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## Members in Education, November 2008

American Institute of Certified Public Accountants (AICPA)

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## Highlights

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Survey

## Information Needed for Annual Trends in the Supply of Accounting Graduates and Demand for Public Accounting Recruits Publication

Every year the AICPA gathers data on the current status of the nation's accounting enrollments, and the profession's recruitment efforts. The results of our research are published in *Trends in the Supply of Accounting Graduates and the Demand for Public Accounting Recruits*, which is available through the Institute's Web site for interested parties—including participating organizations. The goal for the study is to assess the influx of students into accounting curricula, monitor their graduation rates and track their progression into the accounting profession.

We recently distributed survey questionnaires to colleges, universities and select public accounting firms requesting student and employment information. If you or your organization was asked to participate, respond as thoroughly and promptly as possible.

The survey will be open for response until the week of Dec. 13. For the information to have significant and meaningful value, widespread participation is essential. If your college or university has not yet completed the survey, contact the AICPA's [Academic & Career Development Team](#) for information on your school's unique User ID and access to the survey.

If you have questions about the survey, would like to participate, or are interested in receiving a copy of the current report for 2008 or a copy of the 2009 report when published, contact the Academic & Career Development Team by email at [educat@aicpa.org](mailto:educat@aicpa.org). Once completed, the report will be available on the AICPA's Accounting Education Center Web site for view and download at [www.aicpa.org/aec](http://www.aicpa.org/aec).

## Financial Literacy Curriculum Created for Grade Schools

The AICPA and the Advertising Council are seeking to create a nation of young savers with Feed the Pig for Tweens™, a new financial literacy curriculum for fourth to sixth graders.

The program is an extension of the [Feed the Pig™ campaign](#), which helps 25- to 34-year-olds take control of their finances by saving. Benjamin Bankes, an adult-sized pig who evokes memories of the piggy bank, is the icon of the original Feed the Pig campaign.

Feed the Pig for Tweens was developed by JMH Education with input from its Teacher Advisory Board and in cooperation with the National Council of Teachers of Mathematics.

The curriculum introduces nine- to 11-year-old students to

responsible financial decision making. Teachers may order printed copies or download the curriculum free of charge at the Feed the Pig for Tweens Web site at [www.feedthepig.org/tweens](http://www.feedthepig.org/tweens).

The coursework reinforces math skills with real-life applications, like tracking expenses and balancing a checkbook. Students will be joined by the Bankes Piglets, 12 dynamic and diverse "savers and spenders," who help them analyze financial habits and create responsible financial plans. Feed the Pig for Tweens includes The Great Piglet Challenge online interactive game and a take-home activity, Feed the Pig Family Goal, for the students to work through with family members.

## AICPA Women's Leadership Workshop Offers CPA Firm Leaders Advice for Advancing Women in the Profession

To promote the retention and advancement of women within the accounting profession, the AICPA Women's Initiative Executive Committee educated 34 CPAs from 16 firms in its beta program, "Retaining and Developing Women Leaders: Organizational Strategy Workshop," held Sept. 9–10 in Chicago.

"Firm leaders left the workshop with everything they need to kick off an initiative, including a business case document and action plan customized to their firms," said Mary Bennett, lead Instructor, course developer, partner firms, Crowe Horwath LLP, Atlanta. "Nothing like this has

ever been available for firms in the past. This was a unique opportunity."

A shared common theme of the Workshop was the imperative to hire and promote women. Discussions and panels focused on creating a firm's strategy to reinforce this goal, make the firm's senior level management more diverse and allow them to serve a more varied client base.

Additional workshops are being planned for 2009. For information contact [Misean Reed](#), Manager of Diversity, Work/Life and Women's Initiatives. Access the full [press release](#).

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## University of Akron Team Wins 2008 AICPA/Bea Sanders Award

The AICPA is pleased to honor Akhilesh Chandra, Thomas Calderon and Mark Welfley of the University of Akron as the 2008 AICPA/Bea Sanders Innovation in Teaching Award winners for their work, *Responsibilities and Choices: An Active Engagement Exercise for Introductory Accounting Courses*. The AICPA/Bea Sanders Award is designed to recognize and disseminate successful practices in the first course sequence in accounting.

Honorable mentions were also extended to Elliott

Levy, Karen Osterheld and Jay Thibodeau of Bentley College (*An Approach to Teach Introductory Accounting Students about the Conceptual Framework and Career Opportunities in the Post-Sarbanes Oxley Environment*); D. Lee Warren and Marilyn Young of Belmont University (*Integrated Accounting Principles*); and Wayne Bremser of Villanova University (*Balanced Scorecard Simulation Team Project*).

Learn more at [www.aicpa.org/aec](http://www.aicpa.org/aec).

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## Wayne Rowe Selected as 2008 Stuart A. Kessler Scholarship Recipient

The AICPA Minority Initiatives Committee is pleased to announce its selection of [Wayne Rowe](#) as the 2008 Stuart A. Kessler Scholarship Recipient. This prestigious award is designated to the highest-ranking graduate level student for the AICPA Minority Scholarship program.

Rowe was selected for this award from a pool of nearly 400 scholarship applicants, based on his exceptional academic achievement, leadership and commitment to pursuing the CPA credential. This award is made in recognition of Stuart Kessler's commitment and efforts to enhance the integration of the accounting profession by providing opportunities to

ethnically diverse people to become certified and active in the profession.

Rowe feels it is important to set goals and help others because, "As minorities, there will be glass ceilings and people whose perceptions of you are far from reality. But that shouldn't deter anyone from their goals. Stay focused and set high expectations for yourself—higher than any manager or college professor can set for you. Be relentless in everything that you do, and understand that you may have to work twice as hard as your peers to achieve the same success."

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