



Spring 2020

Developing Accounting Student Resources: How to improve student engagement in campus recruiting and offer the resources they need to be successful

Ina LaGrandeur
Western Washington University

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Developing Accounting Student Resources:

How to improve student engagement in campus recruiting and offer the resources they need to be successful.

By: Ina LaGrandeur

Advised by: Dr. Steve Smith

For this project I created a new accounting Canvas page to help better provide the resources that students need in order to be successful in both the accounting program and in campus recruiting. The creation of this new resource page is important because without an easy way to access resources there becomes an information gap for students, which can be a barrier to their success. With this new way to better access resources there will be a decrease in lack of information and fewer barriers will be in place for the students in the accounting department. The goal is that this new Canvas page will help students access the information and resources they need and let them know what information and resources are needed to find success.

Below are the screenshots of the Canvas page that I put together for students and the various resources modules and discussion boards that were created. Additionally, you can find the PDF informational documents that I created for this Canvas page.

Modules created include:

- To-do list based on academic year
- Recruiting
- Career Services
- Resume Boosters & Ways to Get Involved
- Resources
- Opportunities modules
- Accounting career examples
- Canvas page toolbox (which contains all the resources and information needed to continue to update this page for the years to come)

Home page:

W Acctg Recruiting Resources & Announcements x

www.instructure.com/courses/1410806


WESTERN
Home
Modules
Files
Discussions
Grades
Assignments
People
Account
Dashboard
Courses
Calendar
Inbox
Help

Acctg Recruiting Resources & Announcements

View Course Stream
View Course Calendar

To Do
Nothing for now

Welcome to your Accounting Resource Page!



This Canvas page is designed to help provide you with the necessary resources to help start off your accounting academic career here at WWU and provide tools for recruiting! This is where job opportunities and other student opportunities will be posted throughout the year.

Where do I start with this page?

To begin, we created a check-list for you to complete each year you are in the accounting program. By completing this list each year you will be able to stay up to date with recruiting and be prepared for when that time comes. Additionally, this list will help you stay in touch with your academic advisor and know when to apply for your major.

- [To-Do List based on Academic Year](#)

Interested in recruiting information? Check out the following modules:

- [Recruiting](#)
- [Career Services](#)

63 You are currently logged into Student View Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student. [Reset Student](#) [Leave Student View](#)

Start a search

W Acctg Recruiting Resources & Announcements x

www.instructure.com/courses/1410806

WESTERN
Account
Dashboard
Courses
Calendar
Inbox
Help

provide tools for recruiting! This is where job opportunities and other student opportunities will be posted throughout the year.

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- [To-Do List based on Academic Year](#)

Interested in recruiting information? Check out the following modules:

- [Recruiting](#)
- [Career Services](#)
- [Resume Boosters & Ways to Get Involved](#)

Need help contacting your advisor? Or maybe you are interested in apply for a scholarship? This module is designed to provide information for additional resources you may need:

- [Resources](#)

Stay up to date with current job opportunities and other current opportunities here:

- [Current Job Opportunities](#)
- [Other Current Opportunities](#)
- [Announcements](#)

Curious about what you can do with an accounting degree?

There are many job possibilities with an accounting degree. This module helps provide an insight to a few different career examples. If you are interested in contacting an alumni from a certain career field, then please contact our [Young Accounting Alumni Board](#).

- [Accounting Career Examples](#)

Have a question? Check out the discussion boards for help.

- [Discussions](#)

63 You are currently logged into Student View Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student. [Reset Student](#) [Leave Student View](#)

Start a search

To-do list module:

The screenshot shows a web browser window with the URL www.instructure.com/courses/1410806/modules. The page displays a course module titled "To-Do List based on Academic Year". The module is organized into several sections, each with a checklist of items. A sidebar on the left contains navigation options: Modules, Files, Discussions, Grades, Assignments, People, Pages, Quizzes, Conferences, Outcomes, Syllabus, Collaborations, and Settings. The main content area lists the following items:

- First Year (Freshman) Students
 - Freshman Year Student Checklist
- Second Year (Sophomore) Students
 - Sophomore Year Checklist
- Third Year (Junior) Students
 - Junior Year Student Checklist
- Fourth and Fifth Year (Senior) Students
 - Senior Year Student Checklist
- Application Links
 - How to Declare Your Pre-Major
 - How to Declare Your Accounting Major
 - How to Declare Your Business Administration Minor

The bottom of the page shows a taskbar with various application icons and a system tray displaying the time as 3:58 PM on 6/12/2020.

Recruiting module:

The screenshot shows a web browser window with the URL www.instructure.com/courses/1410806/modules. The page displays a course module titled "Recruiting". The module is organized into several sections, each with a checklist of items. A sidebar on the left contains navigation options: Modules, Files, Discussions, Grades, Assignments, People, Pages, Quizzes, Conferences, Outcomes, Syllabus, Collaborations, and Settings. The main content area lists the following items:

- Public Accounting
 - Public Accounting Recruiting Guide
 - Tips and Tricks for Recruiting from the Firms
- Early Internship Recruiting (Summer Leadership)
 - Learn more about Early Internship programs! (1).pdf
 - What is early internship recruiting?
 - Early Internship Recruiting Tips & Tricks
 - Add in annual early internship program/summer leadership recruiting pdf here
- Fall Recruiting
 - What is fall recruiting?
 - Fall Recruiting Tips and Tricks
 - Add in Career Services Fall Recruiting Packet Here
 - Add in annual fall recruiting pdf guide here
- Private Accounting

The bottom of the page shows a taskbar with various application icons and a system tray displaying the time as 3:58 PM on 6/12/2020.

W Course Modules: Accty Recruitin x +

www.instructure.com/courses/1410806/modules

- Early Internship Recruiting (Summer Leadership) ✓
- Learn more about Early Internship programs! (1).pdf ✓
- What is early internship recruiting? ✓
- Early Internship Recruiting Tips & Tricks ✓
- Add in annual early internship program/summer leadership recruiting pdf here
- Fall Recruiting ✓
- What is fall recruiting? ✓
- Fall Recruiting Tips and Tricks ✓
- Add in Career Services Fall Recruiting Packet Here
- Add in annual fall recruiting pdf guide here
- Private Accounting ✓
- Private Accounting Recruiting Guide ✓
- WWU BAP Networking Events ✓
- Meet the Professionals ✓
- Spring Banquet ✓

Start a search 3:59 PM 6/12/2020

Career Services module:

W Course Modules: Accty Recruitin x +

www.instructure.com/courses/1410806/modules

- Career Services ✓ +
- Career Services Center & Viking Career Link ✓
- Career Services Events Calendar and On-Campus Interviews ✓
- WWU Career Closet ✓
- International Opportunities ✓
- Resume Information ✓
- Important Resume Building Tips ✓
- Acct Resume Template.docx ✓
- Career Services Resume Help ✓
- Networking Strategies ✓
- Career Services: Networking Information ✓
- Tips for Using LinkedIn ✓
- Do I need a business card? ✓
- Application Questions You Might Have ✓
- If a job application states that a cover letter is optional, should I still submit one? ✓

Start a search 3:59 PM 6/12/2020

Resume boosters module:

W Course Modules: Acctg Recruitin x +

www.instructure.com/courses/1410806/modules

Western

- Resume Boosters & Ways to Get Involved
 - Check out the accounting society and Beta Alpha Psi!
 - Learn more about the Young Accounting Alumni Board and their mentorship program!
 - Join the AICPA - for free!
 - Join the WSCPA!
 - Volunteer in the Accounting Tutoring Center
 - Volunteer Income Tax Assistance Program (VITA)
 - Do an online "internship" program!
 - KPMG Virtual Internship: Data Analytics
 - Deloitte Virtual Internship: Tech Consulting
 - More Virtual Internship Programs
- Resources
- Current Job Opportunities

Start a search

4:00 PM 6/12/2020

Resources module:

W Course Modules: Acctg Recruitin x +

www.instructure.com/courses/1410806/modules

Western

- Resources
 - How to Contact Your Advisor
 - Career Services Center
 - Career Closet (Free business clothing!)
 - Information on Different Major Paths
 - Information about Western's Master of Professional Accounting (MPacc) Program
 - Information about a Bachelor of Arts in Accounting
 - Information about the Accounting/Economics Major
 - Scholarships
 - Scholarship Center
 - Apply to the WSCPA scholarship! - \$5,000 awarded to 1 out of 4 applicants
 - WSCPA Scholarship Brochure
 - CBE General Scholarships
 - Moss Adams Ignite Scholarship (Freshmen and Sophomores!)

Start a search

4:00 PM 6/12/2020

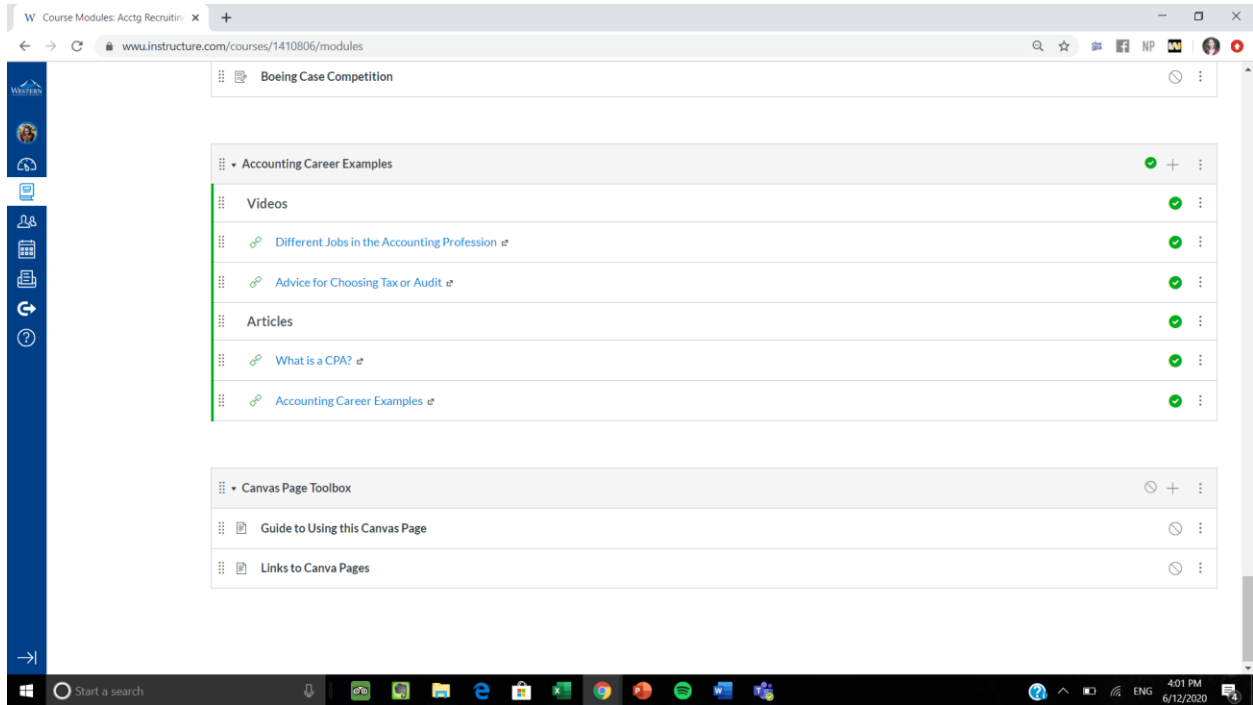
Opportunities modules:

This screenshot shows the 'Opportunities modules' page in Canvas LMS. The browser address bar displays 'www.instructure.com/courses/1410806/modules'. The page features a blue sidebar with navigation icons and a main content area with several expandable modules. The 'Current Job Opportunities' module is expanded, showing an 'Example' item with a green checkmark and 'May 23 | 0 pts'. Other modules include 'Current Internship Opportunities', 'Other Current Opportunities' (with sub-items 'Meet the Professionals', 'Accounting Spring Banquet', and 'Boeing Case Competition'), 'Accounting Career Examples', and 'Canvas Page Toolbox'. The Windows taskbar at the bottom shows the time as 4:00 PM on 6/12/2020.

Accounting career examples module:

This screenshot shows the 'Accounting career examples module' page in Canvas LMS. The browser address bar displays 'www.instructure.com/courses/1410806/modules'. The page features a blue sidebar with navigation icons and a main content area. The 'Accounting Career Examples' module is expanded, showing sub-sections for 'Videos' and 'Articles'. Under 'Videos', there are three items: 'Different Jobs in the Accounting Profession', 'Advice for Choosing Tax or Audit', and 'Accounting Career Examples', all with green checkmarks. Under 'Articles', there are two items: 'What is a CPA?' and 'Accounting Career Examples', both with green checkmarks. Other modules visible include 'Meet the Professionals', 'Accounting Spring Banquet', 'Boeing Case Competition', and 'Canvas Page Toolbox'. The Windows taskbar at the bottom shows the time as 4:01 PM on 6/12/2020.

Canvas toolbox module:

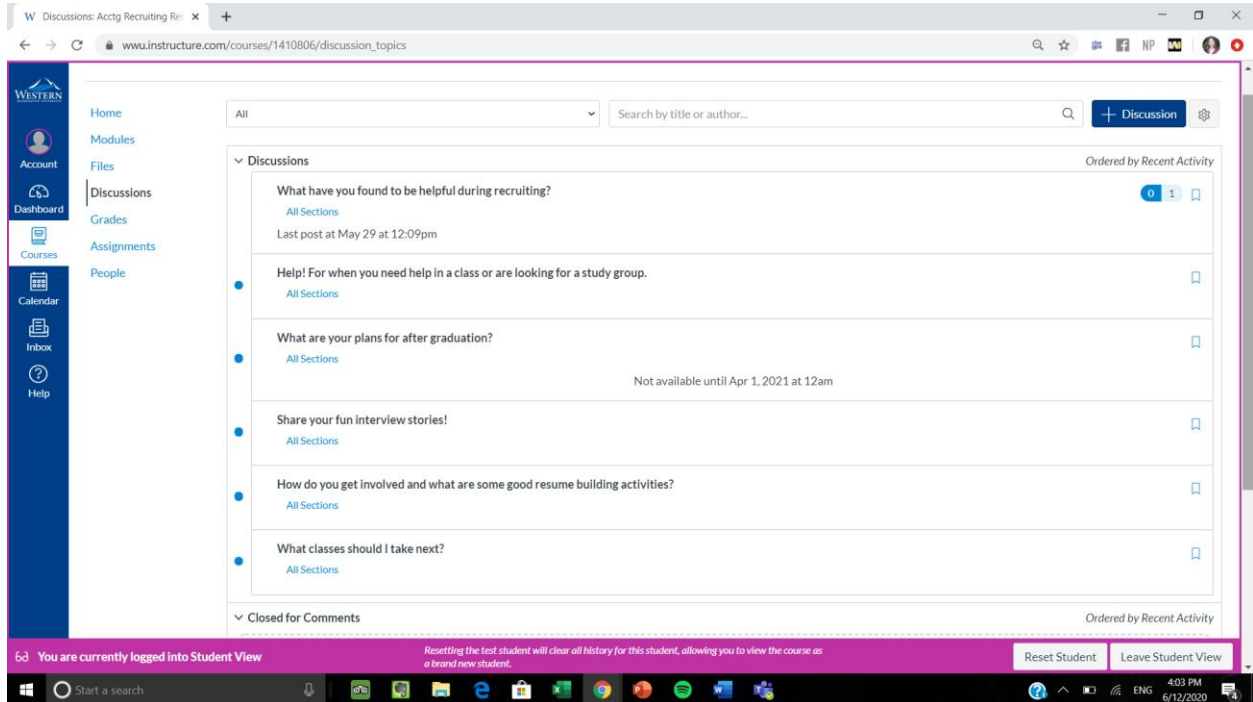


The screenshot shows a web browser window with the URL www.instructure.com/courses/1410806/modules. The page displays a sidebar on the left with navigation icons for Home, Account, Dashboard, Courses, Calendar, Inbox, and Help. The main content area is titled "Boeing Case Competition" and contains two expandable sections:

- Accounting Career Examples**: This section is expanded and contains three sub-sections:
 - Videos**: Includes "Different Jobs in the Accounting Profession" and "Advice for Choosing Tax or Audit".
 - Articles**: Includes "What is a CPA?" and "Accounting Career Examples".
- Canvas Page Toolbox**: This section is collapsed and contains two items: "Guide to Using this Canvas Page" and "Links to Canvas Pages".

The Windows taskbar at the bottom shows the system time as 4:01 PM on 6/12/2020.

Discussion boards:



The screenshot shows a web browser window with the URL www.instructure.com/courses/1410806/discussion_topics. The page displays a sidebar on the left with navigation icons for Home, Modules, Files, Discussions, Grades, Assignments, Courses, People, Calendar, Inbox, and Help. The main content area is titled "Discussions" and contains a search bar and a list of discussion topics:

- What have you found to be helpful during recruiting?**: All Sections, Last post at May 29 at 12:09pm.
- Help! For when you need help in a class or are looking for a study group.**: All Sections.
- What are your plans for after graduation?**: All Sections. Not available until Apr 1, 2021 at 12am.
- Share your fun interview stories!**: All Sections.
- How do you get involved and what are some good resume building activities?**: All Sections.
- What classes should I take next?**: All Sections.

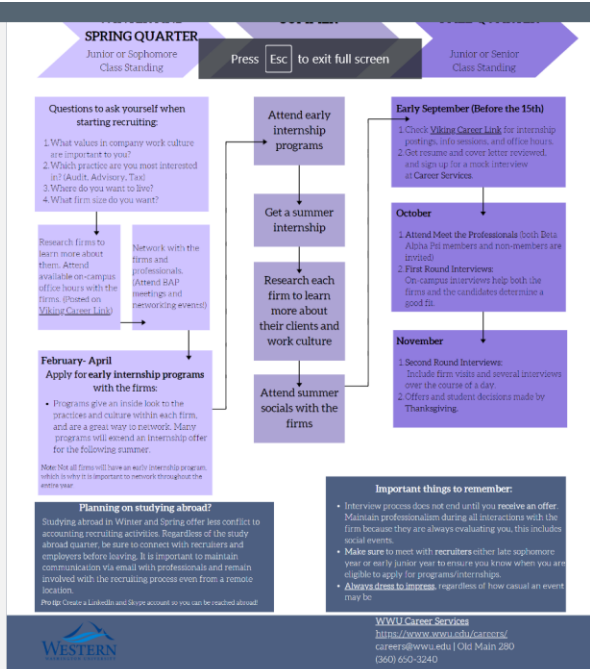
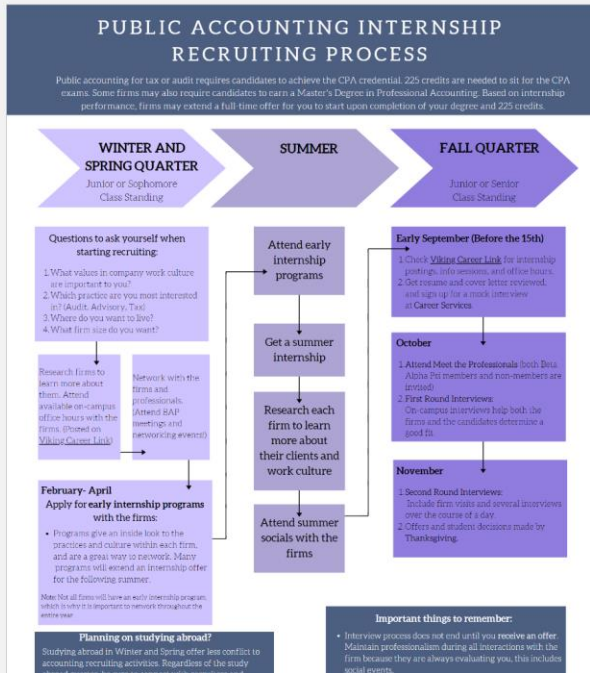
The page is ordered by "Recent Activity". At the bottom, there is a status bar that reads "63 You are currently logged into Student View" and "Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student." There are also buttons for "Reset Student" and "Leave Student View". The Windows taskbar at the bottom shows the system time as 4:03 PM on 6/12/2020.

Example of a student checklist:

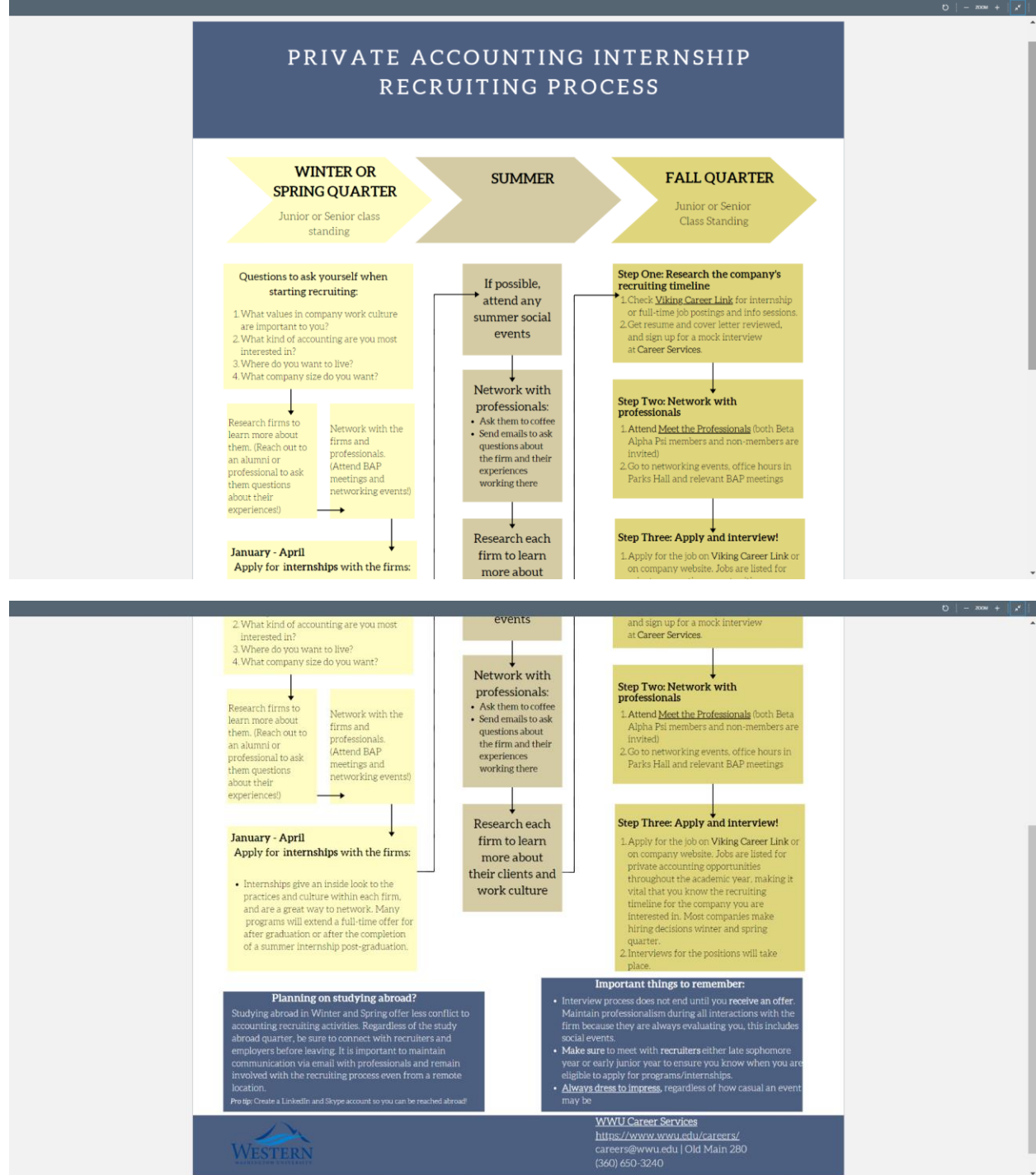
Second Year Accounting CHECKLIST

- Declare a pre-major status once you have 45 credits
- Meet with the pre-major advisor to map out a course plan
- Make a LinkedIn account and a Viking Career Link account
- Attend Accounting Society Meetings
- Apply for the CBE general scholarships during spring break
- Start building a resume and have the Career Center look over it
- Apply for Summer Leadership programs!
- Apply for the accounting major before April 1st for fall quarter. Pre-majors don't need to apply, you will automatically become a provisional major!

Public accounting recruiting guide:



Private accounting recruiting guide:



Information about early internship recruiting:



LEARN MORE ABOUT

Early Internship Programs

Early internship programs recruit during winter and spring quarters. They are a great way to start your accounting career. These programs are 1-3 days long and focus on getting to know the firm and their culture. You can expect to participate in fun activities when attending these programs (such as a cooking class, boat tour or mini-golf!). This is a great time to network with professionals and other accounting students from different schools. After attending an early internship program you most likely will receive an offer for an internship the following summer or winter! You should try to attend as many early internship programs as possible.

PRO TIP: PRACTICE YOUR NETWORKING AT THESE PROGRAMS. AFTERWARDS SEND FOLLOW-UP THANK YOU EMAILS AND ADD PROFESSIONALS ON LINKEDIN!

Information about the Young Accounting Alumni Board:



The Young Accounting Alumni Board wants to help connect students to our Western alumni!



Mentorship Program:

The mentorship program connects students with professionals based on their future accounting career interests. Students can sign up for the mentorship program during fall quarter. Stay on lookout for an email during fall quarter to sign up! It is recommended that Junior standing students about to go through early internship and fall recruiting sign up for a mentor.

Missed the mentorship program deadline?

If you missed the mentorship program deadline or want to reach out to a professional from a specific firm please email www.acct.mentorship@gmail.com with your networking request.