

Accounting as STEM

North Carolina Association of CPAs

House Select Committee on
Advancing Women in STEM
October 12, 2022





Dr. Courtney Knoll, CPA
**UNC Kenan-Flagler Business
School**

Clinical Professor of Accounting,
Associate Dean of the Master of
Accounting Program, and
Executive Director of the UNC Tax
Center



Kelli Knoble, CPA
Grant Thornton LLP

Partner–National Tax Business
Line Leader



Scott Showalter, CPA
**NCSU Poole College of
Management**

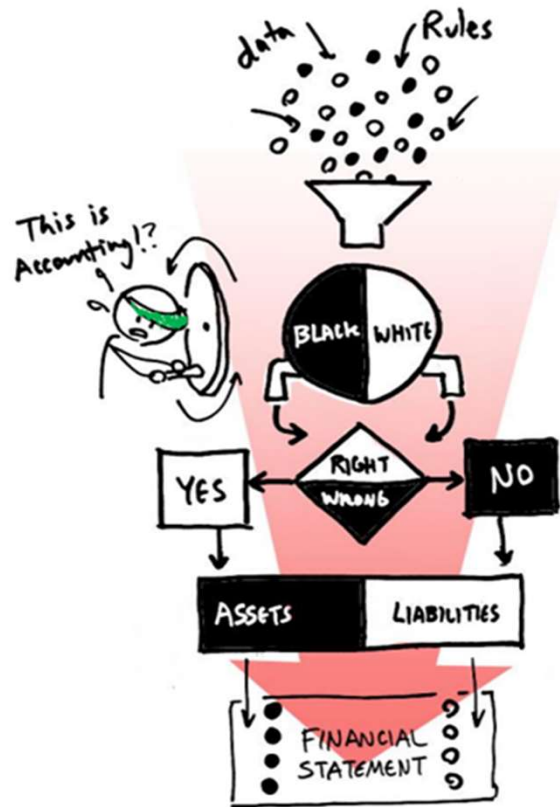
Professor of Practice and Director
of the Master of Accounting
Program

Importance of Accounting & CPAs

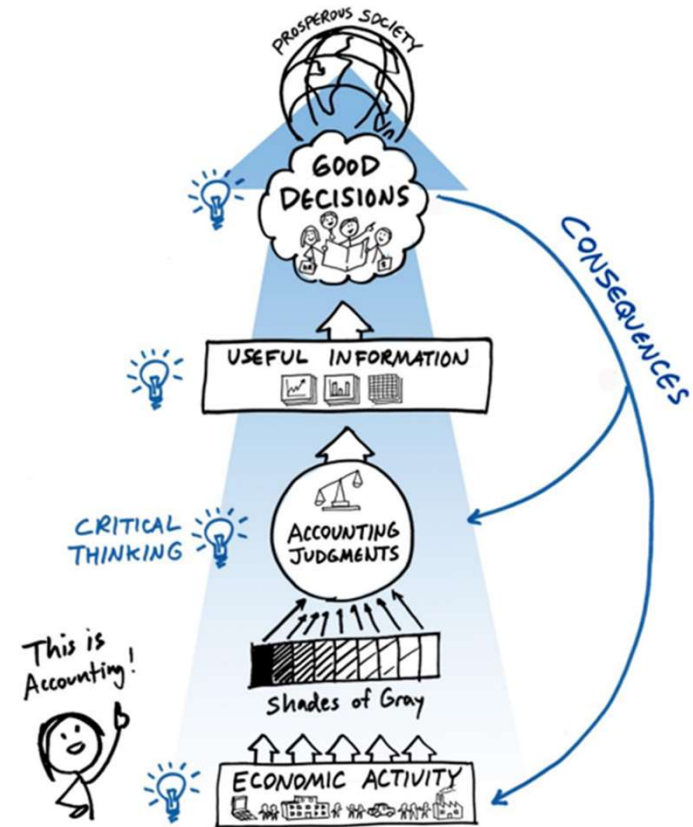


Evolution of Accounting

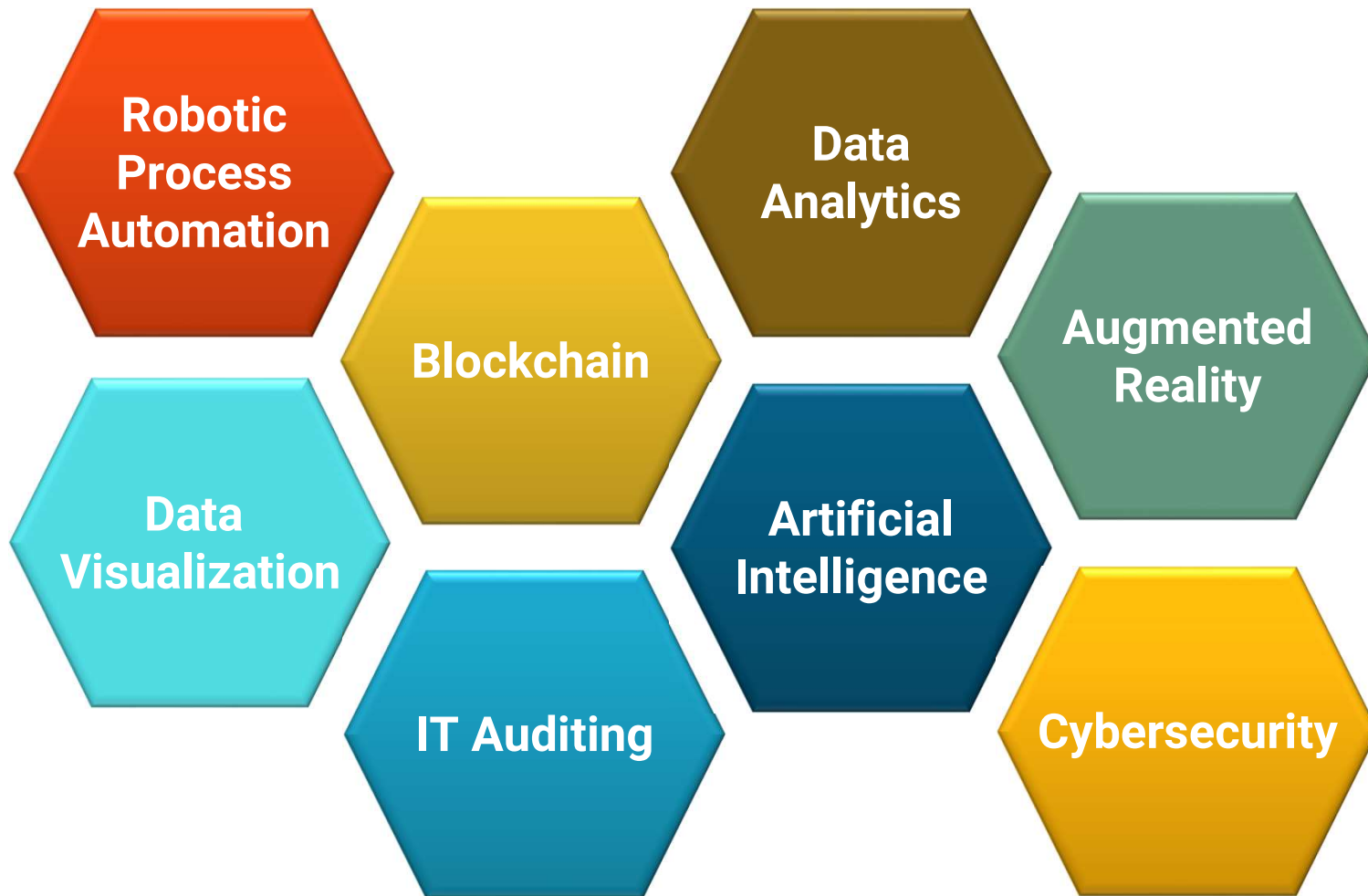
Past



Current & Future



Evolving through Technology



Concerns about Student Pipeline



Undergraduate enrollment nationwide dropped 6.6% from Fall 2019 to Fall 2021



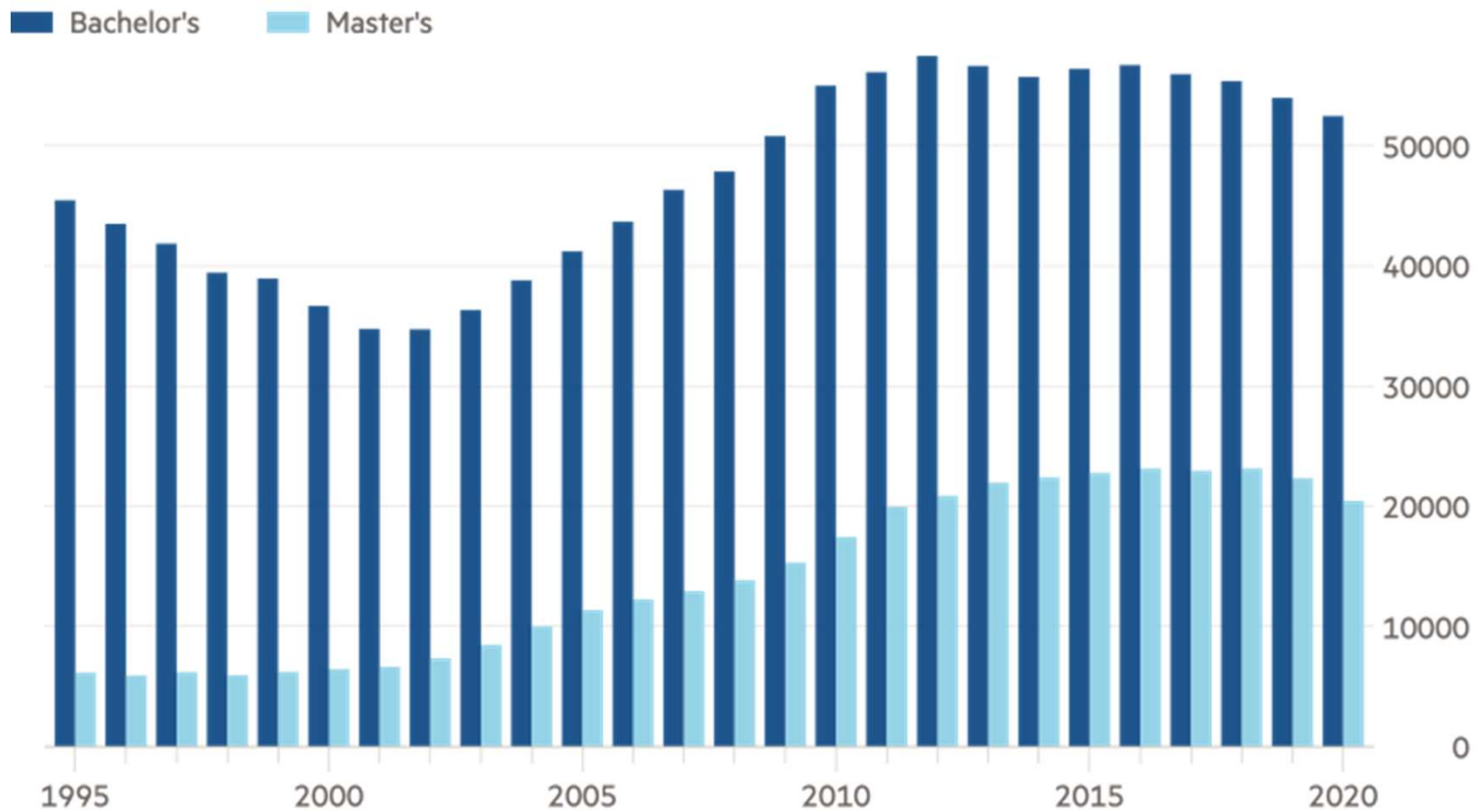
54% of faculty report declining enrollment and graduation rates in Accounting programs



Minorities continue to be underrepresented among Accounting students and graduates

Source: AICPA 2021 Trends Report

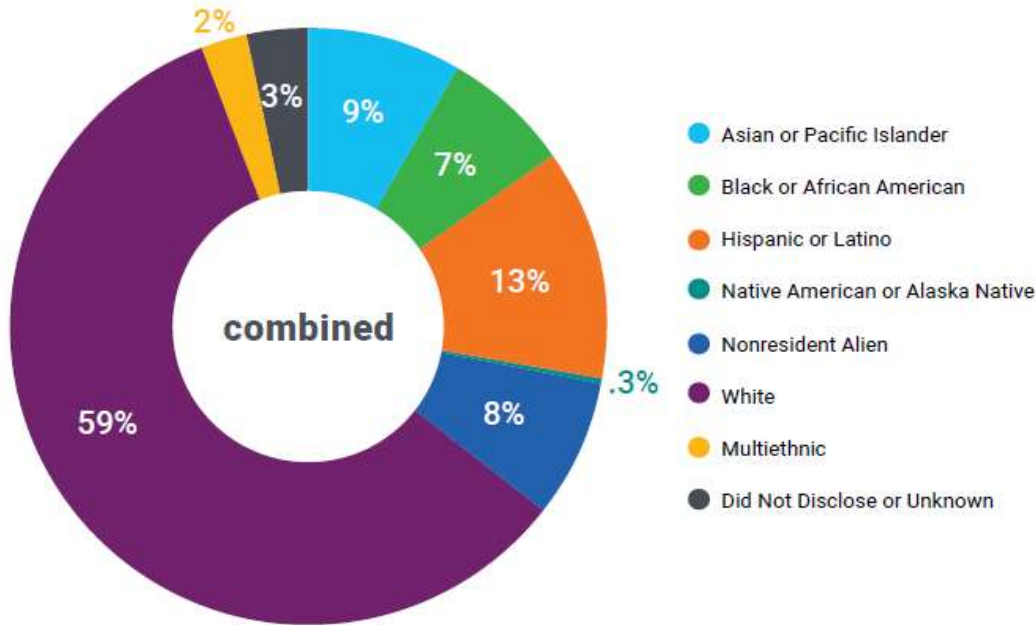
The number of Accounting graduates is declining



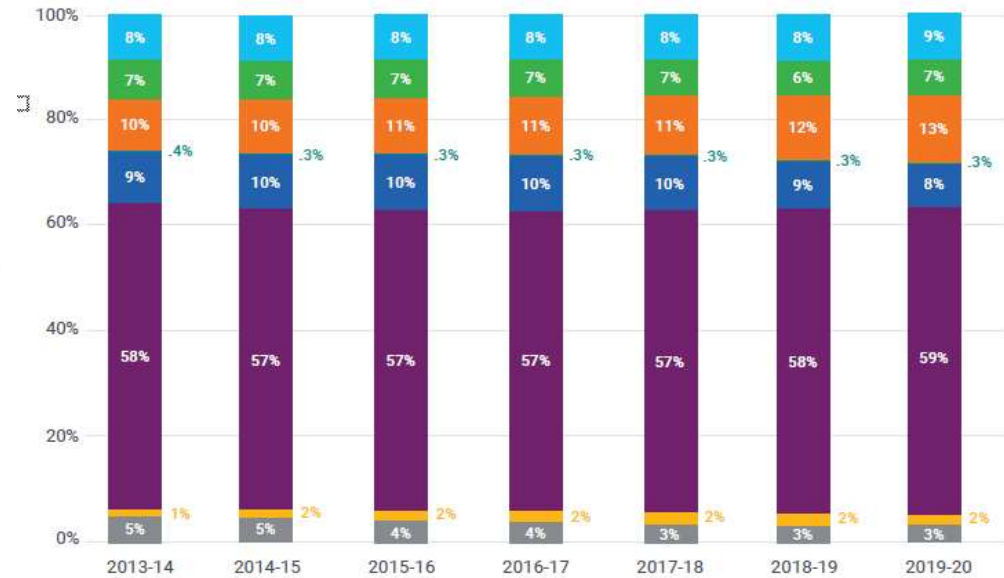
Source: Integrated Postsecondary Education Data System

Concerns about Student Pipeline

New Accounting degree completions by race/ethnicity—bachelor's & master's 2019-20

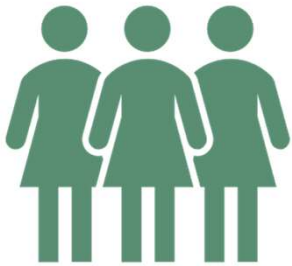


Trends in new Accounting degree completions by race/ethnicity—bachelor's & master's 2013-20



Source: AICPA 2021 Trends Report

Concerns about CPA Pipeline and Diversity



Women make up more than half of accounting graduates



COVID severely impacted the number of CPA Exam candidates and Exam completions

Minorities make up about

40%

of the U.S population, but minorities represent only

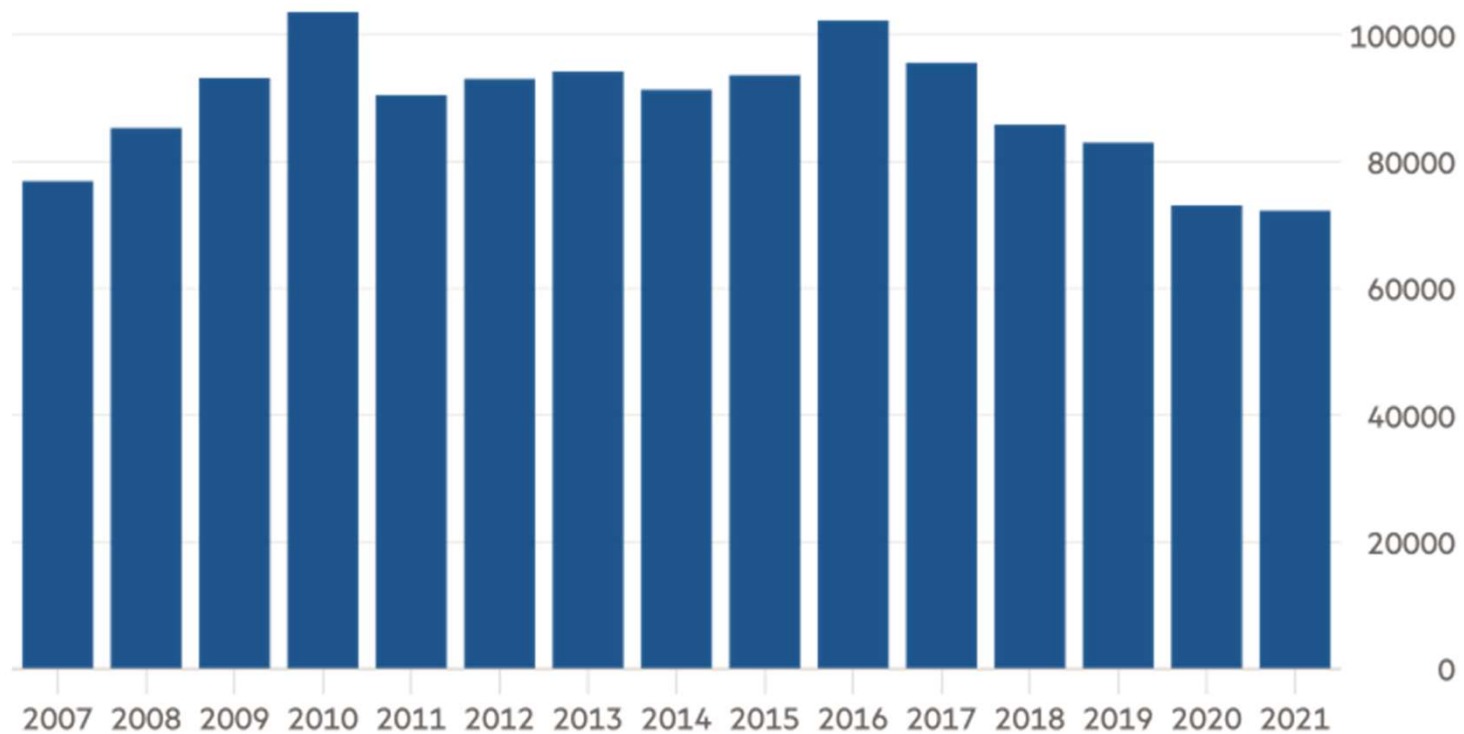
14%

of the CPA profession.

Sources: U.S. Census, AICPA

The number of CPA Exam candidates is falling

Unique CPA candidates by year

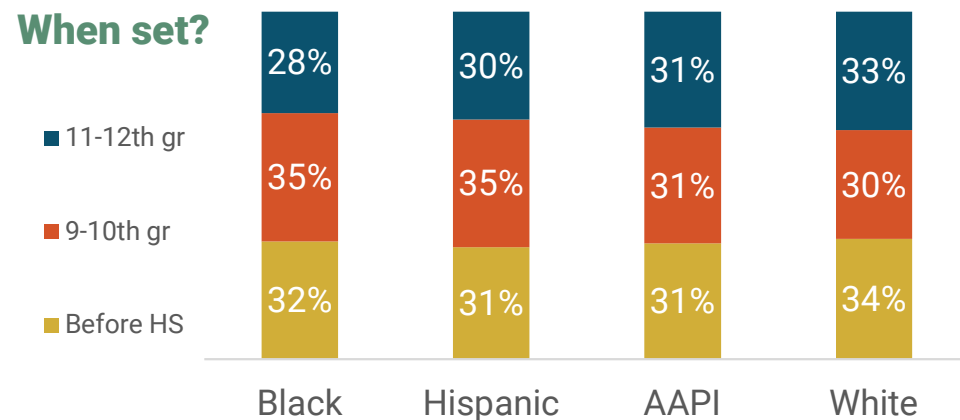
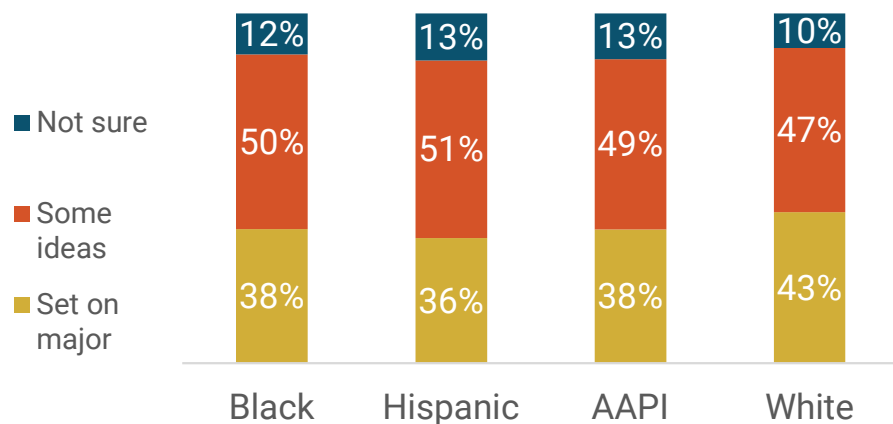


Source: AICPA

When and how can we attract more students to Accounting?

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



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

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

Federal & State Efforts to Designate Accounting as STEM

Federal Legislation

H.R. 3855,
*Accounting
STEM Pursuit
Act*

S. 3398, *STEM
Education in
Accounting
Act*

DHS STEM Designated Degree Program List

Six CIP codes
nominated for
inclusion on
the list

University Designation of Accounting Programs

NC State
University
Master of
Accounting
Program

Massachusetts STEM Council

Innovation
Pathways

Early College
courses

Accounting as STEM under Technology

Supported by:

- AICPA, NCACPA, and 49 other state CPA societies
- National Association of State Boards of Accountancy
- American Accounting Association
- National Association of Black Accountants
- National Society of Black CPAs
- ASCEND
- Association to Advance Collegiate Schools of Business
- Association of Latino Professionals for America
- Center for Audit Quality
- LatinoTaxPro
- Name A Future
- Diverse Organization of Firms

Next Steps



Designate & promote Accounting as a STEM field under Technology



Increase Accounting course offerings in secondary schools



Support AICPA Accounting Program for Building the Profession course

Questions?