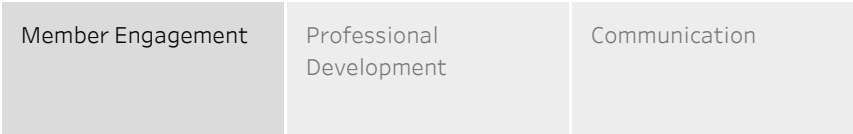
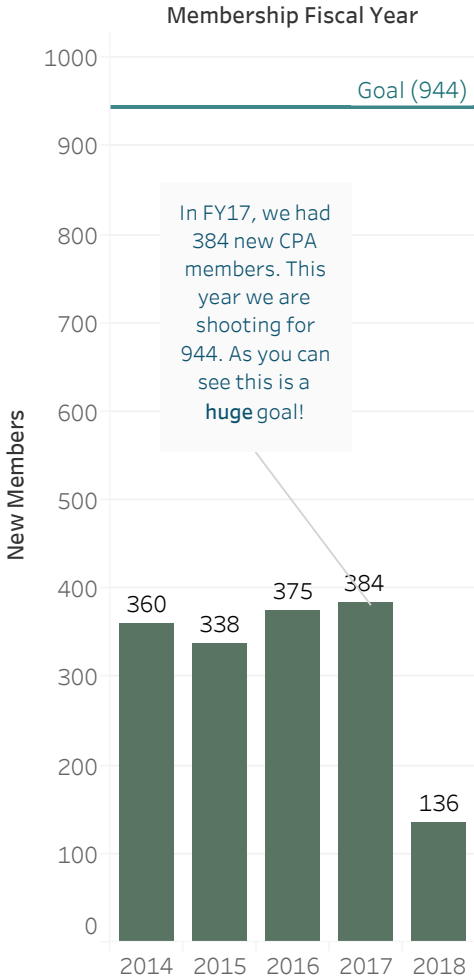


FY18 Goals



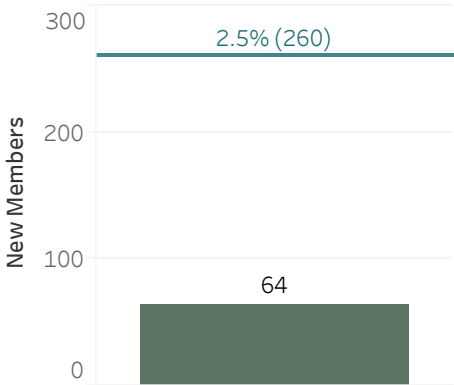
Total CPA New Members

Overall Member Recruitment Goal



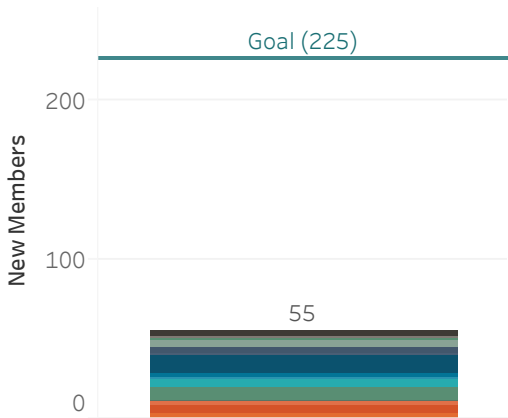
New CPA Members

Excludes 2017 Newly Licensed
Attract 2.5% of CPA non-members to join
(current population is ~10,000)



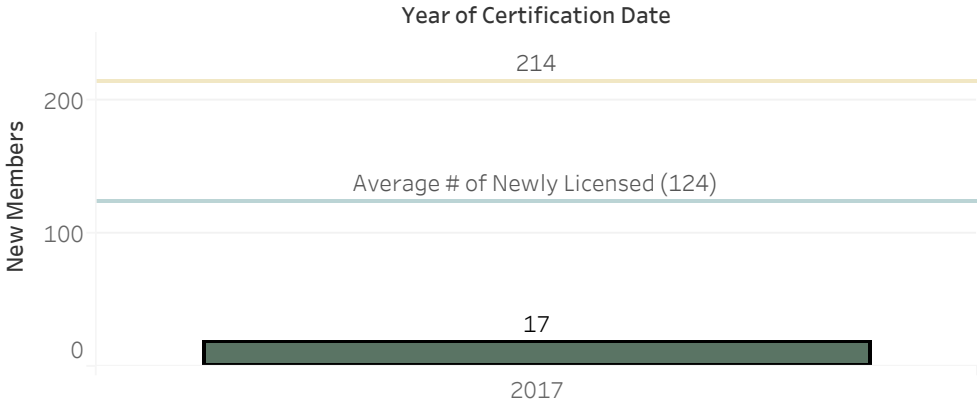
Major Firm Recruitment

List of 25 largest CPA firms in NC provided by State Board.



Newly Licensed New Members

Increase newly licensed CPAs to join the NCACPA to 60% (90). We typically get 124 newly licensed new members.



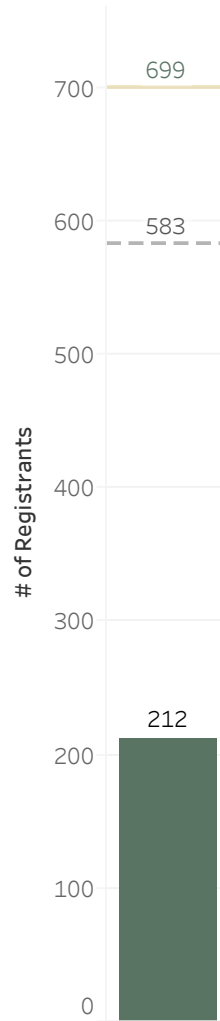
FY18 Goals

Member Engagement	Professional Development	Communication
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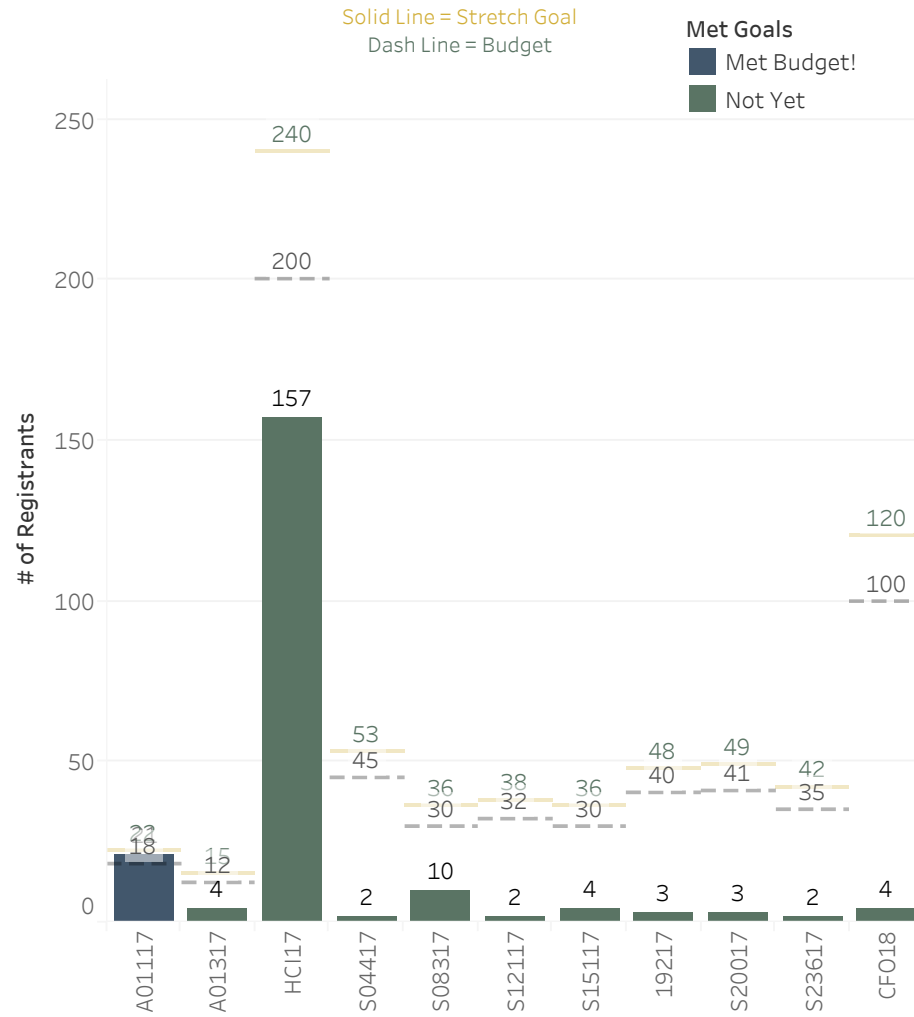
Revenue to Date



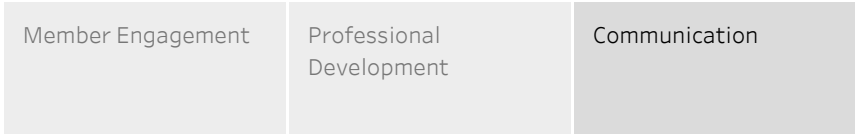
Overall Goal



Goals by Program

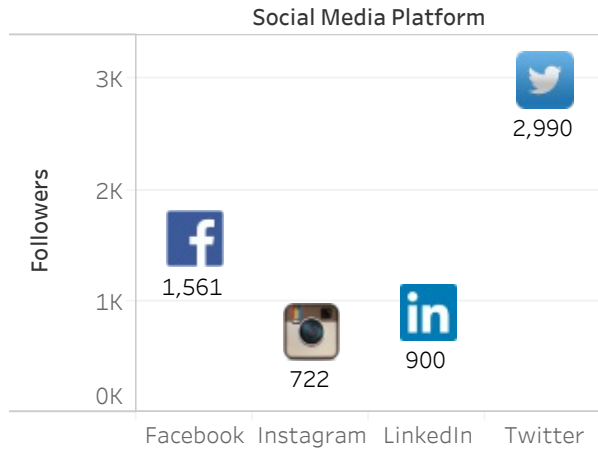


FY18 Goals



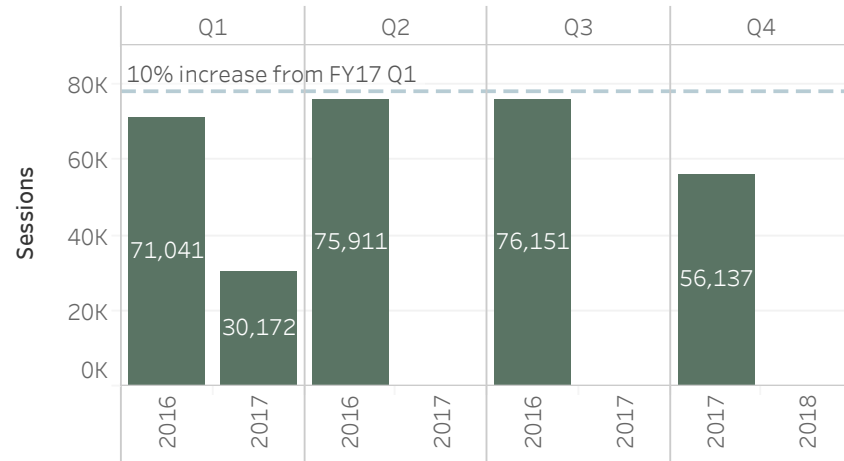
Social Media Followers

This is our starting point!
Increase social media engagement by 20%



Website Sessions

A session is the period of time a user is actively engaged with our website. All usage data (screen views, visitors, etc.) is associated with a session.



Connect

