

## THE C.P.A. INITIATIVE PROGRAM OVERVIEW

### OBJECTIVES

- To provide funding to colleges and universities that conduct accounting awareness programs.
- To provide information regarding the benefits of a career in accounting to as many students as possible.
- To recruit the best and brightest students to pursue a degree in accounting.

### CRITERIA

College or university must submit written request for funding (using the attached application form) which outlines the content of the accounting awareness program. The funds are available on a reimbursement basis. The costs for the program must be limited at most to \$25 per student attending to ensure the funds available reach the most students possible.

### **Eligible programs must include the following:**

1. Minimum of 30 minutes of discussion on the accounting profession.
2. Target audience (attendees) of at least 10 students, not including faculty.
3. Distribute one or more of the following items to all students attending your event:
  - GSCPA Student Member Application
  - AICPA's Takin' Care of Business Career Guide
  - PowerPoint Outlining the Benefits of Student Membership in the Georgia Society of CPAs
  - "CPAs: Not Your Average Accountant" Power Point Presentation Prepared by the GSCPA
  - Robert Half's Accounting Salary Guide
  - Educational Foundation Scholarship Applications

*On the enclosed application, please select which of the above items you would like to distribute at your event and they will be sent to you prior to your function.*
4. Prominently display information regarding the Educational Foundation's co-sponsorship of your event.\*
5. Invite GSCPA members from your local chapter to attend your function.\*\*

### TIMELINE FOR SUBMISSIONS

- **October 19, 2009** – Applications must be submitted to the Educational Foundation of the GSCPA via mail, email, or fax.
- **October 30, 2009** – Institutions will be notified of funding approval.
- **November 1, 2009 – April 15, 2010** – Implementation period for awareness programs.
- **April 30, 2010** – Completed closing packages are due to the Educational Foundation in order to receive reimbursement check; the closing package will be mailed to the institution once program has been approved for funding.
- **May 17, 2010** – Reimbursement checks will be issued.

\*Upon request, the GSCPA will provide you with a poster template displaying co-sponsorship information. Otherwise, please create your own poster, program, or other marketing item that displays the Foundation's participation and sponsorship of your event.

\*\* Institutions are encouraged to seek assistance from the GSCPA Chapters in their area to identify accounting professionals to participate in activities. If you need information regarding your local chapter, please contact Don Cook at 404-504-2935.

**THE C.P.A. INITIATIVE PROGRAM**  
**FAQs**

***How do institutions participate in the Initiative?***

Participation is quick and easy. Please review the criteria and submit the enclosed application no later than **October 16, 2009** in order to be approved for funding. Applications can also be found on the GSCPA website ([www.gscpa.org/educationalfoundation](http://www.gscpa.org/educationalfoundation)).

***What types of programs qualify for funding?***

Programs that qualify will focus on educating students, business majors and others about the accounting profession. Examples of programs include:

- Pizza Party/BBQ to Showcase Accounting Professionals
- Shadow-A-Professional Program
- Trip to Local Accounting Firm
- High Achieving Accounting Students Award Program

Programs that do not qualify are those whose target audience is current accounting majors or programs that do not meet the stated criteria. All programs must promote awareness of the accounting profession to non-accounting majors.

***Is there a limitation on the amount of funding a school can receive?***

Each submission will be evaluated and the determination of funding will be made by the Educational Foundation of the Georgia Society of CPAs. There are no preset maximums or minimums, however, submissions must stay under a \$25 per student maximum for expenses. *Only one program will be approved per year per institution.*

***What if I want to host a program that does not coincide with the above criteria?***

The Student Outreach Committee of the Educational Foundation has created a “Tier 2” program that assists in funding programs that do not correspond to the criteria for the C.P.A. Initiative Program but are worthwhile programs. Applications for Tier 2 funding will be distributed by request after all C.P.A. Initiative Programs have been approved for funding. For additional information, please contact Don Cook or Lydia Rosencrants.

**Contact Information**

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