

# INCPAS SCHOLARS

## 2019 Diversity Sponsorship Opportunities

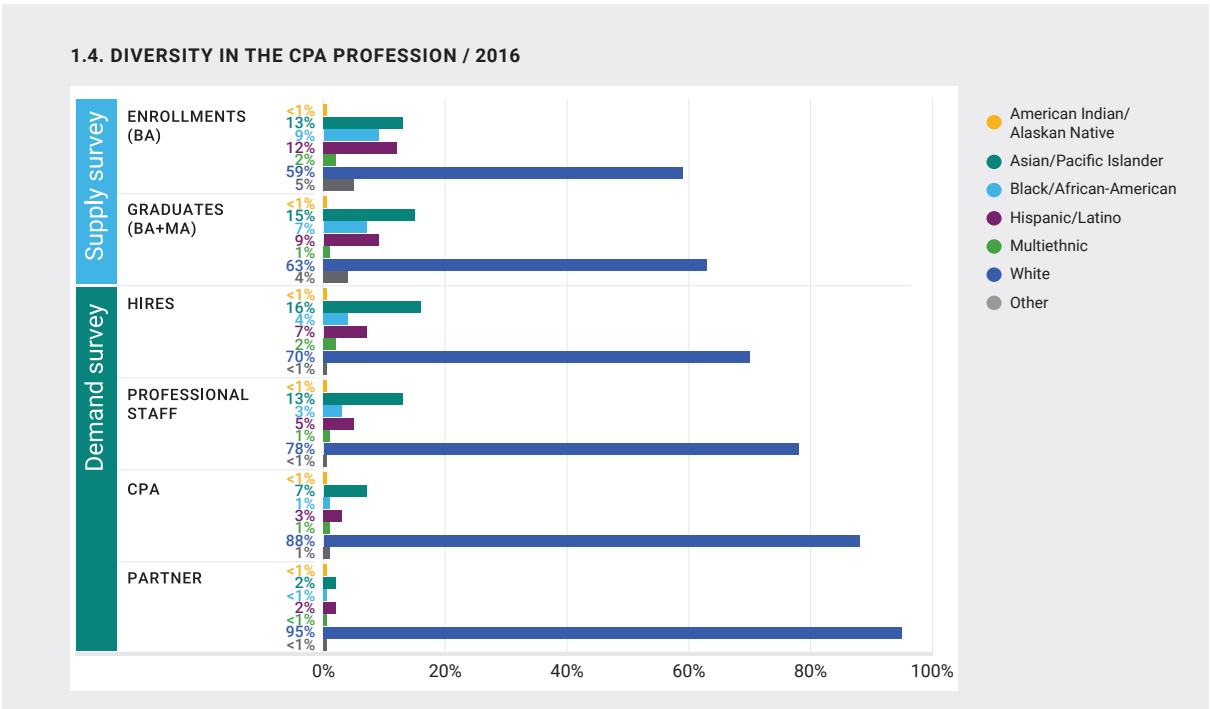
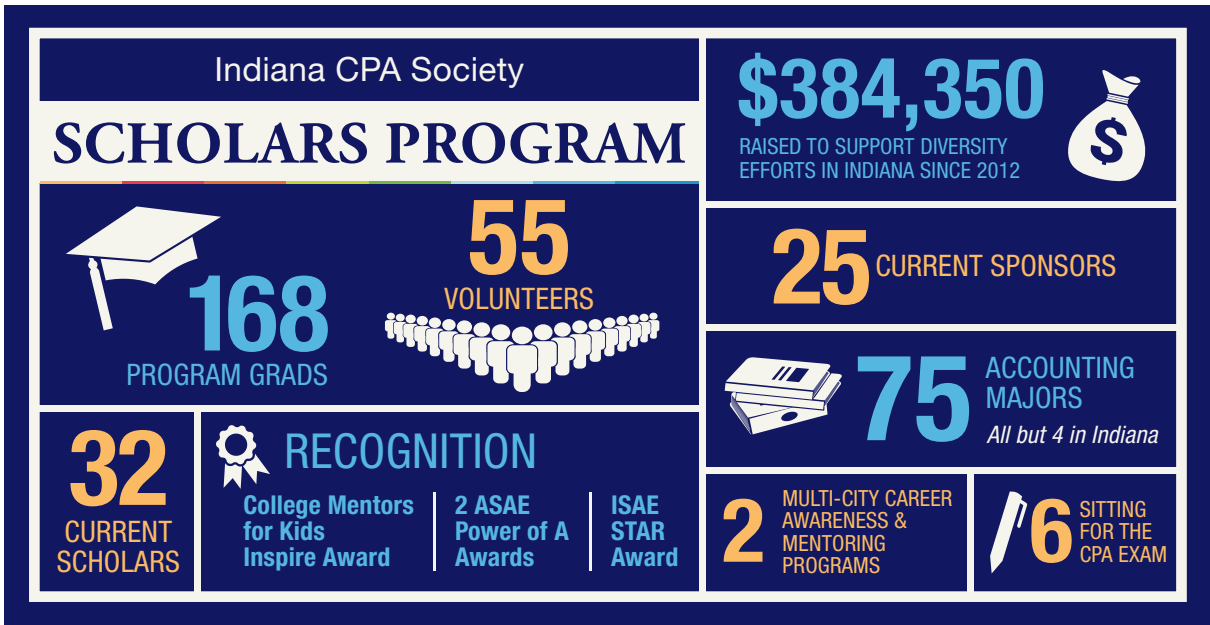


# Indiana CPA Society Diversity Initiatives

For years, the CPA profession has worked on diversity and inclusion issues with minimal progress. The Indiana CPA Society (INCPAS) wanted to change this and took a different approach. INCPAS has brought firms, companies, colleges/universities, professional organizations and community partners together to make a *profession-wide commitment* to increase diversity in the CPA profession. By hosting events like Game On: CPAs in Action and programs like the INCPAS Scholars

program, the Indiana CPA Society is seeing tangible change: We are building bridges to the profession.

Your support is essential. Through sponsorship, volunteer efforts and commitment to diversity and inclusion, the CPA profession will better reflect the demographics of Indiana and the corresponding needs of the profession.



This graph shows the 2015–16 race/ethnicity data at each major point in the CPA education and public accounting career path. Total nonwhite populations make up a greater percentage of the beginning stages of the pipeline. (Due to rounding, these data may not equal 100%)

# Indiana CPA Society Diversity Initiatives

## INCPAS Programs

- **INCPAS Scholars.** A career awareness and mentoring program for underrepresented high school students. Sponsoring organizations provide mentors for the scholars.

Through a wide array of monthly career and college-prep events, Indiana students not only gain important skills for their future, but also establish long-lasting relationships with some of the most respected CPAs in Indiana. Currently, Scholars programs are held in both Central Indiana and South Bend.

- **Alumni Ambassadors.** A group of five former INCPAS Scholars who are accounting majors at Indiana colleges/universities.

These student leaders write blogs and articles for the Society, plan and promote CPA profession events and help the Society communicate with Scholar alumni and accounting students on campus. Alumni Ambassadors also plan the Alumni Workshop.

- **Alumni Workshop & Reception.** Held annually in August, this event gathers former Scholars in Indianapolis for an exciting day full of profession related workshops.

Students hear from CPAs, recruiters and others to get energized for the coming school year. The reception recognizes graduating Scholars, their mentors and the sponsors. Scholars receive their academic gift for successfully completing the program.

- **Game On: CPAs in Action.** Hosted annually in Indianapolis, Fort Wayne, Hammond and South Bend, this half-day career awareness event exposes high school students to the CPA profession through interactive sessions and office/campus tours.

INCPAS members from each community work together to promote the CPA profession and share what accounting is all about.

- **Diversity Network.** A new network for Scholar alumni and diversity & inclusion stakeholders that provides educational, networking and service opportunities for a diverse group of CPAs and CPA candidates. The group will meet six times a year.



“The Scholars program has developed their self-worth, career direction and interest in accounting that would have otherwise been missed if they had not participated.”  
– Jose, father of two INCPAS Scholars alumni students

## Recognition

- 2 ASAE Power of A Awards
- College Mentors for Kids Inspire Award
- ISAE STAR Award

# Sponsorship Levels & Benefits

## Comprehensive Diversity Initiatives Sponsorship (\$5,000)

### Benefits

- Leverage organization's diversity and inclusion efforts
- Monthly sponsor e-newsletter full of pre-packaged content for your organization's newsletters, social media and press releases
- Access to the INCPAS Scholars alumni network, a pipeline of 150+ highly passionate program graduates
- Demonstrate commitment to diversity and inclusion efforts to potential recruits
- Positive images and statewide media coverage and verbal/print recognition at INCPAS diversity events
- Gain captive audience/word-of-mouth exposure among Indiana high school and college students
- Sponsorship at all diversity events is included

### Your Comprehensive Sponsorship Includes:

- **INCPAS Scholars**
  - Programs in Indianapolis and South Bend
  - Students selected by the INCPAS Diversity Advisory Council through an application process focused on high potential students
  - Student is matched with a mentor from your organization
- **Alumni Ambassadors**
  - Former Scholars apply to serve
  - 2019 campuses: IU, IUPUI, Butler and Purdue
  - Ambassadors earn \$250 each semester for completing their work
- **Diversity Event Sponsorships**
  - Includes sponsorship of all Game On events listed to the right, the Alumni Workshop & Reception and all Diversity Network events.

## Event Sponsorships (\$2,000 per event)

### Benefits

- Recognition in print promotions
- Recognition of organization's name in announcements at events
- Logo on sponsorship signage at event

### Event Opportunities for Sponsorship:

- **Game On: CPAs in Action**
  - Hosted in Indianapolis, Fort Wayne, Hammond and South Bend
  - Up to 150 high school students per location
  - Students are interested in business/accounting and selected by teachers and counselors
- **INCPAS Scholars Alumni Workshop & Reception**
  - Hosted in Indianapolis (Aug. 2 at the Eiteljorg Museum)
  - 50 INCPAS Scholar alumni majoring in business/accounting





# INCPAS Diversity Calendar

## Events for INCPAS Scholars Events (Indianapolis)



### Welcome Dinner

August 22  
Ruth's Chris

### Dress & Dine

September 10  
Nordstrom at the Fashion Mall

### Game On: CPAs in Action

September 26  
Sheraton Downtown Indianapolis

### Visit to Purdue

October 18  
Purdue University

### College Night

November 7  
Indiana CPA Society

### Holiday Party

December 12  
Indiana CPA Society

### CPA Day

January 20  
Indiana CPA Society

### Visit to Industry

February 17  
Eli Lilly & Pacers Sports &  
Entertainment

### Visit to IU

April 3  
Indiana University

### High School Peer Presentations

April & May  
Indy-area high school accounting/  
business classes

### CPA Celebration

May 8  
Indiana Roof Ballroom

### Office Visits

June 13  
Indy-area CPA firms

### Job Shadow

June–July  
Sponsoring organization office

### Alumni Workshop & Reception

August  
Eiteljorg Museum

## High School Events

### Game On: CPAs in Action

Indianapolis–September 26  
Hammond–May 5  
South Bend–April 28



# INCPAS Diversity Calendar

---

## Events for INCPAS Scholars Events (South Bend)



### Welcome Dinner

August 20  
Ruth's Chris

### Dress & Dine

September 17  
University Park Mall

### Visit to Industry

October 17

### College Night

November 5  
University of Notre Dame

### Holiday Party

December 10

### Lunch with Mentor

January

### CPA Day

February 21  
Kruggel Lawton CPAs

### College Visit

March 27

### Game On: CPAs in Action

April 28  
Crowe Horwath

### Presentation to Peers

May

### Office Visits

June 11

---

## High School Events

### Game On: CPAs in Action

Indianapolis–September 26  
Hammond–May 5  
South Bend–April 28



# Mentor Information and Responsibilities

## Who Makes a Good Mentor?

INCPAS Scholars mentors are highly passionate CPAs and CPA candidates. In general, they are at the beginning of their career and can offer advice on everything from what it takes to be successful in college to navigating the CPA profession. INCPAS Scholars mentors can hold a conversation, are great listeners and are able to commit to the program for the year. It's essential that mentors are up to the challenge and passionate about their role as a mentor.

## Mentor Responsibilities

We understand work and life makes CPAs busy, and we try to keep that in mind as we progress through the Scholars program. In general, we ask mentors to:

- Send at least one email and two text messages to their Scholar per month.
- Have a conversation over the phone at least once per month.
- Meet their Scholar for lunch or coffee at least once per semester.
- Attend at least three INCPAS Scholars events.
- Give a presentation at their Scholar's school about the INCPAS Scholars program and the CPA profession. Their Scholar assists in this presentation.
- Coordinate a summer job shadow day.

Since this is an Indiana CPA Society program, Society membership is a requirement of all mentors. If the selected mentor is not an active INCPAS member, he/she will be invoiced at the first-time member rate of \$150 prior to the welcome dinner.

## See What a Mentor Gained From the Experience

"It's important for those in the profession to give back. It's not a huge time commitment, but you need to focus on it and make it a priority.

Prioritizing the Scholar builds trust and the relationship grows. It's important to be authentic and vulnerable because then the student trusts you and will open up.

Sometimes we take for granted what we as CPA professionals have been through and we don't realize how much help we can give to students. You've been through the college journey and all of these high school students want to pursue college goals. They want to be able to talk to somebody about the process and you can help.

We will definitely continue our relationship, especially as he starts the application process for both colleges and scholarships. He knows to reach out to me, I reach out to him, and we definitely plan to stay in touch."

- David Lane, CPA, Trimedx

# Participate as a Sponsor

NAME:

COMPANY NAME:

EMAIL ADDRESS:

ADDRESS:

CITY:

STATE:

ZIP:

## Choose a Sponsorship Option

- ☐ Comprehensive Diversity Initiatives Sponsorship (\$5,000)
- ☐ Event Sponsorship (\$2,000 per event)

## Additional Contribution

- ☐ Program Fund \$ \_\_\_\_\_
- ☐ Academic Gift \$ \_\_\_\_\_

## Get Involved

Contact Ali Paul, CAE, Director – Diversity & Outreach  
apaul@incpas.org  
(317) 726-5025

“My mentor helped me believe in myself and told me that if I believed that I could do something, I can do it. Before I was involved in the Scholars program, I didn’t know what I wanted to do. I knew I liked to help people, so I thought maybe a career in medicine would be good for me. After I had finished the program, I realized that accounting was for me. I wanted to help people but not through medicine anymore.”

– Lauren, INCPAS Scholars Alumni  
Sophomore at IUPUI

