



# NASBA PRODUCTS & SERVICES





Performing All Services With Excellence



Providing outreach and assistance across every stage of the CPA lifecycle is yet another way NASBA accomplishes its mission. From CPA Examination administration, to licensure, to education, NASBA offers a menu of high-quality products and services, all designed with Board of Accountancy members, consumers and the CPA profession in mind.

Member services include, but are not limited to, association meetings, CPA Examination administration and assistance with licensing. NASBA's consumer products span across the spectrum from licensing application assistance to continuing professional education (CPE) and compliance management services.

Over the years, several additional products and services have been developed to meet the growing needs of the accounting profession. Clients include individual CPAs, CPE providers, state CPA societies and accounting firms of all sizes. These and other stakeholders can be assured that NASBA will continue to provide innovative products and services to further business continuity and effectiveness. The following pages detail more about the various products, services and complementary offerings available through NASBA.

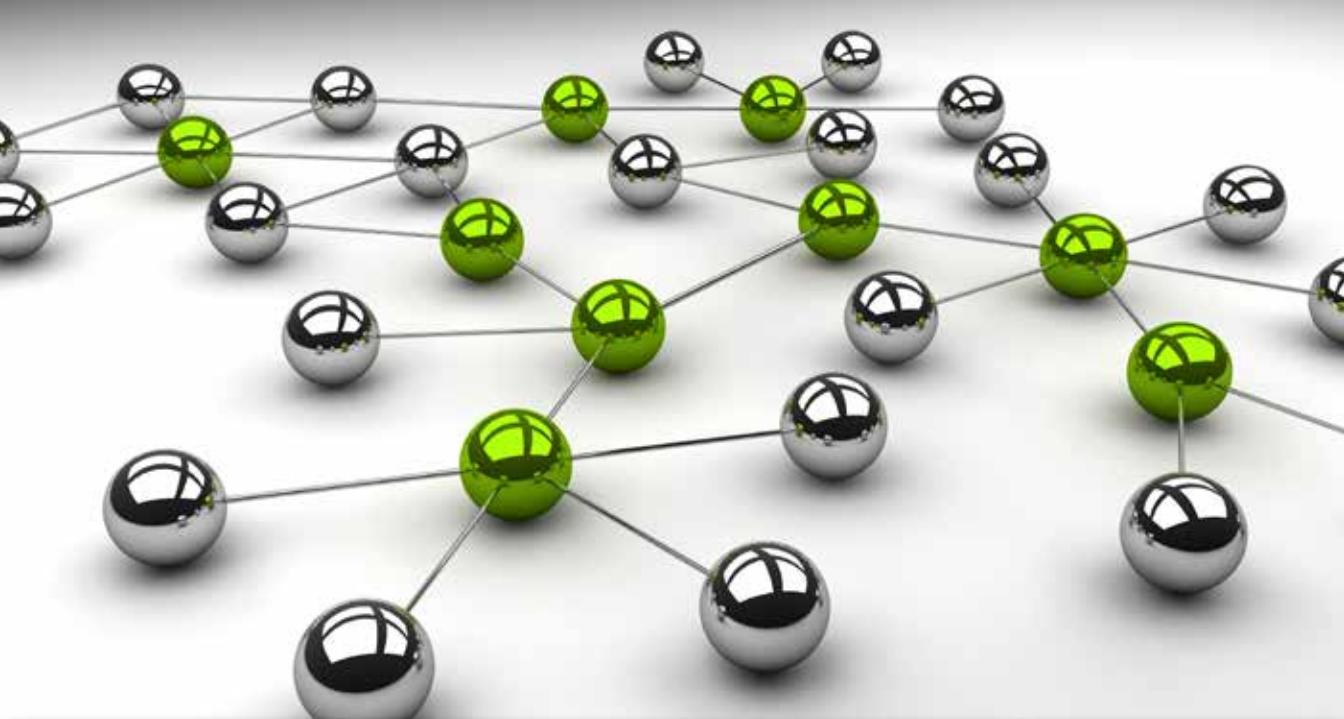


## EXAM

### **CPA EXAMINATION SERVICES**

As NASBA's flagship program, CPA Examination Services (CPAES) provides a comprehensive array of services related to the Uniform CPA Examination. A few of these services include application processing, credential evaluations and score reporting. Outsourcing these services to the experienced and reliable professionals at NASBA enables state boards to provide candidates with a positive examination experience while remaining focused on other critical regulatory functions – like enforcement and rule making.

CPA  
Examination  
Services



## EXAM

### **NATIONAL CANDIDATE DATABASE**

The National Candidate Database is a database of CPA candidate information created to help NASBA, Boards of Accountancy, the AICPA and the testing centers protect the personal data provided by candidates during application and examination processes. As a central repository for all CPA Examination candidate information, the National Candidate Database is a global tracking system for CPA Examination candidates. With the ability to track a candidate's history, from initial application to grading of the examination, the National Candidate Database is a powerful tool for managing testing information.



## EXAM

### THE NASBA REPORT ON THE CPA EXAM

Data from the Uniform CPA Exam allows for the gathering of targeted, reliable information about the demand for the Certified Public Accountant (CPA) credential in the United States, and abroad. The *NASBA Report on the Uniform CPA Examination* is your go-to resource for annual data and trends of candidates taking the CPA Exam. Statistical reports and commentary on trends in Exam participation offer insights on how to interpret the data. This information, available only from NASBA, offers you the best indication of the market today, AND tomorrow.



EXAM

## **NASBA INTERNATIONAL EVALUATION SERVICES**

NASBA International Evaluation Services is dedicated to the professional evaluation of international coursework and credentials for candidates applying for CPA examination and licensure.





## EDUCATION



### LEARNING MARKET

Looking for CPE to meet your requirements? Find CPE courses anywhere in the country! Visit *Learning Market* to search through more than 14,000 CPE courses to find just what you need. You can even narrow your search by date, location, subject area, number of credit hours, CPE provider, delivery method and more! With all of the different continuing education options out there, Learning Market makes finding the exact CPE course faster and easier.



## EDUCATION

### **NATIONAL REGISTRY OF CPE SPONSORS**

The National Registry of CPE Sponsors was created to help recognize CPE program sponsors who make a commitment to meeting the highest CPE program standards. Only learning providers who are committed to offering high-quality continuing education programs, that improve a CPA's professional competence, are listed on the Registry. The National Registry of CPE Sponsors logo is the seal of approval for CPE. When you see that logo, you can trust that the continuing education you receive will be of the highest quality.





## EDUCATION

### **QUALITY ASSURANCE SERVICE**

The Quality Assurance Service (QAS) recognizes and highlights continuing professional education (CPE) sponsors that provide self-study CPE programs in accordance with nationally-recognized standards developed jointly by Boards of Accountancy, NASBA and AICPA. Because of the respected standards and processes for approval, many boards and associations accept, and others require, that self-study CPE course credits be earned from QAS sponsors. Further, some boards only accept credits granted by this program.





## LICENSURE

### **ACCOUNTANCY LICENSEE DATABASE (ALD)**

The ALD is a central repository of current licensee and firm information. It was conceptualized to assist Boards of Accountancy with their regulatory mission. Ideally, the database will continue to grow to include the current and accurate licensing information for individual accountants and firms in each of the 55 jurisdictions. ALD is hosted by NASBA and access to the system is free to Boards of Accountancy.





## LICENSURE

### **ACCOUNTANCY LICENSING LIBRARY**

Given the ever-changing regulatory environment and recent adoption of Mobility legislation, in most states, it is becoming increasingly difficult to remain up-to-date on the laws and rules governing CPAs. ALL helps remove the complexity from the CPA license and firm registration process for busy accounting professionals. This valuable resource contains comprehensive and accurate information for the different types of CPA licenses (initial, reciprocal, mobility/practice privilege and firm registration).





LICENSURE

## **CPA MERCHANDISE**

Once you have added the CPA designation to your title, you are proud to tell your colleagues, friends and family that you are “official.” All of the hard work and studying paid off, and the exams are out of the way. As you move to the next level and become a practicing CPA, you may want something in addition to your wall certificate to display and celebrate your achievement. NASBA’s CPA Merchandise allows you to do exactly that. Choose from high-quality products such as CPA-branded cufflinks, mugs, mouse pads and pens that take your level of practicing professional to an entirely different level. These items also make great gifts for bosses, family members, coworkers or friends, who are also CPAs.

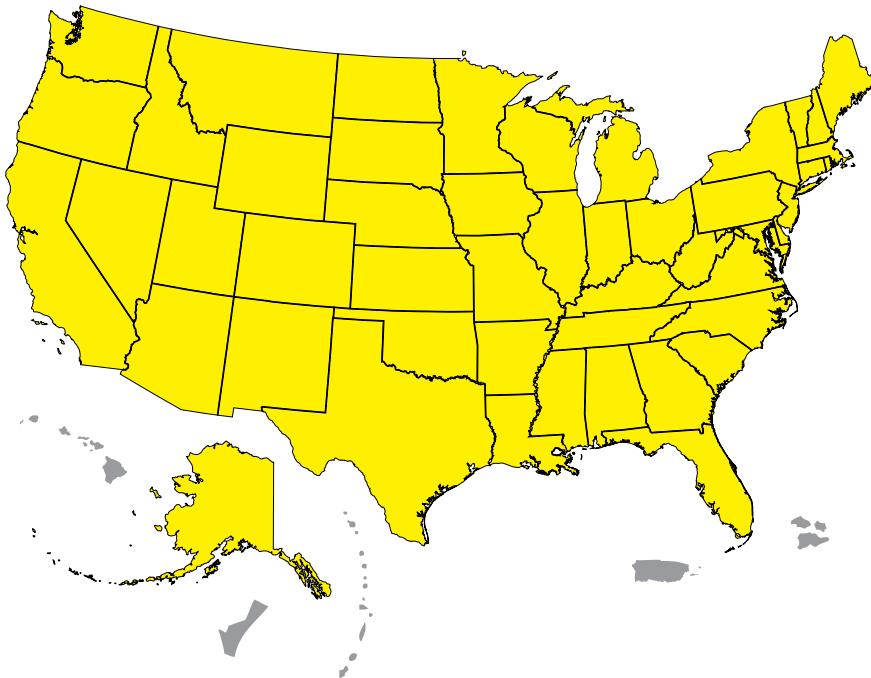


## LICENSURE



### **CREDENTIALNET**

NASBA's concierge service, CredentialNet assists with completing the application process for licenses/permits. NASBA manages this process from start to finish allowing licensees and firms the opportunity to focus on day-to-day business.



## LICENSURE

### **CPA MOBILITY**

With statutes approved in almost all of the 55 U.S. jurisdictions, and pending in most of the rest, mobility has become a reality for CPAs and accounting firms from coast to coast. Mobility is a practice privilege that generally permits a licensed CPA in good standing from a substantially equivalent state to practice outside of his/her principal place of business without obtaining another license. With CPAmobility.org, CPAs can learn whether mobility applies to their specific situation and whether firm registration or other paperwork is required – all within four clicks. Available via mobile phone, CPAmobility.org provides a wealth of information at your fingertips.

**CPAmobility.org**



## LICENSURE



### **NASBA LICENSING SERVICES**

NASBA has provided licensing services to Boards of Accountancy for more than 25 years. NASBA has the capability and resources to help make the licensing process more efficient for Boards of Accountancy and candidates. NASBA licensing services include application processing, eligibility determination, score reporting and education evaluation. NASBA also provides excellent and reliable customer service to candidates throughout the licensing process.



## LICENSURE

### **WALL CERTIFICATE SERVICE**

Passing the CPA Exam and getting a CPA license is a significant achievement. What better way to showcase the hard work and effort put into this accomplishment than with a professional wall certificate? NASBA's Wall Certificate Service is designed to enhance the quality of licensing certificates of professionals by offering creative and professional design options. Offering superior custom design, production and processing, this service efficiently produces professional wall certificates licensees can be proud to display. In addition to state-of-the-art printing of the certificates, other offerings include custom framing and distribution.





## LICENSURE

### **CPAVERIFY**

Free and open to the public, CPAverify.org is a CPA lookup tool populated by official state regulatory data sent from Boards of Accountancy to a central database and is a huge first step in offering a single-source national database of licensed CPAs. Whether sourcing talent to fill open positions or searching for the ideal CPA to assist with an income tax return, CPAverify.org provides individuals and organizations alike a convenient and credible way to research whether a CPA is officially licensed in a particular state without having to search each Board of Accountancy website individually.





## OTHER SERVICES

### **MEETINGS DIVISION**

The NASBA Meetings Division was created to plan and execute conferences for outside organizations and supply them with a one-stop shop for all meeting related planning, communications, marketing, graphics, print and video needs. NASBA has built a solid reputation for planning and hosting effective, professional meetings, along with all of the services that enhance those meetings. Led by an experienced team of meetings experts, NASBA currently plans and manages over 100 meetings and conferences a year.

**Meetings Division**



### **NASBA CENTER FOR PUBLIC TRUST**

The NASBA Center for the Public Trust (CPT) provides a platform for corporate America and the accounting profession to explore, promote and advance ethical practices in organizations. To achieve this goal, the NASBA CPT hosts seminars and conferences on ethics-related topics and promotes positive ethical behavior with its *Being a Difference Awards*. The NASBA Center for the Public Trust is a non-profit organization that seeks contributions from individuals and corporations interested in positively impacting business ethics and ethical leadership.





### **Student Center for the Public Trust**

The NASBA Center for the Public Trust created Student Center for the Public Trust chapters to focus on educating and engaging future business leaders on ethics, accountability and integrity. StudentCPT chapters are based on college campuses and are inter-disciplinary, student-run organizations committed to understanding, addressing and promoting ethics. StudentCPT events are also great opportunities to network with business leaders throughout NASBA, Boards of Accountancy and beyond.





### **Investigator Training Series**

This series of training modules (introduced by NASBA's Enforcement Resources Committee) utilizes the Brainshark platform and has been created to provide guidance to assist investigators in understanding the enforcement process for Boards of Accountancy. The modules also include sample forms to help the investigator with the steps of a successful investigation. Featured samples include an investigation report, expert engagement letter, and a chart for tracking pending investigations.





### **Legislative Tracking**

NASBA's Legislative Tracking network was created specifically for Boards of Accountancy to monitor legislative bills that affect the regulation of the accounting profession, as well as any amendments made to a bill during the legislative process. This is an important and unprecedented step to enhance the effectiveness and advance the common interests of all Boards of Accountancy by allowing boards to become more readily aware of key pieces of legislation that could greatly impact their regulatory responsibility.

**NASBA** | Legislative  
Tracking  
System



## OTHER SERVICES

### **NASBA University**

NASBA U is a training and networking event available exclusively to executive directors and key staff. It is a two-day session held twice a year at NASBA's headquarters, located in Nashville, TN. Participants are introduced to a variety of tools and services available to assist board staff in their various roles. Additionally, attendees have an opportunity to network with fellow Board of Accountancy representatives, meet key members of NASBA staff and tour the NASBA facilities.





## OTHER SERVICES

### COMMUNICATIONS & OUTREACH

NASBA offers complimentary communications that are creative, attractive and relevant to Boards of Accountancy. Services include design and editorial services for newsletters, brochures, annual reports and video production.





National Association of State Boards of Accountancy

## Strategic Mission, Vision, Values, and Objectives

### Our Mission

Enhance the effectiveness and advance the common interests of the Boards of Accountancy.

### Our Vision

An effectively regulated accounting profession's impact on the economy can be profound. Confidence in those professional services positively impacts capital markets and is in the public interest.

NASBA will provide Boards of Accountancy the highest level of support in their regulation of the profession by:

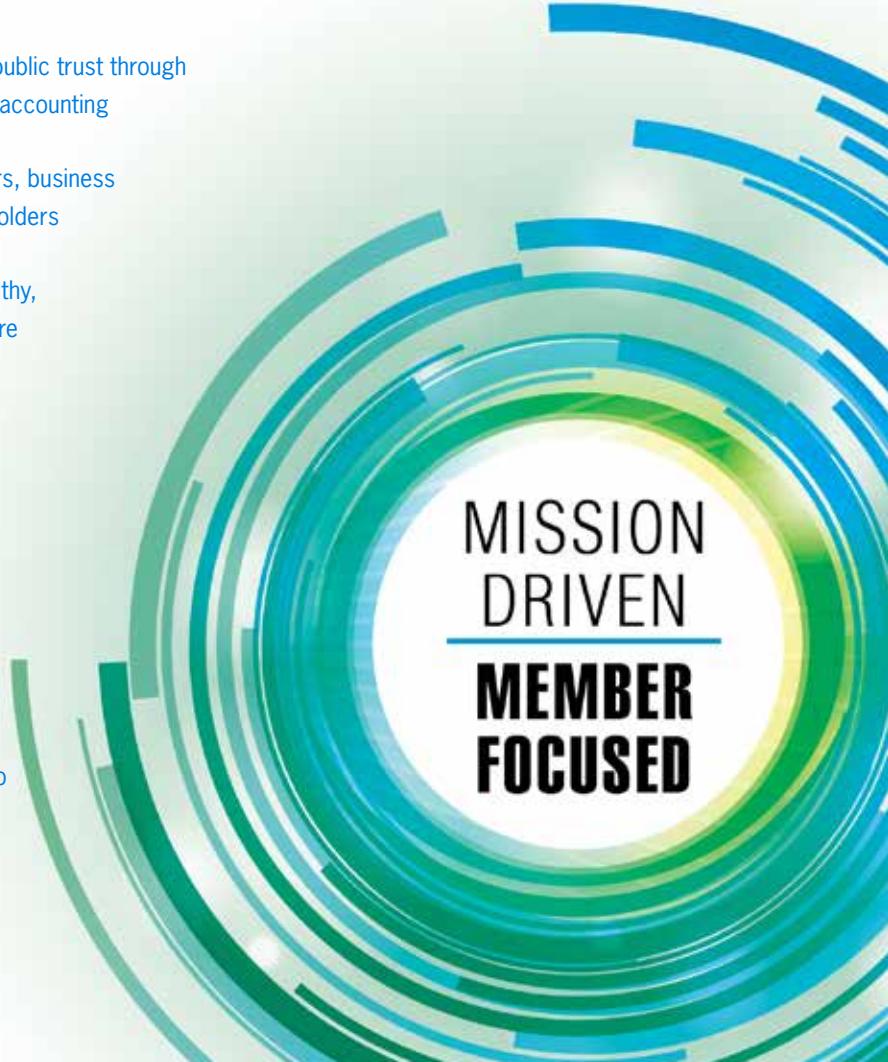
- Providing visionary leadership
- Speaking as a trusted collective voice for the Boards on national and international issues
- Supporting Boards as effective stewards of the public interest
- Performing all services with excellence
- Promoting ethics and integrity

# Our Values

Our values drive how we go about meeting the spirit of our mission and vision.

NASBA is committed to:

- Above all, preserving the public trust through effective regulation of the accounting profession
- Treating all of our members, business partners and other stakeholders fairly and with respect
- Maintaining a diverse, healthy, fun work environment where teamwork, creativity and accountability are rewarded
- Practicing effective stewardship of our resources in order to provide the highest level of services possible to our members
- Ensuring the highest quality, integrity and excellence in all that we do



MISSION  
DRIVEN

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**MEMBER  
FOCUSED**



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