

University of Mississippi

eGrove

Newsletters

American Institute of Certified Public Accountants (AICPA) Historical Collection

4-1998

Team Network News, April, 1998

American Institute of Certified Public Accountants. Communications Implementation Team

Follow this and additional works at: https://egrove.olemiss.edu/aicpa_news



Part of the [Accounting Commons](#)

Recommended Citation

American Institute of Certified Public Accountants. Communications Implementation Team, "Team Network News, April, 1998" (1998). *Newsletters*. 2552.

https://egrove.olemiss.edu/aicpa_news/2552

This Book is brought to you for free and open access by the American Institute of Certified Public Accountants (AICPA) Historical Collection at eGrove. It has been accepted for inclusion in Newsletters by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.



TNN

AICPA

Team Network News

a world of information for Team AICPA members

ISSUE ALERT: Minority Representation in the CPA Profession

Joe DeRupo

The situation.

Minority representation in the CPA profession is chronically low. For example, only 5% of CPAs in public accounting come from minority groups. In the general U.S. population, by contrast, minority groups represent 25% of the population. At the same time, the number of minority- and women-owned businesses is increasing at a disproportionately high rate. These businesses today account for the single fastest growing segment in the corporate world. Lagging professional representation vis-a-vis this entrepreneurial boom is an ironic inconsistency that results in both lost potential and missed opportunity. Clearly, it has become imperative for the profession to reach out to encourage more individuals from minority groups to train for and attain the CPA designation.

As the premier professional organization for the CPA profession, the AICPA is in the best position to set a profession-wide standard for increasing minority representation. Accordingly, the Institute recently adopted a diversity commitment statement, approved unanimously by its Board of Directors. That statement reads:

The American Institute of Certified Public Accountants . . . must lead in encouraging, valuing and fostering diversity in its membership and in the workforce. We have taken the decision to reaffirm the importance of diversifying our profession and promoting workforce diversity by making these objectives

continued on page 2

April 1998

In This Issue...

- Motivation and Recognition . . . The Newest Buzz Words at the AICPA. 3
- Update on Visioning: National Forum Sets Pace for Profession's Future. . . 4

LAST ISSUE OF TNN

This issue marks the end of *TNN* as the Institute's primary communications resource created by a cross-functional team. We took great pleasure in compiling and editing this newsletter every month. It has been a valuable learning experience working together as a team to accomplish goals and to produce a newsletter. We wish to thank past and present members of the Communications Implementation Team for all of their efforts in helping to make *TNN* successful, interesting and informative. Also, thanks to GDS, Printing Services, and Distribution Services for their assistance in the production of *TNN*.

Carmela Chinnici & Ed Rose
Editors



Minority Representation in the CPA Profession... continued

among the AICPA's highest priorities. Therefore, in principle and in practice, the AICPA will identify, recognize, and support strategies and efforts within the organization and profession that are dedicated to achieving the AICPA's diversity objectives.

The AICPA will begin by increasing its efforts to continue to recruit and maintain a diverse professional staff. In addition, it will continue to actively recruit and maintain diverse membership on all AICPA committees.

The AICPA strongly encourages all state CPA societies and related organizations to adopt similar diversity statements.

Importance to members.

Diversity in the CPA profession is both a matter of principle and a matter of practicality. Underrepresentation of members of minority groups robs the profession of vast breadth and depth of talent. Also, despite their disproportionately small presence in the profession, minority individuals and women are responsible for the fastest growing segment in business today. Both the profession and the marketplace are increasingly less well served by the widening disparity that is ensuing.

Committee involved.

Chronic underrepresentation of minority groups in the CPA profession led to the creation of the Minority Initiatives Committee in 1969. It was founded to promote diversification both in principle and in fact. Its initial mandate was to assist minority students to become CPAs and to encourage their development and retention in the profession. The Committee did so by supporting education, developing special programs and providing scholarships. In 1995, it entered a new phase in its development, undergoing a strategic planning process. To continue to meet its mission of increasing the number

of individuals from minority groups who become CPAs, it devised a new strategic plan in line with that of the AICPA. Out of that process came new strategic objectives and action steps. The Committee's expanded mission was to bear the standard for the CPA profession of significant minority participation and success. One of the action steps undertaken was the Institute's adoption of the diversity commitment statement.

The Committee is chaired by Brenda Birkett, dean of the business school at Southern University in Baton Rouge, Louisiana. The AICPA staff liaison is Gregory Johnson, Manager, Minority Initiatives.

Core Issues.

- Minority representation among CPAs in public accounting is running at 5%. Among that group currently are 1% African-Americans, 1.5% Hispanics and less than .5% Native Americans out of a total of approximately 170,000 CPAs in public accounting. Among major accounting firms, the percentage of African-American CPAs has, in fact, dropped from 1.8% in 1976 to less than 1% in 1996. African-Americans and Hispanics currently comprise about 20% of the U.S. population.
- Growth in minority- and women-owned business startups is far outpacing overall growth. The U.S. Department of Commerce reports that the total number of business firms in the U.S. increased by 26% from 1987-92 whereas African-American-, Asian- and Hispanic-owned firms grew by 64%. Total receipts for these firms grew by 161% compared with total receipts for all U.S. firms of 63%.
- Among accounting graduates with bachelor's degrees, about 20% are from minority groups.
- Recruitment of minority students requires more active and on-site efforts because of the dearth of visible role models.
- The AICPA, as the premier professional association for the CPA profession, must set the standard for encouraging the recruitment, professional development and retention of CPAs from minority groups.

CONGRATULATIONS!

**Thanks to the members of Team AICPA
The Institute is now ISO 9001 certified.**

Motivation and Recognition . . . The Newest Buzz Words at the AICPA

Maritza Cora

We are all individuals with different needs and desires. What moves us to achieve those aspirations is known as motivation. Just as the hunters and gatherers of old were motivated by hunger and the need to survive, each of us has our own motivations that are critical to our success.

Once we are motivated to excel at our jobs and have reached significant milestones, naturally, we want to feel valued for the differences we make. Team AICPA wants to reaffirm that everyone understands this need for recognition. In addition, recognition for good work is simple and should become the norm. In the long run, practicing this philosophy will make the AICPA a company filled with motivated people. So in that vein, **TEAM³Motivate** was formed.

Our mission statement is:

“To strengthen morale of Team AICPA by creating a positive working environment in which people feel good about working at the Institute and with their fellow team members.”

In a team environment we all depend on each other more, we are in more meetings, and our work load has expanded. These are all good reasons why we need to recognize people for their efforts. Recognition inspires us to work better and smarter and feel good about doing it. The next time a team member is helpful to you — recognize them. A simple voice mail, e-mail or even a personal “thank you” can make someone smile ☺!!

Let’s take a minute and learn a lesson about motivation and teamwork from the geese:

- As each bird flaps its wings, it creates an “uplift” for the bird following. By flying in a “V” formation, the whole flock adds 71% longer flying range than if each bird flew alone.

People who share common direction and a sense of community can get where they are going quicker and easier when they travel on the thrust of another.

- Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone, and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front.

If we have as much sense as a goose, we will stay in formation with those who are headed where we want to go.

- When the lead goose tires, it rotates back into the formation and another goose takes over at the point position.

It pays to take turns doing the hard tasks, and sharing leadership — because people, like geese, are interdependent upon each other.

- The geese in formation honk from behind to encourage those up front to keep up their speed.

We need to make sure the “honking from behind” is encouraging — not something less helpful.

- When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it down to help and protect it. They stay with it until it is either able to fly again or dies. Then they launch out on their own, either with another formation or to catch up with the original flock.

If we have as much sense as the geese, we’ll stand by each other like they do.

TEAM³Motivate wants to hear your thoughts, comments and/or ideas. Please send an e-mail or call any of the TEAM³Motivate members:

Hadassah Baum	6019—NY
Maritza Cora	6119—NY
David Handrich	3034—NJ
Timothy Henry	3868—NJ
Michael Molaro	6125—NY
Roberta Roberti	3409—NJ
Kelley Stevens	4264—DC
Carlotta Stewart	4322—DC
Gaby Ulloa	3831—NJ



Update on Visioning: National Forum Sets Pace for Profession's Future

Communications/Public Relations Team

Delegates from each of the 53 states and jurisdictions, along with representatives of several AICPA constituent committees, met at the National Forum in Phoenix on Jan. 12-13 to write a draft of the core purpose and vision statement (see below) for the CPA profession. The gathering was the culmination of the first phase of the CPA Vision Project in which data from this past fall's Future Forums was analyzed and discussed to get a clear understanding of what the CPA profession will be like 10 to 15 years from now.

Through an implications study, participants in the National Forum reviewed the summary results of all Forums held throughout the nation, focusing on the top five issues, values, services, and competencies identified for the future of the profession. These "top fives" (see below) were the key foundations in developing the core purpose and vision statement.

Vision Project Director Jeannie Patton said the National Forum was perhaps the most crucial and vital link of the

Project so far because it served as the conduit between several thousand CPA opinions from the Future Forums and a unified consensus that can be realistically viewed as a substantial direction for the CPA profession.

"The vision will only succeed when members make it real; our focus now is to help CPAs, and then the public, understand the vision and its implications for a viable and successful future for the profession," says Patton, who also serves as executive director of the Utah Association of CPAs. "We now have some consensus on how CPAs view the issues, competencies, values and services. That, in itself, is an extremely positive and proactive approach for the profession."

Currently, the draft core purpose and vision statement is being distributed to many audiences for review, including AICPA Council, member delegates, state CPA societies, focus group participants, the External Advisory Council and other accounting organizations in an effort to reach profession-wide agreement.

Core Purpose

CPAs . . . Making sense out of a changing and complex world.

Vision Statement

CPAs are the trusted professionals who enable people and organizations to shape their future. Combining insight with integrity, CPAs deliver value by:

- Communicating the total picture with clarity and objectivity,
- Translating complex information into critical knowledge,
- Anticipating and creating opportunities, and
- Designing pathways that transform vision into reality.

Top Five Issues

- The future success of the profession relies a great deal upon public perceptions of the CPA's abilities and roles.
- CPAs must become market-driven and not dependent upon regulations to keep them in business.
- The market demands less auditing and accounting and more value-adding consulting services.
- Specialization is critical for the future survival of the CPA profession.

- The marketplace demands that CPAs be conversant in global business practices and strategies.

Top Five Values

- Continuing Education and Life-Long Learning
- Competence
- Integrity
- Attunement with Broad Business Issues
- Objectivity

Top Five Services

- Assurance
- Technology
- Management Consulting
- Financial Planning
- International

Top Five Competencies

- Communications Skills
- Strategic and Critical Thinking Skills
- Focus on the Client and Market
- Interpretation of Converging Information
- Technologically Adept

Team Network News is written and edited by a cross-functional team. Decisions regarding this publication are made collectively by members of the Communications Implementation Team. *Leader*—Joanne Lindstrom *Co-Editors*—Carmela Chinnici, Edward Rose *Contributors*—Walling Almonte, RoseAnn Beni, Michelle Carroll, Ray Lipay, Jessica Sacco, and Kim Shapiro