



2022 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 MOVE Accounting Diversity & Inclusion Report, which focuses on all aspects of diversity

	Firms < 300 employees	Firms with 301 – 600 employees	Firms > 600 employees
Participation Fee What you get: A <i>Snapshot*</i> with confidential top-line gender benchmarks and recommendations.	\$700	\$900	\$1,400
<i>In Depth Scorecard*</i> What you get: Gain insight, case studies, and recommendations with the comprehensive, confidential Scorecard customized for a firm and its goals. <i>Only the Scorecard includes comprehensive diversity benchmarks and analysis for gender, ethnic diversity and additional diverse identities and affiliations.</i>	\$2,500	\$4,300	\$5,300

Key 2022 Milestones

- **May 25:** Attend the MOVE Project mini-summit, *Allies in Action: How Ally-centric Strategies Convert Inclusion Ideals to Firm*, hosted by CPA Academy. Register [here](#).
- **June 1:** Register for the Accounting MOVE Project by June 1 [here](#). Start your firm's survey and arrange phone interviews with experienced MOVE Project reporters.
- **July 29:** Complete and submit the MOVE Project survey and complete interviews by July 29.
- **October 25 – 28:** Attend the AFWA annual conference, where the Accounting MOVE Project reports are formally released and the Best CPA Firms for Women and Best CPA Firms for Equity Leadership lists are celebrated. Register for the conference [here](#).

Should My Firm Get a Snapshot or a Scorecard?

That's a good question that we address in [Snapshot or Scorecard](#), which details the difference between these two levels of feedback and benchmarking.

Either way, when your firm joins the Accounting MOVE Project, you gain insights and data that help you recruit, develop, retain and advance the talent you need. Join the Accounting MOVE Project [here](#).

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
- Presentations and events where women and employers can share insights
- Confidential [Snapshots and 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
- The annual “Best CPA Firms for Women” and “Best CPA Firms for Equity Leadership” lists, released each October by the Accounting and Financial Women's Alliance

The MOVE survey collects both quantitative and qualitative data.

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 an 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 1%? 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 to 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 to request a sample scorecard, please contact Joanne Cleaver, MOVE Project manager and President, Wilson-Taylor Associates, Inc. jycleaver@wilson-taylorassoc.com, or 980.224.8781.