

Campus Rep Presentation Script

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Hi, my name is _____, and I'm a Campus Rep for Gleim.

I'd like to talk to you today about accounting certifications and designations. Earning one or more certification demonstrates your knowledge and competency in the field, increases your earning potential, and sets you apart from your peers.

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There are a variety of accounting certifications you can earn, and each of these will enhance your career in many ways.

One of the most popular accounting certifications is the C-P-A: Certified Public Accountant. Another well-known certification is the C-M-A: Certified Management Accountant. The C-I-A, or Certified Internal Auditor certification, is particularly relevant to the field of audit. And the E-A, or Enrolled Agent certification, is specific to the tax industry.

Passing an accounting certification exam or two during college is a great way to impress future employers with your determination, diligence, and work ethic, so you'll have a big advantage over your peers when it comes to landing a job.

The sooner you earn these accounting certifications and the more you earn, the more career success you can achieve!

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To earn any of these certifications, you must meet the requirements.

To satisfy the CPA requirements, you have to complete 150 credit hours, pass the Uniform CPA Examination, acquire 2 years of public accounting experience, and pass an ethics exam.

To meet the CMA requirements, you must have a bachelor's degree or related professional certification, pass the CMA exam, and amass two continuous years of experience in financial management and/or management accounting. You can submit the experience and education requirements up to seven years after passing the exam.

To fulfill the CIA requirements, you must secure a bachelor's degree or equivalent, pass the CIA exam, have two years of internal auditing experience, and submit a character reference.

The only requirement for the EA designation is passing the EA exam. The absence of an experience or education requirement allows you to sit for the EA exam and earn the EA license while you're still in college. In many states, you can sit for the CPA Exam once you've earned 120 credit hours, you can sit for the CIA exam in your senior year, and you can sit for the CMA exam at any time.

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One of the biggest benefits of accounting certifications is more money! As this chart shows, if you enter the workforce without any certifications, your starting salary will probably be just over \$37,000 year. Earning the C-P-A bumps your salary up to more than \$52,000. The C-M-A can boost your annual income to \$58,250. The C-I-A can raise your earnings up to \$54,000. And the E-A can help you start a career in tax making above \$49,000.

As you can see, you can secure the greatest salary gains by earning more than one certification. Having both the C-P-A and C-M-A lets puts you at nearly \$67,000 before you've been in the industry for more than a couple years. As you accumulate experience to accompany these certifications, your salary will rise and reach six figures much sooner than it would have without the certifications. Clearly, the best and fastest way to succeed in accounting is to earn accounting certifications, so let's learn more about them.

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The certification you've probably heard about the most is the C-P-A. The C-P-A enables accountants to serve as trusted financial advisors who help individuals, businesses, and other organizations plan and reach their financial goals.

Once you earn the C-P-A, you're on the path to becoming an accounting manager, chief financial officer, or corporate controller, among other things.

While your method of meeting the other CPA requirements may vary, passing the C-P-A Exam is something every C-P-A candidate must do, and it's something many students have been able to do while taking classes, so let's talk about it.

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The C-P-A Exam contains 4 sections:

- Auditing and Attestation (or AUD),
- Business Environment and Concepts (or B-E-C),
- Financial Accounting and Regulation (or F-A-R), and
- Regulation (or REG)

As you can see, each C-P-A Exam section addresses different areas of accounting information. The accounting classes you're currently taking address much of the exam content, so many topics should look familiar. Taking the exam now while some of this information is still fresh can save you a lot of time studying depending on the classes you're taking.

You can learn more about the C-P-A Exam content in the C-P-A Exam blueprints provided by the A-I-C-P-A and in the free CPA Exam Guide provided by Gleim!

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The C-P-A Exam features three main question types: multiple-choice questions, Task-Based Simulations, and Written Communications.

Multiple-choice questions are just what you'd expect: a question and multiple answer options. Task-Based Simulations are case studies that require you to complete 4-8 tasks using information provided. Completing a task may involve choosing the correct answer from a pop-up list, filling out tax forms, entering formulas or amounts into a spreadsheet, or selecting text that accurately completes a document in a Document Review Simulation. Written Communications, which are only on B-E-C, are scenarios that ask you to respond by writing a business memo.

Every C-P-A Exam section contains different amounts of multiple-choice questions and Task-Based Simulations.

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The total testing time for each C-P-A Exam section is 4 hours, plus a 15-minute break. You can only sit for 1 section at a time, and you can only take the exam during the 4 annual testing windows. As soon as you pass 1 exam section, you have 18 months to pass the other 3; otherwise, you'll begin losing credit for passed sections.

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Gleim recommends that you study for 140-150 hours per exam section to make sure that you're thoroughly prepared. Your study time for each section may vary, but you definitely should review all of the material prior to testing.

You can see some sample schedules here. No matter how aggressive you want to be with your studies, you should try to sit for at least one exam section per window so you can be sure to pass them all within 18 months.

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To increase your salary by as much as 47%, you should combine the C-P-A with the C-M-A. The C-M-A is a professional certification specifically designed for accounting professionals to demonstrate their knowledge and skills in the areas of management accounting and financial management.

As a C-M-A, you can move into positions like chief executive officer, finance manager, and vice president of finance with relative ease.

As we learned, earning the C-M-A means passing the C-M-A exam, and you can sit for the CMA exam at any time. Let's discuss that exam now.

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The C-M-A Exam has 2 parts.

- Part 1: Financial Reporting, Planning, Performance, and Control, and
- Part 2: Financial Decision Making.

You can learn more about the C-M-A exam content in the Gleim C-M-A Exam Guide, which is free!

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There are just 2 types of questions on the C-M-A Exam: multiple-choice and essays. The essays require you to provide written responses to prompts and perform calculations. You can get partial credit for your responses.

Each exam part features 100 multiple-choice questions and 2 essay questions. You must answer at least 50% of the multiple-choice questions correctly in order to move on to the essays.

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You will have 3 hours to complete the multiple-choice questions and 1 hour to finish the essays, so total testing time is 4 hours for each C-M-A exam part.

There are 3 annual testing windows, and you can sit for one part of the C-M-A Exam per window. They are: January/February, May/June, and September/October.

You have 3 years to pass both parts of the exam.

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Gleim recommends that you pass both parts of the C-M-A exam within 1 year and study for an average of 120 hours for Part 1 and 100 hours for Part 2.

As we discussed, you can sit for the C-M-A exam while you're still in school, so if you schedule 1 exam part per testing window, you can easily pass the exam before you graduate!

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If you're interested in internal audit, you'll want to earn the C-I-A as well. The C-I-A is a globally accepted certification through which individuals demonstrate their professionalism in the internal audit field.

When you're a C-I-A, your title can also be internal audit manager, quality assurance manager, or chief audit executive, among other things.

As you recall, passing the CIA exam is 1 of the 4 CIA requirements, so you can sit for the C-I-A exam in your senior year. Let's learn more about that exam.

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The C-I-A Exam has 3 parts:

- Part 1: Internal Audit Basics,

- Part 2: Internal Audit Practice, and
- Part 3: Internal Audit Knowledge Elements.

This chart shows the topics tested and how they are weighted on the exam. You can find a more detailed breakdown in the free C-I-A Exam Guide from Gleim.

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The C-I-A exam keeps its question types pretty simple: every question on the exam is a multiple-choice question.

Part 1 has 125 questions, while Part 2 and 3 have just 100 questions each.

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The total testing time for each part varies according to the number of questions. You have 2½ hours to pass Part 1 and 2 hours to pass Parts 2 and 3.

There are no testing windows or blackout dates for the C-I-A exam, so you can sit for one section at a time whenever you want. However, once you register for an exam part, you have to schedule and sit for that part within 180 days.

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Gleim recommends that you plan to pass all three parts of the C-I-A exam within a year so you can stay in study mode and secure your certification faster.

As you can see from this sample study schedule, studying for just 10 hours a week enables you to pass the C-I-A Exam in just 6 months!

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If you want to focus your accounting career on tax, you should earn the E-A. The E-A designation is the only federal license for tax practitioners who specialize in taxation. An E-A designation grants enrolled agents unlimited rights to represent tax payers before the I-R-S.

The job titles you could hold as an E-A include tax accountant, tax manager, staff accountant, and senior tax accountant.

Again, the only thing you have to do to become an EA is pass the EA exam, also known as the IRS Special Enrollment Examination (or SEE).

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The EA exam is composed of 3 parts:

- Part 1: Individuals,
- Part 2: Businesses, and
- Part 3: Representation, Practices and Procedures.

The topics tested and their weights are shown here, but you can get more info in the free E-A Exam Guide from Gleim.

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The E-A exam only contains multiple-choice questions and there are 100 questions per part.

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Because each part has the same number and type of questions, testing time for each part is also the same: 3½ hours per part.

You can sit for one part of the EA exam any time from May 1 to February 28, just not in March or April.

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You should try to pass all 3 parts of the exam within 1 year, as you have 2 years to pass the entire exam.

The amount of study time recommended for each part is 80-90 hours for Part 1, 120 hours for Part 2, and 55-60 hours for Part 3.

Remember, the E-A is the only designation you can complete while still in college, so if you follow this study schedule, you can be certified before you enter the workforce!

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You can trust Gleim to prepare you to pass each of these exams on your first attempt. Gleim offers complete review systems that include study essentials like the largest test bank on the market, assistance from exam mentors, and an Access Until You Pass® guarantee.

Student discounts and payment plans are available.

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Getting a head start on your exam prep is important, and Gleim can provide you with early practice while helping you with your current college classes.

Gleim offers their unique Exam Questions & Explanations (EQE) books and test prep, covering Auditing, Cost, Tax, Financial, and Business Law for under \$30 per book.

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Gleim also gives you the chance to earn a full review system of your choice by joining the Gleim Campus Rep program. As a campus rep, you'll not only receive free exam prep, but you'll also be able to network with professionals, learn about the exam process and content, and build your resume.

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You can learn more about Gleim review systems by visiting their website, gleim.com, by calling 800.874.5346, or by emailing accountingteam@gleim.com.

You can learn more about becoming a Gleim Campus Rep by contacting the Gleim Campus Rep Coordinator using the information provided here.