

# MOVE PROJECT

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## *The Elusive ROI: 2014 Accounting MOVE Project to Define Key Measurements for Advancing Women in Accounting*

### **Fifth Year of Project to Track Returns on Influence, Initiatives and Internships**

**Chicago, Oct. 4 --**

Money, effort, time and attention to advancing women: accounting firms are making the investment, as are women at all levels.

And what, exactly, are they getting for it?

The typical yardstick for measuring return is retention. But the Accounting MOVE Project partners believe the ROI is so important that the profession needs better ways of evaluating what it's getting out of what it's putting in to keep women.

That is why the theme for the fifth-annual Accounting MOVE Project is "ROI on Advancing Women: Return on Influence, Initiatives and Internships."

“These three types of return examine three critical investments: what firms get back for women’s initiatives and internships, and what women get for cultivating influence – one of the most dynamic and powerful factors in business success,” says Joanne Cleaver, president of Wilson-Taylor Associates, Inc., the firm that designed and manages the Accounting MOVE Project, an annual research effort that measures and supports the advancement of women in the profession.

“The Accounting MOVE Project has proven to be a valuable and instrumental resource to the public accounting industry. The key drivers of engagement, retention and advancement of women continue to evolve and it’s important to stay ahead of the curve. As founding sponsor, we’re excited to see the study expand its reach to more and more firms since its launch in 2010,” said Jennifer Wyne, director of human resources for Moss Adams LLP.

“While nearly 60 percent of masters in accounting graduates are women, women are underrepresented in principal and executive leadership roles,” said Rosalie Mandel, Founder and Principal-in-Charge of Rothstein Kass’ Leadership, Inspiration, Family & Empowerment (LIFE) Program. “That’s why programs like the Accounting MOVE Project and our firm’s LIFE initiative are so critical. They not only provide women with valuable tools and work/life resources to professionally flourish, but they raise awareness of the larger retention issue. We couldn’t be happier to be this project’s national sponsor for the past three years.”

A summary of the 2014 Accounting MOVE Project will be published in the May issue of *Public Accounting Report*, with the full report available through the Accounting & Financial Women’s Alliance, American Woman’s Society of Certified Public Accountants and Wilson-Taylor Associates, Inc., websites. With additional data provided by *Public Accounting Report’s* own research about internships, the MOVE report will build out insights that firms can use to retain young women they recruit as they enter the profession.

"*Public Accounting Report's* Annual Professors Survey consistently shows that internships are, by far, the No. 1 influencer when students must decide between multiple job offers. *PAR's* 2013 Professors Survey, released in August, indicates that the more creative firms can become with internships, the greater influence they have on students' decisions when it comes to accepting job offers," said editor Julie Lindy. "Traditional internships continue to be hugely successful, but nontraditional internships, such as highly paid internships; mini-internships for lower classmen; and flexible internships that help students manage academic commitments, financial issues, family and social life, and other obligations, are increasingly gaining momentum and becoming innovative differentiators in successful recruiting techniques."

The 2014 Accounting MOVE Project report converts the business case for advancing women into business results. Now entering its fifth cycle, the MOVE Project is the only annual measurement of the status of women and of best practices to recruit, retain and advance women in public accounting. Without enough women in the leadership pipeline, firms forfeit growth; partners limit their options for exit and retirement; and profits erode due to the costs of constantly hiring to replace mid-career women who have left.

“Initiatives,’ ‘Influences,’ and ‘Internships’ reflect many of the Accounting & Financial Women’s Alliance’s priorities, including developing initiatives at firms to help retain women

and give women opportunities to move beyond perceived barriers, putting women in a position of influence early in their careers, and providing increased opportunities and resources for students so they can start their careers in the best position possible to advance,” said Lee K. Lowery, CAE, executive director, Accounting & Financial Women’s Alliance. “The Accounting & Financial Women’s Alliance is excited about the 2014 MOVE Report and the impact the report will have on women at all levels of the profession.”

### **About the Accounting MOVE Project**

The Accounting MOVE Project is based on the MOVE methodology, developed by research partner Wilson-Taylor Associates, Inc., which investigates the factors proven to be essential to women’s career success:

**M** – Money: fair pay practices;

**O** – Opportunity: advancement and leadership development;

**V** – Vital supports: work-life programs that remove barriers; and

**E** – Entrepreneurship: operating experience for managing or business ownership

Founding Sponsor Moss Adams LLP and National Sponsor Rothstein Kass, P.C. support the Accounting MOVE Project.

### ***About the Accounting/MOVE Project Partners***

**MOSS ADAMS** LLP

Certified Public Accountants | Business Consultants

serving public, private, and not-for-profit enterprises across the nation and in a wide range of industries.

- Moss Adams LLP is a national leader in assurance, tax, consulting, risk management, transaction, and wealth services.
- Moss Adams Wealth Advisors LLC provides investment management, personal financial planning, and insurance strategies to help clients build and preserve their wealth.
- Moss Adams Capital LLC offers investment banking and strategic advisory services, helping clients create greater value in their business.

**Rothstein Kass**

Rothstein Kass is a premier international professional services firm that has served privately held and publicly traded companies, as well as high-net-worth individuals and families, for over 50 years. Beyond audit and tax services, the firm provides a full array of integrated advisory services, including strategic business counseling, regulatory compliance and SEC services, insurance and risk management consulting, and family office services.



## Accounting & Financial Women's Alliance

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The Accounting & Financial Women's Alliance (formerly American Society of Women Accountants) promotes the professional growth of women in accounting and finance. Members of the association benefit from opportunities to connect with colleagues, advance their careers, and become industry leaders. For 75 years, the organization has proudly upheld its mission to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. Visit [www.afwa.org](http://www.afwa.org) for more information.



AWSCPA is a national organization founded in 1933 dedicated to serving all women CPAs. The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education. As the only resource exclusively for women CPAs and those aspiring to become certified, the Society provides information as well as scholarships to those in the profession. The Society is a leader in addressing concerns such as gender equity, the glass ceiling, and work and family issues. AWSCPA members work in all segments of the accounting and financial profession, from individual practitioners to professionals in industry, academia, and government, as well as partners in all of the largest firms. Visit the AWSCPA Web site at [www.awscpa.org](http://www.awscpa.org) or call the Society's office at (800) AWSCPA1 (297-2721).



Wilson-Taylor Associates Inc.  
Tools for advancing women in business

Strategic communication firm Wilson-Taylor Associates, Inc., has been designing and managing national research projects that measure the progress of women in the workplace since 1998. Its methodology pivots on factors proven to remove barriers so that women can fully participate in driving business results. Led by veteran business journalist Joanne Cleaver, its current and past clients include Women in Cable Telecommunications, the Women's Transportation Seminar, the Alliance for Workplace Excellence, SitterCity, Ebyline.com, and many others. Please see Wilson-Taylor's portfolio of work at [www.wilson-taylorassoc.com](http://www.wilson-taylorassoc.com).

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