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## Accounting Career Materials

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*Helping students explore careers in Accounting!*

### **Start Going Places video** – DVD

This new 15-minute video by the AICPA, accompanied by short interview clips (for shorter presentations) is a great way to encourage students to start going places and explore the CPA profession. This video features four dynamic CPAs while getting a glimpse into their lives – inside and outside the office – as they visit with an inquisitive student who wants to know what being a CPA is really like. Learn how each CPA's individual choices influenced who they are today, personally and professionally, and encourage students to see for themselves that accounting is about more than just numbers. **Best suited for college students. Limit: one/speaker.**

### **Takin' Care of Business video** - DVD

This 15-minute video features five young CPAs in exciting career paths ranging from an FBI agent to controller of the New York Jets. The video combines animation with real-life profiles in a high school setting. **Targeted for middle-school and high-school students. Limit: one/speaker.**

### **Imagine the Possibilities video** - DVD

This 15-minute video features four young, successful CPAs representing a variety of accounting professions, who explain the fascinating career opportunities available to students who major in accounting. **Targeted for high-school and college students. Limit: one/speaker.**

### **Hiring & Salary Trends flyer**

The number one question asked by students is, "How much does a CPA make?" This handout, developed by the FICPA, is based on the annual Robert Half Salary Guide. It summarizes the salary ranges for public practice and industry by years of experience. This handout may be downloaded from the FICPA web site. We recommend you copy it double-sided. **Target: middle, high and college students.**

### **AICPA Everything You Never Knew about Accounting Careers**

This multi-page full-color brochure describes the different industries and positions that a career in accounting can offer a CPA. It challenges a student to consider the boundless possibilities that go beyond the stereotypes...to seek the accounting job that fits their personality and interests. **Target: high-school and early college audiences with 'high potential' for the profession.**

### **Start Here poster**

This eye-catching poster reminds students of the career resources available on the AICPA website, [www.StartHereGoPlaces.com](http://www.StartHereGoPlaces.com). It is excellent for placement in the classroom, school guidance area, or at career fairs. **Target: high-school or college audiences with 'high potential' for the profession (accounting or business).**

### **Start Here magazine**

Published by the American Institute of CPAs to promote the career of accounting to high school students. Articles introduce students to the services CPAs provide, range of career paths and industries, the earning potential of a CPA, and the requirements for becoming one. **Target: High School students.**

### **FICPA million-dollar bookmarks**

These one-million-dollar bill bookmarks are certainly attention-getting! Designed by the Accounting Careers Committee, they were created as a student giveaway to direct students to the FICPA web site. **Target: Elementary, Middle and High students.**

### **Fun Giveaways/Incentives**

The FICPA will provide speakers with a limited number of special giveaways per presentation. These giveaways are intended as an incentive for student participation, or just to add a touch of fun to your presentation. The actual giveaway item may vary.

**Quantities limited.**

### **Related Websites**

#### **[www.StartHereGoPlaces.com](http://www.StartHereGoPlaces.com)**

Newly re-designed! This excellent web site developed by the AICPA provides high school students with information and resources. The “Future Me” feature allows students to create a future vision of themselves by choosing a specific career in accounting and a road map to get them there. The site offers students tangible resources in business and accounting.

#### **[www.ThisWaytoCPA.com](http://www.ThisWaytoCPA.com)**

New website for college students and exam candidates that explains the path to becoming a CPA. Lots of information including: “Find your Fit” assessment to identify your preferred career area, scholarships, state licensure requirements, CPA exam, job descriptions, salary information, and more.

### **Ordering Materials**

Please provide us with the item and desired quantities. Thank you!

Phone ..... (800) 342-3197 (in Florida) or (850) 224-2727

Fax..... (850) 681-2433 (Attention: Accounting Careers)

E-mail ..... [accountingcareers@ficpa.org](mailto:accountingcareers@ficpa.org)

**For more information contact:** Brenda Hubbard, Director of Academic Relations & Student Initiatives (Ext. 419), Vicky Wade, Student and Educator Outreach Assistant (Ext. 220), email [AccountingCareers@ficpa.org](mailto:AccountingCareers@ficpa.org), or call (800) 342-3197 (in Florida) or (850) 224-2727.

