

### **Strategic Initiative #3**

#### **How do we better serve and attract CPAs in Business, Government, NPOs and Education?**

**Mission:** To provide services to the growing segment of members no longer practicing in Public Accounting. To attract all certified CFOs and other certified financial professionals working in Government, NPOs and Education.

#### **Upcoming Actions:**

- Solicit all certified CFOs in MA for membership
- Co-sponsor CFO award with the Boston Business Journal
- Co-sponsor events with CFO Alliance.
- Publish brochure on the Value of the CPA Credential
- Create and promote Business and Industry Linked In Networking page
- Conduct surveys

#### **Ongoing Actions:**

- Specialized Web page: "Industry Center"
- Business & Industry E-ssentials (monthly e-newsletter)
- SumNews Feature: "Industry Perspectives"
- Industry Per Diem mailing list
- Providing networking guides for members working in: Education, Government and Non-Profit
- Transition Communication: Email and Letter to guide transition from Public to Industry
- Brochure on value of MSCPA membership – Why Your CPA Should Belong
- Providing CPE programs specific to non-public members
- Continuously increase and improve CPE for industry members.
- Neutralizing language in all communications (i.e. company vs. firm)
- Co-branding MIT CFO Summit
- Encouraging non-public CPAs to speak to students
- Coordinate Massachusetts Educator of the Year Award
- Expanded College Educators Conference to facilitate discussion between educators, firm administrators and HR staff
- Careers in Transition morning seminars

#### **Measurement:**

Between May 1, 2008 and April 30, 2009 164 members joined who serve in Industry, Government or Education.

**Board Champion:** Ralph Dunham

**Team:** Beth Lyons, Mona McCarthy, Alicia Grasfeder and Tony Jordan, Liesl Sitton and Kevin Rhodes.