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the unique role CPAs play in helping their businesses and communities,

Nov. 08, 2022



The Massachusetts Society of Certified Public Accountants (MassCPAs), the state professional association representing over 11,000 members, today released its new video series that aims to redefine the perception of CPAs and raise awareness of different career paths in the profession.

The series, *“CareerPathwAys: Your path. Your journey. Your CPA career”* highlights the unique role CPAs play in helping their businesses and communities, dispels myths and features CPAs in various industries and stages of their careers. The videos were developed based on the recent Center for Audit Quality (CAQ) Market Research Findings study that discovered key motivating factors students look at when determining a career. MassCPAs will promote them to students as young as middle school via targeted social media ads and show them at events and in communications to students and educators.

“The perception students have of CPAs is much different than what they really do, and who they are,” said Amy Pitter, MassCPAs president and CEO. “We are actively working to debunk stereotypes and shed light on the role CPAs play as trusted advisors and in cutting-edge technologies, and to educate students on all the career paths in the profession. These videos were developed in collaboration with our members and students, and they are an impactful tool that will help us build a robust

pipeline of future CPAs.” These videos are part of the Society’s efforts to grow and

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