



2018 Accounting Project MOVE Fee Structure

New in 2018! Expanded Diversity & Inclusion Benchmarks!

The Accounting MOVE Project survey supports both the Accounting MOVE Project, which focuses on women in the accounting profession (published in June) and the Accounting Diversity & Inclusion Report Sponsored by Xero (published in December).

*Your firm can now receive more
benchmarks and data from the same MOVE survey*

	Firms < 300 employees	Firms with 301 – 600 employees	Firms > 600 employees
Participation fee (<i>includes Snapshot* with confidential top-line gender benchmarks and recommendations</i>)	\$500	\$800	\$1,100
<i>Enhanced Scorecard*</i> Gain more insight and recommendations by adding the comprehensive, confidential Scorecard customized for <i>your</i> firm. <i>Only the Scorecard includes comprehensive charts and analysis benchmarking your firm on ethnic diversity and related initiatives.</i>	Additional Fee \$1,700	Additional Fee \$3,300	Additional Fee \$5,000

***Should My Firm Get A Snapshot or a Scorecard?**

That's a good question that we address in [*Snapshot or Scorecard?*](#), which spells it out.

When your firm joins the Accounting MOVE Project, you will gain insights and data that help you recruit, develop, retain and advance the talent you need. Join the Accounting MOVE Project here: <http://wta-moveproject.com/MoveAccounting2018.html>

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 affiliations
- In-depth reports, released directly and through publishing partners
- Newsletters, presentations and community events where women and employers can share insights
- Confidential Scorecards to participating employers that challenge them 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 June 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 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 Association](#)?

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 33% women partners and principals. Why 33%? 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 33% 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?

We interview every employer, 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 Scorecard table of contents.

For more information and for a sample snapshot or scorecard, please contact Joanne Cleaver, MOVE Project manager and President, Wilson-Taylor Associates, Inc. jycleaver@wilson-taylorassoc.com, 231.299.1275