

Strategic Initiative #1

How do we recruit and retain CPAs in Public Accounting?

Mission: Staffing is the single greatest challenge facing the profession. Solve the problem by: Increasing the number of accounting majors; increasing the number of accounting majors entering public accounting; increasing the number of students recruited from non-target colleges & universities; and increasing the ability for non-traditional candidates to enter public accounting.

Actions:

- Work with college faculty to increase enrollment in their accounting programs.
- Involve young professionals in events with high school and college students.
- Educate students, business instructors, and guidance counselors about CPA careers.
- Conduct a series of online surveys for professionals.
- Organize and attend fall and spring Career Fairs, publish guide to public accounting firms in MA, and offer networking events for college students

Measurement:

- Increase in accounting majors.
- Increase in number of accounting graduates. Increase in number of high school students touched by outreach efforts.
- Increase in supply of accounting graduates entering public accounting.

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