Accounting Writing Assessment
Info Session and Skills Workshop

Fri, Sept. 21, 2018 @ 3:30 p.m.
C107 PBB
Introductions

Kevin Den Adel, Director of the Undergraduate Accounting Program

Carl Follmer, Accounting Writing Program Director
Agenda

Overview of writing program and assessment

Describe the assessment’s procedure

Offer resources to prepare

Answer questions

Workshop skills necessary for the assessment
Why a writing assessment?

Builds on the strength of the Department of Accounting writing program

• An integrated writing program identified as a “model for the academic community” during the 2014 AACSB re-accreditation.

Writing as essential for success

• In Accounting courses
• In professional life
Who must take the assessment?

All students who plan to declare an Accounting major must pass the assessment.

Students must only pass the assessment once – no need to take it again later.
Who is eligible to take the assessment?

Students must have either completed or be currently enrolled in ACCT:2200 Managerial Accounting (or course equivalent) to be eligible for the Fall 2018 assessment.

We will ask for a student ID at the assessment to make sure you meet this requirement.
Dates and locations for the fall assessment

The fall assessment will be administered on the following dates:

• Oct 4, 2018 @ 6:30 in W151 PBB
• Oct 5, 2018 @ 3:30 in 140 SH

Please register for the fall 2018 assessment
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

75 minute assessment
  • Read a short article (WSJ or NY Times) and write a brief essay

Summarize the article and analyze the article’s content

Summary (1/4-1/3 of essay) and analysis should flow together

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

Five categories (4 point scale):

- **Micro Skills** (grammar and usage)
- **Thesis Statement** (thesis for the analysis part of your essay)
- **Development** of summary and analysis paragraphs
- **Clarity** and precision of word choices
- **Style** (ease of reading, limited use of passive voice, professional tone)
In order to succeed...

There **MUST** be an argument (not just summary)

There **MUST** be a clear thesis statement (1-2 sentences that detail your argument)

- Should be arguable
- “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
Scoring the assessment

Each category scored on a scale from 1.0 – 4.0

Maximum total score is 20, minimum is 5
  • Score of **15.5** or higher reflects acceptable writing performance
  • Score of **12.5** reflects minimum writing proficiency

**Score of 10.0 or above will be considered a passing score for this assessment**

Scores between 8.5-10.5 receive a 2\textsuperscript{nd} reading; 3\textsuperscript{rd} reader as a tie-breaker if needed
**When do I learn my results?**

Students notified by e-mail in week of Oct. 29

Students encouraged to claim grade sheet (upon showing proper ID) at the Dept. of Accounting office (W252 PBB) beginning week of Nov. 5

Essays are property of the department and are not returned
- Can be seen in Carl Follmer’s office (C353 PBB)
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 2018 semester.

Students may choose to take the writing assessment again in the Fall 2018 semester for entry into the program during the Spring 2019 semester.

Meet with your advisor about other majors and course options.
Resources for preparation

**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**

Frank Center’s **Preparing for the Accounting Writing Assessment**

Micro skills and macro skills pages on the **Accounting Writing Program website**
Additional resources

Practice articles in the Frank Center
  • Create your own essay and visit Frank Center tutor

  • Available in BizHub/library

Other Frank Center *writing tip sheets*
Assessment date conflicts

Students currently registered and on-campus in the Fall 2018 semester are expected to attend the fall assessment.

Only students meeting one of these conditions may contact Carl Follmer to schedule a make-up test:

- Registration in a UI class during the assessment
- Official UI absence for a UI event on August 13
- Illness (verified by a doctor’s note)
- Funeral of an immediate family member or extreme family emergency (must be verified)
Special testing conditions

Students registered with Student Disability Services may arrange for their required test modification

Requests and the Student Academic Accommodation Request form should be given to Carl Follmer (C353 PBB or carl-follmer@uiowa.edu) by 4:00 p.m. on Wednesday Oct 3, 2018
Contact information

kevin-denadel@uiowa.edu, 335-1412, W372 PBB
  • student eligibility
  • administration of the writing assessment

carl-follmer@uiowa.edu, 335-0913, C353 PBB
  • requests for special testing arrangements,
  • report a test date conflict
  • questions about assessment scoring.