

# VSCPA 2030: Ready for the Future

VSCPA Leaders' Summit | May 8, 2024  
Stephanie Peters, VSCPA President & CEO

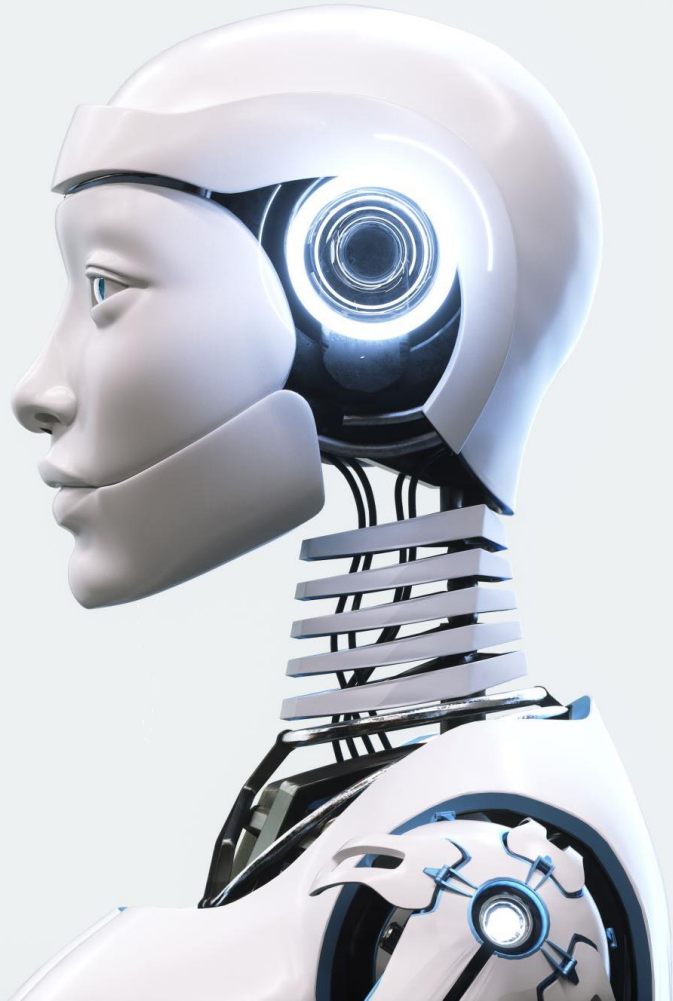




- Legislative Success
- Pipeline Progress
- VSCPA 2030
- Opportunities to Be Involved



# 2024 General Assembly



# Artificial Intelligence

- Several bills dealing with AI, including one to license AI if it is performing functions which normally require licensure
- All bills sent to Joint Commission on Technology and Science (JCOTS) for further study

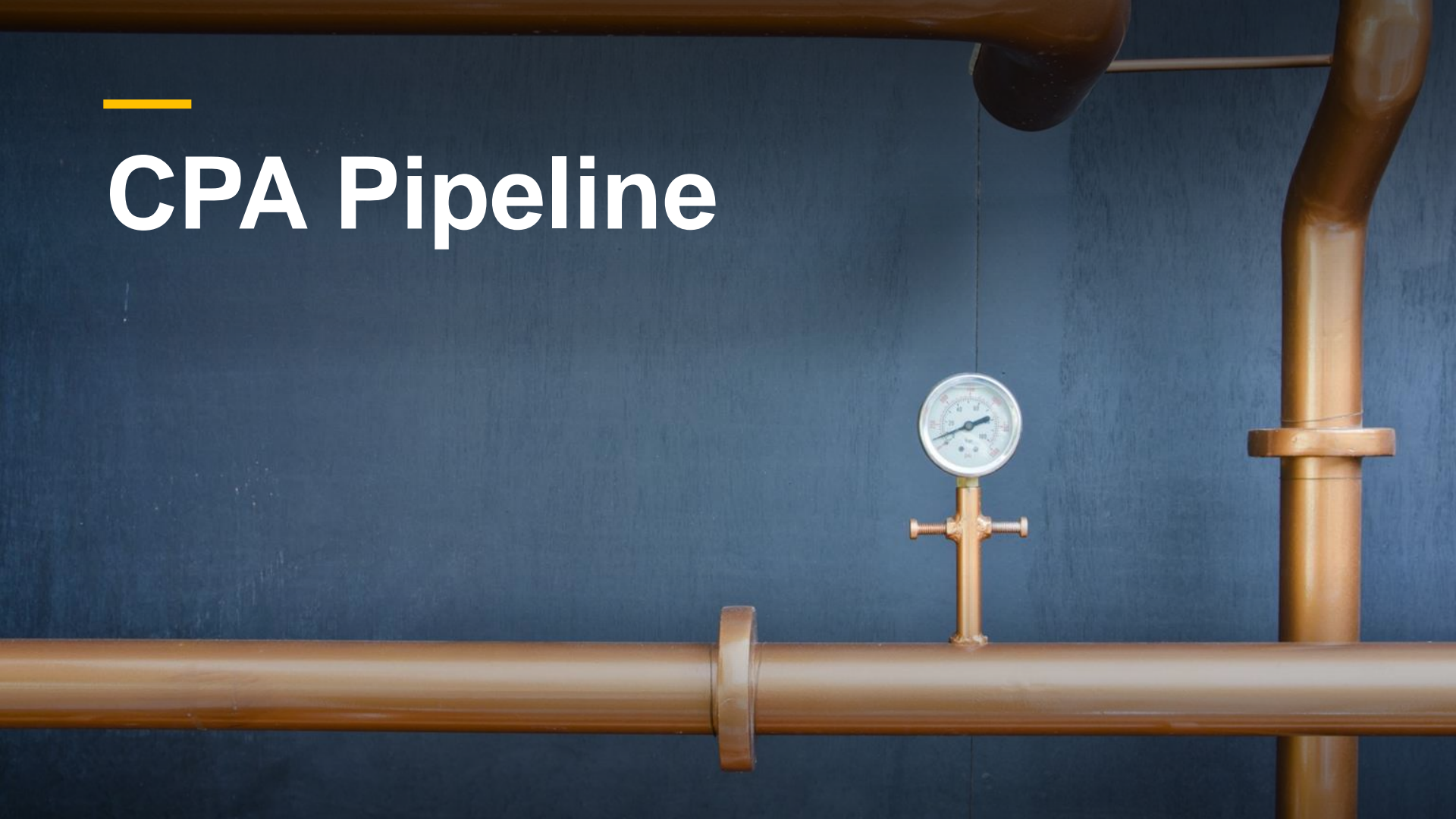


# VSCPA 2024 Legislative Priorities

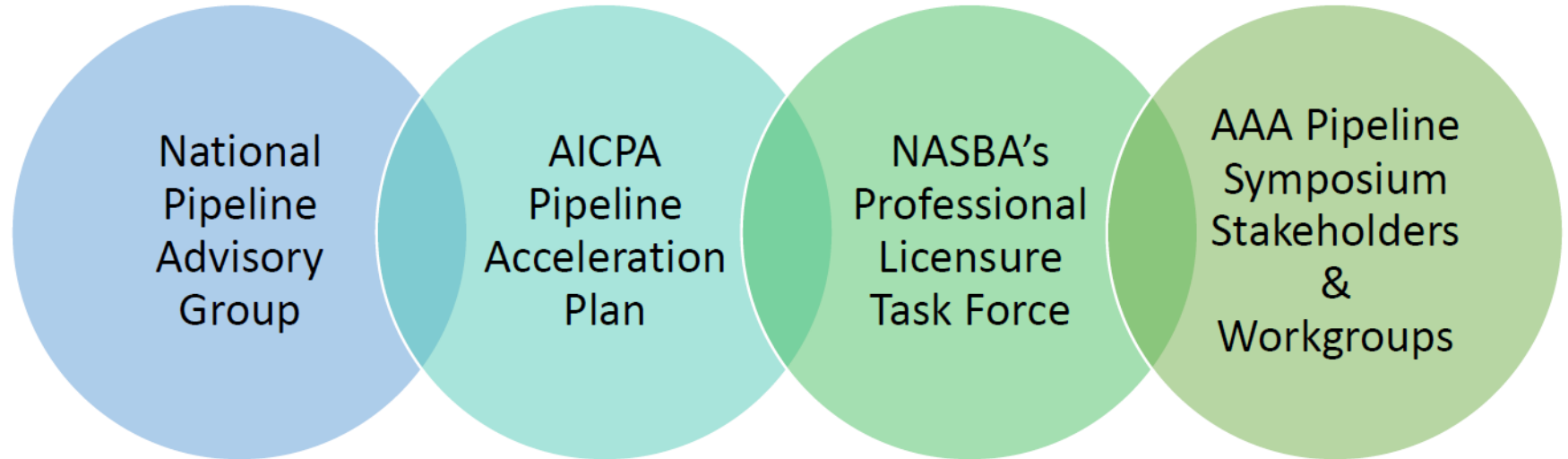
- Technical amendment to rolling conformity
- Minor amendments to Accountancy Act
- Budget bill: \$1 Mil to replace TAX technology
- Monitor
  - Regulatory reform
  - Tax reform
  - HR/business climate
  - Procurement



# CPA Pipeline



# Distinct but complementary pipeline efforts underway





# National Pipeline Advisory Group



# NPAG Membership



**Lexy Kessler**  
Aprio, MD  
NPAG Chair



**Jennifer Wilson**  
Convergence Coaching  
Facilitator



**Sue Coffey**  
Association  
Sponsor



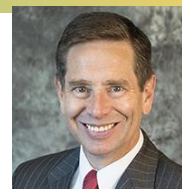
**Okorie Ramsey**  
Chair, AICPA and the  
Association  
Official Observer



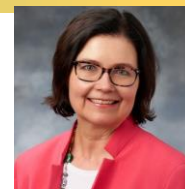
**Allen Lloyd**  
Montana Society of  
CPAs



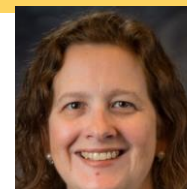
**Angela Ho**  
OceanFirst Bank – NJ



**Dan Dustin**  
NASBA, TN



**Betsy Krisher**  
Maher Duessel, PA



**Emily Walker**  
Virginia Society of  
CPAs



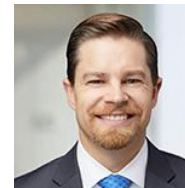
**Jeannine Birmingham**  
Alabama Scty of CPAs



**Jodi Ann Ray**  
Texas Society of CPAs



**Joe Falbo, Jr.**  
Szymkowiak & Associates,  
CPAs – NY



**Jonathan Hauser**  
KPMG – IL



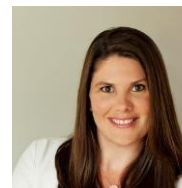
**Kathy Johnson**  
J.S. Held – CA



**Ken Bouyer**  
EY Americas - NJ



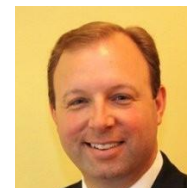
**Kimberly Scott**  
Washington Society  
of CPAS



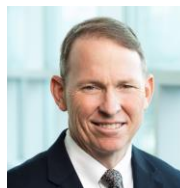
**Lindsay Stevenson**  
BPM - SD



**Lori Kaiser**  
Kaiser Consulting -  
OH



**Marcus Rayner**  
PWC – NJ



**Mark Taylor**  
University of South  
Florida - FL



**Michelle Randall**  
Schoolcraft College- MI



**Rick Reisig**  
Pinion - MT



**Shelly Weir**  
Florida Institute of  
CPAs



**Tom Neill**  
Thomas Neill, CPA -  
WA

# Themes in the data and feedback the National Pipeline Advisory Group has reviewed/collected so far include that we can ...



Tell a more  
compelling story



Address the  
cost and time  
of education



Make the academic  
experience more  
engaging



Provide better  
support to CPA  
exam candidates



Enhance employee  
experience by  
evolving business  
models/cultures



Prioritize strategies  
to expand paths for  
the under-represented  
at every stage

# NASBA PROFESSIONAL LICENSURE TASK FORCE



**Stephanie  
Saunders**



**Bob  
Cedergren**



**Sue Coffey**



**Meghan  
Durst**



**Steve Grice**



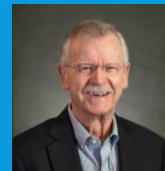
**David Knoble**



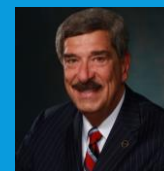
**Niki Neilon**



**Boyd Search**



**Bill Treacy**

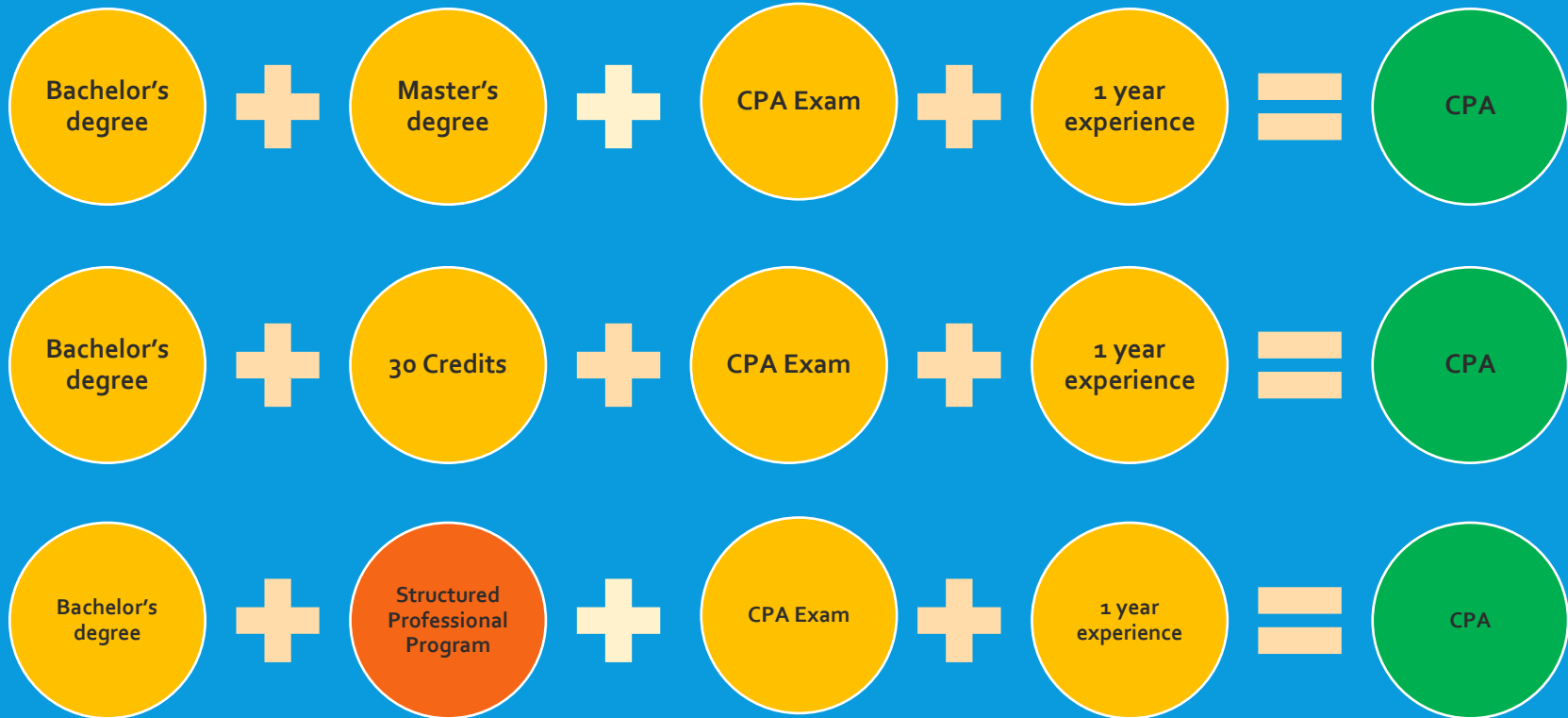


**Ken Bishop**



**Dan Dustin**

# POSSIBLE FUTURE MODEL





# POSSIBLE STRUCTURED PROFESSIONAL PROGRAM (SPP)

- On-the-job training program – experience with structure
- Not affiliated with a college or university program – “off the transcript” and would impact mobility
- Apply to public accounting or B&I and government
- Two-year program
- Would also count toward the 1-year experience requirement
- Experience rubric using the CPA Evolution (Exam) Model Curriculum
- Would be modified to include soft skills
- Include self assessments by candidate and manager assessments
- Platform using CPA Exam registration and ID tracking system
- No cost to firm or individual
- Would need language added to the UAA

# AICPA Draft Pipeline Acceleration Plan



**Experience, Learn & Earn Program**



**Addressing firm culture and business model challenges**



**30-hour communication campaign**



**Extending 18-month exam window**



**Examining Uniform Accountancy Act variances**



**High school and college strategies**



**STEM recognition**



**AICPA Foundation and scholarships**



**Expansion of 529 funds to CPA Exam costs**



**Government audit and finance collaboration**



**Best practices for offshore talent**



**CPA image campaign**

# NASBA



## Experience, Learn and Earn

- 38 students currently enrolled in pilot program
- 250 firms expressed interest
- Online, asynchronous study with early work experience
- Through Tulane University's School of Professional Advancement
- \$150 per credit hour
- 12+ classes so far

Visit [ExperienceLearnEarn.org](https://ExperienceLearnEarn.org)

# Future Accountant Stakeholder Symposium Updates



**REVOLUTIONIZING**  
ACCOUNTING EDUCATION







**THE PROFESSOR WHO  
LOVES HOW HARD  
THEIR CLASS IS**

# AAA Working Groups

- Principles WG: Revitalize accounting principles courses.
- High School WG: Improve awareness of and interest in the accounting profession among high school students.
- Community College WG: Increase awareness of, interest in, and the continued pursuit of the accounting profession amongst Community College students.
- Branding the Profession WG: Cultivate an understanding of accounting as a compelling and dynamic profession.



**REVOLUTIONIZING**  
ACCOUNTING EDUCATION





## Higher Ed Strategies for Boosting Accounting Enrollment

- AICPA survey from 13 universities with strong accounting programs and are experiencing or forecasting growth
- Expanding access to accounting degree programs
- Enhancing student outreach and engagement
- Empowering students by supporting them throughout their academic careers

# CPA Evolution Launched Successfully!!!



## Volumes as of 3-19-24:

### Core Sections

▶ AUD	6,130
▶ FAR	6,884
▶ REG	4,995

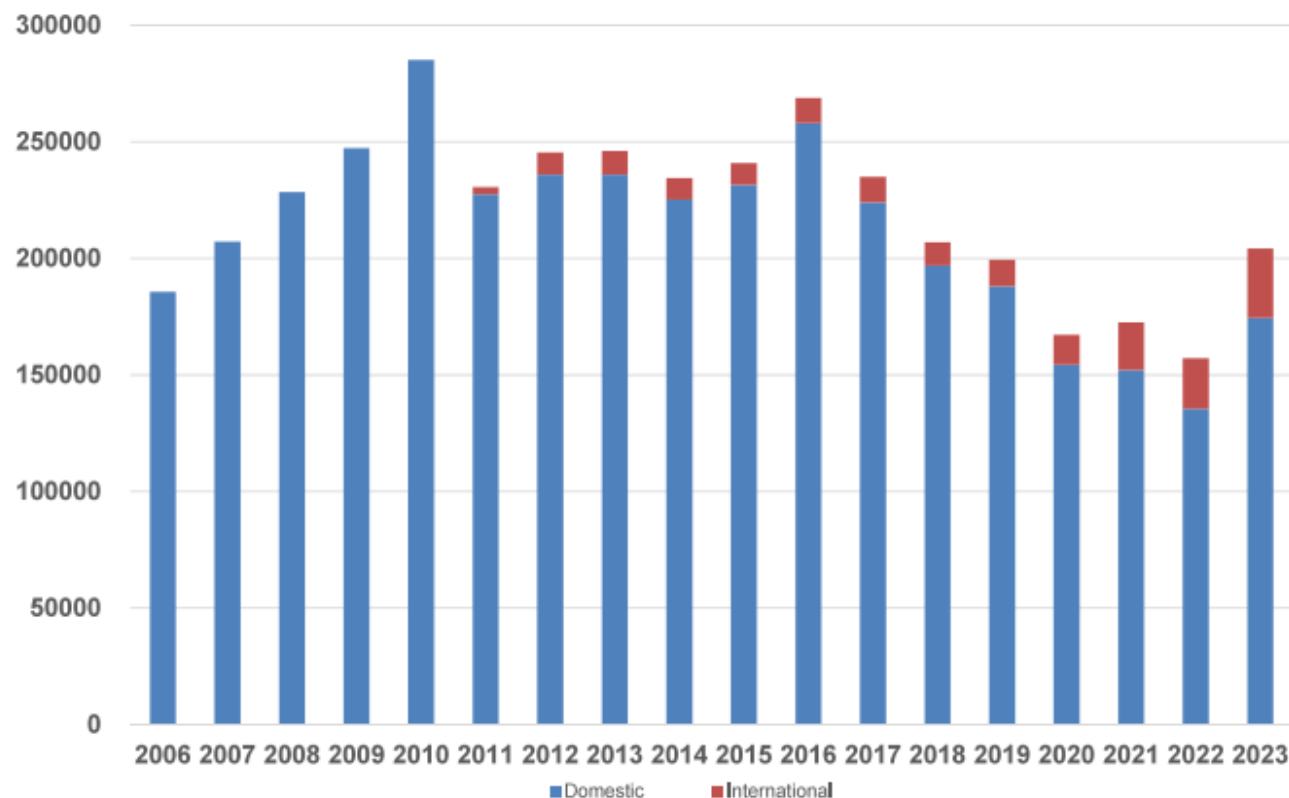
### Discipline Sections

▶ BAR	704
▶ ISC	380
▶ TCP	689

**On target for 2024!**



# Annual Global Volume – Sections Taken



- **International administration of the CPA Exam began 11Q3**
- **Guam Candidates (domestic) largely started testing in South Korea in 20Q4**

# Support CPA Exam candidates



- Encourage the CPA – demonstrate the value to the candidate
- Use a panel of recent Exam passers to advise candidates
- Build study plan around an Exam review course.
  - Sample tests
  - Share the CPA Exam Blueprints
- Know your team's Exam schedule
- Have a champion for the Exam
  - Someone of influence who can encourage policies, ie: time off, study time
  - Resource who knows the Exam requirements
  - Hold advising session for those sitting
  - Create study plan



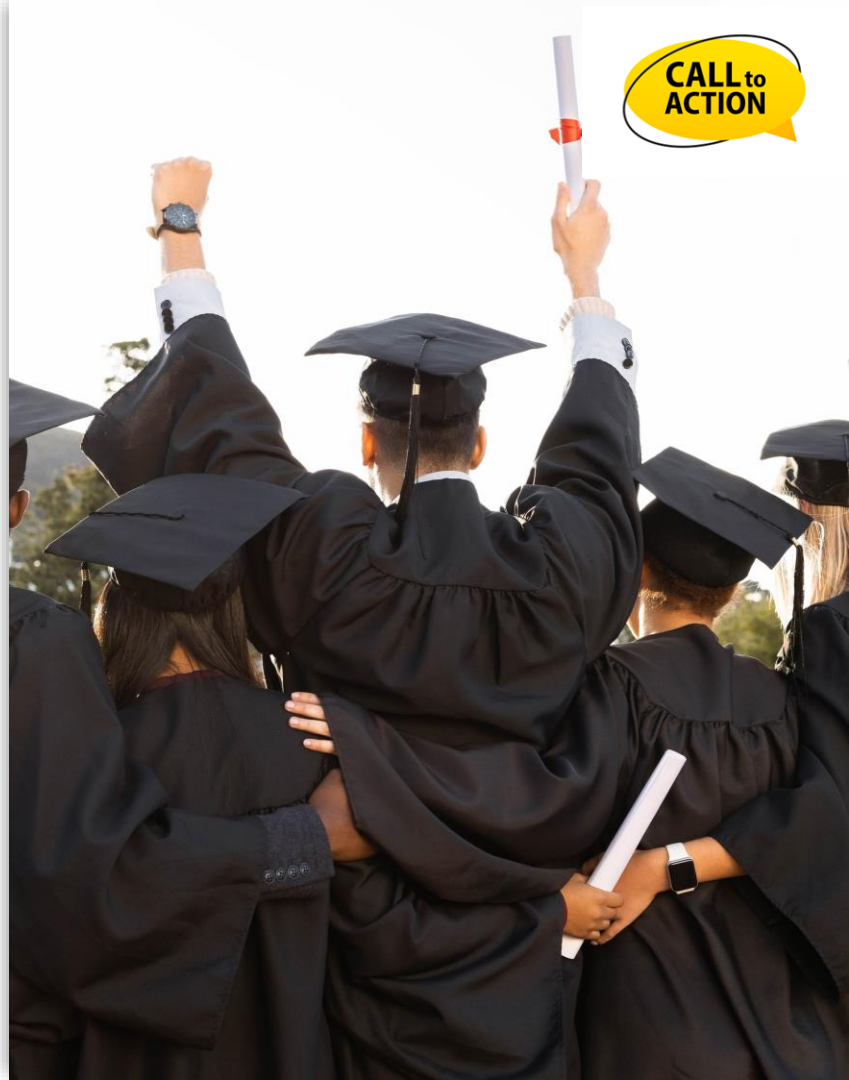
# VSCPA 2030



# VSCPA 2030 Priorities

*Influence people to become and remain CPAs.*

- CPAs in the Classroom
- New Virtual Career Exploration Event for high school students
- Grow Mentoring Program
- New, virtual Workplace of the Future Summit





# National STEM Campaign



Write to your US congressional representative and urge them to co-sponsor bill to establish accounting as a STEM field.

Scan to go to VSCPA Voter Voice page and send your letter.





# VSCPA 2030 Priorities

*Foster connections and prepare the  
CPA of the future.*

- New peer learning events
- New networking events
- Grow volunteers
- In-person CPA Assembly Day
- Free in-person leadership program for young professionals



# VSCPA 2030 Priorities

*Pursue business model innovation to deliver member value.*

- Grow Don Farmer value
- Increase membership via new organizational membership models
- Technology systems transformation and AI



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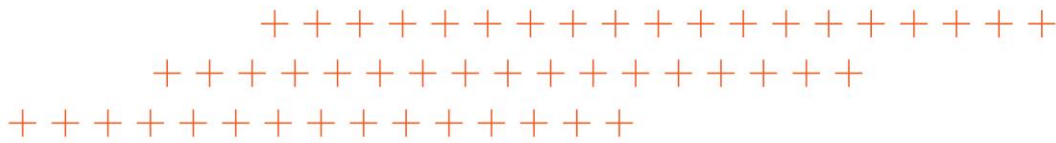


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# VSCPA Strategic Insights

- Strategic planning retreats
- Innovation workshops
- Meeting facilitation
- Data collection and surveys





Thank you!

