

Get to Know College Students

- Depending on whether you’re talking to first-years or seniors, college students’ knowledge and experience will vary.
- Underclassmen are often just starting to explore their interests and choose a major, and will most likely get more from a general profession overview and information about internships.
 - Many upperclassmen will have already had an internship and are thinking about life post-graduation. These students will benefit more from CPA Exam and licensure information.

Be prepared to engage your audience by tailoring your presentation accordingly, and highlight the benefits of becoming a CPA.

Consider talking points, such as:

- Why did you choose to major in accounting and become a CPA?
- Did you have any internships? (if so, share your experience)
- What was the biggest lesson you learned early in your career?
- What was your first job out of college? What is your job now? Why did you choose this job?
- Talk about your industry: What is public/private/forensic/etc. accounting?
- What is a typical workday like for you? (help students understand by sharing real-life stories)
- What are some of the perks of being a CPA? (i.e., work from home, travel, salary, job security)
- What skills do you rely on to be successful in your role?
- What is something college students can do now to set themselves up for future success?
- If applicable, what was your CPA Exam experience? (be honest and try to focus on the positives)

Resources for this audience:



Customizable PowerPoint Presentations

Use ‘[Let’s Talk Business - Intro Accounting](#)’ to address what accountants do and the benefits of becoming a CPA. Use ‘[Becoming a CPA Presentation](#)’ to dive deeper into the CPA credential and the CPA Exam.



ThisWayToCPA.com

The AICPA’s [online destination](#) for students and educators provides information about the profession, the path to CPA, and activities for students.



Free AICPA Student Affiliate Membership

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Introduce Students to your State CPA Society

Share with students the name of your state society, and find out in advance the opportunities your state society has for college students to become involved.