

**Goal**

At the high school level focus on getting them to the first step of choosing an accounting degree in college. Inform them about the opportunities in accounting as a profession and what a CPA credential is.

**Suggested visual aids and materials**

GSCPA career guide - available on GSCPA website

"Start going Places" video - available through GSCPA High School Outreach Task Force staff liason

New Accountant magazine - available through GSCPA High School Outreach Task Force staff liason

Want adds from recent newspaper or stats from Job search site that prove accounting jobs to be plentiful

Freebee or give away even if it's just a piece of candy or a pencil - GSCPA pencils available

Thank you gift for the teacher

**Summary of topics**

	15 min	30 min	45 min
I. Introduction	3	4	4
II. What's so great about accounting?	3	4	4
III. What can you do with accounting?	3	5	5
IV. What is a CPA?	3	5	5
V. Job market and salaries	1	4	4
VI. Current accounting issue or topic		3	3
VII. "Start going places" video			15
VIII. Q&A	2	5	5
	15	30	45

**Outline**

	15 min	30 min	45 min
I. Introduction	3	4	4

**A. Who are you?**

1. Basic intro - Name, job title, company, credentials (CPA)
2. Professional affiliations.
3. Educational background - including the why (why did you choice the major you did...)
4. Professional background - including relevant why's
5. Why you chose to become a CPA. - if not already covered above.

**B. What do you do?**

1. Tell about your current company
  - a. What industry(ies) do you work in/with?
  - b. What size is your company and the companies you work with/for?
2. Tell about your current job
  - a. How do you contribute importantly to the company - maybe give an example or two

- b. What do you love most about your current job.
- c. What is the biggest challenge you've faced in your current job and how you overcame it.

<b>II.</b>	<b>What's so great about accounting?</b>	<b>15 min</b>	<b>30 min</b>	<b>45 min</b>
		3	4	4

**A. Accounting is a necessity in every organization**

- 1. Accounting is needed in business, government, education, & non-profit organizations
- 2. Accounting is needed by **every company in every industry**
- 3. Accounting is **critical** to the success of any business

**B. Accounting is the language of business**

- 1. An understanding of accounting is an understanding of how business works
- 2. Accounting is a good foundation to just about any career in business

<b>III.</b>	<b>What can you do with accounting?</b>	<b>15 min</b>	<b>30 min</b>	<b>45 min</b>
		3	5	5

**A. Every industry needs accounting**

**B. Accounting itself encompasses a lot of variety**

- 1. Bookkeeping/General ledger type work
  - a. Support staff type work like subsidiary ledger work(AR & AP)
  - b. Controller for a company where you have many responsibilities in addition to the GL
- 2. Tax work
  - a. Tax preparer for many clients - individuals, business in many different forms...
  - b. Tax department for a particular company
  - c. Tax planning
  - d. Compliance type tax work for the government
- 3. Managerial accounting
  - a. Determining best outcomes considering fixed and variable costs...
  - b. For example sports teams salary considerations...
- 4. Forensic accounting
  - a. Audit work -internal and external
  - b. FBI and other law enforcement
  - c. Litigation and other legal work such as fraud investigations
- 5. Assurance services
  - a. Public accounting review and audit services
  - b. Internal auditing
- 6. Education
  - a. High school and college accounting educators

- b. Educating the public or private individuals or companies about financial issues
- 7. Consulting - endless opportunities

**C. Be a leader in the business world**

- 1. Many high level executives such as CEO or CFO have a CPA
- 2. A good understanding of accounting helps tremendously if you start your own business
  - a. Phil Knight, the founder of Nike is a CPA

**D. An understanding of accounting can help you succeed in almost any area of business**

	<b>15 min</b>	<b>30 min</b>	<b>45 min</b>
<b>IV. What is a CPA?</b>	3	5	5

**A. Credential that shows a certain mastery of accounting**

- 1. Educational requirements
  - a. College degree
  - b. 150 hour requirement - basically 5 years of college
  - c. Accounting and other business class requirements - 30 hr act & 24 hr gen bus
- 2. Experience requirements
  - a. One year of experience
- 3. Exam
  - a. Four part computerized exam
- 4. Continuing professional education
- 5. Ethical behavior

**B. What a CPA credential could mean to you**

- 1. Respect
- 2. More money - CPA's generally make 10% more than non-CPA's
- 3. Open doors to high level jobs
- 4. You will always have a job - shortage in the market meaning you'll be in high demand

**C. Public accounting as a profession**

- 1. You don't have to work in public accounting to be a CPA
- 2. You cannot do an audit if you are not a CPA
- 3. Generally public accounting firms do two types of work - tax and audit
- 4. Public accountants work with many different clients
  - a. you can work with lots of different industries
  - b. you get an inside view of lots of different companies which gives you a good perspective
- 5. You often work directly with high level management even as a fairly new hire
- 6. You do many different tasks
  - a. You'll never be bored
  - b. You'll always be learning something new

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		15 min	30 min	45 min
V.	<b>Job market and salaries</b>	1	4	4

**A. Accounting is a primary component to business - therefore it will always be needed**

1. All companies in all industries need accounting so there is a variety of opportunities
2. Accounting jobs are pretty much recession proof
3. see the want ads & online job search sites to see the variety of job postings for accounting

**B. Accountants make a good living**

1. As mentioned before CPAs tend to make approx 10% more than non-CPA's
2. There is almost always a shortage in CPA's so salaries and sign on bonuses reflect that fact
3. share the salaries included in the GSCPA career guide

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		15 min	30 min	45 min
VI.	<b>Current accounting issue or topic</b>	0	3	3

Be prepared to discuss a current accounting issue in the news that may be of interest to the students.