



Report from the American Accounting Association

NASBA 2010 Annual Meeting
San Antonio, TX

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What is happening in the AAA?



Thought Leaders in Accounting

- Regional Meetings . . .(7)
 - Section Meetings . . .(16)
 - National Meetings . . .(1)
- Denver: August 6-10, 2011



What happens at these meetings?

- Doctoral consortiums
- New member activities
- Strategic planning efforts
- Paper sessions
- CTLA
- Networking



AAA National

- Committees and Task Forces - 30
- Responses – e.g. AICPA Rule 301
- Membership numbers steady
- Finances in good shape



Strategic Planning

- Updated strategic planning document
- Many multi-year projects
- Alignment of financial reports



Digital Services

AAA Commons

- Open sign-in
- Member blogs
- Bylaws discussion
- Segment Initiatives
- Public Initiatives

Digital Library

Career Center



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Pathways Commission

Commission Objective

The objective is to form a Commission to study the future structure and content of accounting education the Commission needs to develop strategies and then structures to ensure an adequate supply of the best, diverse talent to sustain the accounting profession, broadly defined, over the long-term.



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Data Collection

- David W. Leslie reports
- Directories
- Membership information
- Program information



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Governance - Bylaws

- 30 years old
- AAA has changed



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Publicity

- Hurley and Haimowitz
- Task – to promote articles from all AAA journals to media outlets.
- Objective – to enhance visibility of accounting research on all levels.



New Branding Effort



ISSUES

- IFRS vs. U.S. GAAP – what do we teach?
- International Education Standards –
 - No U.S. agreement
 - National Exam vs. State Requirements
 - U.S. vs. International
 - Apprentice vs. Education models



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ISSUES

- Knowledge vs. Skills
- Pay differential – BS/BA vs. MAcc



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ISSUES

- Professional vs. Academic Focus
- PhDs vs. Practitioners

The Future

- Changing Environment
- Exciting opportunities
- Big Challenges

Thank You

- AAAHQ.org
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