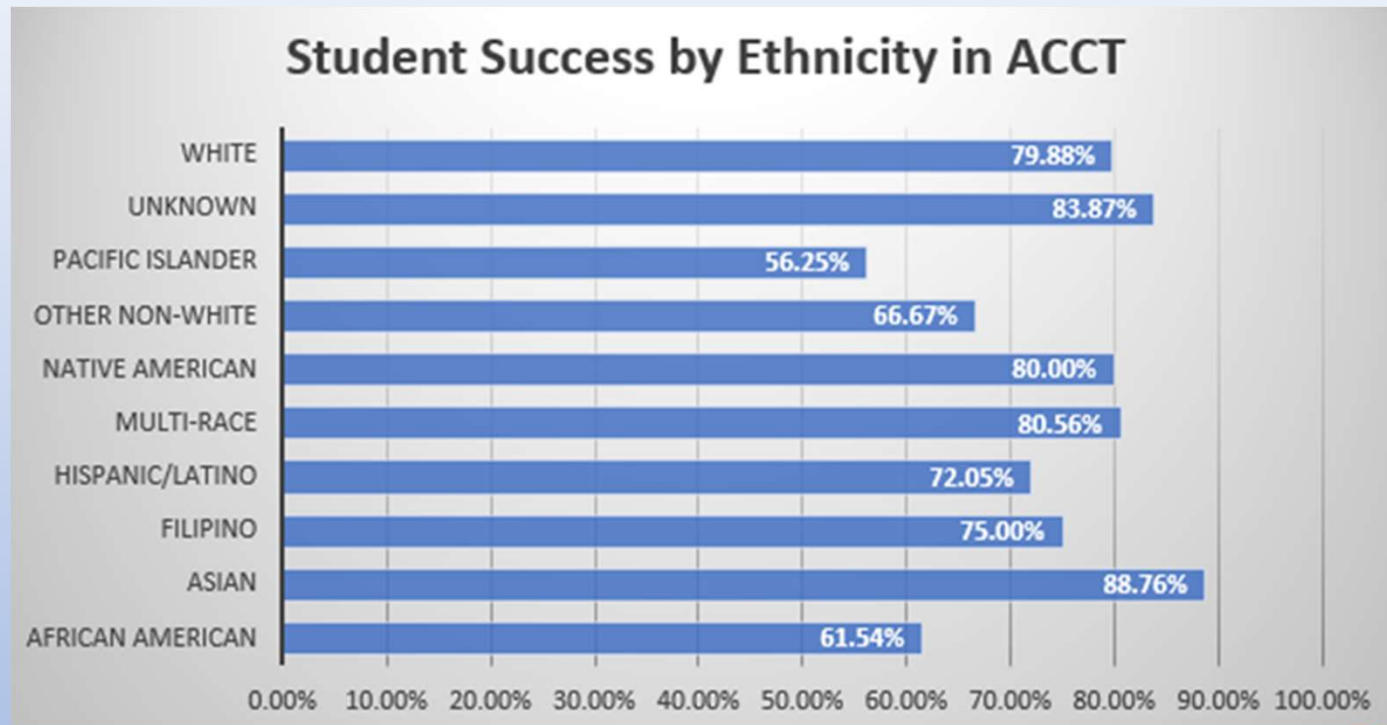
AMERICAN RIVER COLLEGE

Accounting Enrollments Relative to ARC



AMERICAN RIVER COLLEGE

Accounting Success Rates



AMERICAN RIVER COLLEGE

Accounting Department Objectives

1. Expand student enrollment, particularly with disproportionately impacted (DI) populations. We will endeavor to accomplish this through the establishment of a Business Club that will focus on engagement and inclusion of DI populations. Additionally, we will explore other engagement and recruitment strategies through our professional and industry networks.
2. Improve success outcomes for our DI populations, particularly our African American students. Through equity reflection and analyses of college data/statistics we will identify opportunities to improve outcomes. We acknowledge that we may not have all the answers and will look to ARC management and Administrators for support and guidance. We will strive to make meaningful and measurable improvements in this area, not perfection. We will accomplish this through recognition of inherent challenges of disproportionately impacted students and deliberate enhancements to our instructional methods.



AMERICAN RIVER COLLEGE

Strategic Enhancement

Vision:

The Accounting Department is thriving with growing enrollments, which are representative of the broader and diverse student body. Student success outcomes are growing and equally distributed across the student populations.

Accounting provides a vehicle for economic and social mobility. Our students enjoy career opportunities that are diverse, plentiful and economically rewarding.

Our students leverage their accounting knowledge to enhance their personal and professional goals while also adding value to the communities in which they live.



AMERICAN RIVER COLLEGE

Planning Steps

1. Establish and operationalize a Business Club at American River College. (In progress currently)
2. Create a strategy to enhance and evolve our instructional methods to support disproportionately impacted populations and increase success rates of African American students.
3. Create a succession plan for our department to ensure these efforts have continuity in staffing.



AMERICAN RIVER COLLEGE