



NCACPA Board of Directors

Meeting Minutes - January 15, 2020 - Conference Call

Austin Wachter, CPA, Chair, Presiding

Members Participating (on conference call)

George Beckwith	Whitney Gann	Kelli Knoble	Beth Monaghan	Scott Showalter
Malcomb Coley	Mike Gillis	Jared Korver	Abi Raja	Michelle Tracz
Walter Davenport	Shawana Hudson	Jonathan Kraftchick	Rob Rowan	Austin Wachter
Tim Fleischman	Scott Hughes			

Staff Participating

Sharon Bryson, Mark Sotichek, Jackie Asekhauno, Lorrie Leonhardt, Teka Miller, Nikki Vann, Moira Gill, Carly Rutledge, and Lisa Seaton.

Guests

NC State Board of CPA Examiners Executive Director, Bob Brooks; and Deputy Director, David Nance

Administrative Matters

Call to Order

Austin Wachter called the meeting to order and welcomed members of the NCACPA board, staff of the NC State Board of CPA Examiners, and members of the NCACPA team, after which the CPAs in attendance recited the "Oath of a North Carolina CPA."

Consent Agenda

Austin inquired if there were any comments concerning the minutes of the October 2-3, 2019 Board of Directors meeting. A motion was made and carried unanimously to approve the minutes.

Strategic Discussions

Increased Advocacy & Awareness

CPA Evolution

Austin Wachter started the discussion reviewing the CPA Evolution model. The board agreed that the new proposed licensing model for CPA licensure was much improved from previous iterations. Points made included:

- The model provides excellent career fluidity and the option to pivot, much like a career in engineering, for example.
- With transitions in the CPA Exam, the model mirrors those changes nicely. You are educated around a core set of principles and then as you continue learning through CPE, you can specialize based on your goals and competencies.
- How does CGMA factor into the CPA Evolution model?
- Has adequate research been done to ensure this new model resonates with the target audience (e.g. more IT-driven professionals)?

- For the tax focus area in the model, feedback was provided that the word “compliance” seems outdated and should be eliminated. It is more about continuing to build a pipeline of tax planning professionals.
- A director from private industry felt this model will resonate, however, suggested significant marketing will be necessary so private companies understand its advantages.
- Board members from large firms agree this model will help make the CPA profession more attractive. However, they believe the model will neither change nor impact current hiring patterns of their firms in the technology/data analysis areas.

Action Items(s):

- Sharon will provide the above feedback to the AICPA.
- NASBA and the AICPA are gathering feedback through the first part of 2020. Board members may send additional feedback on the proposed model to NASBA and the AICPA by emailing Feedback@EvolutionOfCPA.org.

Enhanced Engagement

Diversity & Inclusion Definition Task Force Report

Scott Showalter shared a presentation with the board providing background on the process the task force followed to develop the D&I definition. The guiding principles used throughout their initiative were:

- Recognize differences of underrepresented groups
- Ensure that everyone has a sense of belonging
- Recognize that everyone should have the same opportunities

Scott acknowledged that the task force intentionally added “equity” into the discussion to create a Diversity, Equity & Inclusion statement. It was suggested that the tag line “We Welcome All in the NCACPA” be revised for greater impact and inclusivity, thus it was agreed to reword it to “We Welcome All.”

The board commented that the committee did an excellent job crafting the definition statement, making it appropriately broad, but also providing NCACPA a guide to use going forward. It was acknowledged that it will be helpful to NCACPA committees as they incorporate D&I into their action plans. Scott moved to approve the D&I definition as presented, and the motion was unanimously approved.

Action Items(s):

- The Communications Team is developing a plan to push out the DEI definition to NCACPA committees.
- The Management Team is currently evaluating proposals for staff and member education. Amelia Hodges and Sharon Bryson will formulate an education plan to present at the February 26 Executive Committee meeting and the March 18 Board of Directors meeting.

Governance & Operational Effectiveness

NCACPA Vision & Mission Member Feedback Report

Scott Showalter reviewed the Vision & Mission (V&M) member feedback report with the board. Although we implemented a comprehensive communications plan, we did not receive a great deal of survey responses or comments on Connect. However, the limited feedback received was positive overall.

Action Items(s):

- The Communications Team (Comms) will include an article referencing the V&M statement and survey results in the March *Interim Report*.
- Comms will incorporate/update the new V&M into internal NCACPA documentation and processes.
- Comms will promote the new V&M at association-wide events.

Budget Discussion

Treasurer Shawana Hudson directed the board to the December financials and a projected statement through the end of the fiscal year (April 30, 2020). Of note, 85% of budgeted revenue has been earned with a third of the fiscal year remaining. Within the Continuing Education line items, one of the trends we continue to see is that attendance of, and revenues from, our in-person seminars are running 14% below budget through the end of December. Shawana noted the revenue buffer is a result of online offerings continuing to perform well. Mark noted that compared to other state societies, our margins in continuing education continue to remain strong.

The NCACPA Executive Committee will meet on February 26 to produce a final budget that will be presented to the board for approval in March. All board members are welcome to attend the February 26 meeting.

Action Items(s):

- Scott suggested future financial reports include membership data to allow a discussion of trends in that segment area.

Expectations for FY21 Budget

During the February 26 executive/budget meeting, NCACPA staff will present the FY 2021 budget. Mark noted the challenge with the FY 2021 budget will be considering a culmination of items; the new Vision & Mission statement, CEO Leadership Vision, infrastructure (old and new) and the implications that Diversity & Inclusion may have on our organization. As a result of these issues, we may not be fully aware of the resources we need to fund every initiative.

NCACPA staff will provide the most relevant and timely information as possible with the understanding that as additional projects/items arise due to long range strategic planning, they can be presented in an evergreen style. Due to the membership and conference communication plans starting in early March, it was noted there should be no subsequent changes to the budget as submitted to the Board by the Executive Committee.

Other Business

Sharon noted the Nominating Committee conference call on January 29 will result in the selection of the next class of Board of Directors. Particular attention will be given to aligning candidates with the strategic priorities of the association.

Mark Soticheck gave a brief update on the NC CPA Foundation noting that, to date, \$150,500 in scholarships have been awarded to 75 students from 24 different institutions across North Carolina. Austin noted that 100% of our NCACPA board members have contributed to the Foundation and to the NC CPA Political Action Committee (PAC), indicating that leadership is behind these important initiatives.

Adjournment

There being no further business to conduct, the meeting was adjourned. The next meeting of the Board of Directors is scheduled for March 18, 2020, at the NCACPA headquarters in Morrisville, NC.

Respectfully submitted,
Sharon H. Bryson, M.Ed., CEO
Secretary to the Board