

2025 Case Competition



Case Study

The Case Competition is co-hosted with FBLA along with the Iowa Society of CPAs. We thank them for writing the case study.



Overview

Founded in 1915, the Iowa Society of Certified Public Accountants (ISCPA) is the largest professional membership organization dedicated to CPAs, accounting professionals, and accounting students in Iowa. We protect, enhance, guide, and promote the accounting profession on behalf of more than 4,200 members working in public practice, business industry, government, and education.

ISCPA achieves its mission by:

- Promoting lifelong learning
- Providing opportunities for connection through committees and networking events
- Advocating and protecting the profession's interests with government, regulatory bodies, and other organizations
- Creating opportunities for CPAs and accounting professionals to serve their profession and local communities
- Encouraging highly qualified individuals to become CPAs through student-focused initiatives
- Investing in the future to ensure sustainability of the profession

Iowa is experiencing a waning interest in the field of accounting, particularly those who are seeking a CPA certification. The job forecast for CPAs shows an increased need in Iowa by 2030. ISCPA is committed to recruiting and retaining young professionals to enter the profession.

Problem Statement

Recruitment of CPAs in Iowa: Iowa is facing a shortage of talent in the accounting field. What are the perceptions (or misperceptions) of the accounting profession? What barriers exist? Using your business knowledge, what recruitment and management strategies and tactics can be employed to address this shortage?

Specific Elements to Address

1. Perform a strategic analysis of the problem of recruitment, which may include elements such as a SWOT analysis, Porter's Five Forces, PESTEL, or other similar forms of analysis.
2. Analyze job boards and open positions from [Eide Bailly](#) and [RSM](#), document challenges, and provide recommendations to better promote these positions, such as posting locations, job descriptions, etc. Reviewing other top careers in Iowa outside of accounting, what makes these professions hold greater appeal for young professionals?

3. Construct a recruitment (marketing) strategy for accounting careers, specifically careers as a Certified Public Accountant, for secondary and post-secondary students. Develop a marketing budget that corresponds to the recruitment (marketing) strategy. Finally, create a managerial timeline to implement new strategies for recruitment.

Background Information

Education Requirements to be a CPA

To sit for the CPA exam, you must have met one of the following criteria:

- Earned a graduate degree with a concentration in accounting from a program that is accredited in accounting by an accrediting agency recognized by the Iowa Accountancy Examining Board (the board).
- Earned a graduate degree in business from a program that is accredited in business by an accrediting agency recognized by the board and completed at least 24 semester hours in accounting, including courses covering the subjects of financial accounting, auditing, taxation, and management accounting. Such accounting hours shall not include elementary accounting or principles of accounting, internships, or life experience.
- Earned a baccalaureate degree in business or accounting from a program that is accredited in business by an accrediting agency recognized by the board and completed at least 24 semester hours in accounting courses covering the subjects of financial accounting, auditing, taxation, and management accounting. Such accounting hours shall not include elementary accounting or principles of accounting, internships, or life experience.
- Earned a baccalaureate or higher degree and completed the following hours from an accredited institution recognized by the board:
 - At least 24 semester hours in accounting courses above elementary accounting or principles of accounting covering the subjects of financial accounting, auditing, taxation, and management accounting, not including internships or life experience; and At least 24 additional semester hours in business-related courses, such as finance, management, marketing, economics, and business law. Such accounting hours shall not include internships or life experience.

To earn your CPA certificate, you must pass the CPA Exam and obtain a total of 150 credit hours.

Current Marketing Strategy

ISCPA's current marketing budget is \$700.

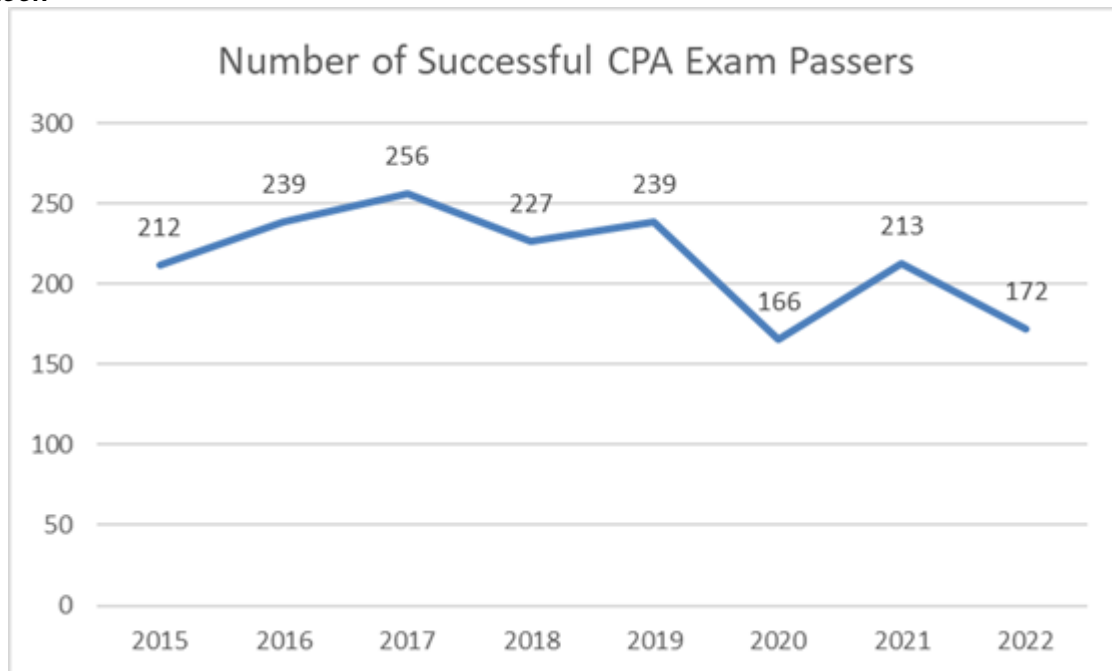
Seventy-five eager and willing volunteer ISCPA members participate in the Career Awareness Committee and Diversity Equity & Inclusion Committee.

Current Projects/Efforts

- Primary Grades
 - When I Grow Up, I Want To Be... An Accountant - book distribution project: Distributed 1,000 books to second-grade classrooms across the state
- Secondary Education
 - Accounting Opportunities Week, November 2022
 - Visited 41 high schools; gave 60 classroom presentations; reached 1,201 HS students
 - High School Career Fairs—8 across the state in spring 2023
 - High School Case Competition, hosted each spring - reached nearly 60 students in 2023

- Post-Secondary Education
 - ISCPA staff does approximately 15-20 college class/club presentations each year
 - Business courses—focus on accounting as a profession
 - Principles of accounting classes—a bit more focused on CPA
 - Higher-level accounting classes—laser-focused on obtaining a CPA certification and how to get there
- Advocacy
 - Assisted Iowa Department of Education in rewrite of the Iowa Business Education Standards

Job Outlook



The following chart outlines data from the Iowa Department of Workforce Development on the statewide outlook for accountants and auditors.

Accountants & Auditors

Statewide

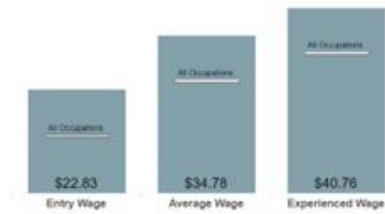
11,870

employed in 2020 and 13,745 projected to be employed in 2030. This job is projected to grow 1.6 percent annually.

1,305

projected annual job openings. This represents 355 exiting the labor force, 190 growth openings, and 760 people entering a different field.

Hourly Wages



Typical Entry-Level Education*
Bachelor's degree

Typical Entry-Level Work Experience*
None

Typical On-the-Job Training to Attain Competency*
None

* Based on national data provided by the U.S. Bureau of Labor Statistics. Education and experience requirements may vary by state/region and/or employer.
** Employment data suppression



Wage Data Source: 2022 Iowa Wage Report

Additional Resources

- Accounting (CPA) Profession - www.thiswaytocpa.com
- Iowa Job Outlook - <https://www.iowaworkforcedevelopment.gov/occupational-projections>
- Iowa Society of CPAs - <https://www.iacpa.org/about>

Business Case Competition Presentation Rating Sheet					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	No description or case synopsis provided, and no issues defined	Describes and provides case synopsis OR defines the issues	Describes and provides case synopsis AND defines the issues	Demonstrates expertise of case synopsis AND definition of the issues	
	0 points	1-2 points	3-4 points	5 points	
Strategic analysis of the case problem	No strategic analysis of the problem presented	Describes strategic analysis performed	Describes strategic analysis performed in detail	Describes strategic analysis performed in detail, using industry terminology	
	0 points	1-7 points	8-13 points	14-15 points	
Documentation of challenges in recruitment plan	No challenges presented	Presentation included some challenges in recruitment plan	Presentation included challenges in recruitment plans	Presentation included details about challenges in recruitment plan	
	0 points	1-6 points	7-8 points	9-10 points	
Recommendation to promote positions	No recommendation shared	One recommendation was presented	More than one recommendation was presented	Thorough recommendations to promote positions were presented in detail	
	0 points	1-6 points	7-8 points	9-10 points	
Develop a marketing budget	No budget developed	Budget developed, but lacking details	Marketing budget developed and presented	Detailed and realistic marketing budget presented	
	0 points	1-6 points	7-8 points	9-10 points	
Managerial timeline for recruitment and retention	No timeline shared	Timeline shared for recruitment	Detailed timeline shared for recruitment	Detailed and realistic timeline shared for recruitment	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	

Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):					
School:					
Judge Signature:					Date:

Comments: