





MICPA PRESIDENT'S REPORT

At the MICPA, we're committed to serving you, our members, and those that you serve through Advocacy, Collaboration and Education.

Here's a snapshot of what we've recently accomplished in support of our mission and vision including important benchmarks from October - December 2021 and an overview of the new strategic plan, approved by the Board in January 2022.

DEVELOPMENT OF THE STRATEGIC PLAN (LAUNCH DATE - APRIL 2022)

In collaboration with senior leadership, the Board of Directors and the Executive Committee, we've worked over the last six months to outline a new strategic plan and direction for the association, with our membership as a key driving force for everything we do and our enhanced mission and vision at the fore. The four pillars of our plan include:

 <p>MEMBER EXPERIENCE</p> <p>Increase year over year measurable value in the member experience.</p>	 <p>SERVICE</p> <p>Increase number of members utilizing member-centric services.</p>	 <p>PIPELINE</p> <p>Increase awareness of the CPA profession among students.</p>	 <p>RELATIONSHIPS</p> <p>Foster and strengthen relationships with legislators, regulatory bodies and firm and business leaders to enhance the voice of the profession.</p>
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Studies show that organizations with a diverse workforce have greater employee engagement and client relationships, are more profitable, and experience greater innovation. The MICPA is committed to making diversity, equity and inclusion a tenet of our culture and strategy, and thus DEI is woven through each of our four pillars.

50%

INCREASE YEAR OVER YEAR IN MENTOR PROGRAM PARTICIPATION

PIPELINE

- Created a three-party Recruiter Workshop series to maximize student touch points with the MICPA and offer them an opportunity to earn a certificate for participation.
- Worked with the Marketing Career Pathways Credential Grant program to connect members with the CTE team to provide feedback on high school curriculums to better support and educate students on the accounting profession.



MEMBERSHIP

- Using data from members, suggested change to membership categories was included in the changes to bylaws.
- Launched first CPA Appreciation Day on October 25, contributing to 98 new paid members.
- DEI Task Force finalized goals for the next 1-3 years and initial actions are underway.

LEARNING

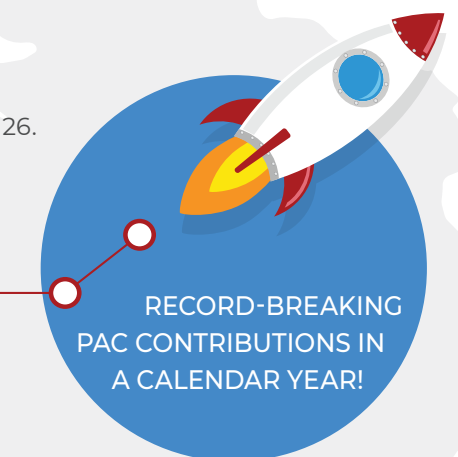
- First-ever Leadership Academy started in November.
- Digital check-in & name badge system launched at in-person events.
- Debuted new digital CPE card verification system in December.

TECHNOLOGY

- Planning to reconfigure and update MICPA conference rooms to support simulcasting of seminars and webinars.

ADVOCACY

- Assisted over 250 licensees navigate the state's new MiPLUS system during the late renewal process.
 - Worked with the state to extend the late renewal period to October 26.
- Supported Financial Literacy legislation (HB 5190) that was before the House Education Committee.
- Began efforts with the Unemployment Insurance Agency (UIA) to create practitioner resources
- Raised the highest amount of PAC contributions in a calendar year on record.**



BUSINESS DEVELOPMENT

- Performed market analysis to measure MICPA prices and adjusted appropriately.
- Increased attention on selling annual packages built on cross-platform integration strategies.

MARKETING & COMMUNICATIONS

- Developed and executed the marketing and communications plan for the first annual Michigan CPA Appreciation Day (October 25).
- Launched and ran several campaigns via PropFuel, our new conversational engagement platform.**
- Reinvigorated MICPA PAC marketing including a new logo and materials highlighting the impact and recent activities.



MOBILE APP FOR MICPA CONNECT TO LAUNCH SOON

