

## Campus Rep Presentation Script

### **Slide 1:**

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 certifications demonstrates your knowledge and competency in the field, increases your earning potential, and sets you apart from your peers.

### **Slide 2:**

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 designation, is specific to the tax industry. One additional certification and that is relatively new, is the FMAA. FMAA stands for Financial & Managerial Accounting Associate. It is provided by the IMA and is a certification that students can obtain while they are still in school. This is a certification that could lead to the CMA down the road.

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, the more career success you can achieve!

### **Slide 3:**

To earn any of these certifications, you must meet their requirements; however, there is some overlap if you're interested in earning more than one.

To satisfy the CPA **license** requirements, you need to complete 150 credit hours, pass the Uniform CPA Examination, acquire up to 2 years of work experience, and pass an ethics exam. In most states, you can sit for the CPA Exam once you've earned 120 credit hours and your bachelor's degree.

To meet the CMA requirements, you must have a bachelor's degree, pass the CMA exam, and have two continuous years of experience in financial management and/or management accounting. You can sit for the CMA exam at any time and submit the experience and education requirements up to seven years after passing the exam. Students can sit for the CMA exam during college given you have 7 years to meet the requirements.

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. You can sit for the CIA exam in your senior year.

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 your EA designation while you're still in college.

The FMAA exam can be taken in college, and you can obtain the certification while in college. There is no experience requirement nor education requirements.

#### **Slide 4:**

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 \$48,000 a year. Earning the C-P-A bumps your starting salary up to \$64,000. The C-M-A can boost your starting annual income to \$76,000. The C-I-A can raise your earnings up to \$60,000. The E-A can help you start a career in tax making above \$52,000.

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 puts you at nearly \$87,000 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.

#### **Slide 5:**

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.

#### **Slide 6:**

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. The top 5 reasons most individuals choose to earn their C-P-A are 1) Earning potential; 2) Career opportunities; 3) Stability; 4) Flexibility; and 5) Prestige and respect.

While some CPA requirements may vary slightly by state, 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.

#### **Slide 7:**

As of January 2024, the CPA Exam changed significantly. The exam is still a 4-part exam; however, the 4<sup>th</sup> part is up to the candidate. Under what's called CPA Evolution, all candidates will take 3 CORE Exams plus 1 Discipline Exam. While the discipline exam may vary among candidates, it will still result in a single CPA license. CPA licenses will not distinguish between what discipline a candidate may take.

The C-P-A Core Exams are:

- Auditing and Attestation (or AUD),
- Financial Accounting and Reporting (or F-A-R), and
- Tax and Regulation (or REG)

Core exams are made up of introductory or intermediate content.

A candidate will choose one of 3 Discipline exams:

- Business Analysis and Reporting (or BAR),
- Information System and Controls (or ISC), and
- Tax Compliance and Planning (or TCP)

Discipline exams are made up of more advanced content in each area. Candidates can only take 1 discipline exam.

Most content on the CPA exam includes topics you are already studying, depending on the classes you're taking. Taking the exam now while some of this information is still fresh can save you a lot of time studying.

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! Let me know if you'd like to get details on how to access the free CPA Exam Guide.

#### **Slide 8:**

As I mentioned, the CORE exams are Auditing & Attestation (AUD), Taxation and Regulation (REG) and Financial Accounting & Reporting (FAR). This slide shows the specific topics tested on each of the 3 CORE exams. The percentages that you see next to the topics are the percentage that the topic is tested on the exam.

#### **Slide 9:**

The Discipline exams also have varying topics and testing weight. This slide shows the various topics tested on each exam and the percentage they are tested on the exam.

#### **Slide 10:**

Each exam is a 4-hour exam. Also, each exam is made up of two main question types: Multiple-Choice Questions and Task-Based Simulations. The # of MCQs or TBSs does vary by exam section.

Multiple-Choice Questions are just what you'd expect: a question with multiple answer options. Task-Based Simulations are case studies that require you to complete 4 to 8 tasks using the 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.

It's also important to notice the score weighing each question type has for each exam. Most exam scores will be based on 50% from your MCQ performance and 50% from your TBS performance. For the ISC section, 60% of your score comes from your Multiple-choice question performance and 40% from your Task-based simulation performance.

### **Slide 11:**

Here are some important dates to keep in mind as we move through 2024. There are specific dates that you can test for your CORE exams and other dates that you can test for your discipline exams. It's important to notice on this slide the delay in getting your scores after you test. Candidates will have to wait a significant amount of time to see whether they passed their exams or not. Given these delays, it's important that you have an exam testing strategy as you will want to move on to your next planned section while you wait for your scores in order to get through the exam in a timely manner.

### **Slides 12-17:**

The next several slides will further breakdown what is tested on each exam as well as what level of critical thinking skills are tested on each exam section. There are 4 levels of critical thinking skills tested on the exam; Remembering & Understanding, which is the lowest skill levels and questions testing this skill level will be MCQs. The next skill level is Application; you will find MCQs & TBS questions testing this skill level. The top two skill levels are Analysis and Evaluation. These skill levels will always be task-based simulations. Furthermore, the Evaluation skill level is only testing in the AUD section.

### **Slide 18:**

Now here is some good news. In 2023, the model rules were changed to allow candidates to have 30 months to complete their 4 part exam. However, each State Board had to vote to adopt that change. As of January 2024, the states in Green have voted to move to 30 months and have already implemented that change. The states in yellow have voted to move to 30 months but they are still in the process of getting it into their rules. 3 states have actually voted to go to 36 months; Washington has voted & implemented the rule to move to 36 months; while Minnesota & Indiana have voted to move to 36 months but are still in the process of implementing the rule change. South Carolina has yet to meet to vote on the change. It is expected they will move to the 30 months but there is no timeline for that change to take place. Stay connected to Gleim to get the latest information on the status of the State Board rule changes.

### **Slide 19:**

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. A CMA blends accounting practices with business acumen. Typically, CMAs specialize in managerial accounting and financial management. You'll find that CMAs explain the "why" behind the numbers and are able to turn data into talking points or dialogue.

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.

### **Slide 20:**

So, why should you pursue the CMA certification? Just like the CPA, obtaining your CMA will definitely increase your earning potential. The IMA's Global Salary Survey shows that CMAs earn about 21% more in total compensation than non-CMAs globally. As with the CPA, the career opportunities for CMAs are significantly increased. When polled, 85% of CMAs in the Americas

agreed that the CMA increased their career choices and 82% of them agreed that it allowed them to move across all areas of the business more readily.

While the CPA is considered the gold standard in accounting; the CMA is considered the gold standard in management accounting. CMAs working in the Big 4 are able to provide insight and better ability to connect with clients, probably because they understand what is going on behind the “books”.

#### **Slide 21:**

The requirements to become CMA certified include Education, Examination, Experience & Ethics (very similar to the CPA). As a CMA candidate, you have up to 7 years to submit your education hours; this means that you can begin as a student. You must pass both parts of the CMA exam within 3 years so again, you can easily get started in your Junior or Senior year. While you must have 2 continuous years of professional experience to obtain your CMA, you do have up to 7 years of passing your exam to do so. So, why should you consider getting started on this certification now? There is a lot of crossover between the coursework you may be enrolled in and the CMA exam content. You’re already in study mode and the content will be fresh in your mind. You will be on your way to earning more as well as setting yourself apart from your peers but getting a jump on your professional certifications.

#### **Slide 22:**

The CMA exam ensures candidates have a firm grasp on the following management accounting and financial management concepts:

- Preparation of financial statements
- Business economics
- Time value of money concepts
- Statistics and probability

The syllabus for the CMA Exam is in 2 separate documents that you can find on the IMA website. The Content specification outlines (CSOs) and the Learning outcome statements (LOSs).

#### **Slide 23:**

Here is a content breakdown between the 2 parts of the CMA Exam. Similar to the CPA, each topic has a percentage next to it that shows at what percentage that topic is tested on the specific CMA part.

You can learn more about the C-M-A exam content in the Gleim C-M-A Exam Guide, which is free! Again, please let me know if you’d like me to send you information to access these free exam guides.

#### **Slide 24:**

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 will want to show your work on calculations. You can get partial credit for your essay responses.

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

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 to February, May to June, and September to October. The passing score is 360 on a scale from 0-500.

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

#### **Slide 25:**

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. It ensures accounting accuracy by minimizing fraud, risk, and waste.

#### **Slide 26:**

When you're a C-I-A, your title can be internal audit manager, quality assurance manager, or chief audit executive, among other things. You also can earn an additional \$38,000 per year by adding this certificate. Additionally, CIAs are in constant demand and provide advancement and growth opportunities.

#### **Slide 27:**

The C-I-A Exam has 3 parts:

- Part 1: Essentials of Internal Auditing
- Part 2: Practice of Internal Auditing, and
- Part 3: Business Knowledge for Internal Auditing.

These charts show 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. You can download this exam guide on the Gleim website as well. Ask me about it if you're interested.

#### **Slide 28:**

The C-I-A exam keeps its question types 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.

The total testing time for each part varies depending on 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 part 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.

You have three years to complete all requirements for the C-I-A certification.

**Slide 29:**

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

**Slide 30:**

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. There are no boundaries to sit for the exam; it's a national license. There are no education or experience requirements either. The job titles you could hold as an E-A include tax accountant, tax manager, staff accountant, and senior tax accountant. You could also work for yourself and have your tax practice.

**Slide 31:**

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.

**Slide 32:**

The E-A exam only contains multiple-choice questions and there are 100 questions per part. It is split into two sections of 50 questions each, with an optional 15-minute break in-between.

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 the EA exam any time from May 1 to February 28—any month except March or April.

You have 2 years to pass the entire exam, but you should try to pass all 3 parts of the exam within 1 year, as the exam is updated annually to reflect changes in tax law. Gleim courses are always up-to-date, but it makes things a bit easier in case there are far-reaching changes.

**Slide 33:**

The newest certification, which just launched from the IMA is the FMAA – Financial & Managerial Accounting Associate.

This certification is ideal for students and instills fundamental knowledge & competencies in accounting & finance.

**Slide 34:**

Why should you consider pursuing the FMAA? It will showcase your foundational knowledge in the language of business. While it is voluntary, it will stand out to potential employers. It will help build confidence necessary in general business topics. The FMAA is also a stepping stone to the CMA.

**Slide 35:**

Who should pursue the FMAA? 2-year or 4-year college students should absolutely consider this certification. It is also good for MBA students or professionals who want to strengthen their knowledge & skills.

**Slide 36:**

The FMAA is a 2-hour exam; all multiple-choice questions. There are a total of 80 MCQs and will take about 50 hours to prepare. The exam fee is paid to the IMA and is \$299. The breakdown of the topics tested on the FMAA are shown here along with the percentage each topic is tested.

Gleim is offering prep materials for this certification exam!

**Slide 37:**

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 also offers Exam Questions & Explanations (E-Q-E) books and test prep covering Auditing, Cost and Managerial Accounting, Tax, Financial Accounting, and Business Law for \$35 per book.

E-Q-E is an undergraduate series designed to supplement accounting courses and to help you gain higher comprehension and test scores on your college exams. It improves your studying and tests your knowledge by cross-referencing exam-quality practice questions to your accounting textbooks in an interactive environment.

As a thank you gift for attending or watching this presentation, Gleim wants to offer you one free EQE online test bank of your choice. Please remember to add your contact information to the sign-in sheet or send your name and email address to me so I can submit it to the Campus Rep Coordinator who will assist you with redeeming your free EQE online test bank.

**Slide 38**

Why Gleim?

You can trust Gleim to prepare you to pass each of these exams on your first attempt. Gleim is celebrating 50 years of providing exam prep materials to students and candidates this year!

Gleim is a family-owned company and is known for its customer service and support.

Students always get our best offer, but regularly can save up to 20% and payment plans are also



available. Using your dot E-D-U school email address will automatically allow you to receive our best discount when you purchase your Gleim materials.

Remember to let Gleim know that you were referred by your school's Campus Rep.

**Slide 39:**

Gleim has fully adaptive review systems for all of the credentials we just covered. Included is the largest test bank of questions and our access until you pass guarantee meaning you'll have access to your materials & all updates until you pass your exam. All questions in all the review systems emulate the actual exam for the certification. You have the option to get both print and digital books, as well as audio lectures and Gleim instruct videos. Some review systems provide private study groups as well.

**Slide 40:**

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 learn about the exam process and content, build your resume, and network with professionals. If you'd like to learn more about what I do or join me in my role here on campus, please come speak with me.

**Slide 41:**

You can learn more about Gleim review systems by visiting their website, [gleim.com](http://gleim.com), by calling 800.874.5346, or by emailing [accountingteam@gleim.com](mailto:accountingteam@gleim.com).

Reach out to me to learn more about becoming a Gleim Campus Rep. You can also contact the Gleim Campus Rep Coordinator using the information provided here. Please let the coordinator know I referred you.