Accounting Career Awareness Program (ACAP)
Sharing:

- Name
- Work Experiences
- Current Status
Today’s Agenda

- Brief Survey of Who're Here
- Accounting as a Career Choice
- Accounting Career Awareness Program (ACAP)
- Students' Perspectives
- Next Steps
- Questions & Answers
Accounting As A Career Choice
Accountants...

- Make a lot of money
- Travel to a lot of places
- Meet interesting people
- Own their businesses
- Are exposed to a variety of job opportunities & challenges (there are positions in demand)
Some Careers in Accounting & Finance

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology
Positions in Demand

- Accounts receivable/payable professionals
- Auditors
- Business and business systems analysts
- Compliance professionals
- Controllers
- Cost accountants
- Financial analysts
- Payroll professionals
- Senior accountants
- Staff accountants
Some Keys to Success

- Strong desire to succeed
- Strong work ethic
- Ability to handle confidential information
- Flexible
- Perseverance
- Technically competent
- Ability to network (socially acceptable)
- Be politically astute
Some Necessary Skills

- Good knowledge of accounting and finance
- Excellent computer skills
- Use 10-key by touch
- Attention to detail
- Strong organizational skills
- Excellent communication skills
- Strong analytical skills
Some Necessary Skills, Continued

- Excellent project management skills
- Ability to handle multiple things/projects at once
- Strong leadership skills
- Know how to coach and develop others
- Ability to build great teams
- Ability to think strategically
Some Rewards

- Financial prosperity
- Access to confidential and proprietary information
- Exposure to: diversity; senior leaders; various technologies
- Travel
- Network with like-minded professionals
- Multiple job opportunities
Accounting Career Awareness Program (ACAP)

- **Purpose**
  - To increase the understanding of accounting and business career opportunities among high school students from underrepresented ethnic groups

- **One-week residency program (began in 1980)**

- **During the week, students have the opportunity to:**
  - Attend classes on careers in accounting and business, personal development, and college preparation;
  - Tour college campuses, local companies, and CPA firms;
  - Invite their parents or guardians to a luncheon in commemoration of their completion of the program
Accounting Career Awareness Program (ACAP)

Eligibility to Attend:

- Complete an online application
- Minimum 3.0 GPA (may take a 2.8 if extracurricular activities)
- Submit high school transcript
- Submit two (2) letters of recommendation
- Write a 100-word essay
- Complete an onsite interview
Why NABA/ACAP?

For High School Students:

- Introductions to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects (Teamwork)
- Mentoring Opportunities
- Scholarships
- Interactions with Other HS Students
- Targeted Curriculum
Support...For All Seasons of Your Life

**High School**
- Introduction to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects
- Mentoring Opportunities
- Scholarships
- Interactions with other High School Students
- Targeted Curriculum

**College**
- Introduction to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Business Professionals
- Networking Opportunities
- Group Projects
- Mentoring Opportunities
- Scholarships
- Interactions with other High School Students
- Targeted Curriculum

**Professional**
- Career Opportunities in Accounting & Business
- Exposure to Big 4 & Other Firms
- Exposure to Seasoned Business Professionals
- Mentoring Opportunities
- Exposure to Various Industries & Working Environments
- Consideration for Various Positions on Corporate & Non-Profit Boards
- Unlimited Opportunities I Technical & Skills Training
Dallas ACAP Week Curriculum

**Sunday**
- Student Check-In
- Opening Reception
- Get-Acquainted Session
- Teambuilding Activities
- Group Project Overview

**Monday**
- Introduction to College Life
- Campus Tour
- Elective Courses
- Executive Roundtable/Dinner
- Alumni Night

**Tuesday**
- Introduction to Business Education
- Computer Lab: Group Project
- Elective Courses
- Talk Back: Keeping It Real

**Wednesday**
- Computer Lab: Group Project
- Corporate Tour
- Social Outing
- Group Project

**Thursday**
- Computer Lab: Group Project
- ACAP Evaluation
- Student Voting (Awards)
- Group Presentation Rehearsal
- Talent Show Rehearsal
- Group Project Presentations
- Talent Show

**Friday**
- Student/Counselor Check-Out
- Closing Luncheon
Dallas ACAP Week Curriculum, Continued

Potential Elective Courses

- Personal Branding
- My Life as a CPA
- Financial Literacy
- College Admissions
- Financial Aid
- Business Etiquette
- Aligning Career Moves with Your Purpose and Values
Create a Business Plan

- The name of your business
- Mission Statement
- A description of your product or service
- Why you are thinking of starting this company
- How you intend to produce this product or service
- The cost of this product or service
- Expected launch date
- Slogan or jingle for your product or service

Create a Marketing Strategy

- Description of prospective customers, target markets, growth prospects, competitors
- Benefits of your products and services
- How you will market your products or services (e.g., advertising, Internet, direct marketing)

Prepare Financial Statements

- Projected Balance Sheet
- Projected Income Statement

Presentation

- PowerPoint
- 5-7 Minutes
Accounting Career Awareness Program (ACAP)

2016 Summary Facts:

- ACAP Week: June 12-17, 2016; SMU
- 59 Students—29 males, 30 females
- Average GPA: 3.45
- Number of Administrators and Counselors: 12
- Number of Volunteers: 50
- Number of High Schools Represented: 34 (8 outside of DFW)
- Scholarship Dollars Awarded: $6,000
- Other Monetary Awards: $1,500
- Total Funding Dollars: Approximately $75,000
  - Companies & Organizations: 22
  - Individuals & Parents: 60
# Dallas ACAP 2016 Demographics

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| Returning Students    | 0  | 3  | 6  | 6  | 6    | 9      | 15    |
## Dallas Yearly Breakdown by Class & Gender

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Some Dallas ACAP Success Stories

- Approximately 80% of Dallas ACAP students have gone on to college and majored in Accounting or other business-related disciplines. The other 20% have gone to college and majored in other disciplines.
- There have been two (2) Bill Gates Millennium Scholars: Erika Zamora and Henry Cerda.
- One Alum now plays with the Baltimore Ravens of the NFL (Zachary Orr).
- Several ACAP Alums were responsible for starting the Student NABA Chapter at SMU.
- Many former Alums are now CPAs and/or have obtained their Masters’ degrees.
- Several ACAP Alums are in various leadership positions at major corporations.
Dallas ACAP 2017 Key Dates

- Application Period: January 2 – April 28, 2017
- ACAP Interviews: May 27, 2017; June 3, 2017
- Students/Parents Orientation: June 17, 2017
- Dallas ACAP Week: June 25 – 30, 2017
Dallas ACAP 2017 Process Timeline

**Student Applications Submitted (Jan 2 – Apr 28)**

**Step 1:** Students submit application, essay, reference letters and transcript by deadline date as directed.

**Applications Reviewed (May 1 – 15)**

**Step 2:** Applications and other paperwork are reviewed for completeness, accuracy, etc. Students are notified of incomplete paperwork; follow up is done.

**Interviews Scheduled (May 19)**

**Step 3:** Students who meet established criteria and completed paperwork are scheduled for interviews. Students are notified of status by phone and/or email.

**Interviews Conducted (May 27 and June 3)**

**Step 4:** Students are interviewed; parents are briefed of interviewing process. Optional interview dates are communicated and confirmed.

**Students Selected & Notified (June 12)**

**Step 5:** Students are selected and notified of their acceptance or rejection.

**Students/Parents Orientation (June 17)**

**Step 6:** Students and parents are invited to the Students/Parents Orientation.

**ACAP Week (June 25-30)**

**Step 7:** Students participate in ACAP Week.
Students' Perspectives

Name

School, Classification, Major

ACAP and/or College Experiences

Words to Counselors/Parents
Next Steps
(Your Role as Counselor)

- Promote Accounting as a possible career option
- Promote ACAP:
  - Distribute ACAP flyers and other information
  - Encourage your students to apply to ACAP
  - Encourage parents or guardians to learn about ACAP
  - Reach out to ACAP Staff for additional information
  - Point people to the ACAP Website:  [www.dallasacap.com](http://www.dallasacap.com)
Odell L. Brown (Retired)
At-A-Glance

Career Awareness & Development:
- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP); see www.dallasacap.com
- Adjunct Human Development Professor
- College Internship Program

Human Resources & Training:
- ADA/Career Transitions Resources
- Business Acumen
- New Leader Onboarding
- HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program
- Continuing Education for 120 CPAs

Accounting & Auditing:
- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting

Education & Certifications:
- Harvard Business School (Executive Leadership Development Institute)
- Master’s in Professional Counseling
- Master’s in Human Resources & Training
- Bachelor’s in Accounting
- Certifications: CIA, CPA, PHR

Past Employers:
- MPrints (Owner)
- Southwest Airlines Co. (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG LLP

Accountants Can:
- Make a lot of money
- Travel to interesting places
- Meet a lot of interesting people
- Own their own businesses
- Have many different job experiences

Some Careers in Accounting/Finance:
- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology

Some Keys to Success:
- Strong Desire to Succeed; Strong Work Ethic; Strong Communications Skills
- Ability to Handle Confidential Information
- Flexible; Perseverance; Good Computer Skills; Attention to Detail
- Strong Leadership Skills; Project Management Skills
- Strong Ability to Network
- Be Socially Acceptable, Technically Competent; Politically Astute
Nora O'Garro At-A-Glance

UnamIt Event Planning
473 Busher Drive
Lewisville, TX 75067
Cell: 214-529-5110
Email: nrogarro@gmail.com
Website: www.unameiteventplanning.com

Education & Certifications:
• Bachelor of Accountancy Degree
• Toastmasters, Int. -Competent Speaker, Advanced Competent Communicator
• Employee Benefits Plans
• Project Management

Accounting & SEC Reporting:
• Accounting Manager
• GAAP/SEC and Annual Reporting; Quarterly Reporting
• Senior Supervisor – Relocation, Franchise Accounting, Acquisitions/Mergers
• Supervisor – Foreign Currency Accounting; Non-Profit Accounting

Outreachs/Community Impact:
Motivational Speaker
Ladies Day Program – Churches
Career Days – junior high/high schools
NABA – Western Regional Conferences
Financial Empowerment Classes
NABA – Student Chapters

Past Employers:
• UnamIt Event Planning (Owner)
• 7-Eleven, Inc.
• Dr. Pepper/7-Up
• City Of Las Cruces, NM

Professional Affiliates - Workshops/Seminars – TSCPA’s, AICPA
Mentoring/Career & Marriage Counseling
High School & College Students
Young Professionals & Married Women
Nora's Career Journey

College Graduate 1978

City Of Las Cruces, NM
Governmental Accounting 1978 - 1980

Dr. Pepper/7-Up
Cost Accounting 1980 - 1982

7- Elenven Inc.

Unamel Event Planning
CEO & Owner
Career Transition
2010 - Present

Accounting Career Awareness Program
(ACAP)
2001 – Present
Founder/Director/ BOD

Toastmasters International, Inc.
Competent Communicator,
Advanced Competent Communicator
2013 - 2016

NABA NATIONAL BOD ACAP
DIRECTOR 2006-2008,
2010,2015-2016

NABA Western Region
Representative - BOD 2010

NABA Western Region
President – BOD
2011-2012
Email, Odell L. Brown, CIA, CPA, PHR, Executive Director: odellbrown72@gmail.com

Email, Nora O'Garro, Director: nrogarro@gmail.com

NABA DFW Website: www.nabadfw.org.

Dallas ACAP Website: www.dallasacap.com