

Accounting Careers Committee

Meeting Minutes – January 8, 2009 – WICPA Offices, Brookfield

Present: Carolyn Stittleburg, Todd Rakowski, Randall Wichinski, Sheila Kirchoff, Mike Friedman, Kevin Heil, Renee Johnson

Teleconferencing: Chris Schalow, Dorothy Conduah, Sandy Chapman (Board Liason), Nikki Reed-Ziehr

WICPA staff present: Mary Murray, Leah Grunewald

Welcome/Opening remarks:

- Renee and Mary welcomed all committee members and thanked them for coming.
- We welcomed a new committee member: Dorothy Conduah, CPA finance manager with American Girl.

Updates / Old Business:

- **Nov/Dec Magazine** – In the most recent *On Balance* magazine, Renee wrote the first of a series articles about the different committees within the WICPA. This one focused on the Accounting Careers Committee.
- **High School Speaking Program** – Flyers were mailed out as well as handed out at WBEA and Symposium. As of Jan. 8, we had 53 speakers at 46 schools and total of 402 speakers in our database. A complete list of volunteers and schools was handed out during the meeting as a resource. Except for 'remote' locations, almost all requests for speakers get filled. (As of 3/17/09 there have been 77 speakers)
- **WBEA** – This was held with another successful year. This year we held a mini Symposium at WBEA. It included three panels with a total of 11 CPAs. Twenty-two teachers came to our sessions.
- **High School Educators Symposium** - There were 73 teachers that attended the Nov. 14 event in Madison. In the evaluation of the event, teachers were asked if they had interest in serving on the Accounting Careers Committee. Great feedback was received as well as numerous qualified volunteers to pick from. See more added under New Business.
- **Accounting for the future** – This e-newsletter is sent to high school teachers. We are looking for information to include that will interest them. It was mentioned that we would like to continue the section called, "Tales from the field"
- **Speed Networking** – This continues to be a success and we just completed our fourth year holding the event at UW-Whitewater. This year was our first year holding the event at UW Green Bay and we had about 20 people attend. We look to continue to do this and expand into other colleges.

- **College Ambassadors** - The program is being piloted at UW-GB and UW-W. Right now, we have someone at each of these colleges who has committed to work roughly 15 hours per month. We will continue this endeavor for the next year at these two schools.
- **Reality Store** – Reality Store is a financial literacy program that takes place at schools across the state. There is list of Reality Stores on the financial literacy section of the WICPA Web site. Various committee members discussed past experiences and improvements for the upcoming year (ie tax tables already written out).

New Business:

- **New Web site to be launched** – This should be launched soon and promises to be more interactive. We discussed the current e-mail issues regarding the group distribution list for our committee. It was highly recommended to delete all incoming emails from this address and categorize it as junk mail. Dennis’s email was resent on directions to handle this appropriately. These issues have seemed to decline in recent days.
- **Career Awareness Grants** – We discussed the upcoming career awareness grants that are available to high school teachers who attend Symposium. Recipients are awarded for activities and programs that promote the accounting career and involve a CPA. There is a subcommittee of the WICPA Educational Foundation which decides the winners.
- **Article for May/June issue of *On Balance on grants*** – Ann Meronek, high school teacher from D.C. Everest High School in Weston, Wis. wrote an article on what she received her grant for...A tax day for students.
- **Financial Literacy Read-a-thon** – We are launching a new financial literacy program in April in conjunction with financial literacy month and Teach Children to Save Day. CPAs will go to elementary school classes and read a book with a money based theme.
- **AP Accounting training for high school teachers** – There seems to be a strong interest for high schools and/or teachers to have AP Accounting classes available so the students would be able to take the year end test and get college credit. The disadvantages and possible non-support from local colleges/professors was discussed as well. Right now, the WICPA Educational Foundation, Inc. has agreed to fund \$6,000 to help teachers attend this program. It was also mentioned that this is becoming a hot topic and as a result the Student Symposium will be put on the back burner while this AP training becomes a higher priority.
- **Addition of a high school teacher to committee** - It was discussed to add two high school teachers to the group to bring in their point of view. It was taken very well with few objections by the group. The requirements agreed upon are: 2 year commitment and must be able to meet in present at least one meeting per year and

on the phone for the next one. We picked one who was a past winner of a grant, currently a high school teacher at Slinger high school and is a CPA. Her name is Arlene Feucht and she has accepted. We also selected, Barb Schuetz from McFarland High School, who has a business background and who offered some great insight on a new awards program for teachers. She also has a great interest in our committee. She has also accepted.

- **Sign-up Sheet** – Renee handed out a sign up for open slots requiring volunteers. Please see current sheet for any open spots.
- **Ideas/thoughts/new subcommittees** – We discussed possible new ideas or subcommittees regarding the various topics we have brought up. Some of the newer ideas were around getting more involved with professors so we can get more involved on college campuses. We are already successful at UW-W and UW-GB through the College Ambassador program. We brainstormed on how to be present in other colleges. It was discussed that the Student Ambassador program might work.

Another idea for a committee was to create “How To” guides for Firms that have colleges visit them. At this point, we just need someone to sign up to take the lead on this initiative to make it happen.

Next Meeting: Next meeting will be in late June to introduce the new fiscal year. The date and time is still to be determined and more information will be sent out soon. Overall, we feel that we had a successful year in capturing new ideas as well as putting them into action. Next year should be just as good!

Renee Johnson will stay on for another year as Committee Chair with Nikki Reed Ziehr continuing as Associate Chair.