

CPA Evolution Model Curriculum

Presentation to AAA Presidents' Quarterly Roundtable
July 15, 2021

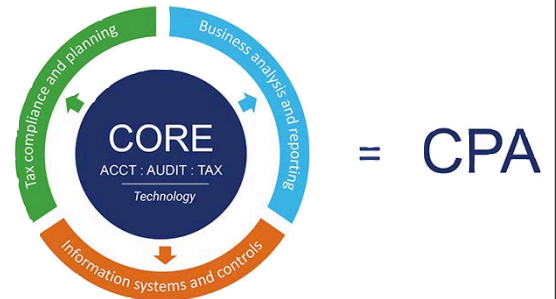


Serious Concerns

1. CPA Exam Evolution → Congrats to the AICPA
 - CPA Exam Evolution ≠ Model Curriculum
2. Academic Institutions Build Curriculum → Not the AICPA
 - Neither does the AAA build curriculum for institutions
3. There is a better way to partner and support curriculum development

1. CPA Exam Evolution ≠ Model Curriculum

- CPA Exam Evolution
 - A multi-year open process
 - Many forums to receive feedback
 - At least two AAA opinion letters were provided (AAA Education Committee and APLG)
 - Some feedback was used, but the CPA exam clearly belongs to the AICPA and NASBA



1. CPA Exam Evolution ≠ Model Curriculum

- CPA Evolution Model Curriculum
 - A quick closed process
 - Maps exactly to the CPA exam
 - Should be titled “CPA Exam Preparation Topics”
 - AICPA refuses “CPA Exam Model Curriculum”



2. Academic Institutions Build Curriculum

- Curriculum is Each Institution's Core Strategy
 - Stakeholder analysis
 - Environment scanning
 - Defining value
 - Core strengths



2. Academic Institutions Build Curriculum

- A Universal “Model” Curriculum is Not an “Evolution”
 - AAA will not design a model curriculum
 - AACSB will not design a model curriculum



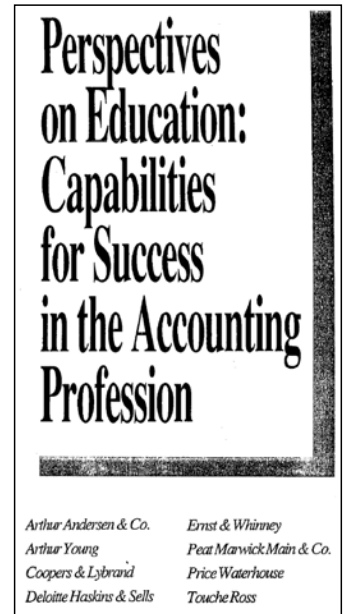
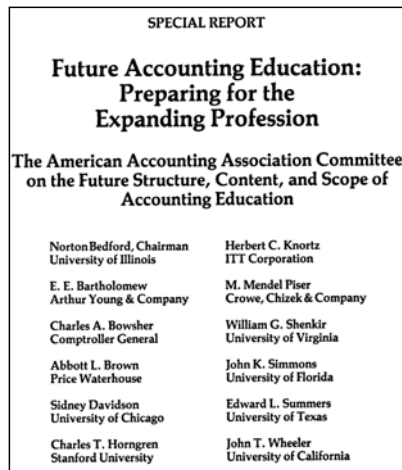
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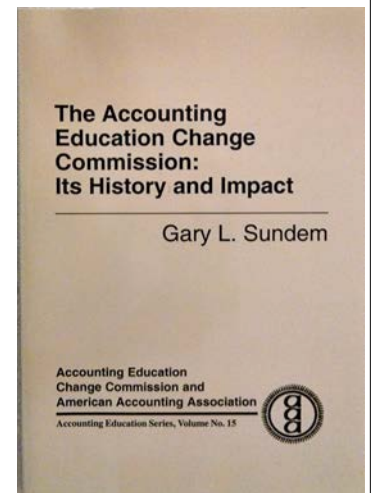
3. There is a better way

- A Little History
 - Bedford Report (1986) — 28 “Recommendations
 - White Paper (1989) — 3 types of skills and 3 types of knowledge



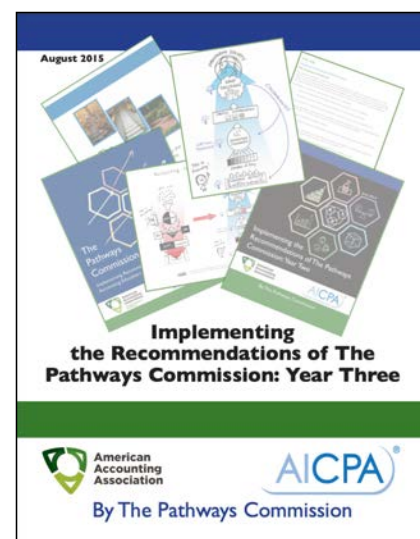
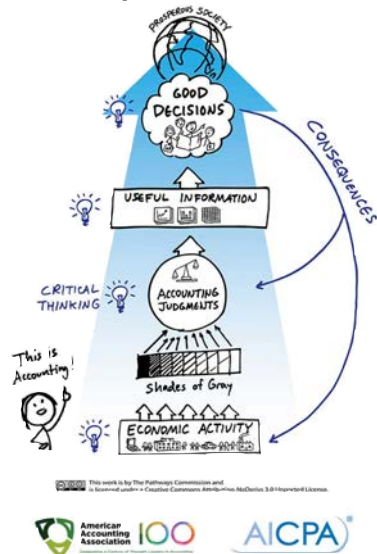
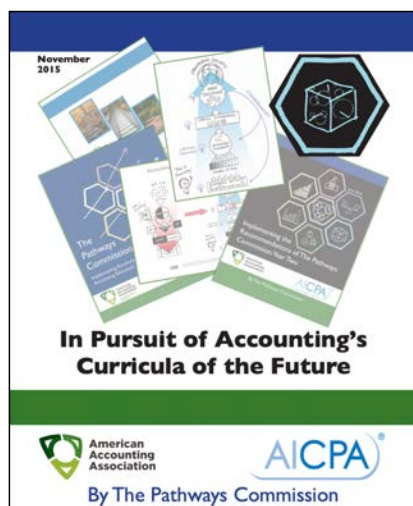
3. There is a better way

- An Old Partnership
 - The Accounting Education Change Commission (AECC)
 - Formed in 1989 by the AAA and the Big 8



3. There is a better way

- A Resurrected Partnership?



What Can We Do?

- Communicate!
 1. Celebrate the CPA Exam Evolution
 2. Reject Curriculum Designed by Others
 3. Reengage Partnerships with Key Stakeholders

What Can We Do?

1. Provide Feedback “Nuggets” to the AAA Education Committee
 - To Beth Kern (AAA VP of Segments) by July 26
2. Write Your Own Letters as AAA Segments
 - To Monte Swain (AAA Council Chair-Elect) by August 17
3. Consider your point of position concerning the Curriculum
 - The process? The content? The premise?

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Any Task Force or Committee of the American Accounting Association, or its Sections or Regions, may issue a comment letter concerning accounting topics broadly defined, so long as it includes the following disclaimer:

"This comment was developed by [insert AAA group name] and does not represent an official position of the American Accounting Association."