Question # 1: How do we attract adequate numbers of high potential, diverse students/talent into the accounting profession and retain these students throughout their educational and professional pathways?

Discussion Leader:
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Attracting and retaining adequate numbers of high potential, diverse students and talent to the accounting profession is crucial to the future of the profession.
Resources/References

- AICPA Supply and Demand Survey 2009
- University / K – 12 Partnerships: How One University Impacted High School Career Decision-Making Programs
- A Taxonomy of Difficulties in Career Decision Making
- Decisions without Direction
- Robert Half International: Global Talent Shortage Continues in Accounting and Finance; Report Finds Hiring and Retaining Skilled Professionals Still Challenging
- CPA Journal, August 2010, A New CPA Profile
- The Accounting Pilot and Bridge Project at Kansas State University
- Accounting for the Future: More than Numbers
- How does Contact with Accountants Influence Perceptions of Accounting and Accountants?
It is not clear what influences students/talent to enter the accounting profession

Students at all levels are not adequately exposed to the accounting profession
- Limited numbers of clubs/student organizations that feature accounting
- Information on accounting profession opportunities is limited
- High school accounting courses are not broadly offered to college bound students

Diversity of accounting profession does not mirror population served

Perception of accounting profession does not attract students/talent

Curriculum/textbooks/first accounting course need to be enhanced to retain students through their educational pathway

There are numerous initiatives on this subject by many interested parties taking place, but coordination of efforts is limited

There is not an adequate bridge/articulation between high school accounting courses and college
Working Issues

- Address triggers for entering accounting profession
- Initiate pilot programs to expose high potential and diverse students/talent to the accounting profession
- Coordinate efforts to attract students/talent to the accounting profession
- Support Accounting Pilot and Bridge Project
Open Items about Working Issues

- Research/survey to determine triggers for entering accounting profession
- Pilot programs
  - Determine scope of pilot programs
  - Initiate pilot programs
- Catalog current efforts to drive students/talent to the accounting profession
  - Research results of past efforts
Items Not Pursued

- Perception of accounting profession
- Curriculum/textbooks/first accounting course
- Retaining talent through their academic and professional pathways
  - Early career experiences
Next Steps

- Integrate feedback from public meeting
- Initiate research regarding why/when the decision to become an accountant is arrived at
- Determine/initiate pilot programs
  - Partnerships to increase diversity in profession
  - Partnerships between colleges and high schools
  - Partnerships between clubs/organizations and high schools/colleges
- Initiate cataloging process of current efforts regarding driving talent to profession
  - Research results of current projects and past efforts