



# Addressing Emerging Challenges Through Thought Leadership and DEI

Sharon Bryson | NCACPA CEO

Kecia Williams Smith | Center for Accounting Diversity



*How did we get*

**HERE**

*?*

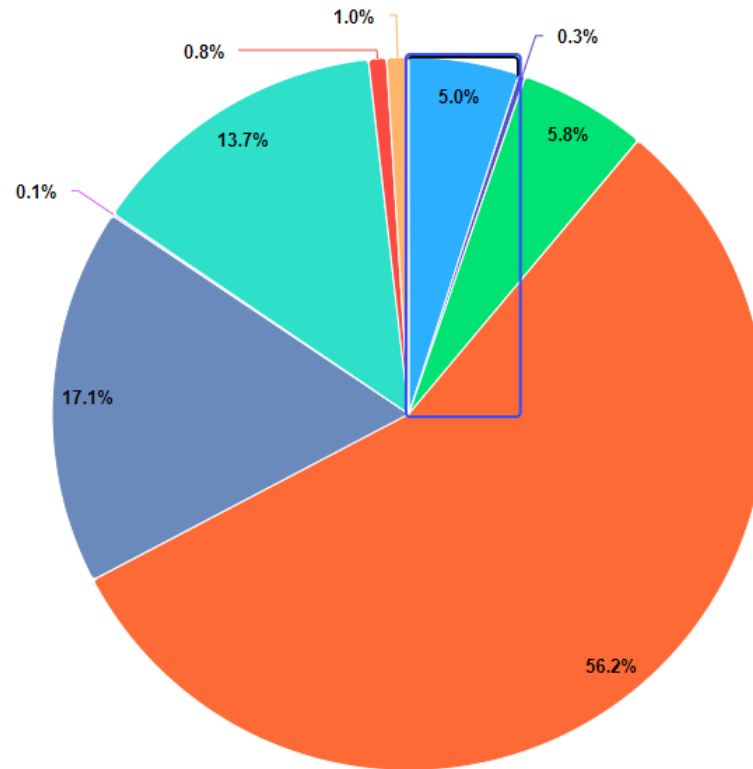
# Historical Perspective

- History of the Profession
  - Emulation of Legal and Medical Professions
  - Influence of British Chartered Accountancy Model
  - First CPA laws created in 1896 in New York
- Board of Accountancy Policies
  - Education
  - Examination
  - Experience

# Diversity in Medicine: Facts and Figures 2019

## - Association of American Medical Colleges

Figure 18. Percentage of all active physicians by race/ethnicity, 2018.



Click on legend item below to add or remove a section from the report.

- American Indian or Alaska Native (2,570)
- Asian (157,025)
- Black or African American (45,534)
- Hispanic (53,526)
- Multiple Race, Non-Hispanic (8,932)
- Native Hawaiian or Other Pacific Islander (941)
- Other (7,571)
- Unknown (126,144)
- White (516,304)

Note: Figure 18 shows the percentage of active physicians by race and ethnicity as of July 1, 2019.

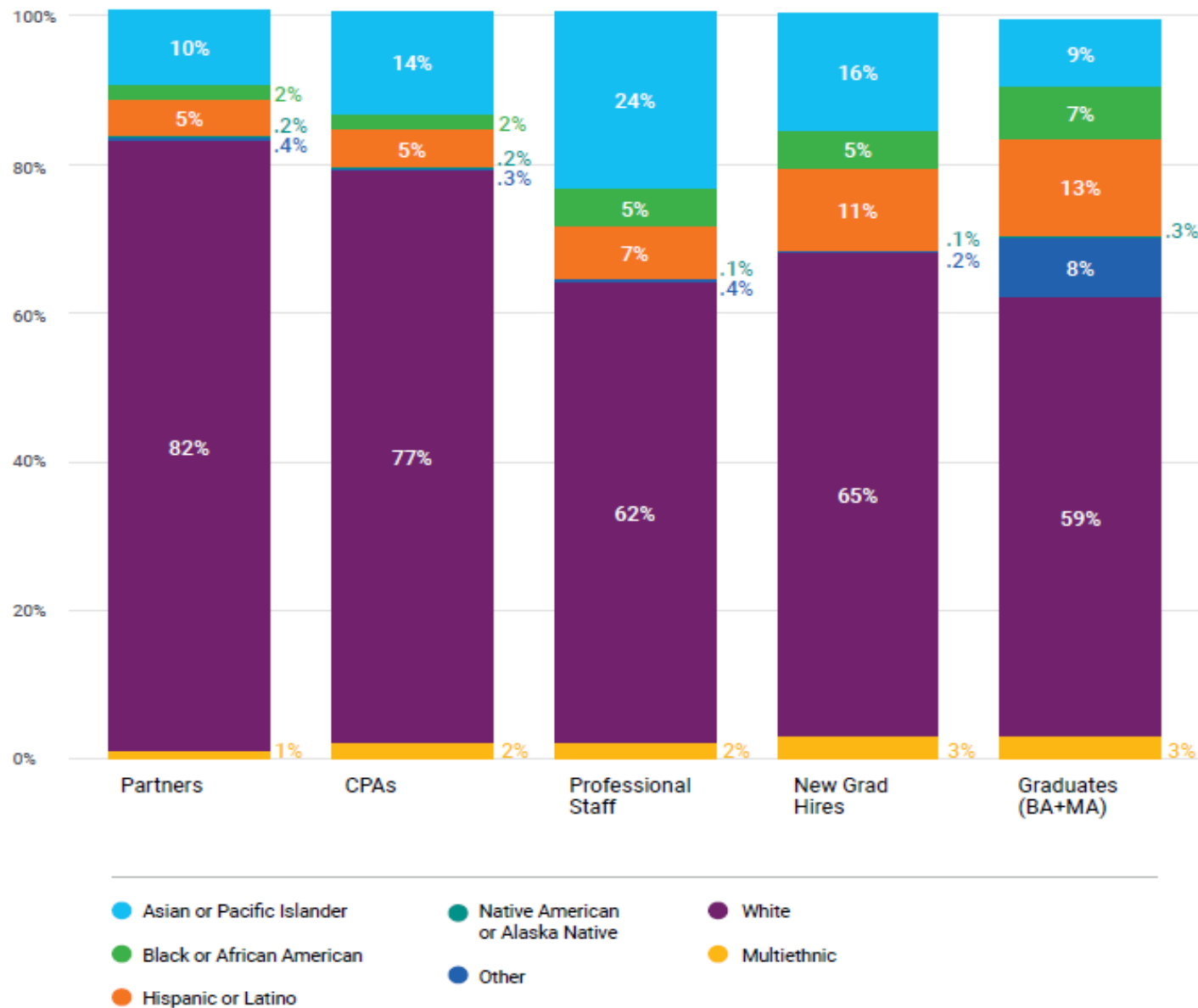
Source: Race and ethnicity are obtained from a variety of sources including DBS, ERAS, APP, MCAT, SMDEP, GQ, MSQ, PMQ, FACULTY, GME, STUDENT with priority given to the most recent self-reported source.

# American Bar Association – “*How to Improve Diversity in the Legal Profession*” (July 2022)

*The legal profession is struggling with diversity. Women make up 37% of practicing attorneys, even though they account for 50.8% of the U.S. population. Men still outnumber women in equity partner positions nearly 5 to 1. **Only 4.7% of practicing attorneys are Black**, with about 10% of attorneys falling into other racial minority groups. Within the legal profession since 2010, representation of individuals in minority racial and ethnic groups combined has grown just 6%, **the percentage of practicing Black attorneys has increased by less than 1%**, and the percentage of women attorneys has only increased 4.6%. **At this rate, it will take 30 years for the demographics of the legal profession to reflect the demographics of today’s population.***

# AICPA Trends Report (2021)

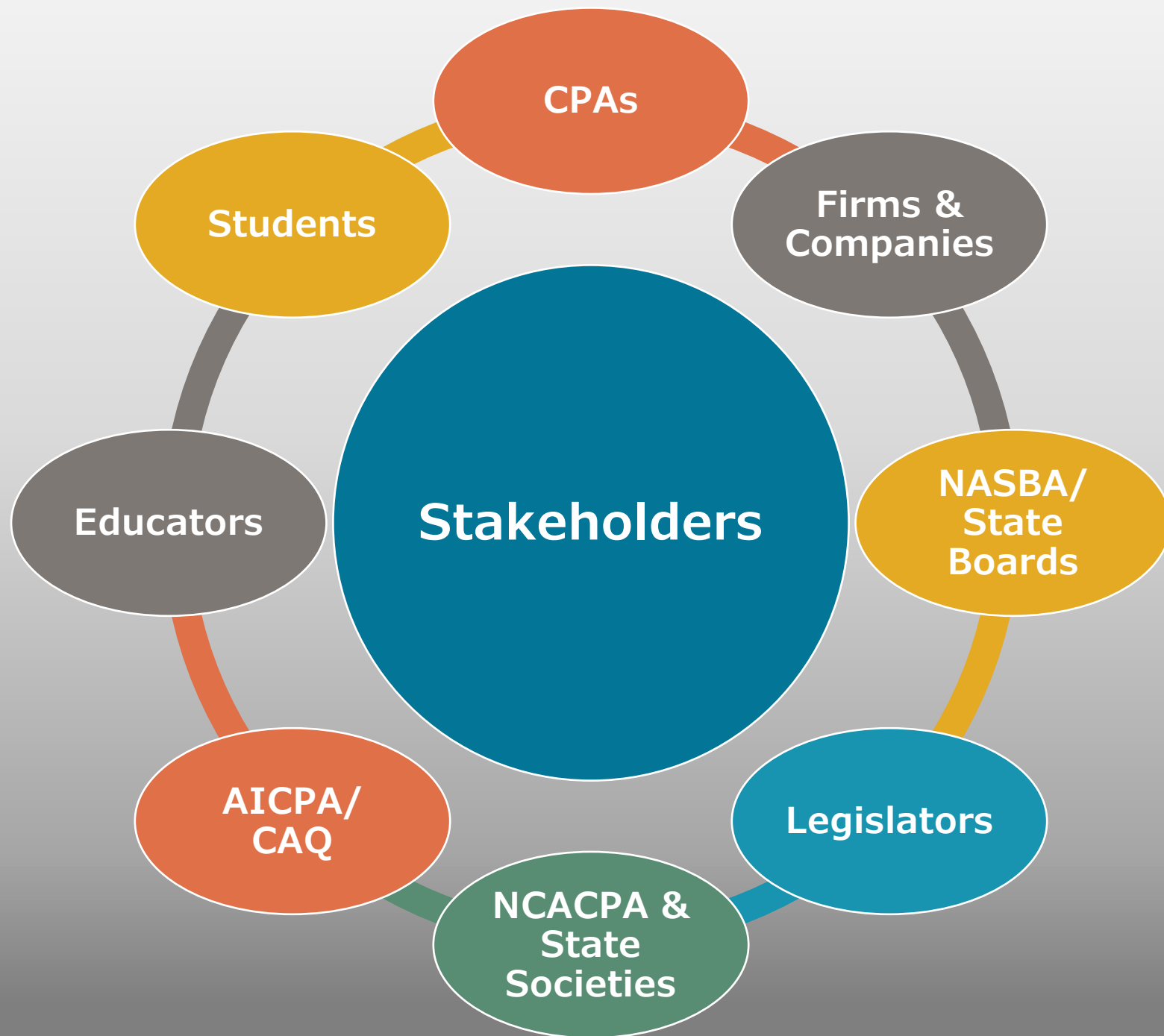
## 4.1 Diversity in the CPA Profession | 2020





**Where Are**

**We Now?**



CPAs

Firms &  
Companies

NASBA/  
State  
Boards

Legislators

NCACPA &  
State  
Societies

AICPA/  
CAQ

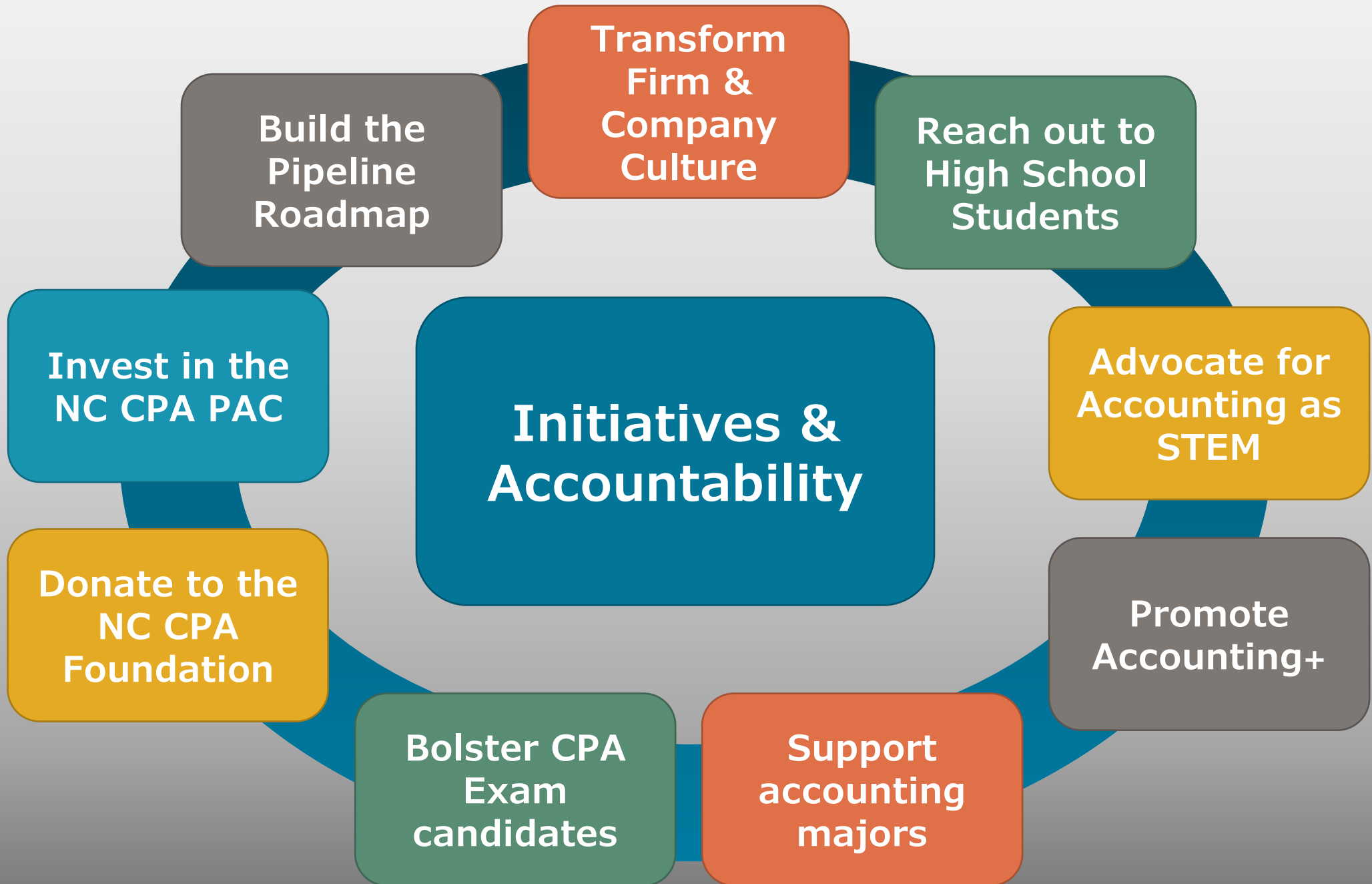
Educators

Students

Stakeholders







# ACCOUNTING+

## www.joinaccountingplus.com

**694MM**

online engagements  
sparked interest in  
accounting

**1.7MM**

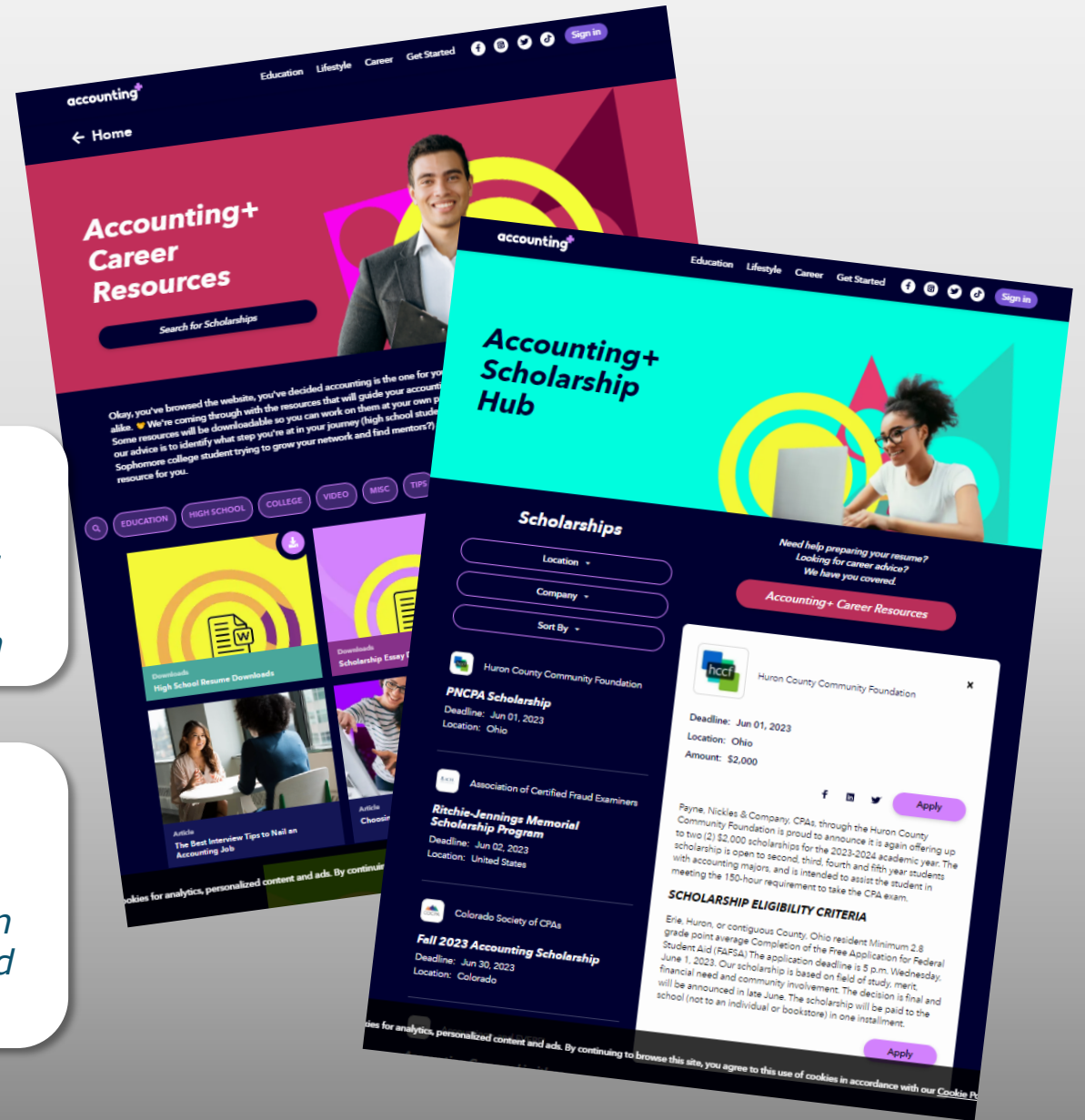
Black & Latino students  
visited the Accounting+ site

**17K**

students provided their  
email to connect to the  
Accounting+ ecosystem

**21%**

measured increase in  
accounting consideration  
among students exposed  
to Accounting+



# Key Findings: Perceptions of Accounting

- The accounting funnel is wide at the top, but very narrow at the bottom, indicating a disconnect between openness/interest, and moving students successfully through the major
- **Interest is highest at the high school and community college levels, underscoring the importance of messaging early and communicating a clear pathway to the degree and what follows**
  - Traditional messaging has focused on benefits related to stability, the accountant value-add, and opportunities for learning and growth, among other employer-specific benefits like travel and exposure to senior level executives
  - The data suggests that you can build from those relative strengths, however **there are significant barriers to overcome related to interest, aptitude for the work (*connected to understanding what the work is*), and work/life balance**
    - These are items of top importance in the priority pillars, but among the lowest scoring items for the accounting profession.

# Key Findings: Influencers and Touchpoints

- **Personal touchpoints** like family, mentors, classes, and work experiences **have the most impact on career choice**
  - Three-fourths of accounting majors and minors know someone in the profession, further validating the influence of direct exposure on career path
  - That said, social media platforms can also satisfy the need for first-hand information on the ins and outs of different careers, and YouTube, Instagram and TikTok are go-to's in that space





Recruitment

*Two Year Bridge  
Symposium*

*HBCU Graduate  
Accounting Fellowship*




**2023-2024 HBCU Graduate Accounting Fellowship Program**

The HBCU Graduate Accounting Fellowship Program provides \$15,000 in tuition assistance and CPA readiness funding for students pursuing graduate education at a participating HBCU accounting program.

**Applicant must have:**

- undergraduate baccalaureate degree in accounting from an accredited program
- Strong academic track record; minimum of 3.0 GPA (on 4.0 scale)
- Must be admitted to a master's accounting program at a participating HBCU (Howard University, Jackson State University, North Carolina A&T State University, and Prairie View A&M University)



**APPLY HERE!**  
Applications Due **April 1, 2023**

Questions? Contact [thecenter@ncat.edu](mailto:thecenter@ncat.edu)

**2023 Two -Year Bridge Symposium**



**November 3, 2023**

Atlanta  
Charlotte  
Chicago  
Houston

Los Angeles  
New York  
Phoenix  
Rosslyn, VA

Are you a two-year college student who identifies as racially and ethnically diverse and is interested in learning more about the amazing opportunities in the accounting profession? Apply for the **Two-Year Bridge Symposium** to be held on **November 3, 2023**. Travel expenses and swag will be covered for all selected participants. For more information, contact: [thecenter@ncat.edu](mailto:thecenter@ncat.edu)



**Apply by 9/1/23!**

**Sponsored by:**  
Deloitte Foundation **CAQ** CENTER FOR AUDIT QUALITY



- <https://www.linkedin.com/company/centerforaccountingdiversity/>
- <https://www.icpas.org/information/professional-issues/cpa-diversity>
- <https://www.imanet.org/insights-and-trends/the-future-of-management-accounting/diversifying-global-accounting-talent-actionable-solutions-for-progress?ssopc=1>

Thank You!