



Thought Leaders in Accounting

Teaching, Learning & Curriculum (TLC) Section
American Accounting Association

The Accounting Educator

Spring 2012

Volume XXI, No. 3



A MESSAGE FROM THE CHAIR

April 2012

Dear TLC Section Members:

I feel very grateful to serve with so many outstanding volunteers in the Teaching, Learning & Curriculum Section. I am inspired by many colleagues who are passionate about improving teaching and learning. I feel renewed energy and enthusiasm each time I have the opportunity to interact with my friends in the TLC Section.

In this issue of the Newsletter, there are some exciting activities highlighted. First, we will be holding our 4th **Annual Online Mid-Year Meeting on Friday April 27th at 1 pm EDT**. Cassy Budd from BYU will be making a presentation on Teaching Perspectives. I'm confident you'll find it useful and informative. In past years we have held the MYM in February. Some changes in technology platforms have made it necessary to postpone the meeting to April 27th. The changes are exciting, as we anticipate being able to offer more frequent online meetings in the future.

Second, I encourage you to submit nominations for the Outstanding Research in Accounting Education Award and for the TLC Hall of Honor. Billie Cunningham is the Chair of our Awards Committee and will be receiving nominations. Additional details are contained in this issue of the Newsletter. Nominations are due by April 30th.

Third, I hope you are planning to attend the Annual Meeting in Washington D.C. in August. We will be holding our Annual TLC Breakfast on the morning of Monday, August 6th. Our **breakfast speaker** will be

Professor G. Peter Wilson from Boston College. Pete is well-known for being an Outstanding Educator. I'm confident that he will inspire us! The TLC Section will also be hosting the 3rd Annual WOW Event. We are planning to host **Dan Roam**, a popular speaker and author. He's the author of various titles including his latest, *Blah Blah Blah: What To Do When Words Don't Work*. His work is thought provoking and we're looking forward to hearing from him. Thanks

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once again to the **generous sponsorship of KPMG**. The WOW Event will be held on the evening of Tuesday, August 7th during the AAA Annual Meeting. As in prior years, both the Breakfast and the WOW Event will be ticketed events. Watch for details as you sign up for the Annual Meeting.

Thanks so much for all you do to support the activities of the TLC Section! I look forward to seeing many of you this spring at Regional Meetings and later this summer at the AAA Annual Meeting.

Sincerely,

Bob Allen
Chair, TLC Section 2010-2012
Professor of Accounting and David Eccles Scholar
University of Utah

Manuscripts and Shaggy Dog Stories

Anyone wishing to submit short manuscripts, cartoons, letters to the editor, call for papers, announcements, or other articles of interest for publication in the *The Accounting Educator* should email material to carol@carolyacht.com.

CALL FOR SHORT PAPERS FOR NEXT ISSUE – ANY ISSUE CONCERNING ACCOUNTING EDUCATION

The TLC Newsletter is accepting submissions on any issue regarding accounting education or curriculum. Your manuscript should be short (not over two to three pages single spaced). Submit your manuscript in Word or RTF format electronically by July 1, 2012.

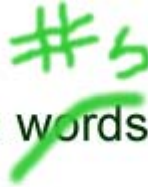
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TLC WOW Event 2012

Sponsored by the
AAA Teaching, Learning & Curriculum Section
and KPMG LLP



What to do when words don't work



Reception with Presentation and Workshop by Dan Roam

Best-selling international author, *The Back of the Napkin* and
Blah, Blah, Blah: What to Do When Words Don't Work

Tuesday, August 7, 2012

Potomac Ballroom, Gaylord Hotel

Reception and fun activities beginning at 6:00PM

Hors D'Oeuvres and Beer, Wine and Soda

Ever wonder if your students will remember what you teach them? Ever worry about finding better ways to communicate difficult accounting concepts? Please join the TLC Section and KPMG as we consider ways to help our students think and learn more quickly.

Dan Roam has helped leaders at Microsoft, Google, Wal-Mart, Boeing, and the United State Senate solve complex problems through Visual Thinking. During the evening, he will show us how drawing pictures can help our students learn about accounting. So, come, ready to eat, network, listen and DRAW. You will walk away with fresh, new ideas to implement when classes start this fall!

And now for something *completely* different. . .

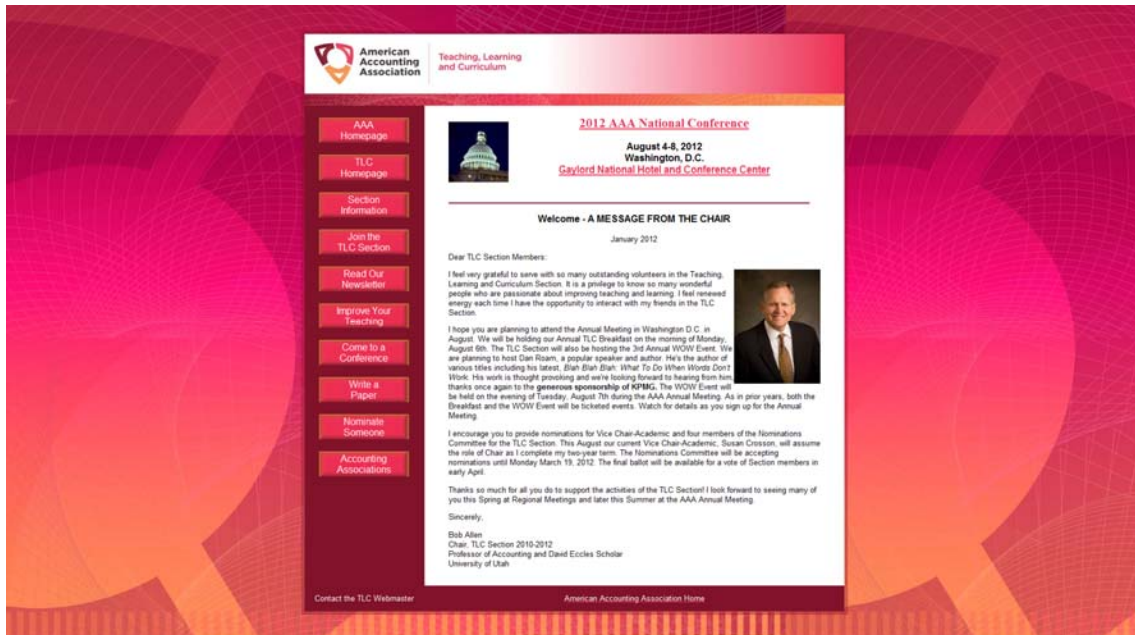
<http://aaahq.org/TeachCurr/index.cfm>

by

Kevin Kimball, BYU-Hawaii

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If you haven't visited the Teaching, Learning and Curriculum section's AAA website at <http://aaahq.org/TeachCurr/index.cfm>, you should take a look. One thing I am certain you will notice is the strikingly bold background of the homepage. These colors are part of a broader rebranding of all AAA communication material.



The primary motivations for the recent redesign of our TLC website were to:

- 1) Implement our AAA-assigned color scheme
- 2) Incorporate a standardized homepage layout
- 3) Improve accessibility of key TLC resources.

As recent AAA national conference attendees in Denver may recall, the AAA announced its new branding campaign. With that branding campaign came assigned color schemes for the various AAA sections. The TLC was assigned pink.

As we considered implementing this color scheme on our website, we realized that it would be a good time to adopt a more standardized homepage layout as well. Luckily, Judy Cothorn, AAA's Web and Social Media Manager, had already completed a standard homepage design for the "Accounting Behavior and Organizations" section using their newly assigned color scheme and offered to help us redesign ours. After reviewing their homepage, we decided to adopt a similar homepage format. The new format gives a fairly clean feeling with left-hand tabs for those areas likely to be of most interest to TLC membership.

What was so wonderful about this process is that we could brainstorm ideas with Judy Cothorn and Kathy Casper, AAA's Web and Database Project Manager, and they had our newly designed webpage up-and-running for review in no time. The TLC section is very grateful.



Nominations
2012 TLC Section Hall of Honor Award
Nominations by April 30, 2012

The purpose of the Teaching, Learning & Curriculum (TLC) Section's Hall of Honor Award is to recognize a TLC member who has provided outstanding service to the section for an extended period of time. To be eligible, one must have been a TLC member for at least 8 years when nominated. The person must have a record of distinguished service as a TLC committee member and served as a Chair of at least one TLC committee as well as an officer or director.

The following information will be helpful to the Awards Committee when evaluating a nominee:

- Evaluations of the nominee's committee service by chairpersons of committees on which the nominee has served. The evaluations may be solicited if necessary.
- Evaluations provided by TLC members who have served on at least one TLC committee chaired by the nominee. The evaluations may be solicited if necessary.
- Other information that the nominator feels will help in evaluating the nominee's TLC service such as a resume or vita.
-

The Awards Committee will secure the nominee's TLC service record. The award carries a plaque and monetary stipend and will be presented during the TLC Section's business meeting in Washington, DC in August 2012.

Nomination procedure

The nomination must be made by a TLC member. There is no standard nomination form. The written nomination should include a statement of support and any relevant documentation as to why the nominee deserves the award.

Nominations will be accepted through April 30, 2012.

Send your nominations to Billie M. Cunningham, Chair, TLC Awards Committee at cunningham@missouri.edu.

Members of the Awards Committee are:

Billie Cunningham, University of Missouri (Chair)
Bambi Hora, University of Central Oklahoma
Tracy Manly, University of Tulsa
Paul Mihalek, Central Connecticut State University
Carol Yacht, Author, McGraw-Hill/Irwin



Nominations
2012 TLC Section Outstanding Research
in Accounting Education Award
Nominations by April 30, 2012

To encourage and recognize excellence in accounting education research, the Teaching Learning & Curriculum (TLC) Section seeks nominations (including self-nominations) for the 2012 TLC Research in Accounting Education Award. Any research article in the field of accounting education ***published in 2011*** is eligible for the award. Nominations for cases and instructional resources published in refereed journals will also be considered and are encouraged. At least one of the authors of a nominated article must be a TLC member.

The TLC Awards Committee, appointed by the Chair of the Teaching and Curriculum Section, will evaluate nominated articles. The award carries a plaque, letter of commendation, and monetary stipend and will be presented during the TLC Section's business meeting in Washington, DC in August 2012.

Nomination procedure

The nomination should include the full bibliographic citation for the article and a brief note to indicate why you believe the article should be selected for the 2011 Outstanding Research in Accounting Education Award. Please direct any questions or inquiries to Billie M. Cunningham at cunningham@missouri.edu or 573-882-5665. Nominations may be made by both members and non-members of the TLC Section. However, at least one of the nominated authors must be a TLC member.

Nominations will be accepted through April 30, 2012.

Send your nominations to Billie M. Cunningham, Chair, TLC Awards Committee at cunningham@missouri.edu.

Members of the Awards Committee are:

- Billie Cunningham, University of Missouri (Chair)
- Bambi Hora, University of Central Oklahoma
- Tracy Manly, University of Tulsa
- Paul Mihalek, Central Connecticut State University
- Carol Yacht, Author, McGraw-Hill/Irwin



ANNOUNCEMENTS

**4th Annual Online Mid-Year Meeting
Friday April 27th at 1 pm EDT
Teaching Perspectives Webinar with Cassy Budd**

Join us and explore various successful teaching perspectives and learn how to build on your natural strengths in the classroom. Identify the common weaknesses (actual and perceived) inherent in each teaching perspective so that you can avoid the pitfalls. Find a teaching perspective that allows you to bring the "best you" to the students.

Our presenter, Cassy Budd, graduated from BYU in 1990 and immediately began working for PwC (formerly Price Waterhouse) in the audit practice. She worked for the firm for more than 10 years in the Salt Lake City, San Jose, and Phoenix offices. After leaving PwC, she completed a MAcc in tax and personal financial planning at Utah State University and joined the USU faculty full time upon graduation in 2002. She moved to BYU in the Fall of 2005 where she is currently teaching in the Jr Core and entry-level courses.



Cassy just completed a two-year term as co-chair of the AAA Conference on Teaching and Learning in Accounting and she enjoyed the opportunity to attend and present at the many AAA regional and national meetings as part of that assignment.

Cassy resides in Provo with her husband, Spencer, of 24 years and her four amazing children.

2012 AAA Ohio Regional Meeting

Friday, May 11, 2012

Session 1.1: 10:30 AM – 12 Noon

Panel Discussion: Accounting Education Journals--Meet the Editors

Discussion Facilitators:

Timothy J. Fogarty, Case Western Reserve University, Associate Editor, *Journal of Accounting Education*

David E. Stout, Youngstown State University, former editor, *Issues in Accounting Education* and current Editor-in-Chief, *Journal of Accounting Education*

Donald E. Wygal, Rider University, former Associate Editor, *Issues in Accounting Education*, and current Associate Editor, *Journal of Accounting Education*

Purpose: The purpose of this session is to provide a unique, interactive format for the free exchange of ideas, constructive feedback, and research projects in accounting education (research studies, instructional resource papers, and educational cases). The goal of the session is to motivate increased and higher-quality submissions in the area of accounting education and, ultimately, to enhance publication potential of such submissions.

Format: After brief introductions, we will break out into up to three groups, the discussion in each to be facilitated by one of the above-listed editors. Participants in this session are asked to bring with them their own ideas for accounting education manuscripts. It is intended that during our “roundtable” discussions individual participants will exchange ideas with fellow participants and the designated journal editor. The planned format is decidedly interactive in nature. Therefore, we encourage participants to bring ideas to the session for response and commentary by others, and to participate actively in the discussion at each roundtable.

2012 AAA Mid-Atlantic Regional Meeting

Friday, April 20, 2012

Session 2.3: 1:50 PM - 3:30 PM

Panel Discussion: Accounting Education Journals--Meet the Editors

Discussion Facilitators:

E. Kent St. Pierre, St. Joseph's University, former editor, *Issues in Accounting Education* and former Editor-in-Chief, *Journal of Accounting Education*

David E. Stout, Youngstown State University, former editor, *Issues in Accounting Education* and current Editor-in-Chief, *Journal of Accounting Education*

Donald E. Wygal, Rider University, former Associate Editor, *Issues in Accounting Education*, and current Associate Editor, *Journal of Accounting Education*

Purpose: The purpose of this session is to provide a unique, interactive format for the free exchange of ideas, constructive feedback, and research projects in accounting education (research studies, instructional resource papers, and educational cases). The goal of the session is to motivate increased and higher-quality submissions in the area of accounting education and, ultimately, to enhance publication potential of such submissions.

Format: After brief introductions, we will break out into up to three groups, the discussion in each to be facilitated by one of the above-listed editors. Participants in this session are asked to bring with them their own ideas for accounting education manuscripts. It is intended that during our "roundtable" discussions individual participants will exchange ideas with fellow participants and the designated journal editor. The planned format is decidedly interactive in nature. Therefore, we encourage participants to bring ideas to the session for response and commentary by others, and to participate actively in the discussion at each roundtable.

2012 Mid-Atlantic Regional Meeting
Shared Experiences and Skill Building in the First Course in Accounting
Friday, April 20, 2012
Session 3.7 – 4:00 pm

The Shared Experiences Committee of the Teaching, Learning & Curriculum Section of the American Accounting Association has planned an interactive panel at the 2012 Mid-Atlantic regional meeting in Philadelphia. Our topic will build upon our theme of recent years **“Building Partnerships between Academics and Practitioners.”**

Among the issues to be explored are possibilities for faculty members and practitioners to work together to pursue a common purpose of enhancing accounting education. These panels bring together educators and practice members to explore how each may benefit from the fruits of the other’s experiences. A part of this dialogue will include an exploration of common and distinctive elements of the missions and constraints that are identifiable with academic programs and with the practice environment.

While the “first course” is noted in the title of the session, our panelists will share insights more broadly on how academics and practice professionals can work together to address student skills development. This will include a discussion of how to make students better aware and more prepared for skill set applications in the work environment.

Panelists from the practice professional environment will provide insights on emerging and evolving workplace views of what is needed to make students better prepared for their professional role. Faculty member panelists will share experiences and developments in their programs that are designed both to strengthen student awareness of practice needs and to enhance their development of relevant skills. This includes a focus on “first course” and other course/classroom activities, internship and co-op programs, and co-curricular initiatives designed to promote student scholarship and experiential learning. Such considerations are of ongoing importance on their own and will likely have implications regarding the work and recommendations of the Pathways Commission report that is scheduled to be issued by the meeting date.

Panelists:

Donald Wygal (Moderator) - Rider University
Bette Kozlowski- Director of University Relations and Recruiting, KPMG
Ellen Glazerman- Executive Director Ernst & Young Foundation
Nancy Uddin- Monmouth University
Kent St. Pierre- St. Joseph’s University

Shared Experiences Committee panels in recent years have helped to create dialogue on important issues at regional and national meetings. **Attendees are empowered to become active participants in the discussion.** This opportunity for dialogue and sharing has made our panels quite popular and well attended. Our plans for this year are to build upon these successes. Shared Experiences panels on a variety of themes have been planned for as well at other forthcoming meetings. We encourage attendees at those meetings to look for and attend such sessions.

The members of the Shared Experiences Committee are shown on the TLC homepage of the Association website. Look for additional updates in forthcoming issues of *The Accounting Educator*.



Call for Papers

Special Assessment of Learning Issue

Advances in Accounting Education: Teaching and Curriculum Innovations

Submissions are invited for a special volume devoted to articles dealing with assurance of learning for accounting education at the college and university level. The purpose of this special volume is to help accounting educators who are assessing learning outcomes better understand the process and to share best practices. Papers can include:

- Thought pieces that discuss the current state of learning assessment and potential future directions.
- Position papers on the role of accreditation bodies on shaping assurance of learning and the associated benefits and costs of the process.
- Research studies with implications for improving assurance of learning for accounting education.

AIAE provides a forum for sharing generalizable approaches ranging from curricula development to content delivery techniques. This special issue will feature research that contributes to more effective practices of learning assessment in colleges and universities.

Topics may include the development of learning goals and objectives, the creation of assessment instruments, the analysis of results and how results can be used to improve curriculum.

Non-empirical papers should be academically rigorous, and specifically discuss the institutional context of a course or program, as well as any relevant tradeoffs or policy issues related to the learning assessment. Empirical reports should exhibit sound research design and execution, and must develop a thorough motivation and literature review, possibly including references from outside the accounting field.

Submission process

Send two files by email: one with a manuscript copy but without a cover page and one solely with a cover page. Also, attach a copy of any research instruments. Cover pages should list all authors' names and addresses (with telephone numbers, fax numbers, and e-mail addresses). The authors' names and addresses should not appear on the abstract. To assure anonymous review, authors should not identify themselves directly or indirectly. Two reviewers assess each manuscript submitted with reviews completed in a timely manner.

Send manuscripts to Dorothy Feldmann and Tim Rupert at aiae@neu.edu.

Detailed information on how to prepare your manuscript according to production requirements can be obtained by e-mailing the editors at the above e-mail address.

Papers should be submitted by August 31, 2012 to be considered for this special volume. All others will be published in future regular volumes of AIAE. If too few assurance of learning papers are accepted to fill a special volume, these papers will be published in future regular volumes of AIAE.

Call for Papers
Advances in Accounting Education:
Teaching and Curriculum Innovations

Submissions are invited for forthcoming volumes. AIAE publishes a wide variety of articles dealing with accounting education at the college and university level. AIAE encourages readable, relevant, and reliable articles in all areas of accounting education including auditing, financial and managerial accounting, forensic accounting, governmental accounting, taxation, etc. Papers can be:

- Thought pieces that share anecdotal experiences with various pedagogical tools.
- Position papers on particular issues.
- Comprehensive literature reviews grounded in theory.
- Conceptual models.
- Historical discussions with implications for current and future pedagogical efforts.
- Methodology discussions.
- Research studies with implications for improving accounting education.

AIAE provides a forum for sharing generalizable teaching approaches from curricula development to content delivery techniques. Pedagogical research that contributes to more effective teaching in colleges and universities is highlighted. All articles must explain how teaching methods or curricula/programs can be improved. Non-empirical papers should be academically rigorous, and specifically discuss the institutional context of a course or program, as well as any relevant tradeoffs or policy issues. Empirical reports should exhibit sound research design and execution, and must develop a thorough motivation and literature review, possibly including references from outside the accounting field.

Submission Process

Send two files by email: one with a manuscript copy but without a cover page, and the other solely a cover page with author information. Cover pages should list all authors' names and addresses (with telephone numbers, fax numbers, and e-mail addresses). The authors' names and addresses should not appear on the abstract. To assure anonymous review, authors should not identify themselves directly or indirectly. Also, attach a copy of any research instruments. Two reviewers assess each manuscript submitted and reviews are completed in a timely manner, usually 60-90 days.

Send manuscripts to aiae@neu.edu or they can be sent directly to one of the co-editors:

Dorothy Feldmann, Department of Accountancy, Bentley University, 175 Forest Street,
Waltham, MA 02452, dfeldmann@bentley.edu

Tim Rupert, Accounting Group, Northeastern University, 404 Hayden Hall, Boston, MA 02115,
t.rupert@neu.edu

CALL FOR PAPERS
Accounting Education: An International Journal
(The official education journal of the IAAER)

Communication in Accounting Education

Accounting Education: An International Journal invites submissions for a themed issue on communication in accounting education. Accounting, often described as “the language of business,” requires a diverse set of written and oral communication skills. The importance of communication in accounting education appears particularly timely today, as evolving international accounting standards and demands for increased transparency require accountants to be clear, responsive, audience-focused communicators. In addition, employers consistently report their need for accounting graduates with strong written, oral, and interpersonal communication skills. Accounting educators face the challenge of designing and delivering programmes that reflect current and evolving standards, meet employers’ and clients’ expectations, and educate students to make informed communication choices in order to achieve desired results and build relationships. Invited Guest Editors for this themed issue are F. Elizabeth Gray of Massey University, New Zealand, and Lynn Hamilton of the University of Virginia, U.S.A. *AE*’s usual editorial/review policies will apply: please see submission guidelines at <http://www.tandf.co.uk/journals/authors/raedauth.asp>.

Submissions should be original work which investigates any aspect of communication in accounting education, including papers that focus on the identification, development and/or assessment of communication skills in accounting programs, and the influence of communication skills on employment outcomes for graduates. The Guest Editors are amenable to quality research drawing on field or experimental investigations, archival or survey research, interpretive or critical studies, and case study research. We particularly encourage international perspectives. The following listing is indicative of topics of interest but is not intended to be exhaustive:

- Writing skills in accounting education.
- Interpersonal skills, interviewing and information gathering in accounting education.
- The growth of communication technologies in accounting education.
- Presentations and presentation technology in accounting education.
- Communication apprehension.
- International and cross-cultural communication in accounting education.
- Integrating communication into the accounting curriculum: faculty perspectives.
- Engaging practitioners in curriculum design.
- Assessing approaches to and methods of teaching communication in accounting.
- Narration, story-telling, and explanatory strategies in accounting education.
- Leadership communication and mentoring in accounting education.

Suggested manuscript length is 5-6,000 words, but this is negotiable (and will be less for Research Notes and Teaching Notes). Teaching Resources are also invited.

The final **deadline for submissions is 31 December 2012** with publication currently scheduled for late 2013. Early submissions are welcome and encouraged, and potential contributors are requested to notify the Guest Editors of their interest. Submissions should be made electronically in accordance with *AE's* policies and style, and sent to both Guest Editors.

Guest Editors

<p>Dr. F. Elizabeth Gray School of Communication, Journalism, and Marketing Massey University Wellington, New Zealand E-mail: F.E.Gray@massey.ac.nz</p>	<p>Associate Professor Lynn Hamilton McIntire School of Commerce University of Virginia Charlottesville, U.S.A. E-mail: hamilton@virginia.edu</p>
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CALL FOR PAPERS
Accounting Education: An International Journal
(The official education journal of the IAAER)

Themed Issue:
Developments in Accounting Education in the Orient

The journal invites submissions on any topic examining aspects of accounting education in higher education institutions or professional accounting bodies located in the geographical region of the Orient.

The Orient is a vast geographical region that embraces a considerable variety of spoken languages, local accounting practices requirements, differentiated business environments, and varied levels of educational technology tools from chalk-and-board to laptop and wireless internet. Accounting is, however, a global requirement and profession that can be found in all sorts and types of businesses and not-for-profit organisations. Hence, the exchange of knowledge and experiences from various regions of the globe can attract the attention to new dimensions in accounting education that could be applicable in other parts of the world. It would be interesting to spread the knowledge about accounting learning environments, teaching techniques, and the preferred tools under different circumstances.

Submissions should report on original research or make connections between educational research or theory, and accounting teaching practice. Reviews of special benefits and/or problems of using certain books, software, and other technological resources used in accounting classrooms are also invited.

The **deadline for submissions is 31 December 2012**, although earlier submissions will be welcomed. Submissions should be made electronically (Word files only please), in English, to:

Professor Richard M. S. Wilson
Editor-in-Chief
Accounting Education: An International Journal
(The official education journal of the IAAER)

e-mail: R.M.Wilson@Lboro.ac.uk

Manuscripts should be prepared in accordance with the journal's *Notes for Contributors* which can be found on the publisher's website: www.informaworld.com

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Everyone in the American Accounting Association Should be a Member of the Teaching, Learning, & Curriculum Section.

^^^^^^

Discover why so many of your colleagues find the TLC the place to be.

Hockey great Wayne Gretzky advises that "we need to go where the puck will be, rather than going to where the puck is now." Similarly, to become a great teacher and professor, you need to join and participate in the many valuable TLC activities.

D. Larry Crumbley
Louisiana State University
TLC Chair, 2007 – 08

Teaching, learning, and curriculum issues are important to everyone in the AAA, for we all have a vested interest in enhancing the quality of education of accounting students. This section provides a forum that cuts across disciplines, specialty areas and geographic boundaries. In recent years the Section has sponsored sessions, prepared monographs and developed workshops on such vital areas as computer applications in the classroom, assessment of teaching effectiveness, graduate program profiles, and interpersonal skills development, to name only several initiatives.

The Teaching, Learning, & Curriculum Section enables members to share their experiences, providing opportunities for linkage between large and small schools, educators and practitioners, and members worldwide. Use the attached form to apply for membership in the TLC (you must also be a member of the AAA). Mail your application to AAA headquarters (5717 Bessie Drive, Sarasota, FL 34233-2399). Join today and become better connected to your colleagues and your profession.

GIVE THE FORM BELOW TO COLLEAGUES AND ENCOURAGE THEM TO JOIN!

Membership Application for the Teaching, Learning & Curriculum Section

ID# _____

Name _____

Address _____

Affiliation _____

Telephone: Office _____ Home _____ Fax _____

Dues Enclosed: \$10

Payment method: Check enclosed (make payable to AAA) VISA Mastercard

Billing Address _____

Account Number _____ Expiration date _____

Signature _____