

YEAR-END REPORT FORM

This form constitutes the chapter annual report.

Chapter: TXCPA Fort Worth

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Please fill in the following:

Number of members June 2021:	2,491
Number of members April 2022:	2,641
Number of new members:	335
Number of member reinstates:	56
Number of hours of CPE programming provided by chapter:	53*

*Chapter entered CPE Partnership agreement with TXCPA in October 2021

List your chapter goals for each area listed below and provide details on the outcomes, any available metrics, and information about the work done towards these goals.

Community and Membership

1. Recruit 1,500 full dues paying members
 - a. This goal was achieved with emails/phone calls from board members to members who had not yet renewed playing a large role in this success.
2. Achieve 40% retention of new licensees after their first year of free membership
 - a. Despite a valiant effort by Chapter leaders, only 28% of new licensees returned. Outreach included welcome emails from Chapter members, invitations to Chapter events recognizing the accomplishment of becoming licensed, and emails/phone calls from board members.
3. Reach 32% of members with local engagement
 - a. The Chapter entered a CPE agreement with TXCPA in October that merged efforts at events with large audiences. 21% percent of Fort Worth members participated in a local activity and a total of 35% participated in Fort Worth and TXCPA activities such as attended an event, served on a committee, or volunteered for community outreach or a pipeline activity.

Pipeline

1. Reach 500 students with ACE message.
 - a. Over 1,000 students heard the Pathway to CPA presentation in a classroom at UTA, Texas Wesleyan University, or Tarrant County College
 - b. 155 students attended the *CPA - 3 Letters You NEED in Accounting* event November 3, 2021
 - c. Recruited a record number of 458 student members

Advocacy

1. 60 Fort Worth members contributed \$8,666 to the PAC. 18 board members made PAC contributions.

Learning

1. Provide 60 credits of local and live high-quality CPE that is accessible and affordable for members
 - a. Fort Worth entered a CPE Partnership Agreement with TXCPA mid-year and modified delivery objectives. 53 hours were offered locally, with 21 credits available at no additional charge to members.

OPTIONAL: List any other activities, programs and services not mentioned above in your goals that were offered by the chapter (or new to the chapter).

1. Launched the "Welcome Wagon." This member outreach program is a simple list of new licensees contact information distributed to a list of involved members who reach out with a greeting and usually an invitation to our next event.
2. The Branding and Community Outreach committee created and implemented a financial literacy event for teenagers. #ADULTING - Balancing the Checks of Life has been crafted to give participants a glimpse into life as an adult managing income and paying bills in a fun, alternative reality environment.