



# Bold Approaches to Accounting Diversity

Kecia Williams Smith | Center for Accounting Diversity

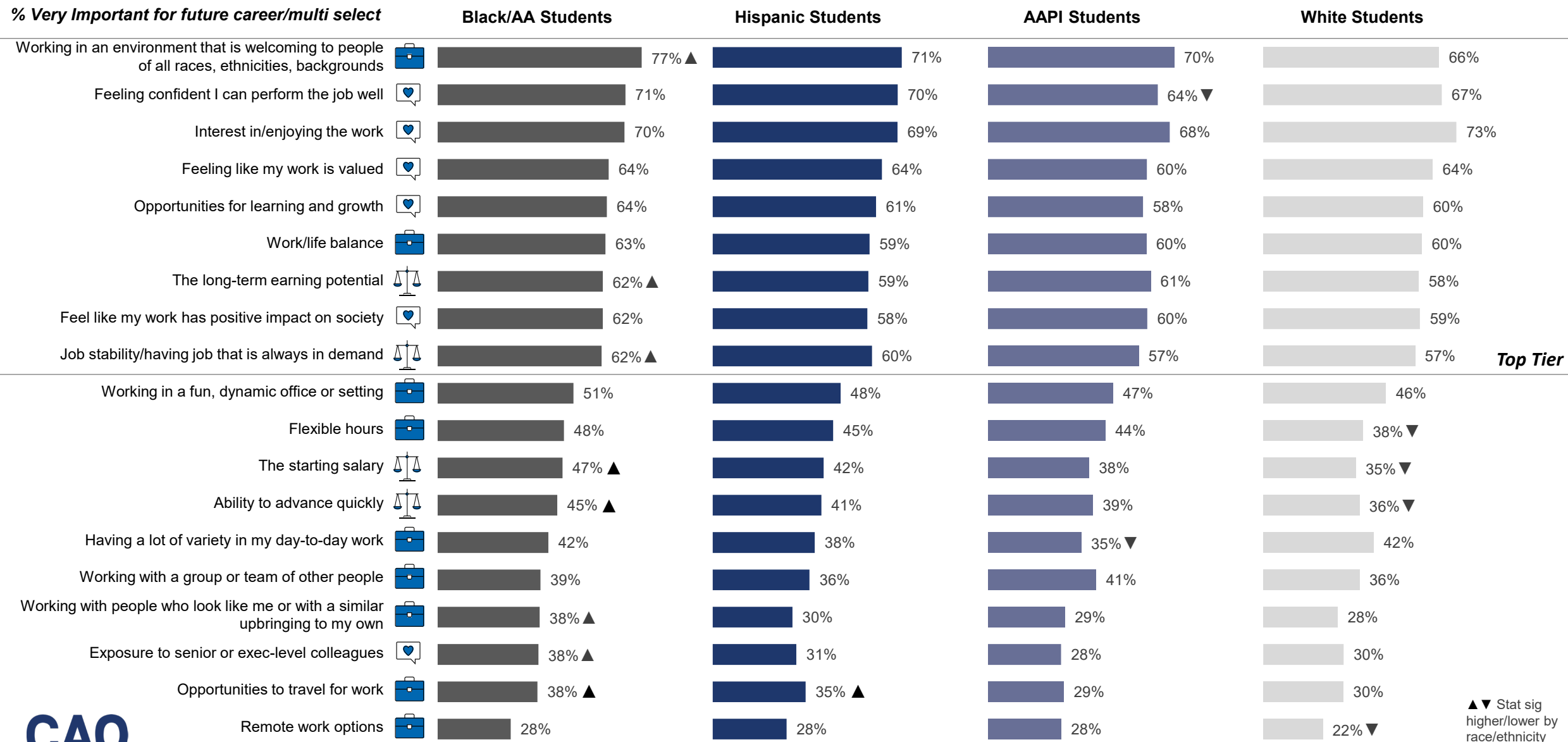
CENTER FOR  
ACCOUNTING  
DIVERSITY

ESTABLISHED AT NORTH CAROLINA  
A&T STATE UNIVERSITY

NCACPA Annual Symposium | November 2022



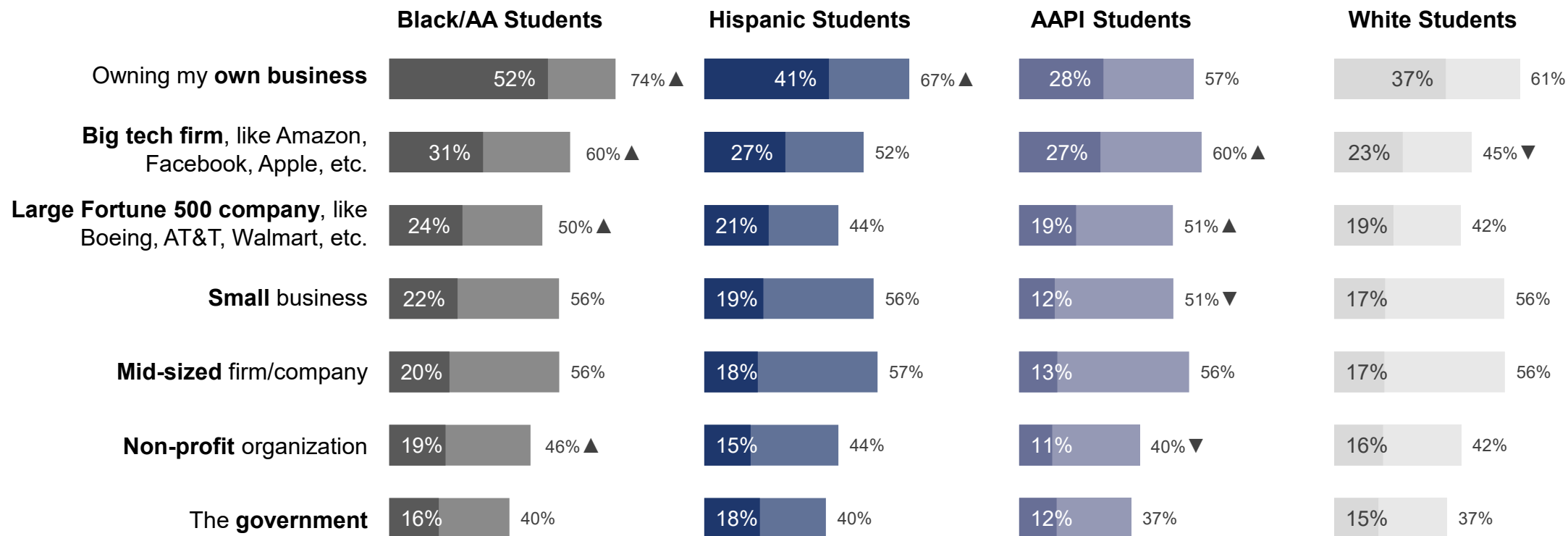
# Top tier career priorities connect to personal fulfillment and growth, versus benefits related to a specific employment opportunity; working in a welcoming, inclusive environment is paramount, especially for Black students



▲ ▼ Stat sig higher/lower by race/ethnicity

Source: Center for Audit Quality, Increasing Diversity in the Accounting Profession Pipeline: Challenges and Opportunities

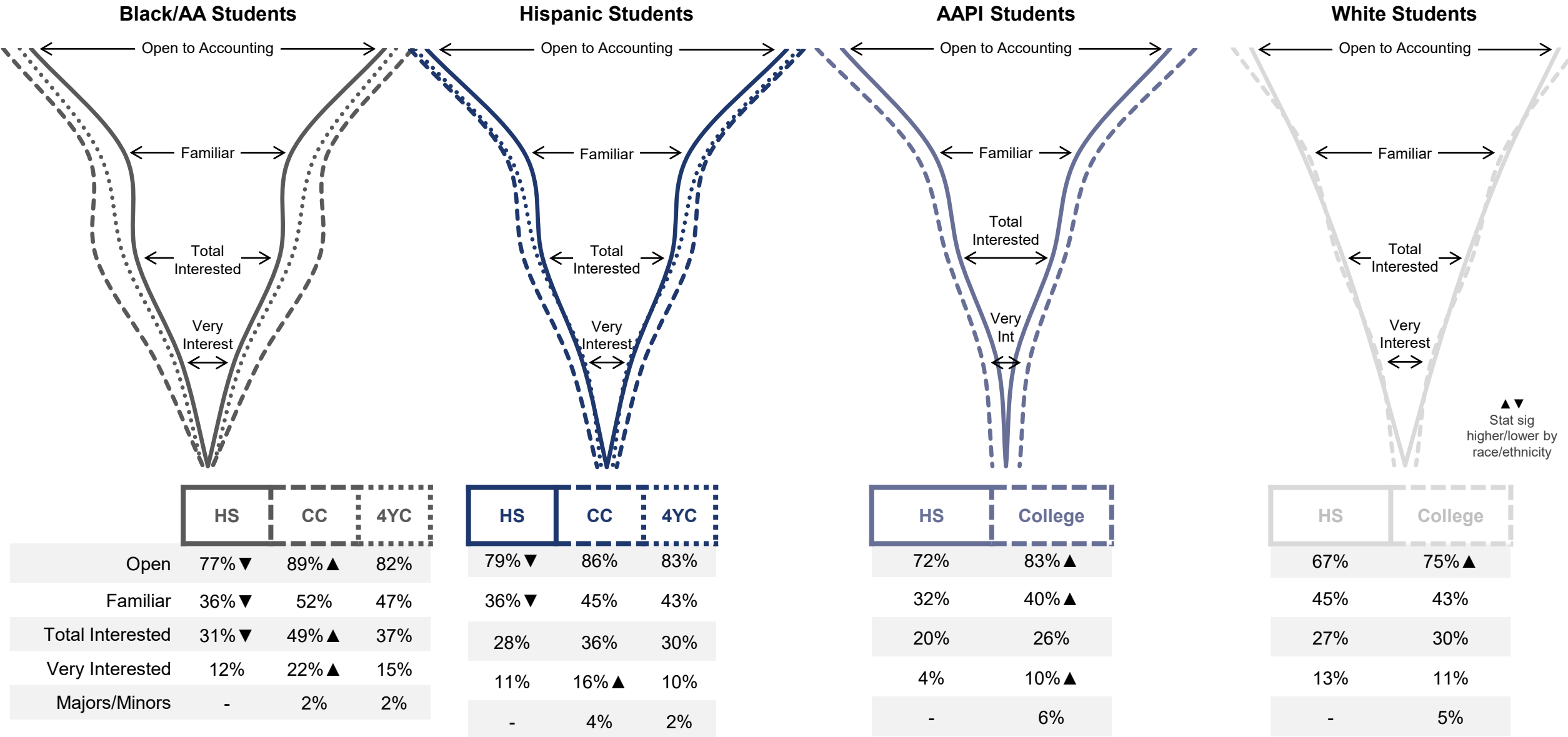
# Owning a business is a top choice for all students, but especially for Black students. Big tech and Fortune 500 are also attractive.



■ % Very interested  
 ■ % Very + somewhat

▲ ▼ Stat sig higher/lower by race/ethnicity

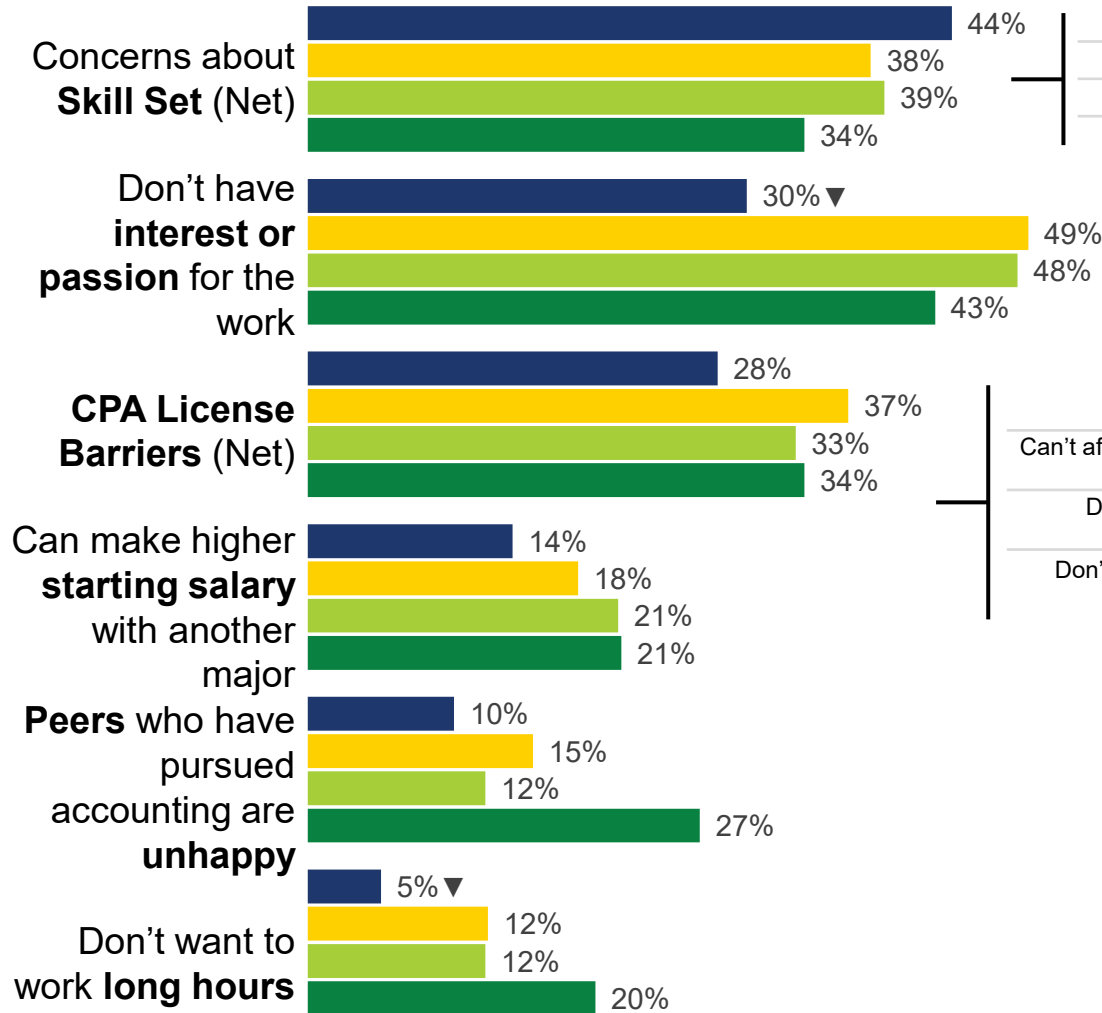
# Engaging Black and Hispanic students – in HS and CC particularly - are opportunities to convert more students into accounting majors



# Opportunity for accounting course content to spark more interest and align with actual skillsets needed in the field (multi select; Base: Business majors/minors who considered accounting and/or took intro courses)

## Reasons College Business Student Do Not Pursuing Accounting Major/Minor

Multi Select



### Breakout of skillset concerns

	Black	Hispanic	AAPI	White
Courses too difficult	25%	15%	12%	20%
Not good at math	20%	20%	24%	18%
Don't have skillset	13%	18%	6%	13%

### Breakout of CPA licensure concerns

	Black	Hispanic	AAPI	White
Can't afford add'l credit hours for CPA license	17%	11%	18%	13%
Don't want add'l education needed for CPA license	12%	14%	18%	18%
Don't want to take CPA exam	7% ▼	22%	15%	16%



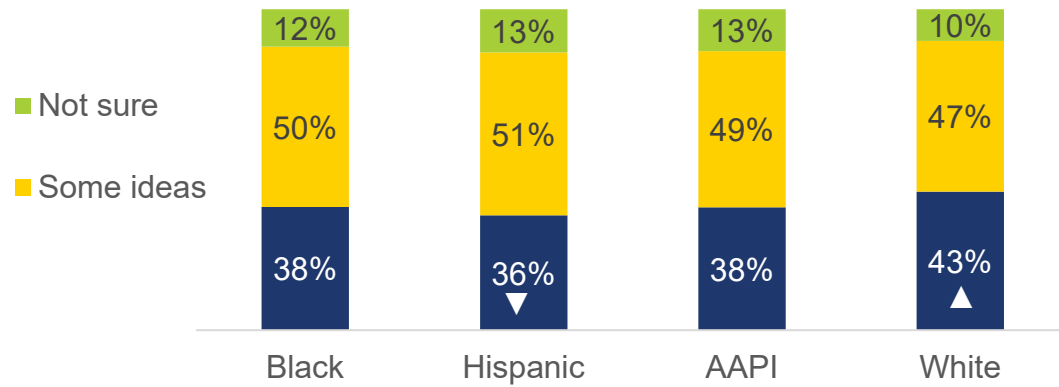
▲▼ Stat sig higher/lower by race/ethnicity

■ Black n=100 ■ Hispanic n=65 ■ AAPI n=33 ■ White n=56

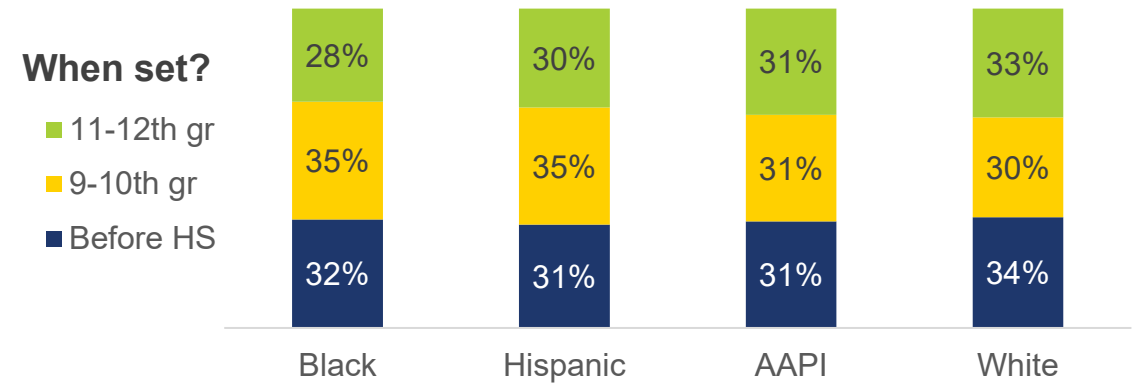
Source: Center for Audit Quality, Increasing Diversity in the Accounting Profession Pipeline: Challenges and Opportunities

# High School Journey: Most have at least some idea of what they want to study in college, and interests solidify as students progress in high school; those with a STEM focus are deciding earlier than those with a business focus

## Pluralities of HS students have “some idea” of what they want to study



## HS Students with a set major made decisions similar points in time

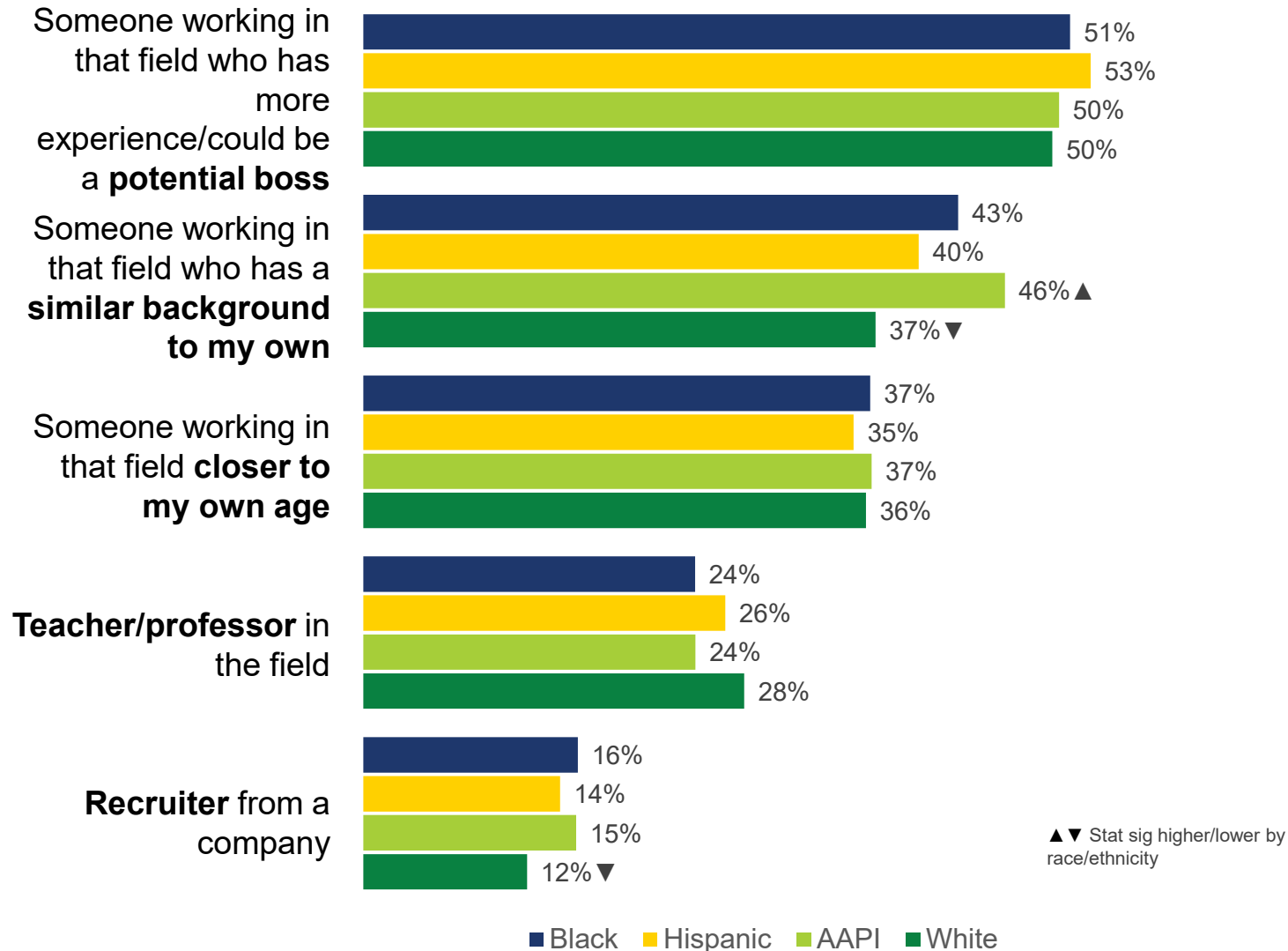


White students are the most likely to be set on a major; Hispanic students the least likely

Students with an interest in STEM (nonwhite and white) are more set on a major (44%, 52%) and deciding earlier than business focused students

Students want to hear from professionals working in the field—whether a potential boss, people with backgrounds similar to theirs, and/or someone their own age.

### Who Students Most Want to Hear from for Information on Careers





# CAO

[www.thecaq.org](http://www.thecaq.org)

Download the full report at [thecaq.org/ba-research](http://thecaq.org/ba-research)

COLLABORATIVE



EVIDENCE-BASED



INNOVATIVE



# APPROACH

USER CENTERED



EXPERIMENTAL



# CENTER FOR ACCOUNTING DIVERSITY OVERVIEW



NCACPA Board Meeting  
March 17, 2022

The logo for the Center for Accounting Diversity is a dark blue square with a yellow border. Inside the square, the text 'CENTER FOR ACCOUNTING DIVERSITY' is written in white, bold, uppercase letters. Below this, in smaller white uppercase letters, it says 'ESTABLISHED AT NORTH CAROLINA A&T STATE UNIVERSITY'.

**CENTER FOR  
ACCOUNTING  
DIVERSITY**

ESTABLISHED AT NORTH CAROLINA  
A&T STATE UNIVERSITY

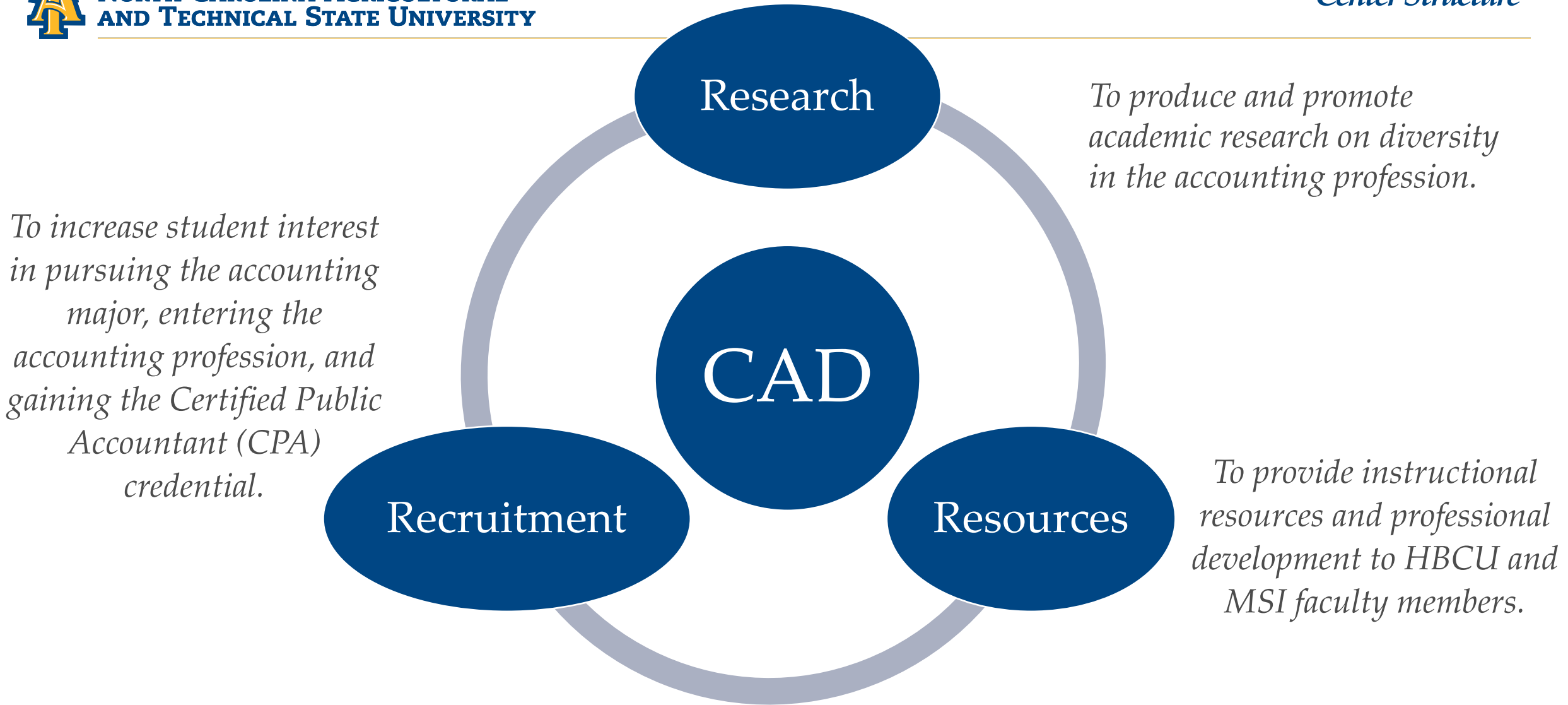
The *Center for Accounting Diversity* is dedicated to increasing diversity in the accounting profession by:

- Addressing **systemic and institutional barriers** hindering the success of diverse accounting students and professionals.
- Developing a **pipeline of diverse accounting students** incorporating K-12 and post-secondary populations.
- Constructing **support systems** for students, professionals, and academics to facilitate inclusion in the accounting profession.
- Increasing the **population of diverse Certified Public Accountants (CPAs)**.



**NORTH CAROLINA AGRICULTURAL  
AND TECHNICAL STATE UNIVERSITY**

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**Recruitment**

**INCREASED ADVOCACY & AWARENESS**

**PURPOSE OF STRATEGY:**

Utilizing broad-based information sources, provide timely updates and resources on important issues and advocate on behalf of the accounting profession and the association.

Focus on and advocate for existing and emerging issues specific to the profession that may impact individuals and/or firms/industries

**HIGHLY VALUED PROFESSIONAL DEVELOPMENT**

**PURPOSE OF STRATEGY:**

Meet the current and emerging personal and professional development needs of the accounting community.

Analyze the marketplace for existing and emerging PD needs and opportunities

Develop market-leading products and experiences to meet current and emerging needs

Identify efficient mechanisms to deliver products and experiences through leading techniques and technology



**Resources**



**DIVERSITY,  
EQUITY,  
&  
INCLUSION**

**ENHANCED ENGAGEMENT**

**PURPOSE OF STRATEGY:**

Offer a variety of engagement experiences for the accounting profession.

Identify existing and emerging types of professionals and provide meaningful resources to support them in their journey from students throughout their career

Discover new means of intentionally engaging with diverse individuals and networks with limited prior exposure to the association

Develop personally valued opportunities to engage with other professionals, the community, and other organizations

Purposeful consideration and integration of diversity in all programs, activities, and operations of the association and Foundation

**GOVERNANCE & OPERATIONAL EFFECTIVENESS**

**PURPOSE OF STRATEGY:**

Effective governance and operational effectiveness to support all association initiatives.

Implement efforts to continually enhance governance

Utilize a robust data collection and analysis system to inform and support initiatives and communications programs

Identify and implement financial sustainability opportunities



**Research**



Recruitment

*Two Year Bridge  
Symposium*

*HBCU Graduate  
Accounting Fellowship*



**HBCU Graduate Accounting  
Fellowship Program**

The HBCU Graduate Accounting Fellowship Program provides \$15,000 in tuition assistance and CPA readiness funding for students pursuing graduate education at a participating HBCU accounting program.

Applicant must have:

- undergraduate baccalaureate degree in accounting from an accredited program
- Strong academic track record; minimum of 3.0 GPA (on 4.0 scale)
- Must be admitted to a master's accounting program at a participating HBCU (Howard University, Jackson State University, North Carolina A&T State University, and Prairie View A&M University)

Apply: <https://fs16.formsite.com/5ralg5/j3rzwsn4xd/index.html>  
Applications are due on **May 31, 2022**. For more information, contact: [thecenter@ncat.edu](mailto:thecenter@ncat.edu) .



**TWO-YEAR BRIDGE SYMPOSIUM**

Nominations Open on June 1st!  
*Students can be nominated by professors or employers.*



Know a racially and ethnically diverse two-year college student who is interested in learning more about the amazing opportunities in the accounting profession? Nominate them for the **Two-Year Bridge Symposium** to be held on **November 4, 2022** in **Charlotte, NC; Chicago, IL; Houston, TX; New York, NY; and San Francisco, CA**. Program travel and meal expenses will be covered for all selected participants. Swag will also be provided. For more information, contact: [thecenter@ncat.edu](mailto:thecenter@ncat.edu)

**Sponsored by:**

Deloitte Foundation

**CAQ** CENTER FOR  
AUDIT QUALITY

Participants will need to be 18 or over, fully vaccinated against COVID-19, and will have to attest to vaccination status prior to attending.





Resources

*HBCU Faculty  
Roundtables*

*Researcher  
Database Access*



THINKING ABOUT SUMMER RESEARCH?

**RESEARCHER DATABASE  
ACCESS PROGRAM**



The Center for Accounting Diversity is partnering with Audit Analytics to provide HBCU/MSI accounting and business school faculty with access to research databases for FREE! Limited spots are available.

**AUDIT ANALYTICS®**  
an Ideagen solution

Join the Information Session on May 6, 2022 @  
1 PM ET to learn more. Register here:  
<https://ncat.zoom.us/meeting/register/tJAod-qvrzgtEtWm9HeYcgIMepkrkhMZDuwQ>



Examples for Intermediate Accounting

- Review of Financial Accounting at the beginning of the course
- Tableau Introduction before beginning Tableau assignment
- Presentation Skills
- Report Writing

WINSTON-SALEM STATE UNIVERSITY



*Research*

*Sponsor research related to student success,  
barriers to diversity and inclusion in the  
profession, and instructional design and best  
practices.*

**Faculty That Look Like Me:  
An Examination of HBCU Accounting Faculty Motivation and Job  
Satisfaction**

**Kecia Williams Smith\***  
**Malissa Davis**  
**Charles Malone**  
**Lisa Owens-Jackson**  
*North Carolina A&T State University*



August 2021



**THANK YOU!**

