

MICPA PRESIDENT'S REPORT

Last year, as the accounting profession and the nation contended with the impacts of the pandemic and began work on repairing the economy, the MICPA focused on serving you, our members.

As we celebrate 120 years in 2021, we are more than ever committed to supporting you through times of change, developing and delivering opportunities to serve your needs and providing you with more resources and value than ever before.

This report looks back at important snapshots and benchmarks from the 2020-21 fiscal year as well as several more recent activities from April-June 2021.



120th
MICPA
Anniversary
Celebrated on
May 3, 2021
and continued
throughout
the entire
year!

ASSOCIATION HAPPENINGS

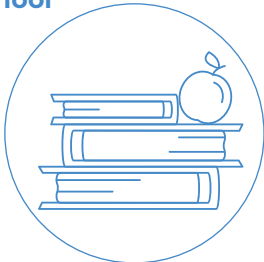
- *Updated Mission & Vision*
 - Serving our members, the CPA profession, and the public they serve through advocacy, collaboration, and education.
- Launched new offerings in 2020-21
 - MICPA Knowledge Hub – free downloadable thought-leadership content and other resources.
 - Member Advantage – partner program providing resources, information, and money-saving opportunities for MICPA members.
- Increased focus on DE&I initiatives through the establishment of an internal committee and task force.

MEMBERSHIP

- Listened to members' feedback on navigating through the pandemic via a series of three quick-pulse surveys.
- **Hosted free virtual roundtables to address members' questions and concerns regarding PPP, remote work, and return-to-work protocols among other hot topics.**
- Celebrated the achievement of newly licensed CPAs by inviting them to join their colleagues in the MICPA through a "Congratulations" campaign.
- Developed a New Member Welcome video to explain how membership can benefit their career.

PIPELINE

- Began a mentorship program, connecting accounting students with Emerging Leaders who offered advice, support, and encouragement through their journey of becoming a CPA.
- **Reimagined the High School Leaders Conference to create the Student Accounting Academy, a virtual experience for high school students with videos, educational activities and resources.**
- Transitioned the in-person Headshots and Handshakes event to a virtual experience where students could learn from and meet with recruiters from top firms.
- Hosted "Q&A with a CPA" sessions for students to meet online with a leader in the profession in small groups.



LEARNING

- Transitioned all CPE to virtual, due to the pandemic, using various platforms/vendors with more programs offered in shorter durations.

- **Introduced the MICPA CPE Concierge Service to assist members** with:



- Finding specific topics of interest to complete their 40-hour requirement.
 - Understanding the process of registering/attending courses virtually.
 - Ensuring that their MICPA CPE Tracker was accurate and up to date for the earning period.
- Planned and implemented a completely virtual MICPA Awards program.
 - Successfully partnered with 5 other CPA state societies – Virginia, Georgia, Indiana, Minnesota and Alabama – on ProfessionFOCUS, a brand-new event with the “best of the best” speakers and content from across the country. Held virtually on January 12, 2021.
 - Used an RFP process for securing speakers and content for a new event, Elevate, held on June 30, 2021.
 - Received over 70 topic submissions from local and national speakers and had 300+ attendees.
 - Partnered with a group of CPA state societies to provide each other’s conferences to our membership base – pilot program began on July 22 with Ohio’s Women’s Conference and will continue into the Fall and 2022.

ADVOCACY

- Provided feedback on legislation and worked with legislators to avoid unintended consequences in tax policy.
- Formed a workgroup to collaborate with the Unemployment Insurance Agency (UIA) to work through issues and improve both the practitioner and client experience.
- Launched the MICPA Political Action Committee (PAC) Champion program to raise member awareness of our advocacy efforts.

TECHNOLOGY

- **SEPTEMBER 2020:** Premiered iteration 7 of the mobile app.
- **DECEMBER 2020**



MARKETING & COMMUNICATIONS

- Piloted new MICPA Awards social content strategy featuring a highly interactive combination of video and image content to engage users with award recipients and event microsite.
- Continued to recruit for member resource pool of content contributors and subject matter experts.
- Increased social media following by more than 15% using more gif and video content as well as tagging.
- Completed the successful migration to a new email marketing platform.
- Developed the Return-to-Work Toolkit 2.0 in June 2021 with updated information and guidelines for members, their organization and clients.
- Planned and executed the first issue of the association’s new publication, *MICPA Connections*.

Celebrated members through sharing your stories and highlighting your expertise and achievements more than ever before.

WORKED CLOSELY WITH THE DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS (LARA) AND THE STATE BOARD OF ACCOUNTANCY DURING THE RULE MAKING PROCESS. NEW ADMINISTRATIVE RULES WERE PROMULGATED MAY 5, 2021.

