

Table of Contents

LETTER FROM THE PRESIDENT

Greetings from the Federation of Schools of Accountancy (FSA)!

I am pleased to present to you our bi-annual newsletter for the 2017-18 academic year. I am honored to serve as FSA's President for this year. I have been attending FSA's programs and meetings for many years before becoming a member of its Board in 2012. Since then I have served the FSA in many other roles and have participated in almost every program and meeting organized by the FSA. I have truly come to appreciate the opportunities that the FSA provides to help us excel in accounting education.



Parveen P. Gupta

Much like medicine, accountancy is a profession with a public interest mandate. When that mandate is compromised, serious economic consequences occur that adversely impact people's lives. Excellence in accounting education that trains future accounting professionals is a critical step in this value chain. Recognizing this role of the accounting education, the FSA was formed in 1978 to provide impetus for the development of professional schools of accountancy. The vision of the FSA is *to achieve and sustain public interest in the accounting profession through leadership in supporting and shaping high quality accounting education*. The FSA delivers on this vision by promoting and supporting high quality accredited graduate accounting programs. The key words in our mission—*high quality, accredited and graduate programs*—collectively reinforce the importance and value-add of accounting education in facilitating the public interest role of the accountancy profession. Many accredited accounting programs recognize this. The current membership base of the FSA is 116 full member schools, 3 accredited affiliate schools and 28 other affiliate schools¹.

In furtherance of the mission, FSA provides numerous opportunities to member schools to leverage its resources and to participate in programs and activities throughout the year to help them achieve and sustain excellence in accounting education. The first and foremost opportunity that all of you should take advantage of is our annual Deloitte Foundation/FSA Faculty Consortium. Each year, the consortium is held in May at the Deloitte Leadership Center in Westlake, Texas. The objective of this program is to provide faculty participants with resources and a better understanding of the current topics in accounting to enable faculty to incorporate them quickly in their curricula. The two-day program is delivered as a combination of presentations and hands-on exercises led by representatives from regulatory bodies, standard-setting organizations, and leading accounting academics. Recent consortiums have focused on themes such as *Reliable Financial Reporting, Big Data, eXtensible Business Reporting Language (XBRL), International Financial Reporting Standards (IFRS), New Revenue Recognition Standard, and Judgement in Accounting and Auditing*. What makes it a terrific opportunity is that all on-site costs are covered for all participants, including a one-night stay at state-of-the-art Deloitte University². Next year's Consortium is scheduled to occur on May 18-19, 2018. Please mark this date on your calendar. Like this year, I am working with Professor Rebecca Shortridge and the stellar Deloitte Team to put together an exciting and a relevant program for you.

The other big opportunity that FSA offers is in collaboration with AAA's Accounting Program Leadership Group (APLG). Just like the Consortium, the APLG/FSA Joint Symposium is also an annual program, which is held each year in February, sometimes at warmer locations. The agenda for the Symposium is varied each year with a focus on providing attendees a

- Letter from the President 1
- 2017—2018 FSA Board of Directors 3
- 2017—2018 FSA Officers 3
- 2018 APLG/FSA Annual Seminar . . . 4
- Ensuring the Next Generation of CPAs: An Update from the AICPA's Academic and Student Engagement Team 4
- FSA Membership List 4
- FSA Calendar 6

¹ To explore whether your accounting program qualifies for a FSA membership, please visit the following link: <https://www.thefsa.org/join.html>.

² To access resources from the previous Consortiums, please visit the following link: https://www.thefsa.org/faculty_consortiums.html.

(continued on page 2)

(continued from page 1)

forum for the interchange of ideas on accounting education, curriculum innovation, regulatory developments, research/teaching impact, professional accounting certifications, and best practices in managing the accounting programs and faculty. The Symposium is attended by the former and current accounting program leaders, interested accounting faculty, accounting regulators and practicing professionals. Next year's Symposium is scheduled to occur on February 9 -10, 2018 in San Antonio, Texas. The FSA's President-elect, Professor Craig White and Professor Uday Murthy, representing the APLG, are jointly putting the program together³. The detailed program should be available to you soon as the registration for the Symposium is already underway. To secure your spot, register early and don't forget to book your hotel as the discounted price is sold out sooner than you would think.

Another way, the FSA fulfills its mission is by organizing panels in collaboration with the APLG at the AAA's annual meeting to draw attention to issues facing the accounting education. We organized two panels at the 2017 AAA meeting. The first panel, *150 Hours: The Pros and Cons of a Master's Degree* was held on Monday, August 7, 2017 from 4 p.m. to 5:30 p.m. The panelists discussed the history of the 150-credit hour requirement to practice accountancy, the evolution of 150-credit hours, and the current trends. The session also discussed the impact on students' preparation of more than 30 jurisdictions' policy to allow students to sit for the CPA exam with only 120-credit hours of undergraduate education. The panelists reflected on the pros and cons of a BS degree with 150 credits hours versus Masters in accounting degree. The second panel, *Human Capital Challenges Facing the Public Accounting Profession: Is Accounting Education Supply Chain Producing Fit for Purpose Accounting Graduates* was held on Tuesday, August 8, 2017 from 4 p.m. to 5:30 p.m. This panel was organized to follow-up on the May 2007 report of the Advisory Committee on Auditing Profession (ACAP) that offered 31 recommendations relating to the sustainability of the auditing profession. Interestingly, the PCAOB's Investor Advisory Group also discussed the progress made by various stakeholders on ACAP Committee's recommendations at its October 2016 meeting. Along with Mr. Lynn Turner, former SEC Chief Accountant and a ACAP member, I co-lead the discussion on the current state of the 31 ACAP recommendations. The ACAP Final Report noted, "It is essential that [future accounting] professionals continue to be educated and trained to review, judge, and question all accounting and auditing matters with skepticism and critical perspective." Although, both the demand and supply of accounting graduates is steadily rising, the critical question to ask is whether the "accounting supply-chain" is producing "fit for purpose" accounting graduates. For personal reasons, I was not able to attend the 2017 AAA Annual Meeting but I understand that both sessions were well attended and robust discussion occurred. If you have ideas and thoughts that you would like the FSA to address in such panels during the 2018 AAA Annual Meeting, please send me an email at ppg0@lehigh.edu.

The FSA also engages in advocacy on issues relevant to supporting high quality accredited graduate accounting programs through its Education Regulation Committee. Through this and other Committees, the FSA interacts with the AACSB, NASBA, and the AICPA on issues affecting accounting education. For example, in the recent past, the Education Regulation Committee has provided input to the AACSB when it undertook the revision of its accounting accreditation standards and when it sought to fill the vacancy created by the retirement of the Chief Accreditation Officer. We are always looking to recruit for our Board and Committees the accounting faculty who have interest in issues that impact the quality of accounting education. If you are interested in getting involved with the FSA or one of its Committees, please do contact me. This is your organization and without strong membership participation, we cannot make the desired impact.

The FSA recognizes students, faculty and practitioners through various awards for their contributions to high quality accounting education. The Mark Chain Award for Innovation in Accounting Education promotes and rewards innovation in graduate-level accounting courses. The winner presents his/her innovation at AAA's Annual Conference on Teaching and Learning in Accounting (CTLA). As many of us know, this Conference precedes the AAA

³ To access resources from the previous Joint Symposiums, please visit the following link: <http://aaahq.org/Meetings/2017/Archive>

(continued on page 3)

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(continued from page 2)

Annual Meeting held in July/August each year. The winner receives financial support of up to \$2,500 to attend and present their innovation at the CTLA. Next year's CTLA Conference is scheduled for beginning of August 2018 at Maryland's National Harbor. I encourage you to submit your innovation for the prestigious Mark Chain Innovation in Accounting Education Award.

The FSA also sponsors two other awards, the Joseph A. Silvos Faculty Merit Award and FSA Practitioner Award. The Joseph A. Silvos Faculty Merit Award honors an outstanding contribution by a faculty member in a post-baccalaureate professional program of an FSA member school while the FSA Practitioner Award honors an accounting practitioner for his/her distinguished service and contributions to the improvement of accounting education and maintaining relations with accounting academic community.

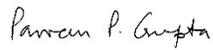
The FSA student award program recognizes outstanding students enrolled in a fifth-year master's program leading to a degree in accounting designation. This award is presented to one student from each school that has a "full-member" status with the FSA. The student is recognized with a plaque and an announcement in the spring FSA newsletter. Many schools present this award to the students at their annual Beta Alpha Psi Banquet or at another appropriate student recognition program.⁴

Finally, yet importantly, I want to take this opportunity to thank Rebecca Shortridge (Northern Illinois), the outgoing FSA President for her service and leadership to the FSA. The following outgoing Board members also deserve much appreciation and I thank them for their time, commitment and support to the FSA during their tenure: Mike Akers (Marquette), Janet Butchko (Deloitte), Tim Pearson (Georgia Southern), Michael Roberts (University of Colorado at Denver), and Holly Thomas (KPMG).

I welcome the following continuing and new Board members as I look forward to working with them during this year: Kristina Chernick (Deloitte), Jon Davis (University of Illinois at Urbana Champaign), Richard Dull (West Virginia), Stephanie Hernandez (KPMG), James Irving (James Madison), Jennifer Mueller-Phillips as the Secretary (Auburn), Robert Reid (AACSB), Sean Robb as Treasurer (University of Central Florida), Rebecca Shortridge as immediate past President (Northern Illinois), Antoinette Smith (FIU), and Craig White as President-elect (New Mexico).

The FSA is a member driven organization, we are only as strong as your participation and commitment to the cause of promoting, and supporting high quality accredited accounting education. Please do not hesitate to let me or any other Board members know how the FSA can help you in your quest to achieving excellence in accounting education. I invite your interest in remainder of this newsletter with the hope that you will consider volunteering to serve the FSA in many roles available to you.

Warmest regards,



Parveen P. Gupta
FSA President and Clayton Distinguished Professor of Accounting

2017–2018 FSA Officers and Board

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⁴ To find your student from the previous years, please visit the following link: https://www.thefsa.org/student_awards.html.

2018 APLG/FSA Annual Seminar

The 2018 APLG/FSA Annual Seminar will be held at the San Antonio Marriott Riverwalk, San Antonio, TX on February 9-10, 2018

The topics are designed for a broad audience, including deans, chairs, and program directors. The program begins with a “Networking Breakfast” open to all attendees at no additional cost.

Similar to the 2017 meeting, we have planned a number of concurrent sessions, including some designed specifically for the administrative and faculty directors of your master of accountancy programs. Some of the topics for this year’s program include:

- EY leadership discussion of current issues in the profession
- AICPA presentation on hiring trends and entry-level opportunities
- Strategies to increase donative support to accounting departments and schools
- Teaching, motivating and engaging the next generation of accounting students
- Ideas for measuring research impact
- Approaches to incorporating data analytics into accounting programs
- How to identify and assess “predatory journals”
- AACSB updates
- Tips and tools for developing metrics and assessments
- Comments of American Accounting Association’s President-Elect Marc Rubin
- Wellness practices for faculty

Please visit our [website](#) for updates and additional details about the program. The AACSB seminar will precede the program on Thursday, February 8th. If there are any interest groups that would like to meet during one of the breakfasts, please contact us so that we can designate a table for your group.

We look forward to seeing you in San Antonio!

Ensuring the Next Generation of CPAs: An Update from the AICPA’s Academic and Student Engagement Team

The AICPA’s Academic and Student Engagement team has taken a research based, two-prong approach to attract, engage and inspire the next generation of CPAs. The first prong is a program of continuous engagement across the pipeline. This means we are engaging with students more often so they have regular and consistent interaction with the AICPA as they move from accounting major to CPA Exam candidate.

The second prong of our approach focuses on creating a pro-CPA environment throughout the pipeline. Past research commissioned by the AICPA has shown pro-CPA culture on campus to be a top influencer to pursue the CPA credential. We want students to be exposed to CPA early and many of our programs and resources focus on introducing accounting as a career and the CPA profession.

We are using research as the foundation for our programs and initiatives and as a catalyst for change to refine existing programs. To further refine programs and initiatives, we are continuously measuring our outcomes to continue progress.

Listed below are updates on various programs and initiatives that both increase engagement with students and/or help foster a pro-CPA culture. You will also find information about the

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(continued from page 4)

2017 Trends in the Supply in the Supply of Accounting Graduates and Demand for Public Accounting Recruits, which also provides valuable information that we use to help craft our programs.

If you would like more information about the programs below or to discuss how the AICPA can help you or your students, please contact me at Yvonne.Hinson@aicpa-cima.com.

Yvonne L. Hinson, CPA, CGMA, Ph.D.

Academic in Residence, Senior Director, Academic and Student Engagement

AICPA Trends Report

Recently, the AICPA released the [2017 Trends in the Supply of Accounting Graduates and Demand for Public Accounting Recruits](#) report. In summary, the report found that the total number of accounting undergraduate and graduate enrollments remains at the record levels seen in the 2014-2015 academic year, totaling more than 250,000 enrollments. This was driven primarily by an all-time high in undergraduate enrollments. On the demand side, hiring of new accounting graduates has slowed compared to previous years.

There was a 13% increase in the number of new candidates for the Uniform CPA Examination from 2015 to 2016. The increase was driven by the launch of the new exam in 2017, as well as concerted efforts by state CPA societies, the AICPA, and accounting firms to encourage individuals to take the CPA Exam.

Academic Champion Program

The Academic Champion Program was piloted at 19 campuses including six Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs) in fall 2016. Participating faculty members were sent “pro-CPA” materials such as posters, brochures, and event cards to encourage students to stop by their office to discuss the CPA profession and to promote accounting.

For the 2017-2018 academic year, we have identified approximately 15 institutions, including community colleges, to join the pilot program. Institutions were identified through a gap research analysis looking at total number of accounting undergraduates compared to total number of master of accounting graduates one year later and NASBA CPA Exam sit and pass rates. We also identified two-year institutions that have a high number of transfer students enrolling in accounting programs at Academic Champion universities. The faculty at these universities and the feeder schools will work with Academic Champions to promote CPA.

We are also adding additional resources and tools. We are creating a yearly engagement plan “playbook.” This “playbook” will give faculty guidance on when to distribute specific resources, when to encourage career decisions, and timing and tips about the CPA Exam.

Recommendations for the AICPA/AACSB Practitioner Engagement Program

The AICPA is working with the AACSB to increase CPA practitioner engagement in the accreditation process. Increasing accounting practitioner engagement in the accreditation process will add value for the university accounting program seeking accreditation/ reaffirmation and ultimately for the profession.

We are now in the recruitment phase and seeking practitioners who want to use their insights and experiences to help shape the future of accounting education. Practitioners must meet certain [requirements](#).

Selected practitioners will be a vital part of the accreditation process and governance structure by volunteering to serve on an AACSB accounting peer review team or AACSB committee.

If you know of any practitioners who are engaged with academia or have sat on a firm peer review team, please consider [recommending them](#) for this program. You can read more about the program [here](#).

(continued on page 6)

(continued from page 5)

University of South Florida • University of Southern California • University of Southern Mississippi • University of Texas - Arlington • University of Texas - Austin • University of Texas - Dallas • University of Texas - El Paso • University of Texas - San Antonio • University of Toledo • University of Utah • University of Virginia • University of West Georgia • Utah State University • Villanova University • Virginia Commonwealth University • Virginia Tech • Wake Forest University • Weber State University • West Virginia University • Western Michigan University • Wichita State University • Wright State University

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PRIVATE ENTERPRISE

Deloitte • Ernst & Young • Grant Thornton, LLP • KPMG, LLP

(continued from page 5)

Accounting Doctoral Scholars Program Update

Thanks to the [Accounting Doctoral Scholars](#) program and the accounting profession, 11 individuals were selected last year for Ph.D. programs beginning this fall. The ADS program will be selecting 45-50 new doctoral candidates to fund in this new iteration of the program.

The ADS Program was created in 2008 with the help of many accounting firms and state societies, in conjunction with the AICPA Foundation, to advocate for an increased number of accounting professors with real-world experience in audit and tax. With nearly \$17 million in financial support from over 70 accounting firms and the majority of state CPA societies, the program's first iteration transitioned 108 CPAs from practice to the classroom by providing scholars with financial assistance.

In 2016, a new phase of the Accounting Doctoral Scholars Program launched to continue to address the demand for accounting faculty with experience in the areas of audit and tax. In addition to university-supported funding, each new ADS participant will receive \$40,000 in funding, paid in milestone payments, throughout her/his doctoral program. To date, over 40 universities have partnered with the Accounting Doctoral Scholars program and enrolled candidates selected for ADS funding.

The application period for individuals seeking funding for fall 2018 has closed. Selected applicants will attend a conference in a few weeks to learn more about the ADS program, talk to previous ADS recipients and discuss Ph.D. programs with partnering universities.

AICPA Fellowship for Minority Doctoral Students Update

The AICPA awarded 27 minority doctoral fellowships for the 2017-2018 academic year. The AICPA Fellowship for Minority Doctoral Students aims to increase the number of minority CPAs who serve as role models and mentors to students pursuing undergraduate and graduate degrees in accounting.

The fellowships, made possible by the AICPA Foundation, were awarded to 19 women and 8 men. Eligibility requirements include full-time attendance at an accredited university, a minimum completion of 3 years of full time experience in the accounting profession, be a U.S. citizen or green card holder and hold a CPA license or be currently pursuing CPA licensure. Learn the universities the recipients are attending for their doctoral programs in this [press release](#).

CPA Candidate Success Research Insights Video

Since the initial *CPA Candidate Success Research Findings report* was issued in 2016, interest in learning about the factors that drive increased sit and pass rates for the CPA examination has increased. Some universities have deployed several of the recommendations outlined in the report to support their students. Other universities have worked to enhance existing resources that help students' goal of earning CPA licensure.

In this [video](#) interview with Gregory Gaynor, Ph.D., CPA and Sidney Askew, MBA, CPA, the researchers behind the CPA Candidate Success Research project, share their research approach, questions posed and the insight that was drawn from the study.

Accounting Pilot & Bridge Project

The [Accounting Pilot & Bridge Project](#) introduces high school students to both financial and managerial accounting and raises their awareness of accounting as a career option. We have worked with our state society partners to significantly increase the reach of the program, and as of July 11, 2017, the AICPA and AICPA Foundation completed the purchase of the training program.

Over the summer, we held 14 APBP trainings in collaboration with 20 state societies, training over 350 teachers nationwide. We are continuing to implement our 2016-17 strategy to increase the reach of APBP courses to create a more formalized path to recruit highly motivated, talented students into the pipeline by providing them advanced accounting education in high school.

(continued on page 7)

2018 FSA CALENDAR

January 2018

Membership Renewals

February 8-10, 2018

APL/FSA Joint Meeting
San Antonio, TX

Spring 2018

Spring FSA Newsletter published
FSA Student Awards Program for Full Member Schools

May 18, 2018

FSA Board of Directors Meeting
Deloitte University, Westlake, TX

May 18 – 19, 2018

Deloitte Foundation/FSA Faculty Consortium
Deloitte University, Westlake, TX

July 2018

FSA Elections

August 2018

Conference on Teaching and Learning
Baltimore, MD

August 5, 2018

FSA Board of Directors Meeting
San Diego, CA

Fall 2018

Fall FSA newsletter published

(continued from page 6)

We will also be developing articulation agreements between the AICPA and interested universities for students who pass the APBP qualification exam to potentially receive college credit.

Bank On It Level Up Space

Bank On It, a game created by students for students is an interactive play space board game that asks accounting fundamental questions and gives real working-world scenarios to reinforce what students learn in classrooms. The game is intended to introduce high school students to accounting.

The game not only promotes accounting, but CPA and CGMA as well, with the addition of a new game board space – Level Up. The new space is designed to get students thinking about what a credential or designation could do for them and their career. When a player lands on the Level Up space, they are prompted to select CPA or CGMA and then are asked a series of questions related to their selection. Upon getting the questions correct, they receive a generous bump in their account balance. When they hit the Level Up space again, they can learn about the other credential/designation.

ThisWaytoCPA Resources

As we continue our efforts to grow the CPA pipeline we are evaluating the resources we currently produce and exploring how to make them better. We recently updated the “Transfer Your Way to CPA” guide, a pocket guide to assist students with transferring to a four-year college or university to pursue accounting. The guide includes details about transferring, suggestions, and how-to’s, as well as a transfer checklist.

The previous spiral-bound notebook, “Pull It Together,” has now become “Crafting Your Career: An Actionable Plan for a Rewarding Work Life.” This how-to guide is available to help future CPAs start their career plan. It includes a self-assessment and career planning tips.

These guides will be available on [ThisWaytoCPA.com](https://www.thiswaytoCPA.com) soon.

Resources to Introduce the Accounting Profession to Students

The AICPA conducted discussion groups with students, staff, and volunteers to find out how you can most effectively connect with future accounting professionals. And we used those insights to create resources to make your presentation as smooth as possible. Check out our new student engagement [guidebook and presentations](#) that you can use to present to students about the accounting profession.