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





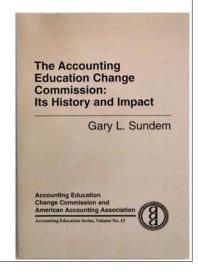
3. There is a better way

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

Perspectives on Education: **Capabilities Future Accounting Education:** Preparing for the for Success **Expanding Profession** The American Accounting Association Committee in the Accounting on the Future Structure, Content, and Scope of Accounting Education **Profession** Norton Bedford, Chairn University of Illinois Herbert C. Knortz ITT Corporation M. Mendel Piser Crowe, Chizek & Comp E. E. Bartholomew Arthur Young & Company Charles A. Bowsher Comptroller General Abbott L. Brown Price Waterhouse John K. Simmons University of Florida Arthur Andersen & Co. Ernst & Whinney Sidney Davidson University of Chicago Edward L. Summers University of Texas Arthur Young Peat Marwick Main & Co. Coopers & Lybrand Price Waterhouse John T. Wheeler University of California Deloitte Haskins & Sells Touche Ross

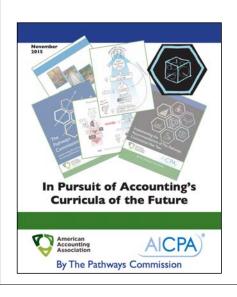
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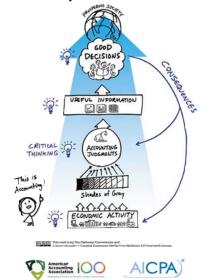
- An Old Partnership
 - The Accounting Education Change Commission (AECC)
 - Formed in 1989 by the AAA and the Big 8

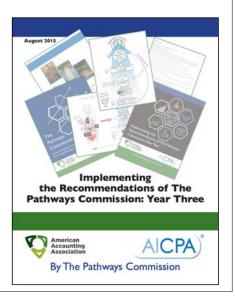


3. There is a better way

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?

- 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?

AAA Policy on Public Comment

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."