

Rev. January 2013

*Presentation length can be 45 minutes or more depending on the time available to you. Please customize the following points based on how much time you have and remember to allow time for student questions. You may want to consider co-presenting with someone from a different area of practice or with a co-worker.*

*Consider the level of Degree pursuing (Associates transferring to Bachelors) or straight bachelors or masters. Keep in mind there is an increase in adult students and those changing careers.*

#### BEFORE THE PRESENTATION

- Ask for a description of the audience.
- Get directions to building, room, and suggested parking.
- What audiovisual is in the classroom that you can use?
- If bringing handouts or giveaways, how many do you need?

#### SET UP

- Get notes and handout materials set up as quickly as possible while instructor/facilitator is making administrative announcements.
- If showing the video “*Imagine the Possibilities*” available on DVD, make sure it is set up and ready to go.

#### INTRODUCTION

- Smile ☺, relax
- Thank the instructor/organization for inviting you to speak today.
- Introduce yourself (if no one has already done so). Let students know you’re glad to be there.
- 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 (and even college) questions they have
- Encourage them to ask questions at any point during the presentation

#### GETTING STARTED

(Choose a question(s) to get students involved right away; be careful of time)

Main point – Accounting is all around us and we use it whether we are accountants or not.

1. Do any of you have a job? Or your own business, like babysitting, yard service, computer work?
  - If yes, what accounting do you do to keep track of income and expenses?
  - Do you know how to file your business and/or personal taxes?

## Accounting Careers Presentation Outline

### College Level

#### Page 2

- Show that accounting ties into all areas of business, and is the foundation for business.
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. Who has a budget?
    - How did you make it?
    - Do you have trouble sticking to it?
  4. 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?
  5. If the Audience includes adult students or career changers:
    - What type of profession are some of you in now or previously?
    - Have you interacted with the Accounting/Finance Department?
    - How many of you have had to prepare a budget or provide key numbers in preparation of the annual budget for your company?

#### THE ACCOUNTING PROFESSION

- Explain that Accounting is a diverse professional with four primary areas of practice. Briefly describe each area.
  1. Public Accounting – accounting firms
  2. Private Practice – businesses and industry
  3. Government – local, state, and federal
  4. Education – colleges, high schools
- See more information on these four areas through the video below.

#### SHOW AND DISCUSS VIDEO

- Transition to video. Ask what jobs accountants do.
- Here is a video about the accounting profession. It explains the profession really well and shows the breadth of accounting.
- What you'll see are glimpses into the working life of five CPAs. By the way, these are real CPAs showing their real jobs and 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)
- You saw a CPA who works in public practice. Have any of you heard of the Big 4 accounting firms? These firms are large, international firms.

## Accounting Careers Presentation Outline

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#### Page 3

- Technology is another important area for CPAs. If you're interested in computers and IT, there are many accounting jobs for CPAs with this background.
- 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 more CPAs to work in this area.
- Sarbanes-Oxley has dramatically increased the need for auditors also.

#### YOU AND 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).
- Tell how you made you own career decision and if you changed it.

#### SELECTING A CAREER

- How many of you have already selected a career area? What are some of those areas?
- 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.
- 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
- HANDOUTS – “Salary Summary” and “Job Trends”. Both are downloadable from the FICPA web site. See Accounting Careers and Students area.

#### YOUR PATH TO A CAREER

- Educational Requirements
  - Explain the 150-hour requirement
  - Encourage them to go for their Masters Degree
- Professional Association
  - Ask if they belong to a professional association, like Beta Alpha Psi, AICPA.

## Accounting Careers Presentation Outline

### College Level

#### Page 4

- Explain how belonging to a professional association such as the FICPA has helped you.
- FICPA has FREE student membership. Describe benefits of magazine, access to practicing CPAs, online communities in various practice areas, Gleim and Becker discounts on CPA exam review materials, bi-monthly issue of *Florida CPA Today* magazine, local chapter meetings.
- Networking
  - Explain the role of college recruiters on campus.
  - Describe the value in networking, attending social events, meeting practicing CPAs.
  - Describe value of talking with professors.
  - Tell how you found your first job.
- CPA Exam
  - Describe how new exam is computer-based and in four sections
  - Students can take one section at a time
  - Eligible to sit for exam after completion of 150 hours (and courses reviewed and approved by the Florida Board of Accountancy)
  - Can take the exam at their local Prometric test center
  - Take the exam while in college or on the job. Tell pros and cons of each decision.

#### LOOKING BACK TO COLLEGE

- Tell what you would do differently if you were in college again
- Tell what you did in college that helped you professionally
- Ask students for questions about college, life in general, etc.?

#### SUMMARY

- Ask them to contact you for more information.
- Thank them for inviting you.

#### Provided by:

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