

The Value of Education

By **Kathryn W. Kapka**, CPA | 2016-2017 TSCPA Chairman and **John Sharbaugh**, CAE | TSCPA Executive Director/CEO

President Abraham Lincoln once said, "Upon the subject of education, not presuming to dictate any plan or system respecting it, I can only say that I view it as the most important subject which we as a people can be engaged in." Likewise, TSCPA's leadership and volunteers believe strongly in the importance of students completing their education, especially in accounting. TSCPA has programs and initiatives in



place that focus on reaching students of all ages who represent the future of the accounting profession. The message: Choosing the accounting profession offers vast opportunities for those who major in accounting and obtain the CPA designation.

Through our Accounting Career Education (ACE) and student membership programs, TSCPA works to engage students at Texas universities, colleges, high schools and middle schools. ACE resources are also available for students as early as elementary school.



TSCPA implements career promotions that include partnerships with the 20 chapters across Texas. The chapters are provided with training and resources that assist in the recruitment of volunteer speakers. The goal is to provide a contact

for college and university accounting students in their local CPA communities.

ACE program resources include materials and presentations on pursuing an accounting degree and career. In addition to sending volunteer speakers and materials to Texas classrooms, TSCPA hosts special events for community college and university students. Over the years, TSCPA members have reached thousands of students throughout the state.

The Society continues to build relationships with associations of Texas educators. TSCPA's leaders have identified building these relationships as a means for connecting members in their communities. Through these connections, accounting and financial literacy curriculum resources are shared with high school educators at special training events and the availability of classroom speakers is promoted.

In addition, TSCPA is planning to host a pilot program of CPA2B Bootcamp in the 2016-2017 year. CPA2B Bootcamp is a one-day program designed to provide university accounting students with career resources while building awareness of TSCPA as their professional partner for life. At the conclusion of CPA2B Bootcamp, each attendee will have learned critical success skills for entering the workforce, more about the value of the CPA credential and how

TSCPA can be a lifeline for them at any point in their careers. They will also meet local CPAs who can provide continuing guidance.

The Student/Faculty Campus Representative Program continues to recruit and utilize student and faculty reps to increase the Society's presence on Texas college and university campuses. The goal of the program is to share information and learn more about what TSCPA can do to support students and educators.

The Relations with Educational Institutions Committee and the Accounting Education Foundation continue to provide programs for members in academia, as well as non-CPA accounting faculty across the state. The annual Accounting Education Conference continues to be a viable and valuable way for educator members to get necessary updates and broaden their networks and relationships with TSCPA.

In July, AICPA hosted a three-day Accounting Pilot and Bridge Program at the San Antonio Chapter office. At this event, high school educators were trained on Dr. Dan Deines' proposed AP accounting curriculum, which is college-level curriculum developed for high schools. To learn more about the program, visit the website www.accountingpilot.com.

Committed to Up-and-Coming CPAs

TSCPA began inviting students as members in the 2000-2001 year. The Student Affiliate membership class has two categories, students and candidates. The student category includes part-time and full-time undergraduate and graduate students from two- and four-year colleges or universities majoring in accounting, finance or other business-related majors. Upon graduation, a student becomes a candidate. The candidate category includes college graduates pursuing CPA certification and those who have passed the Uniform CPA Exam, but have not yet met the experience requirement for certification. A candidate member may continue in this status for five years after graduation or up to five years after they pass the CPA Exam.

Reaching students and engaging the next generation of CPAs enables TSCPA to help strengthen the future of the profession and develop effective leaders for the Society. If you know an accounting student who is not yet a member, be sure to invite him/her to join and become part of TSCPA and their local chapter. More information about membership is available in the Students section of the website at tscpa.org. ■

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