

Accounting Careers Committee

Meeting Minutes – November 2, 2010 – WICPA Offices, Brookfield

Present: Bob Gruber, Kevin Heil, Renee Johnson, Todd Rakowski, Kelly Sics

Teleconferencing: Jenny Binsfeld, Mike Friedman, Diana Henke, Amy Joyce, Sheri Knope, Carolyn Stittleburg

WICPA Staff Present: Barb Gamez, Mary Murray, Dennis Tomorsky

Update

Career Awareness

• High School Programs

- High school speaking program - Mary stated last year 61 CPA'S reached 2,500 students, but the aim for this year is to have 100 CPA's reach out to students. Mary has a poster that can be posted in company break rooms to help recruit additional speakers. Make sure to let Mary know when you speak so she can get an accurate count.
- *Accounting for the future*, e-news – Looking for articles. Bob Gruber will contact the 3 college ambassadors as well as one additional student to write articles.
- Task force for Advanced Placement Accounting – Bob Gruber reported that he participated in a meeting with a representative from DPI, MATC and a few high school teachers. An action plan was developed and many topics were discussed, see handouts. This topic will be presented at the High School Educators Symposium.

- **College Programs** – UW-Whitewater Speed Networking on October 20 attracted a smaller crowd than in the past. Participants consisted of all sophomores/undecided majors. Next event will have better participation.

- **Financial Literacy Updates** – Mary is collecting dates from schools for Reality Stores. Reading Makes Cents Read-a-Thon will be taking place in April.

New Business

- High School Educators Symposium will be held November 12 in Madison.
- Career Awareness Grants – Teachers who attend Symposium are eligible to apply. Deadline to apply for this year is December 17, 2010.
- Accounting Careers Mission Statement was updated by Randy (see handout). Those present reviewed and approved the updated mission statement.
- DECA – Sheri has a meeting scheduled with the Executive Director of the WI DECA chapter on November 12. Sheri will update Mary after the meeting and will update the committee at the next meeting.
- Invitation to college student to attend meetings – The committee decided to put this on hold for now. We may invite students, whether they are ambassadors or scholarship recipients to attend only when we have a topic that we'd like student input on.
- Review of last year's goals and new initiatives – "How to" guide for firm visits and Accounting Program of the Year to be discussed next meeting.

- Renewal of High School Teacher participants – The committee would like to continue to have high school teachers as committee members. We'd like to develop a term limit, stagger the terms and add a third teacher. Mary will request input from the current high school teacher members and the committee will move forward from there.
- Educational Foundation Board update – the Educational Foundation is launching a new fundraising campaign called Building on Our Foundation with a goal of \$600,000 to support existing programs and allow for these programs to be expanded and enhanced in addition to supporting some new programs. A chairperson has been named and a committee is being developed.

Next Meeting: TBD, January/February

Meeting adjourned.