

# Accounting Career Awareness Program (ACAP)



2017 ACAP Information Session  
Location: Tulsa Rudisill Library, Tulsa, OK  
Saturday, February 11, 2017  
10:30 am and 2:30 pm

# Today's Agenda

- Attendees Meet & Greet All
- Welcome: Why We're Here Mr. Lamar Guillory
- Why Accounting? Mr. Odell Brown
- Dallas ACAP Overview Mr. Odell Brown
- ACAP Alumni Panel ACAP Alums
- Questions & Answers All
- Next Steps & Closing Remarks Mr. Odell Brown,  
Mr. Lamar Guillory
- Adjournment All

**Session 1: 10:30 am -12:00 noon**

**Session 2: 2:30 pm – 4:00 pm**

<b>Discussion</b>	<b>Timing</b>
Arrival, Greetings, etc. (video showing)	15 minutes
Welcome; Why We're Here	5 minutes
Why Accounting?	3 minutes
Dallas ACAP Overview	15 minutes
Tulsa, OK ACAP Alumni Panel	20 minutes
Questions & Answers	25 minutes
Next Steps and Closing Remarks	7 minutes
Adjournment	N/A

# Accounting Career Awareness Program (ACAP)



Why Accounting?

# Accounting... The Language of Business

## What Accountants Do

- Analyze, verify, and report the results of financial information to:
  - Organizations
  - Governmental Agencies
  - Individuals
- Accountants:
  - Can make a lot of money
  - Own their business
  - Travel
  - Meet a lot of interesting people
  - Get involved in a variety of business situations

## Some Careers in Accounting & Finance

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology



## Some Keys to Success

- Strong desire to succeed
- Strong work ethic
- Ability to handle confidential information
- Flexible
- Perseverance
- Ability to network (socially acceptable)
- Be politically astute
- Be technically competent

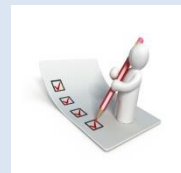
## Some Necessary Skills

- Good knowledge of accounting and finance
- Excellent computer skills
- Use 10-key by touch
- Attention to detail
- Strong organizational skills
- Excellent communication skills
- Strong analytical skills



## Some Rewards

- Financial prosperity
- Access to confidential and proprietary information
- Exposure to: diversity, senior leaders, various technologies
- Travel
- Network with like-minded professionals
- Multiple job opportunities



## Education/Training

- Degree in accounting or other business-related field:
  - Marketing, management, economics, technology, etc.
- Advanced Degrees
- Certifications:
  - Certified Public Accountant (CPA)
  - Other



# Accounting Career Awareness Program (ACAP)



## Dallas ACAP Overview

# Some Historical Highlights

- **Growth:** Grew the program from 20 students (lowest) to 62 students (highest)
- **Viability:** Kept the program viable since inception in 2001
- **Administrative/Continuity:** Continuity of some people on the Board, directors, counselors, or sponsors for over 10 years (Legacy Awardees in 2010)
- **Fundraising:** Generated over \$1 million in 16 years
- **Scholarships:** Awarded scholarships or monetary awards in each year of existence
- **Regional Support:** Sponsored an ACAP Scholarship in 2015 and partially sponsored the Networking Reception at the Regional Student Conference
- **Communications:** Expanded our communications outreach nationally via the monthly e-Newsletter
- **Visibility:** Maintains a functional, robust website that's a resource for other ACAP Chapters and organizations
- **Alumni Speakers:** Engages selected Alumni as Keynote Speakers at the Closing Luncheon
- **Student Success Stories:** 80% of students major in accounting or other business-related disciplines; some CPAs working for Corporate Partners
- **Premier Status:** Recognized as the premier ACAP Chapter nationally

# Dallas ACAP 2016 Highlights

## Demographics

- 59 students completed the program (8 students from outside DFW Metroplex; 15 returning students)
- 30 Females
- 29 Males
- Almost 30 High Schools Represented
- Average GPA: 3.45
- Ethnicity:
  - 38 African-American
  - 18 Hispanics
  - 3 Other
- 723 Students have completed the program since inception in 2001

## Staff & Volunteers

- 2 ACAP Administrators
- 8 Counselors
- 2 Resident Volunteers
- 3 Committee Chairs
- Approximately 50 Other Volunteers:
  - Professionals
  - Parents
  - ACAP Alumni
  - Dallas ACAP Board

## Scholarships & Awards

- \$6,000 in scholarships awarded to graduating seniors
- \$1,500 in other monetary awards

## Program Features

- **Key Features:**
  - Opening Reception
  - Executive Roundtable/Dinner
  - Corporate Tour
  - Talk Back Sessions
  - Social Outing
  - Group Project Presentations
  - Talent Show
  - Closing Luncheon
- **Tiered Curriculum:**
  - Goal Setting
  - Personal & Professional Branding
  - Introduction to College Life Workshop (Juniors & Seniors)
  - College Readiness Workshop (Freshmen & Sophomores)
  - Accounting As A Career Choice
  - Admissions & Financial Aid
  - Aligning Your Career With Your Values & Purpose

## Financial Support

- **Corporate Partners:**
  - SMU
  - Antioch FMB Church
  - EY
  - Grant Thornton
  - PwC
  - Thomson Reuters
  - Angela Dunlap, CPA
  - BKD
  - Walmart
  - Deloitte
  - NABA Western Region
  - Becker Professional Ed.
  - TSCPA
- **Companies & Organizations:**
  - 7-Eleven Inc.—B. Abdullah
  - Chris Black Business
  - DISD (buses)
  - Huffines Auto Dealerships
  - MPrints
  - Neighborhood Ice Cream Truck, LLC
  - Argand Partners
  - Uname It Event Planning
  - Unicorp Services, Inc.
- **Circle of Influence (Approx. 60 individuals)**



# Dallas ACAP 2016 Demographics

<b>Ethnic Group</b>	<b>Fr</b>	<b>So</b>	<b>Jr</b>	<b>Sr</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>African-American</b>	7	16	8	8	20	19	39
<b>Hispanic</b>	8	3	4	1	7	9	16
<b>Other</b>	1	2	0	1	2	2	4
<b>Totals</b>	<b>16</b>	<b>21</b>	<b>12</b>	<b>10</b>	<b>29</b>	<b>30</b>	<b>59</b>
<b>Returning Students</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>15</b>

# Dallas Yearly Breakdown by Class & Gender

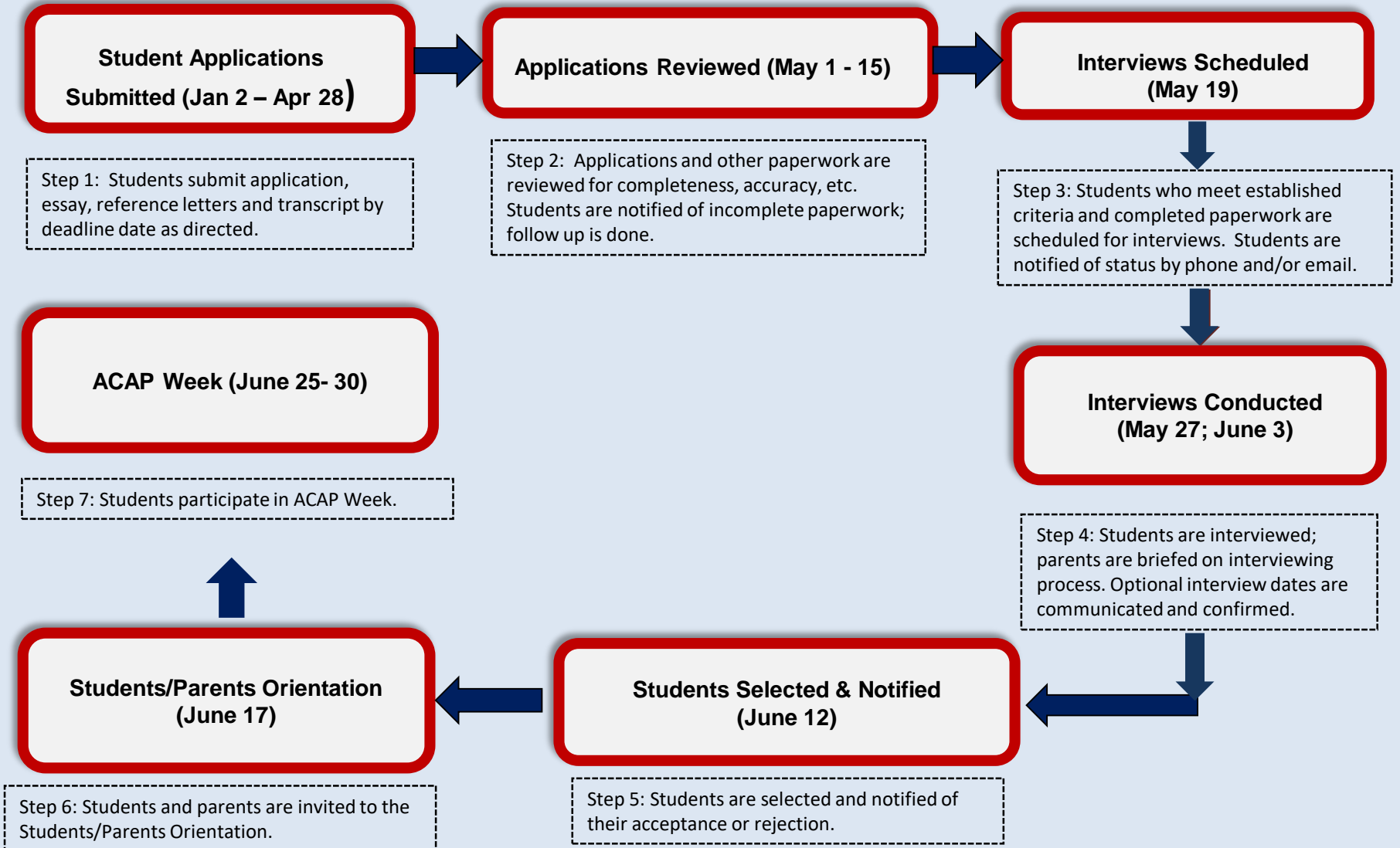
Year	Fr	So	Jr	Sr	Male	Female	Total
2001	0	0	9	11	5	15	20
2002	2	7	12	9	11	19	30
2003	0	8	11	8	11	16	27
2004	0	3	22	15	11	29	40
2005	1	5	7	15	18	20	38
2006	0	10	20	19	22	27	49
2007	1	10	21	17	20	29	49
2008	0	15	30	13	21	7	58
2009	0	12	19	17	22	26	48
2010	2	14	12	18	15	31	46
2011	18	1	22	10	33	29	62
2012	9	23	14	14	22	38	60
2013	13	4	12	11	14	26	41
2014	5	14	9	12	11	29	40
2015	15	12	21	8	35	21	56
2016	17	21	11	10	29	30	59
<b>Totals</b>	<b>83</b>	<b>170</b>	<b>263</b>	<b>207</b>	<b>292</b>	<b>431</b>	<b>723</b>

# Some Key Dates/Timelines

Event	Date
Application Period	January 2 – April 28, 2017
Student Selections Process	January 2 – June 17, 2017
School Visits and Career Days	December 2016 – April 2017
Curriculum Development	January 2017 – May 2017
Fundraising	January 2017 – June 2017
National Board Meeting	March 2017
NABA National Convention	June 6 – 10, 2017 (New Orleans)
ACAP Week	June 25 – 30, 2017
Final Reporting	August 2017

# ACAP 2017 Student Selections Process

Targeted Audience: High School Freshmen, Sophomores, Juniors, & Seniors



# Dallas ACAP Week Curriculum

- **Sunday**

- Student Check-In
- Opening Reception
- Get-Acquainted Session
- Teambuilding Activities
- Group Project Overview

- **Monday**

- Introduction to College Life
- Campus Tour
- Elective Courses
- Executive Roundtable/Dinner
- Alumni Night

- **Tuesday**

- Introduction to Business Education
- Computer Lab: Group Project
- Elective Courses
- Talk Back: Keeping It Real

- **Wednesday**

- Computer Lab: Group Project
- Corporate Tour
- Social Outing
- Group Project

- **Thursday**

- Computer Lab: Group Project
- ACAP Evaluation
- Student Voting (Awards)
- Group Presentation Rehearsal
- Talent Show Rehearsal
- Group Project Presentations
- Talent Show

- **Friday**

- Student/Counselor Check-Out
- Closing Luncheon

# Signature Events During ACAP Week

Event	Date	Time
Opening Reception	Sunday, June 25, 2017	5:30 pm – 7:30 pm
Executive RT/Dinner	Monday, June 26, 2017	6:30 pm – 8:30 pm
Corporate Visit(s)	Wednesday, June 28, 2017	9:00 am – 5:30 pm
Group Presentations & Talent Show	Thursday, June 29, 2017	7:00 pm – 10:00 pm
Closing Luncheon	Friday, June 30, 2017	11:30 am – 1:30 pm

# Accounting Career Awareness Program (ACAP)



Tulsa, OK ACAP Alumni Panel

# ACAP Alumni Perspectives

**Name**

**School, Classification, Major**

**Your ACAP Experience(s)**

**Suggestions to Students/Parents**





# Questions



# Accounting Career Awareness Program (ACAP)



Next Steps

# Communication & Marketing Vehicles

- Robust Website: [www.dallasacap.com](http://www.dallasacap.com)
- Video(s):
- School Career Days
- Classroom Visitations
- Monthly e-Newsletter
- Flyer(s)
- Information Sessions
- Word-of-Mouth



"Living As We Cite"



## Accounting Career Awareness Program (ACAP)

The primary objective of Accounting Career Awareness Program (ACAP) is to increase the understanding of accounting and business opportunities among high school students (all grade levels) from underrepresented ethnic groups. The program is **FREE** to students.

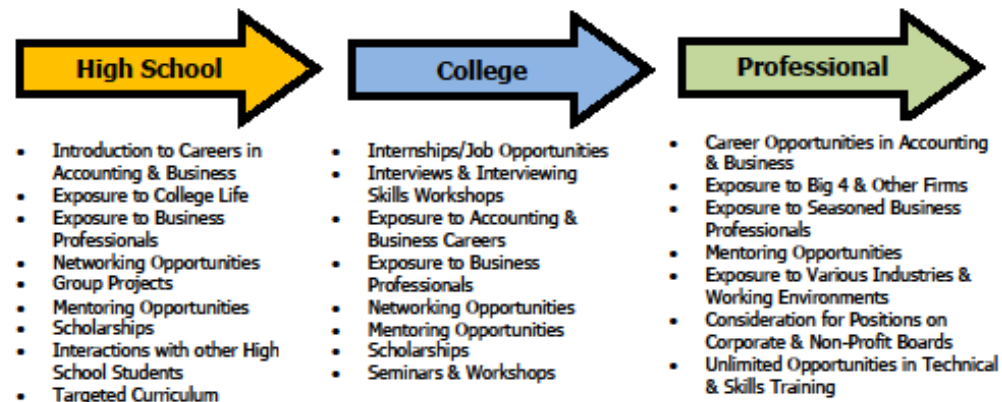
Dallas ACAP is a one-week residency program for high school students interested in a career in business. Held at Southern Methodist University (SMU), the program introduces students to accounting, finance, economics and management through a focused, undergraduate-level program taught by college faculty and guest lecturers from business and government. During the week, students have the opportunity to attend classes on careers in accounting and business, personal development and college preparation and tour college campuses, local companies, and CPA firms. The program concludes with the students inviting their parent(s) or guardian(s) to a luncheon or banquet in commemoration of their completion of the program at the end of the week. Since inception in 2001, 723 students have graduated from the program.

The 2017 Application Period is January 2, 2017 – April 28, 2017. Dallas ACAP 2017 will be held on the campus of SMU during the week **June 25-30, 2017**. Our goal is 60 students.

For the **online application** and other requirements, please visit the Dallas ACAP website at [www.dallasacap.com](http://www.dallasacap.com). For the ACAP video see: <http://youtu.be/onehUcZb1GI>.

### NABA Pipeline

In a nutshell, ACAP provides a pipeline for high school students as they matriculate through college and enter the accounting or other business-related fields.



For additional information, you may also contact Nora O'Garro (Dallas ACAP Director) at [nrogarro@gmail.com](mailto:nrogarro@gmail.com) or 214-529-5110, or Odell Brown, CIA, CPA, PHR (Dallas ACAP Executive Director) at [odellbrown72@gmail.com](mailto:odellbrown72@gmail.com) or 214-212-9374.

# Accounting Career Awareness Program (ACAP)

## What is ACAP?

ACAP is a career development program designed by NABA for minority high school students at all grade levels.

During a week-long residency camp, a select group of students explore careers in accounting and business. ACAP steers students toward these vocations and guides them through career decisions.

The program is fully supervised, all-expenses paid (no cost to selected students), supported by donations from leading business professionals and grants from a number of NABA corporate partners.

Students selected for ACAP receive free tuition, room and board, books, materials, tours, and mentoring. Candidates must complete an application, obtain personal references, and write an essay. Students will also compete for scholarships.

### 2017 Key Dates:

- September/October 2016 Initial High School Visits, Marketing
- February 2017 High School Visits; Revisits
- April 28, 2017 Deadline for Applications
- May 15, 2017 Screening of Student Applications
- May 27, June 3, 2017 Student Interviews
- June 12, 2017 Notification of Student Acceptance
- June 17, 2017 Student/Parent Orientation
- June 25-30, 2017 ACAP Week 2017

## Dallas ACAP Success Stories

### Partial Listing:

- Over 700 students have graduated since inception in 2001
- Range of class size -- 20 students to 62 students
- Average GPA approximates 3.4
- Repeat students each year (stay in pipeline)
- Scholarship dollars awarded each year, \$2,000-\$5,000
- Students come from approximately 30 different high schools
- Former ACAP students have served as Counselors
- Participants include siblings and NABA member children
- Approximately 80% of ACAP graduates major in business
- Dallas ACAP is a premier NABA program
- Dallas ACAP was held on the following campuses: UNT (2001); TWU (2002 and 2003); SMU (2004 – Present); UTD & SMU (2011 & 2012).



For additional information on ACAP, go to the Dallas ACAP website: [www.dallasacap.com](http://www.dallasacap.com). The Dallas ACAP address is Dallas ACAP, P.O. Box 380426, Duncanville, TX 75138. The ACAP Director is Nora O'Garro. You may contact her at [nrogarro@gmail.com](mailto:nrogarro@gmail.com) or at 214-529-5110. The Executive Director is Odell Brown, CIA, CPA, PHR. You may contact him at [odellbrown72@gmail.com](mailto:odellbrown72@gmail.com) or at 214-212-9374.

# Accounting...For All Seasons of Your Life

## High School

### Accounting Career Awareness Program (ACAP)\*:

- Introduction to Careers in Accounting & Business
- Exposure to College Life
- Exposure to Accounting Professionals
- Corporate Tour
- Networking Opportunities
- Working in Teams
- Mentoring Opportunities
- Scholarship Dollars
- Interactions with other High School Students
- Targeted Curriculum

## College

### NABA Student Chapter\*:

- Internships/Job Opportunities
- Interviews & Interviewing Skills Workshops
- Exposure to Accounting & Business Careers
- Exposure to Accounting Professionals
- Mentoring Opportunities
- Scholarship Dollars
- Interactions with other college students
- Seminars and Workshops

## Professional

### NABA Professional Chapter Member:

- Career Opportunities in Accounting and Business
- Exposure to the Big 4 Accounting Firms
- Exposure to Seasoned Business Professionals
- Mentoring Opportunities
- Exposure to various industries and working environments
- Advancement Opportunities at various levels within the firms/corporations
- Consideration for positions on corporate and non-profit boards
- Unlimited opportunities in technical and skills training
- Networking Opportunities



\*Program or activity sponsored by the National Association of Black Accountants, Inc. (NABA). For additional information on NABA, go to the following websites: [www.nabainc.org](http://www.nabainc.org) (National); [www.nabadfw.org](http://www.nabadfw.org) (DFW Chapter of NABA); [www.dallasacap.com](http://www.dallasacap.com) for ACAP application, scholarship application, etc. You may also contact Dallas ACAP at P.O. Box 380426, Duncanville, TX 75138.

# Accounting... The Language of Business

## What Accountants Do

- Analyze, verify, and report the results of financial information to:
  - Organizations
  - Governmental Agencies
  - Individuals
- Accountants:
  - Can make a lot of money
  - Own their business
  - Travel
  - Meet a lot of interesting people
  - Get involved in a variety of business situations

## Some Careers in Accounting & Finance

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology



## Some Keys to Success

- Strong desire to succeed
- Strong work ethic
- Ability to handle confidential information
- Flexible
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- Ability to network (social acceptable)
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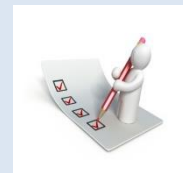
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- Good knowledge of accounting and finance
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- Attention to detail
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## Some Rewards

- Financial prosperity
- Access to confidential and proprietary information
- Exposure to: diversity, senior leaders, various technologies
- Travel
- Network with like-minded professionals
- Multiple job opportunities



## Education/Training

- Degree in accounting or other business-related field:
  - Marketing, management, economics, technology, etc.
- Advanced Degrees
- Certifications:
  - Certified Public Accountant (CPA)
  - Other



Question: What will **YOU** do with what you heard here today?







## MPrints

P.O Box 380426

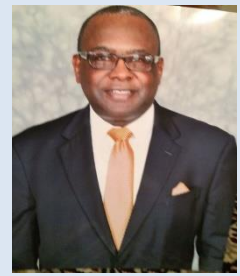
Duncanville, TX 75138

Cell: 214-212-9374

Email: [odellbrown72@gmail.com](mailto:odellbrown72@gmail.com)

Website: [www.mprints.us](http://www.mprints.us)

# Odell L. Brown (Retired) At-A-Glance



### Career Awareness & Development:

- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP); see [www.dallasacap.com](http://www.dallasacap.com)
- Adjunct Human Development Professor
- College Internship Program

### Human Resources & Training:

- ADA/Career Transitions Resources
- Business Acumen
- New Leader Onboarding
- HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program
- Continuing Education for 120 CPAs

### Accounting & Auditing:

- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting

### Education & Certifications:

- Harvard Business School (Executive Leadership Development Institute)
- Master's in Professional Counseling
- Master's in Human Resources & Training
- Bachelor's in Accounting
- Certifications: CIA, CPA, PHR

### Past Employers:

- MPrints (Owner)
- Southwest Airlines Co. (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG LLP



### Accountants Can:

- Make a lot of money
- Travel to interesting places
- Meet a lot of interesting people
- Own their own businesses
- Have many different job experiences

### Some Careers in Accounting/Finance:

- Public Accounting
- Corporate Accounting
- Tax Accounting
- Entrepreneur
- Professor
- Non-Profit
- Information Technology

### Some Keys to Success:

- Strong Desire to Succeed; Strong Work Ethic; Strong Communications Skills
- Ability to Handle Confidential Information
- Flexible; Perseverance; Good Computer Skills; Attention to Detail
- Strong Leadership Skills; Project Management Skills
- Strong Ability to Network
- Be Socially Acceptable, Technically Competent; Politically Astute