

2017 Educators Conference Agenda

8:15-9:30 a.m. General Session

Assessing Employability Skills: Helping Your Students Identify Hidden Strengths and Blind Spots While Assessing the Business Program's Student Learning Outcomes

[Jack Wheeler, PhD, Indiana Wesleyan University](#)

[Kent Williams, CPA, CGMA, Indiana Wesleyan University](#)

This session will explore the collaborative effort between the DeVoe Division of Business at Indiana Wesleyan University in Marion, CPA Center of Excellence® and University of Wales Trinity Saint David to assess employability skills of undergraduate business students. Attendees will learn about the methodology employed in the assessment, logistics, student participation and feedback. They will also learn how the assessment survey connects to the business program's student learning outcomes, and how the results can lead to the enhancement of the business program and ultimately success of the undergraduate student.

9:30-10:45 a.m. General Session

Move from Boring to Great: Effective Use of Multimedia Content in Accounting Courses

[Ivy Walker, Helios Digital Learning](#)

Students need more than just a textbook and lectures to engage them in the learning process. The Internet Generation is used to consuming content through visually rich, interactive media. Learn how to use video-enhanced, real world, first-person stories to illustrate and bring to life accounting concepts and their ethical implications in a way that engages your students and enlivens your course.

10:45-11 a.m. Networking Break

11 a.m.-12:30 p.m. General Session

CPA Pathways Panel Discussion

[Patricia Hartman, NASBA](#)

[Joseph Maslott, CPA, CGMA, AICPA](#)

[Shawwna Ervin, Indiana Professional Licensing Agency](#)

Educators and students have endless questions about the CPA pathway, from the education requirements to sit for the CPA Exam to understanding how the Exam is really changing. Representatives from CPA Exam Services, the Indiana Board of Accountancy and AICPA's Examinations Team will be on hand to give an overview of the process, answer common questions that Indiana students/educators ask and provide resources for upcoming questions.

12:30-1:30 p.m. Luncheon

1:30-2:45 p.m. General Session

CGMA: Can It Be Your Strategic Advantage?

[Rick Niswander, CPA, CGMA, PhD](#)

Participants will learn about the CGMA designation – what it is, how it is obtained, its professional advantages – and discuss how supporting the CGMA pathway can be a strategic differentiator for Business Schools and Accounting Departments.

2:45-3 p.m. Networking Break

3-4:30 p.m.

Professional Issues Update

[Jennifer Briggs, CAE, Indiana CPA Society](#)

Briggs will give attendees an update on the latest news and information in the CPA profession. Her presentation quickly and concisely covers thought-provoking topics, developments and trends.

4:30 p.m. Adjourn