

Rev. January 2013

BEFORE THE PRESENTATION

- Ask the grade level(s) of the audience and type of class (like history, English, math).
- What is the process for visitors like parking, background checks?
- How early should you arrive to the school?
- What audiovisual is in the classroom that you can use?
- If bringing handouts or giveaways, how many do you need?

SET UP

- Get papers and materials set up as quickly as possible while students are settling and teacher is taking attendance.
- If showing *Takin' Care of Business* DVD, make sure it is set up and ready.
 - Cue to *Imagine the Possibilities* segment

INTRODUCTION

- Smile ☺, relax
- Thank the teacher for inviting you to speak today.
- Introduce yourself (if teacher has not already done so). Let them know you are glad to be there.
- Tell where you work, what school you graduated from, your high school (if applicable)
- Write your name, firm, contact (phone or email) on the whiteboard.
- State that you're here today to talk about careers in accounting and to answer any accounting career questions they have
- Encourage them to ask questions at any point during the presentation

GET STARTED (and to get students talking)

- Who can tell me what CPA stands for?
- What do CPAs do? (get several responses)
- Who has a CPA in their family? Like father, mother, brother or sister, aunt, uncle?
- Where do they work? What type of work do they do?
- (Reward students with candy, prize if applicable)
- Who uses accounting services? (we all do, see below)

QUESTIONS FOR STUDENTS

(choose various questions to get students involved right away)

1. Do any of you have a job? Or your own business, like babysitting, yard service, computer work, or get an allowance from your parents?

Accounting Careers Presentation Outline

High School Level

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- If yes, what accounting do you do to keep track of income and expenses? May need to explain the terms 'income' and 'expenses'.
 - Do you pay taxes? Do you know how to file?
 - Show that accounting ties into all areas of business, is the foundation for business. You may want to explain financial statements and purpose of statements. An example of a simple Balance Sheet or Income Statement may be helpful for the give visual example for some students.
2. Does anyone have a receipt in your pocket, like from a quick mart or store?
 - If yes, what accounting is on that receipt?
 - Look for time of sale, transaction numbers, sales tax, etc.
 - Why is that data being tracked? What will an accountant do with that data?
 3. Does anyone have a savings account?
 - Do you know how to read your statement?
 - What are you saving money for?
 4. Does anyone have a checking account?
 - Do you know how to read your statement?
 - Do you know how to write checks? Balance your checkbook?
 - What is the difference between a savings and a checking account?
 5. Who has a budget? What is the purpose of a budget? Why is it important to have one?
 - How did you make it?
 - Do you have trouble sticking to it?
 6. Do you have a car?
 - Do you make car payments?
 - Do you budget for repairs, gas, and insurance?
 - What accounting do you do to maintain these records?

YOUR JOB

- Describe how you spend an average day, what you actually do.
- Mention any travel associated with your job, type of clients/customers, how many people you work with, supervise, interesting assignments.
- Show examples of products and services you develop.
- Tell where you worked in the past, including high school jobs or internships if relevant
- Tell where you went to college and your major(s)

SHOW VIDEO

- Transition to video. Ask what jobs accountants do.

Accounting Careers Presentation Outline

High School Level

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- Here is a video about the accounting profession. It explains the profession really well and shows how broad of an area accounting is.
- What you will see are glimpses into the working life of five CPAs. By the way, these are real CPAs showing their real jobs. One of them lives in Florida. This video is 15 minutes long.
- What questions do you have about what you saw or heard? (If quiet, starting asking questions focused on several profiles)
- The first CPA we saw works in public practice. Have any of you heard of the Big 4 accounting firms? These firms are large, international firms ...
- Technology is another important area for CPAs. If you are interested in computers and IT, there are many accounting jobs for CPAs with this background...
- What did you think of the lady who works for the FBI? Forensic accounting and white-collar crime is a hot career area right now. With the threat to national security, the government and private companies are hiring CPAs to work in this area...

THE ACCOUNTING PROFESSION

- Explain that Accounting is a diverse profession with four primary areas of practice. Briefly describe/recap from the video each area.
 1. Public Accounting – accounting firms
 2. Private Practice – businesses and industry
 3. Government – local, state, and federal
 4. Education – colleges, high schools

CAREER PATH

- How many of you have already selected a career area? What are some of those areas? What made you choose that career?
- Tell how you made your own career decision and if you changed it.
- What are the things that are important to you in choosing a career? (responses like prestige, salary, working conditions, type of work, helping people, size of business)
- Use these responses to tie into characteristics about the accounting profession.
- Educational Requirements – With their help or the teachers, identify some classes that they should take in high school to help prepare them to become a CPA
- Let them know that they will need to take 5 years of college and pass the CPA Exam
- Tell latest salary figures for CPAs
- Let them know that there is a shortage of CPAs right now, this is a good career area
- Advancement opportunities are good – CPAs are a valued part of any organization

SUMMARY -- QUESTIONS AND ANSWERS

- Ask them to contact you, their guidance counselors or teachers for more information.
- Thank them for inviting you.

Provided by:

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