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American Institute of Certified Public Accountants (AICPA)

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The Year
in Review

The Interchange Conference, a joint meeting of all State CPA Societies and the AICPA that takes place every July, is analogous to a commencement ceremony for the Academic & Career Development Team because our efforts revolve around the academic year.



Commencement ceremonies symbolize the beginning of something new and therefore present the opportunity to take a look back.

The following is a summary of ACD activities and efforts, many of which included the

assistance of State Societies, that took place during the 2000-2001 year:

- The CPA iPACK, or Information Package, using the new *Takin' Care of Business (TCB)* recruiting theme, was created. In total, 10,000 iPACKS, containing 25 career guides and a recruitment video, were distributed to high schools and colleges nationwide, to state societies, and to members. The iPACK and *TCB* video won several awards, including the NACE (National Association of Colleges and Employers) Award of Excellence for multimedia programs and the APEX (Awards for Publication Excellence) 2001 Award for publication excellence.

- Five-thousand *360 Degrees of Possibilities* School-to-Work

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Curriculum Kits were distributed nationwide through a marketing firm and through the State Societies. The Kit contains five curriculum units—Social Studies, Science, Mathematics, Business Education, and Accounting—each include three “hands-on, minds on” student learning activities that link real-world business scenarios and content standards in each academic subject area. The Kit also contains a Guidance Unit, a Career Information Guide and the *Takin' Care of Business* video.

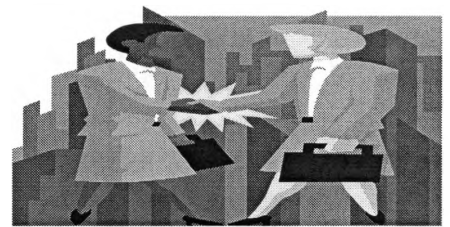


- Presentations were made at seven High School Educator Symposiums, including five sponsored by State Societies—Georgia, Connecticut, Indiana, Massachusetts, Michigan—and one each by Brigham Young University and Kansas State University.

- With the assistance of Melissa Lawson from the Georgia Society and Heather Bunning from the Indiana Society, the ACD Team exhibited with the State Societies at three national high school educators conferences: National Council of Social Studies Teachers, National Business Education Association, and National Council for the Teachers of Mathematics.
- The ACD Team presented the CPA iPACK, Curriculum Kit, and High School Education Symposium program at the University of Southern California's Accounting Forum, the Hawaii Society's Accounting Student's Nite, the AICPA MAP (Management of an Accounting Practice), Committee Meeting, the Connecticut Accounting Forum for (College) Educators Conference, and the Annual Institute for Staff Development, the annual conference for the 1,500 educators of the National Academy Foundation (NAF). In addition, as an award winner, the ACD Team

presented the *TCB* video and career guides in a workshop at the NACE Conference.

- The Curriculum Kit was revised, edited and redesigned to align with the *Takin' Care of Business* recruiting theme and has been renamed the *Education Handbook*. Next year, the CPA iPACK, in addition to the career guides, video, presenter's guide and poster, will also contain the Education Handbook.
- Accountemps, a division of Robert Half International, partnered with the AICPA to offer and award two \$2,500 scholarships to college students majoring in accounting, finance or information systems.



- The AICPA is in the final stages of formalizing a strategic partnership with the National Academy Foundation (NAF). As part of the agreement, all

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National Academy of Finance teachers within the Foundation will receive new CPA iPACK in the Fall of 2001. In return, NAF will encourage their teachers to incorporate the lesson plans and activities in the Education Handbook into their specialized curriculum.

- The AICPA maintains its strong partnership with FBLA—Future Business Leaders of America—and continues to sponsor its National Accounting Competition. Each FBLA Chapter will receive the new CPA iPACK in the Fall.



- The ACD Team developed and distributed at Interchange two resource guides: the *High School Educators Symposium* and *Student Recruiting with Beta Alpha Psi*, a program that allows state societies and BAP students, as well as members, to work together to present at high

schools using the CPA iPACK.

In addition, a State Society Recruiting Activity Handbook was created and distributed at the ACD Idea Exchange. The Handbook details the student recruiting and education activities taking place in every state.

Is it *any* "Wunder" ?

The AICPA selected Wunderman, the world's largest direct marketing company, to develop a five-year, \$25 million campaign aimed at helping young people, ages 16 to 22, understand the career opportunities afforded by the CPA profession.



Wunderman employs traditional and non-traditional research methods to identify Generation Y's attributes and create an appropriate Internet-based, interactive marketing strategy that will interest students in pursuing CPA careers. The campaign will

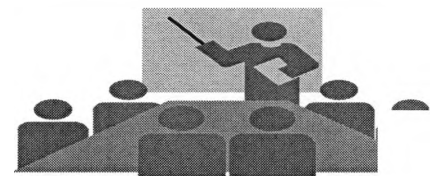
be assessed continually, enabling the AICPA to adjust messages to more effectively reach the target audience.

The campaign will begin in the Fall.

It's Up to You!

The ACD Team is holding "Presenter Training" for those State Societies interested in learning how to facilitate a High School Educator Symposium.

The session will take place at the AICPA in New York City on September 27th and 28th and will run from 3pm to 5pm on Thursday the 27th and from 8 am to 3pm on Friday the 28th.



Please contact Joe Bittner at 212.596.6282 or jbittner@aicpa.org if you would like to attend.

Cool Ideas !!

At this year's ACD Idea Exchange, we learned about many State Society recruiting efforts that are, well...cool!

For instance, a student web site, either as a part of the Society's main site or a separate site just for students, is a really big hit. For a reference, visit the Indiana Society's site—www.incpas.org/Students/index.htm—and the Maryland Society's student site—Tomorrowscpa.org—to get ideas and examples for your site.

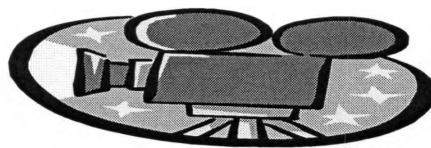
Student membership in the Society—especially if it is free—is also very attractive to students. Some States even have membership for high school students for a very minimal fee. If student membership has an annual fee, the money can be used to award a student scholarship.



Other efforts included taking students to minor league sporting events, such as a

local baseball game. This activity also provides the opportunity for Societies to get young CPAs involved. The event allows students and CPAs to network and could possibly serve as a lead-in for mentoring programs. In addition, sponsoring an inning at a minor league baseball game was also mentioned as a great way for Society's to gain exposure.

"Media campaigning" is also employed by many Societies. In particular, the Indiana Society has partnered with a local radio station to sponsor the "College Tour" radio program. The radio station performs live broadcasts at four major universities in Indiana, all sponsored by the Society, and will tap local CPAs and college educators for live interviews.



The Indiana Society is also sponsoring the Indiana University-Notre Dame basketball game at Assembly Hall (IU) on December 4th. The Society will run commercials during the radio broadcast of the game and will have a booth with

Society and AICPA materials at Assembly Hall. Society personnel and IU BAP students will staff the booth.

A Look Ahead

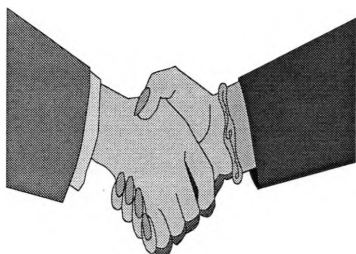
In addition to all that you do, the ACD Team encourages you to investigate the following as part of your Student Recruiting Activities:



1. Exhibit, and possibly speak, at your Annual State Education Association Conferences, such as the Business Education Association (NBEA), Council of Teachers of Mathematics (NCTM), Future Business Leaders of America (FBLA), Distributive Education Club of America (DECA), and Business Professionals of America (BPA).

2. Hold a High School Educators Symposium in the Spring and in the Fall.

3. Implement the "Student Recruiting with Beta Alpha Psi" program, which allows BAP students to present the CPA iPACK at high schools.



4. Partner with National Academy of Finance Teachers by inviting them to your Symposium and by informing them of the opportunity to have a BAP student present to their class. In addition, encourage members to volunteer to serve on the school's local advisory board, as well as consider hiring a NAF student or teacher for a summer internship.

Up Next...

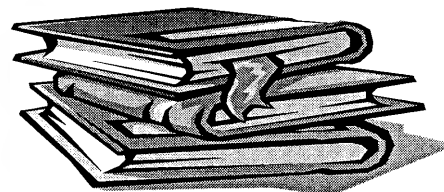
..."TIP," the Teacher Internship Program.

The TIP is designed to promote educational excellence and educational relevance by connecting the world of education to the world of business. By implementing the TIP, your Society can connect high school educators and businesses in the form of an afternoon or summer internship that benefits educators, businesses and, ultimately, high school students. The objective is to provide educators with professional business experience that can be incorporated into their classroom curriculum and learning activities.

The Indiana Society piloted the program this summer with two teachers and two organizations, Ernst & Young and the Internal Revenue Service.

The ACD is finalizing a "TIP Resource Guide," similar to the High School Educator Symposium Resource Guide that was distributed at Interchange. The TIP Guide, like the Symposium Guide, is

a "soup-to-nuts" reference material.



Until the Resource guide is completed, however, here are some TIP "info bites":

- Internships take place either after school or during the summer and range from three weeks to eight weeks.
- Businesses pay the educators to complete important projects or provide valuable services. Compensation can be an hourly wage, a weekly salary, or a project stipend.



The AICPA Foundation is considering the possibility of providing financial support to organizations interested in

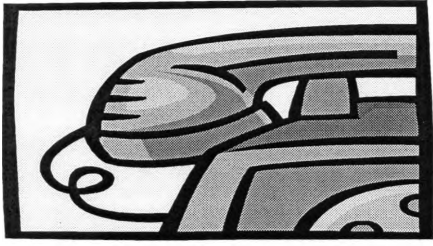
participating in the TIP program.

- State CPA Societies recruit and screen teacher internship candidates and work with participating businesses to identify a project or task suitable for an educator intern.

Communication Central

We want to hear from you!

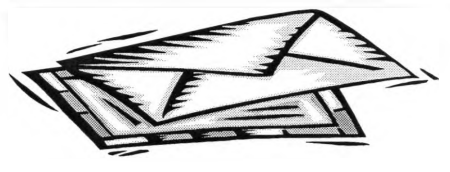
Let us know the recruiting activities that you are undertaking so that we can publish them in future editions of the *e-NewsLetter* to let other Societies know the success you are enjoying.



Please contact Jodi Ryan (jryan@aicpa.org, 212.596.6102) or Joe Bittner (jbittner@aicpa.org, 212.596.6282) of the ACD Team at the AICPA to let us know!

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A Letter from the Editors



It was very nice to see the familiar faces at Interchange this year and to finally meet the folks we have spoken with over the past year but had yet to meet.

We especially would like to thank those who attended the ACD Recruiting Workshop on Wednesday, the ACD General Session, Idea Exchange, and annual dinner on Friday. We hope that you found it as successful and valuable as we did.

Thank you again and we look forward to seeing everyone again at Interchange 2002 in West Palm Beach.

Jodi Ryan & Joe Bittner