IN CPA SOCIETY CPA week

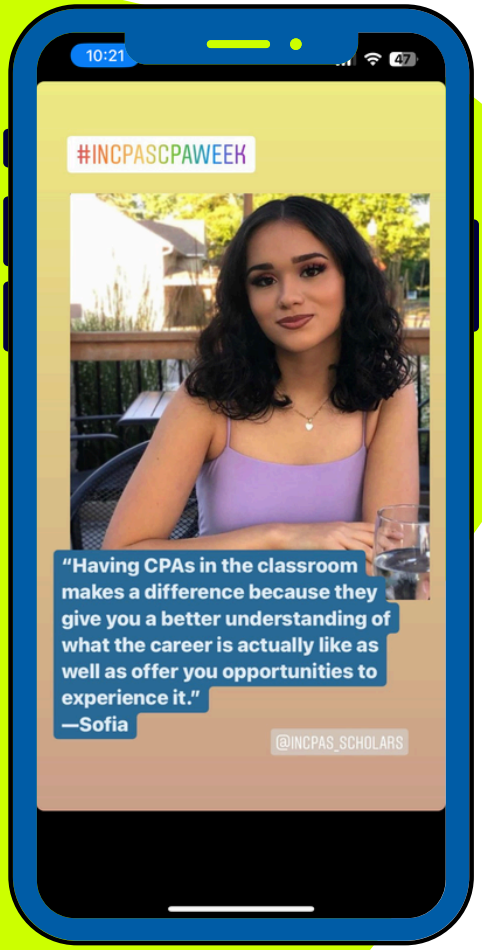
CPA WEEK EDUCATOR GUIDE

everything you need to know for a great CPA Week!

ABOUT THE INDIANA CPA SOCIETY

The Indiana CPA Society is a statewide professional association representing nearly 6,000 CPAs in public practice, corporate finance, government, and education. INCPAS serves the public as well as its members. The organization functions as an advocate for the profession through education, public awareness, government relations, and promotion of high ethical standards. Programs and services offered by the Society are designed to meet the needs that have been identified for its diverse membership.

CPA WEEK



CPA Week, a career awareness program developed by the Indiana CPA Society, plays a crucial role in the Society's overarching strategy to foster the growth of the CPA talent pipeline. The program was even rolled out nationally in November 2022.

During CPA Week, CPAs come together to engage with Indiana high school students, offering them a unique glimpse into the exciting world of accounting.

Volunteers share insights on what makes their careers truly fulfilling. They provide invaluable insights into the wide array of opportunities in the profession, debunk common myths, and share resources for students to learn more.

Since its inception in November 2020, INCPAS volunteers have impacted 13,104 students across 456 presentations. As we move forward, we eagerly anticipate expanding our reach and touching the lives of even more students during the upcoming CPA Week.

WHO WE ARE

If you have questions, concerns or feedback about CPA Week, please do not hesitate to contact your INCPAS Workforce Development team.



I'm Ali Tonini, the VP-Workforce & Leadership at the Indiana CPA Society. I work with students, CPA Candidates, educators...*a lot*. I am one of you points of contact for CPA Week. If you have questions about your presentation, have ideas on improving the program or need help during CPA Week, just reach out!

How to reach me:

Cell: (317) 607-4358 or (317) 726-5025
IG: @incpas_scholars
Email: atonini@incpas.org



I'm Katelyn Munoz, theWorkforce Development Associate at the Indiana CPA Society. I work on our high school and college student initiatives and am here to assist with CPA Week. I ensure our educators receive CPA Week materials in advance of your presentation.

How to reach me:

Cell: (317) 726-5006
Email: kmunoz@incpas.org

SPONSORS

CPA Week would not be possible without the generous support of our sponsoring organizations. These organizations provide financial support for this program and the Society's pipeline initiatives. They enthusiastically support their staff to volunteer as mentors, host office visits, visit high schools and more.

PREMIER

forvis mazars

ALLIANCE

Deloitte.

DONOVAN Certified Public Accountants and Advisors

ksm CPAs & Advisors

pwc

springline ADVISORY

Ball State University Department of Accounting

KELLEY SCHOOL OF BUSINESS Graduate Accounting Programs

PROFESSION

CBIZ CPAs

Crowe

KPMG

CONTRIBUTING

CLH CPAs & Consultants

DOZ

KRUGGEL LAWTON CPA

FREQUENTLY ASKED QUESTIONS

1 Is there anything I should do to prepare my class(es) for the CPA week presentations?

Prep work is not required. The presentation will cover accounting basics. Simply encouraging your students to actively participate and ask questions would be helpful.

2 My school participated in CPA Week previously, is the presentation the same?

It's similar content, but freshened up.

3 What does the presentation cover?

This presentation, *Accounting: What it is, isn't and why it's way more than math*, is just what the title suggests. Starting on page 10, you'll get a detailed overview of the presentation. Highlights include: what accounting is, myths and realities of accounting, examples of accounting jobs and resources for students to learn more about accounting.

4 How was my presenter selected and did they participate in a volunteer training?

Many of our CPA Week volunteers work for our Pipeline Partner organizations. These organizations have contributed financially and encourage their teams to volunteer. Other volunteers were selected by INCPAS or volunteered as CPAs who live in your community.

All volunteers are provided with a CPA Week Volunteer Guide and are strongly encouraged to watch the Volunteer Training.

5 Are there materials I need to distribute?

Yes, you will receive a supply of our most recent student publications. Please distribute the brochures and membership cards at the start of the CPA Week presentation. See below to access digital versions of the printed materials you will receive.

6 Will the presentation resonate with my students?

Yes, we hope! When creating this new presentation, the Society used the Center for Audit Quality's (CAQ) research on the influences and expectations of high school students. We incorporated many of the identified interests into the presentation.

7 Where can I learn more about the CAQs accounting pipeline research?

The CAQ launched the Accounting+ initiative as part of its Bold Ambition. Accounting+ recognizes the gap in African American, Black, and Hispanic accounting students and professionals. Accounting+ serves as a resource to educate, encourage, and facilitate the adoption of accounting as a career path.

The CAQs report, *Increasing Diversity in the Accounting Profession Pipeline: Challenges and Opportunities*, offers incredible insights into the interests, influences and expectations of students.



THE DETAILS

CPA Week presentations require a lot of coordination. We are keenly aware of the demands on you and your student's time and hope to make this a rewarding and informative experience. INCPAS coordinates the presentations, identifies the speakers, and develops the presentation and materials. As an educator, we want to make this as easy as possible for you!



WHAT TO EXPECT

Invite / Request

Depending on how you learned about CPA Week, you would have received an invitation to register or requested a presentation. INCPAS staff then works with you to coordinate a date/time that works.

Materials Email

Two weeks before the start of CPA Week, educators will receive an email with this guide! It will also include presentation details, an overview of the presentation & and a link to the slides.

Introduction Email

A week before your presentation, you will receive an email that includes your speaker(s). This email is an introduction and an opportunity for you to give any final instructions to the speakers (please provide check-in details & parking instructions).

PRESENTATION PREPARATION

As you prepare for your CPA Week presentation, you'll want to review the various to-do's. You can also access the CPA Week materials and presentation. Following these instructions will ensure the presentation goes smoothly.

ADVANCE TO-DO'S

Review the CPA Week Educator Guide

If you made it this far, you are actively completing this step. Great job! This guide will give you a lot of information about your upcoming presentation.

Read all CPA Week Emails

Carefully read each CPA Week email to ensure all details are correct. It's critical you pay attention to the start and end times of your scheduled presentations.

DAY OF TO-DO'S

Alert the Front Office

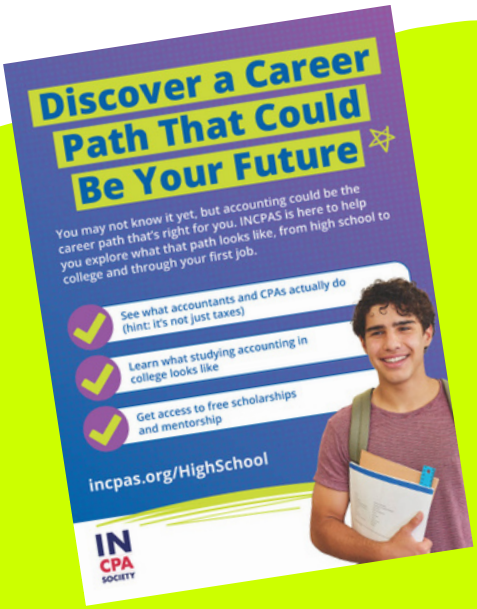
Be sure you tell your Front Office that you're having a guest speaker and give them the speaker's name and any instructions for finding your classroom.

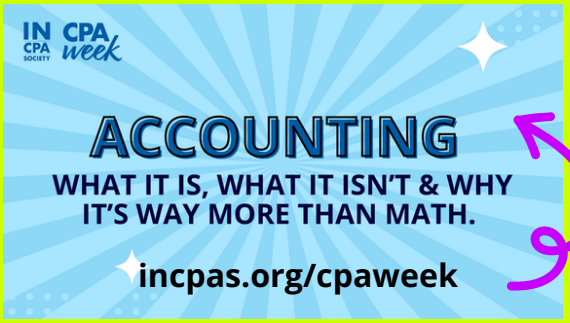
Project the Presentation

Visit the presentation webpage and put the presentation on your classroom screen.

Distribute Materials

Distribute the provided materials to your students at the start of the CPA Week presentation.







CPA WEEK PRESENTATION OVERVIEW

what students will learn during the CPA Week presentation!

PRESENTATION OVERVIEW

Before we dive into the presentation, it's important that you understand our goals with CPA Week and the strategy we're taking when discussing career opportunities with high school students.

The focus of this CPA Week presentation is on accounting itself, rather than the CPA license. Our primary goal is to **expose students to the vast array of opportunities that accounting offers**, dispelling any misconceptions that may shroud it. And, we want to do this in a way that resonates with the audience: high school students.

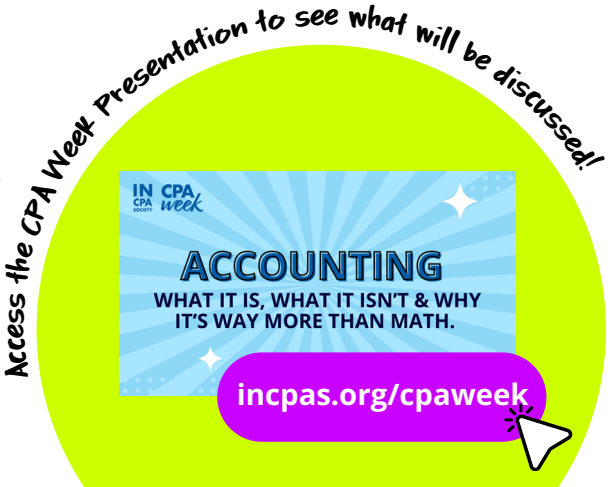
While CPA Week is one of the many steps the Society is taking to help build the CPA talent pipeline, talking about the intricate details of the CPA profession (the education, the Exam, the experience, the license) is too much information and not necessary at this point. Rather, we want to focus on accounting as a profession of opportunity and stick with the basics.

Throughout the presentation, your speaker will explore the multifaceted nature of work that accountants engage in, showcasing the diverse career paths that accountants have. The presentation begins by answering the question: "What is accounting?"

Next, they'll walk through accounting myths that are *quickly* followed with the realities of accounting. Then they will move on to several examples of accounting career paths.

Later in the presentation, students will learn about the benefits of the Indiana CPA Society's free student membership, emphasizing the wealth of resources it provides for those eager to embark on their accounting journey.

In addition, your speaker will share the support and guidance available from our partners at Accounting+, ALPFA, and NABA. These organizations are dedicated to nurturing future accounting professionals, and we share the opportunities they offer to students.

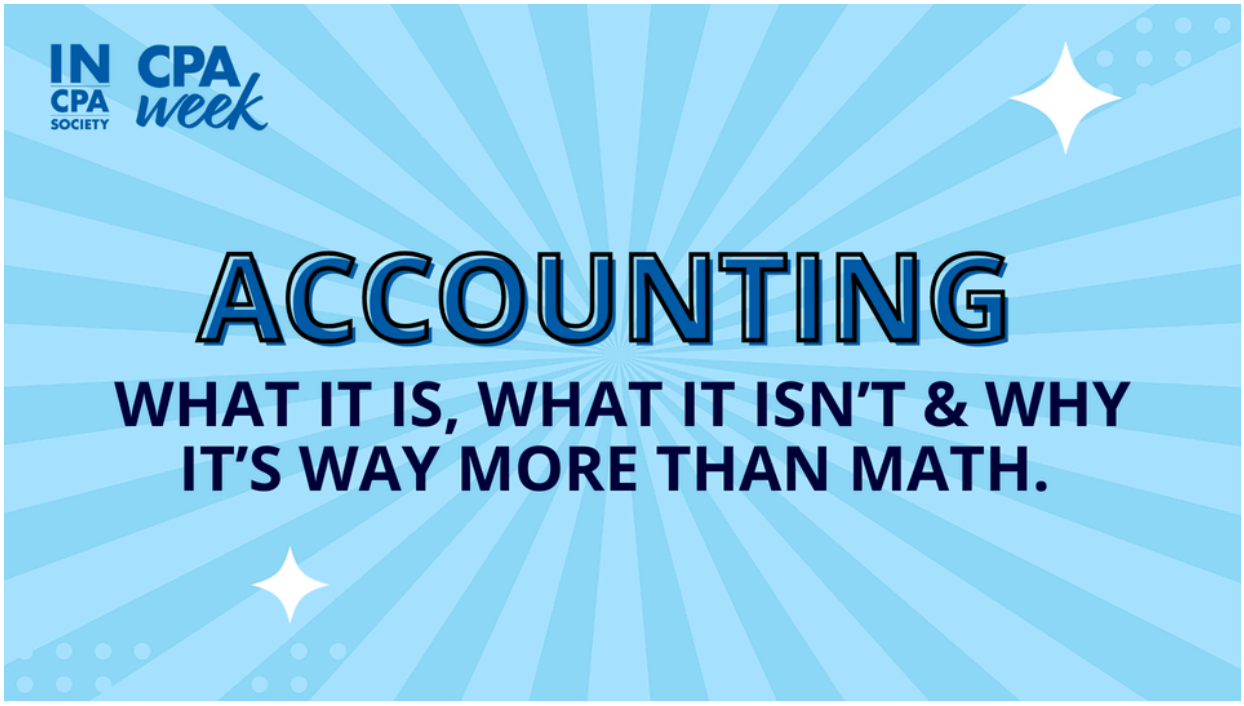


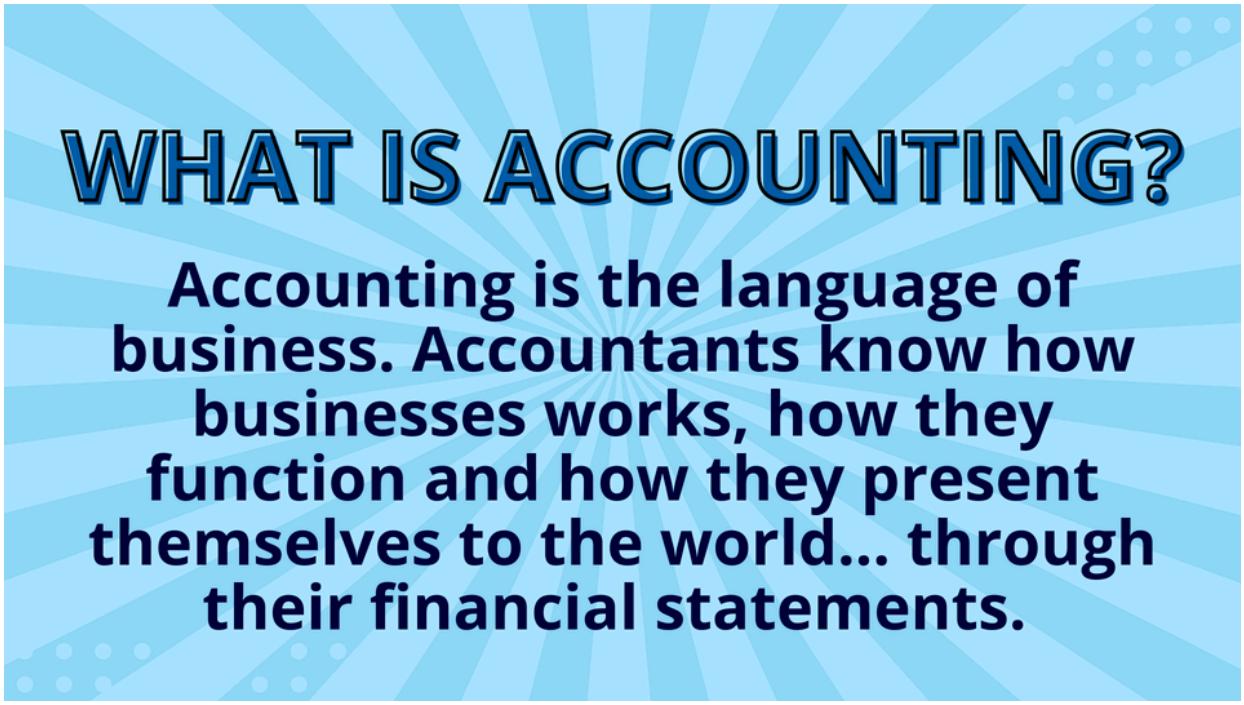
PRESENTATION AGENDA

1. Introductions
2. What is accounting?
3. Accounting myths & realities
4. Variety in accounting jobs
5. INCPAS high school student membership
6. Accounting+
7. NABA
8. Sponsors & Thanks



WHAT IS ACCOUNTING?





MYTHS & REALITIES

MYTH:
ACCOUNTING IS JUST FOR MATH WIZARDS



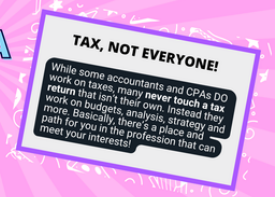
REALITY:
IF YOU CAN ADD, SUBTRACT, MULTIPLY AND DIVIDE, YOU WILL BE FINE



MYTH:
ACCOUNTANTS JUST DO TAXES



REALITY:
MANY ACCOUNTANTS NEVER TOUCH A TAX RETURN



MYTH:
ACCOUNTING IS RIGID AND OLD FASHIONED



REALITY:
ACCOUNTANTS REGULARLY ADAPT TO EMERGING TECHNOLOGIES & TRENDS



MYTH:
ACCOUNTANTS ONLY WORK AT ACCOUNTING FIRMS



REALITY:
EVERY BUSINESS NEEDS ACCOUNTANTS



MYTH:
INTROVERTS MAKE BETTER ACCOUNTANTS

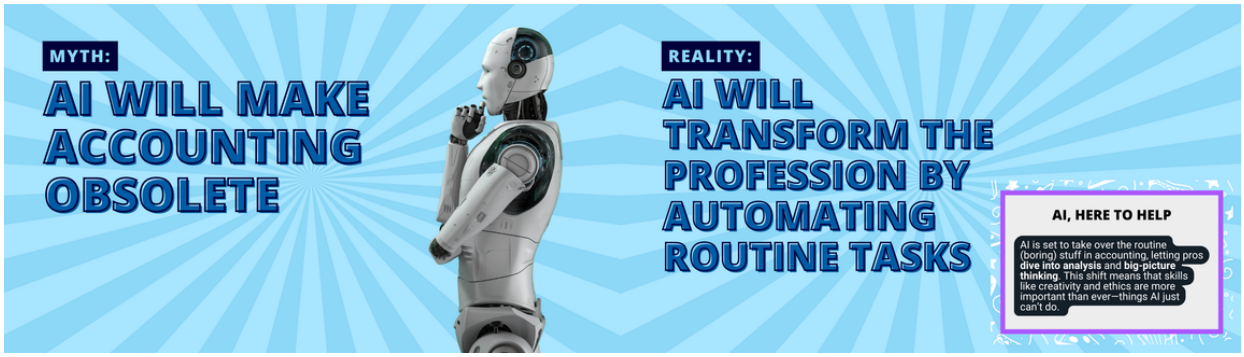


REALITY:
ALL PERSONALITY TYPES CAN THRIVE IN ACCOUNTING



MYTHS & REALITIES





POSSIBLE CAREER PATHS

This is certainly not an all-inclusive list of career paths that accountants can pursue. However, we're highlighting several possible accounting opportunities that will resonate with students!







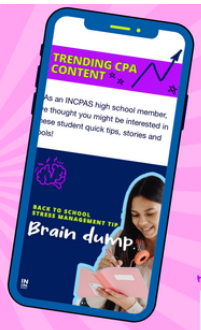


RESOURCES TO LEARN MORE

INCPAS STUDENT MEMBERSHIP

MEMBER BENEFITS

- **eNewsletters:** Stay up-to-date on all things accounting.
- **Job Shadow:** Experience life as an accountant for the day!
- **Scholarships:** Find money for college.
- **Events:** Attend awesome (FREE) student events.



more resources

JOIN TODAY!

- Scan the QR Code
- Visit: incpas.org/highschool



20 new student members will earn a $20 Starbucks gift card!

SCAN ME

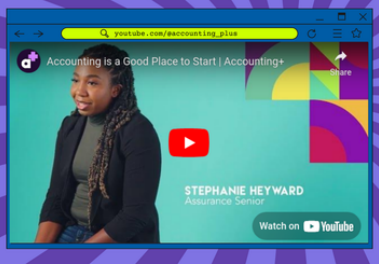
ACCOUNTING+

JOIN ACCOUNTING+

- Learn about the **education** needed to become an accountant, their lifestyles and careers.
- Access to **scholarships** and **internships**.
- Quizzes and **resume templates**.
- **Awesome videos!**



DAY IN THE LIFE VIDEOS:



more videos!

Greater Indianapolis NABA Chapter & NABA Inc. CEO Guylaine Saint Juste

GET TO KNOW NABA



ACAP: ACCOUNTING CAREER AWARENESS PROGRAM

THE DETAILS

- **Immerse Yourself:** Live on a college campus for a week this summer.
- **Explore Careers:** Learn more about accounting, business, finance and entrepreneurship.
- **Scholarships:** Unlock access to scholarship opportunities.
- **Learn:** Build your networking, collaboration and leadership skills!.



THANK YOU

These partners make substantial investments in the talent pipeline, ensuring that the Indiana CPA Society has the necessary resources to educate, attract and retain individuals to the CPA profession.

Forvis Mazars · BGBC · Deloitte. · Lilly · pwc · Crowe · Cummins · ksm · KPMG · CLH · DOZ · Kruggel Lawton CPA · EY

CONNECT WITH US

@incpas_students
@incpasociety

incpas.org/students

alonini@incpas.org
acot@incpas.org



EDUCATOR RESOURCES

After CPA Week, you may want additional resources to share with your students and incorporate into your curriculum. The next few pages will give you a wide variety of OnDemand resources, classroom tools & more.

VIDEOS

CPA Q&A Videos: CPAs answer common questions that students have about opportunities in accounting. These videos are typically under 3 minutes.

State Society Friends Videos: Many of the CPA societies throughout the country are collaborating and sharing resources. These videos are great for students and feature CPAs from all over the US.

THANK YOU to our friends at the Virginia Society of CPAs, MassCPAs & the Missouri Society of CPAs!

Day in the Life Videos: Students can get a better idea about the wide variety of jobs accountants have. From working at Eli Lilly to being the CFO of Holiday World, students will see accounting is more than taxes.



Access Here

INCPAS SCHOLARS

This free, year-long program helps high school students learn about accounting and the CPA profession.

Currently this program is only run in the Indianapolis-area. CPA Week presentations at schools in this area will receive a supply of INCPAS Scholars brochures to distribute to students.



PROGRAM PERKS

incpas_scholars

Mentors. Students are matched with mentors to help guide and answer their questions about school, college and a career as a CPA.

College Night. University and financial aid reps host this Q&A event that families are also welcome to attend.

Campus Tours. Students take day trips to IU and Purdue University.

Corporate Visits. Students go behind-the-scenes with finance leaders at prestigious Indiana firms and companies to find out what it's like to work in their organizations.

$500 & Recommendation Letter. Students receive a$500 academic gift and a letter of recommendation upon completion of the program.

CASE STUDIES

A great way to help your students see that they have the skills needed to be an accountant is to give them a case study and have them work individually or in groups to solve the problem.

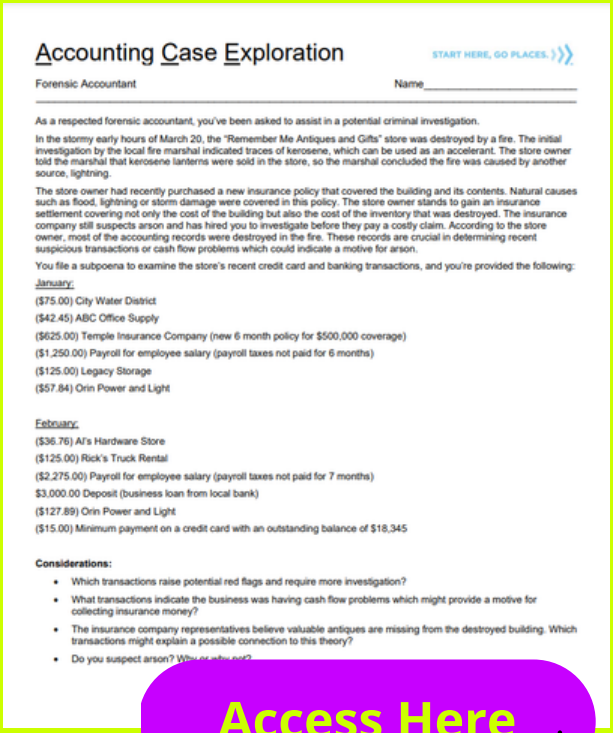
These case studies were developed by Jill Richardson and were reproduced by Start Here, Go Places. Both teacher and student versions are available for download.

DOWNLOAD

Forensic Accounting Case Study: This case will introduce students to the world of forensic accounting as they are asked to assist in a potential criminal investigation. Students will identify red flags and follow the financial clues to determine if fraud was committed.

CPAs in Sports Case Study: This case will have your students act as the director of finance for a Major League Baseball team. In teams or individually, students will look for additional ways to increase revenue.

Staff Auditor for Public Accounting Firm Case Study: This case places students as auditors for a public accounting firm. They will recognize red flags at their client and offer suggestions for improved internal controls.



Accounting Case Exploration

START HERE, GO PLACES.

Forensic Accountant Name_____

As a respected forensic accountant, you've been asked to assist in a potential criminal investigation.

In the stormy early hours of March 20, the "Remember Me Antiques and Gifts" store was destroyed by a fire. The initial investigation by the local fire marshal indicated traces of kerosene, which can be used as an accelerant. The store owner told the marshal that kerosene lanterns were sold in the store, so the marshal concluded the fire was caused by another source, lightning.

The store owner had recently purchased a new insurance policy that covered the building and its contents. Natural causes such as flood, lightning or storm damage were covered in this policy. The store owner stands to gain an insurance settlement covering not only the cost of the building but also the cost of the inventory that was destroyed. The insurance company still suspects arson and has hired you to investigate before they pay a costly claim. According to the store owner, most of the accounting records were destroyed in the fire. These records are crucial in determining recent suspicious transactions or cash flow problems which could indicate a motive for arson.

You file a subpoena to examine the store's recent credit card and banking transactions, and you're provided the following:

January:

($75.00) City Water District

($42.45) ABC Office Supply

($625.00) Temple Insurance Company (new 6 month policy for $500,000 coverage)

($1,250.00) Payroll for employee salary (payroll taxes not paid for 6 months)

($125.00) Legacy Storage

($57.84) Orin Power and Light

February:

($36.76) Al's Hardware Store

($125.00) Rick's Truck Rental

($2,275.00) Payroll for employee salary (payroll taxes not paid for 7 months)

$3,000.00 Deposit (business loan from local bank)

($127.89) Orin Power and Light

($15.00) Minimum payment on a credit card with an outstanding balance of $18,345

Considerations:

- Which transactions raise potential red flags and require more investigation?
- What transactions indicate the business was having cash flow problems which might provide a motive for collecting insurance money?
- The insurance company representatives believe valuable antiques are missing from the destroyed building. Which transactions might explain a possible connection to this theory?
- Do you suspect arson? Why or why not?

Access Here

Accounting+ is a great resource

CAQ: ACCOUNTING+

The Indiana CPA Society and the Indiana CPA Educational Foundation partnered with the Center for Audit Quality to support Accounting+. Accounting+ helps students discover the vast opportunities in the accounting field.



ACCOUNTING+

joinaccountingplus.com

accounting.plus

acct.plus

Education: What does going to school for accounting look like? Is it hard? Is it all math (no!!)? See what it's like for accounting students and find scholarships!

Lifestyle: Travel the world as an accountant. It's true, that there are countless travel opportunities for accountants. No matter the kind of work you're passionate about or the industry you want to work in, you can find a job that helps you see the world.

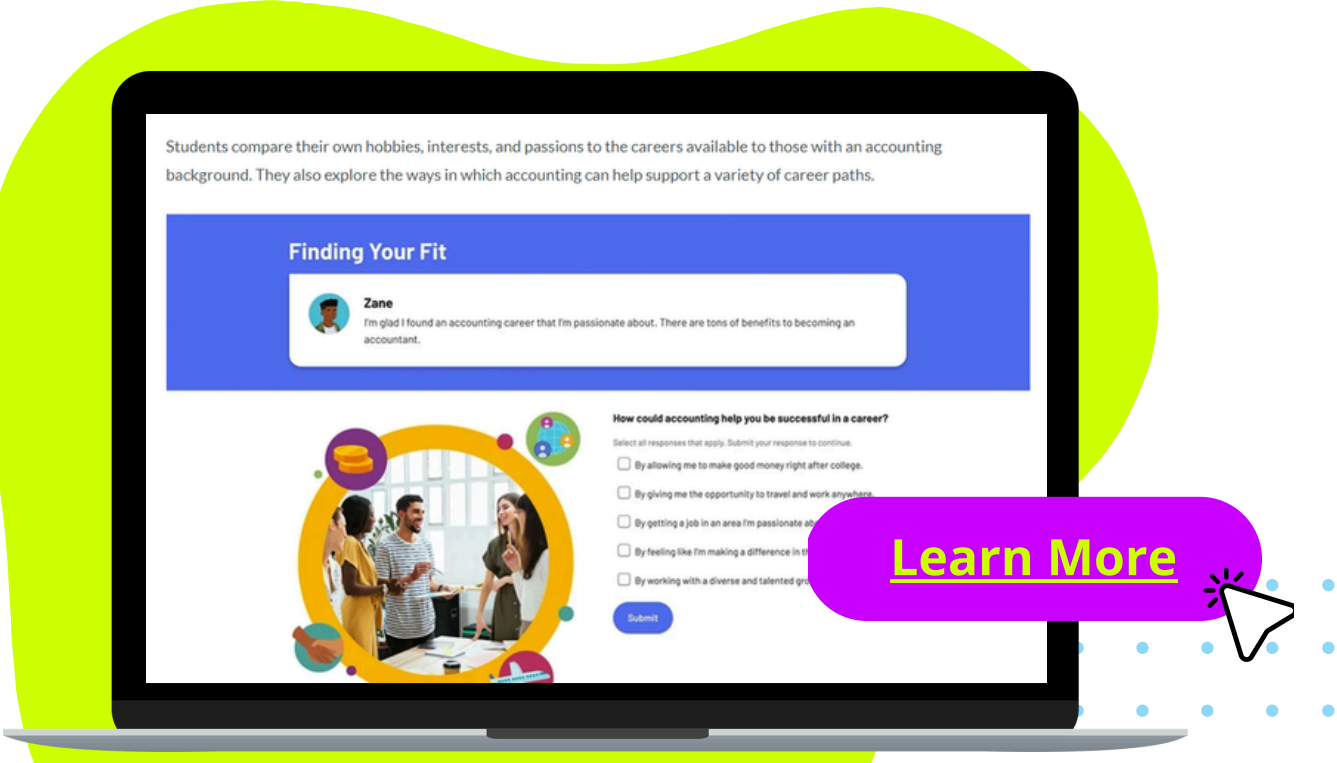
Career: There are many ways to be an accountant. You can own your own business, support your local community, or work in any industry that matches your passion. And because there are so many different ways to be an accountant, you can count on every day being different.

ACCOUNTING CAREERS: LIMITLESS OPPORTUNITIES

Everfi's *Accounting Careers: Limitless Opportunities* is a digital course that shows learners how an accounting background can help them achieve their career goals. Learners are exposed to the wide range of careers available in the accounting and finance space. This course covers the extensive benefits accounting skills can provide in business or daily life, including contexts like entrepreneurship, investing, and personal finance.

DETAILS

- **Grade Level:** 9-12
- **Best Fit:** Finances, Business, CTE, Entrepreneurship
- **Number of lessons:** 2
- **Time per lesson / Total duration:** 10 Minutes / 20 Minutes



ALPFA

ALPFA Indianapolis is a Latino professional organization connecting, developing and empowering leaders for impact. The ALPFA Indianapolis Chapter was founded in December 2022 and serves students and professionals throughout the state of Indiana.

ALPFAs mission is to provide ample opportunities for networking and professional development to strengthen the Latino business community and increase representation in corporate settings.

ALPFA INDIANAPOLIS



alpfa.org

ALPFA Indianapolis

alpfa_indy

Student Chapters: Several Indiana colleges/universities have ALPFA chapters. Encouraging your students to get involved when they are in college is key to developing a professional network.

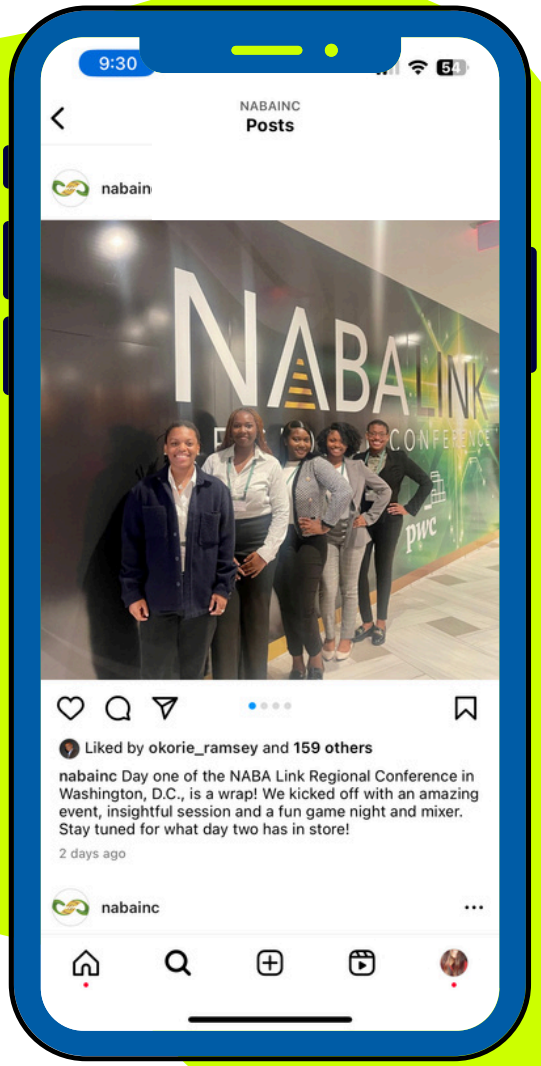
Events: Join ALPFA or follow the organization on social media to stay updated on upcoming events. A recent event helped students enhance their elevator pitches and resumes.

Networking: Connect with incredible leaders and learn from their success.

NABA

NABA, Inc. is a membership association dedicated to bridging the opportunity gap for Black Business Leaders in accounting, finance business, and entrepreneurship. Representing more than 200,000 Black Business Leaders in these fields, NABA advances people, careers, and the mission by providing education, resources, and meaningful career connections to professional and student members.

The Greater Indianapolis chapter strives to fulfill the NABA motto: “Lifting As We Climb” with the goal to meet the needs of our professional members while lifting the community to greater heights of success.



NABA INDY

nabainc.org

NABA Inc.

nabainc

ACAP: The Accounting Career Awareness Program and the Accelerated Career Awareness Program (ACAP) for high school students (freshmen through seniors) are put in the NABA pipeline to help build future Black Business Leaders with a focus on directing them to major in accounting, finance, and its related business fields including entrepreneurship.

It included a one-week residency at a college or university combined with year-round programming.

Follow NABA on social for updates on ACAP. ACAP will be held in the summer.