

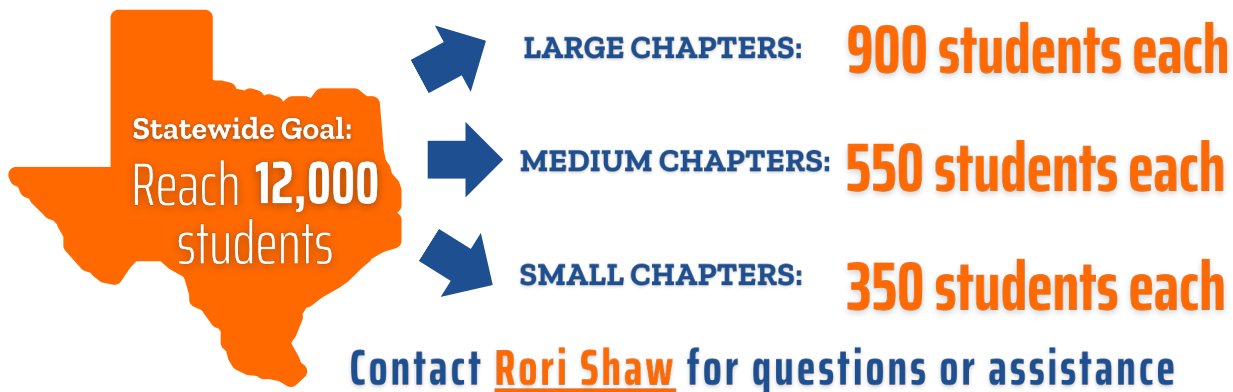


CPA PIPELINE STRATEGY

The Texas Society of CPAs (TXCPA) has a longstanding history in working to grow the profession and expanding the CPA pipeline. TXCPA, our 20 local chapters, our member volunteers, employers, and educators have done significant work to provide student outreach and support accounting career education.

In 2022, TXCPA's Pipeline Task Force developed a statewide strategy to guide our work to fill and strengthen the pipeline for future CPAs in Texas and measure the impact of our collective efforts to reach and engage the next generation of Texas CPAs.

Supporting and growing the CPA pipeline takes the dedication and commitment of our chapters and members across the state. This guide will help implement the CPA pipeline strategy in your chapter. TXCPA will provide support with collateral and toolkits.



Chapter Actions to Support CPA Pipeline Strategy:

OVERALL

- Participate in Accounting Opportunities Month and HBCU Week by sharing details with educator contacts, as well as promoting to local members and encouraging their participation.
- [Report metrics](#) on visits to TXCPA to assist with tracking our progress to reaching 12,000 high school and college students this year.
- Utilize new toolkits and resources from TXCPA to create local programs like student auxiliaries and CPA Exam study cohorts.
- Share details about successful local programs that can be duplicated in other chapter areas.

HIGH SCHOOL

- Help TXCPA expand relationships with high school educators and counselors in your chapter area to promote resources and guest speakers.
- Provide speakers and/or judges for any local FBLA, DECA, and BPA programs.
- Help TXCPA identify any dual credit program creation opportunities in your chapter.
- Consider hosting a job shadow event for high school students to visit local firms and companies where CPA members work.

COLLEGE

- Help identify student and faculty ambassadors on campuses in your chapter area, as needed.
- Work with faculty and student ambassadors to host outreach events on campus.
- Amplify the message about the latest developments related to licensure and CPA Evolution with college educators and students in your chapter area.
- Promote free student membership to students, firms, companies, and schools in your area.
- Share scholarship details with AEF's Scholarship Task Force as requested.
- Encourage local educators to attend TXCPA's Accounting Education Conference.