

Questions with responses and comments from the October 15th Segment Leader Webinar

Question – What would you like to see for Navigation Tabs?

-Natalie Churyk

Q: I think the tab suggestions are comprehensive.

-Judy Beckman

Q: In the annual meeting session, one great idea was to have a common repository for upcoming meetings linked through the segment pages which list just the segment's meeting. Will this be possible? [We will take this comment into consideration as we review the websites.](#)

-Cassy Henderson

Q: Hi Cassy with SW here. Off the top of my head, I'd recommend the following: Join - Meetings - About --> Mission/Vision - Officer Directory - Committee Information - Bylaws

-Elaine Henry

Q: Slide just changed so I can't complete the list. Please give us another shot. I would also like to discuss with Section Comms Director and Announcement of Upcoming Meetings 1. About (Officer Directory, Committees, Bylaws, Op Manual) 2. Journal and Newsletter

-Ellen Bartley:

Meetings, Journals, Teaching & Education Resources

Comment on Membership Survey

-Karen Kitching

Q: The reason there is less enthusiasm for lecturers (non-tenure track faculty) is because they do not have the same travel budgets.

Priority: N/A-

-Tracie Miller-Nobles

A: Hi Karen - Yes! our NonTT do often have different travel budgets. Might be a good opportunity for sections and regions to provide opportunities that don't require travel.-

-Elaine Henry

Q: If so many people have concerns about costs including meeting costs, should this be a bigger priority for AAA?

Priority: N/A-

-Tracie Miller-Nobles

A: Hi Elaine - the board is in the process of reviewing sustainability issues which include financial responsibility. There is an excellent video that Mark put together that addresses the financial situation of the AAA.

Question – What direct action is your section doing to promote more relevant research?

-Elaine Henry

Q: Journal of International Accounting Research having Joint Conference with IASB

-Elaine Henry

Q: IAS Midyear meeting has panel session led by VP-Practice focused on Practice Issues

-Karen Kitching

Q: We are trying to make decisions on acceptance faster; we are also beginning to accept comment letters and case studies.

Judy Beckman

Q: We have in the past and will in the future connect our MYM for the International Section with the IASB's Funded Research projects.

-Cathy Scott

Q: The TLC section is connecting Accounting Education Researchers with Accounting Education Educators and Industry at our Mid-Year Colloquium Meeting.

-Alan Webb

We have also partnered with the IMA to write a quarterly column for Strategic Finance that summarizes recent practice-relevant research

-Mary Curtis

In regard to Research Relevance, I think many of our articles are relevant but that needs to be captured. I recommend we modify the submission system to have a 'How is your research relevant to the accounting profession?' box immediately below the Abstract. This can be captured and analyzed in various ways - sorted and summarized by keyword, search for various purposes, mined by AAA for reporting to the profession, etc.

-Alan Webb

We are also planning to have a regular panel session at our Midyear Meeting that focuses on various issues related to doing field research and finding ways to get it in front of practitioners.

Comments on AAA Education Committee/APLG/FSA Response to CPA Evolution:

-Karen Kitching

Q: Two issues about the current topic. An increase in interest in accounting careers occurred when accounting was in the news constantly -- i.e., Enron/Sox. Now, what's in the news is technology. We need to get out what it is accountants are doing with tech

Priority: N/A-

-Tracie Miller-Nobles

A: Karen - I agree! Accountants do a lot of work in the tech area. We can also integrate more technology in our accounting curriculum. -

-Karen Kitching

Q: Firms want individuals with accounting knowledge that have technology acumen.

Priority: N/A-

-Tracie Miller-Nobles

A: I received earlier today an email from the director of the Texas CPA association (TXCPA) requesting the AAA and APLG responses so that she could be informed going into the council meeting.