

# NASBA CENTER FOR THE PUBLIC TRUST



## STUDENTCPT CHAPTERS

The Student Center for the Public Trust (StudentCPT) chapter program is influencing the ethical thinking and decision-making of future business leaders by teaching college students that engaging in ethical business practices is the most sustainable strategy for career advancement. This year, StudentCPT chapters were launched at the University of Colorado – Denver and the University of Southern Mississippi. With the vision of becoming the largest network of ethical leaders on college campuses, the StudentCPT continues to grow and now connects students in 48 chapters across 24 states and U.S. territories.

## STUDENT ETHICAL LEADERSHIP CERTIFICATION PROGRAM

As the CPT continues to shape the ethical values and principles of college students, the CPT enrolled over 4,457 college students in the Ethical Leadership Certification Program, representing an 11% increase in program growth over 2019.

The CPT's current learning management system uses mobile optimization for course delivery, engages learners through gamification elements and provides professors with enhanced class reporting features. The CPT remains committed to using cutting edge technology to educate and empower ethical leaders.

## GROWTH IN 2019

The past year has been a season of overcoming. During this time, the NASBA Center for the Public Trust (CPT) has continued to focus on educating, empowering and promoting ethical leaders, as well as retooling the delivery of programs due to the pandemic. Working alongside NASBA leadership and members, CPT Board members and other partners, the CPT developed new StudentCPT chapters. Additionally, the CPT launched its first-ever StudentCPT Lead with Integrity Leadership Series, while continuing to expand its student and professional ethics education offerings, and collaborate with organizations that promote ethical business leadership, integrity and trust.



## ETHICAL LEADERSHIP TRAINING PROGRAM

As a part of the CPT's mission, to shape ethical leadership among professionals, the CPT partners with several State Boards of Accountancy to administer the Ethical Leadership Training (ELT) Program as a disciplinary tool for licensees in their jurisdictions with ethics infractions. This year, four additional Boards of Accountancy partnered with the CPT, increasing the total number of state boards using the ELT to 14. Participating state boards include Alabama, Florida, Idaho, Kansas, Minnesota, Missouri, North Dakota, Oklahoma, Pennsylvania, South Carolina, Tennessee, Utah, Washington and Wyoming. During the 2019-20 fiscal year, 141 professionals successfully completed the training program.



Aimed at enhancing ethical decision-making in professionals, the ELT program can be customized to fit the needs of any Board of Accountancy. The CPT is also in talks with several other states about implementing the program. These partnerships will assist the CPT in carrying out its goals of developing ethical leaders, generating revenue to support StudentCPT programming and expanding the program's footprint to include all 55 U.S. jurisdictions.

## ETHICS IN ACTION STUDENT VIDEO COMPETITION

The 2020 *Ethics in Action* Video Competition continued to help spread the importance of ethical decision-making through the creativity of college students. Sponsored by the Dean Institute for Corporate Governance and Integrity, the national competition allowed students to share their views on ethics and accountability in business.

This year's competition received 117 video entries from 33 colleges and universities. The competition continues to be an effective tool to teach business ethics to students in a way that is fun, memorable and effective. This year's winning teams represented Austin Community College, University of Colorado – Colorado Springs, Texas Woman's University, University of New Mexico, Carroll University and Georgia Gwinnett College.

## LEAD WITH INTEGRITY LEADERSHIP SERIES

Each year, the NASBA Center for the Public Trust (CPT) hosts the well-anticipated StudentCPT Leadership Conference (SLC). Although the conference was cancelled due to COVID-19 concerns, the CPT overcame that obstacle by creating a new opportunity for student leaders to connect and build upon their leadership skills.

The Lead with Integrity Leadership Series was designed for students to fine tune their strengths, enhance their ethical decision-making abilities, and learn best practices as it relates to running a StudentCPT chapter. Students joined the conference via Zoom for a two-hour session throughout the course of a three-day period. Because of the virtual nature of the conference, students were able to have open dialogue with the speakers.

Tuesday, June 23	Strengths Based Leadership with Dr. William Latham
Wednesday, June 24	Networking in a New Age with Sedrik Newbern Set Your Sights on Golden Star Status with Ashley Metivier
Thursday, June 25	Hear from a Whistleblower with Cynthia Cooper

Due to the success of the Leadership Series, the CPT plans to host additional series throughout 2020-2021.

## CPT PARTNERS TO PROVIDE ETHICS-RELATED EDUCATION

The CPT continues to support State Boards of Accountancy, State CPA Societies and other professional organizations to deliver in-person and online speaking engagements, trainings, case studies and educational materials.

The CPT delivered presentations and trainings to the Pennsylvania BOA and the South Carolina BOA, and provided CPE workshops and presentations for the Alabama Society of CPAs, Arkansas Society of CPAs, Kentucky Society of CPAs, Nebraska Society of CPAs and Pennsylvania Society of CPAs.

The CPT's partnership with Baruch College as cohosts of the 14th annual Ensuring Integrity: Audit Conference provided CPT President Alfonzo Alexander the opportunity to speak to 175 professionals, business leaders, public accountants, educators and policy setters.

Throughout the year, the CPT also presented to several organizations including Beta Alpha Psi, Beta Gamma Sigma, Delta Mu Delta, the North Alabama Chapter of The Institute of Internal Auditors and the National Black MBA Association.

In the coming year, the CPT will continue to expand online trainings and presentation offerings to Boards of Accountancy, State CPA Societies and other professional organizations.

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