



May 15, 2020

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Dear Dean Hendrickson and Dr. Purcell:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in accounting offered by Creighton University is concurred with by the Accounting Accreditation Committee (AAC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of Creighton University.

Creighton University has achieved accounting accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2024-2025. A timeline specific to the school's visit year is available online [here](#).

One purpose of peer review is to recognize initiatives that support an environment of continuous improvement of quality programs. As noted in the team report the accounting programs of Creighton University is to be commended on the best practices found on **Attachment A**.

The school should begin to address the concern(s) identified by the peer review team and AAC. As part of the next continuous improvement review application due July 1, 2022, the school is asked to update the AAC on the progress made in addressing the concerns listed on **Attachment B**.

Please refer to the [Continuous Improvement Review Handbook for Joint Business and Accounting](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the latest revisions to the CIR process. Continue to monitor the website for the most current version of the handbook.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,

A handwritten signature in blue ink that reads "John A. Elliott".

John Elliott, Chair  
Board of Directors

Cc: peer review team

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Attachment A

This section provides a brief description of commendations and best practices of the school that demonstrate leadership and high-quality continuous improvement in management education.

1. As evidenced throughout the report, student involvement in BAP, the required participation in the VITA program, and the requirement for Master of Accounting (MAC) students to complete a service project and participate in an accounting related organization are integral to fulfilling the school's mission, particularly for the students to become leaders in the profession, organization, and community.
2. The team is very impressed with MAC Learning Goal 4 - "Graduates of the MAC Program will possess the ability to apply their professional accounting knowledge in combination with leadership skills, effective communication skills, ethical awareness, and strategic thinking so they can become leaders in the organizations in which they work and in the communities in which they live." This goal helps to ensure that students are developing and building the critical skills to be successful in the future.
3. It is great that new faculty hires bring 65+ years of public and private accounting experience to the classroom including significant technology and data analytics skills. Hiring more faculty with master's degrees and professional certifications as minimum qualifications will reinforce the department of accounting's commitment to professional preparation for its students.
4. The Accounting Advisory Board appears to be very strong. Conducting two meetings per year, meeting with the Dean and graduating seniors and MAC students and assisting in faculty recruitment and mentorship all are activities demonstrating strong engagement with alumni/professionals.
5. The 100% successful outcome rate in both 2019 and 2018 and 98% in 2017 is impressive. Students are receiving strong median salaries and placements are geographically dispersed evidencing respect for the college's accounting program.
6. Students feel that the faculty are extremely accessible and care about them not only as students but as individuals.
7. It is very apparent the Department of Accounting is effectively integrating data analytics, dashboarding tools, and advanced emerging technologies into the MAC program. Moving forward, the Department of Accounting should also "aggressively incorporate analytics across the department's curriculum" at the undergraduate level. The skills being developed in the MAC program are going to be skills employers expect from all graduates, not just those with a master's degree.
8. As noted earlier in the report, the Department of Accounting should be commended for hiring a new assistant professor whose primary research interest is in topics related to CSR. The Department of Accounting is discussing how to integrate corporate social responsibility in required major courses. This is very timely due to the heightened investor and other stakeholder focus on corporate social responsibility or environmental, social and governance.

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Attachment B

This section identifies areas that the school should address during the coming review cycle. Please be prepared to discuss progress made in addressing these concerns in the Continuous Improvement Review Application

1. The Department of Accounting (DA) has only two tenured faculty and three untenured faculty who have recently graduated from doctoral programs. Over the last three years 3 senior faculty with over 40 years of experience have retired and the 2 remaining tenured faculty have been at the institution for over 40 years. A clear leadership transition plan would be advantageous, and the junior faculty would benefit from an experienced mentor to guide their careers. Non-tenure faculty are teaching significant overloads and class sizes have increased significantly over the last four years as enrollments have grown. Securing an experienced hire prior to the current senior faculty retiring is critical to the department since it impacts its mission. Additionally, financial strategies should be employed to support the faculty research mission and faculty sufficiency issues related to the Master's in Taxation. (Standard A3: Financial Strategies and Allocation of Resources and Standard A6: Accounting Faculty Sufficiency, Credentials, Qualifications and Deployment)
2. The DA has completely revised their model for graduate accounting education moving to a more integrated model that allows students to graduate with two degrees within four years. The previous Master's in Accounting program had a total of 12 students over the past five years. The new program launched in AY 2019 was developed based on a set of learning goals to which we have provided our feedback to completely rework learning goal #2 and learning goal #4d. It is recommended that the learning goals are revised as well as the program incorporate changes to the program from their Assurance of Learning. (Standard A4: Accounting Curricula Content, Management and Assurance of Learning)
3. While the DBA program has enough qualified faculty from another Jesuit institution to run a high-quality program until the current nontenured faculty achieve tenure within 3-4 years, the faculty are all from one institution which makes the program vulnerable if changes occur at that institution. It is recommended that the Dean and DBA director diversify where they recruit and hire accounting faculty for the program. (Standard A6: Accounting Faculty Sufficiency, Credentials, Qualifications and Deployment)
4. It is recommended that the college better integrate the annual review process with the third-year review and the promotion and tenure process. (Standard A6: Accounting Faculty Sufficiency, Credentials, Qualifications and Deployment)