



*American Accounting Association*

# **American Accounting Association**

**Member Briefing  
Spring 2008**

**Gary John Previts, President  
Weatherhead School of Management  
Case Western Reserve University**



*American Accounting Association*

**Membership stable @ 8200**  
**Reverse of a decade long decline...**

**20% International**  
**Japan, Canada, UK, Australia and**  
**South Korea**



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<b>ABO</b>	<b>1227</b>	<b>GNP</b>	<b>487</b>
<b>APLG</b>	<b>351</b>	<b>IS</b>	<b>725</b>
<b>AIET</b>	<b>267</b>	<b>IAS</b>	<b>1250</b>
<b>ATA</b>	<b>908</b>	<b>MAS</b>	<b>1574</b>
<b>Auditing</b>	<b>1597</b>	<b>Public Interest</b>	<b>437</b>
<b>Diversity</b>	<b>329</b>	<b>T &amp; C</b>	<b>1329</b>
<b>FARS</b>	<b>1865</b>	<b>TYC</b>	<b>161</b>
<b>Gender</b>	<b>195</b>		



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## **Region Membership**

Mid-Atlantic	645
Midwest	1272
Northeast	871
Ohio	267
Southeast	1422
Southwest	761
Western	992



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Annual Meeting – Orange County, CA

August 3-6, 2008

**BUILDING OUR ACCOUNTING  
COMMUNITY**



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## **Annual Meetings**

- **Record Attendance 2005** **2678**
  - San Francisco
- **Record Attendance 2006** **2712**
  - Washington DC
- **Record Attendance 2007** **2965**
  - Chicago

# Breadth in the Annual Meeting Program Sessions

	2002 San Ant.	2003 Hawai'i	2004 ORL	2005 SF	2006 DC	2007 CHI
<b>Papers</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Panels</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>CPE</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Research Forum*</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Effective Learning Strategies Forum</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>New Scholars Concurrents</b>				<b>X</b>	<b>X</b>	<b>X</b>
<b>Ed Comm Sessions</b>				<b>X</b>	<b>X</b>	<b>X</b>
<b>E&amp;I Research Forum</b>					<b>X</b>	<b>X</b>
<b>Make your Own</b>	<b>X</b>					



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**What's getting attention:**

**Developing Data**

**Member Fulfillment and Value**

**Inclusiveness and Participation**

**Leveraging technology for broad intellectual  
contributions and collaborative tools**

**Meetings and Publications**



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## What Else is Getting Attention?

- **International Standards – Financial and Educational-IAESB  
recent AACSB Standard #37 revision**
- **Association Member Database System**
- **Education Policy -NASBA**
- **Public Policy – SEC and FAF and Treasury**
- **SRQ workflow**
- **PHD Supply**



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## **The Demographics of our Academic Community**

**Demand for PhDs outpaces supply**

**Expected retirements**

**Potential decreases in the number of tenure-track positions**

**AQ - PQ Academically and Professionally Qualified**

**Audit and Tax Shortfall most acute—Research Data Issues**



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## **FUTURE FACULTY AND PROGRAMS IN ACCOUNTING**

<http://aaahq.org/temp/phd/index.cfm>

**34.8% of all full-time faculty in the U.S. are non-tenure-track**

Nearly 2 in 5 of all full-time appointments

**Trend toward full-time hires into non-tenure-track positions**

Between 1993 and 2003 the proportion of all new full-time hires into “off-track” appointments increased *each year* from 50% to nearly 3 in 5

(58.6%)

Per the Integrated Postsecondary Education System (IPEDS) database 2003 Reported in J. Schuster & M. Finkelstein (Fall, 2006). “On the Brink: Assessing the Status of the American Faculty”, *Thought & Action* 51-62.

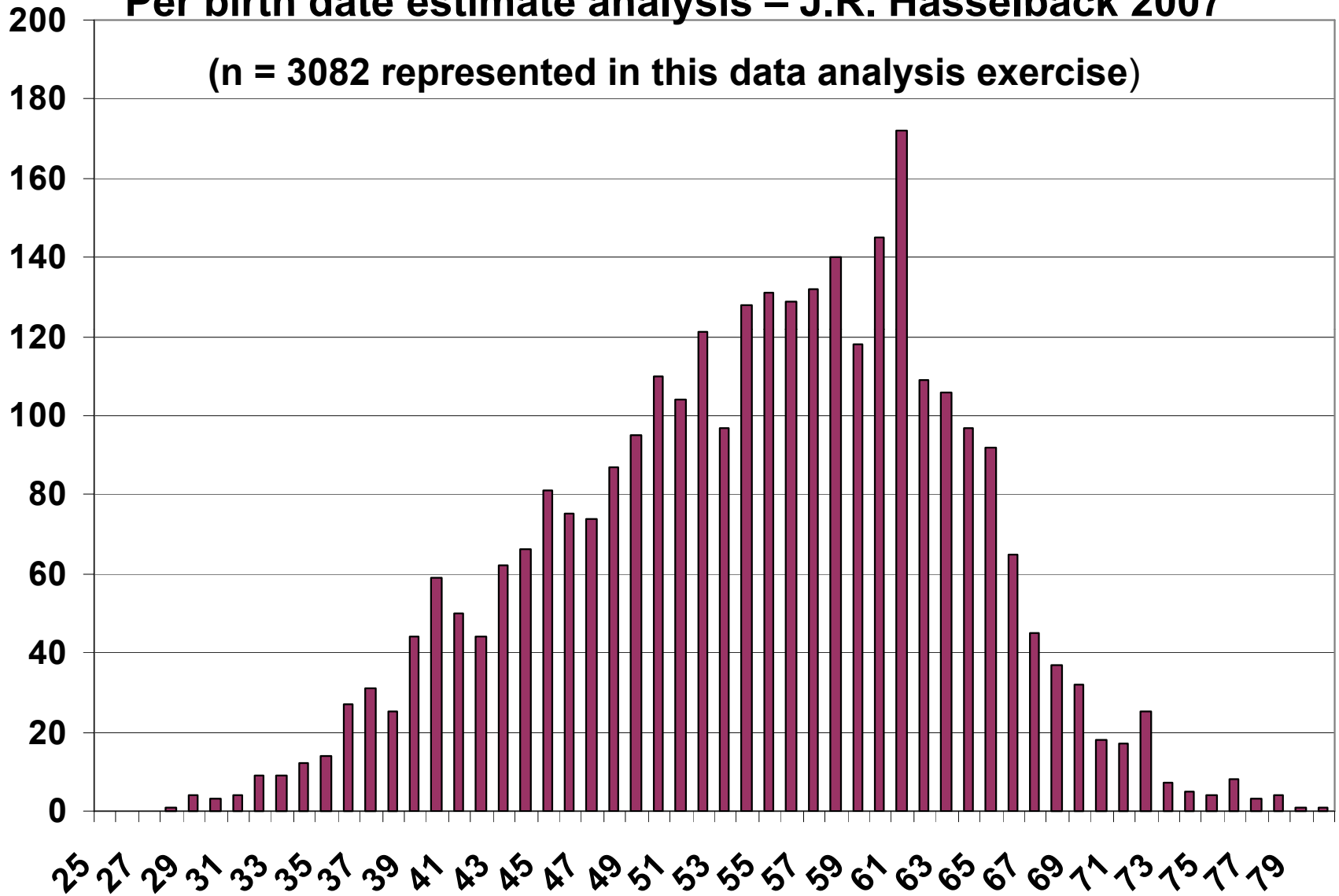
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# U.S. Accounting Academics -- 53.4% are 55 or older

Per birth date estimate analysis – J.R. Hasselback 2007

(n = 3082 represented in this data analysis exercise)





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## **Publications**

- **Three Association wide Journals**
  - New Editor for *The Accounting Review*
- **Electronic Access is AAA Member Default**
- **9 Section journals (2 electronic only)**
- **Fall launch of new format electronic journal**  
*Current Issues in Auditing* – Auditing Section partnership
- **Over 4300 pages of publication annually**



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**Strategic Exercise**  
**Executive Committee**  
**Council/Section/Region Leadership**

- Mission: Sense of Purpose—Why We Exist?
- Vision: Future State - What we aspire to be?
- Values: Guides to our behavior
- Strategy: Plan to achieve our Vision
- Goals: Measurable outcomes toward Vision



# *American Accounting Association*

## **Vision**

To Be Thought Leaders in Accounting

## **Mission**

We bring together and facilitate the academic community to advance the discipline and profession of accounting.

## **Association Values**

- Expanding Knowledge and Idea Development
- Promoting Effective Learning
- Informing and Influencing Policy and Practice
- Advancing Faculty Careers

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## **Strategic Initiatives**

- **Membership: Outreach and Growth**
  - Bruce Behn and Elizabeth Oliver (Membership Committee)
- **Member Fulfillment and Value**
  - Scott Showalter and Chris Wolf
- **AAACommons Platform**
  - Sue Haka and Jane Saly



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- **AAACommons Initiative**
  - Task Force – Sue Haka and Jane P. Saly Co-Chairs
  - Broad goal to leverage technology to sustain & build value for current and future AAA members and society
  - Developed with funds set-aside from journal aggregators

# AAACommons

## Imagining Integrated Platform Possibilities

	AAAJournals	AAAPubs	AccountingCommons	
<b>Subscription</b>			Members and community	<b>Open Access</b>
	AAA Journals Assoc-wide & Section	New journals – <i>CIA and MAS Cases</i>	Experimental journals	
		Proceedings	Podcasts	
		Working papers	Collaborative tools MySpace for Faculty?	
		Case database/Teaching materials database		
	Full AAA brand	Active AAA brand	Variable brand “In partnership with the AAA”	



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## **Contact Information**

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**THE END?**

**No!**

**We're Just Beginning**

