



# CPA PIPELINE STRATEGY

Engaging and Advancing the Next Generation of CPAs

2022-2023 Priorities

**TXCPA**

# OVERVIEW

The Texas Society of CPAs (TXCPA) has a longstanding history in working to grow the profession and expanding the CPA pipeline. TXCPA, our 20 local chapters, our member volunteers, employers, and educators have done significant work to provide student outreach and support accounting career education.

In 2022, TXCPA's Pipeline Task Force developed a statewide strategy to guide our work to fill and strengthen the pipeline for future CPAs in Texas and measure the impact of our collective efforts to reach and engage the next generation of Texas CPAs.

You can find the full strategy document at [tx.cpa](http://tx.cpa). We are focusing our first year of implementation on these priorities to help set a strong foundation of success.

## AUDIENCES

---

TXCPA's CPA Pipeline Strategy includes messages, tactics and success metrics for these audiences who are critical to our CPA pipeline.



**Candidates  
currently in the  
pipeline**



**Students from  
elementary school  
through college**



**Firms and  
companies who  
employ CPAs**



**Legislative and  
regulatory bodies**

# 22-23 PRIORITIES

## ADVANCING LEGISLATIVE AND REGULATORY CHANGES

---

RESPONSIBILITY: TXCPA Government Affairs Volunteers and Key Staff

- ✓ Pursue a legislative change to the Texas Public Accountancy Act to reduce the hours needed to sit for the CPA Exam from 150 credit hours to 120 credit hours
- ✓ Work in partnership with the Texas State Board of Public Accountancy to better support, communicate with, and track candidates in the pipeline
- ✓ Advocate for regulatory and licensing uniformity to promote CPA candidate convenience and eliminate unnecessary obstacles in the candidates' journey to becoming a CPA
- ✓ Pursue expansion of the federal designations for STEM to include accounting
- ✓ Work with TSBPA, AICPA, NASBA, and testing companies to ensure candidates have the resources they need to successfully navigate and pass the new CPA Exam

## REDUCING THE FINANCIAL BURDEN OF BECOMING A CPA

---

RESPONSIBILITY: Accounting Education Foundation

- ✓ Create a TXCPA Accounting Education Foundation Scholarship Task Force to evaluate the purpose and structure of the state scholarship program and opportunities to coordinate and streamline the process statewide

## INCREASING OUTREACH AND VISIBILITY

---

RESPONSIBILITY: TXCPA and TXCPA Chapters

- ✓ Expand the number of faculty and student ambassadors to ensure engagement on all Texas campuses that have an accounting program
- ✓ Increase outreach to students and faculty across Texas, with some focus on:
  - High School educators in career and technical education (CTE)
  - Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and Minority-Serving Institutions (MSIs)
  - Middle school counselors
  - Accounting and business majors in colleges and universities
- ✓ Identify and work with ISDs and colleges within the five large chapters to establish at least one new dual credit accounting program in each region

## EXPANDING CURRENT RESOURCES

---

RESPONSIBILITY: TXCPA Staff and Key Committees

- ✓ Develop and pilot a career mentoring program
- ✓ Create new TXCPA branded materials promoting the profession and CPA licensure with updated key messages including Spanish translations, where appropriate
- ✓ Expand use of TXCPA Exchange and the TXCPA Career Center to assist candidates
- ✓ Increase attendance of accounting professors at TXCPA's Accounting Education Conference
- ✓ Create and promote resources to help firms and companies become employers of choice to attract and retain today's CPA talent
- ✓ Develop an employer guide to highlight Texas organizations to future CPAs and colleges and universities across the state

Supporting and growing the CPA pipeline takes the dedication and commitment of our chapters, members, employers, and educators across the state.

# Getting involved and making a difference is easy!

Consider sharing your story in some of these ways or contact us at [cpapipeline@tx.cpa](mailto:cpapipeline@tx.cpa) to talk through other ways we can help you personally connect to this important work.

- ✔ Reach out to TXCPA to share your story in a high school or college classroom.
- ✔ Post on social media how your CPA license has helped you be successful and add #TXCPA so we can share and extend your message.
- ✔ Volunteer to do a video profile for TXCPA to share with students and educators.
- ✔ Offer to be a mentor for a student considering a career in accounting or a candidate working towards their CPA.
- ✔ Contact your TXCPA chapter to get engaged in local outreach and events.

## THANK YOU!

TXCPA appreciates the dedication and hard work of the Pipeline Task Force in identifying opportunities for us to impact the pipeline and track our success.

Mohan Kuruvilla, Ph.D., CPA  
Houston, Chairman

Susan Anders, Ph.D., CPA, CGMA  
Wichita Falls

Sandra Bembenek, CPA  
Fort Worth

Ginger DeLatte, CPA  
Corpus Christi

Brad Elgin, CPA  
Houston

Taylor Franta, CPA  
Dallas

Derby Gallo, CPA  
Permian Basin

Adam Hallmark, CPA  
San Angelo

Chris Hes, CPA  
Dallas

Jennifer Johnson, CPA, CGMA  
Dallas

Kimberly Knox-Lewis, CPA  
Fort Worth

Tracie L Miller-Nobles, Ph.D., CPA  
Austin

Bryan Morgan, CPA  
San Antonio

Kelly Noe, CPA, CGMA  
East Texas

Sarah Robertson, CPA  
El Paso

David Rose, CPA  
Southeast Texas

Shelly Spinks, CPA  
Central Texas

Patty Wetz, CPA  
San Antonio

Rubik Yeriazarian, CPA, CFF  
Houston

**TXCPA**

Contact us:  
800-428-0272  
[cpapipeline@tx.cpa](mailto:cpapipeline@tx.cpa)