



## MESSAGE FROM THE PRESIDENT



July 2014

Dear TLC Members

Are you looking forward to the annual meeting as much as I am? First, it is in my hometown and I really want to share the Georgia Aquarium with you at our Annual WOW Event. The venue itself makes this event a WOW! If you are able come

(almost “SOLD OUT”), you will be treated to a wonderful buffet dinner catered by Wolfgang Puck, an open bar, CPE, and an enjoyable and educational “Measuring What Matters” program that includes corporate and public accounting insights on sustainability from Ron Jarvis of Home Depot and Katherine Blue of KPMG. Their presentations will be followed by a question and answer period. Please thank KPMG for their generous sponsorship!

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Other highlights of the annual meeting will include the 28 TLC sessions made possible through the leadership of Cathy Scott (Navarro College) and David DeBoskey (San Diego State University), and, of course, the TLC Breakfast. I will be giving my final presidential presentation about what TLC has accomplished and share ways to get involved with AAA and TLC. We will also congratulate the recipient of TLC’s Hall of Honor Award sponsored by KPMG and the winner(s) of TLC’s Outstanding Research Award sponsored by the EY Foundation.

I feel very fortunate to work with so many outstanding volunteer leaders in the TLC Section. We all look forward to working with incoming VP-Education Natalie Churyk (Northern Illinois University) and President Gail Hoover King (Purdue University Calumet). I also want to express ongoing appreciation to Treasurer Bambi Hora (University of Central Oklahoma), Secretary Tim Naddy (Shorter University), Vice President-Practice John DeMelis (EY), and all the outstanding volunteers of TLC!

Thanks too for this year's TLC online webinars on a variety of topics led by Tracie Nobles (Austin Community College). If you have a webinar idea or want to present next year, please contact Cathy Scott (Navarro College) [cathy.scott@navarrocollege.edu](mailto:cathy.scott@navarrocollege.edu). Remember you can earn CPE credit by attending these live webinars and answering the polling questions. All these webinars are archived by AAA for viewing at a later time.

Finally as I leave office, thank you all so much for how you have supported the activities of the TLC Section!

Susan Crosson  
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Emory University, [susan.crosson@emory.edu](mailto:susan.crosson@emory.edu)



**Program Stats**

**Thanks TLC for your support of AAA 2014**

Total number of TLC submissions: 90 (10, Panel submissions; 80 paper submissions).

28: TLC allocated sessions  
85: Registered reviewers  
46: Moderator volunteers  
73: Discussant volunteers

Annual meeting program stats from *Cathy J. Scott*, Navarro College; and *David DeBoskey*, San Diego State University, Co-Chairs

**Articles, Call for Papers, and Announcements**

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

**CALL FOR SHORT PAPERS FOR NEXT ISSUE**

The TLC Newsletter is accepting submissions on any issue regarding accounting education or curriculum. Your manuscript should be short — two to three pages single spaced. Submit your manuscript in Word format electronically by September 30, 2014.

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# The 5th Annual TLC WOW Event

KPMG LLP and the AAA Teaching Learning and Curriculum Section cordially invite you to join them for an evening of



## "Measuring What Matters" An Evening Focused on Accounting for a Sustainable Future

**When:** Tuesday, August 5, 2014  
**Where:** [The Georgia Aquarium](#)



**Ticket Price:** \$75



This ticketed event covers admission to all the aquarium venues, a Southern-themed dinner buffet by Wolfgang Puck, complimentary drinks, and an informative dialogue about the growing importance of accounting for sustainability and environmental innovation from the reporting and auditing viewpoints. Don't miss out on this delightful social and learning event! Register early (as tickets are limited) when you register for the AAA Annual Meeting.

- 5:00 pm            Event check-in and board buses at the **Atlanta Marriott Marquis International Level Bus Loop**
- 5:15 pm            Buses depart **Atlanta Marriott Marquis** to the Georgia Aquarium
- 5:30-7:30 pm      Buffet Dinner and Education Program  
Speakers: [Katherine Blue](#), Advisory Managing Director, KPMG  
[Ron Jarvis](#), Vice President, Merchandising & Environmental Innovation, The Home Depot
- 7:30-9:00 pm      Explore the Aquarium on your own
- 9:00 pm            Buses depart **Georgia Aquarium** for return to the **Atlanta Marriott Marquis**

**To register for the AAA Annual Meeting and the TLC WOW Event**, please [Click Here](#). You will need your AAA Login ID and password to log in; if you have forgotten your Login ID and/or password, use the [Password Request Form](#).



Teaching, Learning  
and Curriculum



## WOW Speakers



### **Measuring What Matters: An Evening Focused on Accounting for a Sustainable Future**

Ron Jarvis of The Home Depot and Katherine Blue of KPMG look forward to having an informative dialogue about the growing importance of accounting for sustainability and environmental innovation from the reporting and auditing viewpoints.

#### **Ron Jarvis, Vice President, Merchandising & Environmental Innovation, The Home Depot**

Ron Jarvis joined The Home Depot in February 1995 as a Product Merchandise Manager. Since then he has held various positions in merchandising and operations. Those include Divisional Merchandise Manager, Environmental Global Product Manager, Merchandising Vice President, VP- Environmental Innovation and Senior Vice President of Pro Business, Tool Rental and Environmental Innovation.

Ron now leads all of The Home Depot sustainability efforts as Vice President of Environmental Innovation/Sustainability and Chairman of the Environmental Council. Ron is a member of the Yale Forest Forum, a Board member of The Home Depot Foundation as well as an Outward Bound Board member. A native of North Carolina, Ron holds a BA degree from North Carolina State University in Business Management/Economics.

#### **Katherine Blue, Advisory Managing Director, KPMG**

Katherine Blue has 17 years of environmental management consulting experience centered around climate change & sustainability as well as in the industrial air quality regulatory compliance space. She advises organizations on developing and implementing climate change strategies, managing compliance with US EPA greenhouse gas (GHG) regulatory requirements, and developing corporate and product carbon footprints.

**7<sup>th</sup> Annual Conference on Teaching and Learning (CTLA)**  
**August 2-4, 2013, Atlanta GA**  
<http://aaahq.org/AM2014/CTLAinfo.cfm>

**What is CTLA?**

Held prior to the AAA Annual Meeting, the Conference on Teaching and Learning in Accounting (CTLA) is part hands-on teaching clinic, part mentoring by master teachers, and part staying current on emerging topics in accounting.



**CTLA Preliminary Program**

**Friday, August 1, 2014**

5:00pm–7:00pm     **Registration**

**Saturday, August 2, 2014**

7:00am–7:45am     **Registration**

7:00am–8:00am     **Continental Breakfast**

8:00am–8:50am     **Welcome and Opening Session**

9:00am–9:50am     **As Simple as Show & Tell: How to Make Accounting Presentations Extraordinary**

Speaker: Dan Roam

As accountants, auditors, and financial managers, we have the fastest insight into the health of our client businesses -- and the longest vision of ongoing success. Yet when "The Accountants" show up to a meeting, most executives and managers check out. Why? Because it's rare that we present our insights in a way that makes our audiences viscerally understand and truly care. In this fast-paced session, international bestselling author Dan Roam introduces the extraordinarily simple – and extraordinarily powerful.

10:20am–11:10am     **Craft of Teaching Concurrent Sessions**

Concurrent Sessions: Participants will have the choice of several workshops that are geared towards new and experienced faculty. Topics include using technology in the classroom, best practices in teaching, using case studies, and motivating and facilitating learning. These workshops will provide

participants with the opportunity to collaborate with and learn from colleagues.

**Bring your Accounting Presentations to Life -- with Show & Tell**  
Presenter: Dan Roam

In this hands-on session, we will apply Dan Roam's presentation tools and rules to the real world of Accounting. Bring a pen, an accounting challenge, and an open mind -- and watch as your presentation takes on a life of its own.

11:20am–12:20pm **Effective Teaching Practices Forum**  
**A Poster Session of Pedagogy and Course Best Practices**

12:20pm–2:20pm **Lunch with Awards and Speaker**

2:30pm–5:30pm **Craft of Teaching Concurrent Sessions**

5:30pm–7:00pm **CTLA Reception and Get to Know the Sections and Regions of the AAA Fair**

**Sunday, August 3, 2014**

7:00am–8:00am **Continental Breakfast**

8:00am–9:40am **Accounting Technology Toolbox Session**

10:20am–12:00pm **Concurrent Sessions**

**Session 1: Technology Access** (two 50 minute sessions)

**Session 2: Teaching Solutions** (two 50 minute sessions)

On Sunday, participants will be able to attend two 50 minute sessions. These sessions will provide an in-depth look at topics introduced on Saturday. Two themes will be presented: Technology Access and Teaching Solutions.

Technology Access will provide you the opportunity to try some of the technology tools that will be covered in the Saturday sessions and in the Sunday morning general session. Feel free to bring your own laptop or tablet (not required).

Teaching Solutions will include two in-depth sessions on current issues in the accounting classroom. You will be provided ideas and solutions that you can easily implement to improve engagement in your classes.

1:30pm–2:30pm **Honing the Craft of Teaching: Reflections on the CTLA and Future Plans**  
Come share your thoughts and ideas for improving CTLA in the future. Additionally, come learn what you can do to become an integral part of the CTLA community.

**TLC @ AAA 2014**  
**August 2 - 6, 2014 • Atlanta, GA**  
<http://aaahq.org/AM2014/program.cfm>

The Teaching, Learning and Curriculum section will host 28 concurrent sessions at the annual meeting this August. Make sure to mark your calendar for these exciting and informative sessions. *FYI: The breakfast and business meeting is on Monday morning, August 4 and is also shown below.*

Thank you to all who are participating as a presenter, moderator, or discussant. I am still in need of a handful of moderators and discussants. If you would like to volunteer, please email [cathy.scott@navarrocollege.edu](mailto:cathy.scott@navarrocollege.edu).

Thanks,  
*Cathy Scott and David DeBoskey*

**MONDAY, AUGUST 4, 2014**

**6:45 am-8:15am:** TLC breakfast and business meeting. Ticket required for breakfast.  
*Speaker: Susan Crosson, Emory University*

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**10:15 am-11:45 am**

- 1.10 Award Winners from 2013 Winners of Teaching Awards: Bea Sanders/AICPA; George Krull/Grant Thornton; and Mark Chain/FSA
  - 1.35 Effective Teaching and Student Success Strategies I
  - 1.36 Active Learning Strategies and Group/Team Activities I
- 

**2:00 pm-3:30 pm**

- 2.10 Master Teachers on Teaching and Learning
  - 2.37 Case Studies in Cost/Managerial Accounting I
- 

**4:00 pm-5:30 pm**

- 3.10 To Flip or Not to Flip
  - 3.34 Cases in Accounting Education Research I
  - 3.35 Effective Teaching and Student Success Strategies II
  - 3.36 Current Issues in Accounting Education I
-

## **TUESDAY, AUGUST 5, 2014**

### **10:15 am-11:45 am**

- 4.12 Research in Accounting Education: The Value of Accounting Education Literature  
Reviews for Researchers and Teachers
  - 4.44 Case Studies in Cost/Managerial Accounting II
  - 4.45 Effective Teaching and Student Success Strategies III
- 

### **2:00 pm-3:30 pm**

- 5.12 Creating Change in the Classroom in an Era of Change
  - 5.44 Case Studies in Intermediate and Advanced Accounting I
  - 5.45 Case Studies in Cost/Managerial Accounting III
- 

### **4:00 pm-5:30 pm**

- 6.10 Learning to Work With Professionals to Develop Cases for the Classroom and Publication
  - 6.44 Effective Teaching and Student Success Strategies IV
- 

## **WEDNESDAY, AUGUST 6, 2014**

### **10:15 am-11:45 am**

- 7.08 Teaching Beyond the Textbook
  - 7.09 Teaching Global Accounting Concepts to 'Local' Students
  - 7.40 Case Studies in Accounting Information Systems
  - 7.41 Introductory & Financial Accounting Pedagogy
  - 7.42 Current Issues in Accounting Education II
- 

### **2:00 pm-3:30 pm**

- 8.38 Cases in Accounting Education Research II
  - 8.39 Case Studies in Audit & Tax
  - 8.40 Active Learning Strategies and Group/Team Activities II
- 

### **4:00 pm-5:30 pm**

- 9.39 Cases in Accounting Education Research III
- 9.40 Case Studies in Intermediate and Advanced Accounting II





## Two-Year College Section Panels

**Monday August 4, 2014**

**10:15 am-11:45 am**

### **1.11 Utilizing Technology to Engage Students by Flipping the Accounting Classroom**

**Presenter:** Markus Ahrens, St. Louis Community College - Meramec

**Description:** Current technology tools will be demonstrated and discussed in this session. Student engagement issues and classroom flipping techniques will be addressed. In addition, student assessment results will be presented during the session.

**2:00 pm-3:30 pm**

### **2.11 Best Practices for Teaching Online and Hybrid Introductory Accounting Courses**

**Panelists:**

Markus Ahrens, St. Louis Community College - Meramec  
Cathy Scott, Navarro College

**Description:** The session will provide the opportunity for the panelists to share their successful techniques in delivery online and hybrid introductory accounting courses. Participants will be provided specific techniques and practices that can be taken back to their own classes.

**4:00 pm-5:30 pm**

### **3.11 Technology in the Accounting Classroom**

**Moderator:** Carol Yacht, Author

**Panelists:**

Markus Ahrens, St. Louis Community College-Meramec  
Cathy Scott, Navarro College  
Carol Yacht, Author, McGraw-Hill

**Description:** Using a question and answer format, panelists discuss teaching and learning strategies for using technology in the accounting classroom. Panelists and attendees share their thoughts and visions about the potential impact of cloud computing, accounting software use, and online learning systems. Topics include: 1. Does technology enhance learning? 2. What is cloud computing? 3. Software comparison of Intuit's QuickBooks, Sage Peachtree, and ERP systems. 4. Do online learning systems enhance learning? 5. Group projects with Skype, Google docs/drive, and Dropbox.

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**Tuesday August 5, 2014**

**10:15 am-11:45 am**

### **4.13 Professional Development Activities for the Accounting Classroom**

**Moderator:** Barbara Thomas, Harold Washington College

**Panelists:**

Sidney Askew, Borough of Manhattan Community College  
Carol Jessup, University of Illinois- Springfield  
Stephen Kerr, Bradley University  
Christy Kloezeman, Glendale Community College  
Barbara Thomas, Harold Washington College

**Description:** This panel will consist of half Two Year College teachers and half University teachers. The goal of this panel is to promote positive interaction between the two groups, further transfer student success, and give faculty new ideas related to classroom activities and projects.

Each panel member will be asked to share 3-5 projects or professional development activities that they use in their classroom. Each panelist will be asked to provide the completed activity, how they use it in their classroom, and why it adds value. The session will be divided into 3: Financial Accounting activities, Managerial Accounting activities, and Other Accounting courses. Topics will include: Group Projects, Writing Assignments, Research Assignments, Professional Development Activities, Presentations, and Classroom Activities etc. Panelists will provide their completed activities to the panel ahead of time. The activities would be posted to the Commons under the Two Year College Section (member only section) for others to pull down and use as appropriate. The activities will then be ordered by the categories listed above, in a sort of round robin, and each panelist will be given a specific amount of time to speak, with a time allotted for questions at the very end.

The hope is that this might be a fast paced, entertaining, and low pressure session...with a lot of take-always for everyone to use to freshen up our classes. This will also be an opportunity for faculty at two year colleges to engage with university faculty and build their efforts at transfer student success.

**2:00 pm-3:30 pm**

**5.13 Community College Strategies - Identifying Talented Accounting Students**

**Moderator:** Sidney Askew, CUNY / Borough of Manhattan Community College

**Description:** The goal of this panel is to discuss a variety of strategies that can aid accounting faculty of community colleges identify talented accounting students.

**Panelists:**

Sharon Lassar, University of Denver  
Rebecca Shortridge, Northern Illinois University

**4:00 pm-5:30 pm**

**6.11 Community College Strategies that Prepare Students for Success after Transfer**

**Moderator:** Christine Kloezeman, Glendale Community College

**Panelist:**

Christina Manzo, Queensborough Community College

**Description:** The goal of this panel is to discuss a variety of strategies that attract students to the accounting profession. In addition, accounting student retention strategies will be discussed. Many resources available through the AICPA will be presented during the session.

# 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](mailto:aiae@neu.edu)

# Call for Papers: *Special Issue* *Teaching Today's Accounting Students*

## Advances in Accounting Education: Teaching and Curriculum Innovations

Submissions are invited for a special volume devoted to articles dealing with the new opportunities and challenges instructors face in teaching today's accounting students at the college and university level. The purpose of this special volume is to share best practices for teaching today's accounting students and to consider new ways and new delivery modes for teaching accounting in today's curriculum.

AIAE provides a forum for sharing generalizable teaching approaches ranging from curricula development to content delivery techniques. This special issue will feature research that contributes to more effective teaching in today's colleges and universities. Topics may include, but are not limited to, the following innovative pedagogical trends in accounting:

- pedagogies and content that engage today's students
- the creation of new teaching tools and materials for accounting classes (especially those incorporating new technology)
- the development of on-line and hybrid teaching options.
- the incorporation of social media into accounting classes
- Position papers on the changing environment for today's teaching and the impact on students and learning.
- Thought pieces that discuss the current state of teaching today's accounting students and potential future directions.

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 teaching in today's environment. Empirical reports should exhibit sound research design and execution. Both empirical and nonempirical papers 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 [aiae@neu.edu](mailto: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 November 1, 2014 to be considered for this special volume. All others will be published in future regular volumes of AIAE. If too few papers are accepted to fill a special volume, these papers will be published in a special section of a future regular volume of AIAE.

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