



**NASBA 107<sup>th</sup> Annual Meeting  
Business Meeting Report**

# What is the CPT?

Connection: NASBA's 501(c)3 organization focused on enhancing public trust in business

Purpose: **Develop, Encourage, Acknowledge and Promote** ethics and ethical leadership

Mission: *To champion the public trust by advancing ethical leadership in business, institutions and organizations*

# 2014 Primary Focus Areas

**Student Programs**

**Certification Program**

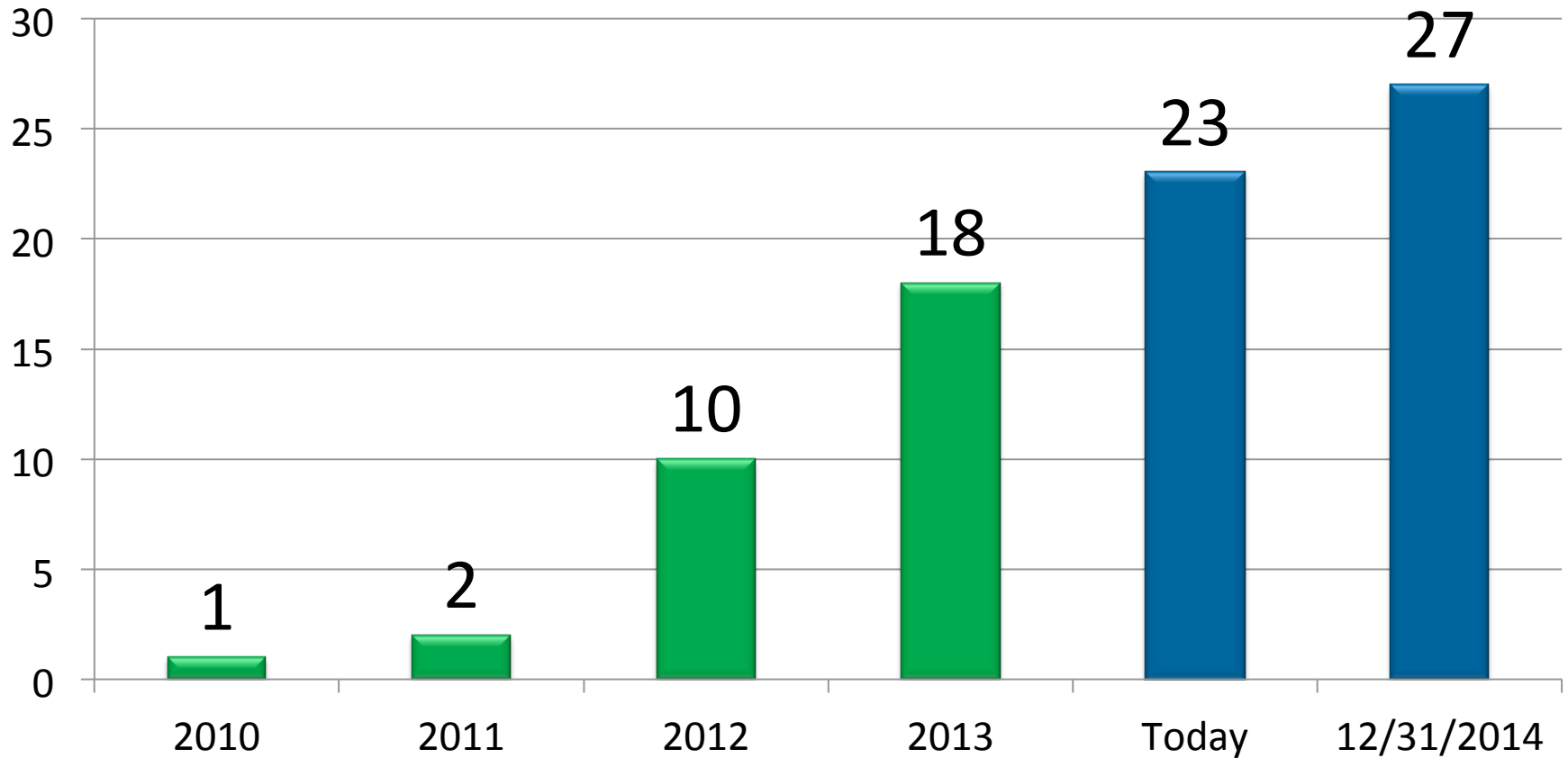
**Professional Programs**

**Financial Growth**



# 2014 Highlights

## StudentCPT Chapters



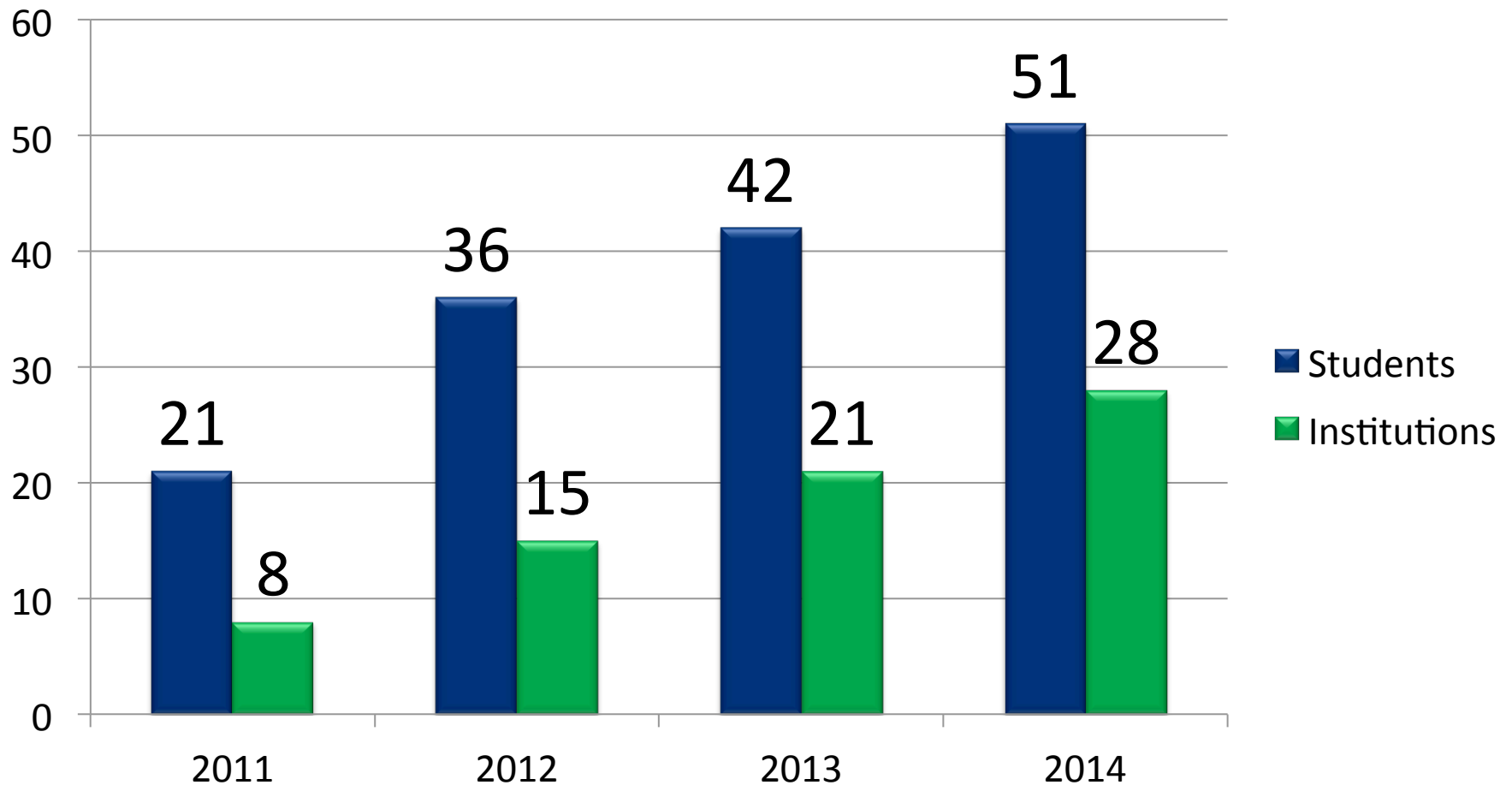
# Chapter Growth & Sustainability

- **Account Management**
- **Advisor Engagement**
- **Chapter Performance**
- **Missouri Partnership**
- **Social Media Use**



# 2014 Highlights

## Student Leadership Conference Participation



# Ethic In Action Video Competition



**Reached 6,000 in 10 Days**



# Student Certification Program



**Launched Jan. 2014**

**408 Students Spring**

**430 Students Today**

**1,000 Proj. Spring**

**38 Institutions**



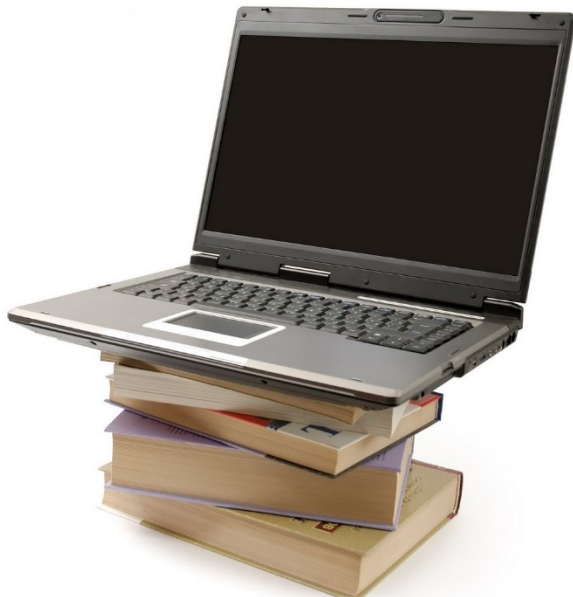


# Professional Programs



## Conferences

- Annual Ensuring Integrity Conference
- **FEI Partnership**



## Corporate Training & Certification Program

- **Targeting Small & Mid-sized Companies**
- Launch January 2015

# CPE Resources Program

- **Initial Resource to Societies**
- **Accounting Profession Support**
  - **The Accountants Coalition**
  - **The Center for Audit Quality**
  - **The American Institute of CPAs**
  - **Individual Firm Support**
- **Contracting with Professors And Trainers**



# Fiscal Growth

**Funding Sources**

**Revenue-Producing Products**

**Foundation Relationships**

**Project-Specific Funding**

**CPT Board Contact Program**

**NASBA Annual Meeting Fundraiser**

**Expense Management**



# Thank You NASBA Members

