

Welcome to the Fall Segment Leader Webinar

Today's Agenda

What's New on Your Segment Leader Website

Audrey Gramling, AAA Director Focusing on Segments

Shauna Bigelow, AAA Segment Member Services Coordinator

Section Websites

Audrey Gramling, AAA Director Focusing on Segments

Mark Van Zorn, AAA Director of IT

Membership Survey Update

Nancy Nichols, Chair of the AAA Membership Advisory Committee

Tracie Miller-Nobles, AAA Director of Focusing on Membership

Research Relevance Update

Terry Shevlin, AAA President

AICPA/NASBA Guiding Principles for "CPA Evolution"

Steve Kaplan, AAA Vice President- Education and Chair of the AAA Education Committee

AAA Board of Directors Update

Audrey Gramling, AAA Director Focusing on Segments

What can I expect to takeaway today?

- Learn about the new documents that have been posted on the Segment Leader website
- As a leader I will learn about the things that are important for me to know about in next three months
- Discover what's next for the Segment websites
- How can your Section use the information from the Membership Survey?
- How can I as a leader do more to support Research Relevance in my Section?
- Learn about the responses from AAA & APLG/FSA on the AICPA/NASBA Licensure model
- Reminder of the Projects the Board is working on in the upcoming year

Segment Leader Website – <https://aaahq.org/SegmentLeaders>

Three Month At-a-Glance

- October
- November
- December

New Documents Posted

- Membership Advisory Committee (MAC) Survey Results
Download the survey results spreadsheet
- AAA & APLG/FSA Responses to AICPA/NASBA
Guiding Principles for “CPA evolution”

Reminder of Documents That are on the Website

- 2019 Treasurer’s Guidebook
- AAA Boards’ Decisions Towards a Sustainable Economic Future – view the video
- Research Relevance Task Force report
- Continuing Engagement Task Force report



Website Survey Review – Audrey Gramling



Navigation Tabs: Level of importance

The highest ranked:

- Meetings
- Join (membership)
- Officer Directory
- News
- Mission & Vision
- Journals

The lowest ranked:

- *History*
- *Miscellaneous Publications*
- *Practice Resources*
- *Scholarships*
- *Operations Manual*

Segment Website Navigation

Mark VanZorn

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Store

My Account

Become a Member →

Register / Sign In



AICPA.org

Search

Topics

Career Guidance

CPE & Learning

Certifications

News & Advocacy

Membership

Welcome back !

Your account at a glance

Your Memberships

No Memberships

Explore Membership Info

Your Credentials/Designations

No Credentials

Explore Credentials and Designations

Your Purchases

AICPA Store Purchases

Launch CPEExpress

Find CPE

CPE at the AICPA Store

CPEExpress

Competency and Learning

AICPA Membership

Your profession is

AICPA Membership

Your profession is our purpose.

AICPA.org

Store

My Account

Become a Member →

Register / Sign In

AICPA

AICPA.org

Search

Topics

Career Guidance

CPE & Learning

Certifications

News & Advocacy

Membership

Becoming a CPA

Yes, becoming a CPA can be a challenging journey. But it's one that will reap big rewards if you choose to pursue it. Our advice for now? Preparation and planning are key.

How to become a CPA →

Choosing a career in accounting →

Accounting Studies →

Learn about the CPA Exam →

Career Guidance

Salary Information →

Career Paths and Specializations →

CPA Marketing Toolkit →

CPA Mentor Program →

Work-life Balance →

Your First CPA Job →

Women in the Profession →

Diversity and Inclusion →

Search for CPA jobs →

Assess your skills →

Continuing Education

Not all CPE credits are equal. Spend your time wisely, and be confident that you're gaining knowledge straight from the source.

Competency & Learning →

AICPA Store →

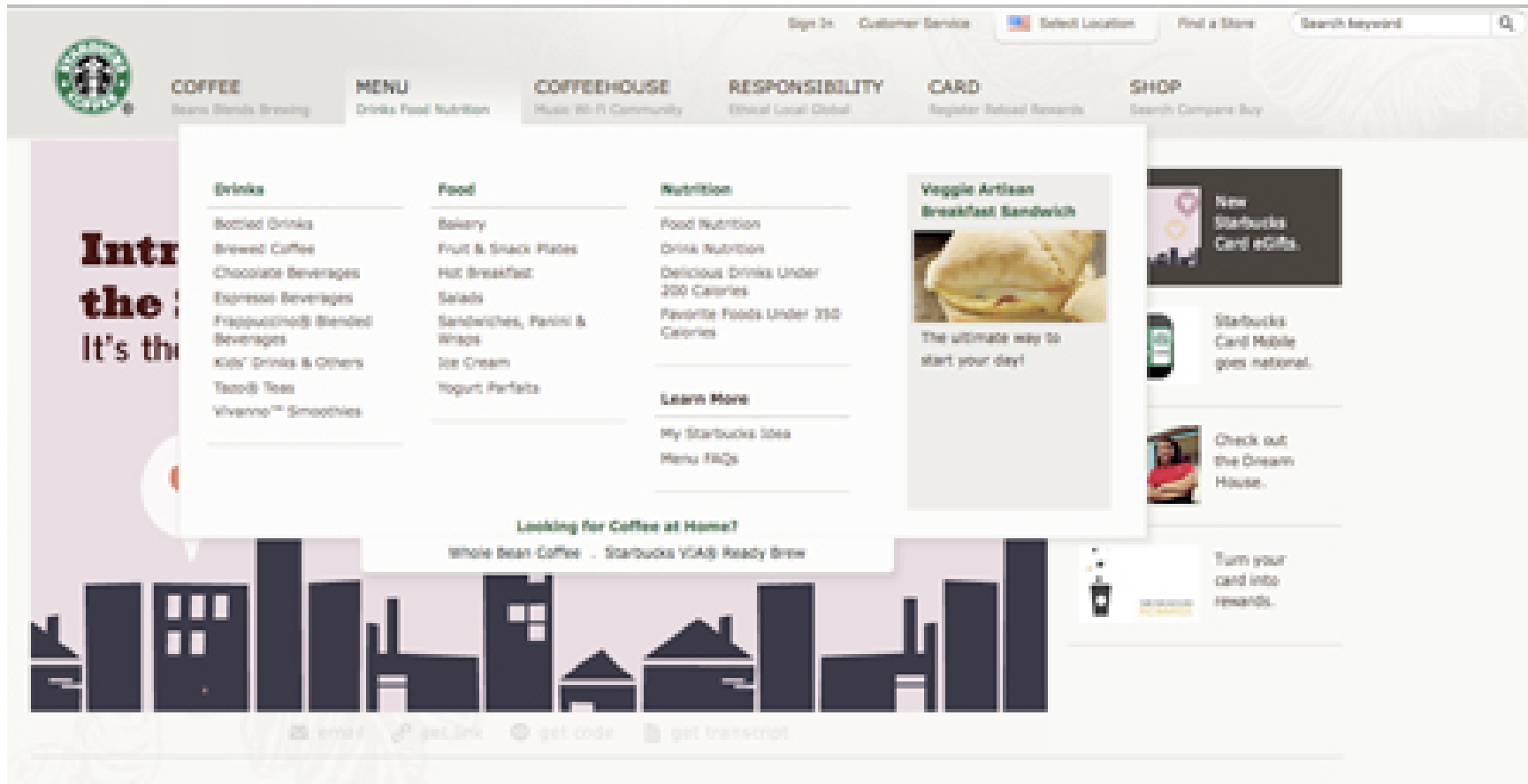
CPE Self-Study

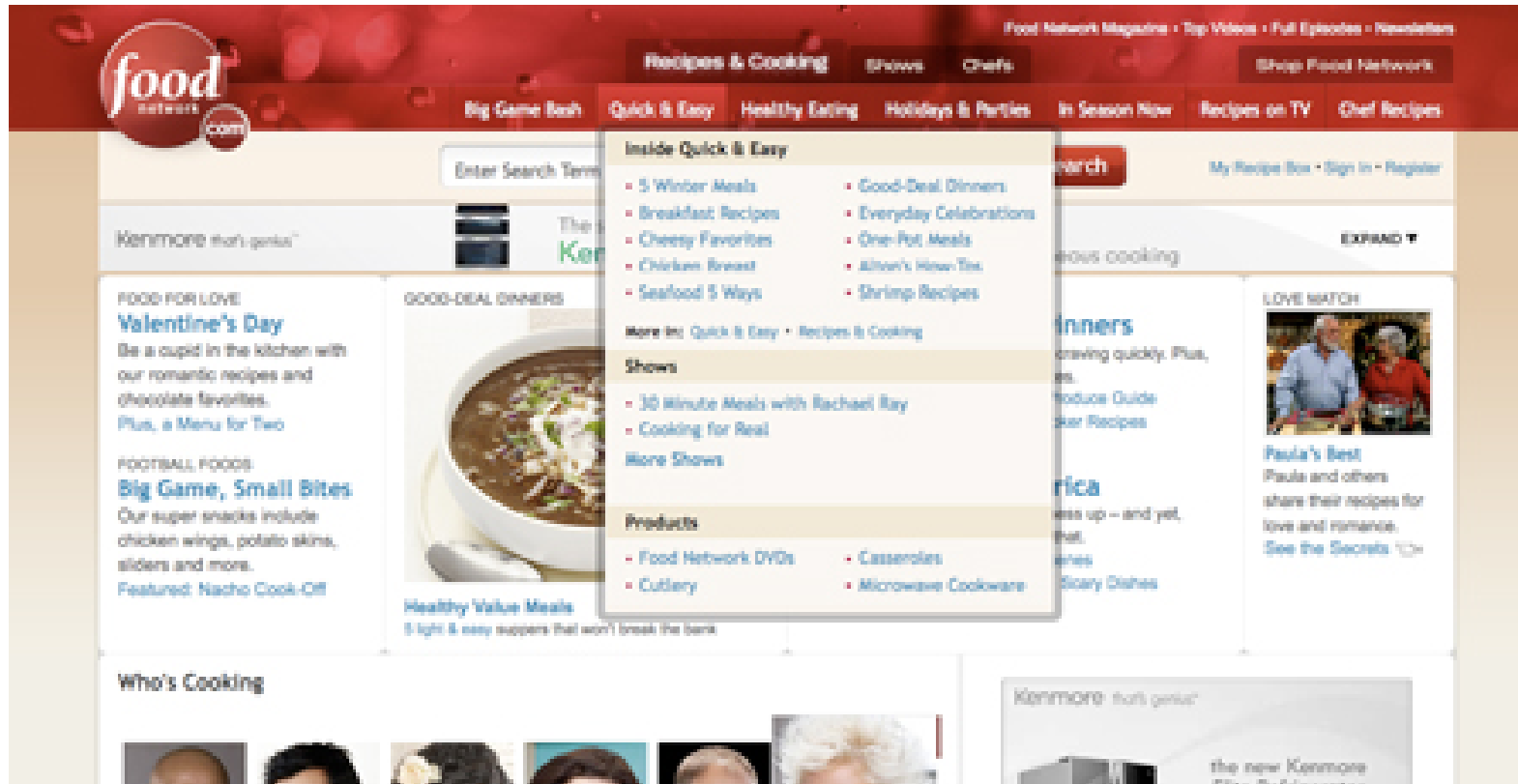
AICPA CPEExpress: Unlimited online access to 600+ CPE credit hours

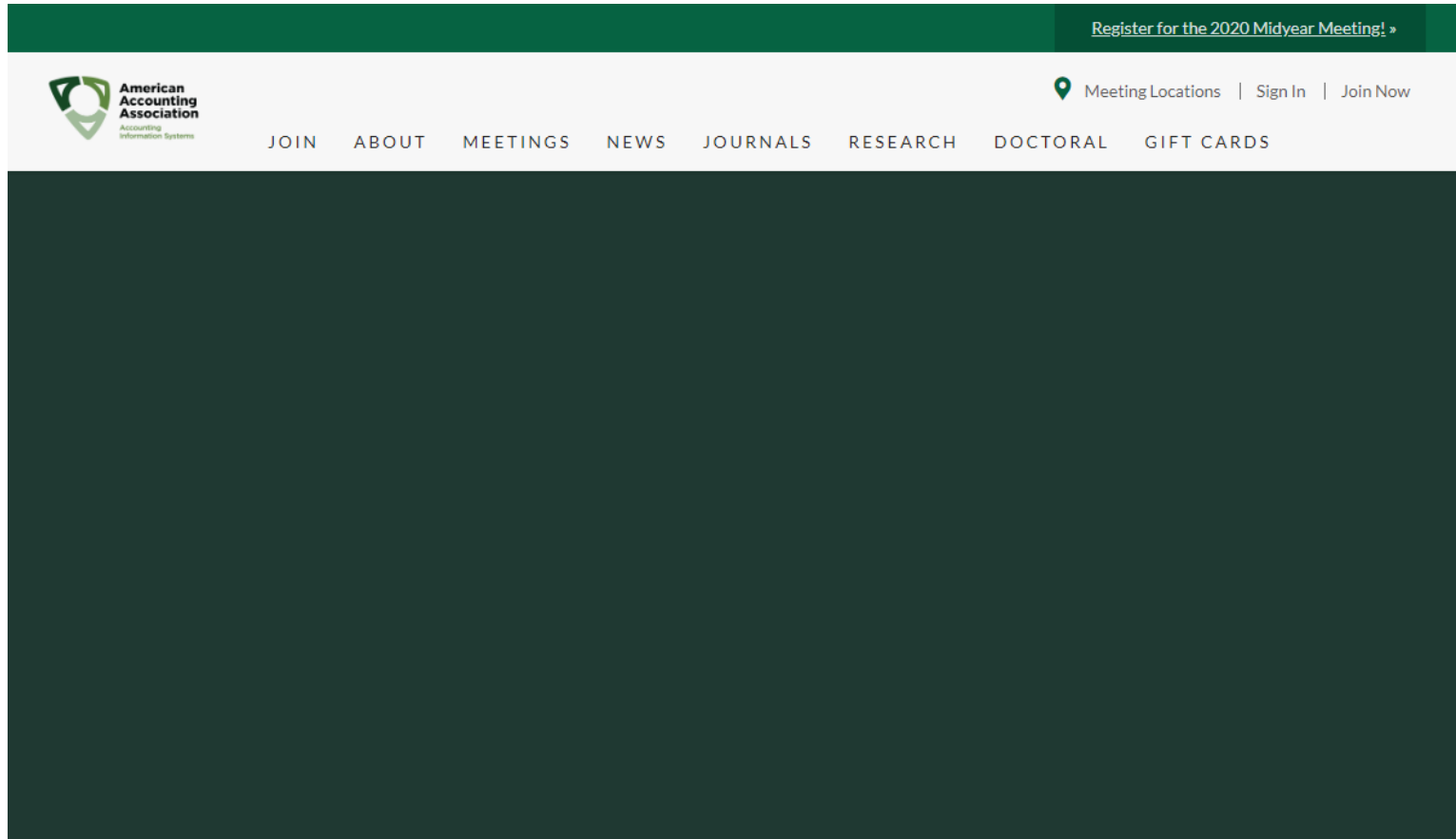
Online

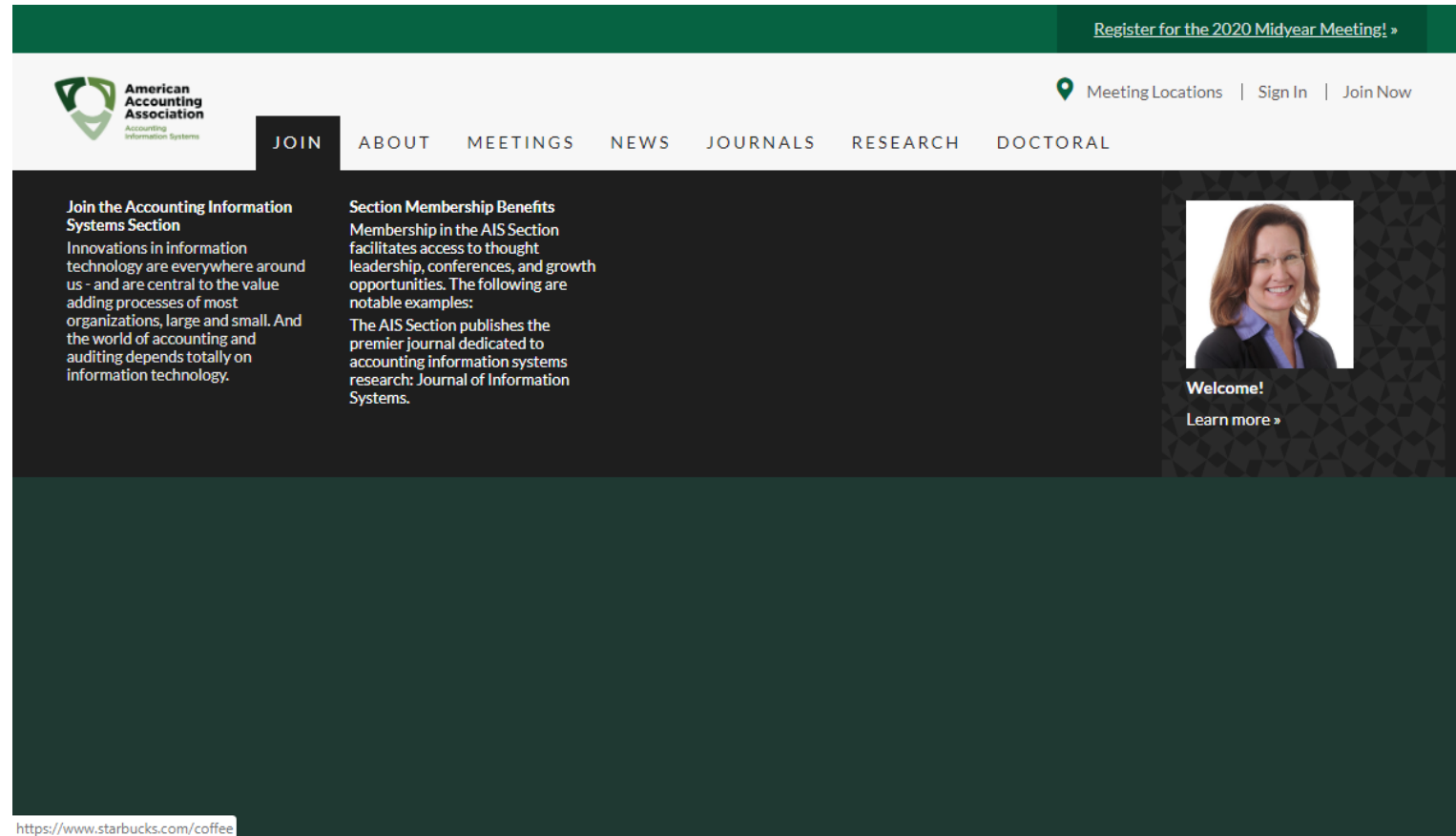
46% AICPA member discount

~~\$457~~ **\$249** →









What would you like to see for Navigation Tabs??

- *Use chat to everyone*

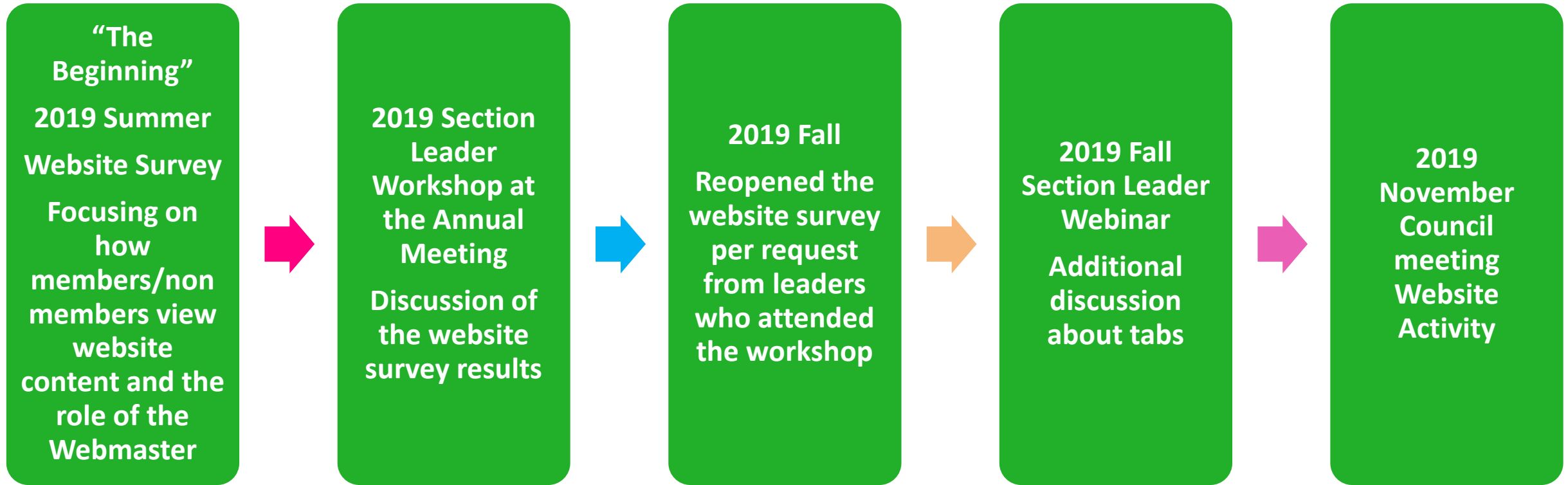
Examples of Navigation Tabs:

Meetings
Journals
Newsletters
Miscellaneous Publications
 e.g. monographs
Awards
Mission & Vision

Operations Manual
Bylaws
Committee Information
Officer Directory
Join
Research Resources

About
Doctoral Activities
News
Teaching & Education
 Resources
Practice Resources
Sponsors

What has happened so far..... Audrey Gramling



Going Forward



Membership Survey

Basic Results

Nancy Nichols & Tracie Miller Nobles

Segment Leaders Webinar

October 15, 2019

Respondents

- Total # of respondents: 997
- Average years of AAA membership: 14 years
- Average years in academics: 17 years
- Country where work: U.S 81%; Canada 4%; Australia 2%;
Germany 2%; China 2%; Japan 1.5%
All other countries < 10 respondents
- Age: 30-39 24%; 50-59 23%; 60-69 19%; 40-49 18%;
Over 69 7%; Under 30 6%

Section Membership

Section	Number	% of 997
Academy of Accounting Historians	56	6%
Accounting Behavior and Organizations	169	17%
Accounting Information Systems	96	10%
Accounting Program Leadership Group	44	4%
American Taxation Association	115	12%
Auditing	243	24%
Diversity	31	3%
Financial Accounting and Reporting	229	23%
Forensic Accounting Section	61	6%

Section	Number	% of 997
Gender Issues and Worklife Balance	28	3%
Government and Nonprofit	51	5%
International Accounting	75	8%
Management Accounting	163	16%
Public Interest	56	6%
Strategic and Emerging Technologies	45	5%
Teaching, Learning and Curriculum	153	15%
Two-Year College	21	2%
Not a section member	79	8%
TOTAL	1715	
Average per respondent	1.7 sections	

Involvement in AAA

	Number	% of 997
Attend annual meeting	555	56%
Attend section/region/specialty meetings	503	50%
Volunteer at section, regional, or AAA level	419	42%
Submit research paper to annual meeting	363	36%
Submit research paper to section/regional meeting	361	36%
Leadership role at section, regional, or AAA level	143	14%
Submit teaching/curriculum material to annual meeting	107	11%
Submit teaching/curriculum material to section/regional meeting	92	9%
None of the above	98	10%

Why do you belong to AAA? (allocate 100 points)

	All Members	5 Years or Less	Tenure/Tenure Track	Not Tenure/TT
To network and build professional relationships	24.3	23.1	24.1	24.7
To obtain access to journals	20.7	19.4	20.6	20.9
Opportunities to present my research; attend research presentations	20.6	20.9	21.6	18.2
To attend AAA annual meeting	18.6	20.9	17.3	21.1
To attend section meetings	16.7	17.2	17.5	14.5
To stay current on profession	13.8	11.1	13.4	14.5
To obtain access to teaching resources	13.3	14.2	13.2	13.6
My dues are reimbursed	11.9	7.4	13.1	9.5
To belong to a section	11.1	6.0	12.0	9.1
Opportunities to present my teaching techniques/cases; attend teaching presentations	10.1	7.9	10.0	10.2
To access AAA/section leadership/volunteer opportunities	9.4	7.0	9.6	8.8
To access job opportunities (Career Center /Rookie Camp)	8.4	9.8	7.0	10.3
To attend region meetings	7.4	5.3	8.1	6.1
To earn CPE hours	7.3	4.1	7.5	6.8
My prof./supervisor/mentor suggested I join	6.0	6.7	5.8	6.3
Other	9.9	4.1	10.1	9.6
# of Respondents	997	294	596	401

American Accounting Association
2019

How likely would you be to recommend AAA?

	To a PhD Student?	To a Tenure Track Colleague?	To a lecturer colleague?
Extremely likely	512 (59%)	521 (60%)	216 (25%)
Very Likely	219 (25%)	212 (24%)	177 (20%)
Somewhat likely	102 (12%)	97 (11%)	232 (27%)
Not very likely	22 (3%)	24 (3%)	134 (15%)
Not at all likely	11 (1%)	9 (1%)	89 (10%)
Don't know	9 (1%)	11 (1%)	26 (3%)
Total	875	874	874

Who pays for your dues?

		% of Total
100% paid by employer	523	60%
Employer pays a portion of my dues.	88	10%
None paid by employer	262	30%
Total	873	

Membership Renewal

	How likely are you to renew your membership?		If personally had to pay 100%?	
Extremely likely	534	61%	78	13%
Very Likely	200	23%	114	19%
Somewhat likely	91	10%	165	27%
Not very likely	22	3%	142	23%
Not at all likely	16	2%	102	17%
Don't know	12	1%	12	2%
Total	875		613	

Value of Membership

	Overall	Section Membership	Volunteer Opportunities	Journals	Annual Meeting	Section Meetings
Excellent	143 (16%)	217 (27%)	116 (14%)	263 (31%)	168 (20%)	226 (26%)
Very Good	219 (25%)	217 (27%)	168 (20%)	253 (29%)	195 (23%)	224 (26%)
Good	242 (28%)	187 (23%)	209 (24%)	202 (23%)	183 (21%)	164 (19%)
Fair	147 (17%)	85 (10%)	109 (13%)	76 (9%)	130 (15%)	65 (8%)
Poor	116 (13%)	28 (3%)	46 (5%)	23 (3%)	96 (11%)	23 (3%)
Don't know/ Don't use*	11 (1%)	67 (8%)	194 (23%)	43 (5%)	87 (10%)	144 (17%)
Not aware		17 (2%)	17 (2%)	2 (0%)	0 (0%)	9 (1%)
Total	878	818	859	862	859	855

*Overall value question: Don't Know

Specific benefit questions: Don't use but aware of

Open-Response Comments

180 comments

Cost concerns	99	55%
Journal issues	12	7%
Meeting issues	22	12%
Transparency concerns	14	8%
Other	34	19%
Positive comments	16	9%

Other: lack of inclusion (7), relationship with practice (5), customizing membership (6), CPE hours (4)

Value of Membership

	Overall	Regional Meetings	Specialty Meetings	Career Center	Website	Webinars	Discounted Access
Excellent	143 (16%)	73 (9%)	86 (10%)	85 (10%)	91 (11%)	40 (5%)	103 (12%)
Very Good	219 (25%)	126 (15%)	110 (13%)	144 (17%)	195 (23%)	90 (11%)	106 (12%)
Good	242 (28%)	152 (18%)	105 (12%)	140 (16%)	261 (31%)	109 (13%)	100 (12%)
Fair	147 (17%)	92 (11%)	68 (8%)	70 (8%)	137 (16%)	81 (10%)	59 (7%)
Poor	116 (13%)	65 (8%)	35 (4%)	26 (3%)	56 (7%)	44 (5%)	47 (6%)
Don't know/ Don't use	11 (1%)	334 (39%)	416 (49%)	350 (41%)	105 (12%)	350 (41%)	255 (30%)
Not aware		13 (2%)	33 (4%)	37 (4%)	5 (1%)	134 (16%)	182 (21%)
	878	855	853	852	850	848	852

- Who are they?

Tenure track/ tenured	44	56%
Non-Tenure track PhD	7	9%
Lecturer	6	7%
Adjunct lecturer - still in practice	1	0%
PhD student	12	13%
Not employed in academics	8	15%
	78	

- Work Location: US 46 (60%) compared to 81% US full sample; Japan 5 (6%); Brazil, Germany, Nigeria 3 each (4%)
- Avg years as AAA member: 13.5 years

Involvement in AAA – no section membership

	Number	% of 78	% for all respondents
Attend annual meeting	47	60%	56%
Attend section/region/specialty meetings	11	14%	50%
Volunteer at section, regional, or AAA level	25	32%	42%
Submit research paper to annual meeting	20	26%	36%
Submit research paper to section/regional meeting	8	10%	36%
Leadership role at section, regional, or AAA level	14	18%	14%
Submit teaching/curriculum material to annual meeting	11	14%	11%
Submit teaching/curriculum material to section/regional meeting	1	1%	9%
None of the above	19	24%	10%

Why do you belong to AAA? (allocate 100 points)

	# Selecting Category	Avg. Points Allocated	
	Not section member	Not section member	All Members
To network and build professional relationships	55	24.8	24.3
To obtain access to journals	42	21.2	20.7
Opportunities to present my research; attend research presentations	44	23.5	20.6
To attend AAA annual meeting	49	28.4	18.6
To attend section meetings	19	10	16.7
To stay current on profession	35	17.2	13.8
To obtain access to teaching resources	30	16.6	13.3
My dues are reimbursed	14	14.5	11.9
To belong to a section	4	3	11.1
Opportunities to present my teaching techniques/cases; attend teaching presentations	15	11.2	10.1
To access AAA/section leadership/volunteer opportunities	12	6.4	9.4
To access job opportunities (Career Center /Rookie Camp)	17	10.6	8.4
To attend region meetings	17	9.4	7.4
To earn CPE hours	13	6.8	7.3
My prof./supervisor/mentor suggested I join	11	15.1	6.0
Other	5	19.9	9.9
# of Respondents	78		997

	No section membership	% of Total	% of Total All Members
100% paid by employer	32	42%	60%
Employer pays a portion of my dues.	10	13%	10%
None paid by employer	35	45%	30%
Total	77		

	How likely are you to renew your membership?	
	No Section Membership	All Respondents
Extremely likely	31% 7%	84% 61%
Very Likely	24%	23%
Somewhat likely	24%	10%
Not very likely	33%	3%
Not at all likely	12%	2%
Don't know	0%	1%

Value of Membership

	Overall Value		Journals		Annual Meeting	
	No Section Membership	All Respondents	No Section Membership	All Respondents	No Section Membership	All Respondents
Excellent	16 (21%)	143 (16%)	25 (32%)	263 (31%)	19 (25%)	168 (20%)
Very Good	20 (26%)	219 (25%)	15 (19%)	253 (29%)	17 (23%)	195 (23%)
Good	22 (28%)	242 (28%)	21 (27%)	202 (23%)	16 (27%)	183 (21%)
Fair	10 (13%)	147 (17%)	4 (5%)	76 (9%)	7 (5%)	130 (15%)
Poor	8 (10%)	116 (13%)	3 (4%)	23 (3%)	3 (4%)	96 (11%)
Don't know/ Don't use*	2 (3%)	11 (1%)	10 (13%)	43 (5%)	13 (13%)	87 (10%)
Not aware				2 (0%)		0 (0%)
Total	78	878	78	862	75	859

*Overall value question: Don't Know

Specific benefit questions: Don't use but aware of

Data Availability

- Entire data set available on segment leaders webpage
- Separate worksheet for each segment
- Obvious from data that segment membership and meetings are highly valued by members
- Membership committee currently focused on members < 5 years and non-tenure track members
- Membership committee would appreciate any analysis that you do with your segment data

A wooden surface with scattered Scrabble tiles. The words 'RELEVANT' and 'CONTENT' are spelled out with tiles, forming a large 'L' shape. Other tiles are scattered around, including 'AUDIENCE' and 'CONTENT'.

A wooden surface with scattered Scrabble tiles. The words 'RELEVANT' and 'CONTENT' are spelled out with tiles, forming a large 'L' shape. Other tiles are scattered around, including 'AUDIENCE' and 'CONTENT'.

-
- Recall Mark Defond, VP Publications and Research, gave an excellent overview of the AAA Research Relevance Task Force at the August Council Meeting
 - Will not repeat here

Research Relevance at the Annual Meeting

Second Annual Yuji Ijiri Lecture on Foundations of Accounting



Sudipta Basu presented his lecture,
“How Robust are the Foundations of the Conceptual Frameworks?”

Tuesday Morning: Research Relevance Panel



Moderator: Bruce Behn



Sudipta Basu



Patty Dechow



Bill McCarthy

Research Relevance, Cont.

- October
 - 2019 Conference on Auditing and Capital Markets
 - PCAOB with *The Accounting Review*
 - October 17-18, 2019
- December
 - *Accounting Horizons* Conference on “Data Analytics in Accounting” at Baruch College, New York City, December 12-13, 2019
 - Proposal from next senior editor of TAR, Robert Knechel, host join conferences with non-academic bodies
 - Proposal to Knechel from some senior accounting academics to have a Research Relevance section of Papers in each TAR issue

What can your Segment Do.....

At the recent Impact Meeting that was hosted by the Northeast Region there was a Research Relevance focus

Plenaries with Impact

- Christine Botosan, Impact the Future: Financial Reporting
- Griffin Anderson, Program Shifts in Accounting Technologies
- Track sessions devoted to “Research with an Impact on the Profession”
- Panel with editors
 - *Horizons*
 - *Strategic Finance*
 - *Journal of Accountancy* (one column)

Impact Meeting: Research Relevance - Impacting the Future



Sudipta Basu



Baruch Lev



Shiva Rajgopal



Shyam Sunder

Sudipta's "Dream Team!"

-
- My thoughts
 - 2 pronged
 - Change our focus on the RQ we ask
 - How best to communicate the results/implications of our research

What can your Segment Do.....

In Alan Webb's recent President's Message on the Management Accounting Section website he writes:

- In keeping with recommendations in the recently released AAA Research Relevance Task Force report, we are examining new approaches to strengthen the connections between management accounting research and practice. As an example, we are working with the AICPA to develop a panel session for the 2020 Midyear Meeting focused on issues related to the **production** and **dissemination** of practice-relevant research.

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

Use chat to everyone



-
- American Accounting Association Education Committee

Response to CPA Evolution: NASBA's and the AICPA's Guiding Principles – Steve Kaplan, Chair

The response is available on the Segment Leader Website

<https://aaahq.org/SegmentLeaders>

What will Board & Council focus on in the coming year

- Business Model
- Non Tenure Track Proposal
- Region/Impact Meetings
- Research Relevance Task Force Report
- Continuing Engagement Task Force Report



What's Next - <https://aaahq.org/Segment Leaders>

- Action Items

- Review the new documents on the Segment Leader Website
- Review October, November, and December for timeline reminders
- Download and Review the Membership Survey
- Discuss with your section leaders what you might do to support Research Relevance
- Read the AAA Education Committee Response to the CPA Evolution

- What's next?

- The webinar will be posted on Segment Leader website
- In late November Segment Executive Committee will receive the notes from November Council meeting



What's
Next?

Thank You!



**American
Accounting
Association**

Your information resource
Segment Leader Website
aaahq.org/SegmentLeaders

Shauna Bigelow

shauna.bigelow@aaahq.org

Audrey Gramling

audrey.gramling@okstate.edu