



Thought Leaders in Accounting

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

The Accounting Educator

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A MESSAGE FROM THE CHAIR

January 2012

Dear TLC Members

I feel very grateful to serve with so many outstanding volunteers in the Teaching, Learning and Curriculum Section. It is a privilege to know so many wonderful people who are passionate about improving teaching and learning. I feel renewed energy each time I have the opportunity to interact with my friends in the TLC Section.

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. 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 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.

I encourage you to provide nominations for Vice Chair-Academic and four members of the Nominations Committee for the TLC Section. This August our current Vice Chair-Academic, Susan Crosson, will assume the role of Chair as I complete my two-year term. The Nominations Committee will be accepting nominations until Monday March 19, 2012. The final ballot will be available for a vote of Section members in early April.

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.

Bob Allen
TLC Section Chair
University of Utah

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Manuscripts and Shaggy Dog Stories

Anyone wishing to submit short manuscripts, cartoons, letters to the editor, call for papers, 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 April 1, 2012.

The Accounting Educator

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Inexpensive and Easy Techniques to Increase the Number of Accounting Majors at Your School

by

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The University of Arkansas implemented a core curriculum where accounting was not taught as a separate class, but was integrated in a common core. One of the results was students began to declare majors after the core was completed. Accounting also had a decrease in students entering the major because the class with the most Accounting had a simulation the students did not enjoy. To combat this, an innovative new recruitment program was created that cost little to implement. The ideas here can be used by any Accounting program. The focus of the recruiting efforts was on one of the core classes that was revamped to have a greater focus on debits and credits. Most schools would put their recruitment focus on Accounting I or II.

The Program:

1. Student ambassadors were chosen. Ambassador recruitment materials including a recruiting presentation and an application are pages three and four of this handout (at <http://waltoncollege.uark.edu/lab/CShook/Recruiting/>). Multiple junior and senior level courses were visited and four students were chosen. Two were juniors and two were seniors – all wanted to enter the Masters of Accountancy program. The Ambassador responsibilities included making a presentation in Business Foundations (there are approximately 12 sections of this course), attending university and high school college fairs, answering email about the program, and meeting with prospective students and parents who visit. Cost: Free
2. A “top ten” presentation was created and presented. The top ten were:
 10. Job security
 9. Pays more
 8. International jobs
 7. Not in your cubicle all day
 6. Doing your taxes can be easy
 5. Virtual working for family purposes
 4. Small classes
 3. Extracurriculars – Beta Alpha Psi and the National Association of Black Accountants
 2. Versatility - Certification exams – CPA, CMA, CIA, CFM, CGFM; Types of jobs – External Auditing, Internal Auditing, Financial Accountants, Taxation, Managerial Accountants, Financial Planning Services, Information Systems Accountant, etc. and
 1. You can do any job with an Accounting degree, but other majors cannot do Accounting jobs.

Humorous video clips from You Tube were shown:

<http://www.youtube.com/watch?v=hXLD1hccW8Y> (search for The Office Accountants to find more).

More serious clips about what Accountants really do from the AICPA were also featured:

<http://www.aicpa.org/News/AICPATV/StudentsEducators/Pages/Taking%20Care%20of%20Business.aspx>;

<http://www.aicpa.org/News/AICPATV/StudentsEducators/Pages/Taking%20Care%20of%20Business.aspx>;

<http://www.aicpa.org/News/AICPATV/PublicPractice/Pages/CPA%20Profile%20Joe%20Lombardi%20CPA.aspx>

The PowerPoint presentation is at:

<http://waltoncollege.uark.edu/lab/CShook/Recruiting/> Cost : Free

3. A brochure was developed that featured faculty and department accomplishments (awards and honors), departmental accomplishments (nationally recognized student organizations and scholarships), quotes from major news outlets about accounting career predictions, and all employers were listed. A lot of color was used and pictures were chosen to convey a fun atmosphere. Cost: Minimal for printing (ours were professionally printed, but you can also print them on a color printer).
4. A video was created for web use and outside recruitment. Interested students could now be reached 24/7. The video featured popular music, colors, and background. See the video at: <http://www.youtube.com/watch?v=zUD2MFYJf38> Cost: Free (We had help from our Tech Center with editing, but you could film and edit using a flip camera with ease).
5. Facebook and LinkedIn social networking pages. Students and alumni word of the month, news, announcements, links to articles about accounting careers, etc. are featured. Feel free to be our fan and check out what is going on. (search for Walton Accounting). Cost: Free

Outcomes:

The number of majors has increased significantly. Our department offers more course sections than any other major, and enrollment in the first elective Accounting course was more than double what was projected.

Questions? Email cshook@walton.uark.edu



Call for Nominations 2012 TLC Section Hall of Honor Award

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



**Call for Nominations
2012 TLC Section Outstanding
Research in Accounting Education
Award**

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

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.

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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 _____