



## Communications Committee Update

2008 REGIONAL MEETINGS  
Asheville, NC • Newport Beach, CA

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### NASBA MISSION STATEMENT

**To Enhance the  
Effectiveness of  
State Boards Of Accountancy**



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### COMMUNICATIONS COMMITTEE CHARGE

**Develop and promote innovative  
and unique programs and methods for  
communications by state boards of  
accountancy and NASBA with other  
agencies, consumers, the CPA  
profession, and legislative bodies.**



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## PURPOSE OF BREAKOUT SESSION

- To provide an overview of the communications program
  - Communications Officer
  - Committee Web Page
- To present the Committee's goals and objectives
- To gain insight from participants



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## COMMUNICATIONS COMMITTEE

Jim Abbott - North Dakota  
Wade Biswell - Oklahoma  
Peg Cartier - Illinois  
Jeff Chickering - New Hampshire  
Sally Flowers, Chair - California  
Mark Hobbs - South Carolina  
Marianne Mickelson - Iowa  
Nicole Olson - South Dakota  
Arnold Williams - Maryland  
NASBA Staff: Thomas Kenny



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## COMMITTEE ACCOMPLISHMENTS

- Reviewed Member Board Web sites
- Researched and Recommended State Board Emergency Preparedness Manuals
- Initiated the NASBA/Board Communications Officer Program



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## SAMPLE COMMUNICATIONS WEB PAGE




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## WEB SITE COMPONENTS

### COMMUNICATIONS OFFICER

- Add a Communications Officer
- Communications Officer Role
- Officer Roster by State

### NEWS

- State Boards in the News
- PR/Communications Articles
- New Communications Technologies

### PUBLICATION SAMPLES

- State Board Newsletters/Brochures
- Recent Committee Presentations
- State Board Presentation Templates

### MEDIA SAMPLES

- Press Releases/PSAs
- Letters/Emails
- Promotional Materials

### OUTREACH

- Academic Relations
- Governmental Relations
- Other Public Relations
- Board Speakers Bureau

### CONTACT US

- Ask A Question
- Give Us Feedback
- Share Ideas




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## COMMUNICATIONS OFFICER

### ROLE OF POSITION

- Serve as a liaison between NASBA and their respective Board of Accountancy
- Enhance the quality of communications exchanged among Board members, media, and target audiences
- Identify, develop and maintain relationships with public, profession and outside agencies




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## COMMUNICATIONS OFFICER

### ROLE OF POSITION

- Assist Board responses with information requests
- Increase the participation of current and past BOA members on other governmental and accounting profession related boards and committees
- Promote licensee and public awareness of the Board's commitment to enforcement and public protection



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## TARGET AUDIENCES

- Public
- Licensees
- Governmental Agencies
- Elected and Appointed Officials
- Academic Community
- Professional Associations
- Civic Organizations



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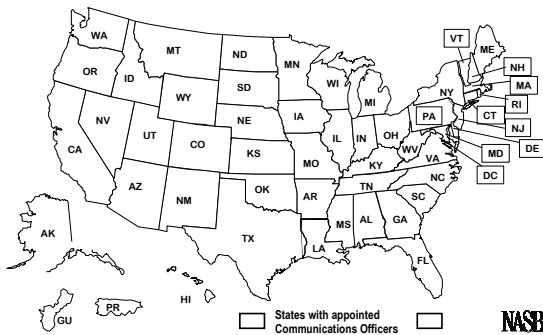
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## COMMUNICATIONS OFFICERS



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## OUTREACH INITIATIVES

- Florida Outreach Program
- State of Washington brochure
- Consider local college/university campuses for possible meeting sites
- Host a public meeting at a local college/university
- Engage with PR firms to enhance outreach initiatives
- Develop a PR plan



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## REACH OUT

- Web site
- Strategic BOA Meeting Sites
- Canned PSA for Local Cable Stations
- Welcome Letters to Legislators
- Intern Usage



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## A PRACTICAL MODEL

- Appoint a Communications Officer
- Develop a roster highlighting areas of expertise for Board members interested in serving on outside committees and boards
- Network with fellow Communications Officers to share best practices
- Adopt Board policies to provide the Officer a framework
- Organize an internal process within the Board for developing and proposing changes to communication methods and priorities
- Talk to your board about establishing an outreach program
- Consider creating a memorandum of understanding



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## COMMUNICATIONS WEB PAGE

- A Communications Web page linked to [www.nasba.org](http://www.nasba.org) will provide the framework for the program
- Features include related resources, templates, links and emerging issue development notifications
- A forum for information sharing and interface with member boards will also be available
- Page will be linked to Executive Director Web page



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## NEXT STEPS

- If you don't currently have a Communications Officer, consider appointing one
- Talk with your Board about the importance of the Communications Officer role
- Share the value of effective communications with your Board
- Look to receive updates regarding the Communications Web page



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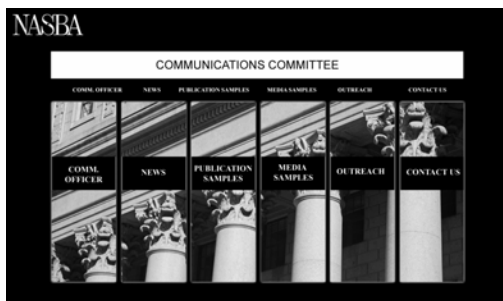
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## SAMPLE COMMUNICATIONS WEB PAGE



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