Accounting Career Awareness Program (ACAP)

Presented by: Odell L. Brown, CIA, CPA, PHR
Brief Introductions

Sharing:

- Name
- Hometown
- Current Status
Odell At-A-Glance

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Career Awareness & Development:
- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP); see www.dallasacap.com
- Adjunct Human Development Professor
- College Internship Program Director

Human Resources & Training:
- ADA/Career Transitions Resources
- Business Acumen 101
- New Leader Onboarding
- HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program Director
- Continuing Education for CPAs (Program Director)

Accounting & Auditing:
- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting (Senior Auditor)

Education & Certifications:
- Master's in Professional Counseling
- Harvard Business School (Executive Leadership Development)
- Master's in Human Resources & Training
- Bachelor’s in Accounting
- Certifications: CIA, CPA, PHR

Employers:
- Mprints (Owner)
- Southwest Airlines (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG, LLP
Today’s Agenda

- Brief Survey of Who're Here
- Why Accounting as a Career?
- Accounting Career Awareness Program (ACAP)
- What We Need From You
- Questions & Answers
Accounting Career Awareness Program (ACAP)

Why Accounting As A Career?
Accountants…

- Make a lot of money
- Travel to a lot of places
- Meet interesting people
- Own their businesses
- Are exposed to a variety of opportunities & challenges
## 2015 Salaries: Corporate Accounting

<table>
<thead>
<tr>
<th>Title</th>
<th>2015 Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Financial Officer</td>
<td>$466,000</td>
</tr>
<tr>
<td>Treasurer</td>
<td>$451,000</td>
</tr>
<tr>
<td>VP of Finance</td>
<td>$378,000</td>
</tr>
<tr>
<td>Director of Finance</td>
<td>$236,000</td>
</tr>
<tr>
<td>Director of Accounting</td>
<td>$209,000</td>
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</table>

Source: Robert Half 2015 Salary Guide
## 2015 Salaries: Public Accounting

<table>
<thead>
<tr>
<th>Title</th>
<th>2015 Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Services Senior Manager/Director</td>
<td>$198,000</td>
</tr>
<tr>
<td>Audit/Assurance Services Senior Manager/Director</td>
<td>$192,000</td>
</tr>
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</table>
The accounting profession is expected to grow significantly in this decade: the U.S. Bureau of Labor Statistics has projected a 16% increase in the number of accounting jobs between 2010 and 2020.

The AICPA data show that the demand for new accounting graduates will be higher for 63% of CPA firms.

These facts alone should make the accounting profession attractive to young students looking for a promising career.
Positions in Demand

- Accounts receivable/payable professionals
- Auditors
- Business and business systems analysts
- Compliance professionals
- Controllers
- Cost accountants
- Financial analysts
- Payroll professionals
- Senior accountants
- Staff accountants
## Minority Enrollment in Bachelor Degree Accounting Programs

<table>
<thead>
<tr>
<th></th>
<th>2001-02</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African-Americans</strong></td>
<td>11.0%</td>
<td>7.2 %</td>
</tr>
<tr>
<td><strong>Hispanics</strong></td>
<td>8.0%</td>
<td>8.4%</td>
</tr>
<tr>
<td><strong>Asian/Pacific</strong></td>
<td>7.0%</td>
<td>9.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>26.0%</td>
<td>24.9%</td>
</tr>
</tbody>
</table>
## Minorities in the Board Room*

<table>
<thead>
<tr>
<th>Percentage of Directors</th>
<th>Fortune 100</th>
<th>Fortune 500</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Men</td>
<td>72.9</td>
<td>77.6</td>
</tr>
<tr>
<td>White Women</td>
<td>14.6</td>
<td>12.7</td>
</tr>
<tr>
<td>African-American Men</td>
<td>4.2</td>
<td>2.7</td>
</tr>
<tr>
<td>African-American Women</td>
<td>2.1</td>
<td>1.9</td>
</tr>
<tr>
<td>Asian/Pacific Men</td>
<td>1.7</td>
<td>1.8</td>
</tr>
<tr>
<td>Asian/Pacific Women</td>
<td>0.5</td>
<td>0.3</td>
</tr>
<tr>
<td>Hispanic Men</td>
<td>3.1</td>
<td>2.3</td>
</tr>
<tr>
<td>Hispanic Women</td>
<td>0.9</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

*Alliance for Board Diversity, Missing Pieces: Women and Minorities on Fortune 500 Boards*
High school accounting courses provide students with a very narrow picture of accounting, often emphasizing bookkeeping. These courses are a turn-off instead of a turn-on.

The goal is a curriculum that would provide students and teachers with a big-picture experience that sparks an interest in accounting as a career.
Careers in Accounting & Finance

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology
Some Keys to Success

- Strong desire to succeed
- Strong work ethic
- Ability to handle confidential information
- Flexible
- Perseverance
- Ability to network (socially acceptable)
- Be politically astute
- Technically competent
Some Necessary Skills

- Good knowledge of accounting and finance
- Excellent computer skills
- Use 10-key by touch
- Attention to detail
- Strong organizational skills
- Excellent communication skills
- Strong analytical skills
Some Necessary Skills, continued

- Excellent project management skills
- Ability to handle multiple things/projects at once
- Strong leadership skills
- Know how to coach and develop others
- Ability to build great teams
- Ability to think strategically
Some Rewards

- Financial prosperity
- Access to confidential and proprietary information
- Exposure to: diversity; senior leaders; various technologies
- Travel
- Network with like-minded professionals
- Multiple job opportunities
Accounting Career Awareness Program

ACAP
Accounting Career Awareness Program (ACAP)

- **Purpose**
  - To increase the understanding of accounting and business career opportunities among high school students from underrepresented ethnic groups

- **One-week residency program (began in 1980)**

- **During the week, students have the opportunity to:**
  - Attend classes on careers in accounting and business, personal development, and college preparation;
  - Tour college campuses, local companies, and CPA firms;
  - Invite their parents or guardians to a banquet in commemoration of their completion of the program
Accounting Career Awareness Program (ACAP)

Eligibility to Attend:
- Complete an online application
- Minimum 3.0 GPA (may take a 2.8 if extracurricular activities)
- Submit high school transcript
- Submit two (2) letters of recommendation
- Write a 100-word essay
- Complete an onsite interview
Why NABA/ACAP?

For High School Students:

- Introductions to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects (Teamwork)
- Mentoring Opportunities
- Scholarships
- Interactions with Other HS Students
- Targeted Curriculum
Support...For All Seasons of Your Life

High School
- Introduction to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects
- Mentoring Opportunities
- Scholarships
- Interactions with other High School Students
- Targeted Curriculum

College
- Introduction to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects
- Mentoring Opportunities
- Scholarships
- Interactions with other High School Students
- Targeted Curriculum

Professional
- Career Opportunities in Accounting & Business
- Exposure to Big 4 & Other Firms
- Exposure to Seasoned Business Professionals
- Mentoring Opportunities
- Exposure to Various Industries & Working Environments
- Consideration for Various Positions on Corporate & Non-Profit Boards
- Unlimited Opportunities | Technical & Skills Training
**Dallas ACAP 2015 Process Timeline**

**Step 1**: Students submit application, essay, reference letters and transcript by deadline date as directed.

**Step 2**: Applications and other paperwork are reviewed for completeness, accuracy, etc. Students are notified of incomplete paperwork; follow up is done.

**Step 3**: Students who meet established criteria and completed paperwork are scheduled for interviews. Students are notified of status by phone.

**Step 4**: Students are interviewed; parents are briefed of interviewing process. Optional interview dates are communicated and confirmed.

**Step 5**: Students are selected and notified of their acceptance or rejection.

**Step 6**: Students and parents are invited to the Students/Parents Orientation.

**Step 7**: Students participate in ACAP Week.
Dallas ACAP Week Curriculum

- **Sunday**
  - Student Check-In
  - Opening Reception
  - Get-Acquainted Session
  - Pros & Cons of Social Media
  - Group Project Overview
  - Business Institute Expectations

- **Monday**
  - Planning for College
  - Business Institute for Graduating Seniors
  - Campus Tour
  - Admissions & Financial Aid
  - Personal Branding
  - Executive Roundtable/Dinner
  - Alumni Night

- **Tuesday**
  - Careers in Business Panel
  - Computer Lab: Group Project
  - Financial Literacy
  - Young Professionals Panel
  - Scholarship Interviews
  - Talk Back: Keeping It Real

- **Wednesday**
  - Computer Lab: Group Project
  - Corporate Tour
  - Social Outing
  - Group Project

- **Thursday**
  - Computer Lab: Group Project
  - ACAP Evaluation
  - Student Voting (Awards)
  - Group Presentation Rehearsal
  - Talent Show Rehearsal
  - Group Project Presentations
  - Talent Show

- **Friday**
  - Student/Counselor Check-Out
  - Closing Banquet
Dallas Group Project Requirements

Create a Business Plan
- The name of your business
- Mission Statement
- A description of your product or service
- Why are you thinking of starting this company?
- How do you intend to produce this product or service?
- How much will the product(s) or service(s) cost?
- When would you expect to launch?
- Develop a slogan or jingle for your product or service

Create a Marketing Strategy
- Description of prospective customers, target markets, growth prospects, competitors
- Benefits of your products and services
- How you will market your products or services (e.g., advertising, Internet, direct marketing)

Prepare Financial Statements
- Projected Balance Sheet
- Projected Income Statement

Presentation
- PowerPoint
- 5-7 Minutes
# Dallas ACAP 2014 Demographics

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Fr</th>
<th>So</th>
<th>Jr</th>
<th>Sr</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>11</td>
<td>8</td>
<td>16</td>
<td>24</td>
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<tr>
<td>Asian</td>
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<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<td>1</td>
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<tr>
<td>Caucasian</td>
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<td>0</td>
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<td>0</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Hispanic</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>11</td>
<td>14</td>
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<tr>
<td>Totals</td>
<td>5</td>
<td>14</td>
<td>9</td>
<td>12</td>
<td>11</td>
<td>29</td>
<td>40</td>
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</table>

| Returning Students | 0  | 3  | 3  | 5  | 3    | 6      | 9     |
## Dallas Yearly Breakdown by Class & Gender

<table>
<thead>
<tr>
<th>Year</th>
<th>Fr</th>
<th>So</th>
<th>Jr</th>
<th>Sr</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>2001</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>11</td>
<td>5</td>
<td>15</td>
<td>20</td>
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<tr>
<td>2002</td>
<td>2</td>
<td>7</td>
<td>12</td>
<td>9</td>
<td>11</td>
<td>19</td>
<td>30</td>
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<tr>
<td>2003</td>
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<td>8</td>
<td>11</td>
<td>8</td>
<td>11</td>
<td>16</td>
<td>27</td>
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<tr>
<td>2004</td>
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<td>3</td>
<td>22</td>
<td>15</td>
<td>11</td>
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<tr>
<td>2005</td>
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<td>7</td>
<td>15</td>
<td>18</td>
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<td>2006</td>
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<td>19</td>
<td>22</td>
<td>27</td>
<td>49</td>
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<td>2007</td>
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<td>21</td>
<td>17</td>
<td>20</td>
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<td>2008</td>
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<td>2010</td>
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<td>12</td>
<td>18</td>
<td>15</td>
<td>31</td>
<td>46</td>
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<tr>
<td>2011</td>
<td>18</td>
<td>1</td>
<td>22</td>
<td>10</td>
<td>33</td>
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<tr>
<td>2012</td>
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<td>14</td>
<td>14</td>
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<tr>
<td>2013</td>
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<td>4</td>
<td>12</td>
<td>11</td>
<td>14</td>
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<td>41</td>
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<tr>
<td>2014</td>
<td>5</td>
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<td>9</td>
<td>12</td>
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<td>137</td>
<td>231</td>
<td>189</td>
<td>238</td>
<td>370</td>
<td>608</td>
</tr>
</tbody>
</table>
Some Dallas ACAP Success Stories

- Approximately 80% of Dallas ACAP students have gone on to college and majored in Accounting or other business-related disciplines. The other 20% have gone to college and majored in other disciplines.
- There have been two (2) Bill Gates Millennium Scholars: Erika Zamora and Henry Cerda.
- One Alum now plays with the Baltimore Ravens of the NFL (Zachary Orr).
- Several ACAP Alums were responsible for starting the Student NABA Chapter at SMU.
- Many former Alums are now CPAs and/or have obtained their Masters’ degrees.
- Several ACAP Alums are in various leadership positions at major corporations.
What We Need From You

- Promote Accounting as a career option
- Promote ACAP
  - Distribute ACAP flyers and other information
  - Encourage your students to apply to ACAP
  - Talk to their parents or guardians
  - Invite NABA to speak to your classes
  - Point people to the ACAP Website: [www.dallasacap.com](http://www.dallasacap.com)
Contact Information

- Odell L. Brown, CIA, CPA, PHR

- Email, Odell: odellbrown72@gmail.com

- Personal Website: www.mprints.us

- NABA Website: www.nabainc.org

- Dallas ACAP Website: www.dallasacap.com
Questions