



Strategic Plan 2023-2024

MISSION STATEMENT

The purposes of the TXCPA Austin are to elevate the standard of proficiency, integrity and character of the profession; to cultivate professional cooperation and social interaction among members; and promote cooperation within the TXCPA and other professional organizations for the advancement of the profession of public accountancy.

OBJECTIVES

Member Services

Increase membership and enhance member services.

The TXCPA Austin gets new members throughout the year and we make sure new and existing members have the latest information about benefits, volunteer opportunities and all the other resources available to them as chapter members.

Committees/projects/programs that fall under the Member Services heading include:

- Membership Committee – Member recruitment and retention efforts; New Member welcoming/orientation
- Fun Committee – Organize networking (fun) events for CPA and non-CPA members
- Business and Industry Committee – identifying & implementing activities and programs specifically for our members in business, industry, government and education, including Behind the Scenes tours
- Public Affairs Committee – recommend local legislative candidates to support, deciding where your PAC contributions are spent; PAC fundraising
- LEAP – Leaders Emerging in the Accounting Profession – plans group social events and volunteer opportunities geared towards members (CPAs, candidates and students) focused on career growth; enhancing the profession and the chapter for our next generation of leaders.
- CPA Finder-going away December 31, 2023

- Swearing In Ceremony (volunteers to usher only)

MEASUREMENTS

- *Retention rate*
- *Number of CPA members at 5/31/24*
- *Number of FREES that pay dues the following year*
- *Number of attendees at networking events/member meetings*
- *Raise \$12,180 for the CPA-PAC; reach 5% member participation in the CPA-PAC*

Community Involvement

Provide community involvement opportunities to members and promote the profession to various publics.

Nothing is more rewarding than giving back to the great community in which we live. In fact, the chapter's tagline, "CPAsCount!", is inspired by this mission.

Committees/projects/programs that fall under the Community Involvement heading include:

- Community Involvement Committee – tasked with organizing volunteer opportunities throughout the year including offer the Non-Profit Board Training twice a year.
- Accounting Career Exploration (ACE) – CPAs who are interested in visiting local elementary, middle and high schools to tell students about the variety of career opportunities available with an accounting degree.
- Student Outreach & Events – CPAs who are interested in visiting local colleges/universities to speak to accounting majors about the CPA profession; organize a student networking event
- Scholarship/Scholarship Fundraising Committee – determine which accounting majors from area colleges/universities receive scholarship money; investigate and implement fundraising activities to benefit the scholarship fund
- Mentor Program -Designed for student, candidate and early career members, the Mentor Program provides career advice via CPA panels and in one-on-one meetings

MEASUREMENTS

- *Raise \$6000 for Scholarships*
- *Reach 400 students at local universities, middle and high schools*
- *Number of scholarship applicants each year*
- *Number of Community Involvement volunteers*

Education and Leadership

Provide quality CPE/educational materials; identify and train new leaders.

CPAs must earn a certain amount of continuing professional education each year in order to maintain their CPA license. Emphasis is on quality programs and topics of interest to members.

Committees/projects/programs that fall under the Education and Leadership heading include:

- CPE Committee – develops & schedules the CPE Series for the year.
- Tax Conference Committee – responsible for organizing speakers/topics for the Annual 2-Day Conference
- Accounting & Finance Leaders Conference Committee – responsible for developing an 8-hour conference specifically geared towards industry controllers
- FREE CPE Expo Committee – organizes the one day FREE CPE event offered to all Austin CPA Chapter members in good standing
- Pathway to Leadership Committee– develop and implement a program designed to help members enhance their leadership skills and provide the chapter and the profession with future leaders

MEASUREMENTS

- *Offer 80-100 hours of quality CPE*
- *Regular CPE Series*
 - *Number of registrants for each conference compared to registrants from same conference in previous year*
- *Pathway to Leadership*
 - *Number of participants enrolled in the program each year*