

accounting+

# 2025 ANNUAL REPORT



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# INTRODUCTION

## BUILDING MOMENTUM TOGETHER

In 2025, Accounting+ ended its fourth year with strong, measurable progress in reshaping student perceptions of accounting and strengthening the talent pipeline. Our research shows that students are influenced by early, targeted outreach, and our in-person and digital engagement efforts are driving meaningful shifts in awareness, interest, and understanding of accounting careers.

Today's students are worried about the economy, career stability, and the cost of college. Accounting+ meets these concerns with compelling, relatable narratives about stability, opportunity, and belonging. And the data is clear: the National Student Clearinghouse shows improvement in enrollment trends, and independent market research shows the campaign strategies are working.

We're seeing significant increases in awareness among Black and Hispanic high school students and improved perceptions of accounting as a stable, rewarding field—with impact across all student demographics. Students report stronger perceptions of job stability, long-term earning potential, and an increased belief that accounting careers offer real value, variety, and impact. Barriers, especially "lack of interest" and misconceptions about math rigor, have softened, particularly among high school students.

This year's report highlights how Accounting+, in partnership with firms, educators, professional organizations, and media platforms, is accelerating this momentum through expanded partnerships, deepened digital engagement, and innovative programming designed to meet students where they are.

Together, we are not only narrowing the awareness gap but also helping a new generation see accounting as a pathway to opportunity, stability, and impact.

## KEY CAMPAIGN METRICS

**4.57B**

PAID MEDIA  
IMPRESSIONS

(+16.8% in 2025)

**49.3M**

WEBSITE  
VISITS

(+18.9% in 2025)

**224K**

ALL TIME  
SUBSCRIBERS

(+39.3% in 2025)

**261K**

STUDENTS REACHED  
THROUGH CLASSROOM  
ENGAGEMENT

**20**

NEW PARTNERS  
SIGNED IN 2025

**40.8K**

ACCOUNTING+  
RESOURCE HUB  
USERS

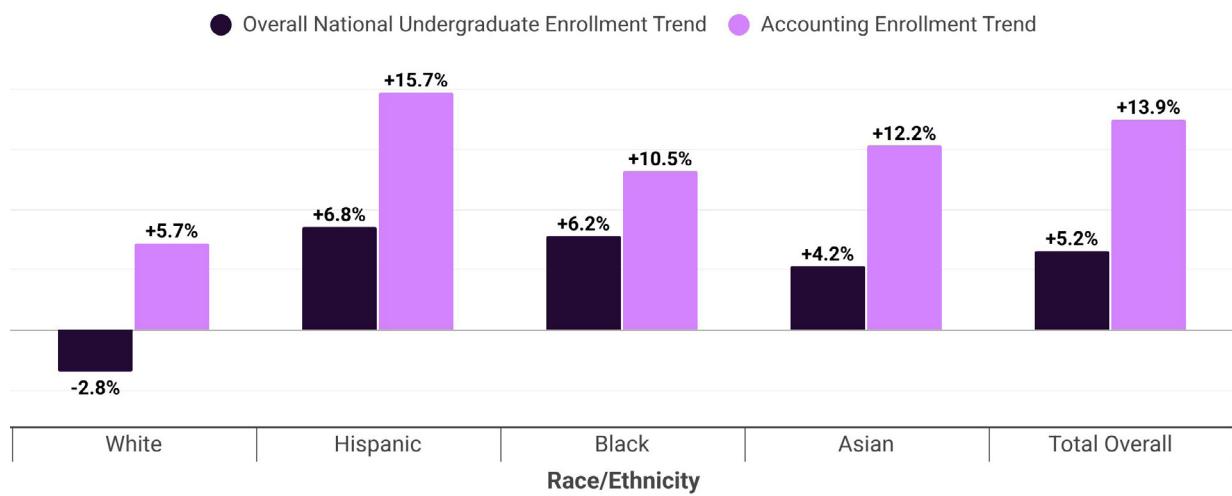
# 2025 OVERVIEW & IMPACT

## KEY ACHIEVEMENTS

### ✓ RESEARCH SIGNALS PROGRESS AND IMPACT

Encouraging data from the National Student Clearinghouse and independent market research show that Accounting+ continues to be successful in shifting student attitudes and perceptions toward the accounting profession. Compared to when Accounting+ launched in 2022, accounting enrollments are outpacing overall enrollment growth across all demographics (+13.9% compared to +5.2%). Historically underrepresented students are driving the largest momentum, with Hispanic student enrollment increasing at more than twice the overall rate, and Black student enrollment growing at nearly 1.7 times the overall rate. Continued investment is key to maintaining these upward trends.

### Accounting vs Overall Undergraduate Enrollment Growth, Comparing Trends Between Fall 2022 and Fall 2024



The campaign implemented several strategic shifts in 2025 to better align with career journeys, priorities, and interests of Gen Z and Gen Alpha students. Findings from our latest market research reveal that these decisions increased interest and positive attitudes toward the potential of a career in accounting, and highlighted future growth opportunities.

We found that early exposure ensures students understand the benefits of accounting careers before making higher education and career choices. Research shows high school students are driving the largest increase in openness and interest, with Hispanic students continuing to report the highest annual growth.

**OUR APPROACH:** In 2025, 60% of our investment focused on high school students while still nurturing existing relationships with our college audience. This fostered stronger early exposure to the profession for younger students.

Students report that job stability and long-term earning potential are more important career priorities than ever. These attributes naturally align with the benefits of accounting careers, giving us a unique opportunity to position accounting as an option that deeply resonates with students' goals.

**OUR APPROACH:** Throughout our digital engagement efforts, we featured real-life stories and messages that emphasized the stability and high earning potential in accounting to connect with student priorities. This led to significant subscriber growth in 2025.

For the first time since our research began, perceived barriers to pursuing accounting softened. These include a lack of interest in the field, which has historically been the strongest barrier, believing that accounting courses are too difficult, or that the career is all about math. We see growth reflected in perceptions of accounting as well, with more students reporting that they see stronger representation in the profession.

**OUR APPROACH:** Accounting+ highlights a variety of messages about the accounting profession through in-person and digital engagement with students. In our back-to-school campaign, we focused on six specific narratives, including stability, travel, and the ability to work in any industry with accounting. This multi-message approach allows us to combat misperceptions of accounting while spotlighting the positive attributes that persuade students to engage with the campaign.

Teachers, specific classes, and school counselors are key influences in a student's educational and career decision-making process. Embedding an accounting curriculum into high schools and equipping educators with career resources is vital to fostering not only awareness about the profession but also action to take the next step in pursuing an accounting degree.

**OUR APPROACH:** Our multi-year partnership with Everfi ensures that an accounting curriculum is present in thousands of classrooms across the country, building foundational awareness of the profession from trusted sources. Annual post-course surveys continue to indicate increased interest in accounting.

Accounting+ will continue to evaluate and deploy data-driven strategies that achieve our collective goal of strengthening the accounting talent pipeline and reshaping the future of the profession.

## ✓ EXPANDED PARTNERSHIPS

In 2025, Accounting+ broadened its network to include more firms, state societies, academic institutions, and test-prep providers—all contributing to a more cohesive, profession-wide approach to strengthening the pipeline. The Accounting+ partner network now sits at 72 organizations.

These partnerships deepen our reach in classrooms, online, and through on-the-ground student-facing programs. From NABA Inc., Beta Alpha Psi, State CPA Societies and ALPFA to leading accounting firms, our collaborative efforts are helping students access opportunities through:

- ▶ *On-campus and industry events*
- ▶ *Amplified digital content and testimonials*
- ▶ *Direct student engagement*
- ▶ *Tools, resources, and curricular integrations*

The growing ecosystem demonstrates that elevating the accounting profession requires collective action, and that the profession is increasingly aligned around this shared goal.

## ✓ INCREASED DIGITAL ENGAGEMENT

Digital engagement remains critical as students increasingly turn to search engines, social media, and online tools for education and career research.

Student research shows:

- ▶ *YouTube, TikTok, Instagram, and search platforms are the most common places students go to learn about careers.*
- ▶ *Authentic, unfiltered content—especially student or early-career voices—have the most influence.*
- ▶ *Messaging that centers personal benefits (stability, career flexibility, opportunities for impact) outperforms abstract or technical explanations.*

To meet this demand, Accounting+ expanded its digital storytelling strategy with new video content, high-impact partnerships, and enhanced engagement pathways across platforms. These efforts continue building awareness while supporting students' interest in learning more about accounting careers.

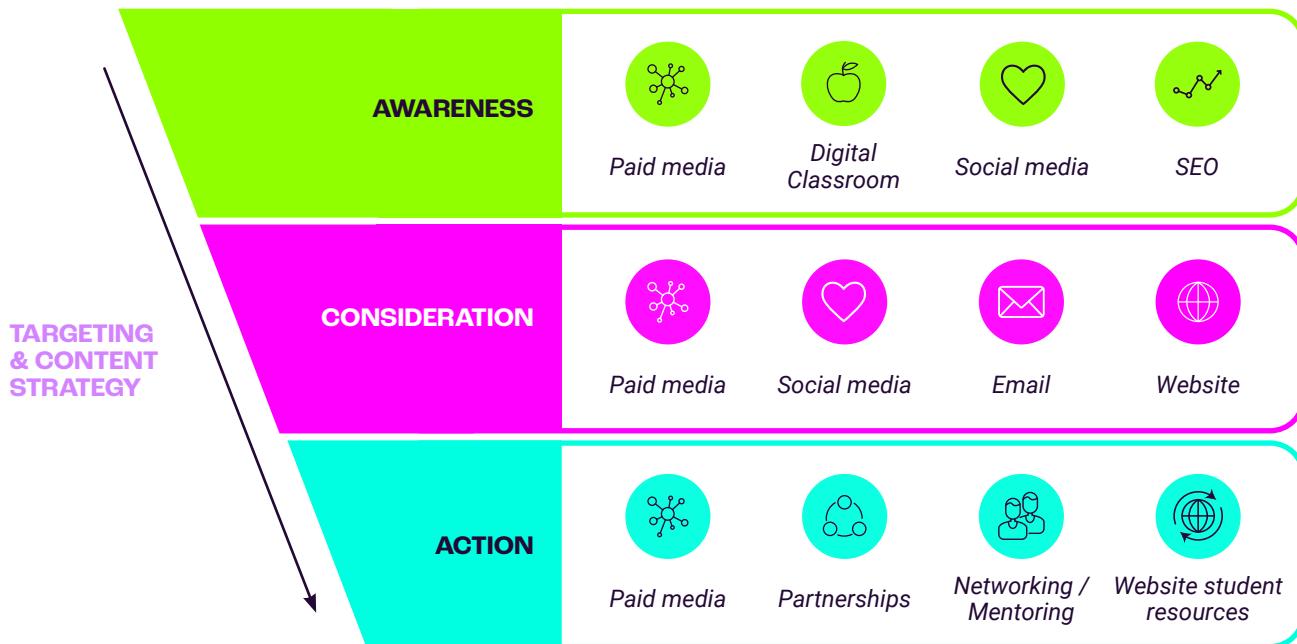
## ✓ MAJOR CONFERENCES AND EVENTS

Accounting+ had a strong presence at national and regional conferences this year, engaging directly with students, educators, and industry leaders. Participation in events hosted by NABA Inc., AAA's Two Year Bridge Symposium, and other professional organizations served as powerful opportunities to:

- ▶ *Highlight the multitude of accounting career paths*
- ▶ *Capture compelling on-the-ground testimonials*
- ▶ *Strengthen relationships with students and educators*
- ▶ *Reinforce a unified narrative about accounting careers*

Combined with Everfi Signature Events, Steelers Showcase activations, and other engagements, Accounting+ reached thousands of students nationwide. These interactions remain a cornerstone of our pipeline strategy.

## MULTI-CHANNEL ENGAGEMENT



Our always-on, multi-channel strategy ensures students encounter Accounting+ messaging throughout their education and exploration journey. Engagement spans:

- ▶ Paid media for broad awareness
- ▶ Social media for authentic storytelling and relevance
- ▶ Email and web content for deeper consideration
- ▶ School partnerships, visits, and speaker engagements for real-world impact
- ▶ Scholarship and internship listings to support next steps

Students experience Accounting+ not as a single touchpoint but as a cohesive ecosystem of guidance, opportunities, and inspiration.

## NEW FEATURES AND ENHANCEMENTS

In 2025, Accounting+ focused on improving our website user experience to better support student exploration and engagement. This year's enhancements include:

- ▶ An [AI Mock Interview Tool](#), offering personalized practice and confidence-building preparation.
- ▶ A reframed Insider Look page, now [Accounting Career Pathways](#), to encourage more student-driven exploration of firms, resources, internships, and other opportunities.
- ▶ Refreshed [student dashboards](#), offering a more streamlined experience that helps students track their saved content and access resources more easily.

- ▶ A redesigned *homepage* optimized for stronger top-of-funnel engagement, ensuring students quickly understand what Accounting+ offers and navigate to content that matches their interests.
- ▶ An enhanced *Partner Resources hub* that makes A+ content and messaging best practices easier than ever to use and amplify.

Together, these enhancements strengthen the digital ecosystem and ensure students, especially first-generation or under-resourced learners, have clear, accessible pathways to discover accounting careers and connect with the opportunities that support their next steps.



# COLLABORATIONS AND STRATEGIC PARTNERSHIPS

## EVERFI

Our multi-year partnership with Everfi remains one of the strongest drivers of early accounting awareness in high schools. More than 261,000 students and upwards of 13,000 teachers have participated in the Accounting Careers Limitless Opportunities course since the start of the partnership. Highlights from the 2024-2025 school year include:



**96K**

STUDENTS REACHED

**3.7K**

SCHOOLS REACHED

**180**

VIRTUAL CLASSROOM CONNECT SESSIONS

**34%**

OF STUDENTS REPORT MORE INTEREST IN ACCOUNTING

**80%**

OF STUDENTS REPORT KNOWING MORE ABOUT ACCOUNTING CAREERS

**88%**

OF STUDENTS REPORT ACCOUNTING SKILLS ARE USEFUL TO THEIR GOALS

In-person Signature Events – in Washington, DC, Chicago, Indianapolis, Austin, and New York – and Classroom Connect programming further expanded reach, giving students hands-on insights into accounting careers and opportunities, enabling partners to connect directly with young learners.

This hybrid curriculum, events, and real-world role models remains one of the most impactful pillars of Accounting+.



## STEELERS SHOWCASE

The final year of our partnership with the Pittsburgh Steelers saw continued success in engaging local high school students about careers in accounting and the role they play in student-favorite industries like sports. Throughout the school year, students interested in accounting and finance had the opportunity to attend events with Accounting+ partners at Acrisure Stadium and the Steelers' practice facility, giving them an inside look at the opportunities within accounting and fostering meaningful relationships to support their professional journeys.



## MEDIA AND PUBLISHER PARTNERSHIPS

Key media and publisher partners have played an important role in advancing Accounting+'s mission to meet students where they are online with messaging about careers in accounting, building a direct, natural connection with our target audience to foster awareness about the profession. Strategic partnerships including Teen Vogue, Latin American singer-songwriter DannyLux, and Twitch allowed us to integrate campaign messages on channels where Gen Z and Gen Alpha students are naturally engaged to spark interest in learning more and signing up for Accounting+.

Throughout these partnerships, we highlight inspiring stories from our partners that showcase the variety of opportunities in accounting. These real-world examples strongly resonated with students' backgrounds, interests, and career goals, and helped create online conversation on popular platforms about the unique value of accounting careers.



## NABA INC. AND OTHER PARTNERS

Partnerships with industry organizations that have significant student reach, including NABA Inc., are vital to driving awareness of Accounting+ resources and accounting careers among the next generation. Accounting+ participated in NABA Inc.'s 2025 national conference to engage with accounting and finance students on the ground and capture powerful content from attendees about how accounting is helping them achieve their goals as part of our back-to-school marketing campaign. The content developed from this event featured testimonials from current accounting students, accounting leaders at our partner firms, and industry professionals and drove strong digital engagement across Accounting+ channels, connecting with students from all backgrounds and showing them what's possible in the accounting profession.



# LOOKING AHEAD

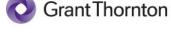
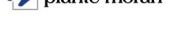
As we head into 2026, we recognize that the landscape looks different than when Accounting+ launched in 2022. Economic conditions have shifted, workforce expectations have evolved, and the conversation around talent pipelines continues to change. While the path forward holds uncertainty, one thing remains clear: research-based, collective action by the accounting profession can make a difference in changing perceptions and raising awareness that accounting is not just a career, but a pathway to stability, purpose, and upward mobility. The momentum and the results are real.

In 2026, Accounting+ will continue grounding our strategy in research, evolving our storytelling to reflect cultural and economic realities, and deepening engagement with younger students at pivotal moments in their decision-making journeys. We look forward to working with our partners who are part of this broad professional collaboration we have built and who are on this journey with us. Together, we can – and we are – marking a difference.



# ACKNOWLEDGMENTS AND PARTNERS

We are grateful for the continued support from our partners as we work to increase the number of students entering the accounting pipeline.

Governing Board	Accounting Firm Partners	Private Sector	Public Sector/Non-Profits/Associations	State Societies
       	           	   	     	                                    

## CONTACT US

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