THE AICPA:
CREATING A 21ST CENTURY PROFESSION
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Introduction

The American Institute of CPAs® is the world’s largest member association representing the accounting profession, with nearly 386,000 members in 128 countries and a 125-year heritage of serving the public interest. AICPA® members represent many areas of practice, including business and industry, public practice, government, education and consulting.

The AICPA sets ethical standards for the profession and U.S. auditing standards for audits of private companies, not-for-profit organizations, federal, state and local governments. It develops and grades the Uniform CPA Examination and offers specialty credentials for CPAs who concentrate on personal financial planning; fraud and forensics; business valuation; and information technology. Through a joint venture with the Chartered Institute of Management Accountants, it has established the Chartered Global Management Accountant® designation to elevate management accounting globally.

The AICPA maintains offices in New York, NY; Washington, DC; Durham, NC; and Ewing, NJ.
Membership

Dedicated to their core values of objectivity, competence and integrity, CPAs are engaged in many disciplines, confirming the richness of the profession’s contributions to society and the capital market system. The diversity of the AICPA’s membership contributes to its strength and standing as a thought leader in accounting, tax and finance.

Today’s CPAs practice in areas beyond audit, tax and public accounting, with about 40 percent of the AICPA’s members employed in management accounting roles in business, industry and government including chief executive officers, chief financial officers, chief operating officers, internal auditors and in other financial and non-financial positions. The CGMA designation recognizes the special skills and contributions of members in management accounting roles.

In addition to those roles, many of our members specialize in areas as varied as personal financial planning, business valuation, forensic accounting and technology consulting, supported by specialized AICPA resources.

Given the far-reaching regulatory and business changes affecting accountants across the globe, the AICPA attracts members from accounting organizations in other countries who recognize the impact of globalization on the profession.

The AICPA also welcomes others who serve in the profession with associate and affiliate memberships offered to students, those preparing for the CPA Exam, finance and accounting professionals in business and government and other professionals critical to managing public practice firms successfully and more.

Mission: To provide members with the resources, information and leadership that enable them to provide valuable services in the highest professional manner to benefit the public, employers and clients.

In fulfilling its mission, the AICPA works with state CPA organizations and gives priority to those areas where public reliance on CPA skills is most significant.
Advocacy

The AICPA represents the profession and its interests before the government and regulatory bodies, contributing to public-policy making and acting as a reliable, authoritative source of accounting and finance insights. Its Washington, DC-based Congressional and Political Affairs staff regularly meets with the White House, Congress and regulators, like the Securities and Exchange Commission. The Institute’s Tax team, also based in Washington, DC, meets with the Internal Revenue Service, Treasury and Congress regularly to serve as a resource and provide information to aid in policymaking. The Tax team interprets the IRS tax code for members and, through media interviews, the public.

Additionally, the AICPA is active at the state level. Working collaboratively with the National Association of State Boards of Accountancy, state CPA societies, state boards of accountancy and others, the AICPA has succeeded in getting 49 states and Washington, DC, to pass legislation that allows CPAs from other states to practice in their jurisdiction without first having to apply for a temporary license.
Uniform CPA Examination

To practice as a CPA, one must have a valid certificate issued by the board of accountancy in one of the country’s 55 jurisdictions, which consist of the 50 U.S. states, Washington, DC, Puerto Rico, Guam, the U.S. Virgin Islands and the Commonwealth of the Northern Mariana Islands. Each jurisdiction has individual requirements for licensure in terms of experience and education, but the one common denominator is the Uniform CPA Examination, which the AICPA creates and scores. The exam is a key component of the Uniform Accountancy Act, a measure adopted by the AICPA and NASBA that provides all state boards of accountancy with a unified body of requirements for licensure.

In addition to testing knowledge of accounting and auditing, regulation and business concepts via multiple-choice questions, the exam includes simulations and written communications. Simulations are case studies that test accounting knowledge and skills using work situations that may be encountered in the field.

The CPA Exam experienced a major transformation in 2004, when a computerized format replaced the traditional paper-and-pencil version. The computer model allows for the testing and evaluation of certain skills the older version could not accommodate, including research and communication facility. In July 2009, the computerized exam celebrated one million administrations. In 2010, candidates sat for 307,573 sections of the exam, a record number.

On Jan. 1, 2011, the next iteration of the exam, called CBT-e, was released. Changes included major content updates, such as questions on International Financial Reporting Standards, changes to the exam structure time allocated per section, scoring weights and interface.

In August 2011, the exam was administered internationally in Japan, Bahrain, Kuwait, Lebanon and the United Arab Emirates, marking the first time that candidates sat for the exam outside of the United States. In February 2012, the exam was expanded to South America and administered in Brazil.

Ethical Standards

The AICPA Ethics Division, through its committees and staff, is responsible for interpreting and enforcing the AICPA Code of Professional Conduct.

As interpreter of the code, the Ethics Division promulgates new ethics interpretations and rulings, monitors those rules and makes revisions as needed. Through its Ethics Hotline, staff educates members and the public, and promotes the understanding of ethical standards contained in the code regarding application to specific areas of practice. The AICPA also publishes nonauthoritative materials, such as frequently asked questions, a newsletter, articles and other resources to further promote understanding of and compliance with the code.

As enforcer of the code, the Ethics Division participates in the Joint Ethics Enforcement Program with state CPA societies to eliminate multiple investigations. The program affords members due process while allegations of unethical conduct are investigated. After conducting an investigation, if a member is found to have violated the code, the violation’s gravity is assessed to determine if the member should be disciplined or if remedial action is appropriate. Discipline includes admonishing, suspending or expelling a member from the AICPA.

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Peer Review Program

The Peer Review Program promotes quality in accounting, auditing and attestation services provided by CPAs and their firms. A peer review is a periodic review of a CPA firm’s accounting and auditing services by a licensed CPA — who is not affiliated with the firm being reviewed — to provide assurance that work performed by the firm conforms to professional standards.

CPAs who are AICPA members and perform accounting and auditing services are required to be partners or employees of firms enrolled in the AICPA Peer Review Program. More than 30,000 CPA firms are enrolled in the Peer Review Program. These firms are required once every three years to have a peer review of their accounting and auditing practice.

The 20-member Peer Review Board oversees the Peer Review Program by issuing Peer Review Standards and Guidance. The Peer Review Board also ensures that the Peer Review Program continues to enhance the quality of accounting and auditing practices of public accounting firms.

Auditing Standards

The AICPA issues standards, including quality-control standards, for audit and attestation engagements of private companies, not-for-profit organizations and state and local government entities. The Institute’s 19-member Auditing Standards Board develops new standards and revises existing ones to meet the current needs of practitioners and to reflect regulatory changes.

eXtensible Business Reporting Language

The AICPA has long advocated for and worked toward greater transparency in financial reporting. A significant result is eXtensible Business Reporting Language, a freely available Internet-based standard that allows for greater transparency and comparability of financial and other business information.

XBRL originated at the AICPA, which provided the initial funding for research and development and was a founding member of both XBRL US, an organization that began as an executive committee of the Institute, and XBRL International, a consortium of 650 companies and agencies.

The AICPA continues to support and advocate for the broader use of XBRL through thought leadership activities and collaboration with various stakeholders. Since the SEC has embraced XBRL and now requires all public issuers to file their financial data using this format, the AICPA is focused on helping members who are responsible for preparing tagged data as well as practitioners who provide any XBRL-related services. The Institute has developed resources, tools and guidance that educate and assist CPAs in the preparation, review and use of XBRL.

Audit Quality Centers

The audit is the bedrock of the CPA profession. There are three audit quality centers that serve as resources:

• The Employee Benefit Plan Audit Quality Center helps CPAs meet the challenges of performing quality audits in a complex area. It is a voluntary-membership center for firms that audit employee benefit plans. Employee benefit plan audits include pension, health and welfare and 401(k) plans subject to the Employee Retirement Income Security Act under the regulatory authority of the U.S. Department of Labor.

• The Governmental Audit Quality Center provides its members with key information and resources to assist in enhancing the quality of their governmental and not-for-profit audits, colloquially known as Yellow Book and single audits. It is a voluntary membership center for both CPA firms and state audit organizations.

• The Center for Audit Quality is a Washington, DC-based public-policy organization that is dedicated to enhancing investor confidence by fostering high-quality performance by public company auditors; convening and collaborating with other stakeholders to advance the discussion of critical issues; and advocating policies and standards that promote public company auditors’ objectivity, effectiveness and responsiveness to dynamic market conditions. The CAQ is affiliated with the AICPA.
Integrated Reporting

Is what a company reports on its financial statement the extent of what contributes to its total value? The AICPA realized early on that the answer is no. Research and development, intellectual capital, the customer base and other non-financial components all contribute to a company’s value creation potential. The AICPA is collaborating with the International Integrated Reporting Council to develop an Integrated Reporting framework. The framework will help establish the foundation for a single, best practice open standard covering elements that are essential to the presentation of an integrated picture of an organization’s ability to create value. Integrated reporting will provide insight into an organization’s operating context, governance, opportunities and risks, strategy, business model, performance and future outlook.

Sustainability Reporting and Assurance

There is a growing trend in both customer demand for green and sustainable products and services and vendor demand for demonstrated sustainable business practices from suppliers. Companies increasingly are required to prepare sustainability reports and to obtain assurance on such reports. The AICPA recognizes the increasing importance of sustainability for all organizations and has taken a leadership role in educating the U.S. accounting profession. The goals of the AICPA are to clarify and elevate the role of CPAs in sustainability reporting and assurance both within and outside the profession, and to provide thought leadership, guidance and resources to develop member competence for advisory and assurance services.

The AICPA is one of 16 accounting bodies holding membership in The Prince of Wales’ Accounting for Sustainability Project. The principles of the A4S project promote the linking of sustainability to financial results and embedding sustainability into the day-to-day operations of organizations.

Accounting Standards and Guidance

The AICPA’s Financial Reporting Executive Committee works closely with the Financial Accounting Standards Board and accounting regulators for the mutual goal of improving financial reporting. FinREC provides accounting guidance via audit and accounting guides and white papers, recommends to FASB topics worthy of standard setting and advocates its beliefs on needed outcomes on proposed accounting standards from FASB and the International Accounting Standards Board.

The AICPA is one of 16 accounting bodies holding membership in The Prince of Wales’ Accounting for Sustainability Project.
The AICPA has long supported the goal of one set of high-quality accounting standards for use by public companies worldwide and has served as one of the primary U.S. educators on the international body of authoritative literature. The AICPA provides thought leadership to accounting standard setters and the SEC, which issued a staff report on the consideration of incorporating IFRS into the financial reporting system for public companies in July 2012. The SEC is in the process of determining whether to incorporate IFRS into the financial system for public companies.

International Presence

The AICPA is the world’s largest member association representing the accounting profession and its members are indispensable to business operations in the global economy. The Institute is a founding member of the International Federation of Accountants, the official organization for the worldwide accountancy profession. The AICPA, likewise, also is a founding member of the Global Accounting Alliance, a co-operation among the accounting bodies in 11 major capital markets who collaborate on important international issues affecting the worldwide profession.

AICPA members serve on the IASB, which sets IFRS.

The AICPA works with NASBA to promote mobility through their joint body, the International Qualifications Appraisal Board. This body reviews the accounting qualifications of other countries and negotiates reciprocity agreements to help accounting professionals become certified and licensed in each other’s countries. To date, the AICPA and NASBA have entered into mutual-recognition agreements with institutes in Australia, Canada, Ireland, Mexico, Hong Kong and New Zealand.
Chartered Global Management Accountant® Designation

In 2012, the AICPA and CIMA launched the CGMA® designation through a joint venture. The designation, developed to elevate management accounting, recognizes the most talented and committed management accountants with the discipline and skill to drive strong business performance. Together, the AICPA and CIMA represent more than 500,000 management accounting professionals worldwide.

The CGMA designation demonstrates management accounting expertise, determination and commitment to achieving sustainable business success. Employers around the world trust CGMA holders to guide critical business decisions and integrate the financial and nonfinancial information to drive a business’s growth. The AICPA and CIMA work directly with employers around the globe to help elevate the role of management accounting in business.

Designation holders can access leading-edge thought leadership research, reports and practical tools that help them stay at the forefront of their profession. They also can connect with a global community of trusted business strategists and share best practices, discuss trends and network at conferences and events through the online community at CGMA.org and social media.

Member Specializations

The AICPA’s members are a diverse group of professionals, practicing in a variety of disciplines. The Institute established membership sections for CPAs who practice in four specialty disciplines. Each section provides tools, guidance and a community to help them maintain the level of excellence for which they are known.

- **Forensic and Valuation Services**: CPAs are the preferred experts in forensic accounting and business valuation. Forensic accounting and valuation services are among the fastest-growing specialty areas for CPAs.
- **Information Management and Technology Assurance**: In serving their clients’ or organization’s information management and technology assurance needs, CPAs’ roles may range from managing reporting and analytics or overseeing system implementations to mitigating a data breach or ensuring the privacy of customer information. CPAs in this role are the bridge between business and technology.
- **Personal Financial Planning**: CPA financial planners serve as trusted advisors to their individual clients, guiding them through the complexities of tax, retirement, investment, insurance and estate planning.
- **Tax**: CPAs’ unique qualifications and rigorous training make them the nation’s premier tax service providers. Taxpayers can rely on a CPA for sound advice in tax planning, as well as managing and building their personal or business finances.

Member Credentials

To demonstrate the CPA’s qualifications in particular disciplines, the Institute met the marketplace demands with credentials that are exclusively for CPAs.

- **Accredited in Business Valuation®**: The ABV® credential signifies the expertise of a CPA as a premier provider of valuation services.
- **Certified in Financial Forensics®**: The AICPA launched the CFF® credential in 2008 after its research showed that attorneys, the primary clients of a forensic accountant, and CPAs, the preferred forensic accounting professional, expressed a desire for such a credential.
- **Certified Information Technology Professional®**: The CITP® credential recognizes CPAs’ unique ability to provide business insight by leveraging knowledge of information relationships and supporting technologies.
- **Personal Financial SpecialistSM**: The first of the Institute’s specialty credentials, the PFS™, is awarded to CPAs who have demonstrated expertise in personal financial planning.
Private Companies Practice Section

The Private Companies Practice Section consists of public accounting firms. PCPS’s mission is to make practicing CPAs and their firms successful through education and advocacy. PCPS takes the pulse of CPA firm owners every other year and uses the results of the CPA Firm Top Issues Survey to develop initiatives that inform, support and educate members about meeting practice management challenges. Some targeted solutions available to members include:

- Tools in the Human Capital, Succession Planning and Practice Growth and Client Service Centers
- Practitioners Symposium and Tech+ Conference (in partnership with the Association for Accounting Marketing Summit) discounts
- Firm size networking group events
- Technical toolkits that support firms in the implementation and communication of new/updated standards and regulations through checklists, PowerPoint presentations and client talking points
- PCPS/Texas Society of CPAs National Management of an Accounting Practice benchmarking survey

PCPS serves as an advocate on behalf of regional and local firms through the work of the PCPS Technical Issues Committee. It monitors emerging standards, comments on their potential impact and informs standard setters of the needs of local practitioners and private companies. The TIC provides input to standard-setting bodies such as FASB, the Governmental Accounting Standards Board and the AICPA’s ASB and Accounting and Review Services Committee, among others.

Working in the Public Interest

From financial literacy to public policy issues and peer review transparency to audit committee effectiveness, the AICPA is working to ensure that the public remains confident in the integrity, objectivity, competence and professionalism of CPAs.

Financial Literacy

The AICPA and its members continue to be at the forefront of the financial literacy movement with free programs and resources. Thousands of CPAs across all 50 states volunteer to help Americans with their financial understanding. In 2004, the AICPA launched the 360 Degrees of Financial Literacy campaign, which earned the endorsement of then-U.S. Comptroller General David Walker. The early adoption of social media in the Institute’s financial literacy efforts set the best practices standard for other financial literacy organizations.

The AICPA’s work in financial literacy has won the admiration of important organizations and fostered rewarding partnerships, including with the U.S. Department of Labor, Society for Human Resource Management, AARP, Financial Industry Regulatory Authority Investor Education Foundation and the Employee Benefits Research Institute. The AICPA is a member of the board of directors of Jump$tart and a visible participant in the annual national America Saves Week.

The dedicated non-commercial website offers the public hundreds of free tools and articles that pertain to gaining financial balance during 10 life stages, from childhood through retirement. In 2004, the AICPA launched the 360 Degrees of Financial Literacy campaign, which earned the endorsement of then-U.S. Comptroller General David Walker. The early adoption of social media in the Institute’s financial literacy efforts set the best practices standard for other financial literacy organizations.

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What’s at Stake? A CPA’s Insights into the Federal Government’s Finances

The What’s at Stake? program offers guidance for policymakers and the public on how the U.S. government’s financial statements can be used for greater understanding of the nation’s fiscal health. With this video, the Institute seeks to call attention to how and why the financial
The sustainability of our country is in jeopardy. The CPA profession calls on both policymakers and the public to engage in a national dialogue to improve our country’s fiscal health. Expressing concern about the growing federal debt and its impact on the long-term fiscal health of the United States, the AICPA Board of Directors adopted a resolution underscoring the need to put America on a better economic path and supporting two non-partisan efforts, the Campaign to Fix the Debt and the Comeback America Initiative.

**Total Tax Insights™ Calculator**

The Total Tax Insights calculator is a first-of-a-kind online tool from the CPA profession, designed to give U.S. taxpayers a clearer, more complete picture of their estimated total federal, state and local tax obligation. The calculator is powered by a database of more than 20 federal, state and local taxes for 3,035 U.S. counties, the District of Columbia and Puerto Rico. The database includes many of the taxes (federal and state income, Social Security, Medicare, etc.) and a few of the deductions (charitable contributions, mortgage interest, medical expenses) commonly encountered in preparing individual tax returns.

**Continuing Professional Education and Conferences**

Most state boards of accountancy require their CPA licensees to earn a specified number of hours of continuing professional education, generally 40 hours per year or 80 hours every two years. The Institute requires its members to earn 120 hours over a three-year period. CPAs may gain credit through self-study training or by participating in live programs, such as webinars and professional conferences.

Easy access to high-quality, relevant and affordable professional education is one of the fundamental services the AICPA provides its members. The AICPA produces thousands of CPE products, in various formats, designed and developed with learning outcomes in mind. They enable CPAs to improve their skills and provide increased value to clients and employers throughout their careers. The AICPA’s most popular self-study training product is CPExpress, offering hundreds of hours of online training, available 24/7.

The Institute holds more than 50 annual conferences for CPAs in public practice and CPAs and financial managers in business and industry and government. The roster includes conferences for CPAs in specialized practices, such as personal financial planning, business valuation, forensic accounting, employee benefits and government auditing, as well as individual industries such as banking, construction and not-for-profit. Among conferences for members in business and industry are the National CFO Conference, Controllers Workshop, Not-for-Profit Financial Executives Forum, Audit Committee Forum and a workshop on risk oversight. The AICPA offers live broadcasts of many of its conferences online to make attendance easier.

One of the AICPA’s most popular conferences occurs every December in Washington, DC: the AICPA Conference on Current SEC and PCAOB Developments. This conference attracts more than 2,000 participants, including CPAs, business and financial managers and federal government and regulatory agencies, and is broadcast to satellite locations across the country.
**Student Recruitment and Young CPAs**

As the Baby Boomer generation of CPAs prepares for and enters retirement, the AICPA is busy encouraging and cultivating high school and college students for rewarding careers in the profession. As Barry Melancon, CPA, CGMA, AICPA president and CEO, puts it: “They say a person can expect to have nine careers over the course of a lifetime. You can be a CPA and have those nine careers.”

To demonstrate the advantages, variety and opportunities available to CPAs, the Institute has developed two student-focused websites: StartHereGoPlaces.com and ThisWayToCPA.com. Geared toward high school and community college level students and educators, students get the opportunity to realize the incredibly rich possibilities of a career in accounting and become interested in the profession early on with Start Here, Go Places. This Way to CPA, launched in 2010, shares information with college students and CPA Exam candidates about the rewards of a career as a CPA and offers information and resources that are needed for them to complete their journey.

The Institute’s efforts to raise awareness of the profession among the Millennial Generation are paying dividends. Users in all 50 states and more than 180 countries have visited Start Here, Go Places. Today, more students are graduating from college with bachelor’s and master’s degrees in accounting than ever before.

The AICPA is dedicated to cultivating and nurturing the profession’s younger members. Its Young CPA Network offers CPAs newly launched in their careers a forum to exchange ideas and perspectives and let the Institute know about their interests and concerns. The AICPA in 2009 launched the Leadership Academy, a special training program to develop future leaders of the profession. To ensure that the viewpoints of these young talents are part of its fabric, the AICPA has appointed a CPA under the age of 36 to virtually every one of its more than 180 volunteer committees.

**Diversity**

More than 40 years ago, the AICPA recognized the need to support diversity within the accounting profession. The Institute launched the Minority Initiatives Committee and began a minority accounting scholarship program. Among the many accomplishments include: scholarships for minority accounting students, with about 10,000 awards made to date totaling more than $14 million; fellowships for minority doctoral students, which has provided funding to 114 doctoral candidates; and the Accounting Scholars Leadership Workshop for undergraduate and graduate accounting students, which emphasizes the profession’s opportunities for minorities. In honor of the progress made by minorities, the AICPA released an e-book, *CPAs of Color: Celebrating 40 Years*, creating an open-source tool to highlight leaders of color in the profession.

In 2012, the AICPA launched the National Commission on Diversity and Inclusion, which includes representatives from minority professional advocacy groups; large, medium and small CPA firms; state CPA societies; and leaders from business and industry, government and education. The commission is designed to identify strategies that will increase the retention and advancement of underrepresented groups in the accounting profession.

As Barry Melancon, CPA, CGMA, AICPA president and CEO, puts it: “They say a person can expect to have nine careers over the course of a lifetime. You can be a CPA and have those nine careers.”
Research

The AICPA always asks the strategic question “What does the member think?” to carry out its mission. Members’ opinions, insights, concerns and successes drive the AICPA’s efforts to affirm its status as the largest member organization for CPAs and the voice of the profession.

The AICPA conducts surveys of its members in public practice and business and industry:

• **Current State of Enterprise Risk Oversight**: Conducted in collaboration with the North Carolina State University Enterprise Risk Management Initiative, this survey assesses the status of enterprise risk management implementation and oversight.

• **Harris Interactive Survey**: As part of its nationwide financial literacy efforts, the AICPA engages Harris Interactive for an annual survey of adult Americans to learn about their attitudes toward their personal finances. Each year’s survey carries a theme tied to the news environment. The Institute releases the results in April, which is Financial Literacy Month, through a large-scale promotional media campaign that culminates in a virtual television and radio tour. Members of the Institute’s National CPA Financial Literacy Commission discuss the findings with program hosts and offer advice on how viewers and listeners can gain a better foothold on their financial well-being.

• **PCPS CPA Firm Top Issues Survey**: This study, conducted during odd-numbered years, collects and analyzes the views of CPA firm owners on issues affecting their practice currently and in the future. Survey results are sorted by firm size, from sole practitioner to firms with more than 20 CPAs.

• **PCPS Top Talent Study**: Highly valued non-partner, non-executive CPAs take a survey that examines, among other things, their hopes for growth opportunities, job benefits and CPA firm culture and how these elements affected their decisions to join or stay with a firm or organization. For comparison purposes, PCPS also asks partners and CPA executives to offer their opinions on the importance of those issues in hiring and retention.

• **PCPS/TSCPA National Management of an Accounting Practice Survey**: This benchmarking survey, conducted in even-numbered years, collects and analyzes the financial and personnel data of small, medium and large CPA firms, as well as a range of additional information that can be used to show firms how they compare with others. It’s the largest benchmarking survey for small CPA firms. The AICPA conducts the survey with the TSCPA.

• **Quarterly Economic Outlook Survey**: This survey questions CPAs serving as C-suite executives about their expectations for the U.S. economy and for their own companies. The CPA Outlook Index is a comprehensive gauge of executive sentiment within the survey.

• **Top Technology Initiatives**: With this survey, AICPA members provide insight into the technology issues that affect their practice or role in business and industry. The survey highlights the top technology priorities and concerns for accounting professionals and how to manage or mitigate risks associated with those concerns.

• **Trends in the Supply of Accounting Graduates and the Demand for Public Accounting Recruits**: Since 1972, the Institute has tracked the growth of accounting degrees and enrollments in accounting programs at colleges and universities throughout the country. The resulting report is an authoritative source for information about accounting enrollments, graduates and entry-level hiring trends at public accounting firms.
Professional Publications and Periodicals

The AICPA is committed to serving the information and guidance needs of the profession through an extensive offering of high-quality publications, online reference libraries, e-books, tools, e-newsletters and magazines.

Professional Publications
The AICPA publishes an extensive collection of print publications, e-books, online reference materials and tools to help CPAs discharge their responsibilities in the highest professional manner.

The highly respected Audit and Accounting Guide series contains industry- and issue-specific guidance on a wide range of topics, authored by technical experts and refined through extensive review by experts in the profession. The Accounting Trends and Techniques Series, Audit Risk Alerts, Financial Reporting Alerts, Technical Practice Aids and Checklists also are available to promote high-quality financial reporting and audit, attest and compilation and review engagements. Compilations and codifications of AICPA standards also are available for ease of reference to the most current guidance on specific issues. Most of these materials are available in print, e-books or via the AICPA's subscription-based Online Professional Library.

The AICPA also publishes a suite of publications on management accounting and specialized practice issues, such as tax planning, business valuation, practice management and marketing, estate planning, forensic accounting, international accounting, fraud prevention and internal control, audit committee guidance, personal financial planning and CPA career planning. Long-standing AICPA members sharing knowledge in their areas of expertise by authoring many of these management accounting and specialized practice resources.

In addition, the AICPA also offers a selection of interactive tools. These tools include the Audit Risk Assessment Tool, Interactive Tax Checklists, Best Practices in U.S. GAAP Financial Statements, Privacy Principles Scoreboard, The Engagement Letter: Best Practices and Examples and The Auditor's Report: Comprehensive Guidance and Examples.

Periodicals
The Journal of Accountancy is the AICPA's flagship monthly magazine. The print magazine supplies intelligence, updates and practical tips for busy financial professionals in all areas of accounting. The publication's website offers daily headlines on tax, financial reporting and other issues affecting the profession, a library of videos and a robust archive of articles. Access to the magazine's articles along with other AICPA publications is enhanced through the award-winning Journal of Accountancy News App for iPad. The AICPA also publishes The Tax Adviser, a monthly magazine that reports on and explains federal tax issues for tax professionals, and CGMA Magazine, a digital offering for management accountants worldwide produced in collaboration with CIMA. The Institute produces the CPA Insider and the Career, Tax, Corporate Tax, Corporate Finance and Wealth Management Insiders — an award-winning group of e-newsletters featuring original expert commentary, hard-hitting news and professional resources.

CPA Letter Daily is an award-winning e-newsletter covering the top business, financial and accounting news each weekday. It provides quick access to videos, research and analysis, plus links to multiple media sources. The AICPA also publishes four monthly e-newsletters: IFRS Report, InfoTech Update, Forensic & Valuation Reporter and BusIndNews, as well as the weekly Financial Planning Digest and Global CPA Report.

The AICPA publishes an extensive collection of print publications, e-books, online reference materials and tools to help CPAs discharge their responsibilities in the highest professional manner.
Media Outreach

As the largest member association representing the accounting profession, the media consistently call upon the AICPA for both its technical knowledge and authoritative perspectives. Each year, the AICPA’s Media Relations team fields hundreds of media requests and conducts proactive outreach to reporters and bloggers at national, regional and local business and consumer media outlets. As a result, AICPA spokespeople and our members frequently are cited as experts by many top-tier print, broadcast and online news outlets, including USA Today; The Wall Street Journal; The New York Times; CNBC; Fox Business Network; and The Associated Press, among many others.

CPA2Biz

CPA2Biz is the technology subsidiary of the AICPA, and helps position firms for success within the digital transformation that is revolutionizing the accounting profession’s competitive landscape. The company focuses on several key areas:

- **Cloud Computing**: CPA2Biz has emerged as a leading voice for firms on harnessing the power of the cloud. The company has assembled a unified lineup of web-based solutions that level the playing field for firms of all sizes. With the help of partners committed to the success of accounting professionals, CPA2Biz can provide firms with the resources necessary to strengthen their position as “most trusted business advisor.”

- **Mobile Capabilities**: The ability to access key data and complete tasks on the go is critical for today’s busy financial advisors. Tablets and smartphones have become mission-critical tools of the profession, and whether it’s developing mobile applications, e-books or on-demand libraries of key content, CPA2Biz is committed to fielding an expanding array of digital products that serve the needs of CPAs everywhere.

- **Digital Branding**: For sole practitioners, large firms or practices somewhere in between, building a strong online presence is an absolute necessity in today’s Digital Age. From CPA-branded email to technologies that increase client collaboration and engagement, CPA2Biz is investing in tools that can help maximize a CPA’s digital brand.

- **Information Security**: The pace of technological change is faster today than perhaps at any time in recent history. This change brings enormous opportunity for the profession, yet also great responsibility to intelligently manage risk and institute a best practice approach to leveraging web-based technologies — both internally and with clients. CPA2Biz is investing in tools and resources that aid firms in their push for cyber-readiness.

CPA2Biz also powers the AICPA Store, the leading e-commerce site for the accounting profession.

AICPA Learning Center

The Learning Center is a resource for members who want to enhance their services and skills. Whether it’s on-site, off-site or online, we work with firms to develop comprehensive training programs that fit their needs.

Technology is having a significant impact on learning and development strategies within the accounting profession and AICPA Navigator, a state-of-the-art learning management system powered by CPA2Biz, gives members the ability to engage in professional development whenever and wherever they want. The new platform also gives firms and businesses rich source material to develop training programs for their employees and the exciting potential to expand members’ professional skills and knowledge.