

APPENDIX A

Accounting Academic Unit Strategic Plan



Gonzaga Accounting Mission Statement & Strategic Plan

The mission statement and strategic plan were originally formally developed in 2008. In addition to the accounting mission statement and strategic plan, the collective work of our faculty, students, and other key stakeholders is guided by the School of Business Administration (“SBA”) values and strategic plan, and the University’s strategic plan and mission statement. The accounting mission statement and strategic plan were re-affirmed by the faculty in 2021.

Mission Statement

To develop ethical graduates highly qualified for professional careers in accounting. Our programs will be characterized by rigorous curricula offered in a personalized learning environment; to advance knowledge and application of accounting theory and practice, our high-quality faculty will be involved in a complementary mix of research and contributions to professional practice.



Strategic Plan

The current plan includes the following Objectives and Strategies:

Objective I: Develop ethical, professionally competent graduates

Strategy A – Maintain challenging curricula responsive to the needs of organizations in a dynamic global business environment.

Strategy B – Promote the highest standards of ethical behavior and learning.

Strategy C – Enhance students' critical thinking and awareness through engagement.

Objective II: Distinguish our programs by dedication to professional careers

Strategy A – Attract and retain doctorally-qualified faculty with professional certification(s).

Strategy B – Promote attainment of professional certification (CPA, CGMA, CIA, etc.) by our students and graduates.

Strategy C – Encourage participation by students in professional activities and organizations.

Objective III: Enhance the quality and effectiveness of faculty

Strategy A – Enhance opportunities for improving scholarly and professional practice activities of the faculty.

Strategy B – Enhance opportunities for improving teaching effectiveness.

Objective IV: Increase the stature of the accounting programs

Strategy A – Systematically promote the accounting programs.

Strategy B – Strengthen relationships with accounting alumni and stakeholder organizations.



With these Objectives in mind, the accounting faculty have identified the following strategic priorities:

- Integrating sustainability reporting, data analytics, and technology content throughout the accounting curricula (undergraduate *and* graduate).
- Collaborating with students and other stakeholders to develop and present relevant content (i.e. business cases; financial literacy information) for high school students.
- Launching an accounting alumni network to promote increased engagement amongst our various stakeholders.
- Promoting an inclusive and supportive environment (both the learning environment *and* within the workplace) through intentional collaboration and engagement with diverse individuals, perspectives, and ideas.