

WELCOME AND THANK YOU!

Your help in increasing students' awareness of—and interest in—accounting careers is invaluable. Not only to TXCPA, but to the very future of the profession itself.

To assist you in this important work, we've created these tips to help you have more engaging and impactful conversations that inspire future CPAs.

TIPS FOR CONNECTING WITH STUDENTS

- **Meet your audience where they are.** Find out in advance about your audience's education level, experience with and interest in accounting.
- **Prepare your story.** Everyone's path is unique. Think about your journey to where you are today, and how you might relay that to students. PowerPoint templates are available for you to customize. Be sure to make your presentation personal and have fun with it!
- **Stay focused on the big picture.** Remember, these are students, not colleagues. Avoid too many details about your specific role.
- **Illustrate your point with current events or stories.** It's easier for students to connect with things that are relatable to what's happening in the world or relevant to them.
- **Help students find meaning in accounting.** Along with salary and title, students are looking for a meaningful career. So be sure to talk about the ways accounting has a positive impact.
- **Be authentic when telling your story.** Inspire students to consider a career in accounting by keeping your message truthful, but positive! *Learn more about telling your story [here](#).*
- **Be creative when referring to your audience.** Students prefer not to be called 'kids.' Refer to them as students, 'Future Leaders' or even 'Future CPAs'.

GET TO KNOW YOUR AUDIENCE

Helpful tips and PowerPoint presentation templates are available to aid in your outreach. Click on the links below to learn more!



[High School Students](#)



[4-Year College/University Students](#)

ADDITIONAL RESOURCE LINKS

- **Frequently Asked Questions:** Find answers to the most common questions students ask.
- **CPA Pipeline Resources Page:** Your home for tools to promote the accounting profession.
- **Still have questions?** We're happy to help! Email: cpapipeline@tx.cpa