



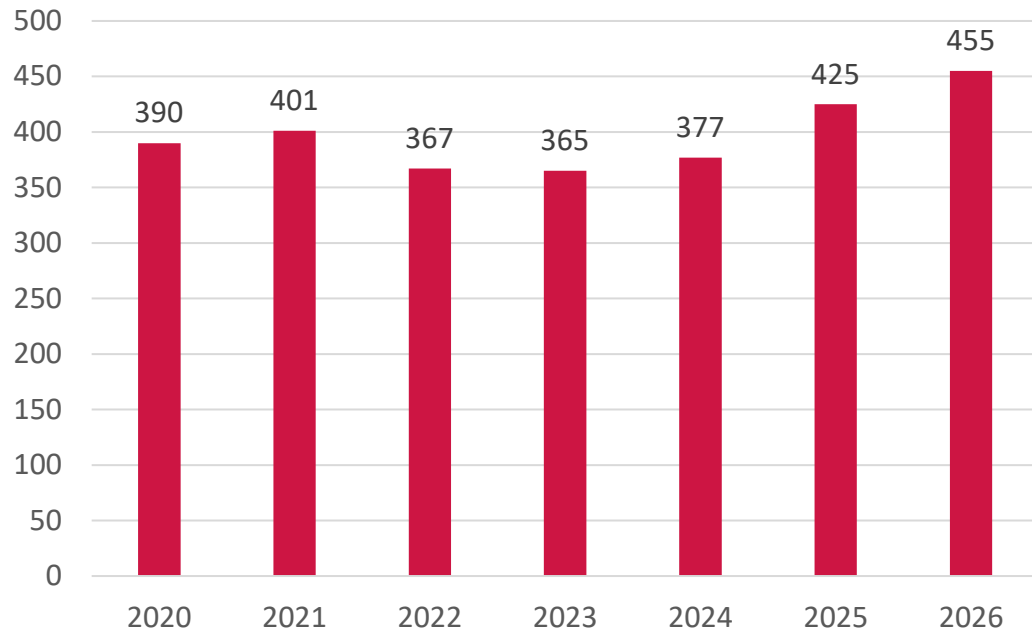
Accounting Examining Board Presentation

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Chair, Department of Accounting & Information
Systems
University of Wisconsin-Madison
September 9, 2026

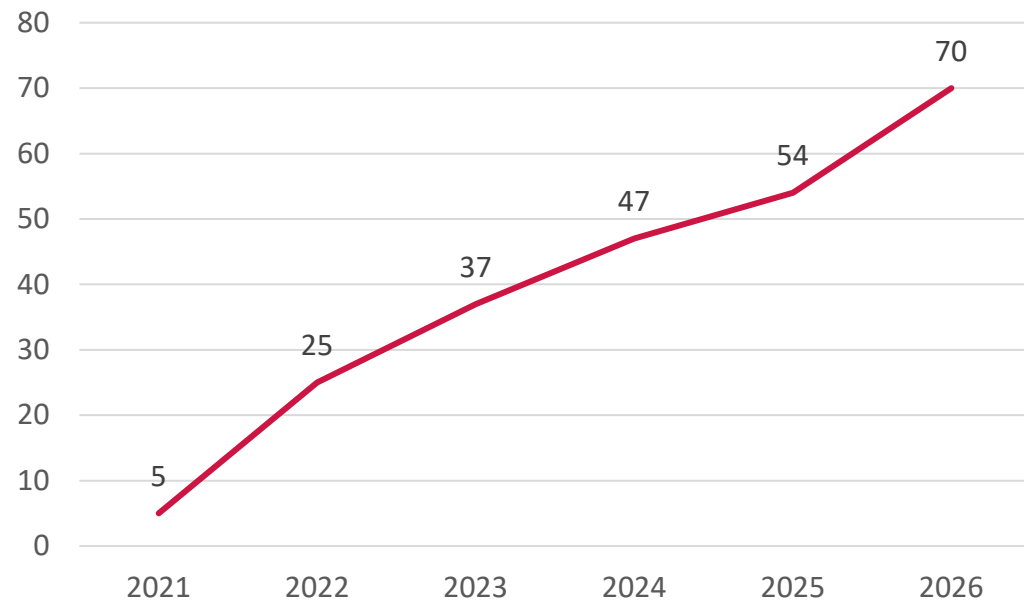


Student and Program Updates: Enrollments

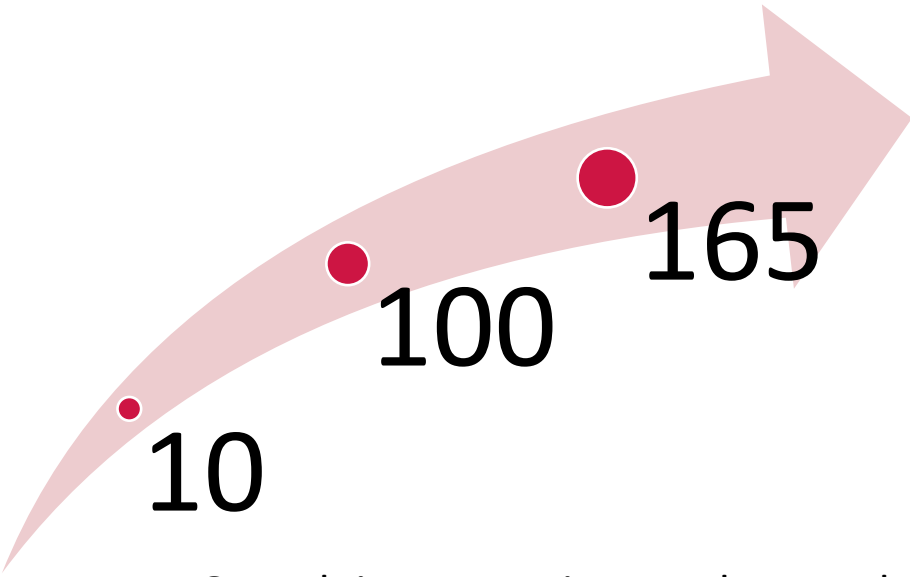
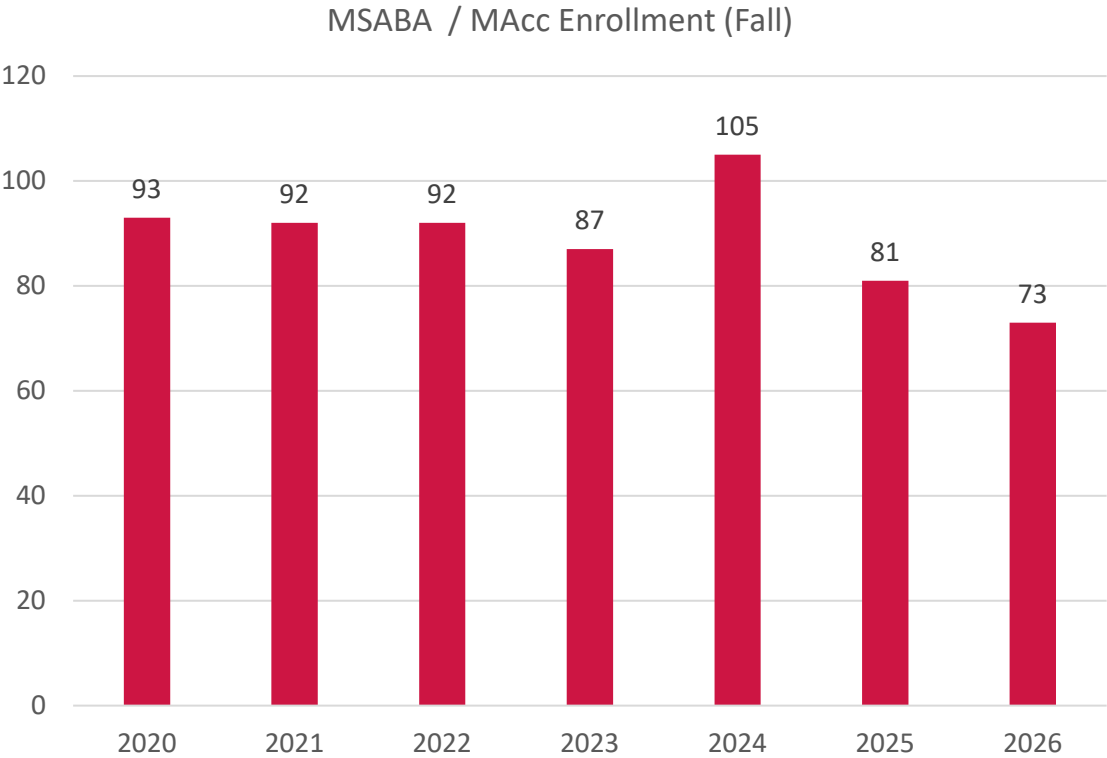
Undergraduate Accounting Majors (Fall)



Undergraduate Accounting Certificate (Fall)



Student and Program Updates: Enrollments

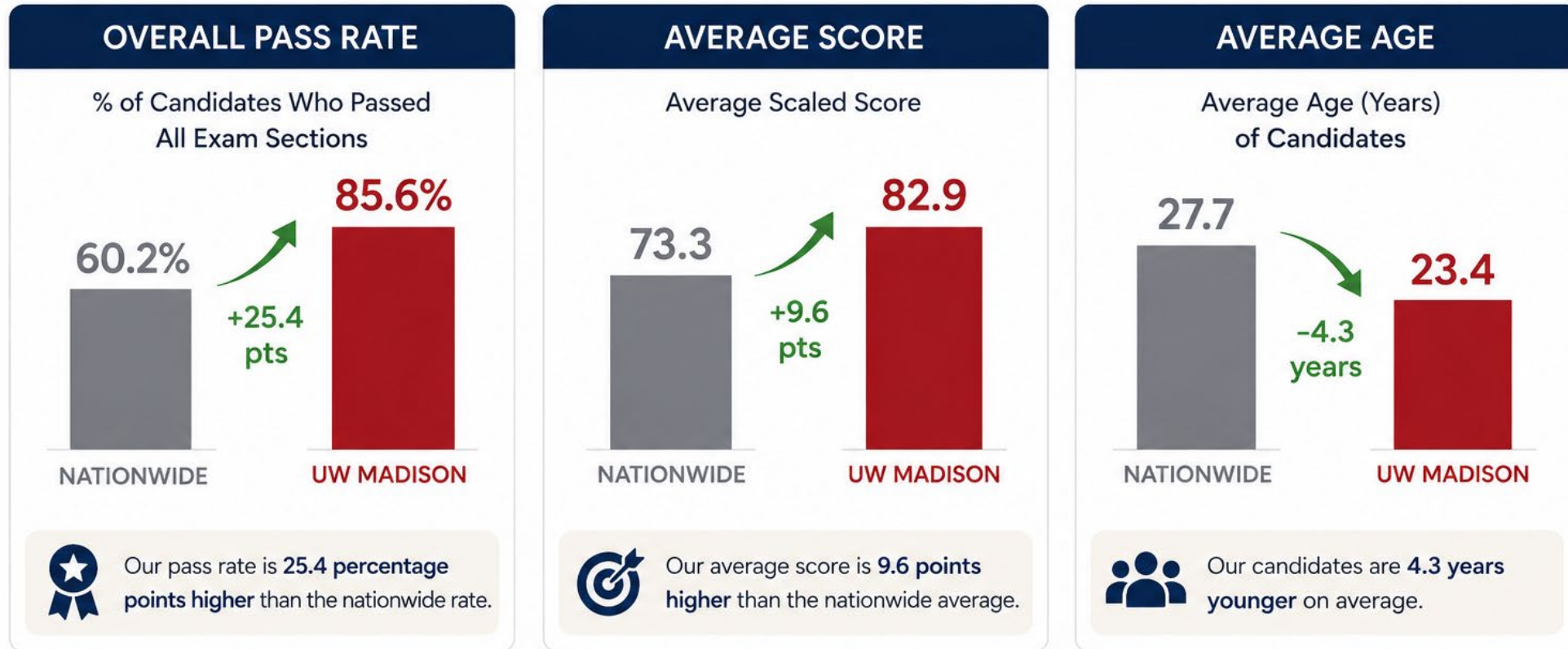


Growth in Accounting Fundamentals Certificate from fall 2024 to fall 2026

12: Inaugural enrollment in MS in Financial Management and Accounting graduate degree



CPA Exam Results for First Time Test Takers



UW Madison candidates **outperform** the nationwide average and achieve results at a younger age.

- ✓ Higher pass rate (+25.4 pts)
- ✓ Higher average score (+9.6 pts)
- ✓ Younger on average (-4.3 years)

Results reflect the most recent calendar year of available data.

Student and Program Updates: Recruiting Trends

- Anecdotal evidence indicates that both internship hiring and conversion to full-time offers are down
- Big 4 are pushing back internship hiring timelines and considering new pathways into their firms
 - PwC is lowering the number of internships to make space for full-time hiring for non-interns
 - EY is creating a new 'EY Career Residency' that takes place over eight to twelve months while students remain engaged in their academic studies
- Significant push for winter interns
- Currently – firms don't care if students are pursuing a graduate degree, they only care about CPA eligibility

WHY the MSABA?

Student Readiness for Profession	Timing of Graduate Studies	CPA Exam Pass Rate
As use of technology in the audit and tax practices increase, the role of first year staff will continue to elevate. The MSABA program better prepares students for the start of their career in terms of technical skills, but also in judgement, analysis, critical thinking and professionalism.	Earning a graduate degree now could open doors to a broader set of future opportunities and higher compensation without having to leave the workforce to pursue a degree later when such a change would be more disruptive	Student performance will likely benefit from being exposed to additional material covered on the exam. Students pursuing the MSABA program will have an additional year to complete the CPA exam prior to starting their fulltime professional role. We anticipate lower pass rates for students who must take the exam while they are working.

Benefits of MSABA Degree

- Graduate coursework that incorporates AI, technology, and advanced technical topics
 - Undergraduate degree only covers foundational topics to meet education requirements to qualify for CPA exam
 - Expanded topical coverage on the exam, including the new discipline exams, is often left out of undergraduate curriculum due to time constraints with 120-credit degree
 - MSABA curriculum, provides both breadth and depth into technical topics and incorporates latest uses of AI and technology expected of new professionals
- Firms are expecting higher-order skills for new professionals
 - Graduate coursework emphasizes group work, critical thinking and analysis, judgement, and communication
 - Presentation skills are emphasized in many graduate classes and enhanced greatly by a TA experience
 - Several firms are emphasizing the need for growth in these professional skills and some are rewarding employees who demonstrate strong professionalism



Benefits of MSABA Degree

- Advantage in a competitive job market
 - Graduate degree will offer a competitive advantage over undergraduate degree in tight job market
 - New professionals are competing with generations of CPA's, many of whom have a graduate degree
- Extra time!
 - Most firms offer competitive bonuses for employees who have passed all four parts of CPA exam by end of their first year
 - An additional year of growth and maturity to prepare for entrance into the workforce
 - Another year of FUN before a lifetime of work

MSABA Program: Financial Support

We have increased average scholarships awarded to MSABA students to enhance funding for students pursuing MSABA degree. We are committed to maintaining this level of funding for next five years to help maintain MSSABA enrollments.

The MSABA program is 30 credits at \$900 per credit, or \$27,000

All admitted MSABA students will receive financial support to cover, at minimum, one semester of tuition either in the form of a scholarship or teaching position.

Students who qualify for financial support through one of UW-Madison's Promise Programs will automatically qualify for full tuition waiver in the MSABA program through a TA position and/or scholarships.

Students awarded teaching positions (about 55) receive tuition waivers and stipends of \$10,000 - \$15,000 during their teaching semester; some teach both semesters

