



2021 Accounting Project MOVE Fee Structure

The Only Annual Source for Comprehensive Diversity Benchmarks for CPA Firms

The Accounting MOVE Project survey supports both the Accounting MOVE Project, which focuses on women, and the Accounting Diversity & Inclusion Report, which focuses on all aspects of diversity

Complete diversity benchmarks from one survey

MOVE Project Component	2021 only	2022 & going forward
<i>MOVE Project survey demographics</i>	2 demographic categories only: total employees; & partners & principals; complete M,O,V,E qualitative	Full complement of employee demographics; complete M,O,V,E qualitative
<i>MOVE survey submission deadline</i>	July 19, 2021	May
<i>MOVE Project report released</i>	October 18, at the opening of the AFWA annual conference	In October at the AFWA annual conference
<i>Mini-summit for HR & talent leaders</i>	June 23, hosted by CPAacademy	TBD
<i>Mini-survey in advance of mini-summit</i>	Responses due by April 30	No advance mini-survey
<i>Firm administrative fee – includes confidential firm snapshot</i>	<300 employees \$300	\$700
	301 – 599 employees \$400	\$900

	>600 employees \$650	\$1,400
Scorecard upgrade	Not available	Available for additional fee
Best CPA Firms for Women list & Best CPA Firms for Equity Leadership list, presented by the AFWA based on MOVE Project research	2020 list status automatically renewed for 2021, for firms participating in the 2021 Accounting MOVE Project; new firms may qualify for addition to the list	List qualifications revert to historical norm: firms must earn a spot based on current year status of women & women of color plus proof of ongoing commitment & results to advance all women

Key Milestones

- The 2021 Accounting MOVE Project survey is open now. Register by June 30.
- Complete the survey by July 19, 2021.

Results released October 18 at the annual conference of the [AFWA](#).

Best CPA Firms for Women & Best CPA Firms for Equity Leadership released October 18.

How does MOVE work?

The MOVE methodology has been used since 1998, when Joanne Cleaver developed it to support *Working Woman* magazine’s first “Top 25 Companies for Executive Women” list.

MOVE translates the business case for advancing women and diverse employees to business results.

MOVE measures both demographic data and workplace culture to understand what works now, in today’s economy, to advance women and diverse staff. Our research supports:

- Advocacy for women, minorities and self-identified employee identities, such as veterans and working parents
- In-depth reports, released directly and through publishing partners
- Newsletters, presentations and community events where women and

employers can share insights

- Confidential firm snapshots or scorecards that challenge participating employers to do more of what already works to advance women and diverse staff, and to address practices and culture that hold women and diverse staff back. For 2021 only, with limited demographics, firms will receive snapshots. Resuming with 2022, firms may purchase full scorecards for an additional fee.
- The annual “Best CPA Firms for Women” and “Best CPA Firms for Equity Leadership” lists, released by the AFWA based on MOVE Project research

How is the Accounting MOVE Project different and better? *The MOVE survey collects both quantitative and qualitative data and shows how advancing women drives business results.*

Quantitative Data based on Employer Demographics:

- How many women/men and women/men of color are employed at your workplace?
- How many women/men and women of color/men of color hold key positions, from entry level to partners? This includes operating positions that provide experience essential for promotion to the C-level.
- Where appropriate, women in technology (IT, STEM, digital media, etc.)

Qualitative Data based on the MOVE factors:

M – Money: Pay equity programs, analysis and measurement. MOVE is not a salary survey, but does examine how employers hold managers accountable for pay equity, and how employers address equity gaps.

O – Opportunity: Leadership, management and technical training and development, especially operating positions that involve profit and loss responsibility – key for rising to top leadership.

V – Vital supports for work/life: Flexible work practices are only effective when they drive business results. MOVE examines not just the existence of programs such as telecommuting, wellness and dependent care benefits, but also how they directly support productivity and business results.

E – Entrepreneurship: Hands-on business development and supplier diversity demonstrate a company's investment in the business-building skills of its women employees and women-owned businesses.

Is there an employee response component to the MOVE Project?

MOVE does not request that employees complete a survey. To gain insight into your firm's culture, MOVE researchers instead request interviews with key sources within your company. We start with the human resources director, then a cross-section of staff that might include partners, women who have taken advantage of your firm's programs, women who have joined your career firm midcareer and women who have spent most of their careers with your firm.

How are these factors weighted when scoring candidates for the Accounting MOVE Project Best CPA Firms for Women list and Best CPA Firms for Equity Leadership list, both sponsored by the Accounting & Financial Women's Alliance?

To place on the Best CPA Firms for Women list, a firm must have *BOTH* a proportionate number of women at most or all levels of management *AND* proven success with the MOVE factors. A firm cannot win by having a rich array of programs but few women in leadership.

To place on the Best CPA Firms for Equity Leadership list, a firm with at least 50 staff must have at least 31% women partners and principals. Why 31%? Two reasons: that is about 50% more than the MOVE average for women at the partner and principal level, and, there is copious evidence that 31% representation in a group is the tipping point at which women are heard on their own merits, not as tokens of their gender.

We believe that if an employer's MOVE factors are effective, it will have a healthy and growing proportion of women in its leadership pipeline. With two lists, we

recognize both firms whose cultures produce high proportions of women in leadership, regardless of size, resources or programs; and we recognize firms with structured, successful approaches to advancing women.

Do you score only on the submitted, self-reported MOVE survey?

For each firm, we interview human resources executives and firm leaders, and, often, women at various stages in their careers, basing our questions on the survey and recent news and industry trends. This is the only way to understand workplace culture and the effectiveness of that employer's MOVE factors. We also examine the corporate website, documents from the Securities and Exchange Commission and other sources for publicly held companies. The interview helps us to find context for the report, and produce relevant company snapshots and scorecards.

For more information about the Accounting MOVE Project and see prior years' results, please visit the [Accounting MOVE Project](#) web page.

Can we get more details about what is in the Scorecard?

Yes! Please contact project manager Joanne Cleaver for a sample scorecard.

For more information and for a sample scorecard, please contact Joanne Cleaver, MOVE Project manager and President, Wilson-Taylor Associates, Inc. jycleaver@wilson-taylorassoc.com, 980.224.8781.