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Accounting Educators:

Volume VII, Number 2 — November 1995

AICPA Reorganizes to Better Serve Members

Bea Sanders to Head Academic and Career Development Division

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The AICPA's new President, Barry Melancon, has restructured the Institute to improve service to all its members — educators, CPAs in industry, government and public practitioners. The new AICPA will be more efficient, effective and less costly. A new flattened structure, comprised of four main operating functions, will allow the AICPA to become a team-structured organization, driven by technology, a focus on marketing and performance accountability.

In the reorganization, Bea Sanders heads the Academic and Career Development Division. A 30-year veteran of the Institute, Bea is well-known and respected by CPA educators. The Division is part of the new Public Affairs function headed by John Hunnicutt, one of four senior vice presidents reporting directly to Melancon. A focus on academic and career development becomes even stronger in the newly streamlined AICPA.

In addition, the AICPA's new Chair, Ron Cohen, is committed to the academic community, openly encouraging university accounting faculties around the country to become more active in the AICPA. Cohen pledged to pursue the goal of developing accounting programs that are more relevant to the needs of practitioners. "Today's accounting graduates, whether starting in public accounting or industry, need to be better equipped to handle more than just numbers," he said in his first address as the new AICPA chair.

Hunnicutt echoes Cohen's commitment to educators in an interview in this issue of *FYI* (see page 4). As part of his active campaign to meet with educator members and hear their views, Hunnicutt spoke at the recent AICPA Accounting Educators Mini-Conference in Florida.

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From the Editor's Desk...

This issue of *FYI* presents the newly restructured AICPA, an organization committed to serving members better through efficient teams of empowered staff. It also voices the personal commitment made to accounting educators from the Institute's new leaders who see education as vital to the profession's future and encourage educators to take a greater role in Institute affairs.

I hope you took advantage of the chance to hear John Hunnicutt speak at the Accounting Educator's Mini-Conference in Tampa, Florida. The opportunities afforded under the new structure are exciting. A specific team, dedicated to educator members, will be established to develop customized products and services for educators. The team will have direct access to increased information made available through enhanced technologies and a strong marketing focus. It will also derive benefit from the individual strengths of its diversified members. I have great confidence in the new structure and philosophy and look forward to providing improved service to accounting educators.

Elizabeth Scifo Koch
Editor

News and Notes



The **19th Annual Meeting of FSA, Hands-on Education**,

will be held in Las Vegas, Nevada, on December 3–5, 1995. The program provides effective teaching techniques which attendees can practice in concurrent workshops. Some of the topics to be covered in the workshops include: small group writing assignments, strategies and management of team assignments and creating an effective learning environment in mass sections. In addition to the workshops, Michael Moore, Ernst & Young LLP, will discuss strategic planning for accounting programs. For more information, call the FSA at (314) 872–0211.



A newly published book-length monograph, "**Auditing Practice, Research and Education: A Productive Collaboration**,"

was commissioned by the Auditing Section of the AAA, funded by the KPMG Peat Marwick Foundation and published by the AICPA. The monograph provides insights into the genesis of current auditing practices and highlights the value of joint academic–practitioner pursuit of solutions to challenging auditing problems. To order a copy, call the AICPA toll-free at 1–800–862–4272 and ask for product number 010290. Educators and students receive a 30% discount off the list price of \$25 for members or \$27 for nonmembers.

A newly formed **AICPA Technology Curriculum and Competencies Task Force** has decided to develop an Implementation Guide to help educators respond to the IFAC (International Federation of Accountants) guideline, **Information Technology in Accounting Curriculum**, to be issued this winter. The IFAC document discusses requisite information technology skills and knowledge that must be developed in professional accountants. The AICPA Guide will give educators an implementation plan to address IFAC's recommendations by covering such issues as establishing leadership, a written plan, budget, training, technical

support and outcome assessment. *FYI* will update you on availability of the Guide in its next issue.

A report on the **findings of the Under-35 Symposium** sponsored by the AICPA and state CPA societies is now available to members. More than 100 members participated in a symposium held to uncover what this age group, which represents 38% of the AICPA membership, wants from its membership organizations and how the Institute and state societies can better help this group in their professional and personal lives. The report covers career issues, work/life balance, technology, communications/public relations, mentoring/networking and continuing professional education. A copy of the report is available to members by searching the "General, Information and Ethics" section of the Library using the key word, "Under" on the Accountants Forum or by calling Margaret Melnis at the AICPA at (212) 596–6222.



1996 AICPA Doctoral Fellowship applications are now available.

This program awards fellowships of \$5,000 per year, for a maximum of three years, to practicing CPAs with at least five years' experience, to complete full-time study in a Ph.D. program in accounting and become accounting educators. Applicants must be U.S. citizens, fluent in English and either be accepted by, or in the process of applying to, a doctoral program in accounting at a college or university whose business administration programs are accredited by the AACSB (American Assembly of Collegiate Schools of Business). Letters and application forms will be sent to all administrators of accounting programs and directors of accounting doctoral programs later this month. Copies of the application form are also available by dialing (201) 938–3787 from a fax machine, following the voice cues and selecting document number 651. Alternatively, applications can be found in the Accounting library of the Accountants Forum on CompuServe. The

application deadline is April 1, 1996. For further information on requirements and application procedures, contact the AICPA at (212) 596–6221.

Applications for 1996 AICPA **Fellowships for Minority Doctoral Students** are now available. This program is designed to make it possible for more minorities to enter the accounting professorate. It provides competitive awards of up to \$12,000 per year to minority doctoral students in accounting who show significant potential of becoming accounting educators. The awards are renewable for up to an additional four years. For the 1995–96 academic year, nine Ph.D. candidates were awarded fellowships, seven of which represent renewals from the previous year. The application deadline is April 1, 1996. An application form can be obtained by sending a written or fax (212/ 596–6292) request to AICPA Minority Doctoral Fellowships, 1211 Avenue of the Americas, New York, NY 10036–8775

The AICPA Minority Initiatives Committee (MIC) is seeking information on **innovative recruitment programs geared towards increasing minority enrollment in accounting programs**. MIC's mission is to integrate the profession by helping minority students to become CPAs and to encourage their advancement and retention in the profession. MIC administers several initiatives, including minority scholarships, fellowships and accounting faculty development programs. If your school has such a program or if you have information about such programs, the committee would like to hear about it. Please fax (212/ 596–6292) or mail information to the AICPA, ATTN: Gregory Johnson, Manager — Minority Initiatives, 1211 Avenue of the Americas, New York, NY 10036–8775. If you have any questions or would like to discuss this further, please call Gregory Johnson at (212) 596–6227.

Survey Results in on 150-Hour Implementation

Schools Responsive to 150-Hour Requirement

In July 1995, the AICPA mailed 864 surveys to accounting program administrators nationwide to obtain information on 150-hour implementation efforts and needs. A total of 353 responses were received, yielding a 41% response rate. The survey asked schools to report whether they already had, or were planning to provide, "qualifying curriculum" that enables students to sit for the CPA exam in states requiring 150 hours of education. It also inquired about usage of cooperation/articulation agreements and resources with regard to 150-hour curriculum development.

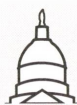
The most significant finding is that 43% of the responding schools already have "qualifying curriculum" and, of the schools that don't have existing qualifying curriculum, 70% are in the process of, or considering, curriculum modification. This means that 83% of the respondents either have, are currently developing or are considering developing qualifying curriculum. This responsiveness is impressive, given that the respondent pool includes a large number of schools (155) from states that have not yet enacted the 150-hour requirement.

Of the schools that have existing qualifying curriculum, over half qualify by offering Macc/MPA (53%), and about a third via MBA (36%) or by offering additional courses (28%). Of those schools who intend to qualify students to sit for the exam, only 20% currently have or are developing cooperation agreements. Schools who have considered cooperation agreements report that

transferability of courses and timing of transfer are the most important issues.

Regarding resources, most respondents were aware of and have used the AICPA *150-Hour Curriculum Development Handbook*, but only a quarter have used the AAA *Graduate Accounting Program Resource Document* and the AICPA/NASBA *Digest of State Accountancy Law*. The AAA *Graduate Accounting Program Resource Document* compiles graduate accounting program information on 37 selected institutions across the country. It describes degree programs and total credit hours required; courses; existence of internship and minority outreach programs; program flexibility (full versus part-time, day versus evening options) and scholarship/financial aid availability. An annotated bibliography of articles, dealing with graduate accounting programs that appeared in recent accounting education journals, is also included in the Document. The AAA Document is available via the Internet at [HTTP://ANET.SCU.EDU.AU/ANET/EDUCATION/STOUT-REPORT/INDEX.HTML](http://ANET.SCU.EDU.AU/ANET/EDUCATION/STOUT-REPORT/INDEX.HTML).

The AICPA/NASBA *Digest of State Accountancy Laws and State Board Regulations* provides practical information on educational, experience, examination and continuing professional education licensure requirements on a state-by-state basis. To order the Digest, call the AICPA at 1-800-862-4272 and ask for product number 064039. The price is \$26.50 for members or \$29.25 for nonmembers, and a 30% discount is available to educators. □



Legislative Update: DC Becomes 33rd Jurisdiction to Require 150 Hours

The minimum education requirement for becoming a CPA in the District of Columbia will be 150 semester hours, including a baccalaureate, according to DC's Public Accountancy Amendment Act of 1995. The act calls for the requirement to be in place by the year 2000.

► AICPA Reorganizes. . . *continued from page 1*

In addition to Public Affairs, the other three main operating functions that will form the basic structure of the new AICPA are technical services; marketing, organization and product development; and operations and information technology.

The changes within the Institute are dynamic, according to Melancon. "We will follow a clear plan and continue to make adjustments when and where necessary," he said. "As 'Team AICPA,' there isn't anything we can't accomplish as we move confidently toward the next century." □

A Message to Educators from John Hunnicutt

John Hunnicutt, SVP – Public Affairs, will now be overseeing activities of several Divisions, including the AICPA's Academic and Career Development (ACD) Division. In this interview, FYI gets insight into Mr. Hunnicutt's background and his plans for serving the education community. For the past three years, Hunnicutt, as the senior officer of the AICPA's Washington office, representing the accounting profession before Congress, the Executive branch and federal regulatory agencies, has been one of the profession's principal advocates. He now assumes a similar role for the academic community. Prior to joining the AICPA, Mr. Hunnicutt was responsible for federal government relations at KPMG Peat Marwick and has a long history of experience in government positions.

FYI: What is the mission of the new Public Affairs Group?

Hunnicutt: The Divisions within the Public Affairs Group are responsible for maintaining relations with the profession's external publics and serving two of the most important constituencies in the profession, the academic community and state societies.

FYI: Describe what impact, if any, will be felt by accounting educa-

tors based on the decision to eliminate the position of VP-Education.

Hunnicutt: Lest there be any doubt, let me emphasize that serving educator members and the academic community is a high priority at the AICPA. In fact, the new structure will strengthen services to accounting educators. With the establishment of cross-functional teams, more information on the diverse activities of the AICPA will be at the fingertips of staff, who can in turn serve educators in a timely manner. There will be a specific team within the Institute dedicated to the Institute's academic "clients." It will be responsible for solving problems and providing products, services and support to educators. The team will have solid operational support, as well as a strategy, accountability and performance standards. The AICPA will continue to both develop and offer programs that support the needs of educators.

FYI: How will you determine educators' needs, since you are not an educator yourself?

Hunnicutt: I am counting on the educators to tell us. I will pay close attention to the concerns expressed thus far and I intend to encourage continued counsel. I heard from educators firsthand, when I was on the program at the AICPA Accounting Educators Conference in Tampa, Florida, on November 3–4, 1995. I will continue to be active in education matters by attending meetings and other conferences where I can visit with educators one-on-one. In addition, educators can contact their peers serving on academic committees of the Institute or, better yet, volunteer to serve on AICPA committees themselves. The ACD committees will drive the education agenda. This will afford the education

community a better opportunity to participate in and guide the academic activities of the AICPA.

FYI: How can your background in government affairs and your position at the Institute help further education programs?

Hunnicutt: Coming from a political background, I am by nature constituent-driven and see my role as helping the education community achieve its strategic goals in the AICPA. That's my agenda. Also, let me give you a specific example. I think we have a political task in getting enactment of the 150-hour requirement. My background lends itself to spearheading a campaign to enact 150-hour legislation in the states that have yet to pass it. I believe that is why the Board of Directors asked me to take responsibility for achieving it.

FYI: Does the AICPA's reorganization change the Institute's relationship with the AAA and the Accounting Education Change Commission?

Hunnicutt: We are not altering or changing our relationship with academic organizations. I see our reorganization as strengthening our focus, understanding, and commitment to educators. I hope educators will see this as an opportunity to have a greater role in the affairs of the AICPA. I certainly see educators as indispensable to the future of the profession.

FYI: Will you be responsible for the CPA Examination?

Hunnicutt: No. The CPA Examination, a licensing exam, more appropriately comes under the self-regulatory activities within the Technical Services Group. □