



TXCPA'S 2019-2020 YEAR IN REVIEW

By DeLynn Deakins, *Today's CPA* Managing Editor

As we began 2019-2020, who could have imagined how much the world would change in the last few months of the year. The coronavirus (COVID-19) is presenting serious concerns and challenges that impact our lives, how and where we work, and the global economy.

There were five priorities that incoming Chairman Lei D. Testa, CPA-Fort Worth, CGMA, outlined for 2019-2020 under the three pillars of success – Community and Connection, Professional Excellence and Advocacy – that are the cornerstones of TXCPA's dynamic three-year strategic plan. Here's a summary of the priorities and key successes for the year:

- **Engage the next generation of CPAs** – Through our outreach on campuses and with our faculty ambassadors, we're growing the number of students who are involved in the Society; this year, in addition to hosting events on campuses across the state, we have eliminated student membership dues, making it easier than ever to welcome the next generation of CPAs to TXCPA;
- **Enhance state and chapter collaboration** – We expanded our chapter leader training opportunities and made an investment in technology resources that are also available to our chapters; an online portal provides chapter leaders and staff with valuable membership data and archived leadership training videos;
- **Extend the brand to promote the profession** – We've had a great response to our new TXCPA branding and the focus this year has been on extending the brand to promote the profession; our new campaign, [The CPA Advantage](#), provides an online toolkit of new resources that members can use to build and promote their business and an advertising campaign focused on promoting the value of CPAs to the public and encouraging students to pursue the CPA credential;
- **Expand digital learning opportunities** – Two significant digital learning opportunities for members were launched, the [TXCPA Passport](#), a subscription for on-demand CPE, and a free ethics course that nearly 3,000 members completed this year; we're continuing to add to the options members have for earning CPE credit, including offering our live events in a webcast format, new webcasts covering issues related to [COVID-19](#) and our new Facebook Live Friday events.
- **Educate stakeholders on the significance of professional licensing** – A number of anti-licensing measures were introduced in the last Texas legislative session and there were others across the U.S.; the CPA profession is part of the Alliance for Responsible Professional Licensing, a coalition focused on advocating for licensing, and TXCPA is monitoring the environment for any professional licensing issues that could impact CPAs in Texas.



issues that have the potential to impact CPAs and the profession, and providing extensive feedback to the IRS and other government regulators.

We recognize the significance of being your trusted resource for information and guidance for the changing business landscape both in Texas and nationally. We created a dedicated and comprehensive [COVID-19 resource page](#) on our website that is updated daily. [TXCPA Exchange](#) is more active than ever with member-to-member questions and conversations. And readership of our member communications is at an all-time high as we deliver the latest news directly to your inboxes.

In these extraordinary and difficult times, TXCPA is here for CPAs as you focus on helping your communities, clients, customers and employers recover. We thank you for your TXCPA membership and support.



TXCPA launched a membership survey last fall to gather member input and feedback. The results helped us gain more insights and perspectives on what our members need and want. We were thrilled to see an overall satisfaction rating of 8.23, which is up from 8.20 in 2018 and 7.91 in 2017.

As TXCPA works through our triennial strategic planning process, the member survey data becomes even more valuable. The survey outcomes, combined with input from all 20 chapters and TXCPA leadership, provide our Strategic Planning Committee with a framework for building an effective three-year plan focused on you, our members.

Nearing the end of the 2019-2020 year, TXCPA is continually monitoring the impact of the coronavirus on members, students, CPA Exam candidates, our staff and the accounting profession. Our [governmental affairs team](#) and the [Federal Tax Policy Committee](#) have done an incredible amount of work bringing attention to

