

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 new strategic plan as our guide.

Below you'll find association updates and activities taking place from July-Oct 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](mailto:micpa@micpa.org)



MEMBER EXPERIENCE

- Incorporated messaging designed to increase member benefit awareness within dues renewal and recruitment communications.
- Received 41 first-time contributions to the MICPA Political Action Committee (PAC).
- Launched new PAC contributor campaign, starting with the inaugural distribution of the 'Making an imPACT' e-newsletter providing key advocacy-related updates to PAC contributors.
- Held two grassroots events to connect members with elected officials.
- **Hosted first Women to Watch Awards event with 80 attendees.**
- Hosted our first year-long Leadership Academy, cohort graduated in October.



SERVICE

- Set up Microsoft Clarity heatmapping and web tracking to help identify issues along the web user journey.
- **Launched a new four-message PropFuel recruitment campaign culminating at the end of the quarter.**
- Promoted FREE Career Center postings for members through the end of the calendar year, addressing the need for talent. Use promo code POSTING2022.
- Developed and distributed both the summer issue of *MICPA Connections* in July and the fall issue in late September providing members with thought leadership and original content on trending profession topics.
- Increased diversity of speakers/presenters at all conferences.
- Onboarded a new PR agency, Identity PR, to help raise awareness of the profession and its impact.



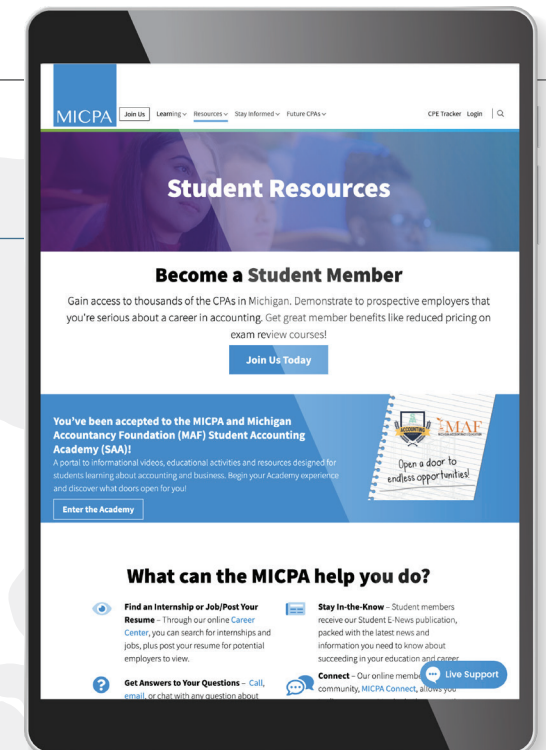
TALENT PIPELINE

- Created the first in a series of articles designed to bring awareness to the pipeline challenges and encourage member involvement in initiatives directed at increasing the number of students pursuing their CPA designation.
- Conducted two exam prep webinars with more than 100 student members in attendance.
- Partnering with the Michigan Association of Secondary School Principals (MASSP) and Michigan Business Educators Association (MBEA) to engage CPAs in the new Financial Literacy requirement at the high school level and promote the accounting profession.
- **Outreach to high school teachers resulted in 30 requests for CPA speakers in classrooms and 5 new college accounting educators were added to the MICPA Educator's Task Force.**
- Sponsored (at a higher level) & participated in National Association of Black Accountants (NABA) Accounting Career Awareness program to promote diversity in the pipeline (staff and volunteers).



RELATIONSHIPS

- Continued to use content and other means to strengthen relationships with members, key government officials, firms, influential CPAs and partner organizations, enhancing the voice of the profession.
- **Met with more than 13 elected officials and candidates during this timeframe to build and solidify relationships.**



UPDATED THE MICPA STUDENT RESOURCES WEB PAGE WITH THE LATEST INFORMATION AND RESOURCES

OFFERED WEBINARS ON THE INFLATION REDUCTION ACT OF 2022 TO MAKE SURE MEMBERS HAD TIMELY INFORMATION AND TRAINING.

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 to get involved.

CONTINUED TO DIVERSIFY MICPA BOARD LEADERSHIP:

67% PUBLIC // 33% INDUSTRY
61% FEMALE // 39% MALE
28% UNDER-REPRESENTED GROUPS