**Introducing High School Students to Accounting**

Thank you for taking the Pipeline Pledge! Your commitment to growing awareness of accounting careers is invaluable. To assist you in this important work, we created this guide to help you give more engaging and impactful presentations that inspire future CPAs.For additional resources, visit [www.accountingpipeline.org/pledge](http://www.accountingpipeline.org/pledge).

**Remember: All outreach is important**

While this guide is designed to give you tools to present to high school students in a classroom setting, please feel free to **conduct the outreach that is right for you and your community’s students**. Making a connection with even just one student, or serving as their mentor, can make a meaningful difference that can positively impact their lives and strengthen the profession in a big way.

**Make connections in your community**

This [email template](https://www.accountingpipeline.org/wp-content/uploads/2024/10/Pipeline-Pledge-Outreach-Emails.docx) can help you reach out to an administrator, accounting club sponsor, or other faculty member at your community’s school. Feel free to customize it as you see fit, or conduct a different form of outreach — for example, a phone call or in-person conversation where appropriate — if that is right for you.

**Once you’ve secured an invitation from a school faculty leader to present to students, it’s important to remember the following best practices.**

**Meet your audience where they are**

Some high schoolers struggle with a clear vision of their career path, and just the idea of college can be overwhelming. Keep in mind that while high schoolers may have some familiarity with accounting, that perception is often limited to a view that it’s all about math or taxes. And even those who *have* taken an accounting class probably aren’t familiar with the wide variety of career paths accounting offers.

**Before you present, be prepared**

**Share your agenda with the faculty leader.**

* This can be as simple as a document with your bio, followed by bullets highlighting your discussion topics.
* This is especially important when speaking with high school students, so you can ensure that your presentation meets students where they are in their learning journey.

**Get there early and be approachable.**

* Greet students as they arrive and casually converse before getting started. Be sure to make your presentation personal and have fun with it! Students will pick up on your enthusiasm.

**Tips for an engaging presentation: Be relatable, candid, and informative**

**Make them smarter, while keeping the content at a high level.**

* Explain the difference between accountants and CPAs, and give examples of the different roles CPAs can have.
* At the same time, remember that these are students, not colleagues. Avoid too many details about your specific role — your work should be just one example.

**Help students find meaning in accounting.**

* Many see the purpose of their future job as important as its salary or title. So be sure to talk about the ways accounting has a positive impact.

**Illustrate your points with current events or stories.**

* It’s easier for students to connect with things that are relatable to what’s happening in the world or relevant to them.

**Be genuine, forthright and tell your whole story.**

* Don’t be afraid to talk about the challenges of your job or a time when you failed. Your candidness can help students make better-informed decisions about their future.

**Understand that students have different learning styles.**

* Try to incorporate different elements into your presentation, such as videos, handouts and group discussions, to engage more students.

**Point interested students to resources about the profession.**

* There are great resources for high school students interested in accounting at [ThisWaytoCPA](https://www.thiswaytocpa.com/) and [Accounting+](https://www.joinaccountingplus.com/).

**Don’t oversell.**

* Ultimately, encourage students to research career options based on subjects in which they excel and enjoy. If that happens to be accounting, great.

**Follow up and keep the connection going**

**Ask for feedback.** Reach out to the presentation coordinator for insights into how things went. It will only make your future engagements better.

**Follow up with the faculty leader.** Continue to offer yourself as a resource or mentor to interested students who may have follow-up questions about accounting.

**Additional outreach resources**

* [CPA pipeline resources and PowerPoint presentations](https://www.thiswaytocpa.com/segmented-landing/cpa-pipeline-resources/)
* [Your how-to guide for inspiring students to become CPAs](https://drive.google.com/file/d/1YgJVIhwCVmwDkwlOEjtoXeojP5Rx2fEM/view)
* [Crafting Your Career: An actionable plan for a rewarding work life](https://www.thiswaytocpa.com/request_resources/details/crafting-your-career-actionable-plan-rewarding-work-life)
* [Potential, Prestige & Purpose: An introduction to the accounting profession](https://www.thiswaytocpa.com/request_resources/details/potential-prestige-purpose-primer-accounting-profession)
* [Student FAQs](https://www.thiswaytocpa.com/collectedmedia/files/volunteer-resource-faqs.pdf)