



## ➤ **NCACPA Board of Directors Meeting Minutes**

**June 21, 2022**

**Jose Rodriguez, CPA Chair, presiding**

### ***Members participating***

Shawana Hudson Spann  
Kimberly Branch  
Jeanette Franzel  
Kevin James  
Jared Korver

Kristin Pappas  
Jose Rodriguez  
Arleen Thomas  
Kelly Puryear

Yvonne Hinson  
Courtney Knoll  
Wendy Waller  
Anna Kinast

### ***Staff participating***

Sharon Bryson  
Mark Sotichack  
Hannah Parrish  
Holly Bazemore

Robert Broome  
Lorrie Gold  
Crystal Dempsey  
Amelia Hodges

Teka Miller-Alston  
Nikki Vann

### ***Guests***

Kelli Knoble, CPA, NCACPA Chair 2020-2021, National Tax Business Leader, Grant Thornton  
Dave Horne, Esq., NCACPA Legislative Counsel/Lobbyist, Smith Anderson  
David Nance, Executive Director, NC State Board of CPA Examiners  
Lynne Sanders, Deputy Director, NC State Board of CPA Examiners  
Mike Gillis, CPA, Managing Partner, DMJPS, PLLC  
Victoria Martin, CPA, CSEP, CGMA, PFS, Managing Partner, Martin Starnes & Associates, CPAs, PA  
Mona Wade, CPA, Wade CPA, PC  
Deetra Watson, CPA, CGMA, Principal, Blackman & Sloop, CPAs, PA  
Mike Decker, AICPA Vice President, CPA Examination & Pipeline

## **Administrative Matters**

### **Call to Order & Introductions**

Board Chair Jose Rodriguez called the meeting to order and welcomed those participating both in person and online. He then invited the CPAs to recite the "Oath of a North Carolina CPA."

### **Consent Agenda**

Jose inquired if there were any comments concerning minutes of the March 17, 2022, board meeting. As there were none, a motion was made to accept the Consent Agenda as presented, and unanimously approved.

## **Strategic Discussions**

### **Enhanced Engagement**

#### ***NCACPA Member Guests***

Jose introduced invited member guests in public practice to share their views on current and/or future professional challenges, opportunities, and perspectives, as well as ways in which NCACPA might be able to assist their firms in these areas. The themes from the discussion of the panelists included the following:

### Challenges for Public Practitioners

- Talent acquisition, pipeline, recruitment
- Pressure on salaries/compensation at all levels
- Finding new ways to attract new staff hires out of college (expanding internship programs, firm sponsored summer leadership programs, etc.)
- Increasing investments in technology
- Client management (fee increases, client acceptance/retention, letting clients go, etc.)
- “Can’t do it all” – Constraints on where to allocate resources (sole practitioner to small/mid-sized firms)
- Keeping pace with constantly changing regulations, especially on tax front
- CPAs are too busy to collaborate (smaller firms/sole practitioners)
- Challenges with the IRS
- Managing growth (organic vs. M&A) – mid-sized firms are receiving multiple calls per month from small firms/sole practitioners wanting someone to buy them out
- Evaluating staffing model change (hiring two-year degree staff for lower-level preparation work) → may result in some pursuing CPA, but not required.

### Opportunities for NCACPA

- Branding of the profession!
- Providing learning in the sales/business development area
- Assisting firms with how to build new service lines, not just technical accounting
- Assistance in technology recommendations/referrals
- Continue to educate students on the benefits of going into accounting

## Increased Advocacy & Awareness

### *Pipeline*

Sharon and Jose introduced Mike Decker, VP of CPA Examination & Pipeline at AICPA. Mike provided an overview of challenges in the profession around the pipeline, citing trends in demographics, college enrollments, and exam applications. The primary takeaways from the conversation were around the following:

- Increasingly downward trends in college enrollments, which will be further exacerbated over the next 5-10 years as a result of reduced birth rates in the U.S.
- CAQ study cited specific attributes of a career desired by students, especially Black and Hispanic/Latinx students: entrepreneurship, growth, stability, fulfillment, culture and belonging.
- Profession is not appropriately branding itself to the student audiences or to the general public.
- AAA has found the increase in other business school programs/majors in the colleges of business are negatively impacting the pipeline.

Other discussion by the board members supported increased interest in NCACPA investigating a branding campaign.

### *Accounting Education Joint Task Force Update*

Dr. Kevin James provided an update on the joint Accounting Education Task Force with the NC State Board of CPA Examiners. Dr. James noted the following highlights of their first meeting:

- Widespread agreement that the State Board should not become more prescriptive in its regulation of what counts towards accounting class qualifications.
- Discussion around the model curriculum published by NASBA/AICPA and the likelihood that some schools may drop certain legacy accounting classes in favor of more data analytics-focused courses.
- Recognition that larger institutions are already positioned to meet the model curriculum standards, but smaller schools may be behind and face different challenges.
- The need to change the profession's messaging, along with the need for us to get into high schools and middle schools to attract students into accounting programs.
- Starting salaries for accounting graduates are much lower than other majors in the colleges of business and that is impacting enrollments.
- Community colleges are playing, and will continue to play, a critical role in educating students prior to transferring to a 4-year institution.

### *Advocacy & NC CPA PAC Update — Robert Broome*

Robert provided a brief update on NCACPA's recent legislative agenda, as well as an update on the fundraising goals/status of the NC CPA PAC. Jose also reminded board members about their responsibility to support both the NC CPA PAC and NC CPA Foundation.

## Diversity, Equity & Inclusion

### *DEI Resource Group & Consultant Update – Jeanette Franzel, CPA & Amelia Hodges*

Amelia led off the discussion providing an update on NCACPA's new DEI consultant, The Diversity Movement (TDM), noting that NCACPA has worked with TDM on other DEI-related programs. She shared the upcoming work with TDM, including, but not limited to, a cultural assessment, member listening sessions, partnerships/outreach, and assistance with the formation of employee resource groups (ERGs).

Jeanette provided an update on the work of the DEI RG and its action plan. The DEI RG's action plan is focused on increasing and maintaining the pipeline, as well as leveraging NCACPA's efforts to better promote DEI issues/initiatives (ex. greater collaboration between the DEI RG and NC CPA Foundation).

## Governance & Operational Effectiveness

### *Treasurer's Discussion — Jared Korver, CPA*

Treasurer Jared Korver briefly reviewed the unaudited year-end financial statements for FY2022 noting the results aligned with the projections shared with the board in January. Jared also noted the audit would be kicking off soon with the expectation of presenting the audited financial statements to the board at the October meeting. Jared also provided an update that NCACPA is in the process of finalizing its application for forgiveness of the PPP funds received and that initial results from FY23 around membership and CPE are trending at, or above, budgeted projections.

### *Strategy Advisory Committee – Kelli Knoble, CPA*

Kelli Knoble joined the meeting virtually to provide a brief update on the Strategy Advisory Committee's (SAC) efforts and to explain proposed changes to NCACPA's bylaws centered on the creation of the SAC, a new board standing committee in Article VII of the bylaws, as well as clarification in Article X incorporating updates to the definition of committees by including references to resource and networking groups. The board unanimously approved the changes to the bylaws as presented.

### *Board Member Legal Resource — Dave Horne, Esq.*

Dave Horne joined the meeting virtually, sharing an overview of a legal resource guide co-created by Smith Anderson and the NC Center for Nonprofits with the goal of providing an aid for board members of nonprofit boards. Additionally, Dave provided specific insight into key governance components of NCACPA, including details

of the Association's ownership and oversight structures, as well as coverage of the D&O insurance policy. The resource guide will be added to NCACPA's volunteer toolkit for volunteer leaders to reference going forward, and there will also be periodic outside review of our organization's D&O policy to ensure adequate coverage.

### *Board Survey Evaluation*

Jose led a high-level discussion of the board member survey evaluation results. The focus of his comments centered on further enhancement of our board calendar to identify the strategic topics the board will discuss throughout the year. Sharon provided additional context around NCACPA's efforts that address comments/themes expressed in the survey, but where the board may need greater awareness. Jose and Arleen will work with Sharon and Mark on the enhancements discussed.

## **Other Board Responsibilities**

### *Executive Committee Report*

Jose reported on the efforts of the Executive Committee in its recent May meeting, requesting board members review the draft minutes of the May 24, 2022, Executive Committee meeting included in the materials. There was also brief discussion on a report of the AICPA Spring Council and efforts around many of the topics covered in the meeting such as pipeline and talent acquisition/management.

### *Closed Session and Adjournment*

There being no further business to conduct, Jose expressed appreciation to everyone for their participation. The meeting was adjourned at 3:45pm.

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