

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&A

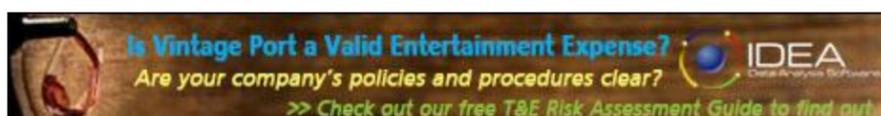


Thursday

Technology



Friday



VOICE OF THE EDITOR

College Leaders Concerned about Declining Enrollment

For its recently released *Higher Education Outlook Survey* report, KPMG surveyed 103 higher education leaders from both public and private institutions. Not surprising, when asked to identify the major factors impacting lower enrollment at their schools, the top response was the inability of parents and/or students to pay tuition. Meanwhile, a recent study by the FINRA Investor Education Foundation found that young Americans **lack the financial literacy** they need to make smart economic decisions. And another survey of college students from 312 universities revealed who students believe to be the **top one hundred employers** in the recruitment market.

**Gail Perry, CPA**

Publisher/Editor-in-Chief,
AccountingWEB

editor@accountingweb.com



EDUCATION HEADLINES

→ KPMG Survey: Higher Education Leaders Worried about Enrollments

The percentage of higher education leaders who are "very concerned" about their ability to maintain current enrollment levels is on the rise, according to the second annual *Higher Education Outlook Survey*.



→ Young Americans: OSCP's New Video Series to Boost Financial Literacy

America's young adults face some of the most difficult financial challenges today – staggering student loan and credit card debt, a tough job market, and an uncertain economic future.



→ College Student Survey: America's Ideal Employers

The results of Universum's *American Student Survey* reveal how students perceive organizations as employers in the United States.



THIS WEEK ON ACCOUNTINGWEB

→ **Brian Swanson of Flashpoint Marketing** has some great tips for getting started in the world of mobile marketing.

→ **Jim Boomer and Sandra Wiley of Boomer Consulting** discuss the top ten technology trends accounting firm leaders should consider.

→ **NJSCPA Director of Communications and Marketing Don Meyer** explains the society's new weekly social media YouTube presentations.

ADVERT



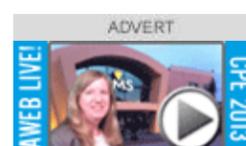
Sleeter Group Accounting Solutions Conference

Don't miss the 10th Annual Sleeter Group Accounting Solutions Conference

– the Premier Conference about QuickBooks and all of today's leading accounting technologies. Held November 3-6, 2013 at Caesars Palace Las Vegas. Learn the latest best practices, tips and tricks in QuickBooks, Xero and more. Use promo code SLEETER for \$50 off. REGISTER TODAY at www.sleeterconference.com.

SPONSORED LINKS

- Are your company's policies and procedures clear?
- Don't miss the 10th Annual Sleeter Group Accounting Solutions Conference
- Will you be attending AccountingWEB Live! this year?



Watch the AccountingWEB Live! video trailer

Learn about the groundbreaking virtual conference that gives you the experience of attending a major national conference without having to travel or leave your office.

PARTNERS



You are subscribed as ##RECIPIENTADDRESS##.

[Unsubscribe from Education news](#)

Copyright © 2013, Sift Media US, Inc. All rights reserved.

AccountingWEB
9449 Priority Way W Drive
Suite 150
Indianapolis, IN 46240

The Sift Media Portfolio includes:

AccountingWEB.com | GoingConcern.com