



Cultivate Your Own Program

Recruiting and Retaining Student Members Student Members

- Initiate a support group among student members
- Let them have activities that are “for them”
- Give them a chance to network at all chapter events and meetings
- Give them an opportunity to join a professional organization early in their career.
- Have a student raffle for office depot gift certificates or movie tickets

General Career Awareness Activities

Many middle and high schools offer career awareness activities. These activities can range from "Go To Work With A Parent Day" to Career fairs and career days where professionals from various fields provide workshops about their professions and are available to answer questions. Personnel planning these activities need to be encouraged to include Accounting as a career field.

Extracurricular Clubs

Extracurricular clubs have the potential for easily reaching a large number of students. Nation-wide extracurricular clubs serve more middle and high school students than any other type of precollegiate recruitment activity. Some of these clubs would include:

Try to reach more students...

High School

Try to reach all High Schools in Georgia (public and private)

Boy Scouts

Girl Scouts

FBLA

JROTC

Guidance Counselors and Career Rooms

PTA and PTSA

College Level:

Beta Alpha Psi

Business Clubs/Majors

Finance Clubs/ Majors

Accounting Clubs/Majors

Deans and Department Chairs

Institutes and Workshops

Workshops and institutes are another approach to providing high school and college students with information and experiences in Accounting. Many schools throughout Georgia participate in programs involving students in institutes or workshops that vary in length from one day to six weeks. Some schools find it possible to provide such workshops; other assist their students' participation in programs offered by other organizations including those offered by university programs. Promote the GSCPA High School Residency Program!

Beta Alpha Psi is a national scholastic and professional fraternity for Financial Information Professionals. The primary objective of the fraternity is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance and information systems; providing opportunities for self-development and association among members and practicing professionals, and encouraging a sense of ethical, social, and public responsibility.

Curricular offerings

Offering high school courses focused on Accounting along with business and finance, as part of the school curriculum is a widely used approach for recruiting students. Two aspects of curricular offerings should not be overlooked. First, successful programs allowed students time to conduct research, form their own opinions and then discuss those opinions. Second, programs having the most impact provide hands on experiences for their students. Find ways to suggest that schools promote the Accounting profession in your community.