

Assessment of Non-Academic Outcomes (Fall 2003 and Spring 2004)

Please provide the information below about how your unit assesses the extent to which it meets its expected outcomes. If you need assistance, please contact Dr. Virginia Wheelless at 565-2085 or on Groupwise email. This information is due in the Planning Office no later than February 2, 2004 and will be updated annually.

Unit: Institute of Petroleum Accounting Date 1/5/04

Person Completing the Information Teddy L. Coe Email coet@unt.edu

Head of the Unit: Teddy L. Coe Email coet@unt.edu

I. Mission: Provide the mission of the unit and a statement about how it relates to the university's mission.

The Institute of Petroleum Accounting was established as a research center to serve the oil and gas industry, government, public accounting, and individuals interested in the oil and gas industry. The Institute's mission is to develop an effective research, communication, and educational program in accounting, financial management, and economic issues in the oil and gas industry. The Institute supports the educational and research mission of the Department of Accounting and the College of Business through its support and training of researchers, research grants, and participation in the research and educational missions of both the department and the college. The Institute also supports the external outreach objective through its contact with and the development of relationships with individuals in government and industry as well as with the private sector.

II. Previous Evaluations of the Unit: Provide a description of the evaluations/assessments conducted in your unit over the last 5 years and changes that have been made based on the results of these assessments.

The Institute was subject to a Sunset Review in 2002. The review was very positive and the Institute was approved to continue its operations for an additional five years before another Sunset Review would be conducted. Each year, the IPA submits an annual report to the department head and to the college dean for their evaluation of IPA. In addition, there is an annual meeting of the Institute's Board of Directors which takes an active role in reviewing the Institute's performance. This board is composed of individuals who represent the Institute's external and internal constituents. In addition, the IPA has a European Advisory Board which meets every year in London, usually on a formal basis, though occasionally, on a more informal basis. The European Board addresses the issues of how IPA can perform in the European arena.

These assessments often result in changes in some of the IPA's activities and sometimes cause a refocusing of attention to various issues. The European Board helps us evaluate the appropriateness of our seminars for their markets and often these evaluations result in

changes to the courses. Sometimes, the evaluations result in adding new seminars or in canceling others. The meetings of the domestic board have resulted in the development of strategic and operational plans for IPA as well as evaluations of the accomplishments of those plans.

III. Statement of Expected Outcomes: Provide a brief list of the expected outcomes for your unit for 2002-03 or 2003-04 as of this date. Each outcome listed must be capable of being measured by the means noted in IV below. Please number the outcomes (1 to x). After each outcome, describe how the outcome supports student learning and student development.

The Institute has four expected outcomes. They are:

- 1. Research—To research issues of accounting, finance, taxation, and economics arising within the oil and gas industry and in other extractive industries; to promote research in these areas by others outside the Institute; to publish the findings of such research; and to create a better understanding of issues confronting the industry which should lead to better management information and external reporting.**
- 2. Communication—To collect and disseminate current and historical information and research results about the oil and gas industry and about other extractive industries with respect to the accounting, finance, taxation, and economic issues of these industries. To identify educational programs of interest to members of the industries and to work with the Professional Development Institute in the development and delivery of post-university educational programs.**
- 3. Education—To foster interest in the oil and gas industry and in other extractive industries within the academic community; to encourage colleges and universities to offer educational programs relevant to these industries; and to assist them in developing such programs.**
- 4. Institutional support—To support the educational research mission of the Department of Accounting and the College of Business Administration at the University of North Texas by encouraging and supporting the scholarly activities of faculty and students; by developing intern opportunities for students, especially in the international arena; and by the establishment of cooperative programs with professional associations and universities in other countries.**

IV. Measuring Expected Outcomes: Describe how the unit measures how the outcomes have been achieved and provide a list of methods and/or tools with the following information:

1. Name of assessment method or tool
2. If the method/tool is copyrighted, provide the name of the company who “owns” the tool.
3. Frequency of use - how often is this tool/method used, e.g., every spring semester students, staff, and faculty are surveyed about parking at UNT; customers are asked to complete evaluation forms when services are rendered; or each fall, the Enrollment Management Committee reviews the results of the Graduating Student Survey produced by the IR&A Office.

The following methods are used to measure the accomplishments of Institute outcomes:

1. Research outcomes are measured by (1) number of projects begun, (2) number of projects completed, (3) percent of project completion for incomplete projects, (3) number of projects being considered, (4) number of publications resulting from IPA research or IPA supported research, (5) quality of publication outlets. These measures are taken throughout the year but primarily at the end of the each year.
2. Communication outcomes are measured primarily by the publication of our journal, the *Petroleum Accounting and Financial Management Journal*, the Director's interaction with the professional community, and IPA's work with PDI (Professional Development Institute). The measures include (1) number of issues published, (2) number of articles published, (3) number of articles referred, (4) number of professional meetings attended by the Director, (5) number of professional committees on which Director sits, (6) number of national offices which the Director holds, (7) number of PDI seminars in which IPA participates, (8) number of European seminars held, (9) Director's participation in planning and execution of seminars, (10) number of hits to and orders or inquiries generated from the IPA website.
3. Education outcomes are often a byproduct of the first two sets of outcomes. The extent to which outcomes shown in (1) and (2) above are accomplished is an outcome for the educational process. In addition, IPA's outcomes include (1) the number of Ph.D. students supported by IPA, (2) the number of dissertation committees on which the Director sits, (3) the number of dissertations which the Director supervises.
4. Institutional support outcomes are measured by the extent to which the IPA enables the department and college to meet their goals. In addition, the outcomes include (1) the Director's participation in university, college, and departmental committees, (2) the committees he chairs, (3) the financial support provided by IPA to the department and students within the department.

V. Use of Assessment Results: Describe how the results of the assessments described in IV above are shared with staff in the unit? How are the results used to improve the unit? Help improve student learning? Enhance student development? Meet the university's vision?

The IPA is composed of its Director, two full-time, and two part-time staff members (one of which is the Research Director), in addition to Ph.D. students and other students who work in IPA. Also, other individuals work with IPA on a volunteer basis. Assessments of the unit are made available to all full-time individuals through their participation in some portion of the evaluation or through our regular staff meetings.

VI. Changes Made Based on Assessment Results: Describe how the unit has changed (or why it has not changed) based on the results of the assessment of outcomes. Indicate the year the change was implemented. Please indicate how the expected outcomes have changed if applicable.

The unit is an evolving unit whose basic mission does not change quickly. The operational objectives remain much the same from one year to the next but the activities in which the IPA engages have changed markedly over time. These changes occur because of our evaluations and assessments of new ways to accomplish our objectives. For example, we attempted to develop an international MBA in Energy for the Chinese market to fulfill part of our educational outcome. After extensive work with both internal and external individuals, we discovered that we could not offer a competitively priced degree without some changes in policies over which we had no control. This determination resulted in our dropping the plan to develop a Chinese program.

Signature of Person Completing the Form:

_____ Date _____

Signature of Unit Head after Reviewing the Form:

_____ Date _____