

# MICPA PRESIDENT'S REPORT

Our mission is to serve - our members, the CPA profession, and the public you serve. As your association, we're continually evaluating our efforts and when your needs change, we adapt using the four pillars of our strategic plan as our guide.

Below you'll find association updates and activities taking place from October - December 2022 on several key initiatives.

Let us know what resources you may need or how we can better serve you by contacting us at any time. [We're here for you! 248.267.3734 | micpa@micpa.org](https://www.micpa.org)



## MEMBER EXPERIENCE

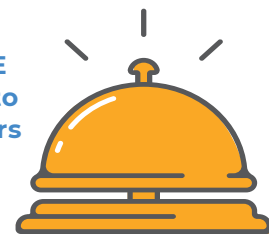
- Communicated and built relationships with 102 first-time PAC contributors in 2022.
- Increased the number of firm-billing members by 19% since April 2022.
- Identified a tool to receive regular feedback on member resources, experiences, and benefits, supporting the effort to generate net promoter scores.
- Recognized member achievements and stories through video ahead of our awards program, Celebrate, enhancing both the honoree and event experience.
- Highlighted member and firm accomplishments leading up to and during CPA Week to raise awareness of the profession.
- **Received media coverage from the CPA Practice Advisor boasting CPA Week, our Celebrate awards event and signature fall learning event, Accelerate.**

OUTLINED A NEW LANDING PAGE WITHIN ASSOCIATION WEBSITE PROVIDING GREATER VISIBILITY OF MEMBER BENEFITS AND ENHANCING THE USER JOIN JOURNEY FOR NON-MEMBERS.



## SERVICE

- **Reimagining the CPE Concierge program to better serve members leading up to the 2023 earning and reporting deadline.**
- Extended a special membership offer to non-members in conjunction with CPA Week.
- Offered free posting on MICPA Career Center through December 31, 2022.



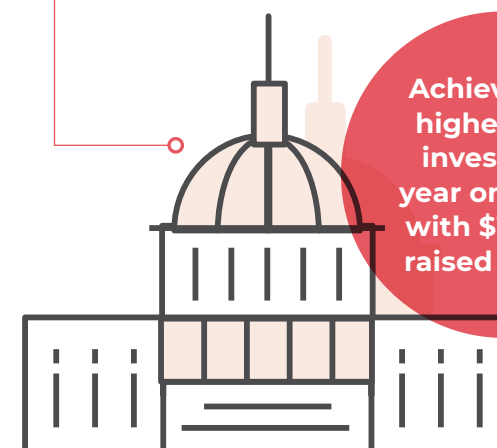
## TALENT PIPELINE

- **Building Partnerships with:**
  - National Association of Black Accountants
  - Association of Latino Professionals for America
  - Junior Achievement
- Conducted two CPA Exam prep webinars with over 100 attendees each.
- Dubbed the second week in November 'CPA Week' focusing efforts leading up to and during the around CPA awareness and member recognition.
- **Creating an article series to bring awareness to pipeline challenges and encourage member involvement in initiatives directed at increasing the number of students pursuing their CPA designation. The second article focused on activities engaging high school students.**
- Received coverage in C&G Newspaper discussing pipeline challenges and spotlighting the MICPA & membership awareness efforts in high schools surrounding CPA Awareness Week and beyond.



## RELATIONSHIPS

- Continued to use content to strengthen relationships with members, firms, influential CPAs and partner organizations, enhancing the voice of the profession.
- Outreached to newly elected officials as well as party leadership in Lansing following November 2022 elections to strengthen and begin to build relationships.
- Focusing on providing meaningful solutions to business & industry.
- **Enhanced relationships with 52 high school educators, matching members for 25 classroom visits at 16 schools.**



Achieved the highest PAC investment year on record with \$123,056 raised in 2022



## MAKE AN IMPACT: GIVE BACK TO YOUR PROFESSION

From providing feedback to sharing your experience with students and helping us build relationships with individuals and organizations, there are so many ways you can engage with the association and further our mission.

Contact [micpa@micpa.org](mailto:micpa@micpa.org) to get involved.