

CAE
IMPACT
REPORT
2021-2022

TABLE OF CONTENTS

1	Letter from the Director
2	George S. Willie Lecture Series
3	College Programs
4	We're About Success
6	Accounting Scholars Development Program
7	NABA Partnership
8	Accounting Careers Awareness Program
9	Becoming an IRS Agent
10	VITA Connects with the Community
11	Faculty Update
12	Research to Date

LETTER FROM THE DIRECTOR

On behalf of Howard University Center for Accounting Education, I am honored to introduce the CAE's first Impact Report. This report is a critical part of our journey toward fulfilling our core purpose of addressing the corporate diversity challenge of attracting more African Americans to the profession and improving their retention and upward mobility through outreach, leadership skills training, thought leadership papers, scholarships to accounting students, and support of faculty development.

By providing information on the impact of our programs, resources, and engagement activities, we are holding ourselves accountable to continue taking the essential steps that we know will strengthen our long-standing commitment to dismantle the unique challenges young African Americans face when entering the accounting profession. Our well-designed programs serve accounting professionals at all levels: students considering an accounting career, accountants starting their career, and those preparing for the CPA exam, middle managers, and emerging senior leaders.

Over our 18-year history, we have increased our awareness of the changing societal issues and expanded our focus to further our commitment to profession-wide collaboration that enhances recruitment and retention of African Americans and other minorities to the profession. With financial support from our stakeholders, CAE has been able to launch leadership programs, seminars, and research studies. Each one of these initiatives is designed to increase the number of African Americans successfully advancing up the ranks of the accounting profession. By exploring CAE's research data and publicly available data from other sources, and having authentic discussions with industry leaders and our stakeholders, we've gained a better understanding of the work we need to do to further improve the representation of the accounting workforce and cultivate a more rewarding talent experience for African Americans and other minority professionals.

Throughout this report, you'll learn about CAE's history of furthering an inclusive environment in industry, latest measures we've taken and programs we've implemented to advance our work, and what the future phase of our work looks like. We know that we have far to go; however, it is work that we are dedicated to doing collectively.

James Hodge

GEORGE S. WILLIE LECTURE SERIES

TANDRA JACKSON, KPMG

VICE CHAIR, GROWTH & STRATEGY

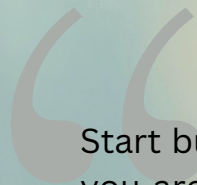
Business Orientation
(First-year Seminar)

353

Students

The George S. Willie Lecture Series recognizes the importance of professional dialogue between students and senior firm leadership. The Series has welcomed accounting executives representing a wide range of industries and career stages to discuss the resilience of the profession.

Tandra Perkins (Jackson) served as the sixth lecturer and focused the discussion on tips that allowed her to not just ride, but thrive along her journey. She encouraged students to execute with excellence, build a broad network of advisors, embrace the suck, and know what motivates you! Thank you Tandra for investing in the next generation of leaders!



Start building a board of advisors while you are at university...look for those in different circles that are going to strengthen your perspective, skills, and exposure. These folks are going to help you transform!

OUR COLLEGE PROGRAMS

CAE's College Programs provide a competency-based curriculum that addresses the unique skills and culture of professional services firms. Through panels, discussions with senior leaders, and group exercises, underrepresented students begin to close the gap between college and the workplace.

Key objectives are:

- Enhancing your leadership skills and exploring your leadership style
- Learning different ways of approaching people and work
- Identifying aspects of organizational culture that could potentially be different from your own, and strategies for overcoming those differences
- Preparing for and conducting effective feedback discussions with accountability measures
- Developing practical strategies for building your networking beyond engagement teams

PROGRAM	PARTICIPANT COMMENTS
Frank K. Ross Leadership Institute Community College November 5, 2021	"It was really inspiring to hear how other people have succeeded , even with the challenges that come with being part of an underrepresented group. I particularly appreciate being invited to stay connected past the one day of the program . This makes me feel this program is making a genuine effort to help.
Frank K. Ross Leadership Institute College Program February 4, 2022	"This was an eye-opening experience and I am very grateful to be a selected participant. I know if I take all the information that I absorbed today and make small steps to apply them to my life, I know I will achieve the version of success I desire ." "It was quite a life-changing event...in my career . I could imagine how engaging it could be if it were an in-person event, but I am very grateful for everything I heard."
Frank K. Ross Leadership Institute College Program February 11, 2022	"My biggest takeaway from the program was to dream big, and work hard to achieve those dreams. I learned that the keys of being successful are mentorship, performance, not making excuses, and staying true to who I am ." "I learned to not underestimate my capability with a big firm and that even people of color can succeed in corporate America . This program motivated me to continue working towards my dream of one day holding a top-level position at a firm."

WE'RE ABOUT SUCCESS! BUILDING & CONNECTING LEADERS

CAE developed the We're About Success! Program to help professional services firms retain and develop their Black talent pipeline by connecting them with the right networks, building essential leadership skills, and broadening mindsets to focus on long-term professional goals.

The 17th Annual We're About Success! Program drew record in-person attendance with **152 participants from CAE's nine stakeholder firms** to the Westfields Marriott Washington Dulles Hotel from Monday, June 27 through Thursday, June 30. Two important aspects about We're About Success! is that it is a selection-based program and participants must identify as Black or African American. This allows firm leaders to engage in meaningful discussions on leadership roles, fostering collaborative relationships, and taking initiative as one advances.

Additionally, participants travelled from over 28 states representing at least 30 different offices, which means being the "only" on a team or office is a common experience. Sessions provided a safe space where participants could discuss the challenges faced by a lack of representation and how to safeguard their mental well-being in an era of 'racial reckoning'.

Being in-person, participants formed natural cohorts based on shared experiences and/or topics of interest. Topics and competencies addressed included:

- Negotiating Your Success & Crucial Conversations
- Distinguishing between the responsibilities of a coach, mentor, and sponsor
- Leveraging self-awareness skills, tools, and knowledge in difficult situations
- Strategies for managing and decreasing unconscious bias
- Managing across differences



Joe B. Ucuzoglu, Chief Executive Officer - Deloitte US, delivers remarks at Opening Dinner

WE'RE ABOUT SUCCESS!

BUILDING & CONNECTING LEADERS



Mark Baer, Chief Executive Officer - Crowe LLP, celebrates Mid-Week Lunch with firm participants

CAE relies on feedback from session leaders and more importantly, participants to ensure the program helps them achieve the next critical step in their careers.

A few comments that highlight the impact of the program are:

- "I now have **action plans** to carry out **crucial conversations** that I've been avoiding."
- "I have to become **comfortable with being uncomfortable**. To get to the next level in my career I have to grow in certain areas that are going to a little bit uncomfortable at first. But I learned how to utilize tools like goal setting and self awareness to combat those uncomfortable feelings."
- "There are so many people experiencing what I'm experiencing in this career and I am not alone. There are so many avenues to success and it is important to share those with my network. Be my own advocate! "
- "I left empowered and felt like I gained some of the necessary tools to make it much further along in my firm."
- "We are important to the continued success of the profession."

A special thank you to the program's Opening Dinner speaker, **Joe B. Ucuozglu, Deloitte US Chief Executive Officer** and Mid-Week Luncheon speaker, **Mark Baer, Crowe LLP Chief Executive Officer**. Your presence affirmed your commitment to creating more inclusive and diverse firms.

STRENGTHENING THE PIPELINE WITH COMMUNITY COLLEGES

The Accounting Scholars Development Program (ASDP) is an immersive week-long summer program based at Howard University's main campus. ASDP is co-sponsored with the American of International Certified Professional Accountants (AICPA) Foundation. As a dual-purpose program, the main goals are to expose community college students to the accounting profession and motivate them to transfer to a bachelor's degree granting institution.

Fourteen applicants from ten community colleges were invited to participate in the 2022 ASDP. Participants engaged in a series of seminars and site visits that introduced them to the various service lines and crucial life skills such as teamwork, networking, and problem solving. By working with its stakeholders, CAE ensures ASDP provides participants with the skills and concepts that will set them apart when endeavoring on future academic and career efforts.

90%
MORE LIKELY TO TRANSFER TO
AN ACCOUNTING
BACHELOR'S DEGREE
PROGRAM

One of the participants commented, " My main takeaway is that we were unaware of so many opportunities for community college students. I'm also more familiar with what accounting is and why it truly is the language of business." Furthermore, all of the participants confirmed that ASDP offered the right mix of sessions and provided valuable insight on how to seamlessly transfer to a four-year institution.



2022 ASDP Participants commemorate their successful case study presentations and the end of a dynamic week of learning about the accounting profession.

PARTNERSHIP WITH NABA

The Pathways to College Program was developed by the National Association of Black Accountants (NABA) to support Black students along the education pipeline and their transition into the accounting and advisory profession. Additionally, a goal of the Program is to assist community college students in developing strategies to seamlessly navigate the transfer process to historically Black colleges and universities (HBCUs).

Through multiple partnerships NABA will operationalize the Program to provide professional development, continuing education, work-based learning, and access to conferences for student members. In August 2022, the Howard University School of Business (HUSB) committed to fostering Black leadership by:

- Identifying a Faculty Advisor that will work in tandem with NABA Rep as well as Faculty Advisors from other colleges/institutions
- Providing insights and expertise on student and faculty experiences
- Facilitating engagement with students via classes and/or clubs for training



The Survey of Entering Student Engagement (SENSE) reports that 78 percent of entering community college students express a desire to transfer to a four-year college or university. However, only 31 percent of students transfer to a four-year institution -- and of those who do transfer, less than half earn a bachelor's degree within six years.

ACAP

Accounting Career Awareness Program

CAE is committed to fostering the pipeline of accounting students. Over 40 students representing more than 10 states and 25 high schools participated in ACAP. Students brought their talent and curiosity to this dynamic program where they engaged in workshops and discussions that broadened their understanding of accountants in various roles including auditors, tax experts, advisors, and consultants.



BECOMING AN IRS AGENT OUTSIDE THE CLASSROOM

The Adrian Project is a one-day case analysis designed to offer students real-world experience as Internal Revenue Service (IRS) Criminal Investigation (CI) Special Agents. The goal is to provide students with a firsthand look at what it's like for IRS Special Agents to carry out an investigation, tracking illicit money from the crime to the criminal.

The HUSB Tax Principles and Forensic Accounting classes participated in the Project. The all-day event was hosted by Morgan State University on Friday, September 16, 2022 and cosponsored by CAE. In the first half of the day, students were "sworn in" as special agents and got to experience using handcuffs, toy guns and radios to communicate with their counterpart agents on the case.

The students sharpened their forensic accounting skills and were introduced to interviewing suspects, conducting surveillance and document analysis. The day ended with the students solving the crime and arresting the mock offender.

The Adrian Project provided students a glimpse into the career life of an IRS special agent and what a criminal investigation entails.



HOWARD UNIVERSITY VOLUNTEER INCOME TAX ASSISTANCE (VITA)

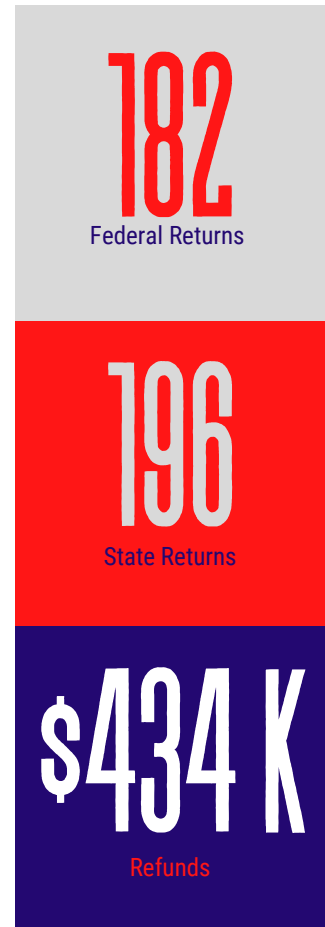
Under the advisement of CAE's Director and Associate Director, the Volunteer Income Tax Assistance site has been in operations since 2009. Through the generous support of our program sponsors – Howard University School of Business, Community Tax Aid DC, Code for America, the Internal Revenue Service, and the National Association of Black Accountants Metro DC Chapter – we were able to continue operations this year.



This year we offered both in-person and virtual prep services. Additionally, we mobilized a drop off site in Ward 5 of Washington, D.C. every Sunday during the tax season. This allowed clients the ability to drop off documents for scanning and upload to our secure platform to participate in the virtual preparation.

Our volunteers demonstrated their commitment to the program and the services that we provide our low- and moderate-income clients in the community. We certainly could not do what we do without their help. This year, we had a total of 22 volunteers comprised of professors, students, Howard University alumni, and accounting professionals from the community. We owe our success to our volunteers!!

We extend a special thank you to the Center for Career Excellence for allowing us continued use of their space for in-person tax preparation.



DEPARTMENT UPDATES

INTERIM CHAIR

The Office of the Dean enthusiastically announced Dr. Denise W. Streeter has been appointed Interim Chair of the Department of Accounting. We are very excited for Dr. Streeter to return to the department where she earned her bachelor's degree in 1984 under the leadership of Dean Milton Wilson.

Dr. Streeter brings in-depth accounting expertise, and her past service on the department's Accounting Advisory Council undergirds her knowledge of the student experience. She has served in various leadership positions in local and regional organizations, including the National Association of Black Accountants (NABA). Dr. Streeter's publication, *The History of Black Accountancy: The First 100 Black CPAs*, earned her induction into the *Who's Who among Black Americans* (1991). Multiple awards recognize her commitment to teaching and research.



Prior to accepting this position, Dr. Streeter served as an assistant professor in the Department of Finance. She continues as an advisor on collaborative programs between students and firms to promote employability. Her exceptional record of advocating for student success progressed throughout her professional career, from her first job at a global professional services firm to contributing to positive youth development as the Chief Financial Officer of a national non-profit organization. Dr. Streeter's broad background and experience have strengthened her ability to offer practical and dynamic leadership to the department.

NEW FACULTY



Dr. Akinribade earned his Ph.D. in Organizational Leadership from The Chicago School of Professional Psychology. His dissertation research focus was on Leadership theories, Organizational Crisis, and Virtual Leadership. He also earned an M.S. in Accounting from The Smith School of Business at the University of Maryland College Park. His research interest is in accounting and leadership within the Nonprofit industry. Dr. Akinribade has taught Principles of Accounting I and II at Baltimore City Community College. He is currently teaching Audit, Principles of Accounting I and II, and Managerial Accounting for MBA students.

RESEARCH TO DATE

CAE is nationally recognized for research excellence. Our research empowers the profession to acknowledge the challenges underrepresented students and professionals encounter. By building a strong reputation for providing reliable data, faculty have advanced scholarship on insights and solutions to driving a culture of inclusivity.

Dey, M., Lim, L., Ross, F., Walker, T., and K. Bouyer. (2022). Greater Than the Sum of Its Parts: Collaborating for Diversity, *Current Issues in Auditing*, 16 (1): A9-A17.

Dey, M., Lim, L., and F. Ross. (2021). Impact of Mentoring: How to Build on Success, *Journal of Accountancy*, 232 (3): 40-48.

Wells, J. & McFadden, G. (2020). Generation Z and the Accounting Profession. *Spectrum*. Winter 2020

Helen G. Gabre, Dale L. Flesher & Frank Ross (2017). CPA credential perceptions: a case study of Hispanic accountants, *Accounting Education*, 26:1, 54-77, DOI:10.1080/09639284.2016.1274910

Helen G. Gabre, Dale L. Flesher & Frank Ross (2015). Determinant Factors for the Dearth of Minority CPAs by Helen Gabre, Dale Flesher, and Frank Ross: *Alabama CPA Magazine*, December 2014/January 2015

Frank Ross (2015.) How Diversity Contributes to Better Client Service: KPMG Minneapolis AAN Black History Month Newsletter, February 2015

Lucy L., Clarke, A., Ross, F. & Wells, J. (2015). Mentoring Experience, Perceived Benefits, and Impact on Current Job Position in African-American Accountants. *Advancing Women in Leadership Journal*. Vol. 35, pp. 193-203.

Ross, F., Clarke, A. & Wells, J. (2014). Filling the Accounting Profession's Talent Pipeline. *Spectrum*. Winter 2014

Ross, F., Wells, J. & Clarke, A. (2014). A Pipeline for Diversity: Initiative Spearheads Profession Wide Effort to Attract Underrepresented Minorities to Accounting. *Journal of Accountancy*. 218(2)

Ross, F., Wells, J. & Clarke, A. (2014). Attracting Underrepresented Minorities to the Accounting Profession: Insights Into Diversifying the Talent Pipeline. *Journal of Accountancy*.

Wells, J. & Ross, F. (2012). Best Practices for Promotion of Diversity in the Accounting Profession. *Journal of Accountancy*.213(6)

STAKEHOLDERS

Bert Smith & Co

BDO

Coleman & Williams, LTD

Crowe

Deloitte

EY

Grant Thornton

KPMG

PwC

RSM

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR MISSION

The Center for Accounting Education
Department of Accounting
2600 Sixth St NW
Suite 340
Washington, DC 20059
caehusb@howard.edu