**Introducing Middle 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 young, ambitious students.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 middle school students in a classroom setting, please feel free to **conduct the outreach that is right for you and your community’s students**.

**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**

Most middle schoolers have barely started thinking about their career path or college, and very few of them have much familiarity with accounting. And even those who are familiar probably aren’t aware of 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 middle 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 what accountants do, and the core skills you focus on every day, such as technology, problem solving, and so on.
* Remember that these are young students. Avoid too many details about your specific role.

**Help students find meaning in accounting.**

* Middle school students will likely be more interested in learning generally about business careers. That conversation can lead into the dynamic work of accountants and be an entry point to discussing the benefits of an accounting career.
* Be sure to talk about the ways accounting has a positive impact, more so than any focus on salary, title, or other more advanced considerations.

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

* Don’t be afraid to talk about the challenges of your job. 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.

**Don’t oversell.**

* Ultimately, encourage students to explore the subjects they enjoy and in which they excel.
* If students know what accounting is and can talk about it at even a basic level following your presentation, you will have been successful.

**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)