



19th Annual Accounting Educators Conference

Presented by
Arkansas Society of CPAs

Weds. May 18, 2022

Virtual on Zoom

7.5 CPE Credits

Includes 1 hour General Ethics

Sponsored by



This event provides a forum for accounting educators at Arkansas' two and four-year colleges and universities to meet with peers to hear discussion on current topics, trends, and teaching strategies, and to share ideas and concerns.

Cost \$100 per person for member or non-member educators

Featured Presenters:



Margaret Fiorentino
Executive Director
Beta Alpha Psi
Raleigh, NC



Jan Taylor-Morris
Academic in Residence
AICPA
Durham, NC



Joseph Maslott, CPA
Senior Technical Manager
AICPA
Ewing, NJ

3 Ways to Register

Web at www.arcpa.org

Call ARCPA at 501-664-8739 or 800-482-8739.

Email a request to register to ARCPA, attention Robin Harris, rharris@arcpa.org



Arkansas Society of Certified Public Accountants

8:55am **Opening Remarks & Welcome**
Robin Harris, ARCPA
Director of Communications and Public Relations

9:00-9:50am **CPA Evolution Initiative**
Jan Taylor-Morris, Academic in Residence, AICPA
Joseph Maslott, Senior Technical Manager, AICPA

The CPA Evolution initiative, a joint effort of the National Association of State Boards of Accountancy (NASBA) and the American Institute of Certified Public Accountants (AICPA), aims to transform the CPA licensure model to recognize the rapidly changing skills and competencies the practice of accounting requires today and will require in the future. As part of the initiative, a new CPA Exam model was developed with a core + disciplines licensure approach. This presentation will briefly discuss the model, but will primarily focus on the current state of the AICPA's Practice Analysis and its impact on the CPA Exam as well as efforts of the AICPA to keep accounting academics up to date on these changes to the profession and the Exam.

9:50-10:40am **Best Practices for Increasing Student Engagement**
Jan Taylor-Morris, Academic in Residence, AICPA
Margaret Fiorentino, Executive Director, Beta Alpha Psi
Dr. Keya Simon, Philander Smith College
Dr. Ryan Cating, University of Central Arkansas

Hear best practices for student engagement. The panel will discuss student engagement relative to in-person versus online classes, accounting clubs, and techniques and strategies to make student engagement consistent and constant.

10:40-10:50am **Break**

10:50-11:40am **Incorporating the CPA Evolution Proposed Curriculum**
JaLynn Thomas, University of Arkansas
Gina Bergfeld, Hendrix College
Dr. James Doering, Arkansas State University

Panelists will discuss how their college or university is preparing for handling curriculum changes due to the CPA Evolution, including the process to determine if the curriculum will meet the demands of the new CPA Exam based on the current model, this could include changes to either undergraduate or graduate curriculum or both.

11:40am-12:30pm **Break**

12:30-1:20pm **Teaching Data Analytics**
Dr. Vernon Richardson, University of Arkansas

Traditionally, accounting curricula has focused on compiling, formatting, and auditing data, but not on data analytics. Data analytics allows us to enrich the curriculum by answering traditional accounting questions with data. This session will reflect the iterative nature of data analytics and will offer examples of data analytics tools and techniques that students can use to answer questions through descriptive analytics, diagnostic analysis, predictive, prescriptive, and adaptive and autonomous analytics.

1:20-2:00pm **Breakout Sessions (Choose One prior to event)**

You will be placed in the breakout session for the discussion topic of your pre-selected choice.

- Unifying core courses through transfer credit
- Re-engaging and reset student habits and expectations for in class

2:05-2:55pm **Ethics and Decision Bias**
Dr. Shane Warrick, Southern Arkansas University

This session will cover multiple decision bias topics that accountants may encounter and offers ethical characteristics and suggestions to reduce bias in decision making. This session qualifies for up to one hour of General Ethics CPE credit for Arkansas CPAs.

2:55-3:45pm **Cross Sectional Views of Accounting from a student, an emerging accounting professional, and a resident director**
Louisa Moseley, Academic Director of Biz@Bear, University of Central Arkansas
Daniel Wheeler, Student, UCA
To be Determined

Hear a non-traditional story from a current accounting student, and an emerging CPA, and insights from an academic director of a business residential college. Listen to the panelists share interesting stories of their experiences that you won't want to miss!

3:45-3:55pm **Break**

3:55-4:45pm **Building a Blockchain-Infused Accounting Curriculum: Expectations, Challenges, and Strategies**
Dr. Hrishikesh Desai, Assistant Professor, Arkansas State University

Blockchain, or distributed ledger technology, is acknowledged as the most significant and disruptive innovation in accounting since the double-entry system. All Big 4 accounting firms have invested considerable resources in developing blockchain technologies. Some proponents of this technology have even hinted that it may render a traditional financial statement audit by CPAs irrelevant if all transactions are captured in an immutable blockchain. It is a daunting task for accounting academics to determine how to infuse blockchain in accounting curricula since the body of knowledge in this area spans several disciplines, such as accounting, economics, finance, computer science, and engineering.

Using the Diffusion of Innovation Theory, the presenter of this session will help identify, explain, and provide resources for including accounting-relevant aspects of blockchain in accounting curricula, such as fundamentals (cryptography and consensus mechanisms), cryptocurrencies (Bitcoin and Altcoins: regulatory environment, investing, mining, storage, and taxation), audit and assurance-related issues (changes in recordkeeping, data access, and manipulation; opportunities for providing new audit services), fintech-related enterprise applications (including decentralized finance or DeFi), smart contracts (terms of the agreement executed as code running on a blockchain), token offerings (specifically, initial coin offerings or ICOs and securities token offerings or STOs), and non-fungible tokens or NFTs (units of digital data stored on the blockchain).

4:45 pm **Closing Remarks and Conference Adjourns**

Special Thank you to the 2022 Conference Planning Task Force

Dwayne Powell	Arkansas State University
John Robertson	Arkansas State University
Jane Adams	Henderson State University
Keya Simon	Philander Smith College
JaLynn Thomas	University of Arkansas
Kriste Flowers	University of Arkansas Pine Bluff
Ashley Phillips	University of Central Arkansas
Charles Wu	University of Central Arkansas