



Total time for your presentation: 10 minutes

Time	Topic	Talking Points
.5 min	Why I'm here	<p data-bbox="537 390 1143 420">My name is [REDACTED]</p> <p data-bbox="537 453 1419 583">I am a certified public accountant. I'm here to give you some additional information for you to consider accounting not just as a requirement for a degree in business, which is why some of you are here—but as your choice for a major and your choice for a career.</p> <p data-bbox="537 617 1419 747">I am here because the accounting profession—which I am representing as a member of the Texas Society of CPAs—needs you. The demand for accounting professionals is increasing—and we need you to join us to continue to meet that demand.</p> <p data-bbox="537 781 1419 911">We need more talented accounting students to join the profession—and I am going to spend just a few minutes telling you how you can become a CPA, and why you should consider pursuing this career path.</p>

2 min	My story	<p>A little more about me: I am a certified public accountant—that means I hold a professional license from the state of Texas.</p> <p>Professionally, I am [job title] at [employer or firm], where I [explain services you provide].</p> <p>I became licensed as a CPA in [year] after earning a [degree name] at [university].</p> <p>To become a CPA, you have to meet experience and testing requirements as well as educational requirements—so after I finished my course work, I took the CPA exam and got the necessary experience—and then qualified for my license.</p> <p>I've said that what I do is [services you provide], but I would like to emphasize that this is only one of many, many choices you can make for your career when you are a CPA.</p> <p>While many CPAs enjoy their full careers in accounting related fields, earning a CPA does not limit you to jobs only in the accounting profession. You can own your own business, become an attorney, go into engineering, or anything really and be that much better at whatever you decide because you have this accounting background and CPA license. A CPA designation instantaneously gives you a more respected status in the business world than without it. The CPA designation will allow you more opportunities in your career than without it.</p> <p>With a CPA, you are viewed as a trusted professional—studies show that CPAs are among the most highly respected of all professionals—ranking second only to medical doctors.</p>
2 min	You should become a CPA because: career flexibility	<p>So a key reason to consider becoming a CPA is because it will give you flexibility.</p> <p>With a CPA, you can be sure you will have upward mobility in any financial or accounting position within a company. The CPA is a state regulated license, but this license can be transferred around the US and is recognized around the world as a gold standard for accounting knowledge. Requirements will vary slightly by state, but once receiving the license somewhere, just some additional paperwork will generally be required when moving outside the state you where the license is earned.</p> <p>For those who want flexibility along their career path, the CPA allows job transitions as the CPA is recognized as a higher level of accounting knowledge. There are a variety of workplaces and jobs—defense, financial services, energy, nonprofits, government,</p>

		<p>teaching, entrepreneurship—if you’ve got a passion for a particular industry, having a CPA is a great way to lead in that industry</p>
2 min	<p>You should become a CPA because: job security</p>	<p>Having a CPA license gives you additional job security, too.</p> <p>I’ve mentioned how strong the market is for CPAs right now. Let me just mention a couple things:</p> <p>Due to a shortage of experienced accounting professionals in business today, CPAs are in more demand than ever before.</p> <p>Public accounting—which means working for a firm that provides accounting services primarily to the public—is only one career path—although it’s a great one. Public accounting firms come in all sizes and shapes—from global firms like Deloitte, PWC, EY, and KPMG to small, local firms to sole practitioners.</p> <p>In June 2023, the American Institute of CPAs released a study called Trends in the Supply of Accounting Graduates. They said 60 percent of public accounting firms are forecasting the same or increased hiring of CPAs.</p> <p>Those results are similar to reports from the U.S. Bureau of Labor Statistics, which found that professional accounting employment is expected to grow 4 percent from 2019 to 2029. The BLS also notes that candidates with professional recognition, such as the CPA, have an advantage in the market.</p> <p>But here’s an important point: public accounting is only one path for CPAs. More than half of all CPAs work outside public accounting—they are with corporate employers in financial services, healthcare, and other industries. Many of the financial positions in those companies are available only to people who hold the CPA—so that’s another reason to get a CPA.</p>
2 min	<p>You should become a CPA because: level of compensation is superior</p>	<p>And finally: one of the best reasons to become a CPA is that with the license comes great compensation benefits.</p> <p>According to data from the U.S. Bureau of Labor Statistics, accountants with bachelor's degrees earned an average salary of \$79,520 in 2019. In contrast, CPAs make 5%-15% higher salaries than their non-CPA counterparts— which can add up to more than \$3 million over a 40-year career!</p> <p>But let’s talk starting salaries—what you can expect to make starting out. In 2023, in a public accounting firm—where going for your CPA is a given—Robert Half says you could expect a starting salary of \$58,553 to \$82,973 as a tax associate. I can attest to the</p>

		<p>fact that starting salaries in public accounting in Fort Worth are on the rise, to keep up with demand. Recent grads were offered salaries in the mid-70s at some larger public accounting and industry firms in the area.</p> <p>And salaries are strong in industry, too, where you might not need a CPA going in—but you can expect a 10% bump in salary for holding a CPA certificate.</p>
<p>1 min</p>	<p>Call to action: become a CPA</p>	<p>So in conclusion: here you are in an accounting class. I would like to suggest that you consider this as more than just a requirement for a business education: I would ask you to consider accounting as your way into a superior career in business.</p> <p>This is a very organized profession. There are several ways to learn about your own path to becoming a CPA.</p> <p>Here on campus, the Accounting Society provides students with the opportunities to meet recruiters/professionals in the field of Accounting.</p> <p>Locally, the TXCPA and the Fort Worth Chapter offer information and resources that are inexpensive for students to obtain.</p> <p>Nationally, the American Institute of CPAs has an outstanding website: “StartHereGoPlaces.com”.</p> <p>The point is, I encourage you to choose accounting and get involved now. Thank you for your time.</p> <p>[Professor] thank you so much for this opportunity share this information with your class.</p>

Evaluation

Please answer the following questions when you have completed your presentation. The results will be shared with the Accounting Career Education Committee and the CPAs who participated.

1. Number of students (approx.)
2. Interest level of students
3. Interest level of the instructor
4. Should the Chapter repeat this program?
5. Would you do it again?
6. Do you want the Chapter to reimburse your parking?
7. Comments and/or observation