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Academic & Career Development

e-NewsLetter

February 22, 2001
Edition 1

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What is the *Academic & Career Development e-NewsLetter?*

The "*ACD e-NewsLetter*" is an electronic newsletter produced by the AICPA Academic and Career Development team. It is intended to be a periodic communication that informs State CPA Societies and other interested parties of the activities, products, programs and initiatives that focus on student recruiting. As such, it will provide information on the products and programs being used by the AICPA and by State CPA Societies. The *ACD e-NewsLetter* will be distributed on a periodic basis throughout the year. Although there is no specific timetable for providing the newsletter, you can expect to

receive the one at least two to three times a year.

High School Educators Symposium

The High School Educators Symposium is a student recruiting program the AICPA developed to assist State CPA Societies distribute the 360 Degrees of Possibilities Curriculum Kit and CPA Information Package (called an iPACK) to high school educators.

The 360 Degrees of Possibilities Curriculum Kit is in its second year of distribution. The Kit was developed to educate and create awareness among high school students of the importance of accounting in business and in everyday life. The Kit contains five curriculum units—Social Studies, Science,

Mathematics, Business Education, and Accounting—that link academic content standards in each subject area to real-world business scenarios by using “hands-on, minds on” student learning activities. Each curriculum unit contains three lesson plans, complete with lesson objectives, topic overviews, the learning activities and answer keys. The Kit also contains a Guidance unit that can be used by teachers as well as guidance counselors, a Student Career Information Guide, the *Takin' Care of Business* recruiting video, and a poster.

The CPA iPACK is the AICPA's new recruiting package that is highlighted by the *Takin' Care of Business* video that features five young, successful CPAs in exciting career paths ranging from an FBI Special Agent to Controller of the New York Jets. This enlightening video combines animation and real-life profiles and uses a career day discussion as a backdrop for presenting the positive aspects of the CPA profession. In addition to the video, the iPACK contains

25 career guides, a poster, and a presenters guide.

The first step to a successful Symposium is to recruit the right mix of teachers. Ideally, a team of educators consisting of a mathematics teacher, a business education teacher, a guidance counselor, a career advisor, a social studies teacher, and possibly a principal or administrator, from targeted high schools would attend. In addition, it is suggested that guidance counselors and career advisors from colleges and universities in your area be invited to attend as well. The more educators that attend, the better the event will be. If your State Society does not have a database of high school educators, the AICPA can connect you with MSGI Direct, a subsidiary of Dunn & Bradstreet that provides high-quality educational lists at reasonable rates, to assist you in reaching your high school educator audience.

The Symposium is structured as an all-day (approximately 9 a.m. to 3 p.m.) conference that can be held at various locations, including your Society's facility, a college campus, or a dining and entertainment hall. It is

important, however, to consider a location that is central to a majority of the educators that are invited to attend. In addition to inviting high school educators, it is suggested that local CPAs, whether they work in public accounting (Big Five firms, regional firms and sole practitioners), business and industry, or government, be invited to the Symposium. It is not necessary, however, that they attend the entire day.

Each attendee should receive a Curriculum Kit and CPA iPACK. These can be ordered from the AICPA Member Satisfaction team by calling 888.777.7077. (The product numbers are: Curriculum Kit, #872570; CPA iPACK, #872530.)

After registration during which a continental breakfast can be served, an AICPA-provided speaker will discuss and present the lesson plans and student learning activities in the Curriculum Kit. Prior to lunch, the attending CPAs can be introduced so that the educators have the opportunity to learn more about career opportunities in accounting by networking with the CPAs during the

lunch break. After lunch, the CPA iPACK is discussed and the "Takin' Care of Business" video is presented. Finally, the Symposium concludes with a panel discussion by the CPAs attending. The discussion can address a variety of topics ranging from their education and work experience to the skills needed to succeed in business today.

The AICPA will provide the presenter for the Symposium and pay the presenter's airfare. The Society will finance the presenter's accommodations and meals, and be responsible for the cost of the Symposium itself (facilities, meals, materials, education lists, and mailings).

The AICPA has developed a "High School Educators Resource Guide" to assist you in arranging the conference. The Resource Guide is currently being finalized, but a draft can be e-mailed to you upon request. The Resource Guide contains more information about the Symposium, a sample agenda, and form letters that you can customize to send to educators and CPAs.

The High School Educators Symposium has proven to be a success among all involved ---organizers, educators, and CPAs. Betty Breen and Melissa Lawson at the Georgia Society of CPAs can attest to this as they hosted a Symposium at their facility on January 23, 2001.

Interchange 2001 "Add-on" Session

Are you ready for your trip to the Big Easy for Interchange 2001? Plan on coming a little early to attend the Academic and Career Development team's Recruiting Workshop. The session is scheduled for Wednesday, July 25th from 3 p.m. to 5:30 p.m. The workshop will provide greater detail on the High School Educators Symposium and other AICPA recruiting programs. All State CPA Society representatives are encouraged to attend. Please be sure to make room in your busy schedule for this important session.

In addition, as a follow up to the workshop, the Academic and Career Development team will be conducting in-depth training sessions to teach State Society personnel how to coordinate and

conduct the Symposium and other recruiting programs in their state. The training sessions will be held in the AICPA New York offices in August and September and will encompass one full day. For your convenience, we will provide you a list of session dates in the near future.

Let us know!

The ACD Team would like to know the recruiting activities and programs that you have tried so that we can include them in future editions of the *ACD e-NewsLetter*. Let us know the good and the bad. What worked and what didn't work. Please contact Jodi Ryan (jryan@aicpa.org or 212.596.6102) or Joe Bittner (jbittner@aicpa.org or 212.596.6282) of the ACD Team at the AICPA to let us know!

Upcoming HS Educators Symposiums:

March 21-- CSCPA
Contact: Marianne Phelps

March 27-- INCPA
Contact: Heather Bunning

April 18--- Brigham Young University
Contact: Fred Streuling

April 25 --- MACPA
Contact: Barbara Iannoni

May 1 -- NDSCPA
Contact: Norene Reiten