

# 2022-23 Year in Review

The Iowa Society of CPAs is reflecting on this year's milestones. We not only want to share this year in review, but we also want to thank you for driving the success of the organization. We are a membership organization that thrives on engaging members in all areas of focus. We look forward to seeing what we will accomplish together in 2023-24.



## IT'S ALL ABOUT THE MEMBERS!

This year we focused on engaging members and providing opportunities to get involved with outreach initiatives.

- ✓ ISCPA members participated in college panels, club presentations, and high school career fairs.
- ✓ Lunch with Leaders events, service projects and happy hours brought members together.
- ✓ Triad Program sponsors/mentors introduced for eligible affiliates transitioning to careers and studying for the CPA Exam.



## MEMBERSHIP BY THE NUMBERS

**3,982** | Members  
**643** | Student affiliates



## IOWA CPA EDUCATION FOUNDATION

- ✓ Endow **\$286,799** (\$23,642 donated in 2022-23)
- ✓ Non-endow **\$91,492** (\$16,490 donated in 2022-23)

# of scholarships awarded



## IOWA CPAS MONTH OF SERVICE

This community service event represents the profession's ongoing commitment to give back to local communities through volunteer efforts.

- ✓ **495** volunteers reported service
- ✓ **23** teams participated
- ✓ **68** organizations impacted
- ✓ **2,800** volunteer hours

## TALK ABOUT THE PROFESSION

**7 Listening Hours** with CEO Cindy Adams/Dawn Latham and AICPA's Carl Peterson offer a platform to talk about the profession, discuss ideas and hear about hot topics. **ISCPA Link**, ISCPA's members-only online community, is where members connect and discuss ideas and ask questions! Total email views reached 440,000 for 2022-2023, up 73% from the year before.



## CAREER AWARENESS AND OUTREACH

Staff and members visited **14** college campuses across the state.

- Accounting Opportunities Week sparked **45** ISCPA members to reach **1,201** high school students at **41** schools in Iowa.
- In collaboration with Iowa Department of Education, member/staff suggestions were implemented in revisions of Iowa business education standards.
- ISCPA Case Competition allowed **57** high school students from **3** school districts to connect high school accounting classes with active CPAs in real accounting case simulation.

## LEARNING

ISCPA promotes lifelong learning for accounting professionals. Our goal is to make Iowa CPAs future-ready and successful in their professional endeavors.



- ✓ Need+Know series addressing pressing issues in employee benefits and sales tax filing rules - **225** attended.
- ✓ Debuted the Agriculture Tax & Accounting Conference in partnership with surrounding state societies - **157** Iowa CPAs attended (400+ overall).
- ✓ Transitioned back to in-person learning with over **25** seminars and conferences available in hybrid format.
- ✓ Iowa Tax Update seminar popularity grew to nearly **270** attendees.



[www.iacpa.org](http://www.iacpa.org)

