

Jennifer S. Reynolds, CPA
Assistant Professor of Practice of Accounting

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EDUCATION:

M.S., The University of Texas at Arlington (Taxation) 2003
B.B.A., *summa cum laude*, The University of Texas at Arlington (Accounting) 2003

TEACHING EXPERIENCE:

The University of Texas at Tyler

Lecturer of Accounting 2014 - present
Acct 3325 – Individual Income Tax (*face to face and hybrid*)
Acct 2301 – Principles of Financial Accounting (*face to face and online*)
Acct 3300 – Accounting for Small Business and Entrepreneurs (*face to face and online*)
Acct 3311 – Intermediate Accounting I (*face to face*)
Acct 3326 – Entity Income Taxation (*face to face and online*)
Acct 5310 – Research Problems in Federal Income Tax (*online*)

Tyler Junior College

Adjunct 2008 - 2011
Acct 1329 – Payroll and Business Tax Accounting (*face to face*)
Acct 1303 – Intro to Accounting I (*face to face*)
Acct 1304 – Intro to Accounting II (*face to face*)
Acct 2301 – Principles of Financial Accounting (*face to face*)

PROFESSIONAL EXPERIENCE:

2014-Present, Assistant Professor of Practice, The University of Texas at Tyler
2007-2020, Tax Accountant, Bryant and Welborn, L.L.P. (during “tax season”)
2004- Present, Owner, RRJR, LLC (residential real estate company)
2013-2014 CFO/VP of Finance, United Way of Smith County
2005-2008 Owner, Punkin Patch
2005-2006 Controller, Super Value Pharmacy
2003-2005 Tax Accountant, Rylander, Clay & Optiz, L.L.P.
2001-2002 Project Coordinator, GAB Robins, NA
1993-2001 Assistant General Manager, Outback Steakhouse

SERVICE TO THE UNIVERSITY:

Faculty Advisor for Minorities in Business	2024 - present
Transfer Student Learning Cohort (with CETL and TVCC)	2024 - present
Student Engagement Advisory Committee (UT Tyler)	2024 – present
Alumni Awards Committee (Soules College of Business)	2022 – present
FABLEfest Committee (Department of Accounting, Finance and Blaw)	2023 - present
Patriot Student Mentor	2020 – present
Faculty Staff Awards Committee (chair)	2023 – 2024
Expert Speaker for ETEC Seminars	2022 - 2024
Undergraduate Curriculum and Assessment Committee	2019 – 2022
Assurance of Learning Subcommittee	2021 – 2022
CPA Evolution Curriculum Committee	2021 - 2022
Faculty Adviser for Beta Alpha Psi – The University of Texas at Tyler	2015 - 2022
Assistant Professor of Accounting Search Committee	2021
Lecturer of Accounting Search Committee	2020
Moderator for Ethics Bowl	2021
Moderator for Career Success Conference	2019
Moderator for Patriot Preview Day	2019
Soules College of Business Dean Search Committee	2018 - 2019
CBT Awards and Scholarship Committee	2017 - 2019
Moderator for College Showcase Day	2018
Digital Toolkit Creation for Acct 2301 course	2018
Moderator for College Showcase Day	2017
Admissions/Recruitment/Retention Committee	2016
Create video for accounting topic review for students taking the CBCE exam	2016
Reviewer for written communication assessment for Assurance of Learning	2016
Reviewer for written communication assessment for Assurance of Learning	2015

INVITED PRESENTATIONS:

Reynolds, J. (October 2024). *AI in the Classroom*. Accounting Educators Research Forum (AERF). Virtual.

Reynolds, J. (May 2024). *Updates to Energy Related Credits and Deductions under the Inflation Reduction Act of 2022*. Texas Society of Certified Public Accountants (TXCPA) Energy Conference. Virtual.

Reynolds, J. (December 2023). *Tax Implications of the IRA of 2022*. Texas Society of Certified Public Accountants (TXCPA) CPE Expo Conference, San Antonio, TX.

Reynolds, J. (December 2023). *Tax Implications of the IRA of 2022*. Texas Society of Certified Public Accountants (TXCPA) CPE Expo Conference, Dallas, TX.

Reynolds, J. (December 2023). *Tax Implications of the IRA of 2022*. Texas Society of Certified Public Accountants (TXCPA) CPE Expo Conference, Houston, TX.

Reynolds, J. (October 2023). *Teaching Best Practices*, TXCPA Accounting Education Conference, San Antonio, TX.

Reynolds, J. (March 2023). *Teaching Excellence in the Soules College of Business*, UT Tyler Faculty.

Reynolds, J. (June 2022). *Tax Implications of Real Estate Investments*. Longview Rotary Club for the East Texas Entrepreneurship Center at UT Tyler. Longview, TX.

Reynolds, J. (March 2022). *Tax Implications of Real Estate Investments*. Soules College of Business Students, UT Tyler. Tyler, TX.

Reynolds, J. (October 2021). *Increasing Engagement in a Post-Pandemic World – How Covid Helped Me Up my Game!* TXCPA Accounting Education Conference. Virtual.

Reynolds, J. (April 2021). *Increasing Engagement in a Post-Pandemic World – How Covid Helped Me Up my Game!* Accounting Education and Research Forum. Virtual.

Reynolds, J. *§199A – or as I like to call it – JOB SECURITY!* Accounting Education and Research Forum, Texas A&M Commerce (September 2019)

Reynolds, J. (November 2018). *Tax Implications of Real Estate Investments* Soules College of Business Students, The University of Texas at Tyler.

Reynolds, J. (February 2018). *What the New Tax Law Means to East Texas Small Businesses*. Longview business leaders and accounting professionals, The University of Texas at Tyler – Longview Campus.

Reynolds, J. (May 2015). *Budgeting for nonprofits with QuickBooks*. United Way of Smith County, Tyler, Texas.

Reynolds, J. (June 2016). *Accounting for Nonprofits*. United Way of Smith County, Tyler, Texas.

Reynolds, J. (2015). *College Showcase Day Accounting Presentation*. The University of Texas at Tyler.

TEACHING ENHANCEMENT ACTIVITIES:

Continuing Professional Education for CPA licensure (40 hours each year)	2024-2025
Engaging Intro Financial Students with Real-World Companies and Proven Pedagogy	Spring 2025
Engaging & Delighting Students through real-world companies in Financial Acct	Spring 2025
From Misperceptions to Mastery: A Simple Approach to Framing the Financial Accounting Course	Spring 2025
Accounting Education Research Forum	Fall 2024
AI in the Classroom: Real Instructors, Real Applications	Fall 2024
AI Learning Cohort (UT Tyler)	Fall 2024
IRS Tax Forum	July 2024
Navigating AI Ethics	June 2024
AI As Part of the Curriculum (CETL)	April 2024

AI in the classroom (AERF)	April 2024
Teaching Best Practices	October 2023
IRS Tax Forum	Summer 2022
Designing Classes for Active Learning workshop	Spring 2022
CPA Evolution Resources and Case Studies workshop	Spring 2022
How Emotion Impacts the Brain webinar	Spring 2022
Academy of Distinguished Teachers talks	various
CPA Evolution Curriculum Changes	Fall 2021
Women Empowerment Speaker Series	Fall 2021
AICPA Model Curriculum	Summer 2021
ACUE course for Effective Teaching Practices	Summer 2020 – Fall 2020
HyFlex Model: Panel and Discussion	Fall 2020
“Zoom for the Classroom” workshops	Summer 2020
PPP Loans and Forgiveness Workshop	Spring 2020
FFCRA Act workshop	Spring 2020
What’s New in Digital Learning Workshop	Nov 2019
Increasing Accessibility for All	Nov 2019
Accounting Educators’ Research Forum	Sept 2019
AICPA Data Analysis Fundamentals -10 hours, 9 modules towards certification	Summer 2019
Women in Business Luncheon	Spring 2019
Canvas Bootcamps	Spring 2018
Accounting Educators’ Research Forum	Spring 2017
Women in Leadership Luncheon	Spring 2017
Using Google Apps for Student Collaboration Workshop	Spring 2016
Accounting Educators’ Research Forum	Fall 2016
Video Lecturing workshop	Fall 2015
Blackboard Tips and Tricks workshop	Fall 2015
The Selfie Project workshop	Fall 2015
The Center for Teaching Excellence and Innovation’s Faculty Teaching Excellence and Innovation workshop	Fall 2014

OTHER INSTITUTIONAL SERVICE/ARTICLES

Events:

Mock Lectures for freshman orientation (7 weeks each summer), 2023 - ongoing
 FABLEfest committee member, 2023 - ongoing
 Coordinate Meet the Firms, 2015 - 2022
 Coordinated/hosted Reality Fair for all UT Tyler Students, 2019 & 2021
 Founded the Suit Closet in the Soules College of Business at UT Tyler, 2022

Media Interviews as Tax Expert:

East Texas Now *Tax Deadline Reminders*, aired April 2024
 KLTV *Electric Vehicle Tax Credits*, aired February 2024
 KLTV *Texas 1 of 12 States Eligible For New IRS DirectFile*, aired February 2024
 KVUT *Tax Season Update*, aired February 2024

KLTV *Tax Season Update*, aired February 2024
 KVUT interview: *2023 Tax Season Updates*, aired April 2023
 KETK and Fox *Important Changes for Tax Season 2022*, aired January 2022
 KLTV *Tax Filing Season Tips*, aired January 2022
 KLTV *Child Tax Credit Changes*, aired May 2021
 KETK *Tax Deadline Extensions*, aired March 2021
 KETK *Explaining the New Executive Orders*, aired August 2020
 KETK *UT Tyler Enrolls Largest Number of First-time-in-college Students*, aired August 2020
 CBS 19 *Covid Implications in the 2020 Tax Season*, aired July 2020
 CBS 19 *Best Ways to Spend a Tax Refund*, aired April 2019
 KLTV *Tax Season Interview* aired March 2015

Published Articles:

Reynolds, Jennifer (2024). [Expert Opinions: Best Online Loans for Bad Credit](#). *Wallet Hub*
 Reynolds, Jennifer (2022). [Tax Season 2022 is Here!](#) *Tyler Today Magazine*
 Reynolds, Jennifer (2019). [Give Well: My Reason to G.I.V.E.](#) *Tyler Paper*

SERVICE TO THE COMMUNITY/PROFESSION:

Taxpayer Advocacy Panel	2024 - present
Board of Directors – Women’s Fund of Smith County	2022 – present
Finance Committee – Women’s Fund of Smith County	2024 - present
TXCPA Pipeline Committee	2023 - present
TXCPA Professional Education Committee	2022 – present
Soules College of Business Suit Closet Founder/Coordinator	2021- present
Volunteer – Fostering Collective	2021 - present
Committee Member, past chair – G.I.V.E. Girls Invested in Volunteer Efforts	2019 - present
Media Consultant for KLTV and KETK News	2015 - present
Member – Women’s Fund of Smith County	2017 - present
Member – The Women’s Symphony League of Tyler	2018 - present
Member – Finance Committee, Tyler Legacy PTA	2019 - 2021
Board of Directors - Tyler-Smith County Child Welfare Board	2010 - 2019
Treasurer/Board of Directors, Hope Haven of East Texas	2015 - 2018
Finance Committee, United Way of Smith County	2014 - 2016
Treasurer, Idlewilde Neighborhood Club, Inc	2012 – 2014
Volunteer, Beta Alpha Psi	2015 - 2022
Volunteer, Hope Haven	2015 - 2020
Volunteer, CASA (Court Appointed Special Advocate)	2008 - 2019
Volunteer, Habitat for Humanity	1999 - 2001
Volunteer, Salvation Army	1998 - 2000

CONFERENCES ATTENDED

Accounting Education Research Forum	2024
TXCPA CPE Expo	2023
Beta Alpha Psi Annual Conference	2022
IRS Nationwide Tax Forum	2022
TXCPA Accounting Education Conference	2021
Beta Alpha Psi Annual Conference	2021
Accounting Education Research Forum	2021
UT System Academy of Distinguished Teachers' Conference on Teaching in Texas	2021
Beta Alpha Psi Annual Conference	2020
TXCPA Annual Education Conference	2020
Beta Alpha Psi Regional Conference, New Orleans, LA	2020
TXCPA Annual Education Conference, Dallas, TX	2019
Beta Alpha Psi Annual Conference, Chicago, IL	2019
Engage AICPA Conference, Las Vegas, NV	2019
Beta Alpha Psi Annual Conference, Washington DC	2018
TSCPA Annual Education Conference, Dallas, TX	2017
Hosted the Beta Alpha Psi Regional Conference, Dallas, TX	2017
Beta Alpha Psi Annual Conference, Anaheim, CA	2017
TSCPA Annual Education Conference, Dallas, TX	2016
Beta Alpha Psi Annual Conference, Baltimore, MD	2016
TSCPA Nonprofit Organizations Conference, Plano, TX	2016
Beta Alpha Psi Regional Conference, Houston, TX	2016
TSCPA Annual Education Conference, Austin, TX	2015
American Accounting Association Annual Conference, Chicago, IL	2015
Beta Alpha Psi Annual Conference, Milwaukee, WI	2015
National United Way Finance and HR Conference, Atlanta, GA	2013

AWARDS/GRANTS

Outstanding Texas Accounting Educator (TXCPA)	2022-2023
Soules College of Business Outstanding Faculty Award for Service	2019-2020
Soules College of Business Outstanding Faculty Award for Teaching	2017-2018
Impact Award, received from Student Leadership and Services at UT Tyler	2014-2015
Active Learning Support Grant from Center for Excellence in Teaching and Learning	2024

MEMBERSHIPS AND PROFESSIONAL CERTIFICATIONS

Certified Public Accountant - Texas State Board of Public Accountancy, 2004
Member - Texas Society of CPAs
Member – American Institute of Certified Public Accountants
Member – Texas Distance Learning Association
Member - Beta Alpha Psi
Member – Beta Gamma Sigma