

PARTNERSHIP PROGRAM

2026-2027



	Diamond Full Access \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Student Scholarships recognized at the Annual Honors Banquet	(2) \$1,000 Scholarships	\$1,500 Scholarship	\$1,000 Scholarship	\$1,000 Scholarship
Hold and Promote Events to Students on Campus	✓			
CPE Forum Event Registration	1 Registration			
Lessons in Leadership Attendance	✓			
Accounting Achievers' Banquet Sponsorship	✓			
Accounting Achievers' Banquet Attendance	✓	✓		
Carr, Riggs, and Ingram Career Course Access	✓	✓		
Premium Placement to both Fall and Spring Fairs	✓	✓		
MAcc Networking Luncheon	✓	✓	✓	
SOA On-Campus Workshop Days	✓	✓	✓	
Partnership Roundtable Meeting Access	✓	✓	✓	
Ad Space in the KSU SOA Employers Profile Book	Full Page	Full Page	Quarter Page	Quarter Page
Registration to Fall SOA Career Fair	✓	✓	✓	✓
Registration to Spring Meet the Firms Career Fair	✓	✓	✓	✓
Receive MAcc Resume Book	✓	✓	✓	✓
Practitioner Program Access	✓	✓	✓	✓
Recognition on the School of Accountancy Web Pages and Printed Literature	✓	✓	✓	✓
Student Survey Data	✓	✓	✓	✓
Bi-weekly Student Newsletter Access	✓	✓	✓	✓
Maximum Employers Per Level	6	6	8	30

SOA Recruitment Engagements

FALL SEMESTER

MAcc Networking Luncheon

August/September 2026 - The MAcc Networking Luncheon, held in August, is designed to connect MAcc students with industry professionals. This event consists of lunch, a networking activity, and a brief panel. The panel topic differs yearly; examples of past topics include AI Implementation in Accounting and the Accounting Pipeline Problem.

SOA Fall Accounting Career Fair

September 2026 - This event is open to all accounting, accounting interest, Master of Accounting, and Master of Business Administration in Accounting students. This event will only be open to SOA partners. This event is meant to be used as a recruitment event for brand recognition, internships, and full-time employment. The top-level partners will gain premium placement at the fair.

Honors Banquet

October 2026 - Partners from the 2025-2026 Partnership Program are invited to celebrate and meet their awardees. This event celebrates the recipients of each merit-based scholarship awarded to deserving accounting students. As Partners, benefits include networking, meeting winners, and donor recognition. Scholarship dollars given in a calendar year apply to students for the following academic year. For the 2026-2027 Partners, this invite will be extended in October 2027.

CPE Forum

October 2026 - Kennesaw State University's School of Accountancy and the North Atlanta Chapter of the Georgia Society of CPAs co-sponsors the annual CPE Forum. This daylong event features presentations from KSU faculty on relevant topics that qualify for 8 hours of CPE credit.

SPRING SEMESTER

Meet the Firms

February 2027 - Accounting Spring Career Fair. This event is open to all accounting, accounting interest, Master of Accounting, and Master of Business Administration in Accounting students. This event is meant to be used as a Spring recruitment event to solicit brand recognition, summer leadership programs, internships, and full-time employment.

Accounting Achievers' Banquet Sponsorship

April 2027 - This event is designed to familiarize students with the accounting profession to support both major exploration and student retention. It will engage high-achieving undecided students from the first two Principles courses, as well as high-

performing accounting students enrolled in Intermediate Financial Accounting I and Concepts in Federal Taxation. Diamond Partners will be recognized as event sponsors, receive brand-visibility opportunities, may provide collateral for student attendees, and may send multiple representatives. Gold Partners will receive an invitation for one representative to attend.

FALL AND SPRING

Hold and Promote Events to the Students

Only Diamond Partners have access to reserving space on campus. This benefit also includes full access to the student mailing list for off-campus events. The list of students will not be provided to the company but will have the ability to use SOA's system to communicate company personalized messages.

Carr, Riggs, and Ingram Career Course Access

Finding ways to connect with students can be hard but virtual panels and presentations are a great way to do this. In collaboration with our Carr, Riggs, and Ingram BUSA courses that are required for all accounting majors, these events will help employers gain exposure to a massive set of students.

SOA On-Campus Workshop Days

SOA will offer periodic space in the suite for employers to meet with students on topics as a drop-in modality. Topics may include resume review, proper use of AI, building a personal brand, LinkedIn best practices, etc.

Partnership Roundtable

The Partnership Roundtable is a collaboration between the School of Accountancy and the Corporate Partners. The purpose of the Roundtable is to connect with our Partners on a regular basis and to allow employers to share information and best practices.

Practitioner Program

The Practitioner Program gives professionals the opportunity to co-teach or present on a topic in courses within the SOA schedule. Each semester a selection of course offerings and topics will be shared that the SOA faculty have chosen to solicit expertise on.

Bi-weekly Student Newsletter Access

SOA communicates to the student body on a bi-weekly basis through a Student Newsletter. Partners have access to this newsletter to highlight job openings, company-wide activities, or additional announcements. This newsletter has an average of 40+% open rates and contains 1,100 undergraduates, MAcc students, and SOA Faculty and Staff.