

3rd Annual Conference on Teaching and Learning in Accounting (CTLA)



**July 31 - August 1, 2010
San Francisco, California**

<http://aaahq.org/AM2010/CTLAinfo.cfm>

If you are:

- Interested in the art of teaching accounting
- Wanting to find the best ways to teach emerging topics in accounting
- A practitioner who'd like to become a faculty member
- A person who would like to earn 16+ hours of CPE

Plan to attend the 3rd Annual Conference on Teaching and Learning in Accounting (CTLA)!

Saturday, July 31

- Registration and Continental Breakfast
- Morning Workshops for New or Experienced Faculty
- Effective Teaching Practices Poster sessions
- Effective Learning Strategies Award winners
- Over 20 Craft of Teaching Accounting sessions
- CTLA Reception and AAA Section and Region Teaching Resources Fair

Sunday, August 1

Attendees can choose either both half-day CTLA Continuing Professional Education sessions:

- Teaching with Technology - Morning CPE
- Preparing for Class - Afternoon CPE

Or, one CTLA CPE and one half-day AAA CPE for the other half day - choosing from those listed online at <http://aaahq.org/AM2010/menu.cfm>.

Monday-Wednesday August 2-4*

- Use your *Insider's Guide* to find sessions on teaching-related topics throughout the Annual Meeting program
- Wednesday's "What's Next?" session provides a chance to reflect on learning across the meeting, and make recommendations for future CTLAs.

CTLA is part hands-on teaching clinic, part mentoring by master teachers, and part staying current on emerging topics in accounting!

Register early, space is limited.

*If you cannot stay through Wednesday, a Saturday-Sunday CTLA-only registration option is available.

CTLA Program Outline

Saturday, July 31 (Morning)

7:00am -7:45am Continental Breakfast & Registration

8:00am-11:15am Choice of two workshops:

1.) **The Master Class Workshop for Experienced Faculty**

8:00am-9:30am *Living, Learning, and Thriving with Assessment*

Sherry Mills, New Mexico State University

What will our students learn? How will they learn it? How will we know if they have learned it? What will we do if they have not learned it? We repeatedly ask ourselves these questions, whether we are designing a new course, modify an existing syllabus, or preparing an exam. In this session we will address

- Living with assessment: meeting the expectations placed on students and on ourselves
- Learning with assessment: improving our teaching skills
- Thriving with assessment: continuously improving student learning

9:45am -11:15am *Expanding Your Classroom with Video Technology and Social Media*

Mark Holtzblatt, Roosevelt University and

Norbert Tschakert, University of the Virgin Islands

Harness the power of the 21st century communication revolution to tear down traditional classroom walls. Learn how to use videoconferencing, digital camcorders and social media to generate innovative assignments to engage your students and enliven your classes. Explore how to create experiential learning opportunities that will connect your students to industry experts and colleagues from other universities. We will share the evolution and development of the IFRS Student Video Competition, an innovative program in which students from two universities interviewed IFRS experts in the U.S., Canada, Mexico, Europe and Asia and created 18 fifteen minute videos. We will discuss the student benefits and challenges of this competition which connected students to potential employers and gave them the opportunity to practice a variety of vital business skills.

2.) **The Workshop for New Teaching Faculty and Doctoral Students Interested in Teaching**

8:00am - 9:30am *Life in Academia, Faculty Career Options, Accreditation, and Future Trends*

Cathleen Burns, University of Colorado, Boulder

Gain an overview of academics, academic life, teaching responsibilities, the role of faculty citizenship, business research and academic research, money and the academy, tenure and the tenure process. Learn about accreditation, when business and accounting disciplinary accreditation matter, how at some institutions faculty positions may be called either PQ (Professionally Qualified) or AQ (Academically Qualified), keeping active status as a faculty member, and future trends in education.

9:45am - 11:15am *Panel Discussion—Experiences, Insights, and Advice*

The panel session will provide career paths and insights about becoming successful faculty members from current teaching-focused faculty.

11:15am-12:15pm *Effective Teaching Practices Forum*

A poster session where master faculty discuss how they teach their accounting courses.

Saturday, July 31 (Afternoon)

12:30pm - 1:20pm *Luncheon and Presentation of the Effective Learning Strategies Awards*

1:20pm - 5:30pm *Craft of Teaching Accounting sessions*

Over 20 sessions featuring how-to-teach tips and techniques for on campus, online, and hybrid courses, as well as accounting and technology hot topics.

5:30pm - 7:00pm *Reception and AAA Sections And Regions Teaching Resources Fair*

Sunday, August 1

You may register for either both half-day CTLA CPEs or one CTLA CPE and one half-day Annual Meeting CPE. A complete listing of all Annual Meeting CPEs is available at <http://aaahq.org/AM2010/menu.cfm>.

8:00am - 12:00pm - Morning CTLA CPE
Teaching with Technology

Four 100 minute concurrent sessions provide a hands-on primer for CTLA participants to effectively use student preferred technologies like Camtasia, Twitter, Moodle, and YouTube to make the teaching/learning connection.

12:00pm - 1:00pm Bring Your Own Lunch and Roundtable Discussions

1:00pm - 4:30pm - Afternoon CTLA CPE
Preparing for Class

A small-group working session where CTLA participants will assess their preferred teaching style, review students learning fundamentals, and explore a variety of ways to successfully achieve course learning outcomes. Cohort groups will be formed by course, i.e., financial accounting, managerial accounting, intermediate accounting, advanced accounting, audit, tax, AIS, or international accounting courses. Session provides a forum for best course practices and mentoring opportunities by experienced faculty.

Annual Meeting Activities

Monday - Wednesday, August 2-4

Use your *Insider's Guide* to find sessions specific to your teaching interests in the Annual Meeting program.

Wednesday: *Honing the Craft of Teaching: Reflections on the CTLA and Future Plans* - At the close of the meeting we will have new perspectives. What should next year's CTLA be like? What else would support this community?

Goals of the Conference on Teaching and Learning in Accounting include:

- Supporting and involving the community of accounting educators interested in sharing teaching ideas and resources;
- Building AAACommons teaching community and resources;
- Providing 16+ hours of CPE for faculty interested in teaching & learning in accounting;
- Creating networking opportunities for those with shared interests;
- Exploring ideas, issues, and solutions for supporting teachers and students of accounting.

What did past participants think of CTLA?

Here is what past participants said they liked best about CTLA:

- Creating a community of people excited about teaching
- Getting ideas for classes on a down-to-earth basis
- Learning about new teaching related technologies
- Being able to learn and exchange ideas with all different levels of faculty
- Gaining insight into life in a university business school
- It is helpful to learn best practices in specific areas from the experts!
- Collaboration...great group!
- Thank you AAA. We really need this. Wonderful job!

Registration for CTLA requires AAA membership. Membership options are:

- Full Membership. \$185
For just 50 cents per day, full membership includes electronic access to one AAA journal. Section membership may be selected as a membership add-on. Dues vary by section.
- Two-Year College Membership. \$50
Available to any faculty member currently teaching at a two-year college. Includes electronic access to one AAA journal. Two-Year College Section membership may be added for \$10. Other section membership may also be selected as a membership add-on. Dues vary by section.

Additional journal options are available for all member types. See <http://aaahq.org/join.cfm> for details.

CTLA and AAA Annual Meeting with 40+ CPE credits (July 31 - August 4) \$570

CTLA only with 16+ CPE credits (July 31 – August 1) \$180

Schedule subject to change.

Space for this popular conference will be limited. For questions about the conference and for registration information, go to <http://aaahq.org/AM2010/menu.htm> or contact Deirdre Harris at Deirdre@aaahq.org.