Accounting Writing Assessment Information Session
12 FEB 2016
3:30 P.M., C 125 PBB
Introduction

- Kevin Den Adel, Director of the Undergraduate Accounting Program
- Carl Follmer, Assistant Director of the Accounting Writing Program
Agenda

- Overview of the Accounting Department’s writing program.
- Explain the writing assessment requirement for admission to the accounting major.
- Describe the procedure for administering the assessment.
- Offer resources to prepare for the assessment.
- Answer your questions.
Why a writing assessment?

- Builds on the strength of the Department of Accounting writing program.
  - Identified as a “model for the academic community” during the 2014 AACSB re-accreditation.

- Effective written communication skills are essential for professional success.
Who must take the assessment?

- All students who plan to declare an Accounting major must pass the assessment.
- Students who have previously passed the Accounting Department’s writing assessment have met this particular admission requirement and do not need to take it again.
Who is eligible to take the assessment?

- Students must have either completed or be currently enrolled in ACCT:2200 (6A:002) Managerial Accounting (or course equivalent) to be eligible for the February assessment.
- We will ask for a student ID at the assessment to make sure you meet this requirement.
The assessment will be administered on the following dates (attend only one):

- **Thursday, February 25, 7:00 pm in W151 PBB**
- **Friday, February 26, 3:30 pm, in W10 PBB**
What do I bring?

- Each student must bring their **University of Iowa ID** and a **pen**.
- Each student must sign in with his/her **student ID** as verification.
Format of the assessment

- Students have **75** minutes in which to read an article taken from the business press (WSJ or NY Times) and write an essay.

- The essay should summarize the article and analyze an issue raised in the article.

- The summary and analysis should flow together as one essay (between 1/4 and 1/3 of the essay should be summary).

- The essay must have a clear thesis statement that guides the analysis.
What skills will be assessed?

Five writing skills will be assessed (4 point scale):

- **Micro Skills** (grammar and usage)
- **Thesis Statement** (thesis for the analysis part of your essay)
- **Development** of your summary and analysis paragraphs
- **Clarity and precision** of word choices
- **Style** (no repetition, limited use of passive voice, professional tone)
In order to succeed...

- Your essay **MUST** have a argument.
  - Summarizing is important, but don’t **only** give summary.

- Your essay **MUST** have a clear thesis statement.
  - Thesis = 1-2 sentences that detail your argument, worth as many points as micro skills
  - “The article talks about...” is not a thesis.
  - “In this essay I will discuss...” is not a thesis.
  - “Glass bottles are better for the environment than plastic bottles because...” is the beginning of a thesis statement.

- The rest of the essay **MUST** focus on the argument put forth in your thesis.
Scoring of the essay

- Each of the five skill areas will be scored on a scale from 1.0 – 4.0 (half points will be given)
- Maximum total score is 20, minimum is 5
- Scoring at 15.5 or above reflects acceptable writing performance and is the goal of the departmental writing program for each student graduating with a degree in Accounting.
- A score of 12.5 reflects minimum writing proficiency.
- A score of 10.0 or above will be considered a passing score for this assessment.
- Scores between 8.0-11.0 receive a 2nd reading. If the pass/fail result is different from 1st to 2nd reader, a 3rd reader will be the tie-breaker.
When do I learn my results?

- Each student will be notified by e-mail starting the week of March 28 if they have passed or not passed the assessment.
- Students who wish to see their assessment grade sheet may pick theirs up (upon showing proper ID) at the Dept. of Accounting office (W252 PBB) beginning April 4.
- Essays remain the property of the department and will not be returned, but may be viewed during an appointment with a consultant.
What if I do not pass?

- Students who do not pass will not be allowed admission to the Accounting major or to enroll in Accounting major courses for the fall 2016 semester.

- **NEW for Spring 2016:** Students who do not pass can take the June 2016 assessment (summer session) for fall 2016 admission, and/or the fall 2016 assessment (in October) for spring 2017 admission.

- Meet with your advisor about other majors and course options.
How to prepare

- Examine the new Writing Assessment page on the Accounting Writing Program website
  - Instruction and FAQ sheet: instructions and answers to questions many students have
  - Writing Assessment Tip Sheet: advice on taking the assessment
  - Sample grade sheet, which you can pick up once your essay is graded

- Read the Frank Center’s Preparing for the Accounting Writing Assessment

- Review the micro skills and macro skills pages on the Accounting Writing Program website
How to prepare (cont’d)


- Pick up practice articles in the Frank Center and create your own essay. These can be reviewed with Frank Center tutors.

- Review other writing tip sheets available at: http://tippie.uiowa.edu/bizcomm
Assessment date conflicts

- Students currently registered and on-campus in the spring 2016 semester are expected to attend either the **February 25 or 26** assessment date.

- Only students meeting one of these conditions may contact Carl Follmer to schedule a make-up test:
  - Registration in a UI class during **both** test times
  - Official UI absence for a UI event on Feb 25 and 26
  - Illness (verified by a doctor’s note for both dates)
  - Funeral of an immediate family member or extreme family emergency (must be verified)
Special testing conditions

- Students who are registered with the Office of Student Disability may arrange for their required test modification.

- Requests and the Student Academic Accommodation Request form should be given to Carl Follmer (W259 PBB or carl-follmer@uiowa.edu) by 5:00 p.m. on Wednesday Feb. 24.
Contact information

- kevin-denadel@uiowa.edu, 335-1412, W372 PBB.
  - Contact for questions regarding student eligibility and administration of the Accounting Department writing assessment.

- carl-follmer@uiowa.edu, 335-0913, W259 PBB.
  - Contact for requests for special testing arrangements, to report a test date conflict qualifying for a make-up assessment test date, or for questions about assessment scoring.
Time for Questions