

Accounting Careers Committee

Meeting Minutes – July 13th, 2010 – WICPA Offices, Brookfield

Present: Arlene Feucht, Bob Gruber, Kevin Heil, Renee Johnson, Neil Keller, Sheri Knope, Kelly Sics, Carolyn Stittleburg, Randy Wichinski

Teleconferencing: Jenny Binsfeld, Dorothy Conduah

WICPA Staff Present: Barb Gamez, Leah Grunewald, Mary Murray, Dennis Tomorsky

Updates/Old Business-Career Awareness:

- **High School Programs** - Mary stated last year 61 CPA'S reached 2,500 students but the aim for this year is to have 100 CPA's reach out to students.
- **Career Awareness Grants** - 24 teachers applied for \$43,722 in grant funds and a total of \$38,695 was given to all teachers who applied.
- **Accounting for the Future** - Mary asked for members of the committee to send her any Web sites relating to accounting careers and opportunities. Also send information regarding trends and demands for accountants as come across them. An idea to have the college ambassadors write an article on how high school helped in college or on what they wished they had learned in high school was also mentioned.
- **Advanced Placement Accounting** - training for high school teachers occurred June 21-23rd with about 25 WI teachers in attendance. It was the 2nd year training occurred at the WICPA offices. The pilot program is to train teachers how to teach AP accounting. In 2011 it will be brought to college boards to see if it will be accepted by colleges as an AP class. Let Mary know if a committee member would like to join an AP Accounting task force.
- **College Programs** - Leah stated this is the 3rd year of the ambassador program and hoping to add a school each year. Did not hold Speed Networking last year, but will this October.
- **Financial Literacy Updates** –
 - **Reality Store** - Mary stated about 50 members volunteered at about 25 of these this year.
 - **Make a Difference WI** - Mary stated last year 29 members participated in Milwaukee area schools.
 - **Reading Makes Cents** - Mary stated doubled #'s of CPA's reading money-themed books to elementary school aged kids. 35 members reached 1,470 students.

New Business

- **WBEA** will be held Sept. 24, 2010- Sheri will be presenting a fraud case study so teachers can go back and teach in their classrooms.
- **UW Whitewater Speed Networking** aimed at undecided business majors - Date changed to Oct. 20
- **High School Educators Symposium**, Nov 12, 2010 in Madison. Volunteer opportunities include networking with teachers during lunch, registration, introducing a speaker and facilitating a session. Contact Mary to volunteer.
- Review Last year's Goals and new initiatives:
 - **"How To" guide** for firm visits is a shell of procedures or processes for a firm use in the future when they have an area class in their area tour their offices. In progress.
 - **Accounting Program of the Year** - Do we want to continue? DECA does this with marketing teacher/program. Put in with grant process? It was decided to table and hold until Barb returns to the next meeting.
 - **Renewal of High School Teacher Participants** - Should criteria be set for number of years involved and the number of teachers allowed to participate? How do we get new teachers involved? Ideas mentioned were expanding to 4 teachers and setting limits of 2-4 years with possible renewals.
- Define Current Year Goals and Discussion Points- We will get other committee structures to help create our committee structure for requirements such as attending meetings, volunteering at events. Randy will review accounting committee charter.
 - Discussed non- traditional students and if the ambassador program would work at these colleges. Leah stated it wouldn't at colleges such as Lakeland.
 - Discussed having a student ambassador attend meetings once a year. Leah mentioned that perhaps a scholarship recipient could attend. If we do want a student to attend, we should plan our agenda in advance and make sure there are topics that would be useful to them, so we are using their time efficiently.

Wrap Up

- Contact DECA- Sheri will contact state chapter and see if there is anything our committee could do to support them in the form of judges, scholarships, etc. and will report back at the October meeting.

Next Meeting: October

Meeting adjourned.