



## Understanding the Role of Today's CPAs

Today's CPAs aren't backroom, boring, number-crunchers who pop up during tax or audit season. They're strategic partners, helping to tackle dynamic challenges and shape informed decisions. CPAs see the big picture and help make sense of what comes next.

You'll find CPAs in every corner of the business world—from advising small, family-owned companies to guiding Fortune 500 giants. They hold C-suite roles in businesses and nonprofits, uncover financial wrongdoing, and keep markets trustworthy by providing reliable data. They're also at the forefront of innovation, leveraging new technologies and leading the way in areas like sustainability reporting, AI, and cybersecurity.

Modern CPAs are the trusted advisors, valued employees, and essential experts who drive economic growth and build trust in our financial systems. They protect the public interest and help create a stronger, more secure future for everyone.

### A Trusted Partner From Insight, To Impact



Auditing &  
Assurance



Tax Planning &  
Preparation



Management &  
Business Consulting



Financial Planning  
Services



Executive  
Leadership Roles



Forensic  
Accounting

**Certified:** In California, CPAs are licensed by the California Board of Accountancy after showing proficiency by meeting comprehensive educational requirements, passing a rigorous professional examination, demonstrating ethical competency, and completing practical experience.

**Public:** Protection of the public interest is the cornerstone of the CPA profession. For any given client service, a CPA must keep up to date and apply multiple complex accounting standards by industry and adhere to a code of professional conduct, ethical standards of practice and applicable statutes and rules.

**Accountant:** CPAs have the knowledge, expertise and perspective to make sense of the complex challenges facing their clients and provide objective information for practical solutions. CPAs provide the tools, resources and reassurance that allow businesses, non-profits, families, and governments to focus on what do what they do best—with peace of mind that their finances are in good hands.

## A Profession that is Evolving



The CPA profession today looks different - their faces are more diverse, their work is more dynamic, and their services are more impactful and growing in demand.



Through various programs and partnerships, CalCPA is working to support this evolving profession to meet the needs of aspiring CPAs, capital markets, and the public. We are working to inspire diverse and talented individuals to become CPAs and empower them to thrive within the profession.



We've launched a campaign to spotlight the modern CPA—so everyone sees them for who they are— **trusted, strategic partners who are invaluable to people, organizations, and businesses.**



We're also paving the way for national efforts to modernize the process of entering the profession. In partnership with regulators, we created a blueprint to modernize the CPA licensure framework in a way that offers more inclusive, flexible pathways that align with today's realities and market demands.

We're supporting CPA leaders who embrace new ideas, challenge outdated models, and find new ways to empower personal and professional growth and create an engaging professional experience that would be at the top of any aspiring professional's list.

## About CalCPA

CalCPA members are a diverse and dynamic group of nearly 40,000 professionals representing public accounting, business & industry, education, government, and more. They are innovative, strategic, and always ready to embrace and lead change. Together, CalCPA members increase the value and promote the integrity of the CPA profession, and strengthen client, employer, public, and government trust.



To learn more,  
visit [CalCPA.org](https://CalCPA.org)