

Accounting Careers committee

Meeting Minutes - October 13, 2009 – WICPA Offices, Brookfield

Present: Arlene Feucht, Bob Gruber, Renee Johnson, Neil Keller, Sheri Knope, Todd Rakowski, Barb Schuetz.

Teleconferencing: Jenny Binsfeld, Dorothy Conduah, Amy Joyce, Laura Klocke, Al Lopata, Carolyn Stittleburg.

WICPA staff present: Amy Gaeth, Leah Grunewald, Mary Murray, Dennis Tomorsky.

Welcome/ Opening remarks:

- Renee welcomed everyone including new member, Amy Joyce. Those who were new and not present at the June meeting introduced themselves.

Updates/ Old Business- Career Awareness:

- **Start Here Go Places** is an updated Web site created by the AICPA and includes great career resources including Build a Future Me and CPA Profiles. This resource will be promoted at the fall symposium.
- **High School Speakers Program** – a flyer was sent to all business teachers in the state promoting the program. An e-mail was sent to the WICPA's list of high school speakers and 30 members have responded. These speakers will introduce the Web site to classrooms and will also have a kit of supplies that they will take to classes. In addition, the speaker's program is being promoted at fall WICPA conferences such as the CPAs in Industry Conference.
- **Reality Stores** – Once again the WICPA will recruit members to assist high schools with these hands-on financial literacy simulations. So far there are 50 + events planned state-wide. Dennis Tomorsky mentioned NABA and Latino CPA groups should be approached to help with these events as a way to bring more diverse groups of accountants into contact with local communities. WICPA Educational Foundation, Inc. is co-sponsoring a training for Wisconsin teachers to learn how to hold their own Reality Store event.
- **Careers Awareness Grants** –Only teachers in attendance at the WICPA High School Educators Symposium on Nov. 13 will be eligible to write for these grants -- Renee asked if attendance would suffer with the economy and budget cutbacks at schools. Mary indicated that attendance would be monitored closely and compared with previous years.
- **Accounting for the Future-** The e-newsletter to high school teachers was sent the week of Oct. 12. The issue included a forensic accounting article. The e-news has resources and links for teachers. Arlene and Barb indicated that forensic accounting is a topic that would interest students, and both would like to see case studies. Arlene also brought up the Deloitte Virtual Team Challenge sponsored by Deloitte. It is an online business competition called "Spill."

Teachers can sign classes up and then students compete for prizes. The simulation ends November 25.

- **WBEA took place on September 24 and 25, 2009** – WICPA hosted two sessions. Attendance for the whole convention was down by 40 participants. WICPA sessions had low attendance this year.
- **College Ambassadors** – Leah reported that this program is aimed at attracting students to the accounting profession. Colleges included in this program are UW-Whitewater, UW-Green Bay and Marquette University.
 1. Program involves each campus nominating a student and WICPA Foundation chooses the ambassadors.
 2. Goal is to promote accounting to non-majors.
 3. Renee asked if it would be possible if one of these “Ambassadors” could come to an upcoming Accounting Careers Committee meeting.
 4. Several committee members asked how the progress of this initiative is measured.
 5. Murder Mystery/Forensic Accounting dinner is an example of an event one of the ambassadors is having.
- Speed Networking is target to undecided majors. It will take place at the Ambassador campuses. Green Bay will be having a bowling night, UW-Whitewater and Marquette need to decide on an event. The events will differ depending upon the unique culture of each school. Event involves CPA’s and business professionals who have various career paths. CPAs discuss their careers with the college students via speed networking.

New Business:

- Sheri Knope shared with the group a board game that has been developed for Professional Project Management training, and shared how this game could be adopted to anything. The idea of creating an actual accounting board game was discussed. Arlene and Barb said that a Forensic accounting game would be a good idea. Others suggested a game that would incorporate the many areas of accounting specialty. Anyone who would like to help develop this idea should contact Sheri. Arlene mentioned that there is a game “Cash Flow 101” that is expensive but that students like to play.
- Subcommittees:
 1. **Accounting Program of the Year Award.** Barb relayed information on the possibility of creating this award so that it is very competitive and prestigious. She listed several criteria for selecting possible programs.
 - The award would be prestigious and the nominees would go through a rigorous application process. They would demonstrate rigor of course taught, professional development of instructors, demonstrated promotion of accounting program, demonstrated leadership capacity of instructors, i.e. co-curriculars, coaching and or Business & Education partnerships and programs, Essay component or portfolio component and letters of recommendation.

- Several committee members thought that the criteria and process would be a great deal of work for the schools, and questioned whether it would demoralize schools who went through process and weren't chosen. Group likes the idea of recognizing innovative high school programs, but would like to see a way to recognize more schools for more of the good things that most schools are doing in promoting accounting careers. Barb and Mary explained that having industry recognition of Career and Technical Education programs is an important way that business can support the continuance of such programs at the high school level. There is support for recognizing the best schools, but this idea needs more development.
2. **How To Guides** – for firms to conduct tours for high schools (Renee and Arlene) more discussion to take place and no report at this time, a brochure will be developed.
 3. **How to Reach Parents** - Continue to promote Accounting Careers – make sure that the high schools get information to parents. Dennis said that the committee has good ideas and to continue to develop those ideas.

Next meeting: January

Meeting Adjourned.