Women’s Initiatives Executive Committee
Educating, Advocating, Advancing
Additional Resources

To view the guides, research tools and other helpful resources, visit aicpa.org/pcps/wi/resources.

Guides

- The Attraction, Retention and Advancement of Women Leaders: Strategies for Organizational Sustainability
- Building Bridges: Guide to Building a Successful Off-Ramping Program
- Mentoring Program Guidelines

Research

- 2013 Trends in the Supply of Accounting Graduates and the Demand for Public Accounting Recruits
- Research on Women’s Advancement in Accounting
- Flexibility Business Case
- Chronology of Key Research Findings

Articles

- Keeping the Best and Brightest: A Focus on Women in the Profession
- Flexibility at the Partnership Level Series
- Women in Accounting: Removing the barriers to success
- Women’s initiatives: A strategic advantage
- Business and Development advice for women professionals

Summit

- 2015 AICPA Women’s Global Leadership Summit
  Plan now to attend the 4th Annual AICPA Women’s Global Leadership Summit, which will be held on Nov. 12–13 in San Francisco, CA. The Summit is designed to focus on leadership and best practices, enhancing the skills of both senior and emerging women leaders. Networking opportunities will connect you with a community of female professionals. For more information, email womensinitiatives@aicpa.org. PCPS members will receive a discount off the lowest price.

AICPA Women in the Profession LinkedIn Subgroup

Check out our latest updates and comments on the AICPA Women In the Profession LinkedIn subgroup of the American Institute of CPAs group. This subgroup offers networking opportunities, on-going interaction with visible role models and advice for building additional skills. We hope that this group will influence the culture of firms and organizations to support the advancement of women and provide credible resources regarding issues that impact women in the profession.

Nov. 12–13, 2015: Women’s Global Leadership Summit

Come and join us for our live event in San Francisco, CA. For information and registration updates, email womensinitiatives@aicpa.org.
The progress of women in the accounting profession

> For the past 20 years, women have represented about 50%\(^1\) of new CPAs in the accounting profession. Yet today, women account for less than 9%\(^2\) of all CFOs and 19%\(^1\) of partners in CPA firms nationwide.

Why is this issue a business imperative that is significantly tied to organizational sustainability?

> Profession demographics are changing and baby boomers will be retiring in significant numbers during the next 10 years.
> Sustainable growth models are at risk if a significant portion of the accounting profession is not maximizing its potential.
> Viable exit strategies are impacted as women represent more than 50% of the profession but less than 20% of the owners.
> Research shows a need for diverse talent to effectively address increased complexity in business.
> Demographics in the marketplace are shifting to increased numbers of female business owners and decision makers and requests for proposals requiring a diverse team.
> Firms are losing a significant portion of their eligible, talented candidates for partnership and succession.
> Firms’ inability to create a family and gender-friendly environment is known to be detrimental to both staff and client retention.

AICPA’s Focus on Women

The Women’s Initiatives Executive Committee’s roots in the AICPA date back to 1989 when the AICPA created the Upward Mobility of Women Task Force. Over the years, that task force evolved into what is now the Women’s Initiatives Executive Committee (WIEC), the AICPA’s driving force for women’s progress in the profession.

Today, WIEC consists of 13 volunteers, both women and men, who work with and in the CPA profession in a variety of ways. This group is dedicated to executing WIEC’s mission.

The WIEC’s mission is to promote within the accounting profession an environment that provides opportunities for:

> Equal engagement of women and men in leadership of the accounting profession
> The advancement of women to positions of leadership
> The successful integration of personal and professional lives

To accomplish this, the WIEC provides workshops, webcasts, articles, a speakers bureau, a women’s network and research to educate and support both individual women and organizations.

\(^1\)AICPA 2013 Trends in Supply and Demand
\(^2\)Catalyst, unpublished data, 2011

Survey: Advocacy relationships in public accounting

We sponsored this survey of more than 1,500 female accounting professionals from the United States and Canada to gain insights into what makes advocacy relationships work for female accounting professionals in terms of their professional advancement and aspirations.

Results show that, among other benefits, advocacy has a positive effect on aspirations to leadership.
Advancing

We contribute to the progress of women in the profession by:

- Providing current research, webcasts, education and culture-shift resources to support the advancement of women to ownership and leadership roles
- Delivering a clear model to assist firms in implementing strategies for advancing women in their firm or organization
- Providing operational tools, consistent with the model, that result in advancement of women within firms and organizations

Women to Watch Awards

Since 2005, the AICPA has partnered with state societies to honor outstanding women in the profession through the Women to Watch awards program. The program highlights their accomplishments and demonstrates to young professionals that success is not out of reach. It also gives state societies an opportunity to foster a community and offer visible role models. Check with your state society to see if they are currently accepting nominations.

You can find out if your state is a program participant by following the “Women to Watch” link on our website.

Educating

We raise awareness of both men and women regarding the gap in the progress of women in the accounting profession. WIEC also provides solutions to close this gap. Offerings include:

- Credible research regarding ongoing issues that have an impact on women in the accounting profession
- Visible female role models through interviews, articles and awards (e.g., Women to Watch)
- Detailed solutions for policies, programs, and initiatives that assist in organizational culture
- Virtual and on-site education for women in critical skill areas such as business development, networking, mentoring and broad-based business skills (follow the “CPE & Upcoming Events” link from our main web page to see the webcasts offered)
- Providing speakers for firms, associations, state societies and other discussion forums (see the Additional Resources section for list of topics)

Advocating

We attempt to empower women within the accounting profession by:

- Supporting the business case for broad-based diversity in the profession
- Influencing the cultures of firms and organizations to support the advancement of women
- Providing resources to support the successful integration of personal and professional lives
- Building alliances that are influential in sharing our mission and providing a channel for our solutions, tools and programs

A diverse profession is a sustainable profession

Come and join our LinkedIn group “AICPA Women in the Profession” and check out the latest updates and comments.