

Accounting Careers Committee

Meeting Minutes – June 15, 2009 - WICPA Offices, Brookfield

Present: Dorothy Conduah, Arlene Feucht, Mike Friedman, Renee Johnson, Kevin Heil, Bob Gruber, Sheri Knope, Todd Rakowski, Nikki Reed-Ziehr, Barb Schuetz, Randy Wichinski

Teleconferencing: Jenny Binsfeld, Carolyn Stittleburg, Diana Henke

WICPA staff present: Dennis Tomorsky, Mary Murray, Leah Grunewald, Morgan Melka (intern)

Welcome/Opening remarks:

- Renee and Mary welcomed all committee members and thanked them for coming. Introductions were made.
- We welcomed new committee members: Barb Schuetz, McFarland High School Teacher, Arlene Feucht, Slinger High School Teacher, Jenny Binsfeld, Schreiber Foods (new board liaison) and Sheri Knope, PKC Consulting. Special welcome accorded to Ms. Schuetz and Ms. Feucht as our first high school teachers to serve on the committee.
- Renee Johnson asked all committee members to consider the number of meetings for the next year; specifically is two meetings enough?

Updates / Old Business – Career Awareness:

- Renee Johnson indicated that the agenda would be split between career awareness and financial literacy and reminded the committee that career awareness was our primary mission.
- High School Speaking Program - Mary Murray reviewed the numbers; 81 speakers at 66 schools, reaching approximately 3,280 students. Numbers of speakers decreased this year, but several speakers volunteered for other projects this past year such as the Reality Stores (see below).
- Career Awareness Grants - Mary Murray reviewed the numbers; 21 teachers applied for \$41,691. Of this, 20 teachers were awarded \$30,542. In general, the subcommittee of the WICPA Educational Foundation that decides the winners narrowed its focus and was more selective this year in awarding grants. Ms. Schuetz and Ms. Feucht shared their perspective as teachers in applying for grants and what is being done with grant awards. Also discussed were budget cuts and the impacts on high school accounting programs. The budget for next year's grant awards will be determined at the next WICPA Foundation Inc. meeting. Discussion was held over widening the types of organizations eligible to apply and receive grants.
- Accounting for the Future- This is a newsletter is being sent to high school teachers three times per year. The distribution list continues to expand. Committee members were invited to contribute their "war stories" for a section of the newsletter called "Tales from the field."

Updates / Old Business – Financial Literacy:

- Reality Store - Reality Store is a financial literacy program that takes place at schools across the state. Students are given an identity and life situation with

which they visit stations to simulate making real world financial decisions and living with the consequences. Past experiences were briefly discussed. There were 45 WICPA volunteers at 22 Reality Store events during this past year.

- Make a Difference Wisconsin – is a six week program, a business course taught to high school students. Some members of the committee briefly shared their experiences. Per Mary Murray there were 29 WICPA volunteers for this project. Also discussed was recruiting for the next year.
- Reading Makes Cents, Read-a-thon – 15 WICPA volunteers at 18 elementary schools read to 740 students from books with a money based theme. Also discussed were puzzles and “Feed the Pig” materials. An article from the Milwaukee Journal Sentinel describing this event was distributed to for committee members to review.
- Discussion was held regarding “repeat” volunteers that are found in multiple programs. There were no hard numbers on this, but for the programs we have been discussing there were 170 volunteers last year and several were “repeaters.”

New Business:

- WICPA Social Networking, LinkedIn, Facebook and Twitter – Discussion was held regarding these networking platforms and what the WICPA is currently doing on this front, particularly regarding Twitter.
- AP Accounting Training for high school teachers – Discussion was held regarding this training on July 13-15 and the efforts to establish an AP course for accounting. Details regarding the process for establishing this course and the merits of having it were discussed. The potential of funding from the WICPA Educational Foundation was also discussed. There appear to be legitimate reasons to push forward with this as well as legitimate concerns. The WICPA will continue to stay on the forefront of events regarding this issue.
- WBEA – Planning will begin soon for this year’s event. The WICPA will host an exhibit booth and two sessions on Friday, Sept. 25 in Stevens Point. Looking for a CPA in Stevens Point to help with the speednetworking sessions.
- High School Educators Symposium – This year’s event is currently planned for November 13 in Madison. Ms. Schuetz and Ms. Feucht were able to share their experience with this event. For this year, the content of the meeting and the agenda are not yet planned. We need to form a task force to get this done and it was discussed that help is needed.
- College Ambassadors - Leah Grunewald provided the update on this program. It was launched at UW-Green Bay and UW-Whitewater last year and the goal is to add one college each year. This year the planned expansion is for Marquette University. Discussion was held of the activities performed by the ambassadors.
- Sign Up Sheet – Renee Johnson reminded members that volunteers are needed for the upcoming programs over the next year as well as the expectations of being a committee member in volunteering. Members were encouraged to think about their commitments for the next year. A sign up sheet will be forthcoming after the meeting.

- Ideas/thoughts on new subcommittees-
 - “How to Guide for Firm Visits” – the idea has come up to create a guide for students visiting accounting firms. Volunteers are being sought to help with this.
 - Teacher of the Year - Ms. Schuetz described the idea for the WICPA to name a “teacher of the year.” Much discussion ensued regarding the proper criteria to use in judging for this recognition and the type of teacher that would be appropriate to receive this recognition (meaning the subjects taught). In addition, there was discussion of the process to make the decision (e.g. subcommittee or some other means). Finally there was discussion of whether this recognition is properly accompanied by a monetary award. Eventually, this led to further discussion of accounting curriculum in tying back to the previous discussion regarding an AP Accounting course. Discussion was held regarding the need for a subcommittee regarding the AP Accounting project.

Next Meeting: Next meeting was tentatively scheduled for the beginning of October. It was agreed that a format similar to this meeting would be appropriate. Members were encouraged to look for follow up and the sign up sheet.