

Accounting Educator Checklist

To help propel accounting education forward, the National Pipeline Advisory Group (NPAG) developed several recommendations to help attract and retain more students. The accounting academic community and the American Accounting Association (AAA) are leading or supporting many efforts in these areas, and NPAG believes that work is critical for the profession's future. Visit www.accountingpipeline.org to learn more.



Impactful messages: Emphasize the profession's entrepreneurial foundation and diverse career paths.



Teaching techniques: Enhance student engagement with interactive learning, case studies, guest speakers, and gamification.



Strategic partnerships: Welcome employers into the classroom, collaborate with community colleges, and get involved with state CPA societies.



Tailored support: Identify at-risk accounting students and provide them with additional tutoring, resources, and support, including empathy.



Diversity and inclusion: Incorporate diverse perspectives in the classroom and consider taking unintended bias training.



Licensure support: Help students interested in becoming CPAs understand national licensing requirements and best practices for CPA Exam preparation.



Pipeline Pledge: Take the [Pipeline Pledge](#) to get involved in activities that will help influence and grow the talent pool.



Revisit resources: Leverage resources from accounting bodies and firms to evolve introductory classes, such as:

- AAA [Accounting Pipeline Best Practices Center](#)
- The Institute of Internal Auditors (IIA) [Resources for Educators](#)
- EY [Academic Resource Center](#)
- Deloitte Foundation [Educator Success Hub](#)
- KPMG [University Connection](#)
- PwC [classroom materials and resources](#)
- AICPA's [ThisWaytoCPA](#)

