

Looking for a structured way to GIVE BACK to the profession?
VOLUNTEER in your child's school?

We have an answer...

“Accounting for Success: CPAs in Florida’s Schools”

It’s all about relationships. That’s why the Florida Institute of CPAs has chosen to use one-on-one contact, one of marketing’s most effective tools for success, to build a relationship between the accounting profession and tomorrow’s CPAs.

At the beginning of 2000, there was a dramatic decline in the number of students entering the accounting profession. Ironically, this decline has reversed, due in part, to the increased media focus on the wave of accounting scandals, and the security of the accounting job market in these current economic times.

“Accounting for Success” is an innovative program managed by the FICPA’s Accounting Careers Committee to create a grass-roots effort to educate and inform high school students and their teachers about the breadth and depth of the opportunities available in the CPA profession. The program works by assigning an FICPA member to as many of Florida’s 600-plus high schools as possible. The primary role of these High School Speakers (HSSs) is to build a relationship with their schools by becoming familiar with the school and contacting the key faculty in mathematics, business education, economics, and guidance as well as faculty advisers of related clubs and organizations. The HSSs make themselves available as guest speakers for classroom presentations, career days, career fairs and other career-related events.

In addition to career-based programs, many CPAs are making financial literacy presentations and providing students with much needed basic money management skills. This alternate approach still allows CPAs to briefly share what they do and why they chose the accounting profession.

“This enormous grass-roots effort is designed to describe the breadth of our profession to the best students in every high school in Florida,” stated FICPA Executive Director-CEO Katherine Anderson.

The presence of CPAs in Florida's high schools is a win-win for CPAs, teachers and students. For the CPAs, the program provides a means of giving back to the profession and being involved in the educational process through a structured volunteer experience. For the teachers and students, the program will increase their awareness of the CPA profession — what the profession is, what CPAs do, and what an accounting career can offer.

Who is succeeding you in the profession? As the baby boomer generation nears retirement, there are fewer incoming CPAs to take their place. To continually keep Florida's best and brightest students in the accounting pipeline, we need CPAs to plant the seeds now — seeds that take seven years to grow. (A high school junior attracted to accounting today won't be licensed until about seven years later.)

The Accounting Careers Committee requests that all members "be a leader for our profession. Go back to your high school, your kids' high school or the high school down the street, and tell our story to young people who need to know the breadth, the depth and the challenge of the CPA profession."

For more information on the "Accounting for Success" program, or on volunteering to be a High School Speaker, please call Brenda Hubbard, Director of Academic Relations & Student Initiatives, at (800) 342-3197 (within Florida only) or (850) 224-2727, Ext. 419. Additional information, including a list of available high schools and application to become a High School Speaker, can be found by visiting Future CPAs area of the FICPA Web site — www.ficpa.org.

