

## Start Here, Go Places.® Overview

- **Mission:** Attract, inspire and engage a diverse pipeline of current and future CPAs
- Created in 2002 to build career awareness among high school students
- Added robust teacher resource library and revamped student page



## Visit StartHereGoPlaces.com

AICPA START HERE, GO PLACES. Fueled by AICPA

### ACCOUNTING OPENS DOORS.

Pick one below to access a wealth of free accounting resources for high school teachers and future CPAs.

FOR TEACHERS

FOR STUDENTS

South Carolina Association of CPAs

## Start Here, Go Places.®: Teacher Focus

START HERE, GO PLACES. High School Teacher Edition. Free tools for teaching accounting. AICPA Visit Student Edition

CLASSROOM RESOURCES PROFESSIONAL DEVELOPMENT My Stuff Sign In

VIDEO PRACTICE EXERCISE LESSON PLAN ONLINE ACTIVITY PRINTED MATERIAL GROUP ACTIVITY

### HAVE A FIELD DAY. IN THE CLASSROOM.

When it comes to reaching high school students, it never hurts to have more tools at your disposal. And we've got all kinds—all free. Why? Because we want the same thing you want: more students seeing how today's accounting lesson could become tomorrow's opportunity.

**BANK ON IT**  
This interactive game will challenge your students on accounting fundamentals and give them a taste of real working world scenarios.

TEACHING ACROSS THE DIGITAL DIVIDE  
PROFESSIONAL DEVELOPMENT

HOW TO SPOT A PROMISING FUTURE CPA  
PROFESSIONAL DEVELOPMENT

Launched robust teacher resource library

70+ resources to help engage students in the study of accounting

Lesson plans, videos, group activities

Professional development articles

New resources added monthly

## Example Resources



### Who Wants to be an Accountant

Have your students work their way to a successful career in accounting by being the first team to choose 10 correct definitions for accounting terms.

[Read More](#) →

**Topic**  
Accounting practice  
**Difficulty**  
Basic  
**Duration**  
Under 45 minutes  
**Format**  
Group activity



### Most Valuable Accountant

Students hone their communication skills by debating why the CPA in their selected profile is the best kind of CPA to be.

[Read More](#) →

**Topic**  
Career options  
**Difficulty**  
Intermediate  
**Duration**  
Under 45 minutes  
**Format**  
Group activity



### Read Between the Lines

Students further develop their reasoning skills by exploring CPA profiles and then taking a quiz.

[Read More](#) →

**Topic**  
Career options  
**Difficulty**  
Basic  
**Duration**  
Under 30 Minutes  
**Format**  
Practice exercise,  
Online activity



## Example Professional Development Article:

### Working the Circuit: 10 Teacher Conferences You Don't Want to Miss





When it comes to professional development opportunities, educators certainly don't get the short end of the stick. There are numerous teacher-focused events varying in size, topic, duration and format. So many in fact, that culling it down to just 10 was more than a little challenging.



**Start Here, Go Places.®: Student Section**

- Student section revamped
- Site fully responsive
- Interactive elements to further career awareness
- Updated with pictures of real students interested in the field

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**Student Tools & Games**

- Bank On It® Game
- Virtual Field Trips
- FutureMe™ Builder
- Salary Snapshot
- College Search
- Start Here Magazine
- Futurizer Wheel
- Pathway to CPA



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## Virtual Field Trips

# TAKE A VIRTUAL FIELD TRIP

Meet real-life CPAs at each destination.  
No permission slips required.



You can visit the wonderful world of accounting — without ever leaving the classroom. Join us via live webcast for a free Virtual Field Trip and Q&A session with a Real-Life CPA.



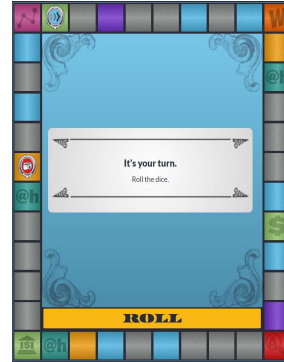
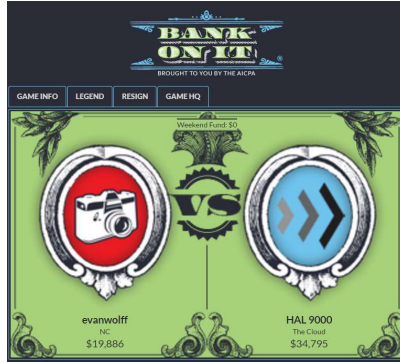
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## Bank On It® Game



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# Bank On It® Sample Game Board



**Bummer, that's incorrect.**  
 \$7,650 has been deducted from your account.  
 Accounts Payable is a liability account. To increase the balance of a liability account, you *credit* the account.  
 Feel like your answer should have worked? Click here to let us know.

Incorrect Answer rationale allows players to learn from their mistakes.



# Bank On It® Focus Areas

- BUSINESS AND INDUSTRY** Play from the perspective of an accountant working for a company or corporation, like Volkswagen or Coca-Cola.
- PUBLIC** Play from the perspective of an accountant working for a public accounting firm that provides accounting services for other companies and organizations.
- NONPROFIT** Play from the perspective of an accountant working for a nonprofit organization, such as an art museum or Habitat for Humanity.
- FINANCIAL LITERACY** Play to test your real world money management skills.

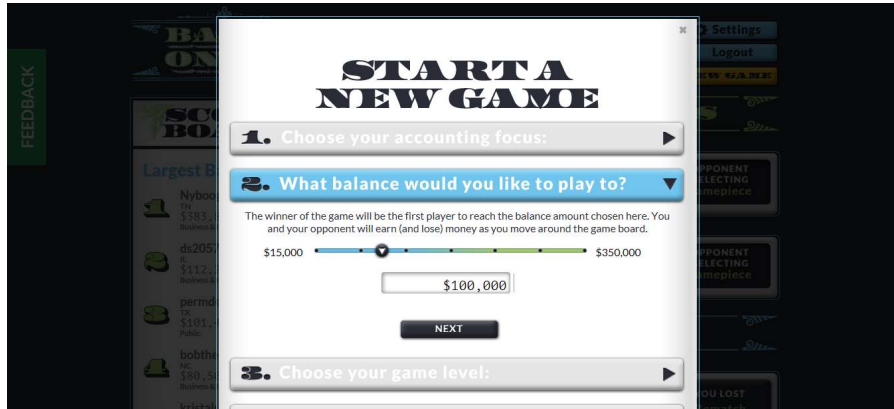
# Difficulty Levels

- STAFF ACCOUNTANT** Staff Accountant level players get basic questions and are not required to keep track of their bank balance.
- CEO** CEO Level players encounter more challenging questions and must keep track of their own bank balance for a chance at bonus money. This level is only available when playing the Business and Industry, Public, or Nonprofit game focuses.

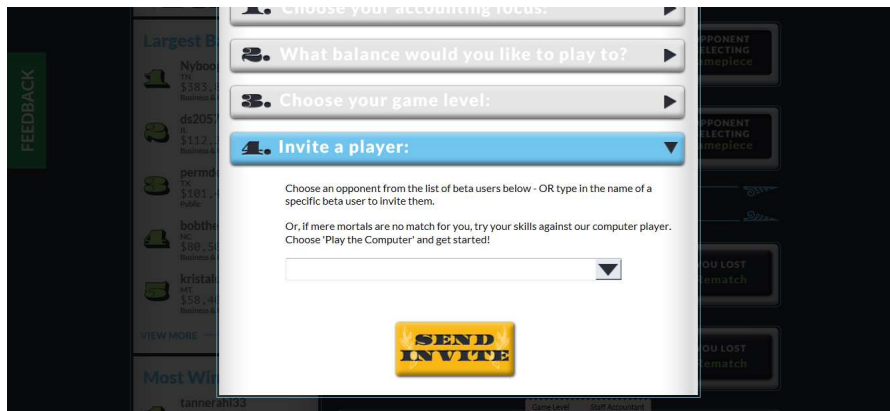




## Balance determines amount needed to win



## Challenge another student or play the computer



## Tournament Functionality

**2016 BPA Bank On It Tournament**

Opener      Round 1      Round 2      QuarterFinals      Championship

ChloeLhuillier  
\$52,157

soccerfreak-9  
\$42,391

ChloeLhuillier  
- \$50,562

mbarry1122  
\$55,610

FatouF  
\$27,380

**mbarry1122**  
\$54,706

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## Educator Reporting Tools

FEEDBACK

Logout  
Dashboard

EDUCATOR TOOLS    ZAX2E67U

CLASS RESULTS

| #                        | USERNAME         | GAMES COMPLETED | GAMES IN PROGRESS | WINS | LOSSES | % QUESTIONS CORRECT | LAST CHALLENGE     |
|--------------------------|------------------|-----------------|-------------------|------|--------|---------------------|--------------------|
| <input type="checkbox"/> | lbrin20          | 0               | 0                 | 0    | 0      | 50                  | 05/07/2014 03:26pm |
| <input type="checkbox"/> | sweetstugardaddy | 1               | 1                 | 0    | 1      | 50                  | 05/07/2014 04:30pm |
| <input type="checkbox"/> | Clugzaddy        | 0               | 2                 | 0    | 0      | 33                  | 05/07/2014 04:30pm |
| <input type="checkbox"/> | MakarivAG        | 1               | 1                 | 1    | 0      | 38                  | 05/07/2014 04:30pm |
| <input type="checkbox"/> | Madison24        | 1               | 1                 | 1    | 0      | 73                  | 05/07/2014 04:33pm |
| <input type="checkbox"/> | t_stbille        | 0               | 2                 | 0    | 0      | 86                  | 05/07/2014 04:33pm |
| <input type="checkbox"/> | Scherys17        | 0               | 1                 | 0    | 0      | 10                  | 04/21/2014 05:10pm |
| <input type="checkbox"/> | Tatersalad4u     | 1               | 1                 | 0    | 1      | 25                  | 05/07/2014 04:26pm |
| <input type="checkbox"/> | Dickalodion      | 1               | 0                 | 0    | 1      | 67                  | 05/07/2014 04:32pm |
| <input type="checkbox"/> | rustyKroboth     | 0               | 0                 | 0    | 0      | -                   | 08/04/2014 10:14pm |

SELECT ALL
REMOVE SELECTED
DOWNLOAD MISSED QUESTIONS

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# Order FREE Classroom Resources

[www.startheregoplaces.com/teacher/classroom-resources/](http://www.startheregoplaces.com/teacher/classroom-resources/)

**S-H-G-P-O Bingo**



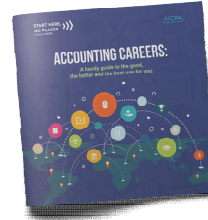
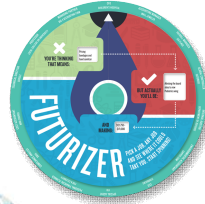
**Recruitment Posters**



**Tic-Tac-CPA**



**SPRING IT ON: Educator's Calendar (Spring 2017)**



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## Advanced High School Accounting: The Path Forward



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## Advanced High School Accounting: History

- The Pathways Commission and AICPA have worked with the College Board on acceptance of a high school AP course in accounting.
- Submitted an AP course curriculum, an assessment test, a turn-key high school teacher training program and considerable data on the need and benefits.
- Course has been piloted in a number of states successfully.
  - 500+ high schools indicate they would offer the course
  - 126+ universities would support AP
  - 1,000+ teachers are trained or in the process of being trained to teach the course



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## Advanced HS Accounting: The Path Forward

- College Board Update – not accepting new AP courses for consideration at this time
- Options considered by a task force in January 2016
- Decision was made to move forward with Accounting Pilot & Bridge Project support



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## Summer 2016 Strategy & Results

- AICPA supported growth and reach of the Accounting Pilot & Bridge Project
- AICPA collaborated with:
  - Interested & High Impact CPA State Societies
  - Department of Education Representatives
- Summer 2016 – 5 training sites with 6 states (AL, KS/MO, KY, TN, TX):
  - 71 total teachers trained
  - 46 new teachers
  - 25 repeat teachers



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## Recent Research: Honors/AP Support

- Nearly one-quarter (21%) of high school students have so far taken an accounting course in high school and roughly one-quarter (23%) plan to take an accounting course – adding to almost half coverage (44%).
- Honors and advanced placement courses receive relatively high levels of interest from high school students – 40% and 39%, respectively.

|   | Total     |
|---|-----------|
| Base:   | 1010      |
|   | %         |
| <u>Have taken or plan to take an accounting course</u>  | <u>44</u> |
| Have taken accounting courses in high school            | 21        |
| Plan to take accounting courses in high school          | 23        |
| Would take an honors accounting course                  | 40        |
| Would take an advanced placement (AP) accounting course | 39        |

QE1a. Have you taken any accounting courses in high school?  
 QE1b. Do you plan to take any accounting courses in high school?  
 QE1c. Would you take an honors accounting course?  
 QE1d. Would you take an advanced placement accounting course?



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## What's Next: Advanced HS Accounting

- Assessing Summer 2016 results and developing strategy for FY 2017 & beyond
- Contacting College Board to revisit AP
- Preparing survey to capture information on number of APBP courses being taught and number of students in classes



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### THE ACCOUNTING PILOT AND BRIDGE PROJECT

#### Training and Professional Development Workshop for Teachers

##### AGENDA

##### DAY 1 -

- 8:00 – 9:00 Welcome  
Overview of Project  
Distribution of Materials
- 9:00 – 12:00 Modules 1 & 2 - High/Low and CVP Analysis
- 12:00 – 1:00 Lunch
- 1:00 – 5:00 Modules 3 & 4 - Preparing Financial Statements, Inventory, Product Costing

##### Day 2 –

- 8:00 – 12:00 Module 5 - Time Value of Money
- 12:00 – 1:00 Lunch
- 1:00 – 5:00 Module 6 - Long Term Assets and Exchanges  
Module 7 - Accounting for Long Term Debt

##### Day 3 –

- 8:00 – 12:00 Active learning - Long Term Debt  
Module 8 - Income Statement, Balance Sheet
- 12:00 – 1:00 Lunch
- 1:00 – 3:00 Statement of Cash Flows  
Wrap up

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## Trainers



**Dan Deines, PhD**  
Kansas State University

**Janie Patterson**  
Hutchinson HS, Kansas

**Joe Navickas**  
Deerfield HS, Illinois


**Allison Nord**  
Comstock HS,  
Michigan

**Kimberly Church, PhD**  
UMKC

**Sean Crevier**  
Vernon Hills HS, Illinois

**Glenda Eichman**  
Manhattan HS, Kansas

## AICPA Foundation High School Scholarship



**The AICPA Foundation is excited to offer financial assistance to high school seniors who are attending an accredited college or university and plan to major in accounting.**

**Requirements:**

- Completion of an advanced accounting course with an APBP trained educator.
- Proof of acceptance to an accredited college or university for the full 2017-18 academic year.
- Maintained a GPA of at least 3.0 (on a 4.0 scale).
- A U.S. citizen or permanent resident (green card holder).
- Committed to contribute blog posts to Start Here, Go Places. 2X each semester.
- Applications **due on April 1, 2017.**

## What's Next: Advanced HS Accounting

- Beginning to implement 2017 strategy:
  - Scheduled 14 trainings with 20 state societies
  - Using 2016 filmed training as a refresher video for those who have already completed the program
  - Filmed March 2017 training
- Ideally work with State Societies and DOEs to establish Honors classes where possible
- Developing a sustainable model outside AP, if necessary
- Create additional resources for trained teachers



## SCACPA Resources

- Classroom presentations by CPAs
  - Public Accounting
  - Business and Industry
  - Nonprofit
  - Government
- Field Trip to SCACPA office in Cayce
- Exhibition at Career Day Fair
- Start Here, Go Places resources





**Questions?**

Contact:  
rbrennan@scacpa.org  
startheregoplaces@aicpa.org  
Visit: www.startheregoplaces.com  
www.scacpa.org

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## Let's Play Bank On It!

**BANK ON IT**  
BROUGHT TO YOU BY THE AICPA

**SCORE BOARD**

Most Wins

|   |               |    |                    |
|---|---------------|----|--------------------|
| 1 | Nort2626      | PA | 163 Wins (120 CEO) |
| 2 | lukeshaw      | IN | 148 Wins           |
| 3 | Dilderp       | OH | 147 Wins (29 CEO)  |
| 4 | jakecerbone   | IN | 134 Wins (25 CEO)  |
| 5 | stevencrossen | IN |                    |

**GAME HQ** revab... Total Wins: 0  
Total Losses: 0

Welcome to

**BANK ON IT**

A fun, interactive game that challenges your business savvy.

Your objective? To reach the winning bank balance while testing your knowledge and dealing with real-life job scenarios along the way.

Wait a minute... it's really about accounting? Yep. It really is.

Give a game a try and before long, you'll be hooked - and seeing the profession in a whole new way.

**BEGIN!**

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