

NASBA

108th Annual Meeting

Dana Point, California October 25-28, 2015

Advancing Diversity

Alfonzo Alexander – Moderator

Panelists: Susan M. Cosper, Kim Drumgo, Bernard Milano, CPA,
Tyrone Dickerson, CPA



“Advancing Diversity”

Kim Drumgo, Director of Diversity and Inclusion

October 26, 2015



The Vision of the National Commission

Creating a seamless handoff from the pipeline to the profession



The Pipeline

Cultivating the interest in young students who see the accounting profession as a viable option early in their career decision making process



The Profession

Creating an inclusive profession where individuals from all backgrounds can realize a successful and rewarding career

Formulating Profession-wide Goals



The Students

Increase the number of students who enroll in accounting and who graduate.



The Firms

Increase the number of firms to positively affirm that they have a diversity program.



The Professionals

Increase the number of URMs who sit for the exam and who obtain their CPA.

The Student





THE PIPELINE
PROJECT VISION

Develop a ...

**profession-wide
and profession funded**

effort that increases the number of underrepresented
minorities entering
the accounting profession.

Major Initiatives of the Diversity Pipeline Project



Increase **communication and awareness** in diverse communities



Increase support of **school based programs** for students pursuing accounting



Increase the number of underrepresented minorities who sit and pass the **CPA exam**

Resources for Accounting Students



START HERE,
GO PLACES.
Fueled by AICPA



The CPA Profession...
A Treasure Worth Seeking
Accounting Scholars Leadership Workshop

The Professional



I AM PRESENT
_____ *and* _____
ACCOUNTED FOR.

Profession Campaign Overview

The screenshot shows the AICPA website's navigation menu with options like Membership, Become a CPA, CPE & Conferences, Career, Interest Areas, Research, Publications, Advocacy, and AICPA Store. The main content area features a section titled "Increasing Diversity and Inclusion in Accounting" with a "Back" link and a "ShareThis" button. A central graphic displays the text: "I AM PRESENT and ACCOUNTED FOR. \$4 TRILLION THE COMBINED BUYING POWER of Hispanics, African Americans and Asians by 2017". Below this, a paragraph states: "The AICPA has what you need to create a diverse and inclusive workforce. To boost diversity and inclusion efforts, the AICPA offers valuable tools to assess and track your progress, aid in recruitment and retention, and inform you on the latest trends. So everyone in our profession is present and accounted for. Let's get to work!" A sub-section titled "Accounting Inclusion Maturity Model" describes a benchmarking tool and lists three bullet points: "Learn where you stand on your diversity and inclusion efforts", "Get immediate access to your maturity model score, peer-to-peer comparison and a personalized report", and "Get free tools to improve in four core areas: workforce, workplace, marketplace, and community and supplier relations". A "Complete the assessment." button is located at the bottom of this section.

The advertisement features a woman and a man in professional business attire. The AICPA logo is in the top left corner. The main text reads: "I'M PRESENT and ACCOUNTED FOR". Below this, a question is posed: "Do you know what the combined buying power of Hispanics, African-Americans and Asians will be in 2017?"

This advertisement features a woman and a man in professional business attire. The main text reads: "I AM PRESENT and ACCOUNTED FOR." Below this, a sub-headline states: "Tools to boost your diversity and inclusion efforts. Let's get to work." The AICPA logo is in the bottom right corner.

The Firm



Resources to Assist Firm D&I Efforts



I AM PRESENT
and
ACCOUNTED FOR.

Complete our Accounting Inclusion Maturity Model assessment today.

AICPA[®]

Organizational Assessment



I AM PRESENT
and
ACCOUNTED FOR.

Download our Recruitment and Retention Toolkit today.

AICPA[®]

Recruitment and Retention Toolkit



I AM PRESENT
and
ACCOUNTED FOR.

Subscribe to our FREE Inclusion Solutions newsletter today.

AICPA[®]

Inclusion Solutions



PLAY <http://bcove.me/uj479mju> VIDEO

Thank you!

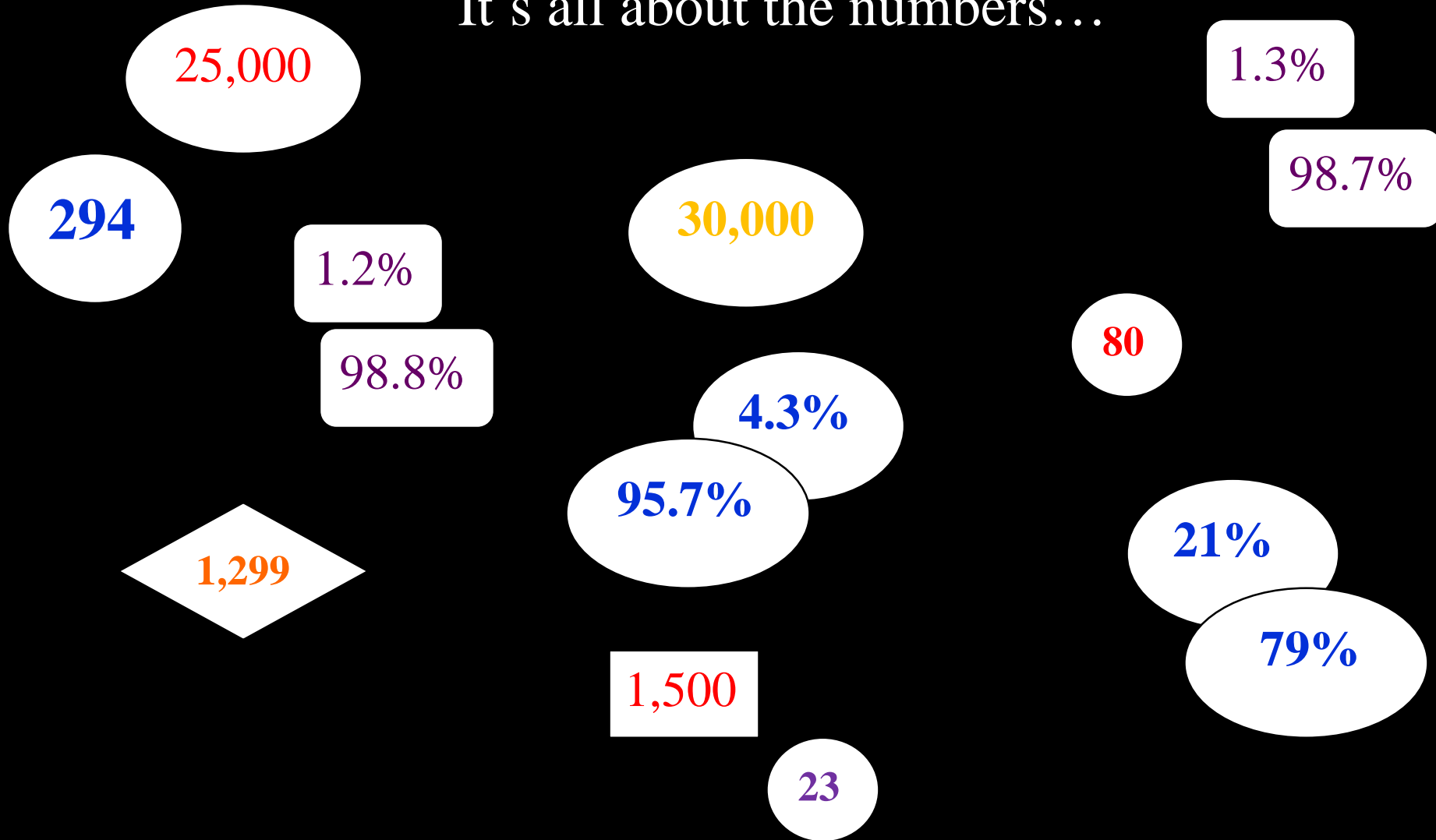
THE PhD PROJECT



*Developing &
Attracting
Diverse Faculty*

Bernard J. Milano
President, KPMG Foundation
& The PhD Project

It's all about the numbers...



\$25,000

NASBA's Annual Investment in The PhD Project.

294

The number of minority business faculty in the U.S. when The PhD Project started in 1994.

1.2%

Percentage of underrepresented minority business faculty in 1994.

98.8%

Percentage of non-minority business faculty in 1994.

1,299

The number of minority business faculty in the U.S. today!

30,000

Total number of faculty in U.S. business schools.

4.3%

Percentage of underrepresented minority business faculty TODAY.

95.7%

Percentage of non-minority business faculty TODAY.

1,500

Majority Schools of Business.

23

Number of minority Deans at majority schools.

1.3%

Percentage of Minority Deans at Majority Business Schools.

98.7%

Percentage of Non-Minority Deans at Majority Business Schools.

80

Number of HBCU Business Schools.

21%

Percentage of African American Deans at HBCU Business Schools.

79%

Percentage of Non-African American Deans at HBCU Business Schools.



“We cannot tolerate a future in which both white and minority children are confronted with almost exclusively white authority figures in their schools.”

Carnegie Forum on Education
and the Economy, 1986

The PhD Project creates diverse faculty in business schools of universities

“To go to a school and see successful people that look just like me, that was my greatest factor for me to go to a historically black college. To know that people who look just like me can be just as successful as people who don’t look like us.”

Quote taken from an African-American student attending an HBCU

The goal of The PhD Project is for students in all universities, not just minority serving institutions, to have professors who look like them.

Diverse faculty ensure student success

“Over the years, studying this problem of under-performance has morphed into solving the diversity problem. It’s one thing to numerically integrate a setting. It’s another thing to make that place a place where everyone feels comfortable and can flourish.”

Dr. Claude Steele
Provost, University of California - Berkeley

This is taken from Dr. Steele’s groundbreaking research on stereotypes and identity and the role that they play in academic achievement and underachievement among underrepresented minorities.

Diverse faculty attract diverse students



*“A diverse faculty
is a magnet for a
diverse student
population.”*

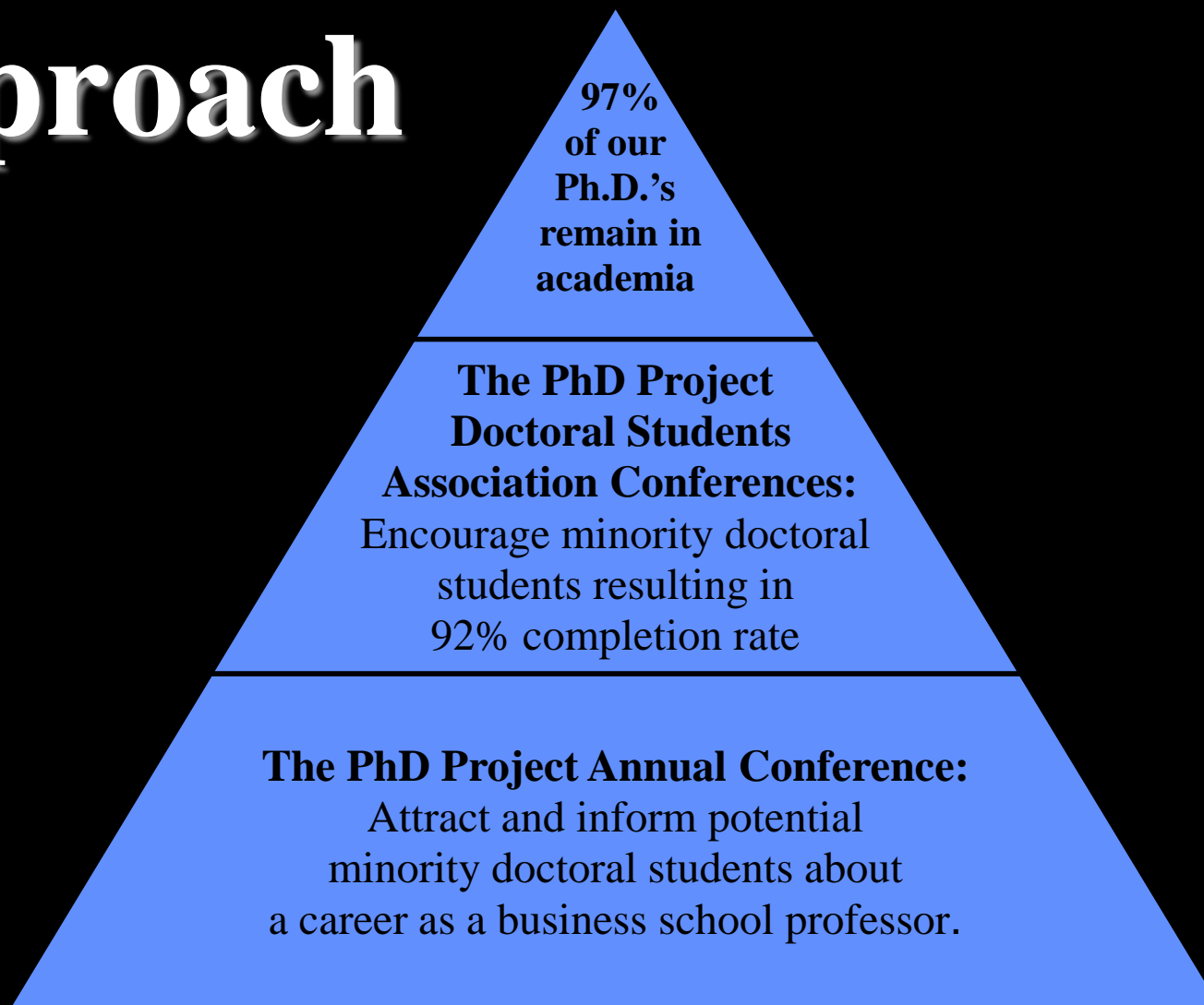
Dr. Nancy Zimpher
Chancellor, State of New
York System

The PhD Project Story

	<u>1994*</u>	<u>2015</u>
Minority Business Faculty At U.S. Business Schools	294	1,299
Minority Doctoral Students At U.S. Business Schools	<175	309

*** The year that The PhD Project was initiated.**

Our Approach



This approach has led to a 338% increase in minority faculty in 21 years!

The PhD Project *Funding Provided By:*

- *KPMG Foundation*
- *Graduate Management Admission Council*
- *AICPA Foundation*
- *Citi Foundation*
- *AACSB International*
- *DiversityInc*
- *Dixon Hughes Goodman LLP*
- *Rockwell Collins*
- *Wal-Mart Stores*
- *John Deere Foundation*
- *American Marketing Association*
- *CIGNA*
- *ADP*
- *Lincoln Financial Group*
- *Edison International (on behalf of the California State University System)*
- *American Accounting Association*
- *Aerotek & TEKsystems (operating companies of Allegis Group)*
- *The Hershey Company*
- *Academy of Management*
- *NASBA*

*Each of these Sponsors provides a minimum of \$25,000 per year.
And, over 300 Universities provide additional financial support in excess of \$700,000.*

**Founders*

The PhD Project is creating role models and mentors to improve student success and develop the next generation of minority business leaders.



NASBA Annual Meeting - Dana Point, CA
October 26, 2015

Progress on Diversity

TYRONE E. DICKERSON, CPA
CHAIR, NASBA DIVERSITY COMMITTEE



Progress on Diversity

Diversity Committee Charge

“Develop a diversity program that ensures the NASBA culture is open and inclusive of women and minorities, and provides opportunities for service and leadership.”

Progress on Diversity Initiatives

- Bi-annual diversity survey of the Boards of Accountancy
- Keep diversity & inclusion as a top-of-mind issue for NASBA leadership and committees
- Leverage media opportunities to reinforce the diversity message
- Utilize NSABA staff contact with the Boards to communicate the value of diversity among the Boards
- Evaluate opportunities to promote diversity among regulators through digital media
- Engage ethnic and women's professional groups to promote board service
- Use opportunities at NASBA meetings to promote diversity to NASBA membership

Progress on Diversity Activities

- Breakout sessions at NASBA meetings (ED Conference)
- Leadership attended National Association of Black Accountants (NABA) Annual Conference in June
- Meeting with The PH.D. Project leadership
- Bi-annual Diversity Survey completed
- NASBA Annual Meeting panel

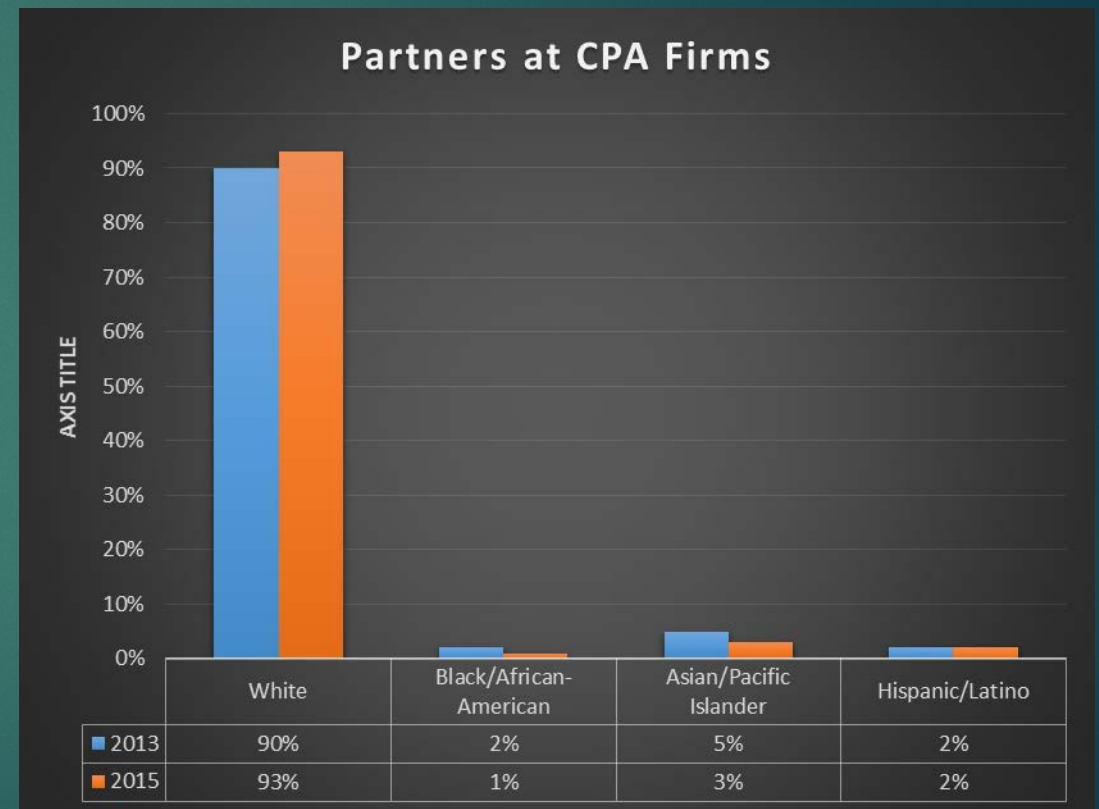
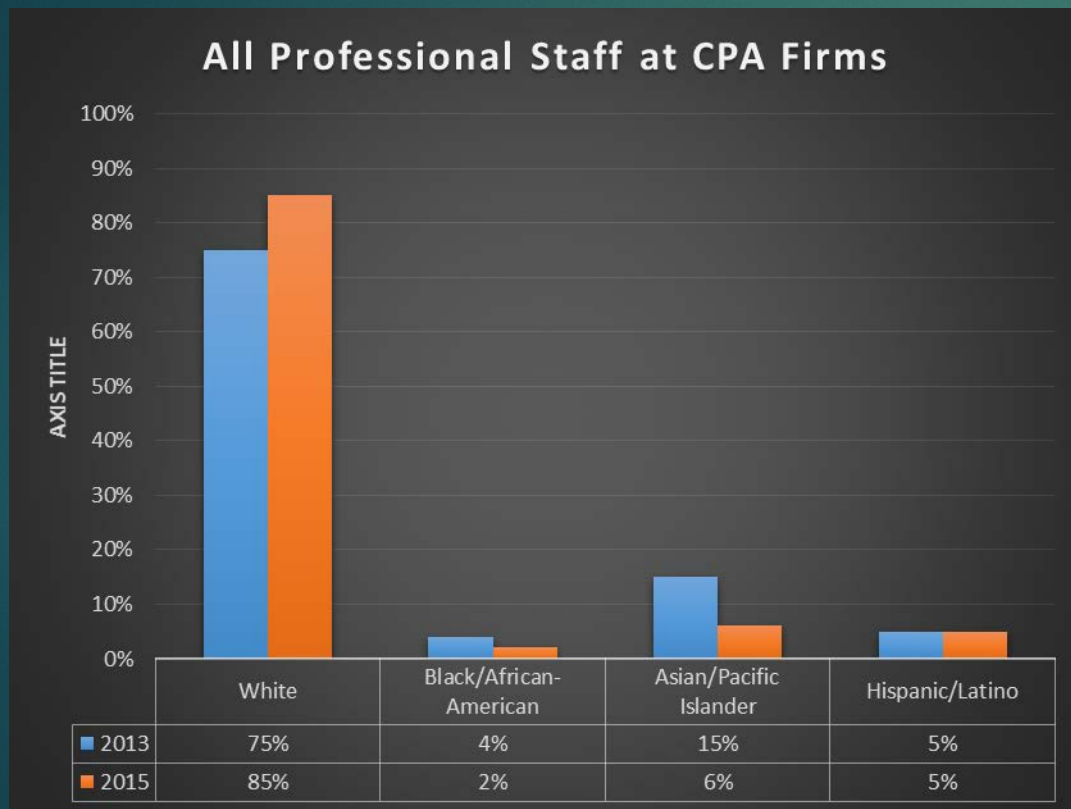
Progress on Diversity

Have things changed?

Progress on Diversity Have things changed? Firms¹

Ethnicity

Professional Staff vs Partners at CPA Firms



1. From the 2015 TRENDS Report, Copyright AICPA

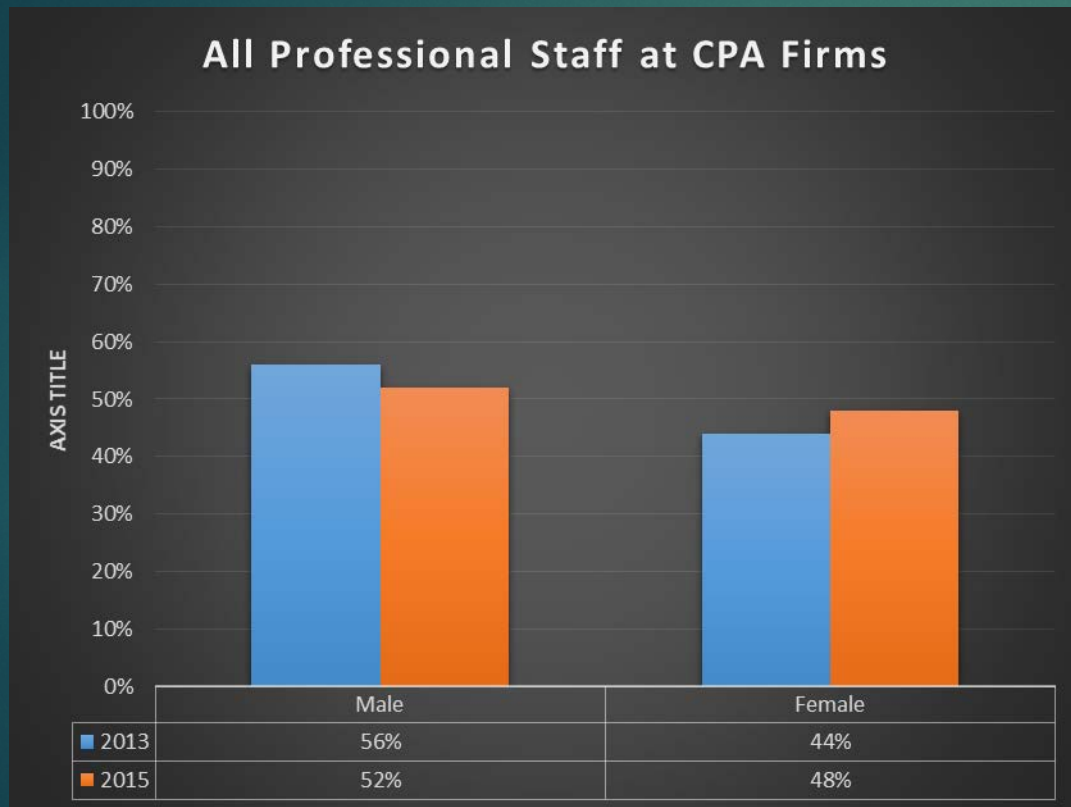
Progress on Diversity

Have things changed?

Firms¹

Gender

Professional Staff vs Partners at CPA Firms

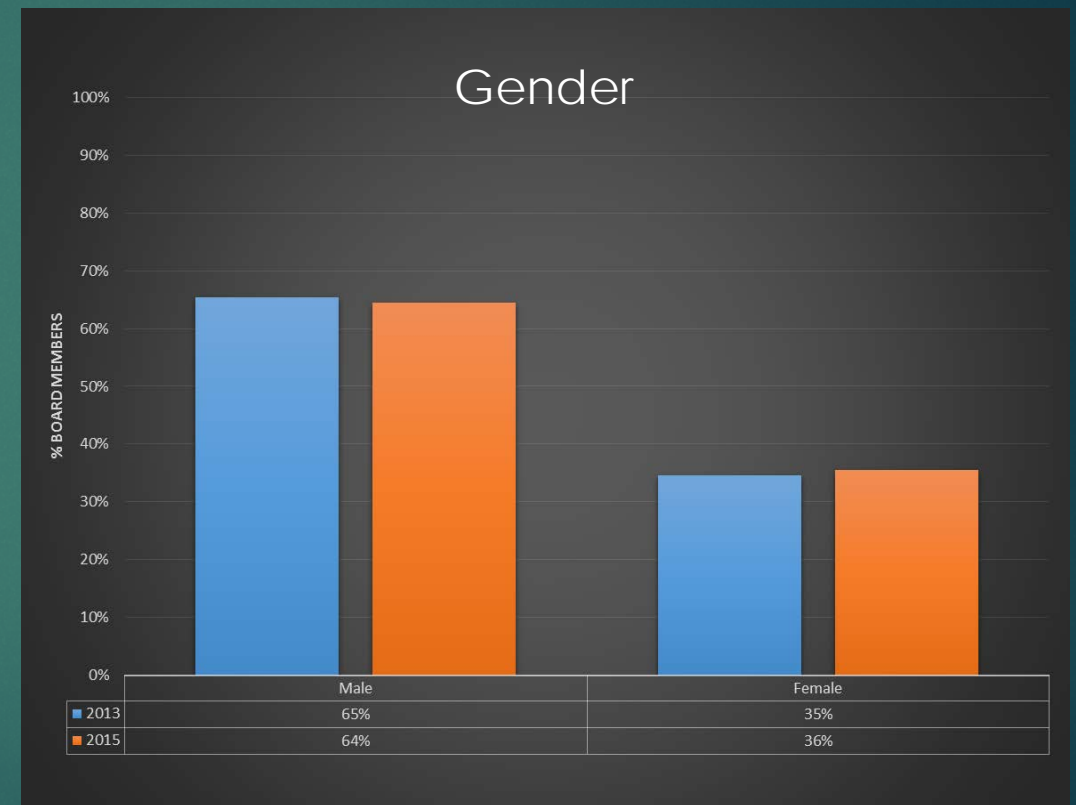
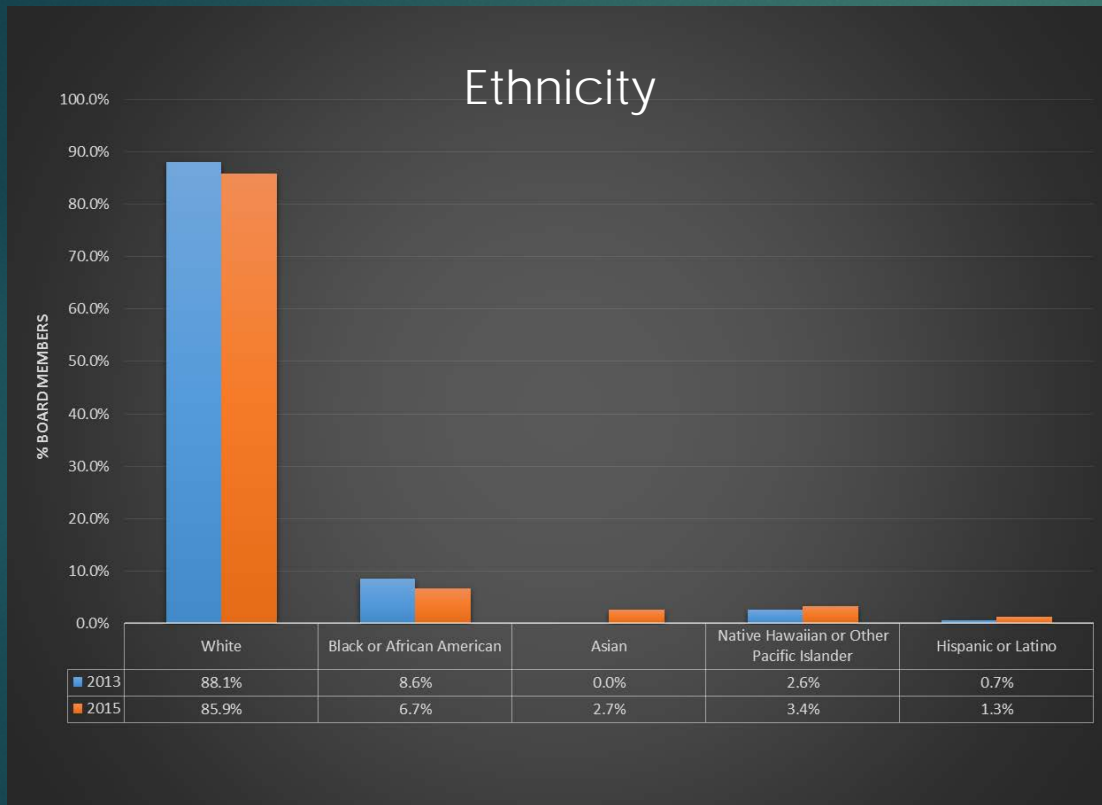


1. From the 2015 TRENDS Report, Copyright AICPA

Progress on Diversity

Have things changed?

Boards of Accountancy



Progress on Diversity

Conclusions & Next Steps

- Slow process – but slow change is still change!
- Must stay focused
- Seek high quality candidates for Board service and leadership at NASBA
- Advocate for diversity and inclusion among the Boards
- Do NOT become complacent

Questions?

Contact

Tyrone E. Dickerson, CPA

Email: t5dcpa@verizon.net