LETTER FROM THE PRESIDENT

In my fall letter, I announced an initiative to develop the case for designating more accounting departments as professional Schools of Accountancy. With the cooperation of 19 directors/chairs of the 43 current Schools of Accountancy located in the U.S., I have compiled responses to relevant questions, including the following:

1. What are the benefits of having an accounting program designated as a professional School of Accountancy?
2. Are there any disadvantages?
3. What advice would you give an accounting department chair/faculty who wants to try to have their program designated as a School of Accountancy?

Directors/chairs were nearly unanimous in reporting School of Accountancy designation provides a distinctive prestige that carries with it a perception of higher quality. A sample of the replies is shown below:

I do believe there is a certain value in “looking different” than the other guy. School status allows us to emphasize that we are truly a “professional” school serving a “profession.” Thus, we have some higher calling…to serve society in a somewhat different way. With states largely getting out of education (sharply reduced funding over the last decade), many business schools have become more top down and run like a business…with products for sale, to turn a profit or at least remain viable. As a professional school we must serve a society mandate…society needs accountants with skills and integrity. Many benefits are long term….For this to make a difference, faculty must also see themselves as different from FIN and ECON faculty. Unfortunately many do not.

I think that if the accounting program is AACSB accredited, we can see the following benefits more clearly:

a.) It is possible to obtain an executive position as the head of the accounting program. Then schools can hire better managers for their program nationwide. Executive positions also create and establish authority with the accounting program and less under the College that needs to address needs of multiple units.
b.) Fundraising is more effective
c.) Program adjustments are more effective and more in-line with the needs of the accounting community.

Without some degree of autonomy and separate accreditation, the accounting unit is just a plain old Department of Accountancy. Changing from Dept. to school is a political issue. Differentiating one’s accounting program in a business school requires excellence, outstanding performance and a supportive provost. A dean that empathizes with the professional nature of accounting and its unique opportunities is a must.

Perception of a superior program, even to the point of being treated differently within the building also lends legitimacy to having an advisory board, and perhaps lets us “get away with” doing things a little differently.

I think it starts with trying to empower the accounting group leader – whatever that person is called – to be assertive in establishing expectations for students, faculty, and Deans. I also think that Deans need to be educated on what makes accounting programs unique and important within the context of business education and then trying to get similar quality expectations to permeate all programs.

(continued on page 2)
I think we get more recognition from employers by being designated as a School. Within our business school, there is a certain amount of respect attributed to the fact that we are a “School” and not a department. In one sentence, the benefits can be summarized as giving the accounting faculty control – over curriculum, faculty hiring and development, tenure and promotion decisions, fundraising, and allocation of resources.

There are definitely potential benefits from being a school, but they don’t always come about. I think I have a better chance of getting a naming donation in the future because we are a school and not a department. I also think separate accreditation as a school sends a strong reminder to the dean’s office that we are a professional school. Of course, there is some prestige in being a school, but much of that is perceived because we do little to make ourselves different from other departments in meaningful ways.

Fund raising potential and control over curriculum.

Pride/prestige are certainly one of the benefits. This, combined with separate AACSB accreditation, results in us being given relatively more leeway in fundraising (and spending) by most deans of business schools. It separates us from other business school departments in appearance/fact and also identifies us more distinctly to firms/corporations, recruiters, students/parents, donors, and university administration (e.g., Provost, Chancellor, President, Curators, etcetera). These are intangible benefits that result in primarily a slightly higher degree of autonomy and independence in functioning and presentation. Our supplementary fee proposal, directed toward faculty/staff hiring, went through smoothly because of these attributes.

I feel that having the designation as a School of Accountancy automatically sets us apart from the other “departments” in the College. Having the separate AACSB accreditation is also very important and, in my opinion, does even more to set us apart. Some of the benefits include:

1. Recognition as a professional school. Accounting is truly the only program in the college that can be directly associated with a profession. Being a School of Accountancy emphasizes that relationship.
2. Alumni having a stronger connection. I believe that being a professional school allows the alumni to have a stronger bond with us. This increased bond may just be a perception, but I see it in our relationship with our alumni which is stronger than what I see with the other departments.
3. A strong Board of Advisors. Going hand-in-hand with the previous comment, we have the strongest and most active board in the college. We actually had a board before the college had a board.
4. Fundraising is affected. Again, this may be due to the other items listed, but the School does better in fundraising. Also, I believe that the opportunity to “name” a school is better for the departments.
5. It helps in preparing our students for their professional careers. Graduating from a professional school gives them a stronger foundation.
6. I believe that it gives us greater recognition across campus, too. Having that name recognition is a good thing.
7. We also have our graduate program housed in the School. Also, we are the only one to have a separate graduate program which adds to the recognition.

The primary benefits are intangible in nature. In February 2015 we received a $10 million naming gift and became the “[Donor] School of Accountancy.” It is hard for me to imagine us as the “[Donor] Department of Accounting.” The SOA designation carries with it the stature of a separate and distinct professional school, akin to a school of law. In operating terms, however, we are equivalent to the three other departments in the College of Business.

What advice would you give an accounting department chair/faculty who wants to try to have their program designated as a School of Accountancy?

If one can develop identity and autonomy by forming a School of Accountancy, one should. Our students identify with the School of Accountancy. They are proud of the more rigorous admission and graduation requirements. They bond as they work through a rigorous curriculum and the bonds lead to a strong and supportive alumni network. While we might
be able to develop this identity without the autonomy over curricula, admissions and degree requirements, that autonomy is a primary driver of the identity.

Some say that forming a School makes finding a donor to name the School easier. I don’t agree. If a donor is identified, it would be an opportunity to work with the donor to make the formation of the school (with appropriate autonomy) a condition of receiving the gift. In my opinion, it may be worth waiting to find the right donor before naming a school.

The advice another has already offered (about forming an advisory board to evaluate the costs/benefits) is good. It would be wise to engage as many stakeholders as possible in the decision and the process of creating governance documents to provide autonomy. If external stakeholders are involved, the university would be more likely to allow the creation of the school. Accounting alumni who serve on the Dean’s advisory board or the board of trustees for the university may be a good source of support.

Sharon Lassar (University of Denver) also commented:

See “Schools of Accountancy: Anatomy of a Movement,” by Doyle Williams in *Issues in Accounting Education* (1984), 13-34. According to Williams, the movement was propelled by various players, one of which was the AICPA. In 1977, the AICPA issued a final report setting forth a series of standards for professional accounting education and suggested schools have the authority to administer all aspects of the program and its faculty including budget, admissions, curriculum, graduation requirements and faculty hiring and tenure decisions.

In summary, based on the responses, I believe it is fair to say current directors of schools of accountancy are very positive about the benefits of professional school status. It is also fair to say there is a lot of variety about what it means to have a professional School of Accountancy—that is, whether school designation is simply a branding upgrade from a department or whether there are substantive governance differences, including greater control or autonomy over curriculum, admissions and retention standards, faculty recruitment and retention, financial development, etc.

Tonya Kay Flesher (University of Mississippi) has organized a panel discussion of Professional Schools of Accountancy for this year’s American Accounting Association Annual Meeting in New York City. Panelists include Tonya, Sharon Lassar, Robert Ricketts (Texas Tech), and myself. The panel is scheduled for Tuesday, August 9th, 10:15-11:45am. If you are interested in supporting the School of Accountancy movement, I encourage you to attend and participate in this important discussion.

Before closing this letter, I want to thank several individuals who have greatly contributed their time and effort to the work of the FSA this year: (1) Vice-President and President-Elect Rebecca Shortridge (Northern Illinois University) and FSA Board member Janet Butchko and Kathy Shoztic (both of Deloitte) for their work on the annual Deloitte Foundation/FSA Faculty Consortium at Deloitte University, near Dallas, Texas, May 20-21; (2) FSA Board member Michael Akers (Marquette University) for his work on the annual APLG/FSA meeting held in Savannah, Georgia in February of this year; (3) Fred Mittelstaedt (Notre Dame University) for chairing our Education Regulation Committee and for drafting a response letter to proposed changes in the Uniform CPA Examination; and (4) Megan Tarasi, our administrator-extraordinaire, who keeps the wheels of the FSA turning. A heart-felt thank you to each of you.

Best wishes for a productive and enjoyable summer.
Nominations for FSA Elections 2016—2017

The FSA officer and board member elections will take place in July 2016 prior to the AAA Annual Meeting. Officers and Board of Directors are elected by majority vote using electronic voting. The FSA Nominations Committee has nominated the following individuals for the respective office or director position.

Parveen Gupta, Lehigh University – Vice President and President-Elect
Sean Robb, University of Central Florida - Treasurer
Jon Davis, University of Illinois at Urbana-Champaign – Board Member, Member Schools
Jennifer Mueller-Phillips, Auburn University – Board Member, Member Schools

Officers and Board of Directors shall be elected by a majority vote of the members voting electronically prior to the AAA annual meeting.

We greatly appreciate the service of all FSA Officers and Board members. The following members will continue their term of service through 2016 – 2017.

Michael Roberts, University of Colorado at Denver – Immediate Past President Rebecca Shortridge, Northern Illinois University – President
Michael Akers, Marquette University – Secretary
Craig White, University of New Mexico – Board Member, Member Schools
Tim Pearson, Georgia Southern University – Board Member, Member Schools
Janet Butchko, Deloitte – Board Member, Supporting Associate
Holly Thomas, KPMG – Board Member, Supporting Associate
Maria Baltar, AACSB – Board Member, Nonprofit Associate
The 2016 FSA Joseph A. Silvoso Faculty Merit Award recipient, Fred Mittelstaedt, was recently recognized at the 2016 APLG/FSA Joint Seminar. The Silvoso Faculty Award is intended to recognize and reward an outstanding faculty member teaching at an FSA member school. Criteria used for selecting the Faculty Award recipient include curriculum or program development, participation in student activities, service to the school, participation in professional activities and external relations related to post-baccalaureate accounting education and leadership. Fred Mittelstaedt holds a PhD in Accountancy from the University of Illinois and BS and MS degrees in Accounting from Illinois State University. Fred has been on the University of Notre Dame Department of Accountancy faculty since 1992 and has served as the department chairperson since 2007. Prior to joining Notre Dame, he held a faculty appointment at Arizona State University.

Professor Mittelstaedt has taught financial reporting courses to undergraduates, masters in accountability students, MBAs, and Executive MBAs. While at Notre Dame, he has received the Kaneb Undergraduate Teaching Award and the Arnie Ludwig Executive MBA Outstanding Teacher Award. He is a coauthor on *Financial Reporting & Analysis (6th Edition)*, a textbook used in graduate and undergraduate courses at numerous universities.

His research focuses on financial reporting and retirement benefit issues and has been published in the *Journal of Accounting and Economics*, *The Accounting Review*, *Review of Accounting Studies*, and several other accounting and finance journals. He is a reviewer for numerous academic journals, and he has served on the Editorial Advisory and Review Board for *The Accounting Review*. In addition, he has testified on retiree health benefit issues before the U.S. House of Representatives Committee on Education and the Workforce.

Professor Mittelstaedt is a past president of the Federation of Schools of Accountancy and currently serves on the AACSB Accounting Accreditation Committee. He is a member of the American Accounting Association and the American Institute of Certified Public Accountants. Prior to joining academia, he was an auditor with Price Waterhouse & Co. and received an Elijah Watt Sells Award for exceptional performance on the Uniform CPA Exam.
2016 FSA Practitioner Service Award

The FSA Practitioner Service Award honors a member of the practicing profession for distinguished service and contributions to the improvement of accounting education and relation with accounting educators. This year’s award recipient, Steve Matzke, is a diligent steward of the accounting profession and a strong advocate for graduate accounting education.

Steve Matzke is currently the Director of Faculty & University Initiatives at the American Institute of CPAs. Steve joined the AICPA in 2008 and oversees the Academics Area, Ph.D. initiatives and is the staff liaison for AICPA’s Pre-certification Education Executive Committee. He served as the AICPA’s staff liaison for the Pathway’s Commission and as the AICPA’s Observer of the International Accounting Education Standards Board. Prior to joining the AICPA, Steve spent eight years as Operations Manager of the Master of Science in Accountancy Program at the University of Notre Dame. He received his MBA from Indiana University and has undergraduate degrees from Purdue University and Indiana University. Steve was presented the FSA Practitioner Award during the recent APLG/FSA Joint Annual Seminar held in Savannah, GA this February.

Next Version CPA Exam to Launch April 2017

To continue meeting the needs of an ever-evolving profession, the AICPA announced on April 4, 2016 its plan to launch the next version of the Uniform CPA Examination on April 1, 2017. The next Exam includes the most substantive changes in more than a decade, sustaining the Exam’s rigor and alignment with professional practice.

Complete details about the design and administration of the next Exam, the valuable stakeholder support and insight used in its development, and the reasoning behind the changes, are included in the AICPA’s final report available on the AICPA website. A brief video highlighting some of the major changes is also available, which we encourage you to share with colleagues and students.
FSA Member Seal

Did you know that as an FSA member organization you can post the official FSA seal on your school website? The FSA seal represents your organization’s commitment to excellence in graduate accounting education. FSA members, affiliates, and associates participate directly in the effort to continue the development of high quality, professional accounting programs. Together, we help to ensure a future of well-educated professional accountants.

If you are interested in posting the FSA seal to your website, please contact Megan Tarasi at fsaadmin@aicpa.org with the name of your school and the web address where you intend to upload the seal.

Beta Alpha Psi Approaches 100 Years of Service to Students in Financial Information Fields

In addition to widely recognized advantages stemming from Beta Alpha Psi [BAP] chapters, there are numerous other reasons to have a chapter on your campus:

- Networking opportunities with peers in other programs within your region and throughout the nation through involvement at BAP regional meetings and the BAP annual convention
- Sponsored competitions by presenting at these regional/national meetings on an ever-changing set of Best Practices Topics
- Structured leadership training for members within local chapters
- Recognized benefits in the accreditation process
- Outreach to students in the Accounting, Finance and Information Systems curricula within your school
- Many BAP chapters sponsor outreach efforts to high school students as well as students in fields outside Business promoting interest levels in financial information fields
- Hosting members of financial information professions at regular meetings on campus to promote student awareness of such career opportunities
- Community service programs conducted by local chapters
- Regular meetings occasionally focus on the role of ethics within the relevant professions
- Student members develop skills outside their classroom experiences that can improve the students’ marketability in their careers

(continued on page 8)
AICPA Pipeline Update

The AICPA continues to be laser-focused on the CPA pipeline. By implementing a two-pronged strategy of continuous engagement and fostering a pro-CPA culture in the classroom and on campus, the Institute establishes touch points along the pipeline and provides a figurative arm around students’ shoulders that promotes the way to CPA.

The first engagement begins in high school and continues through until the student becomes a CPA. Resources and tools on StartHereGoPlaces.com and ThisWayToCPA.com make interactions not only informative, but fun and dynamic.

“Each touch point has been carefully coordinated to ensure students have regular and consistent interaction as they move from accounting interest, to majoring and then to exam candidate,” said Joanne Fiore, vice-president – Professional Media, Pathways and Inclusion for the AICPA.

The AICPA’s approach to fill the pipeline is flexible and allows for fine tuning along the way. They are also measuring effectiveness and iterating to ensure expected outcomes are achieved.

Below is an update on the AICPA’s key initiatives to address the pipeline:

State Society Pilot: The AICPA and seven state CPA societies (CT, KY, LA, NC, NM, SC, and TN) have launched a collaborative student pipeline pilot program to build a shared student recruitment and membership experience for college students. The program includes joint student membership recruitment between the AICPA and involved states; co-branded recruitment, material development and distribution; and leveraging student ambassadors on campus to perform the outreach needed to effectively recruit joint members. Students join the AICPA and their state society at the same time and receive the support of both on their journey to CPA licensure. Over 500 new joint student members have been recruited at this early stage of the program.

Scholarships: Recognizing the growing number of future CPAs who start out in community college, the AICPA is stepping up its community college programs by increasing scholarships and developing other resources to help bridge the gap for students transferring from two-year to four-year programs. This year, the scholarships program set a record for number of completed applications.

High School Honors Course: The presence of an accounting class in high school is a big influencer in whether or not students will study accounting in college. That speaks to the importance of an accounting course in high school.

The Institute is working with its state society partners to significantly increase the reach of the existing Accounting Pilot and Bridge Program in seven states that have had some teacher training and great success thus far, and adding 3 new states where there is great potential for a high school program. The program introduces high school students to both financial and managerial accounting and raises their awareness of accounting as a career option.

Academic in Residence / Campus Champion Program: The AICPA has hired its first-ever permanent Academic in Residence, Yvonne Hinson from Wake Forest University, to launch an academic champion program. The program will identify faculty at select universities to partner with the AICPA to help promote CPA. The AICPA will provide these Academic Champions with resources to assist in creating a “CPA culture.” The program will launch fall semester of 2016.
2016 Deloitte Foundation/Federation of Schools of Accountancy Faculty Consortium

“Big Opportunities, Big Data”

Westlake, Texas — May 20-21, 2016

Agenda

Friday, May 20, 2016

1:00 – 1:50pm Optional tour of Deloitte University
2:00 – 2:10pm Welcome and announcements
2:10 – 3:35pm A View on Analytics: Perspectives from Practice

Presenters: Aaron Werth, Deloitte & Touche LLP (Audit)
Jonetta Love, Deloitte Tax LLP
Mike Seng, Deloitte & Touche LLP (Advisory)

Moderator: Rebecca Shortridge, Northern Illinois University

3:35 – 4:00pm Break
4:00 – 5:30pm Technology Demonstration: Tableau

Speaker: Ryan Cunningham, Tableau

Moderator: Ann Dzuranin, Northern Illinois University

5:30 – 7:00pm Free time or optional tour of Deloitte University
7:00 – 7:30pm Reception
7:30 – 8:45pm Dinner

Saturday, May 21, 2016

6:30 – 8:00am Breakfast
8:00 – 8:10am Welcome and announcements
8:10 – 9:40am Case study example: Audit

Presenter: Johan Perols, University of San Diego

Contributor: Marc Tomlinson, Deloitte & Touche LLP (Audit)

9:40 – 10:00am Break
10:00 – 11:30am Case study example: Tax

Presenter: Neal Snow, Lehigh University

Contributor: Jonetta Love, Deloitte Tax LLP

11:30am – 12:30pm Lunch
12:30 – 2:00pm Case study example: Advisory

Presenter: Ann Dzuranin, Northern Illinois University

Contributor: Mike Seng, Deloitte & Touche LLP (Advisory)

(continued on page 10)
Saturday, May 21, 2016 (continued)

2:00 – 2:45pm Wrap-up Discussion: What Should Students Know?
Panelists:
Aaron Werth, Deloitte & Touche LLP (Audit)
Jonetta Love, Deloitte Tax, LLP
Mike Seng, Deloitte & Touche LLP (Advisory)
Moderator: Robert Ricketts, Texas Tech University

2:45 – 2:55pm Closing remarks and adjournment

Schools of Accountancy listed in the 2014-2015 Hasselback Directory

1. Akron—George W. Daverio School of Accountancy
2. Alabama—Culverhouse School of Accountancy
3. Arizona State
4. Auburn
5. BYU
6. UCF—Kenneth G. Dixon School of Accountancy
7. Central Michigan
8. Central Missouri
9. Denver
10. DePaul
11. Drake
12. Florida—Fisher School of Accounting
13. Florida Atlantic
14. Florida International
15. Georgia—J. M. Tull School of Accounting
16. Georgia Southern
17. Georgia State
18. Golden Gate SoA & Bruce F. Braden School of Taxation
19. Grand Valley State
20. Hawaii
21. Long Island U. Post
22. Louisville
23. Memphis
24. Mississippi—Patterson School of Accountancy
25. Mississippi State—Adkerson School of Accountancy
26. Missouri
27. Missouri State
28. Nebraska
29. Ohio
30. Oklahoma—David C. Steed School of Accounting
31. Oklahoma State
32. Southern California—Leventhal School of Accounting
33. South Carolina
34. South Florida—Pippenger School of Accountancy
35. Southern Illinois
36. Southern Mississippi
37. Syracuse—Lubin School of Accounting
38. Texas Tech
39. Troy
40. Tulsa
41. Utah
42. Utah State
43. Wichita State

International:
1. Universite Laval
2. Chinese U. of Hong Kong
3. Griffith U. Gold Coast
4. Hong Kong Polytechnic
5. LaTrobe
6. Liverpool
7. Massey Manawatu
8. Massey Albany
9. Massey Wellington
10. Queensland U. of Tech
11. RMIT
12. Singapore Mgt U.
13. Tasmania
14. Western Sydney

(continued from page 9)
2016 FSA Student Award Recipients

Michael J. Vaughn  
Arizona State University

David H. DeSanti  
Auburn University

Michelle Hopkins  
Baylor University

Paulina Gudgell  
Boise State University

Rebecca Markham  
Bradley University

Cory Hinds  
Brigham Young University

Kin T. Lay  
California State University, Fullerton

Sara Michelle Rice  
Clemson University

Sarah Goldstein  
Cleveland State University

Valentina Stevanovic  
College of William and Mary

Stuart Alden Beaman  
DePaul University

Anthony J. Clemens  
East Tennessee State University

Anthony Clemens  
East Tennessee State University

Adam Holsing  
Florida State University

Lauren Perlman  
Florida State University

Jeremy Fasci  
George Mason University

Megan Crowley  
Georgia Southern University

Demetrius R. Duncan  
Georgia State University

Maya Erf  
Indiana University

Kyle J. Sweeney  
James Madison University

Amanda Santa  
John Carroll University

Kelly Marie Gawlak  
Kansas State University

Michael Elkik  
Kennesaw State University

Kelley Latshaw  
Kent State University

Christopher Parsons  
Lehigh University

Jonathan West  
Louisiana Tech University

Kirsten Mary Pfund  
Loyola University Chicago

Mark Bielanski  
Marquette University

William Paul Koontz  
Marshall University

Sruthi Ramakrishnan  
Miami University

Mariam Metti  
Michigan State University

Sara Katherine McNair  
Mississippi State University

Timothy Brett Garraway  
Mississippi State University

Krista N. Brooks  
Missouri State University

Stephanie Sessions  
New Mexico State University

Jenny Farmer  
Northern Illinois University

Danielle P. McClellan  
Oklahoma State University

Benjamin Mayer  
Old Dominion University

Viktoriya Demina  
San Diego State University

Olivia E. Grant  
Southern Illinois University Carbondale

Michael L. Scimeca  
St. John’s University

Jerica Trotter  
Stetson University

Alexander F. Garcia  
Texas A&M University

Natalie Troxell  
Texas Tech University

Andrew Ginsburg  
The University at Albany-SUNY

Danielle T. Hickman  
The University of Akron

Louis Williams  
The University of Alabama

Andrew Pisechko  
The University of Arkansas

(continued on page 11)
Rachel Victoria Nieters  
The University of Mississippi

Alexandra Hancock  
The University of Southern Mississippi

Dana M. Parks  
The University of Tennessee

Morris Thien Truong  
The University of Texas at Austin

John Phelan  
The University of Texas at Dallas

Laura Zielinski  
The University of Toledo

Nikki Bene  
Truman State University

Alec Schon  
University at Buffalo

Dara Barker  
University of Alabama at Birmingham

Amy Elizabeth Askren  
University of Central Florida

Matthew J. Steinbrunner  
University of Dayton

Rachel M. Firmin  
University of Denver

Cindy Dosch  
University of Florida

David Liow  
University of Georgia

Yen Dang  
University of Houston-Clear Lake

Nithya Mohan  
University of Illinois at Chicago

Lauryn K. Ragland  
University of Illinois at Urbana-Champaign

Katherine Walters  
University of Iowa

Kimberly CaseyAnn Quick  
University of Kentucky

Shannon Gilmore  
University of Missouri

Rachel Bruch  
University of Nebraska-Lincoln

Debra Alvarez  
University of New Orleans

Lance Kenewell  
University of North Carolina - Charlotte

Luke Anthony Rafter  
University of Notre Dame

Jason Cody Thompson  
University of Oklahoma

Justin Jacques  
University of Rhode Island

David Becker  
University of South Florida

Jade Sheree Simmons  
University of Southern California

Suye Wang  
University of Texas at Arlington

Nguyet Truong  
University of Texas at San Antonio

Brittany Erickson  
University of Utah

Elya Kinsey  
University of Virginia

Heather Victoria Heath  
University of West Georgia

Katrina Nieveen Christenson  
Utah State University

Sarah M. Wunschel  
Virginia Commonwealth University

Caroline Elizabeth Wayco  
Wake Forest University

Brian Austin Firth  
Weber State University

Eric Giddings  
Western Michigan University