



Connecting DECA to the Accounting Profession: Tools & Resources from AICPA

Beth Piuze – Lead Manager, CPA Pipeline,
Academic Engagement, AICPA

Agenda

Talent and Workforce Development = CPA Pipeline

2024 – 2026 / Then and Now

Student Membership & Resources

Educator Resources

TWTCPA website overview

Questions?



CPA Pipeline

About us: Our roles & impact

Influential network

The AICPA & CIMA is the most influential global network of management and public accountants with nearly 600,000 members worldwide.

Continuous support

We're here to support future CPAs throughout their entire journey, providing free membership for high school students, college students, CPA exam candidates and licensed CPAs.

Educator support

We support educators by providing free classroom resources and tools to help you inspire the next generation of CPAs.

Meet the Team

The CPA Pipeline Team is dedicated to fostering the growth and development of future accounting professionals.



Alex Romero, CPA

Director - CPA Pipeline



Christin Hunter

Senior Manager - CPA Pipeline
Student & Candidate Membership



Lindsey Yopp

Senior Manager - CPA Pipeline
Candidate Engagement



Kathy Hackett

Lead Manager - CPA Pipeline
Stakeholder Coordination



Beth Piuze

Lead Manager - CPA Pipeline
Academic Engagement



Chris Allen

Lead Manager - CPA Pipeline
Student & Candidate Membership

Talent and Workforce Development - Then vs. Now

JANUARY 2024

MAY 2026

Supply

Declining accounting enrollments; shifting demographics



Increasing accounting enrollments; but demographics continuing to shift

Demand

Competition for new hires; strong need for CPAs across all firms



Varying demand needs based on firm size

Regulation

150 credit-hour pathways



New licensure pathway approved

Awareness

Multi-stakeholder **support** for growing the pipeline; National Pipeline Advisory Group



Increasing multi-stakeholder **commitment** to growing the pipeline

Market

Optimism, traditional firm models dominant, and early tech exploration



Modest growth, firm structure changes, with AI at the center

CPA Exam

CPA Evolution launching



Candidates are confused as they navigate the updated CPA Exam and the licensure pathways



Student Membership & Resources

Join over
40,000 other
students as an
AICPA student affiliate
member!



ACCOUNTING

A CAREER THAT CAN TAKE YOU ANYWHERE

From business leaders to
entrepreneurs, accounting is more
than a numbers game.

Take a glimpse of what you
could access with a free AICPA®
student membership, where
you'll unlock:

- Virtual on-demand webcasts
- Exclusive scholarship opportunities
- And much more!



Student Resources



Digital Career Guide



Student Webinars



NEW! Podcast Season 3



Licensure Pathway Information

@aicpastudent student channels



Accounting
is a career that can
take you anywhere

Start here



ACCOUNTING CAREERS

Your guide to finding a fulfilling
and rewarding job in the profession



Access your Digital
Booklet Today!



Benefits of CPA Licensure



Prestige and respect

Respected and admired by their peers, clients and society, CPAs are often viewed as an elite group of professionals.



Competitive edge

Earning a CPA license demonstrates a commitment to the profession and often highlights potential candidates for leadership and management positions.



Career security

Due to a shortage of experienced accounting professionals in business today, CPAs are in more demand than ever before.



Job satisfaction and variety

CPAs have a plethora of career paths to choose from and have above-average flexibility and upward mobility.*



Income potential

For new college graduates, a CPA license can mean a difference of 10% between them and their non-licensed peers.

*Source: U.S. News Career Rankings, Best Business Jobs, <http://money.usnews.com/careers/best-jobs/accountant>



Educator Resources

Support Educators

We provide resources & support for educators -

- ❖ Provide educator resources in the [Academic Resource Database](#)
- ❖ Host monthly Faculty Hour monthly [webinars](#)
- ❖ Produce accounting career [resources](#)
- ❖ Engage with AICPA Academic Champions
- ❖ Academic [LinkedIn community](#)
- ❖ Free [classroom resources](#)
- ❖ Always willing to help: academics@aicpa-cima.com





Academic Update Quarterly

A note from Jan Taylor

Welcome to the first edition of AUQ for 2026. Beth Pluze and I hope you find informative articles and good information about upcoming events and happenings. We welcome your feedback.

For those who do not know me, I am the Association's Academic in Residence. My background is primarily as an academic, but I spent several years in both the public and private accounting sectors. I'm very much a practical collaborator. I love quick working sessions, swapping drafts, sharing examples, and testing things early. My passion areas are accounting basics, critical thinking, ethics, communication, and helping faculty feel equipped for AI and other emerging trends and topics — not overwhelmed by them. Many of our monthly Faculty Hour webinars and articles in this AUQ are designed specifically for that last area!

For those who haven't had the opportunity to get to know Beth, she resides in Massachusetts with her family. She's a dedicated, results-driven college enrollment executive with experience in strategic planning, execution, and delivery of integrated marketing solutions aimed at enhancing student enrollment and retention. Having worked both on college campuses and in the corporate sector, Beth bridges business and academia.

We genuinely enjoy getting to know colleagues and collaborators and learning what drives them. Please reach out any time — whether you want to brainstorm something, compare ideas, or just chat about what's happening in your part of the world. We all achieve more when we know each other, and Beth and I are looking forward to deepening those connections this year.

Our contact information

Jan: [LinkedIn](#) | [Email](#)

Beth: [LinkedIn](#) | [Email](#)

The Reading Room

Why academics should care about AICPA's Profession Ready Initiative

Workforce readiness has become a defining opportunity as the business environment grows more complex and technology reshapes how CPAs work.

Insights for the Accounting Classroom

How colleges inspire students to pass the CPA Exam

Journal of Accountancy, March 3, 2026

Rise2040: Envisioning the future of accounting and finance

Journal of Accountancy, Dec. 1, 2025

5 ways to become indispensable at work

In The Black, Jan. 9, 2026

AICPA asks Department of Education to list accounting as a professional degree

Journal of Accountancy, Feb. 27, 2026

Simple but effective AI use cases for CAS

Journal of Accountancy, Jan. 1, 2026



Published quarterly

Subscribe (it's free!) - via QR code link
or on www.thiswaytocpa.com/faculty/

Submit articles for publication!

The Reading Room articles posted on
Journal of Accountancy website



TWTCPA Website: Key Features & Highlights

Navigating ThisWayToCPA.com/faculty Website



Educator Resources

Navigating [ThisWayToCPA.com/faculty](https://www.thiswaytopcpa.com/faculty) Website



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Welcome to the Academic Resource Hub!

Find resources to navigate the evolving accounting profession, connect with peers and inspire your students to pursue a rewarding career in accounting.

FACULTY HOUR WEBINAR

CPA Exam Task-Based Simulation & CPA Pipeline Update

July 24 | 2-3:30pm ET | 1.5 CPE credits



Lori Kelly, CPA
AICPA Senior Manager,
Exam Content



Jennifer Bukowski, CPA
AICPA Senior Manager (AUD),
Exams Team



Alexandria Romero,
CPA, CGMA, MPAcc
AICPA Director,
CPA Pipeline

AICPA & CIMA Faculty Hour Series

July 24 | 2:00 pm ET

[REGISTER HERE](#)

Educator Database

Academic Resource Database

[ACCESS THE DATABASE](#)



Now available

2025 Trends Report

A look at current trends in the public
accounting profession

[VIEW HERE](#)

Welcome to the Academic Resource Database

Discover new ideas and insight in data analytics, cybersecurity and much more to keep your curriculum in pace with the rapidly-evolving accounting profession.

Disclaimer: This resource is intended for accounting educators and professionals for academic instruction, research or guidance. By using this resource, you attest that you are using it for these purposes. Please note third-party resources may require additional registration. If you have any questions or have interest in earlier archived webinars, contact academics@aicpa-cima.com.

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Sort By 

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Content Type +
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Technology Skills +
Level +

Student Podcast Assignment. (Activity)

Abstract: Students can choose 5 episodes from season 2 of the AICPA's Next Stop: CPA podcast and reflect on what they've learned.

Topic: *Careers*

Publication Date: *Sept. 25, 2025*

Cost: *\$0.00*

Level(s):

Technology Skill(s):

Reshaping Teaching Excellence (Article)

Abstract: An academic research report completed by 13 researchers from around the world explores how accounting and business students define teaching excellence and identify whether accounting and business students' perceptions of an excellent teacher is most important.

Topic: *Teaching Tips*

Publication Date: *Sept. 25, 2025*

Cost: *\$0.00*

Level(s):

Technology Skill(s):

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Level(s):

Technology Skill(s):

Retired task-based simulation from the FAR Section of the Uniform CPA Examination (Simulation)

Abstract: This document details a retired task-based simulation from the FAR section of the CPA Examination, focusing on detecting and correcting discrepancies in financial statement balances through analysis and

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Topic: Careers

Publication Date: Sept. 25, 2025

Cost: \$0.00

Level(s):

Technology Skill(s):

Purchase Order: Analytic Audit (Activity by Daniel E. O'Leary)

Abstract: Attached are three assignments. The individual structured assignment generally is for those students with less analytics knowledge and sophistication, while the group unstructured assignment is for those students with more analytics knowledge and sophistication. The prompt management assignment integrates the Purchase Order analysis with ChatGPT or other chatbot.

Topic: Financial Accounting

Publication Date: 2024

Cost: \$0.00

Level(s): Beginner

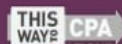
Technology Skill(s):

RESOURCE

Student Podcast Assignment.

Content Type[Activity](#)**Topic**[Careers](#)**Level**[Source](#)**Publication Date**[Sept. 25, 2025](#)**Cost**[\\$0.00](#)**Abstract**

Students can choose 5 episodes from season 2 of the AICPA's Next Stop: CPA podcast and reflect on what they've learned.

[View/Download Resource](#)[About](#)[Glossary](#)[Terms & Conditions](#)[Privacy Policy](#)[Contact & Feedback](#)

STUDENT PODCAST ASSIGNMENT

Learning Objectives:

- Build awareness of accounting career opportunities
- Explore CPA Exam guidance and advice
- Identify areas of the accounting profession that personally resonate



Review the list of episodes for Season 2 of the AICPA's

Next Stop: CPA podcast <https://nextstopcpa.libsyn.com/nsc>.



Listen to five podcast episodes and reflect on what you learned.

Note: Episodes are approximately 30 minutes each.



Choose one episode and explain why you selected it.



Write what you learned from listening to the episode.*

- What did you enjoy about the episode?
- What did you learn about accounting?
- What did you learn that can be applied to your major or that can help you be a better future employee?



Student Tip

**Use well-constructed paragraphs: According to the four square writing method, a well-constructed paragraph contains an introduction sentence, three supporting sentences, and a conclusion sentence.*

Student-facing
educator resource

Visit Student Home Page



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Curriculum Support

Pipeline

Academic Update Quarterly ▾

Welcome to the Academic Update Quarterly

Find resources to navigate the evolving accounting profession and help students to pursue a rewarding career.

Licensure Pathway Resources

CPA Exam Bulk Scheduling

CPA Pipeline Resources

Free CPA Awareness Resources

STEM Initiative

AICPA Foundation

FACULTY HOUR WEBINAR

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Now available

2025 Trends Report

A look at current trends in the public accounting profession.

VIEW HERE

Tools and resources for promoting the accounting profession

Whether you're a CPA, state society representative, faculty member, university administrator, career counsellor, or student presenter, the AICPA has materials to aid your presentations and initiatives.

Inspiring the next generation of CPAs



When you share your CPA story with students, you spark their interest in accounting and set them on the path to a dynamic career. Learn how you can inspire the next generation of CPAs in this short video from Okorie Ramsey, 2023-24 Chair of the American Institute of CPAs and the Association of International Certified Professional Accountants.

If you are planning to speak with middle school, high school, college students, or CPA Exam candidates, the AICPA has created materials to help make your engagement opportunities a success.

The following resources were created using best practices and based on AICPA research into student audiences. The presentations, guides, videos, and awareness collateral were designed to help state societies, CPAs, and other professionals engage with future accounting professionals.

Volunteer resources

Tools for high school engagement

Customized materials designed to raise awareness of accounting career opportunities among high school students. Use these for high school student engagements, including events aligned with the Accounting Opportunities Experience.

Discover Your Future: A PowerPoint presentation for high school students with little to no experience with accounting (e.g., high school freshmen and sophomores).





Student Resources

Navigating [ThisWayToCPA.com](https://www.thiswaytopcpa.com) Website

REGISTER NOW

Join the AICPA

The largest professional association for CPAs.

Joining the AICPA as a Student Affiliate Member is **free** and gives you access to tools and resources that will help you make the most of your high school and college years. And once you're a CPA, the AICPA will continue to support your journey with technical resources, training, networking opportunities and expert guidance.

JOIN AICPA NOW!

Why should you join?

- **The AICPA has over 700,000 Members**

The AICPA is the largest professional association for CPAs in the country, spanning many areas of practice. Joining allows you to exponentially grow your network while you're still in school.

- **It's Free — and it Pays**

Joining as a Student Affiliate member is completely free. Not only that, but membership includes special discounts and exclusive scholarship opportunities.

- **It Oversees Important Milestones in Your Journey**

The AICPA is in charge of writing and scoring the CPA Exam. It sets ethical standards for the industry — and can provide specialty credentials.

AICPA Student Affiliate Members

- Are eligible to apply for **exclusive scholarship opportunities, webinars, and** participate in member-only programs.
- Receive up to 50% off regular prices on **AICPA Certificate Programs** covering emerging topics such as Data Analytics, Cyber Security, Blockchain, and many more.
- Have access to industry news and publications such as the *AICPA News*

AICPA Foundation Legacy Scholarships

Become an AICPA Legacy Scholar by applying for an AICPA Foundation Legacy Scholarship. If chosen, you'll be given funds to help pay for college and be offered exclusive professional development opportunities.

AICPA Legacy Scholars

Get to know the future leaders of the accounting industry. The AICPA Foundation Legacy Scholarships help students of different backgrounds become CPAs by assisting with the cost of their college education. The program also provides scholars with educational and professional development opportunities throughout the year.

2021-2025 AICPA Legacy Scholars: names and colleges/universities attended.

AICPA Legacy Scholar Profiles



AICPA Foundation Legacy Scholarships

You can explore each scholarship's requirements below. Please note you only need to apply to one of these scholarships to be considered for all that you are eligible for.

Hear from former Legacy Scholarship winners as they share their **expertise in crafting a scholarship application** that stands out. Watch the recording [here](#).

\$5,000 - \$10,000

AICPA Foundation Scholarship for Future CPAs

This scholarship award provides financial assistance to undergraduate or graduate degree students interested in pursuing the CPA license after graduation. Recipients will be considered based on their overall potential and commitment to becoming licensed CPA professionals after graduation. Applicants must be enrolled as full-

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AICPA Foundation Legacy Scholarships

AICPA Foundation CPA Exam Grant

Barry C. Melancon (PAR) Doctoral Fellowship

AICPA Foundation Accounting Doctoral Fellowship

AICPA Accounting Scholars Leadership Workshop (ASLW)

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New episodes featuring real CPA exper and professional insights.

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Inside the CPA Exam: Let's Talk Disciplines

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LEGACY SCHOLAR

AICPA Foundation Legacy Scholarships

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- ✓ scholarship opportunities
- ✓ CPA exam guidance
- ✓ internship insider perspectives
- ✓ interview tips
- ✓ 'day in the life' insights from CPAs in various industries

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ONE NOW!**



FREE Student Benefits

01

Hear from Professionals

Wondering what CPAs really do?
Join live and on-demand webinars
to learn about accounting career
paths and find your fit!

02

Pay for College

The AICPA Foundation awards over
\$1 Million in scholarship funds to
students majoring in accounting!

03

Earn Digital Badges

Gain a professional edge by earning
a digital badge in emerging
accounting technologies at a special
student rate!

04

Get Career Ready

Learn how you can impress
prospective employers both on
paper and in person!



Working Together

Partnerships make our outreach impactful

Through our partnerships with students, advisors, educators, and counselors

- Exhibiting
- Workshops
- Networking
- Emails
- Social posts
- Webinars
- Podcasts
- Scholarships

OVERALL REACH

1.2M page views on ThisWaytoCPA.com

577,000 students reached

40K student members on ThisWaytoCPA

+39% YouTube subscribers @AICPAstudent

+53% YouTube views

+93% followers on LinkedIn @AICPAstudent

475,652 impressions on social media



Questions?



Thank you

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Appendix

Presentation Links

- Student Membership: [Join the AICPA : ThisWayToCPA : AICPA](#)
- Student Resources: [ThisWayToCPA: Your Path to Becoming a CPA : ThisWayToCPA : AICPA](#)
- Digital Career Guide: [Digital Career Guide](#)
- Student Webinars: [Student Webinars : ThisWayToCPA : AICPA](#)
- Next Stop: CPA Podcast: [Next Stop: CPA](#)
- Licensure Pathway Information: [Becoming a CPA : ThisWayToCPA : AICPA](#)
- Educator Resources: [Faculty Welcome : ThisWayToCPA : AICPA](#)
- Academic Resources: [Academic Resource Database](#)
- Faculty Hour: [Educator Webinars : ThisWayToCPA : AICPA](#)
- Academic [LinkedIn community](#)
- Free [classroom resources](#)
- Academics Inbox: academics@aicpa-cima.com
- Academic Update Quarterly Newsletter: [Educator News : ThisWayToCPA : AICPA](#)