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Academic & Career Development e-Newsletter, Edition 1, Issue 5, December 2001

American Institute of Certified Public Accountants (AICPA)

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Academic & Career Development

e-NewsLetter

December 2001
Edition 1
Issue 5

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"Students R Us"

The Student Marketing Campaign ---- *Start Here. Go Places.* ---- has been set in motion! The Campaign is targeting high school and college students, employing print media, direct mail, e-mail, broadcasts on college campus TV networks and the internet. In addition, the Campaign also includes a "Dream Internship."

For the high school audience, a major component of the Campaign is an education program called "Build a (Virtual) Record Label." The program was created in conjunction with MP-3 and Scholastic. It was distributed to over 6,000 high school economics, marketing and social studies teachers in November and is expected to reach over 180,000 students. Teachers received a poster/teaching guide outlining a lesson plan

for the students to create and monitor their own record label. Students are directed to the MP-3 website to download information and compete against their classmates to see who can run the best record label. The objective of the activity, given a budget, is to name and design a label that will attract the greatest number of downloads. Over the nine-week program, downloads will be tracked with the Top 20 being posted. Based on the number of downloads, the Top 10 labels will win an MP3 player.

Another element of the high school outreach is a series of classroom posters. One of the posters---Planet Report---will feature current events, news items, and other teen-related information along with information about business and accounting, as well as information from other sponsors. This poster is intended to be strategically

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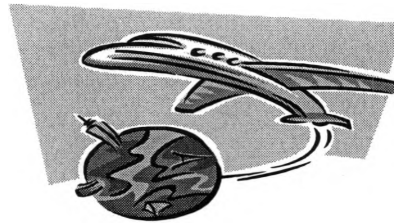
placed in classrooms, on bulletin boards and in hallways and is used as a teaching tool by educators. The educational based poster will be distributed to 8,000 high schools nationwide, reaching approximately 8 million high school students. In addition, a poster solely sponsored by the AICPA, will also be distributed to 45,000 teachers reaching approximately 800,000 students. This poster will direct students to the *Start Here. Go Places.* website.

StartHereGoPlaces.com is scheduled to launch in February and will provide information to both high school and college students about a career in business and accounting and as a CPA. The site will provide information ranging from recommended courses to take in high school and scholarship resources to top rated business schools and accounting programs and CPA exam information.

For the college market, advertisements will run in 20 selected college newspapers. With over 300 ad placements, in excess of 300,000 students will be reached. In addition to the advertisements, over 150,000

newspaper inserts will be circulated, 2,500 media posters will be displayed and 50 "AdRax" posters will be employed. (AdRax is a college newspaper stand.)

The college outreach strategy also features a "Dream Internship" valued at \$10,000. Using the "Burly Bear Network" television ads and posters, students will be directed to the Burly Bear website (www.burlybear.com) where they can register and complete an essay stating why they should win the Dream Internship. The students will have a choice of three internship opportunities.



Intense marketing efforts (flyers, posters, give-aways) for Burly Bear and the "Dream Internship" are being piloted on approximately 50 universities reaching 376,000 students.

The direct mail segment of the campaign will begin in February to coincide with the launch of *Start Here. Go*

Places.com. The direct mail campaign is targeted to both high school and college students, reaching an estimated 50,000 high school students and 250,000 college students.

In addition to print media and direct mail, the marketing campaign will also employ e-mail. Through e-mail, in excess of 400,000 high school students and 800,000 college students will be targeted and directed to the website.

TIP to the Top

As a result of the success that the Indiana Society enjoyed this summer, the TIP (Teacher Internship Program), along with High School Educator Symposiums, has become a focal point of our outreach efforts to high school educators.

The AICPA Foundation has allocated approximately \$14,000 to support the program -- specifically to pay a portion of the teachers' salary. Depending on interest from smaller firms or government agencies, the funding could cover most or all of the internship cost. The

monies will be distributed to participating State Societies on a first come first serve basis.

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, you connect high school educators and businesses in the form of an afternoon or summer internship. The program, as evidenced by Indiana's success, benefits all involved---the educators, the businesses, the Society 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 ACD will have a "TIP Resource Guide," similar to the High School Educator Symposium Resource Guide that was distributed at Interchange, but much more extensive and detailed, ready for distribution by January 1.

Until the Resource Guide is available, consider the following key dates:



January 15:

Mass mailing to all High School Principals, Guidance counselors, Math, Business and Accounting teachers announcing internship opportunities for summer of 2001.

Create "Internship Packets" to be mailed to educators upon request.

March 1:

TIP applications (teacher & business) due.

Compile geographic listing businesses and teachers.

Match businesses and teachers based on needs and skills.

April 1:

Follow-up telephone calls to businesses that have not submitted application.

Schedule interviews for "matched" teachers and businesses.

The iPACK Cometh

The CPA iPACK is a combination of the components from last year's iPACK and the former *360 Degrees of Possibilities* Curriculum Kit. The Kit has been significantly edited in structure and design and is now called the *Takin' Care of*

Business Education Handbook. The *360 Degrees of Possibilities* tag line has been replaced in favor of *Takin' Care of Business*.

Described below are the components of the CPA iPACK:

The *Takin' Care of Business* video, which features five young, successful CPAs in exciting career paths ranging from an FBI Special Agent to Controller of the New York Jets. Combining animation with real-life profiles, this enlightening video uses a career day as a backdrop for discussing career opportunities as a CPA. (15 minutes)

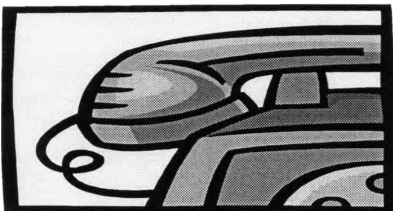
The *Takin' Care of Business* Education Handbook, which contains 15 lesson plans, complete with lesson objectives and instruction procedures, topic overviews, student learning activities and solution sets. Each lesson plan and student learning activity is based on standards set forth by the National Business Education Association (NBEA) and the National Council of Teachers of Mathematics (NCTM), and on AICPA "Performance Measures and Standards" — skill and

knowledge sets that students, who will ultimately enter the professional workforce, should obtain.

Twenty-five *Takin' Care of Business* career guides that introduce students to the services CPAs provide and the industries they work in, the earning potential of a CPA, and the requirements for becoming a CPA.

Also enclosed is (1) a "Presenter's Guide," with suggested topics of discussion and, on the reverse side, an "Order Guide" for purchasing additional CPA iPACKS or its components, (2) a list of State CPA Society contacts, (3) the *Takin' Care of Business* poster, and (4) a questionnaire/evaluation form.

To order the CPA iPACK or its individual components, call AICPA Member Satisfaction at 888.777.7077.



The Partnership



Path

Accountemps, a division of Robert Half International, and the AICPA will again offer and award two \$2,500 scholarships to college students majoring in accounting, finance or information systems.

The winners of the 2001-2002 Accountemps/AICPA Student Scholarship were Kimberlyn Gall of the University of California, Santa Barbara, and Marisa Neste of Seattle Pacific University. Due to the strong pool applications received, an honorable mention scholarship of \$1,000 went to Marcie Cardaciatto of Villanova University.

The winners were chosen based on scholastic achievements, leadership, future career interests, letters of recommendation and an essay. A scholarship selection committee of Accountemps and AICPA representatives selected the finalists. To be eligible for the scholarship, contest

entrants had to be AICPA student affiliate members majoring in accounting, finance or information systems and possess at least a 3.0 grade point average. Each applicant must also have been enrolled as a full-time undergraduate student and have completed the equivalent of at least 30 semester hours.

Applications for the 2002 - 2003 Scholarship can be obtained visiting the web sites of Robert Half International or the AICPA, or by contacting Jodi Ryan at 212.596.6102 or jryan@aicpa.org.

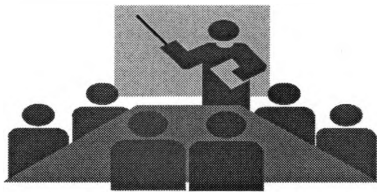
The AICPA has formalized a strategic partnership with the National Academy Foundation (NAF). As part of the agreement, all National Academy Foundation teachers --- 500 in total --- received a CPA iPACK this Fall. In return, NAF will encourage their teachers to incorporate the lesson plans and activities in the Education Handbook into their specialized curriculum.

In maintaining its partnership with Future Business Leaders of America, the AICPA also

distributed a CPA iPACK to each of the 6,000 FBLA teachers.

Training Stop

The ACD Team held a "Presenter Training" session for State Societies and other interested parties interested in learning how to facilitate a High School Educator Symposium.



The session took place at the AICPA in New York City on October 4th and 5th.

Based on the success of the session and that not all interested parties were able to attend, the ACD Team is considering holding another session in New York City. If you are interested, please contact Joe Bittner at JBittner@aicpa.org and state the month or months that would be ideal for you. We will only hold one session, which will again begin on Thursday afternoon and commence on Friday afternoon.

Cleveland Rocks; Richmond Kicks!

High School Educator Symposiums continue to be held around the country.

The Ohio Society held back-to-back-to-back Symposiums in Cincinnati, Columbus and Cleveland. The "Ohio Tour" drew 40 teachers in Cincinnati and Columbus and a spirited crowd of 85 in Cleveland. (Yes! Cleveland does rock!)

The Illinois Society also held their first Symposium at the Education Center in Hoffman Estates, outside of Chicago. Four of the five Big Five firms--- PriceWaterhouseCoopers, Arther Andersen, Deloitte & Touche, and KPMG---- attended and set exhibits and distributed materials and hand-outs to the teachers.

Also holding their first Symposium was the Virginia Society. Using the marketing theory that a "fee," or cost to attend, adds credibility to the event, the Society charged \$25 to cover the cost of materials and catering----and attracted 85 educators! The Symposium drew teachers

from near and far: one teacher drove 300 miles to attend, three drove over 200 miles and half-a-dozen drove over 100 miles.

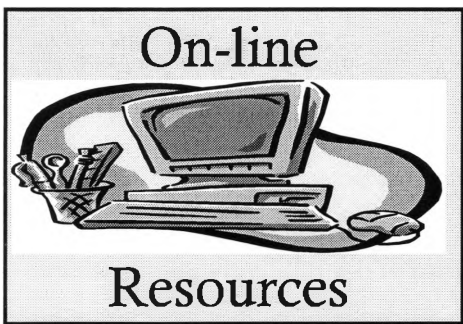
As the Symposiums spread across the country, here are some tips:

1. Include as part of the agenda a presentation regarding how the Society can reach-out to high school teachers and students.
2. Adhere to a "tight" 8:30 am to 2:30 pm schedule.
3. Based on Virginia's success, charge a fee (\$25) to attend.
4. Assemble a diverse, dynamic and engaging panel.
5. If you have already held a Symposium, plan to hold more. A continuing theme from teachers' responses is "hold one next year." The teachers are very interested in learning more about the CPA profession and are very enthusiastic about the CPA iPACK. A veteran teacher wrote: "This is the best resource I have ever seen."

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To date, Symposiums have been held in Georgia, Connecticut, Indiana, Michigan, Massachusetts, Utah (Brigham Young University), Kansas (Kansas State University), Ohio, Illinois, and Virginia.

Upcoming Symposiums include Texas, and second-timers Kansas, Michigan, Ohio, Virginia and Illinois.



By popular demand, the following items are now posted to K-Net:

- ACD e-NewsLetters
- The PowerPoint presentation of the *Takin' Care of Business Education Handbook* that is used at High School Educator Symposiums
- The PowerPoint presentation that summarizes the Student Marketing Campaign and was presented at the November (2001) Council Meeting.

- The High School Educators Symposium Resource Guide.

Soon to be posted on K-Net is the TIP Resource Guide.

Kids' Menu

Many Societies have created education programs for young, elementary age children that have been very successful.



For example, Missouri's "More Than Just Numbers" is a cookie business aimed at 5th graders and included participation from BAP chapters and accounting firms.

Virginia has a comic book called "Super CPAs" that is ideal for late elementary school students and middle school students. The comic book features four short stories and four characters--- Les Loss, Rhonda Refund, Paula Planner, and Seymour Fraud---plus a crossword puzzle and other word games.

In Ohio, "Accounting for Kids" was organized to present the world of business and finance to children in a fun manner by playing a stock market game, which was developed by a CPA in Cincinnati. On May 1, 2001, more than 150 CPAs visited 20 Cincinnati public schools to play the game and answer students' questions about accounting and finance.

Building on the success that began in Cincinnati, a second Accounting For Kids Day was held on November 13, 2001. This encore program reached more than 1500 students in several areas of the state. Two hundred and fifty volunteer CPAs worked with the students in Akron, Cincinnati, Cleveland, Columbus, Findlay, Lima, Delaware, Marion, and Mansfield to bring this program to life.

After playing the game, students were amazed at how the math they were learning in school gets applied in the real world.

After the game, students enjoyed a pizza party with their CPA volunteers.

Another resource to use to introduce young students to

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accounting is "The Accounting Game," which uses a lemonade stand as the backdrop for introducing accounting concepts.

The Accounting Game can be obtained by contacting Educational Discoveries at 303.786.8100, or on the web at www.ediscoveriesinc.com.

FOOD for Thought

Tina Lambert (Virginia Society), Jennifer Hill (Oklahoma Society) and Dori Estrella (Minnesota Society) are leading the effort to hold the first Accounting Careers FOOD Group Idea Exchange.



By majority vote, the Group will meet in Philadelphia or Chicago on April 4th and 5th or May 9th and 10th.

Please contact Tina at tlambert@vscpa.com if you would like to attend or to suggest agenda items.

Imagine the Possibilities...



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 TIP.
4. Implement the "Student Recruiting with Beta Alpha Psi" program, which allows BAP students to present the CPA iPACK at high schools.
5. 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.
6. Ask NAF and FBLA teachers if they would like to have a CPA visit their classroom.

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!*

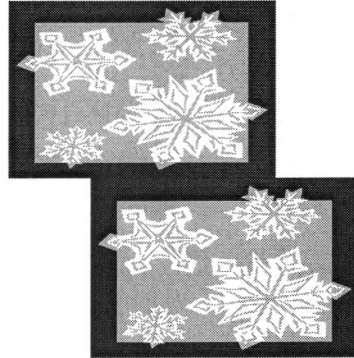
Please contact Jodi Ryan (jryan@aicpa.org, 212.596.6102) or Joe Bittner (jbittner@aicpa.org, 212.596.6282) of the ACD Team at the AICPA.



MERRY CHRISTMAS



MERRY CHRISTMAS



HAPPY CHANUKAH



HAPPY CHANUKAH

HAPPY HOLIDAYS TO ALL



FELIZ NAVIDAD



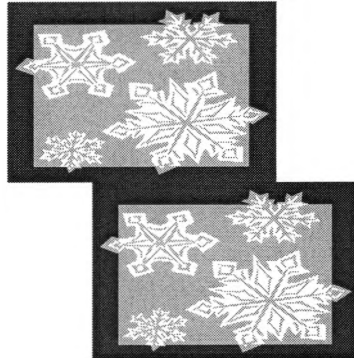
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BEST WISHES for the NEW YEAR



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