

## Awards Selected by the Chapter Coordinating Committee

### **Chapter Awards**

The Chapter Coordinating Committee Steering Subcommittee is responsible for selecting the recipients of the following awards: Outstanding Small Chapter and Outstanding Medium Chapter. From time to time, a Most Improved Chapter Award may be presented.

Outstanding Chapter Award recipients will be selected on the basis of information provided on the Outstanding Chapter Award Entry Form.

**Most Improved Chapter:** Selected when appropriate to acknowledge a chapter that significantly advanced its services to members and the community in a given year.

**Presentation:** All chapter awards will be presented at the TXCPA Annual Meeting with sufficient information about achievements to acknowledge the chapters receiving the award.

**Recognition of Chapter Award Recipients:** The chapter president whose leadership was instrumental in the chapter's receipt of the award will receive a plaque. The chapter will receive appropriate recognition.

All award recipients will be acknowledged by a brief account of accomplishments that resulted in receiving the award. Awards and their recipients will be publicized in appropriate TXCPA publications.

**YEAR-END REPORT FORM**  
**2023-2024 OUTSTANDING TXCPA CHAPTER AWARD**

**DUE: MAY 20, 2024**

This form constitutes the chapter annual report.

**Entry form must be received at TXCPA by midnight, May 20, 2024, to be considered for an Outstanding Chapter Award.**

Please complete this form and email to Rori Shaw (rshaw@tx.cpa).

By sending it to TXCPA, the chapter agrees to allow the completed form to be posted on the Internet after it is received.

**Chapter:** TXCPA Permian Basin

**President:** Catherine Speer, CPA

**President email:** catherine.speer@whitleypenn.com

**Executive director/secretary:** Rori Shaw, CAE

**Executive director/secretary email:** rshaw@tx.cpa

**Please fill in the following:**

Number of members June 2023:	<u>490</u>
Number of members April 2024:	<u>461</u>
Number of new members:	<u>37</u>
Number of member reinstates:	<u>8</u>
Number of hours of CPE programming provided by chapter:	<u>56</u>

**List your chapter goals for each area listed below and provide details on the outcomes, any available metrics, and information about the work done towards these goals.**

**Community and Membership**

- 1. Expand our reach and grow membership. Achieve the milestone of 500 chapter members..**  
The chapter did not reach the milestone of 500 chapter members but did work hard all year to recruit new members. The chapter participated in TXCPA's campaign to prospective members and reached out to those nonmembers to encourage membership. A list of prospects was shared

with board members and they reached out to CPAs they knew who were not members. Members also connected with students at universities within the chapter to tell them about free student membership.

**2. Achieve 90% overall retention and actively engage with new licensees.**

The chapter reached 90% overall retention of chapters members as compared to 89% overall retention of chapter members last year. The chapter board worked hard to reach out to those who had not renewed their membership before drops in September. The chapter president reached out to new licensees each month welcoming them to membership and to give more information about how to engage with the chapter. New licensees were recognized and invited to the year-end luncheon.

**3. Provide opportunities for members to be involved in both advancing the profession and serving the community and networking.**

Action items included providing at least two community service projects for chapter participation during the year, two chapter networking events to create engagement and exploring opportunities to partner with other local organizations.

The Young and Emerging Professionals Committee hosted events throughout the year including:

- Keep Midland Beautiful in October and April.
- The Season of Sharing Food Drive benefitting the West Texas Food Bank was November 1 to November 17. The chapter had a goal of \$2,000 for the virtual food drive and we collected \$2,618!!
- December was TXCPA Month of Service. This dedicated month of service allows the accounting profession to come together to make a difference through service in their local communities. TXCPA encourages chapters to include a financial literacy component in their service programs. This year, TXCPA Permian Basin donated money-minded books to four local school libraries.
- The chapter hosted Shrimp Boil and an end of year happy hour after Member Appreciation Day.
- The chapter partnered with Sewell Permian Basin to provide free tickets for five students and young professionals to attend the 2024 Sewell Leadership Event in Odessa. For over 15 years, the Sewell Leadership Event has served as a gathering of leaders of the Permian Basin to grow professionally and personally. SLE brings together business owners, professionals, students, and anyone in between as they hear from some of the most prominent minds in leadership.

## **Pipeline**

**1. Continue to refine and update the Pathway to CPA guide for local accounting students to help them be CPA Exam ready when graduating and/or eligible.**

The Pipeline Committee began working on the Pathway to CPA guide for local accounting students to help them be CPA Exam ready when graduating last fiscal year. The guide was completed and rolled out to students at the CPA2B Bootcamp in February. The guide includes a course schedule starting their junior year that provides a semester-by-semester breakdown of

how to reach 120 hours to sit for the exam and 150 hours for certification, a road map of when and how to apply to sit for the CPA Exam, where in the Permian Basin they can get photos and fingerprinting, CPA Exam Review Courses and the discounts they can get through TXCPA membership, a sample Application of Intent and the Application of Intent instructions plus various other documents.

- 2. Increase engagement with local high schools and junior colleges by establishing strong relationships with teachers and accounting professors. TXCPA Permian Basin's target goal to reach 450 college and high school students and 75 elementary and middle school students.**

The chapter created a list of all schools in the chapter region. The chapter sent an email to all school districts in the chapter area offering presentations to schools on careers in accounting and/or financial literacy. The chapter made presentations or attended career fairs in Midland, Greenwood and Odessa. Members read books on financial literacy to students at four elementary schools in Midland and Odessa. The chapter identified and created a list of key contacts from each junior college in the chapter area. The chapter sent an email to these contacts in fall and spring about membership opportunities and TXCPA virtual events as well as ways to partner during the school year. Faculty from Midland College attended the Shrimp Boil in September. The chapter exceeded its goal on outreach to students in the chapter area.
- 3. Engage students and provide them with opportunities to connect and interact with CPAs in the chapter by reaching over 100 business students.**
  - The chapter hosted the 36th Annual Shrimp Boil – 140 local CPAs, students and guests. TXCPA Chair-elect Mohan Kuruvilla joined us for the evening.
  - The chapter hosted a “Meet the CPAs” panel discussion and networking event on November 7 providing students with the opportunity to meet local CPAs and offering resume booklets to CPAs in attendance. There were more than 55 CPAs and students in attendance.
  - The chapter hosted two CPA Chats sessions on campus for students to talk to local CPAs about taking the CPA exam and working in public accounting and industry.
  - The chapter hosted a CPA2B Bootcamp on February 2 for UTPB students. There were 18 students in attendance. CPA2B Bootcamp is a one-day program designed to provide students with career resources while building awareness of TXCPA and TXCPA Permian Basin as their professional partners for life. Students enjoyed a sessions on resume writing, tips and tricks for interviewing for a job, as well as the process to apply to sit for the CPA Exam from Donna Hiller, TSPBA Director of Qualifications. Students also heard from a panel sharing their experiences in studying and preparing for the exam.
  - The chapter hosted a webinar with Becker for UTPB students on the CPA Exam changes.
  - Accounting students are invited to participate in community service projects and chapter networking events. UTPB students participate in our Keep Midland Beautiful events and our annual food drive.

**4. Provide local scholarship funding by raising \$20,000.**

During the chapter's 2023 Accounting Scholarship Drive, \$25,800 was raised for scholarships for local accounting students. The chapter provided \$26,000 in scholarships to students at UTPB, Midland College, Odessa College and Howard College.

**Advocacy**

**1. Achieve PAC contribution goal for 2023-24 of \$2,100 and increase the number of members who support the PAC.**

The chapter received \$2,263 in PAC contributions and surpassed their PAC goal! The chapter included blurbs in newsletters, sent letters to past contributors in February and sent eblasts during the year encouraging PAC donations.

**Learning**

**1. Provide high-quality CPE that is accessible and affordable for members by providing 60 hours of programming.**

The chapter offered 60 hours of CPE including two days of tax updates on S Corporations and Partnerships, Oil & Gas Tax, the 2023-24 CPE Expo, Federal Tax Update and Member Appreciation Day! The chapter also utilized their CPE Partnership with TXCPA to offer one, 8-hour webcast.

**OPTIONAL: List any other activities, programs and services not mentioned above in your goals that were offered by the chapter (or new to the chapter).**

- At TXCPA's Annual Meeting of Members on June 23, 2023, chapter member David Duree received TXCPA's Distinguished Fellow Award.
- At TXCPA's Annual Meeting of Members on June 23, 2023, the chapter received the Outstanding Medium Chapter Award and was recognized by TXCPA PAC for raising the highest percentage of our fundraising goal for 2022-23.
- Three TXCPA Permian Basin members were selected as 2023 TXCPA Rising Stars: Mackenzie Craft, James Jones and Katherine Kirk!
- We are so proud of the UTPB Accounting Association. This year at UTPB's 2024 Student Engagement Awards, they received Outstanding Commitment Service. TXCPA Permian Basin is proud of this talented group of young leaders!
- We have great representation on the TXCPA Leadership Council including Rod Aguilar, Kate Devey, Larry Edgerton (past TXCPA chairman), Derby Gallo, Elena Levario and Catherine Speer.
- Nine chapter members serve on 15 TXCPA committees and 30 chapter members served on TXCPA Permian Basin committees.