



# 21st Annual Accounting Educators Conference

Presented by  
Arkansas Society of CPAs

**Weds. May 15, 2024**

**In-person or Zoom**

**7 CPE Credits**

**Includes 1 hour General Ethics**

This event provides a forum for accounting educators at Arkansas' two and four-year colleges and universities to meet with peers to hear discussion on current topics, trends, and teaching strategies, and to share ideas and concerns.

**Cost \$115 per person for member or non-member educators**

## Attendance Options

- In person at ARCPA Conference Center, 11300 Executive Center Drive in Little Rock, AR
- Virtual on Zoom

## How to Register

**Web** at [www.arcpa.org](http://www.arcpa.org) Click on CPE & Events, then Conferences. Select In Person or Virtual

**Call** ARCPA at 501-664-8739 or 800-482-8739.

**Email** a request to register to ARCPA, attention Robin Harris, [rharris@arcpa.org](mailto:rharris@arcpa.org)

***Special Thank you to the  
2024 Conference Planning Task Force***

Curtis Atchley	UA Monticello
Thomas Hayes	University of Arkansas
Seanna Horn	Lyon College
Joshua Kerr	UA Little Rock
Rebecca Phillips	UA Monticello
Dwayne Powell	Arkansas State University
John Robertson	Arkansas State University
JaLynn Thomas	University of Arkansas



**Arkansas Society of Certified Public Accountants**

**8:55 am** **Opening Remarks & Welcome**  
Robin Harris, ARCPA  
Director of Communications and Public Relations

**9:00-9:50 am** **We Are Accounting**  
Dr. Stephanie F. Watson  
Dr. Woodrow Cummins  
University of Central Arkansas

We Are Accounting is an accounting pipeline initiative started in Central Arkansas. With the backing of four public accounting firms (Bell and Company, HCJ, Hogan Taylor, and Landmark), We Are Accounting is encouraging the study of accounting from middle school and high school, to students in college, and to working adults considering a career change.

This presentation is our introduction to college educators with an invitation to get involved on this journey. With no single university affiliation, We Are Accounting wants to increase the number of Arkansas who are considering accounting as a career and a field of study. "A rising tide lifts all boats."

**9:50-10:40 am** **Excel Projects Embedded in Core Accounting Courses**  
Hillary Looney  
Hendrix College

Excel is an expected skill of all recent graduates. If your program cannot offer a full Excel course, no worries. This discussion will demonstrate various hands-on Excel projects that can be used through core accounting courses.

**10:40-10:50 am** **BREAK**

**10:50-11:40 am** **Learn How to Learn – A Workshop to Improve Student Metacognition, Study Skills, and Motivation**  
Gina Bergfeld  
Hendrix College

This presentation will discuss workshops for students to learn strategies to help them learn more effectively and be more successful in their courses. Students can learn to use specific, practical, research-based techniques that focus on their mindset, motivation, and metacognition.

**11:45 am-12:30 pm** **LUNCH BREAK**  
**MEET WITH IN-PERSON FIRM REPS**  
In person Lunch Sponsored by Hogan Taylor, LLP



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**12:30-1:20 pm** **AICPA Update on CPA Evolution, the CPA Exam, and CPA Pipeline**  
Elizabeth Burkhalter and Joseph Maslott, AICPA

Join AICPA staff for an update on CPA Evolution, the CPA Exam, and CPA Pipeline. Additionally, we will provide an overview of the AICPA's Pipeline Acceleration plan, with a focus on outreach to high school and college students to increase their awareness and attraction to accounting. Educators play a vital role in outreach and influence to students, learn how we can work together to achieve a common goal of increasing the CPA Pipeline.

**1:25-2:15 pm** **Panel—Challenges and Successes for Promoting Accounting and the CPA Exam**  
Dr. Curtis W. Atchley, University of Arkansas Monticello  
Dr. Barry J. Bryan, University of Arkansas  
Dr. Thomas P. Hayes, Jr., University of Arkansas

Panelists will share challenges and successes relative to their college or university's approach to promote the study of accounting to students for growth of their accounting programs and to help strengthen the CPA pipeline.

**2:15-2:25 pm** **BREAK**

**2:25-3:15 pm** **Group Discussion—Challenges and Successes for Promoting Accounting and the CPA Exam**

Co-Facilitated by:  
Dr. Curtis W. Atchley, University of Arkansas Monticello  
Dr. Thomas P. Hayes, Jr., University of Arkansas

This facilitated session will be a continuance of topics from the panel session and offer an opportunity for event attendees to openly discuss challenges and successes at their colleges and universities for promoting the study of accounting and the CPA Exam.

**3:20-4:10 pm** **Arkansas Board Ethics: 2024 Update**  
Tim Montgomery  
AR State Board of Public Accountancy

This presentation will provide an update on the relevant issues being discussed by State Board and the rule changes being proposed by the Board.

**4:10 pm** **Closing Remarks and Conference Adjourns**

### General Information

Registration transfers from in-person to virtual, and vice versa, will not be allowed within 7 days of the conference.

### Materials:

Conference materials will be loaded to the ARCPA website and Zoom links will be emailed to attendees 2 days prior to the conference.

### Cancellation Policy:

If received at least 60 days prior to the conference- full refund, less \$10 service charge. If received 60 days to 10 days prior to conference - full refund, less \$25 service charge. No refunds if received less than 10 days prior to conference.

For assistance contact Robin Harris, [rharris@arcpa.org](mailto:rharris@arcpa.org)