

## Accounting Careers Committee

### Meeting Minutes – June 27, 2011 – WICPA Offices, Brookfield

**Present:** Alka Arora, Anthony Caruso, Robert Du Charme, Arlene Feucht, Mike Friedman, Kevin Heil, Neil Keller, Sheri Knope, Ken Rojas,

**Teleconferencing:** Due to issues with the conference code, no one was able to join the call.

**WICPA Staff Present:** Leah Grunewald, Mary Murray, Dennis Tomorsky

### Welcome

The meeting began with a welcome to new members and reintroductions of current members. The committee's mission and responsibilities of committee members were reviewed.

### Update

#### Career Awareness

- **High School Programs**

- High school speaking program - Mary stated last school year 65 CPA'S reached 2,000 students.
- *Accounting for the future*, e-news - Mary gave an update on *Accounting for the Future* e-newsletter, sent to high school accounting teachers, and asked for members of the committee to send her any websites or articles relating to accounting careers and opportunities. Information that teachers will find useful is always welcome.
- Task force of teachers was created to make the Advanced Placement Accounting Pilot Program work for WI teachers. AP Accounting pilot training transforms to "Moving Accounting Forward in WI" for high school teachers and occurs July 18-20<sup>rd</sup> 2011.
- Grants - Mary gave update on career awareness grants. 28 teachers applied for \$50,912 in grant funds and a total of \$35,978 was given out to 25 of 28 teachers who applied.
- DECA - scholarship from foundation \$1,000. \$500 split between 3 students at the southeast district competition and \$500 split between 2 students at the state competition.

- **College Programs** - Leah stated the ambassador program will be discontinued but the WICPA will be seeking new ways to increase its presence among college campuses in the state. One of the ways will be through a regional association membership with the National Beta Alpha Psi Association, which will allow the WICPA access to the seven Beta chapters in Wisconsin.

- **Young Professional Programs** - New CPA Welcome Dinner was held June 3, 2011 with 75 people in attendance.

- **Financial Literacy Updates** – Mike Friedman updated the group on meetings that have taken place regarding mandating the financial literacy requirement in schools. Lengthy

discussion took place on the political environment in the hopes of the mandate to require accounting courses at each high school.

- Key financial groups including Junior Achievement, Not for Profit Partners in Madison, Office of Financial Literacy, Meridee Maynard (Northwestern Mutual), etc. are working together to continue to loosely form a coalition to share information and move agenda ahead while sharing resources.

### **New Business**

- **Letter Writing Campaign:** Due to the economic and political climate and budget cuts in the schools, an idea was brought up by several teachers. Discussion took place regarding a letter drive or letter writing campaign to high school administrators thanking them and promoting the value of high school accounting courses. The following questions were discussed. Notes from this discussion are attached.
  - Who should the letter come from?
  - Who is the target? School boards or Principals?
  - Content?
  - Reviewed sample from Ms. Barb Schuetz
  - How could this be accomplished without a lot of WICPA staff time?
  - Could Beta Alpha Psi become involved?
- **High School Educators Symposium:** Nov. 11, 2011, Radisson Hotel in Madison. Will need volunteers to help with registration, introduction of speakers, networking at lunch. Please contact Mary if you are available to assist.
- **2011 WBEA conference** slated for September 30, 2011, in Green Bay. This year, WICPA members from Integrys energy will be presenting.
- **New initiatives:**
  - To recreate or revamp the current high school speakers packet that is available for download on the [WICPA website](#). In conjunction with this packet, we would like a new PowerPoint presentation to be developed. Subcommittee volunteers welcome. Contact Sheri.
  - Renewal of High School Teacher Participants: Barb and Arlene will remain on the committee. Mary has put feelers out for one other teacher but has not gotten a reply. She will add a question on the grant form to ask if any applying would be interested in joining the committee and will also promote it at Symposium.
- Mentioned appointments of Career Committee members to the foundation board. Mary felt these members could share what is going on at the foundation level with the accounting career committee at each meeting.

### **Next Meeting**

- Please let Mary or Sheri know if you can volunteer for above items
- Further discuss letter writing campaign and obtain volunteers for assistance
- Look to schedule next meeting in Oct.

### **Meeting adjourned**