

ACCOUNTING SUPERSTARS WANTED

Accounting: The No. 1 choice for job security and needed more than ever!

As parents/guardians, we want the best for our students. We want them to have fulfilling careers that provide stability, growth and opportunities for a prosperous future. One profession that offers all these benefits and more is accounting. If your student is curious, organized, an innovator, a leader among their peers and an excellent collaborator, then they have the potential to excel in accounting!

We are here to support parents/guardians and students with free resources and information about career opportunities in accounting.



DiscoverAccounting.com

- Learn more about the accounting profession, including education requirements, accounting-specific scholarships and much more.
- Recommend that your high school or college student sign up for a free AICPA® student affiliate membership. Student members have access to monthly webcasts, digital badges, and career resources.
- Encourage your college student to apply for a scholarship. The AICPA Foundation awards over \$1 million in scholarships, grants and fellowships to hundreds of accounting students each year.



Accounting has a variety of career paths: Your student can follow their interests!

Career paths include technology and automation, cybersecurity and data privacy, data analytics and big data, forensic accounting, environmental, social and governance (ESG) reporting.

Reasons to encourage your student to explore a career in accounting

Job stability

In an ever-changing job market, accounting stands out as a profession with high stability and job security. Regardless of economic conditions, businesses, government agencies and non-profit organizations need skilled accountants to manage their financial affairs.

Competitive salary potential

Accountants enjoy competitive salaries. As they gain experience and expertise, their earning potential increases. Entry-level accountants often earn above the national average, and their earning potential increases with experience and professional certifications, such as Certified Public Accountant (CPA).

Diverse career opportunities

The accounting field offers a wide range of career options. Your student could work in public accounting, corporate finance, government agencies or non-profits or as a self-employed accountant. This diversity allows them to find a niche that suits their preferences and lifestyle.

Business leadership

Accounting equips individuals with versatile skills that are valuable in various industries. These skills include financial analysis, critical thinking, problem-solving and attention to detail. They can apply such skill to roles beyond traditional accounting, including finance management, consulting and entrepreneurship.

Pathway to entrepreneurship

If your student aspires to be an entrepreneur, accounting skills are invaluable. They will gain knowledge to manage their business finances effectively, make informed decisions and navigate complex tax regulations, increasing their chances of success.

Making a difference

Accounting professionals contribute to the financial health and transparency of organizations. By choosing this profession, your student can positively affect the financial well-being of businesses and individuals, helping them achieve their goals.

Encouraging your student to pursue accounting as a profession can open opportunities for a fulfilling, stable and financially rewarding career. The benefits extend beyond the workplace, empowering them to make informed financial decisions.

Help them embark on a journey toward a bright and prosperous future by considering an accounting career.



DiscoverAccounting.com



Founded by AICPA® and CIMA®, the Association of International Certified Professional Accountants® powers leaders in accounting and finance around the globe.

© 2023 Association of International Certified Professional Accountants. All rights reserved. AICPA and CIMA are trademarks of the American Institute of CPAs and The Chartered Institute of Management Accountants, respectively, and are registered in the US, the EU, the UK and other countries. The Globe Design is a trademark of the Association of International Certified Professional Accountants. 2309-655498