SURVEY RESULTS

2018 ISCPA Virtual Career Showcase
for student members of ISCPA

- For the past two decades, ISCPA hosted a live career conference every two years to help students learn about becoming a CPA.
- In 2017, the Society hosted a Virtual Career Showcase to help students discover and understand the wide variety of career paths and opportunities that a CPA can offer.
- ISCPA membership staff and the Career Awareness Committee planned the event over the course of a year.
- Members facilitated virtual Q&A in booths focused on B&I, public accounting, nonprofit, education, CPA exam and other topics.

The following information and survey responses are from both student and member participants.
Virtual Career Showcase

**CPAs**
- 121 member CPAs participated
- 54 employers represented

**Students**
- 21 high schools, colleges and universities represented
- 236 students logged on
- 236 students had a total of 257 1-on-1 conversations
Student Survey Results
What year in school are you?

- Junior: 27.50% (11)
- Sophomore: 22.50% (9)
- Senior: 25.00% (10)
- Freshman: 12.50% (5)
- High School Student: 12.50% (5)
Students’ Overall Rating of VCS

Scale of 1 to 10
Rating of 10 – It was great and I learned a lot
Rating of 1 – Waste of my time

Weighted Average of 7.75
Was this event what you thought it would be from how it was promoted?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Yes</td>
<td>70.0%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>27.5%</td>
</tr>
<tr>
<td>Not at all</td>
<td>2.5%</td>
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Did you attend with a group (in class), individually, or both?

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<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>I attended during class (as a group).</td>
<td>20.00%</td>
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<tr>
<td>I attended individually.</td>
<td>50.00%</td>
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<tr>
<td>I attended both during class and individually.</td>
<td>30.00%</td>
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<tr>
<td>TOTAL</td>
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Q6 Was your participation in the showcase a requirement of a class or club?

Answered: 39   Skipped: 1

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<th>ANSWER CHOICES</th>
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<tbody>
<tr>
<td>Yes</td>
<td>71.79% (28)</td>
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<tr>
<td>No</td>
<td>28.21% (11)</td>
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TOTAL 39
Q7 How much time did you spend in the showcase?

- Less than 30 minutes: 10.00%
- 30 minutes - 1 hour: 67.50%
- 1-2 hours: 22.50%
- 2-3 hours: 
- More than 3 hours: 
Q8 Do you like the virtual format or would you prefer an in-person event?

- In-person: 30.00% (12)
- Virtual: 70.00% (28)
Did the showcase help you decide to pursue your CPA credential in the future?

- Yes, but I was already certain I will pursue my CPA: 43.59%
- Yes, I was on the fence and it helped me decide: 17.95%
- I’m still not sure if it’s for me: 35.90%
- No, I have no interest in getting my CPA: 2.56%
Did the showcase help you understand the variety of career possibilities as a CPA?

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<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Yes</td>
<td>97.50%</td>
</tr>
<tr>
<td>No</td>
<td>2.50%</td>
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<tr>
<td>TOTAL</td>
<td>40</td>
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Was there a booth you found more valuable than others? If yes, which one(s) and why?

- The general discussion areas were very helpful.
- I talked to two people that were in the same field, but I enjoyed it because they were able to answer questions that I had about that profession and I got different opinions on it.
- All were informative
- I found all the booths that I visited valuable as they all offered unique insights.
- I think each booth was valuable.
- I found them all useful. They all helped me in answering questions about what a CPA can do.
- The government was interesting because I haven’t heard about accounting jobs in government.
- I thought the advisory services and a lot of the private industry booths were valuable just because they don’t always get exposure like big 4 tax/audit.
Did you chat one-on-one with any CPAs? If not, why? If yes, was this beneficial?

- I asked some questions in the general chat, but I was kicked out of my requested individual session before having time to ask a question. I don’t think the CPAs were much involved in the individual questions, based on the lack of participation in the breakouts generally.
- Yes, two different individuals (one in auditing, one in tax). It was nice to be able to ask them direct questions and to see what areas of accounting they really focused on. Also, the personal aspects of their life on their career choices.
- Yes, there was a CPA that works in a different area of the company where I will be interning in the future. I got to ask them questions about their journey that was helpful to me!
- Yes, I learned about the difference between external and internal auditing. I was also given a lot of information about what an external auditor at CLA does from day to day, and why those smaller companies need help.
- No, I utilized the VCS at a more passive level, but going through the general discussion posts yielded a ton of information about questions I didn’t even know I had.
What did you like best about the showcase?

- It was nice to just be able to go to a section you are interested in and pop in.
- Individual back-and-forth with professionals.
- We got to talk to professionals near me (outside Central Iowa).
- I liked that I got to talk to someone who is in the profession I want to go into. They were able to give me tips on what I should do to make myself a better employee and what will help me when becoming a CPA.
- The ability to go back and look at other students’ questions and the responses they received.
- Variety of sections/areas of accounting to talk about. There was something for everyone.
- I liked the general questions section to gain valuable insights from many different CPA’s in a quick amount of time.
- Great networking with more convenience.
- I liked that it was online because it made it less stressful being in person and around all the people to ask questions.
- That it didn’t have to be a huge time commitment, but still was very informational.
What did you like best about the showcase?

• The virtual aspect and accessibility of it.
• That questions were asked publicly. Scrolling through the answers and reading the responses were very helpful and a lot of questions I had were covered by other students.
• Talking to people who are already doing what I want to do, they were able to answer my questions and ease some of my worries about the future.
• The low stress situation of not having it be in person.
• I liked that it was very knowledgeable individuals giving real time answers to students.
How could we make it better for you?

• It didn’t offer much in the way of concrete advice for aspiring CPAs - more a focus on convincing students to pursue CPAs than advising those who are already doing so.
• More personalization, especially with regards to communication.
• I would have liked to have more representatives from big four companies.
• Maybe make several boxes open for students to ask one question per box that way all responses for that one question could be consolidated and easily seen.
• More time to talk with them.
• No time limit. It was difficult to talk to someone within a time limit and get your questions answered. If this isn’t an option, you could also increase the time limit.
• I think it would be more beneficial if it was not during working hours.
• Longer time frame with more people. I was unable to talk to those I wanted to due to class and work.
• The registration process was a little tedious and confusing.
• We need to encourage professors to make this a requirement or at least push it to all their students.
• Give us more CPA’s. I would also think it would be cool if the CPA uses webcam and a bunch of people are in the chat room asking questions.
• More people to talk to and longer showcase time. As a college student it was hard for me to get on because of classes.
If another event like this was held next year (and you’re still a student) would you attend again?
Would you recommend attending an event like this to one of your fellow students?
Member Survey Results
Members’ Overall Rating of VCS

Scale of 1 to 10
Rating of 10 – It was a great experience
Rating of 1 – Waste of my time

Weighted Average of 7.61
Was this event what you thought it would be from how it was promoted?
Did you find the ECareerFairs platform easy to use?

- Yes: 77.55%
- No: 22.45%
How much time did you spend in the showcase?

- Less than 30 minutes: 30.61%
- 30 minutes - 1 hour: 44.90%
- 1-2 hours: 12.24%
- 2-3 hours: 12.24%
- More than 3 hours: 0%
Did you feel that the booths were an accurate portrayal of the profession?

100% said yes
Did you chat one-on-one with student participants? Comments?

- Yes: 95.83%
- No: 4.17%
What did you like best about the showcase?

• It was very easy to use and participate.
• Able to chat with other showcase hosts easily.
• Ability to chat one-on-one for a designated max time. Lead to efficient conversations.
• Answering students’ questions and helping the professionals of the future.
• Being able to give young professionals advice based on what I’ve learned in the real world and wished I knew when I started out.
• The ability to connect with students and young professionals to dispel myths about the profession.
• The ease of being able to participate online and talk with multiple students at once.
• I like that is lets many students participate that otherwise would not have the opportunity.
What did you like best about the showcase?

- The ability to answer students’ questions on the profession in a non-intimidating environment.
- The students that came prepared with questions. I also like being able to see a little information about the student, this helped with my responses. For example, a high school student needed a much different response than a college senior who was inquiring about the exam.
- The platform was well set-up and easy to navigate.
- Being able to interact with the next generation of CPAs from the comforts of my computer was great!
- I liked the ability to have one on one discussions, however, I did not like the time limit put on them. There was one individual that I believe had more questions, but it timed out.
What could be improved about the showcase?

• The 20-minute time limit on the one-on-one chats. I had to restart the conversations because we got cut off.

• I only talked with one student - in that one hour. I expected to talk with more. We had 4 people at our company participate and they said the same. I do not feel there is a quick answer as to how to improve that. Would be interesting to see what others experienced.

• Might be overkill but would it be helpful to have volunteers designated to be the MC of the general session versus everyone just chiming in? One on One felt like the better way to go. Could be helpful to have a "host" of the general session to encourage 1 on 1 conversations.

• I think it would be nice to require participants to fill out information fields or a profile that could be viewed by us. I wanted to initiate a chat with a participant but if they didn’t have a resume it was hard to determine what they were looking for.

• There were not many students asking questions. It would be helpful to link conversations so we could respond to a specific person’s comment (sub comments) instead of scrolling through the entire thing to see who was answering various questions.
What could be improved about the showcase?

• Making students more aware of the general Q&A area so we don’t get duplicate questions. Letting the moderators/CPAs see how many students are in each individual booth.

• Got too much the sense that students were told to ’ask x # of questions’, so their inquiries tended to be general (to the point that many were the same) and after 4 or 5, even though they hadn’t really asked any question that might help them decide if they want to be a CPA, they would say ‘thank you’ and discontinue the conversation.

• It started off slow, so it wasn’t until over halfway through my hour time that I had my first student reach out. I ended up staying on past the hour since I didn’t have another meeting or anything to get to, but if I had, I would have felt like I didn’t really get to participate much. I’m not sure how much control we could get over when people log on, but maybe we wouldn’t need as many people to volunteer for the first hour and try to get more people starting around the second hour.

• More students

• Video discussions rather than typing would make it more engaging.

• Encourage students to be online during specific time frames so that firm representatives’ time is more efficiently used.
What could be improved about the showcase?

• Doing away with time limits for one on one conversations.
• 1. Continue to increase student participation. 2. Consider opening it up to High School students with a booth(s) dedicated just to answering questions applicable to that demographic. The booth would facilitate a general discussion about the profession rather than specific career routes as is the format of the current showcase.
• If we could easily see where the students are studying and what year of college they are in, that could be helpful to the volunteers. Maybe that info was out there and I just couldn’t quickly find it. If it’s a privacy issue, totally understandable. I just have different advice for a freshmen versus a senior.
• I wish that the forum would have been populated with more students. I felt like the CPA participants were eager to answer as many questions as they could get, and towards the end that was the case, but at the beginning, it was somewhat slow.
• Getting more students to participate (I know this is always a struggle) but this is such a great event. I think having someone look at the questions the students asked this year and last year and finding some of the common questions and putting together some type of FAQ or marketing material off of those questions that are more commonly asked would be great.
What could be improved about the showcase?

• I think timing is important. With the schools in Iowa, all of the career fairs occur during the 2nd and 3rd weeks of September, so that is when we do most of our hiring for internships. Would be nice if this was in the same timeframe.

• I enjoyed the high school students, but they needed a little more guidance when developing their questions or familiarity with accounting to make it a valuable use of their time.

• There was only one student that I talked with in my one hour online. I think it would be a more efficient use of everyone’s time if the event were shortened to over the lunch hour. There was not enough student traffic during the morning times to make it worthwhile for professionals.

• It might be nice to have assigned people to talk to. I spent most of my time checking to see if someone wanted to speak with me and only spoke with one individual.
If another virtual event like this was held, would you participate again?

95.92% Yes, 4.08% No
Would you recommend participation in this event to your colleagues?

- Yes: 95.92%
- No: 4.08%
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