IN CPA SOCIETY

CPA week

Presenter Tips & Talking Points

Thank you

With several presentations scheduled during CPA Week, we are thrilled to be *in person* and bring the CPA profession into classrooms throughout Indiana. We anticipate nearly 750 students will hear from volunteers like yourself and know that after this week students will have a better understanding of what CPAs *really* do and opportunities in the profession.

As the INCPAS Board works to address challenges in the talent pipeline, it is clear...we need to continue to work to expose students to the CPA profession. Entering the second year of CPA Week, we will provide presentations (both live and OnDemand), CPA Q&As, case studies, publications and classroom activities to high school educators and students.

In preparation for your upcoming presentation, carefully review these presenter tips and talking points. And be sure to reach out if you have any questions.

Troubleshooting

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1 Check-in

Prior to your presentation, you will see any notes about the school check-in procedures. In post cases, you should park in visitor parking and enter the main campus door. You will then check-in with the front desk. Be sure to tell the receptionist you full name and the teacher you are visiting. If there are any additional COVID-19 requirements, they will let you know. Likely, this will be a temperature check and health assessment.

2 Presentation

The CPA Week presentation will be available both online and as a downloadable PowerPoint. Each teacher will get the presentation in advance, but you are encouraged to come prepared to access the slides. If there are any issues accessing the presentation materials, just be prepared to go through the talking points without the slide deck.

3 Last Minute Cancellation

If something comes up or you are not feeling well and are not able to make you scheduled presentation, email Ali Paul (apaul@incpas.org) AND the educator as soon as possible. If there is time, I will work to find a replacement speaker.

Presentation Tips

Presentation Format Options

1 Chat

Use the talking points provided to have a conversation with the students and encourage them to ask questions throughout your presentation.

2 CPA Week Slide Deck

Use the CPA Week slide deck to frame your conversation. This aligns with the talking points and provides some visuals. **Please note, since each school has different technology and internet access, the ability to show the slide deck may not be possible.**

3 Student Engagement

Hopefully, the students and educators will ask questions and engage with you throughout your presentation. If this does not happen, don't worry. Just continue and keep going through the talking points. Feel free to ask questions of the students and drive the conversation.

Presentation Tips

1 Be positive

We want to inspire students to want to learn more about opportunities in accounting and business. Being positive and genuine about your passion for the profession is essential.

2 Give real-life stories and examples

Help the students understand what you're talking about by giving real life examples. If you are talking about doing an audit, explain what you do and what you learned about your client.

3 Explain acronyms

Believe it or not, GAAP, IFRS, INCPAS...these are not acronyms students often know. Take time to explain the acronyms.

4 Be honest

It's fine to talk about the realities of the profession. If you work a lot of hours, you can mention that. However, try and **help them see the positive side**.

Presentation Tips

1 Don't assume they know common accounting terminology

For many of the students, they are in an Intro to Accounting course (or a personal finance class), as you think about the stories you'll tell...take time to explain some of the accounting terms. Don't assume they know what a trial balance is or what audit means.

2 Break stereotypes

Think about common stereotypes of CPAs and work in ways to break these in your presentation. Many students will say, they don't want to do taxes all day. They don't realize what tax entails and they also don't realize CPAs can do other things.

Presentation Talking Points

Agenda

1. CPA Overview
2. Career Path
3. CPA Skills
4. Perks
5. Student Resources
6. High School Student Membership

CPA Overview

- What is the difference between an accountant and a CPA?

  Before you begin, it's important to pause and tell the students what the letters CPA mean. Often, we dive into a presentation and after about 15 minutes a student asks what CPA means. Let's level set at the beginning and then dive deeper into the profession.

- 150 hours of college education
- Pass the CPA Exam
- 2 years work experience

Career Path

1. ## When did you decide you wanted to become a CPA?

   These students are thinking about their future careers now and your insight into how you decided to become a CPA will be helpful.

2. ## Where did you attend college and what was your majors/minors?

   Think about how you decided on the school you attended? What were some of the reasons you went there? How did you decide on your major?

3. ## Did you have any internships?

   You can share your internship story OR talk about the role internships can play in helping students learn about different career paths.

4. ## What was your first job out of college?

   If your first job out of college was long ago, consider sharing a story about a pivotal moment in your career.

Career Path

1. ## What was the biggest lesson you learned early in your career?

   Students love advice and will welcome any insight you have to share.

2. ## What was your CPA Exam experience?

   While it's easy to commiserate about the negatives and the challenges of the Exam, try and stay focused on the positives and lessons sitting for (and passing) the Exam taught you.

3. ## Where do you work currently?

   This is a good opportunity to share about your current organization, it's mission and how you play a role in the organization's success.

4. ## What is your position now?

   Students may not know certain accounting terms. For example, if you are an auditor...explain what “audit” means and what an auditor does.

Typical Day

1 What is a typical day like?

This is a great opportunity to break many of the stereotypes that students have about accounting. Think about a day or several days and give highlights of what you do.

2 How did the pandemic impact your organization?

Students enjoy technology and the pandemic highlighted our reliance on it. Think about ways to show students how your organization adapted.

3 Are you able to work from home?

This is a silly question to ask now, but worth mentioning to the students. They love hearing about the flexibility of the CPA profession and always ask about where CPAs work.

CPA Skills

- What are the key skills you need as a CPA?

  This is your opportunity to highlight the many important skills needed as a CPA. Often students think that to be a good accountant, they need to be great at complex math problems and 100% a numbers person. Share a few examples of how you used these (and other) skills on a daily basis.

- Decision Making
- Communication
- Critical Thinking
- Problem Solving

Perks

- What are some of the perks of being a CPA?

  Think about the perks of being a CPA or working from your organization. While some perks may not seem like a big deal, think about your audience. Free suite tickets to a professional sporting event, meeting interesting people or flight upgrades are exciting to teenagers.

- Travel
- High Salary
- Job Security
- Teamwork

Student Resources

1 Day in the Life of a CPA

If students are interested in seeing what a day in the life of a CPA is like, they can checkout the Day in the Life playlist on the INCPAS YouTube channel. They can scan the QR code on the slide.

2 CPA Q&As

Students are invited to visit youtube.com/incpas or scan the QR code on the slide to view several Q&A videos featuring Indiana CPAs.

3 High School Student Membership

Students are encouraged to join the Society's **NEW** student membership to receive information about the CPA profession, scholarships and programs/events.

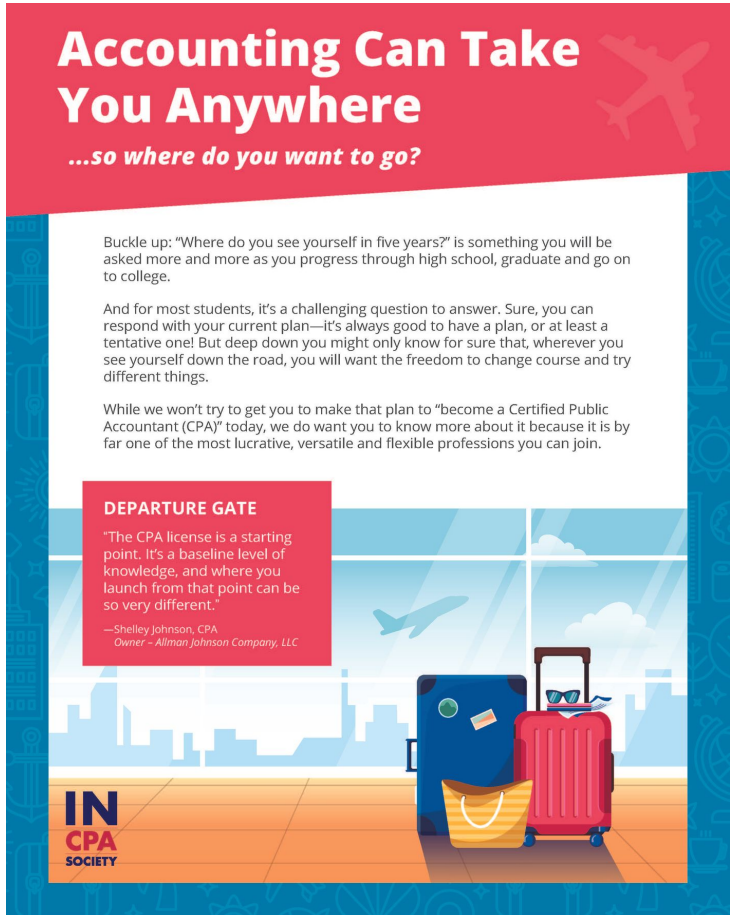
FREE High School Membership

The Indiana CPA Society has over 7,100 members who are CPAs, accounting professionals and students.

- Resume Builder
- Job Shadow Opportunities
- High School Internships
- College Readiness Events
- CPA Chats
- Scholarships

High School Brochure

INCPAS will send a supply of this brochure directly to the teacher. Refer to it and encourage them to join as a student member.



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How to Join as a High School Member

- Scan the QR Code
- Visit incpas.org/highschool
- This QR code is also in the Student Brochure they will receive.

Thank you!