

NCACPA's New Vision & Mission Statements

Communication to Members &
Survey Feedback

Activity Since the October Board Meeting

October 10 : Scott presented the Vision & Mission Task Force's (VMTF) recommendation to the NCACPA staff.

November 22: Communication to Volunteer Leaders

- A video featuring Scott's presentation was shared with the members of our Committees, Councils, Cabinets, and the NC CPA Foundation Board.
- Volunteers were given the process for asking questions of the VMTF and asked to complete a five-minute survey.

Activity Since the October Board Meeting

December 10: Communication with the Membership

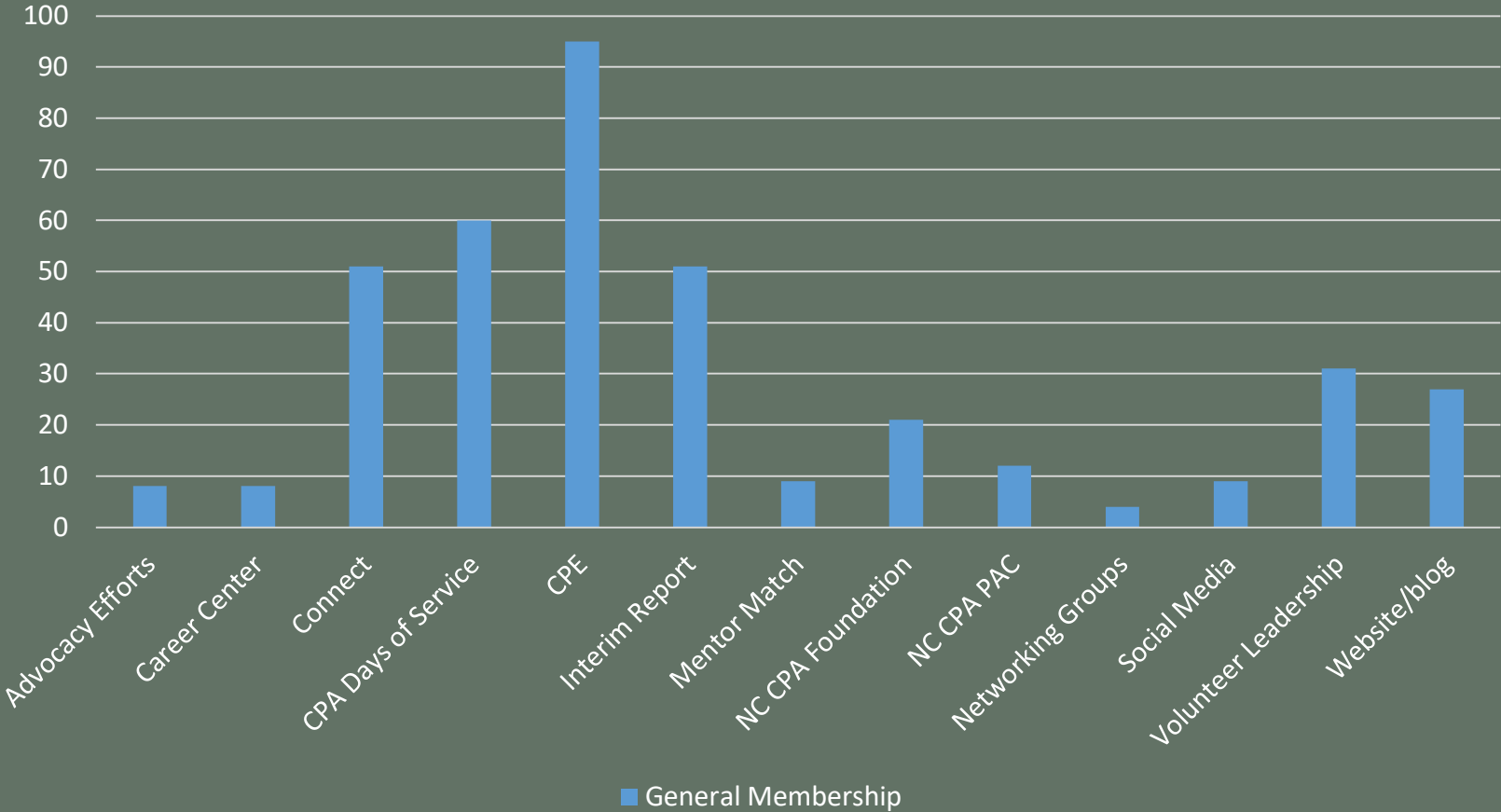
- A "News to Know" pointed members to a special webpage with the video presentation, *Interim Report* article, link to the Connect conversation, and information on providing feedback.
- Content was posted on Connect, our blog, and social media channels.
- The December issue of *Interim Report* contained Scott's article on the task force's work and recommendations.

December 19 & January 2

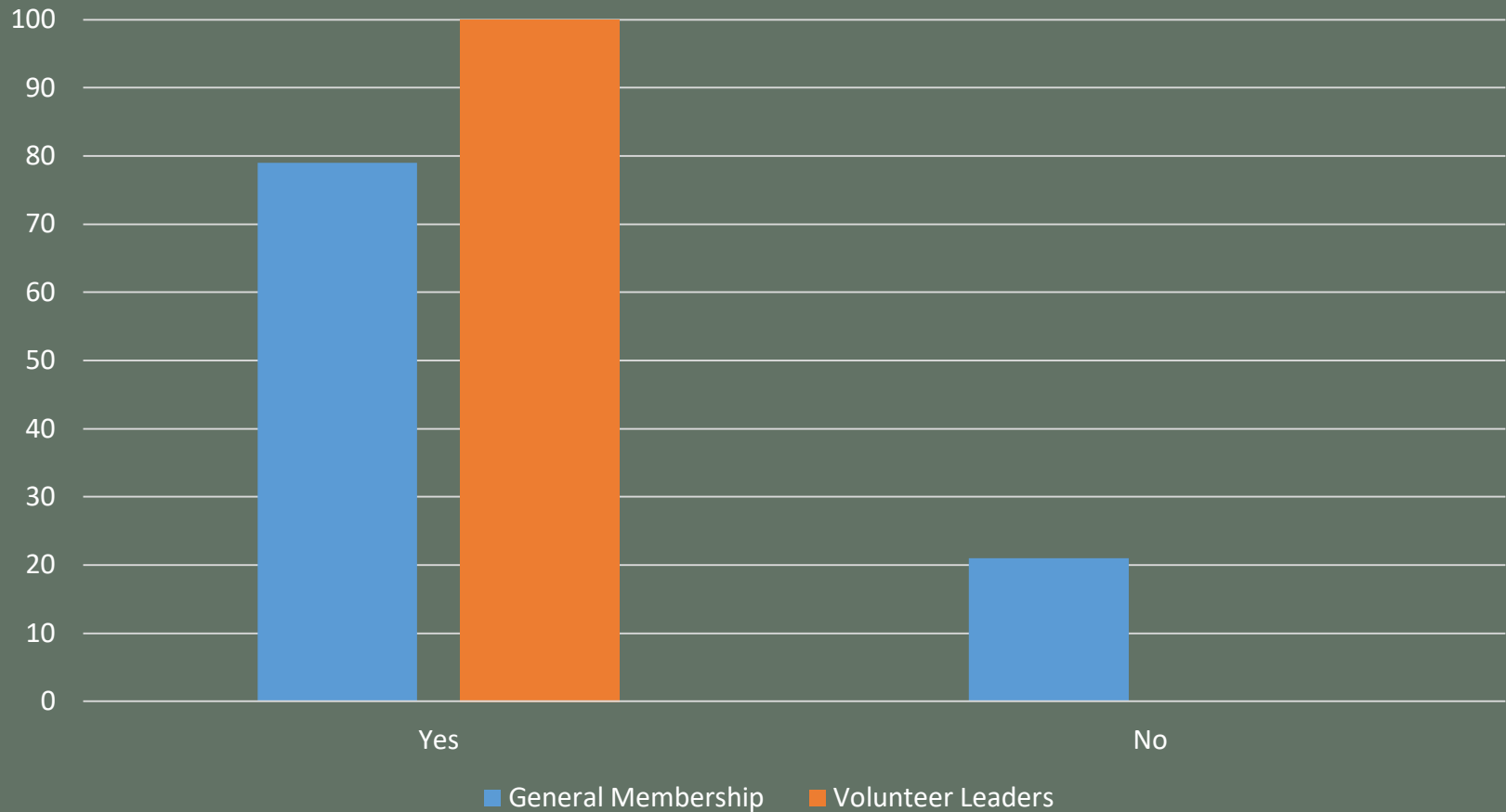
- Reminders about the special website and survey were included in the "News to Know" sent on these dates.

Survey Feedback

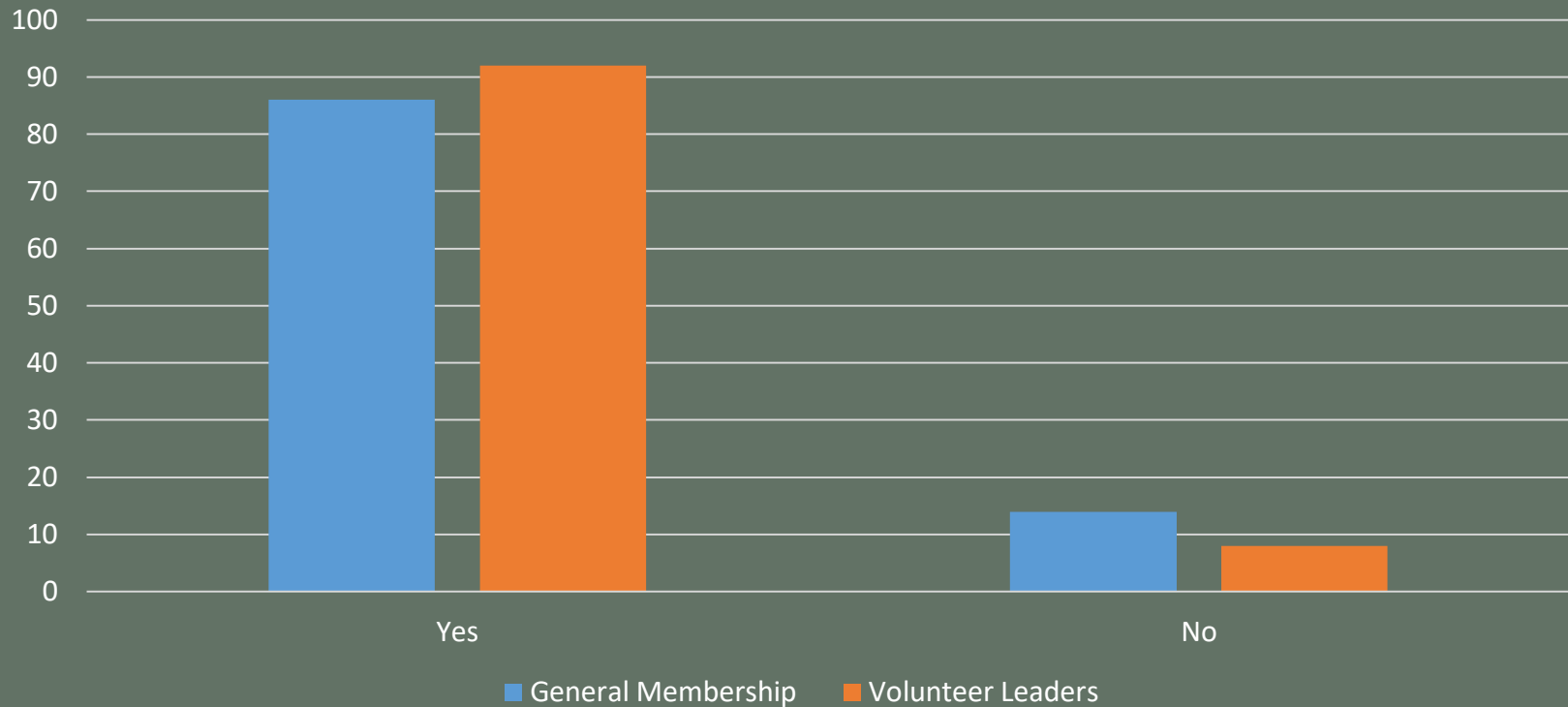
In addition to membership, in which of the following ways are you involved with NCACPA?



Did you watch the new vision and mission statement video featuring Immediate Past Chair Scott Showalter?



**Scott shared the definition of a vision statement: "A short phrase describing the future you are ultimately working towards."
Do you think our new vision statement captures the future direction of NCACPA?**



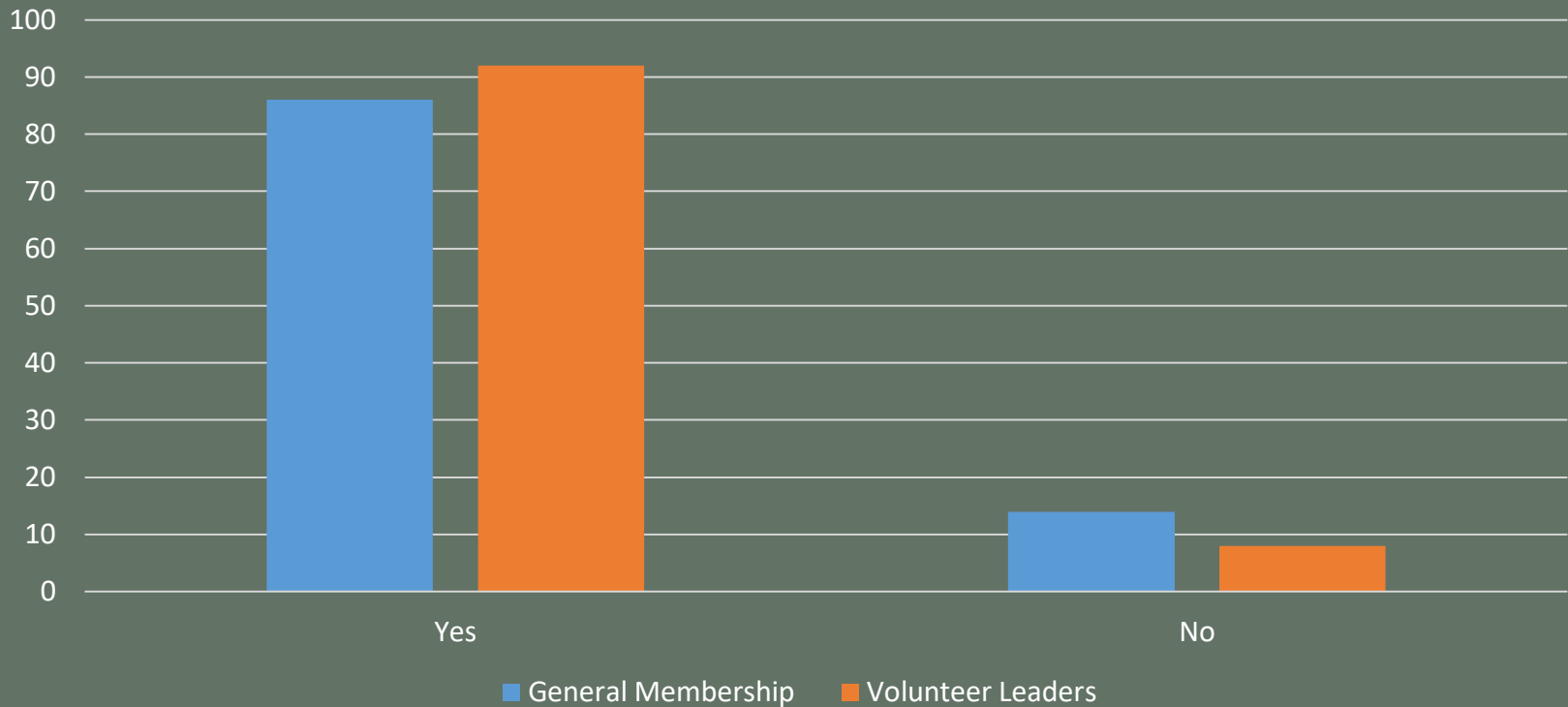
General Membership's feedback on the vision statement

- Seems like a lot of thought went into it.
- Not impressed; it should distinguish us as a profession; it feels watered down.
- Disappointed neither statement includes "Certified Public Accountants."
- I am satisfied with what the Board has developed and am appreciative of their hard work.

Volunteer Leadership's feedback on the vision statement

- Well-developed; I agree with the board's recommended changes.
- I had to wrap my head around the "accounting profession" portion of the statement. At first, I thought it must be specifically the NCACPA's vision. With Scott's explanation, the phrase has grown on me.
- It is missing an NC element.
- I love that the focus shifts from the NCACPA to the success of organizations and individuals.

The definition the task force used for the mission statement was: "One sentence statement describing the reason your organization or program exists." After hearing the Task Force's recommendation, do you think our new mission statement describes the reason NCACPA exists?



General Membership's feedback on the mission statement

- Right on target.
- Love the mission statement.
- Disappointed neither statement includes "Certified Public Accountants."
- We have to move more towards the accounting profession. The CPA designation has somehow gotten framed as public accounting only and does not have value outside of public accounting. The accounting profession is broad and we must address the entire profession.

Volunteer Leadership's feedback on the mission statement

- Interesting and motivating!
- I may need a better understanding of who we serve if the target is not CPAs.
- As I think about my own interactions with NCACPA, I can directly see how they fulfill each element of the new mission statement in many areas already. I believe the new mission statement will also help guide and drive new initiatives within the various committees.
- With technology in general, expanding to non-CPAs is a very important piece of this.