SURVEY RESULTS

2019 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.
• Since 2017, the Society has 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**
- 98 member CPAs participated
- 52 employers represented

**Students**
- 14 high schools, colleges and universities represented
- 238 students logged on
- 238 students had a total of 325 1-on-1 conversations
Student Survey Results

32 respondents
Are you a high school student?

- Yes: 5
- No: 27
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: 7.50
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>68.75%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>25%</td>
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<tr>
<td>Not at all</td>
<td>6.25%</td>
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Did you attend with a group (in class), individually, or both?

- I attended both during class and individually: 9.38% (3)
- I attended during class (as a group): 34.38% (11)
- I attended individually: 56.25% (18)
Was your participation in the Showcase a requirement of a class or club?

- Yes: 81.25% (26)
- No: 18.75% (6)
How much time did you spend in the showcase?

- Less than 30 minutes: 4
- 30 minutes - 1 hour: 23
- 1-2 hours: 5
- 2-3 hours: 
- More than 3 hours: 
Do you prefer a virtual or in-person event format?

- Virtual: 71.38%
- In-person: 28.13%
Did the showcase help you decide to pursue your CPA credential in the future?

- No, I have no interest in getting my CPA: 25.00% (8)
- Yes, but I was already certain I will pursue my CPA: 18.75% (6)
- Yes, I was on the fence and it helped me decide: 12.50% (4)
- I’m still not sure if it’s for me: 43.75% (14)
Did the showcase help you understand the variety of career possibilities as a CPA?

Yes: 93.55% (29)
No: 6.45% (2)
Was there a booth you found more valuable than others? If yes, which one(s) and why?

- Yes, the Career Center and CPA Exam Info. There were helpful questions in the general discussion area that were applicable for my current situation in returning to school.
- I loved the booth that covered non-profits because at in-person career fairs, the non-profit sectors are usually underrepresented.
- I found that the business and industry booth was most valuable because the CPAs there were willing to answer questions about the public and private sectors, not just one or the other.
- The governmental booth was something I found the most interesting.
- I think each booth was valuable.
Did you chat one-on-one with any CPAs? If not, why? If yes, was this beneficial?

- Yes, it was great to get to learn from them and gain advice for my future.
- Yes. I think it was beneficial because we could have a more personalized conversation.
- I did and ended up creating a potential future relationship with a company.
- Yes, it was beneficial and I was able to ask questions that came to mind without the intimidation of being in person.
- Yes, they gave me a lot of information on what was expected from a CPA and also how to go about obtaining my CPA.
- It helped me understand what college degree is required as well as what kind of experience a person needs in order to become a CPA.
- I didn’t want to because some of my classmates were experiencing that it was taking a long time to get to talk.
- Yes, it was beneficial to know that other people were in my shoes and they have been in the classes that I have been in.
- I didn’t have much time, so I just used the general questions area.
- Yes, very beneficial especially since I am finishing my senior year and getting ready to sit for the CPA exam.
What did you like best about the showcase?

• It was easy and organized.
• Seeing all the different possible career options.
• I enjoyed the CPAs that I talked to. Everyone was friendly and helpful.
• I liked that the accounting professionals were not just academic professors but had actual experience in many different areas of accounting. It makes it less hypothetical and more practical to ask questions from someone who is in it currently.
• Being able to read a person’s profile to see what they specialize in so that I could chose someone to answer a specific question.
• I really enjoyed the variety of careers that were represented. It allowed me to learn about a variety of options for me to pursue outside of the CPA option in a public firm.
• Easy accessibility to learn.
• It was online and easy to communicate with professionals.
• I liked that it was convenient to join whenever I had the time to do it.
• I got to see other people’s questions and answers in the public booths.
• The format of question forums.
What did you like best about the showcase?

- That it was online and it was not face to face so it was not as much pressure on you and I could do it comfortably.
- I got the chance to talk one on one to someone online.
- The variety of chat rooms available.
- The ease of access.
- Being able to interact with a variety of professionals.
- I liked the opportunity of talking to professionals that have an experience in the CPA career.
- That there was a lot of different people with differing types of accounting jobs.
- I liked that many professionals were logged in and were able to put provide input on my questions.
- I liked how we are allowed 20 minutes to talk with a CPA in a one-on-one setting and we were able to talk in general to everyone.
- The response time was very quick.
- Easy to talk with the professionals. Even though we aren’t with them they are still professionals and very helpful.
How could we make it better for you?

• More people. Less wait times. Answer questions. Better explain the event.
• In person
• Make it in person or have some sort of skype or talking feature so it doesn’t feel like I might just be talking to a robot.
• I understand why there is a time limit on the individual conversations, but every time I talked to someone, my session timed out with them still typing. It would be nice to have a “final comment” option, so I knew what they were going to say. I also think it would be beneficial to be able to stay in the chat after the time has expired to be able to reread the conversation.
• For me personally, and maybe for those similar to me in my accounting class at DMACC, it may have been helpful to have a section like the accounting 101 for high school students but geared toward those looking to make a career change.
• Try to encourage all the CPA’s to have a general description about themselves and what they do.
• Provide a tutorial video that we can view covering how to use the software before we get to the fair.
• Also make having job listings of various types available to visit and easily apply for.
How could we make it better for you?

• Sometimes as a student, we don’t always know what types of questions to ask, if there was a way for prompts from the CPA’s or an idea of questions somewhere that a person could look over and get an idea to ask.
• More CPA involvement
• Give more time to talk one on one.
• Add other CPA’s/employers to reduce wait times.
• Extend the times
• Making it easier to navigate on the website.
• I believe that nothing needs to be improved. The whole activity was straightforward in regards of understanding it and was helpful a lot.
• Make sure multiple people are on at the same time. So people won’t be waiting for responses.
• I wish the professionals could answer a bit quicker especially if they are logged in and not talking to other students.
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?

- Yes: 90.63%
- No: 9.38%
Member Survey Results
45 respondents
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 7.69
Did you find the ECareerFairs platform easy to use?

- Yes: 75.56% (34)
- No: 24.44% (11)
How much time did you spend in the showcase?

- 30 minutes - 1 hour: 11
- 1-2 hours: 20
- 2-3 hours: 10
- More than 3 hours: 4
Did you feel that the booths were an accurate portrayal of the profession?

- Yes: 93.33% (42)
- No: 6.67% (3)
Did you chat one-on-one with student participants? Comments?

- Yes: 88.89%
- No: 11.11%
What did you like best about the showcase?

- The chats with students.
- This year I ended up in a lot of one on one conversations and the students had lots of great questions. I think the general public accounting booth was better than public accounting tax and audit separate booths as was done in the past.
- The discussion board so I can look back to see others’ questions, the mobility of the event, how nice and open the volunteers are to sharing their experience.
- I like the one-on-one chats because it gives you a chance to speak with one person and have their full attention. The general booth, open to everyone, is hard to contribute because someone will say the exact thing you were typing or other people will respond before you have a chance.
- I had two one-on-one chats with students, which is double the amount I had last year!
What did you like best about the showcase?

• We had several hundred students across the state that, at least for a few minutes each, had to think about the accounting profession! :)

• easy interactive tool

• I enjoyed the one-on-one chat with the students.

• The wide variety of students that we were able to converse with. I felt the questions were much more in-depth and thought out this year compared to prior years.

• I do like chatting with students one-on-one; I think it gives them an opportunity to ask more individualized questions and ask things that they might otherwise be too shy to ask.

• The ability to chat one-on-one and the number of students attending - also the ability to go back and see previous questions in the booths.

• The variety and number of questions from participants.
What did you like best about the showcase?

• I love the idea of it - I think it is an excellent opportunity for us to reach students and for them to talk to professionals. I participated on that side when I was in college and I thought it was great.
• Students could pretty much ask whatever questions were on their minds. I liked that Morningside College had students participate as a required part of a class.
• I spent all my time talking one on one with students. They had great questions and would keep asking more if time allowed.
• 1:1 conversations with students
• Getting to “talk” to multiple students about how great our profession is.
• I really liked being able to answer student’s specific questions and feel like they were actually benefitting from advice from someone who has been in their shoes.
• The students were extremely engaging in my time slot. I was juggling 4 conversations at once, and they asked great questions about the CPA exam and my job as an auditor.
What did you like best about the showcase?

• Having the group chat area - that’s the only way I ended up conversing with students.
• I liked being able to chat one-on-one with students and really feeling like you can dive in on any questions they ask.
• It was a great resource for any potential CPAs to ask any questions at all, whatever they might be.
• Gives you a sense of pride in representing the society and provides an opportunity to potentially make a difference in someone’s life.
• One on one was better than the general chat - too many CPAs in the general chat.
• I liked the 1 on 1 chats the best, I found that I received a lot of unproductive/useful questions in the general area.
• Good questions from the participants
• Thought everything went pretty smoothly; no specific recommendations.
What did you like best about the showcase?

• Helping students see a broad range of opportunities within the profession.
• It’s a great opportunity for students and an easy platform for them to use.
• I liked that students had the ability to start a direct chat. I felt that the two that I talked to had good questions and really wanted honest answers.
• The one-on-ones.
• Liked the whole experience. Easy to get on and easy to chat with students.
• Chatting with students and answering their questions. I love that we can help them get started in their careers armed with the information they need.
• Not much this year.
• It gave an opportunity to talk to several people during the event. I talked to about 7 students one on one. All the conversations went very well.
What could be improved about the showcase?

- Platform may need to be looked at.
- I was in the High School Student booth and the only person I connected to directly was a teacher. Sounded like others connected directly with students.
- It would be neat if we as volunteers could see multiple booths, but maybe this isn’t possible with the technology.
- More participants
- Two of the people I chatted with, seemed to ask irrelevant questions or questions that should have been phrased differently. Maybe more communication to participants on what the event is about.
- The user interface continues to get better, but I still think there is room for improvement.
- The platform is just too ‘linear’ for this type of interaction. I can certainly see it as an intro ‘interview’ platform, 1-on-1, but for ‘group chat’, it’s tough to follow and challenging to engage with participants.
- I think I would only have this option going forward. Or limit the timeframe to only 4 hours versus an entire day.
What could be improved about the showcase?

- Students need to be limited to 2 conversations at once. Sometimes it takes them a long time to get back to the conversation, so it seems like we are wasting our time a lot.
- I think the high school students need more guidance. I felt like time spent with them was a waste and their questions were poor. What can we do to help teachers with this?
- Continue to get more students and encourage one on one conversations – maybe have a guide for students of who is going to be in a booth at what time. I had one student that pursued talking to me because of my IT background, but I was only available for one hour - hoping I didn’t miss other students that may have wanted to talk.
- I think just more monitoring of the chats and what students are doing and saying.
- An easier way to be introduced to students and their information (where they go to school, how far along they are in a program, their major); I know for some this was available, but I didn’t like having to click away from conversations to see it. It would be great if it was just a pop up that could then be closed once read.
- My students had to wait a considerable amount of time for responses this afternoon. Should we look for more volunteers to be in the chat rooms?
What could be improved about the showcase?

- I would appreciate if there was a way to tag questions and responses so they would associate with the questions they are answering. That might make it easier to read and follow for participants, especially when several questions are being asked and answered at once. And, all the questions and answers could be summarized at the conclusion of the day that way.
- Was pretty slow in the govt/NP chat room. Not sure there is anything that we (ISCPA) can do about that.
- I couldn’t leave the event because I had a student who wanted a one on one conversation but he may have been in another conversation because I couldn’t get the conversation to start. I was way over my one hour so I couldn’t exit appropriately but need to leave. Hopefully there is a way to fix that in the future.
- User interface improvements to make it easier for CPAs to know what is going on in the booth.
- On the main booth page, I think it is frustrating how the chat box continues to go back to the top so every time a new item is added, you have to scroll down to get to the current conversations. Or maybe I did something wrong and it was my user error.
- I think just being able to be in the one-on-one chats but still be in the general chat.
What could be improved about the showcase?

- Keep up the good work.
- I was logged on during the first slot of the day, so this may have gotten better as the day went, but there were multiple students logged on, but none of the CPAs were in chats. There needs to be a better way for us to engage the students to start off.
- I don’t know if there is a way to spread out the students so there are more of them available at each hour? I signed up from 9-10 and literally didn’t have anyone try to talk to me until 10:02. That ended up being a great conversation just was surprised to not have anyone during my actual session.
- It could be marketed better. I hadn’t heard of this ever (and I grew up and went to college in Iowa) until my boss asked if I could volunteer here.
- Have everyone come to the ISCPA office to do it so people can get instructions.
- Looked like some students were “in line” to speak to people, so not sure if everyone understood how to chat with the students.
- It was hard to know that I was in the correct “booth” maybe consider having them labeled or a way to quickly ensure I was in the correct spot.
- Some of the high school students were a little unprofessional - not sure what we can do about that.
What could be improved about the showcase?

- I think the interface was just hard to use. There are ways to make it more interactive, maybe posting facts about the industry, sample questions, something like that.
- I could not “log out” due to a student requesting a one-on-one but not being available because he was in one-on-one with someone else.
- Website could be easier to use. I got stuck because there was a person in my queue, who was not currently available. When my time was up I was not allowed to exit because of a person in my queue. I also had an issue where it wouldn’t allow me to initiate my next chat because there were 10 other people logged in, but it would also not allow me to Exit. Eventually I was able to log back in and I stayed an extra 40 minutes to finish my chats.
- As a professor, I need to see what is being sent to the students and what they see when they register because it is always a mad dash every year before the career fair. The more we know the less issues we forward on to you. I noticed MANY students just visiting the booth and never asking a question. They can learn from reading other posts, but we are trying to engage them.
- Maybe instead of booths by type (public, non-profit, etc.), just have booths that have at least 4-5 CPA’s, no matter their background. I’ve been in at least three different booths and certain ones don’t get as much traffic/exposure and I think if you just have general booths to limit the number of participants, students will get a more broad exposure to all CPA’s.
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If another virtual event like this was held, would you participate again?

- Yes: 97.78% (44)
- No: 2.22% (1)
Would you recommend participation in this event to your colleagues?

Yes 95.35% (41)
No 4.65% (2)
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