Communications Committee Update

2008 REGIONAL MEETINGS
Asheville, NC • Newport Beach, CA

NASBA MISSION STATEMENT

To Enhance the Effectiveness of State Boards Of Accountancy

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.
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

COMMUNICATIONS COMMITTEE

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

COMMITTEE ACCOMPLISHMENTS

• Reviewed Member Board Web sites
• Researched and Recommended State Board Emergency Preparedness Manuals
• Initiated the NASBA/Board Communications Officer Program
SAMPLE COMMUNICATIONS WEB PAGE

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

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
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

TARGET AUDIENCES

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

COMMUNICATIONS OFFICERS

States with appointed Communications Officers

GU PR
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

REACH OUT

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

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
COMMUNICATIONS WEB PAGE

- A Communications Web page linked to 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

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

SAMPLE COMMUNICATIONS WEB PAGE