

Make Accounting Great Again

Student Associations Collaboration Program

Program Overview

The **Make Accounting Great Again Student Associations Collaboration Program** is designed to build a global network of university and college accounting and business student associations, promoting the profession, strengthening cross-campus connections and inspiring the next generation of accounting professionals.

The program uses digital engagement and social media to connect students, share ideas and create opportunities across universities, colleges and countries. While we cannot provide industry speakers or panellists for individual events, we can help promote relevant initiatives through our network, increase their visibility and connect students with the broader accounting community.

The program is **open, flexible and easy to participate in**, allowing student associations and individual students to get involved in the initiatives that best suit their interests and resources.

The four initiatives are:

1. Social Media & Content Collaboration
2. Student Ambassador Program
3. Cross-Campus Collaboration
4. Campus & Student Outreach

Participation is entirely optional, with students and student groups able to participate in **one, several or all four initiatives**, with no minimum level or frequency of involvement.

Program Objectives

The program aims to:

- improve perceptions of accounting among university, college and high school students;
- showcase the diversity, opportunities and real-world impact of accounting careers;
- give accounting students a stronger voice in promoting their profession;
- create engaging, authentic and student-led social media content;
- develop a global network of student ambassadors and accounting and business student associations;
- connect students, educational institutions and the accounting profession; and
- encourage collaboration between student associations internationally.

Initiative 1 - Social Media & Content Collaboration

Purpose

Social media is central to the program. Students are often best placed to communicate with other students. The program encourages accounting and business student associations to create authentic, student-led content that shows what studying accounting and building a career in the profession actually looks like.

Participating student associations can create content such as:

Accounting Career Spotlights

Short posts, reels or videos featuring students, alumni and professionals discussing:

- why they chose accounting;
- what they do day-to-day;
- internships and graduate opportunities;
- different accounting career pathways; and
- what they have discovered about accounting that they did not expect.

"Day in the Life" Campaigns

Students can document a typical day during an accounting internship, graduate program, part-time role or university studies to make accounting careers more visible and relatable.

Accounting Myth-Busting

Create short-form content challenging common misconceptions such as:

- "Accounting is boring."
- "Accounting is just numbers."
- "There is no creativity in accounting."
- "All accountants do the same thing."
- "Technology and AI will replace accountants."

Student Stories

Feature students sharing why they chose accounting, their university experience, internships, career ambitions and advice for others considering the profession.

Future of Accounting Content

Create reels, videos, podcasts or posts exploring areas such as:

- AI and technology;
- entrepreneurship;
- advisory and consulting;
- sustainability;
- forensic accounting;
- international careers; and
- emerging opportunities within the profession.

Campaign Promotion

Student associations and students are encouraged to:

- publish content through their own social media channels;
- tag **Make Accounting Great Again**;
- use **#MakeAccountingGreatAgain**; and
- encourage their communities to engage with and share campaign content.

Selected content may be promoted through the broader Make Accounting Great Again network.

Initiative 2 - Student Ambassador Program

Purpose

The Make Accounting Great Again Student Ambassador Program provides students with an opportunity to advocate for the accounting profession, share their experiences and encourage other students to get involved.

There is **no formal application or appointment process**. Student associations can nominate ambassadors, students can put themselves forward, or students can simply start contributing.

The Ambassador Program is intended to be an informal, student-led network rather than another formal university position or administrative process.

How Ambassadors Can Get Involved

Ambassadors can:

- create and coordinate social media content;
- share their own accounting journey and experiences;
- encourage other students to contribute content;
- promote **#MakeAccountingGreatAgain** on campus and online;
- identify students, alumni and professionals who could be featured;
- connect with students at other universities and colleges;
- participate in international collaborations and virtual campaigns; and
- promote the initiative within their student communities.

Students do not need a formal title or position within a student group to participate. **Enthusiasm and a willingness to contribute are what matter.**

Initiative 3 - Cross-Campus Collaboration

Student associations can connect and collaborate with accounting and business students at universities and colleges **within their own country and internationally**.

Collaborations could include:

- joint social media campaigns;
- student interviews;
- accounting and industry discussions;
- podcasts;
- virtual panels;
- accounting challenges;
- career discussions; and
- sharing and comparing accounting study experiences and career pathways across universities and countries.

The aim is to exchange ideas, broaden students' perspectives and build connections across campuses, countries and the global accounting community.

Initiative 4 - Campus & Student Outreach

Bring the Make Accounting Great Again message directly to students on campus and beyond.

Student associations can easily incorporate the campaign into activities they already run, helping more students discover the breadth of opportunities a career in accounting can offer.

This could include:

- university or college newsletters and student emails;
- student association websites, social media and communication channels;
- orientation, careers fairs and graduate events;
- accounting information sessions;
- university open days; and
- outreach to high school students considering their future careers.

Campaign resources can be used to promote accounting as a global profession offering diverse career opportunities.

How to Get Involved

Getting involved is deliberately simple:

Step 1 – Jump In

There is **no formal application or approval process**. Universities, colleges, student associations and individual students can start participating whenever they are ready.

Step 2 – Choose Your Initiatives

Participate in whichever initiatives work for you, one, several or all four.

Step 3 – Create & Share

Create authentic accounting-related content, share it through your channels, tag Make Accounting Great Again and use #MakeAccountingGreatAgain.

Step 4 – Connect & Collaborate

Connect with other students and student associations and explore opportunities to collaborate across campuses and countries.

Step 5 – Make It Your Own

Adapt the program to your community. There is no prescribed way to participate, the aim is to make involvement simple, practical and relevant to your students.

How We Support Participating Associations

Participating associations are welcome to use the “Make Accounting Great Again” campaign slogan and our resources for career events, student engagement and other activities.

As a global initiative, our support is primarily delivered remotely through our digital platform and international network. While we cannot provide industry speakers or panellists directly for individual events, we can support participating associations in a range of practical ways, including:

- providing online visibility by featuring and linking to participating associations on our dedicated webpage;
- promoting association events, activities and student-created initiatives through our social media channels;
- facilitating virtual introductions and connections with other participating associations, students and industry professionals across our network;
- enabling cross-campus and cross-border collaboration on campaigns, content and other initiatives;
- showcasing student achievements, association successes and member stories across our digital channels to give them exposure beyond their own campus; and
- providing a platform for associations to contribute student perspectives, insights and content that can be shared with a broader domestic and international audience.

Our aim is to complement the activities of participating associations by providing a broader digital platform through which they can extend their reach beyond their campus, build connections across our network and create additional opportunities for their members.

Benefits for Students and Student Associations

Participation provides opportunities to:

- build social media presence and engagement;
- showcase students and their university or college domestically and internationally;
- develop leadership, communication and content creation experience;
- connect and collaborate with student associations, industry professionals and potential mentors;
- build professional and international networks;
- gain greater exposure to accounting career pathways; and
- improve prospects of securing internships, graduate roles and employment.

Overall, participation helps students build their profile, expand their networks and strengthen their pathway from university into the accounting profession.
