IU SOUTH BEND ACCOUNTING ASSOCIATION: COUNTING OUR WAY TO STUDENT SUCCESS

CREATING THE CULTURE FOR COMPLETION: QUALITY, ACCESS, SUCCESS
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P.N. Saksena
Faculty Advisor, Accounting Association
Assistant Dean, Professor of Accounting
Judd Leighton School of Business & Economics
Indiana University South Bend
“Student engagement is the product of motivation and active learning. It is a product rather than a sum because it will not occur if either element is missing.”

-Elizabeth F. Barkley
CPA STUDENT ENGAGEMENT MODEL
CONNECTING WITH STAKEHOLDERS

*ACCOUNTING FACULTY
- Is it a priority?
- How will they support it?

*STUDENTS
- Why should they participate?
- How will they support it?

*PROFESSIONAL ORGANIZATIONS & BUSINESSES
- Why should they participate?
- How will they support it?
CPA Student Engagement Model
ESTABLISHING PARTNERSHIPS

*ACCOUNTING FACULTY
- ENCOURAGING STUDENTS TO ATTEND
- ATTENDING MEETINGS, ESPECIALLY BANQUET

*STUDENTS
- GIVING THEM CONTROL OF THE ORGANIZATION
- LEADERS FEELING A SENSE OF RESPONSIBILITY

*PROFESSIONAL ORGANIZATIONS & BUSINESSES
- PROVIDING ACCESS TO OUR BEST & BRIGHTEST
- CONNECTING AT A ‘DEEPER’ LEVEL
  (ADVISORY BOARD, CAREER MIXER, ETC.)
CPA Student Engagement Model
ASSESSMENT

*Accounting Faculty

- Providing additional contacts
- Increasing level of participation

*Students

- Leader ➔ Intern ➔ Employee (canvassing)
- Reaching out to Chicago and Indy firms

*Professional Organizations & Businesses

- Adding IUSB to recruitment rotation
- Identifying best students earlier
ACHIEVEMENTS

*Accounting is the ‘top’ major [~28%] behind the (catch-all) general business major

*Accounting is attracting the ‘best’ students (based on students who qualify for Beta Gamma Sigma)

*In Spring 2013 IU South Bend provided leading local firms with 100% (Kruggel), 60% (McGladrey) and 20% (Crowe) of their interns

*Over a $1,500 provided in scholarships each year

*Local firms sponsor meetings by paying for pizza, pop and a $100 donation
“ACTION IS THE FOUNDATIONAL KEY TO ALL SUCCESS.”

-PABLO PICASSO