

High School Recruitment Committee

The New York State Society of CPAs is seeking to broaden its high school outreach program by ensuring that each chapter creates a High School Recruitment Committee. The objective of this committee is to enlighten and encourage high school students to consider the many career opportunities available by becoming a Certified Public Accountant. This effort is part of our overall goal of increasing the ranks of CPAs.

Historically, many chapters channel their high school outreach through committee called One on One Program a program that invites dedicated and enthusiastic Certified Public Accountants to talk about accounting to high school students.

Each chapter should appoint a chairperson for this committee who will coordinate with the New York State Society of Certified Public Accountants' High School Recruitment Coordinator. The chairperson and Society will recruit a committee, schedule high school visits, circulate materials to the presenters, acquire school contacts, build a rapport with them, conduct presentations, and keep records of all high school presentations.

Goals:

- Attract a minimum of eight people (members should ideally represent a mix of public and private industry CPAs) on the committee so that availability will be less of an issue.
- Provide speaker training for the presenters about addressing a high school audience.
- Establish a set time frame of 2 months each year as the standard months for high school presentations.
- Appoint a Society representative for each high school in the chapter, to answer questions and give advice for students who are interested in studying accounting.
- Establish a program recognizing outstanding high school accounting students with an official NYSSCPA certificate.

Best Practices:

Chapters can consider offering a college scholarship for high school seniors who plan on majoring in accounting their freshman year in college. Westchester Chapter is a great example. They offer a \$1,000 scholarship (which came out of the proceeds from their golf fundraiser). Every Westchester high school contact, (guidance counselors, business teachers, and assistant principals), received an email or faxed copy of the scholarship application.

Scholarship criteria includes:

- Entrants must reside in Westchester County.
- Have the intention to major in Accounting at an accredited college/university
- Submit a letter of recommendation from a teacher, coach, or employer. (no family or friends)
- Submit a short essay (500 words or less) typed. Essay should include goals, the importance of a college education in achieving the goals, and why he/she deserves the scholarship, (include academic &/or community and financial reasons)
- Have completed applications postmarked or emailed by the deadline or they will not be considered.

Recruits members by posting an announcement on each chapter's website, encouraging members to join the High School Recruitment Committee. A link may be provided with the coordinator's email address making it easier for members to join. (Buffalo and Utica are great examples).

An announcement inviting high school teachers and staff to request a presentation for their class and or classes, by clicking on a link, can also be posted on each chapter's website. This allows the school's request to be sent directly to Holly Thomas or to the chapter's chairperson of the High School Recruitment Committee, via an email link. (Buffalo and Utica are great examples).

Each chapter establishes a Career Day for high school students. High school juniors from accounting and/or business classes can be invited to meet with members at a central location to the chapter. Presentations will be given which consist of an overview of career opportunities, and CPA requirements. The students get to dialogue with accountants practicing in public, private, and industry. The students can participate in case studies and mock interviews. Lunch would be provided followed by firm tours which complete this eventful day. Schools can be chosen with the assistance of the Academy of Finance or chosen by the chapter. The students would be chosen by the schools. (Manhattan/Bronx chapter is a great example).

Chapters can host a World of Accounting Day. This is when high school juniors from accounting and/or business classes are invited to meet with members at a central location to the chapter. Presentations are given which consist of an overview of career opportunities, and CPA requirements. The students get to dialogue with accountants practicing in public, private, and industry. They participate in case studies, and mock interviews. Lunch is provided followed by firm tours which complete this eventful day. Schools are chosen using a rotating invitation system. (one year certain schools are invited, and the next year the other schools are invited). The schools usually decide which students will attend. (Rochester chapter is a great example).

NYSSCPA Leadership Meeting with the Academy of Finance. The NYSSCPA has an agreement with the Academy of Finance, a national organization with many high school affiliate programs in some areas of the state. The NYSSCPA can link you with your affiliate. At this event, the local Academy of Finance makes a presentation to the chapter leadership, which includes an overview on the program's requirements, curriculum, and ways in which CPAs can get involved. Chapters can get involved with the Parent Teachers' Association Meetings. An officer of the Brooklyn chapter suggested to the president of the local Parent Teachers' Association that the PTA disseminate information about the accounting profession to its members. A follow-up meeting of the PTA was held, and the chapter made a presentation. This has led to further information sharing.

For more information about how your chapter can implement a high school Recruitment program (s), contact Henry Montero, the High School Recruitment Coordinator at (212) 719 - 8314 or email him at hmontero@nysscpa.org.

COAP AT-A-GLANCE

Career Opportunities in the Accounting Profession (COAP) is a summer program that is held at college campuses across New York State. The program is an important component of the New York State Society of CPAs' effort to recruit young people into the CPA profession. Participating students must apply but are not charged any fees to attend. Many chapters have incorporated these programs into their overall programs.

Founded in 1987, COAP recruits high school juniors from public and private schools in New York State. Recruitment for COAP is focused on minority groups historically underrepresented in the CPA profession. The program is sponsored and operated by the Foundation for Accounting Education (FAE).

The number of COAP programs has grown significantly in the last few years. The week-long program takes place at Hofstra University on Long Island, Le Moyne College in Syracuse, Long Island University in downtown Brooklyn, Pace University in Manhattan and at its Pleasantville campus, St. John's University in Queens, SUNY at Buffalo, SUNY at Brockport near Rochester, Westchester Community College near White Plains, and in the Albany and Mid-Hudson areas.

Sessions in accounting, financial analysis, and computers are all part of the COAP curriculum. All sessions are taught by CPAs and other business professionals who have firsthand experience.

In 2006, FAE began a 4 year college scholarship (\$10,000 in total) for COAP graduates. The final two years are contingent upon the recipients' declaration of accounting as their college major.

We encourage all Chapters to consider this program. For more information about COAP, please contact William Pape, Director of Member Relations, at 212-719-8420 or by e-mail at wpape@nysscpa.org.

Young CPAs Committee

The objective of this committee is to encourage and promote the participation of our younger members. It should strive to be a means of increasing the interest and involvement of young CPAs in the Society, and to increase the profile of CPAs in the community. To achieve this goal, the committee should focus on soliciting feedback from young CPAs in public, private, and governmental practice to determine what they expect from the NYSSCPA and what they would like the NYSSCPA to do to help them in furthering their careers. The committee should then decide upon the best course of action to help meet these needs. The committee should focus on the recruitment of newly licensed CPAs.

The following is a list of some of the activities sponsored by NYSSCPA chapter Young CPA committees:

- The Buffalo Chapter hosts a variety of functions, from Wine Fests, high school visits, western New York Youth Summits, the Niagara University Mentoring Program, to a Young CPA scholarship program.
- The Nassau Chapter has an annual bowling event, which moves around from location to location so that there is always a new experience. The attendance is on average about 30 people.
- The Manhattan/Bronx Chapter has hosted many successful Young CPA networking events. They include jazz nights, museum outings, and gatherings with other professional organizations.
- Westchester sponsors a Christmas Comes Early toy drive at a local children's hospital.
- The Nassau Chapter, working together with the Suffolk and Manhattan/Bronx Chapters, has sponsored a Labor Day networking cruise.
- Over the summer, the Nassau Chapter and Suffolk Chapter have hosted an annual picnic.

Young CPA committees are encouraged to host the following types of events:

- Summertime happy hour and mixers
- Boat rides, bus trips, and museum visits
- Golf outings
- Baseball outing
- Toys for children charity drives
- CPE sessions

Sponsorship

Sponsorships can help to defray the cost of Chapter programs, thereby enabling Chapters to run programs that they may otherwise be unable to present.

Chapter Program Sponsorship

Typically, businesses (especially banks or vendors) sponsor or host Chapter events. These sponsors contribute in whole or in part to the program expense, often donating the facility, food, and audio-visual equipment.

Sponsorship Committees

Suffolk, and Westchester chapters have developed sponsorship committees who are responsible for contacting and arranging sponsorships for the chapter. They have created a standardized pricing form, which outlines the various types, levels, and benefits of sponsorships available for their chapter.