

# CHOOSING RECOMMENDERS WHO CAN SING YOUR PRAISES.

As part of the application process, you'll need to assign two people who can evaluate your candidacy for our program. This isn't as scary as it might sound. Your recommenders will simply complete a short survey online, answering some questions about your skills, your knowledge, and your potential for excellence as a UNC Master of Accounting student.



## Knowledge > Power.

When we review your application, we're trying to determine how well you'll fit into our program — with the curriculum, with the faculty, and with your classmates. Therefore, we'd rather hear from your immediate manager, who likely knows you and can comment directly on your strengths (and your weaknesses), than from the CEO of your organization who met you once at the company BBQ.

## Superiors > Peers.

In the workplace or at an organization where you volunteered, your superiors tend to better understand and recognize your true talents. While it's certainly acceptable to nominate your peers, the best judgment of your potential is likely to come from someone who's watched you grow and mature. While your peers might call you "a great friend" or "someone you can count on", your superiors can reflect on specific skills, professional maturity, and your "remarkable motivation to succeed".

## Detailed > Short.

We keep the recommendation survey concise to be efficient for your recommender. But, we also provide an opportunity for your recommender to expound on your abilities within free text. To stand out, encourage your recommenders to use this blank canvas to further explain your many talents with specific examples.

## Professional > Personal.

Your colleagues and your professors tend to make better recommenders than your friends and family members. More than anything, we want to hear from people who can comment on your educational experience and your work ethic. While your CPA uncle might know you and the profession, he's likely less objective; try your best to stick with those who can assess your intellectual horsepower and your business savvy.

**We're here to help.** Our admissions and career specialists can answer any questions you have about choosing your recommenders, other parts of the application, or the UNC Master of Accounting Program. Simply contact us at [mac\\_info@unc.edu](mailto:mac_info@unc.edu) or 919-962-3209.

**START your application**