

NASBA

CPA Candidate Pipeline

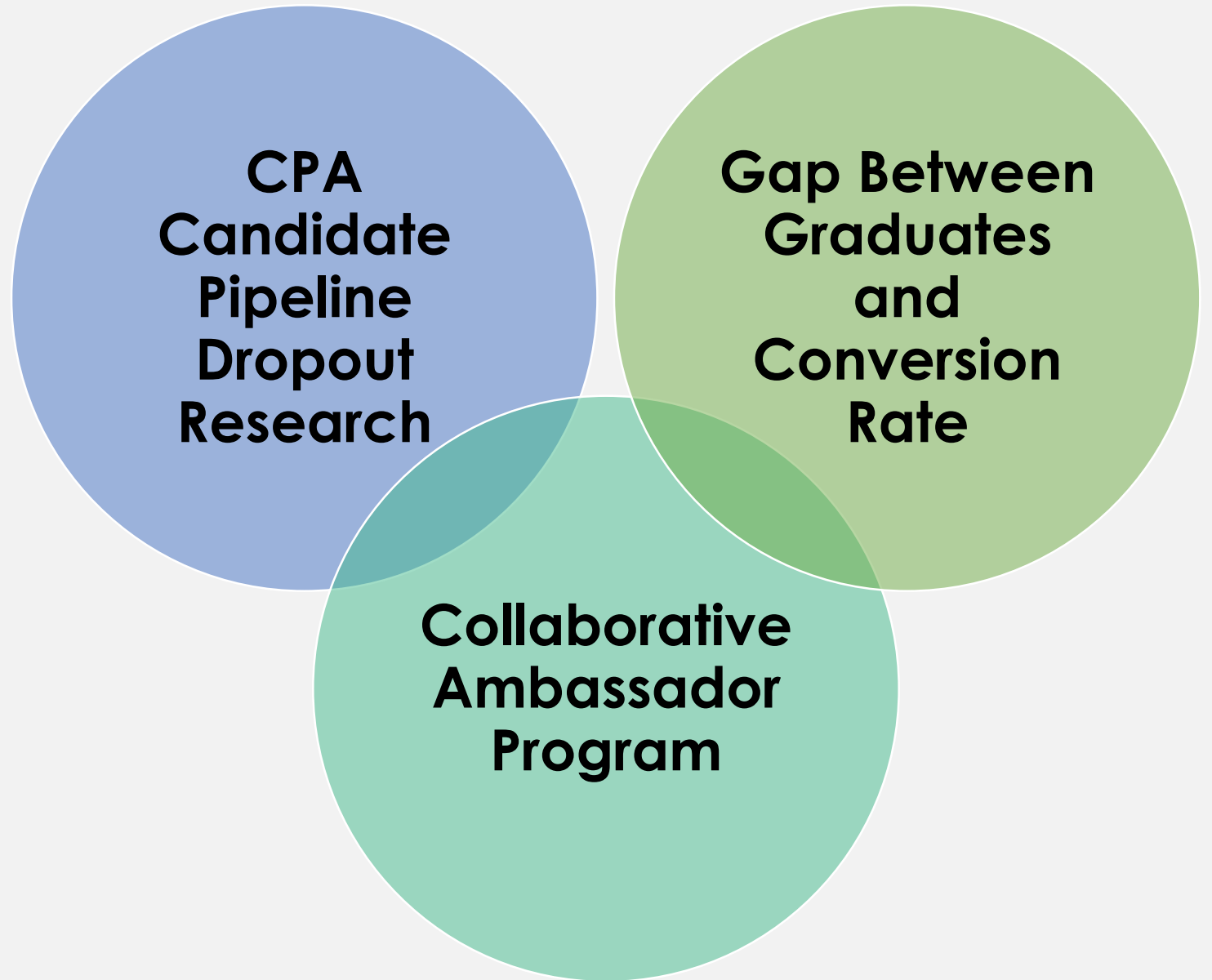
Daniel J. Dustin, CPA
VP, State Board Relations





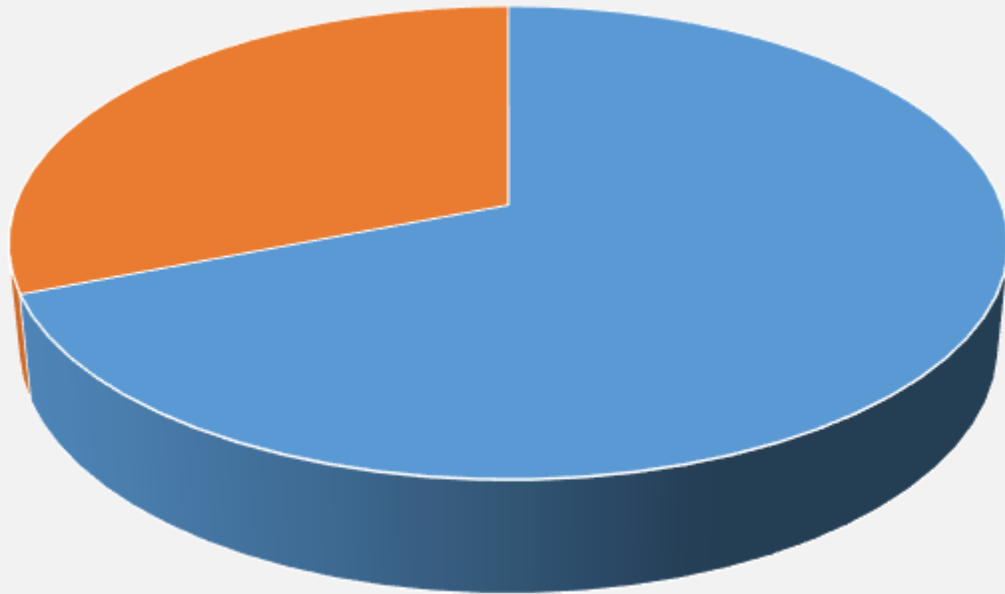


Joint AICPA – NASBA Initiatives



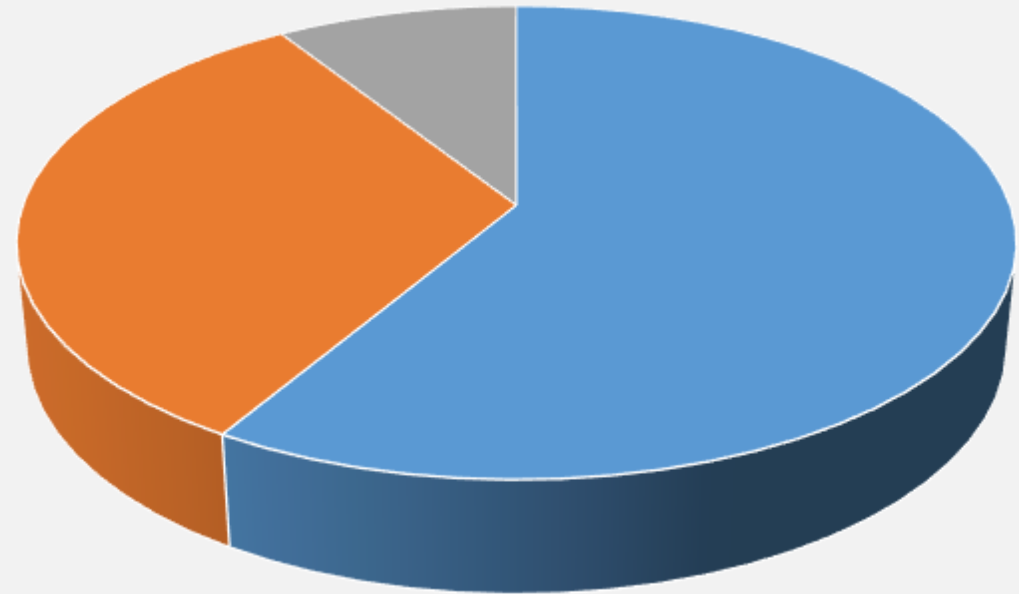
Accounting Program Graduates

Percent of Students



■ Planning to Be a CPA ■ Not Planning to be a CPA ■ ■

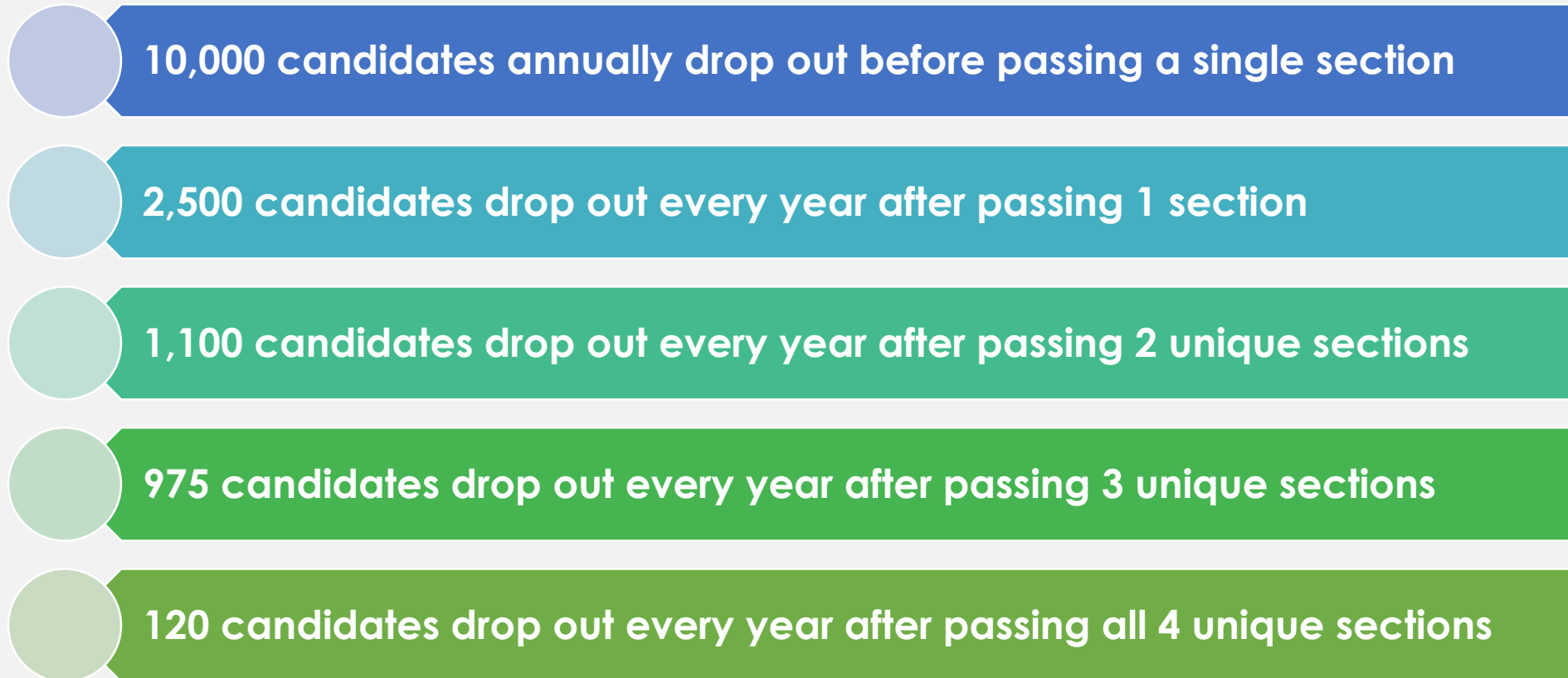
Sat for the Exam



■ Completed ■ Plan to Continue ■ Don't plan to continue ■ ■

Annual Candidate Dropout Rate

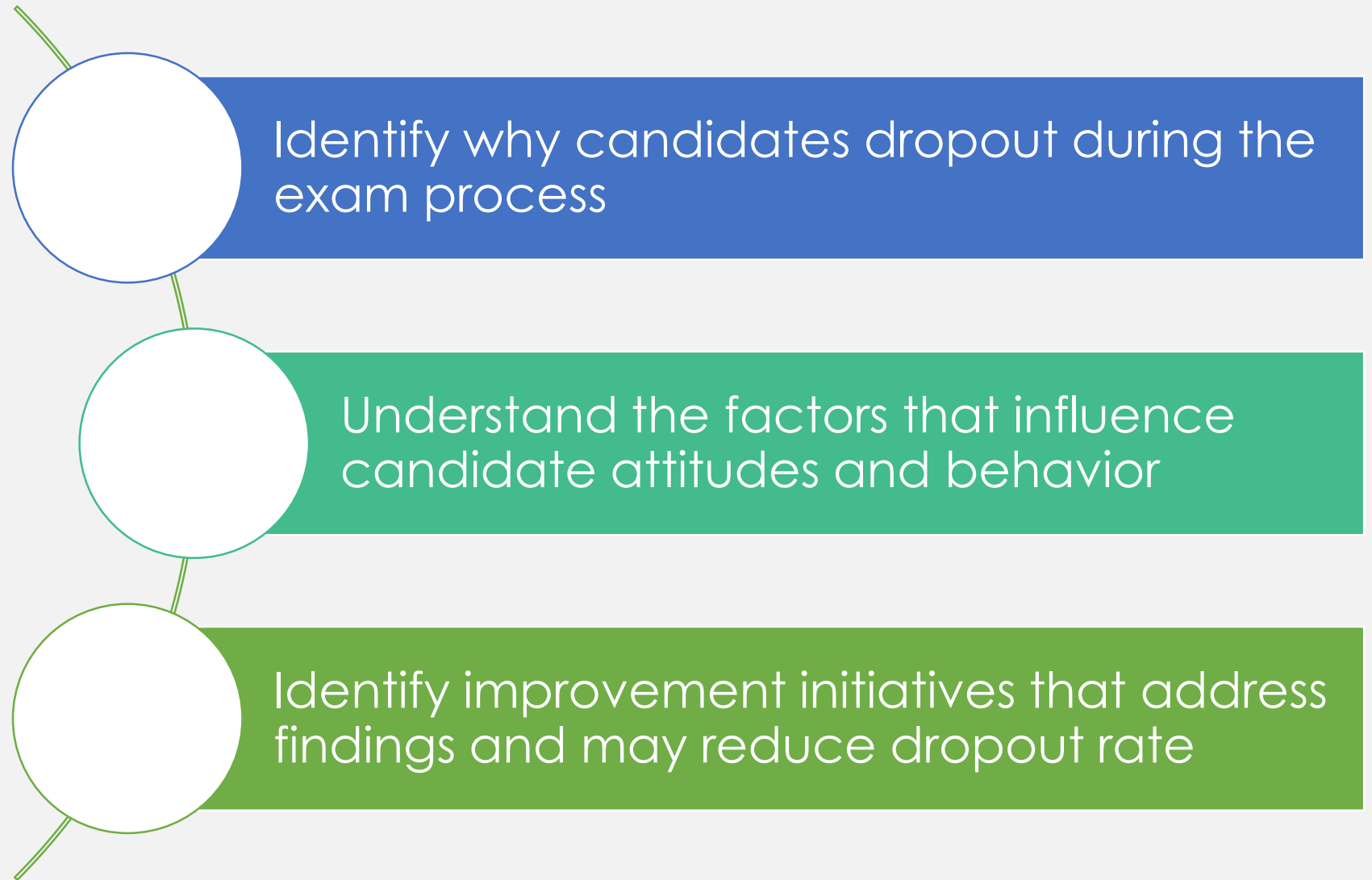
Approximately 14,000 candidates each year



Possible Factors

- Education requirements
- Employment requirements
- Exam difficulty
- Change in employment
- Change in profession
- Cost
- Perceived lack of return on investment

CPA Candidate Pipeline Dropout Research



Methodology

Multi Phase Process

Phase 1: Qualitative Research

- Investigate and refine hypotheses about reasons for drop out
- Develop new hypotheses
- Learn the language, key decision points and influences
- Inform possible interventions that might reduce drop out rate

Phase 2: Quantitative Research

- Determine frequency and distribution of key variables
- Quantify the potential impact of possible interventions

Phase 1: Qualitative Research

- 7 Boards of Accountancy
- In-Person Focus Groups
 - 4 in two geographic markets with 8-10 participants
 - Question, observe, pickup nonverbal cues, social dynamics, process observation

Phase 1: Qualitative Research

- Asynchronous Online Focus Groups
 - 12 online focus groups each with 12 qualified respondents
 - Answer questions, group discussions, respond to written and visual stimulus over multi-day period, remotely and at time of their choosing
 - Thoughtful and detailed responses to complex questions, follow-up to individuals or group as a whole, specialized screening

Phase 2: Quantitative Research

- Potentially All Boards of Accountancy
 - Using a unique identifier, identify qualified respondents with some basic information:
 - # exams taken
 - date of last exam
 - state of residence

Phase 2: Quantitative Research

- Potentially All Boards of Accountancy
 - Unique ARC survey link to each record
 - NASBA transmits survey to maintain confidentiality and maximize response rate
 - Number of completed interviews dependent on response rate and number of Boards participating

Project Timeline

Nov – Dec 2016:

- In person focus groups; identify participating jurisdictions

Q1, 2017:

- Online focus groups, design questionnaire, finalize participating jurisdictions

Q2, 2017:

- Conduct survey and analyze data

Q3, 2017:

- Completion of research report & present research findings
- Discuss implications and possible implementations

WE NEED YOU



NASBA

Ambassador Program



Ambassador Program

Current Initiatives Include:

Holding board of accountancy meetings on campus



Participating in social events as part of the campus visit



Holding discussions on ethical issues



Providing an overview of the Uniform CPA Examination and the licensure process

Ambassador Program

Possible Initiatives Include:

Identify topics of interest to students to enhance their interest in the profession

Information about CPA exam updates and process guidance

Introduction to professional ethics and the Center for Public Trust

Overview of Boards of Accountancy, State Societies, AICPA & NASBA

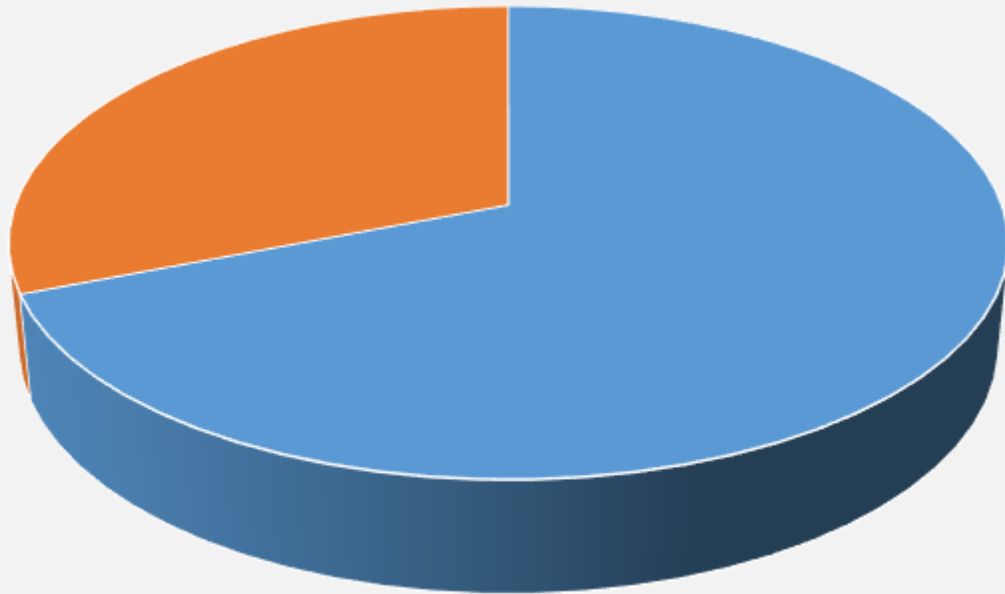
NASBA

Gap Between Graduates and Conversion Rate



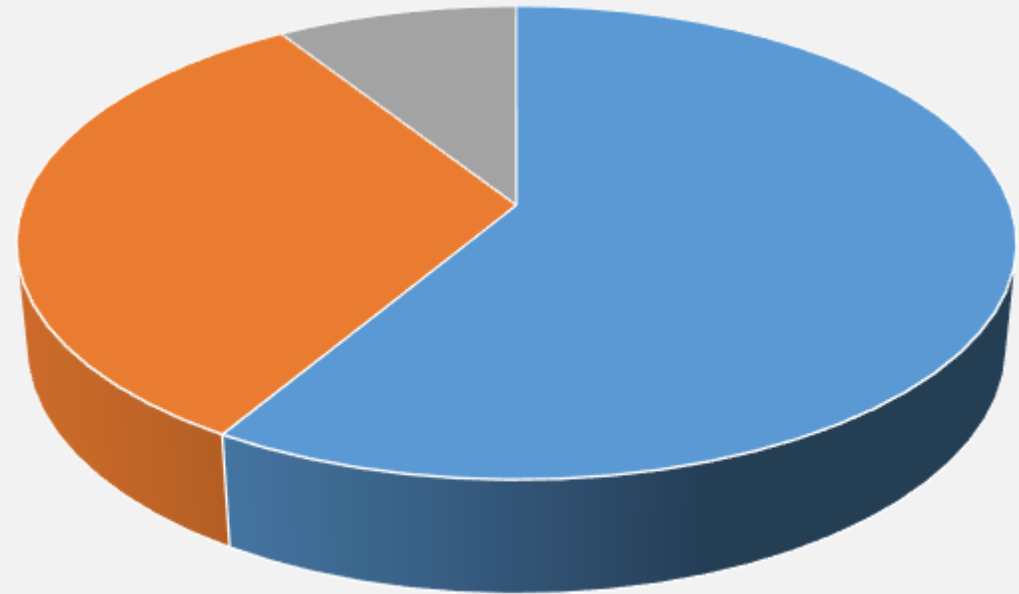
Accounting Program Graduates

Percent of Students



■ Planning to Be a CPA ■ Not Planning to be a CPA ■ ■

Sat for the Exam



■ Completed ■ Plan to Continue ■ Don't plan to continue ■

Gap Between Graduates and Conversion Rate

Key Opportunity Area to Strengthen the Pipeline

Converting
Graduates into
CPAs

Areas of Focus:

- ↑ percent sitting for the exam
- ↑ success rates on the exam

Gap Between Graduates and Conversion Rate

- Define starting points
- Identify biggest opportunities
- Work with key stakeholders

