

**Resources Guide
CalCPA Financial Literacy Committee
May 1, 2010 to April 30, 2011**

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Who's Who

CalCPA Staff

- Clar Rosso, Chief Operating Officer
- Crystil Turner, Community Outreach Manager,
Staff liaison to the FL Committee
Coordinates volunteer efforts
- Bill Spaniel, Public Relations Manager
Coordinates media outreach, Financial Smarts for Teachers program
- Nicole Pizarro Amaya, Communications Assistant

Financial Literacy Committee Chair

- Bruce Kajiwara

CalCPA Board Liaison to Financial Literacy Committee

- John McWilliams

Liaison with CalCPA Statewide Personal Financial Planning Committee

- Angie Grainger

Past Statewide Financial Literacy Committee Chairs

- Michael Eisenberg 2003–05
- John McWilliams 2005–07
- Angie Grainger 2007–09

California Members of AICPA National Commission on Financial Literacy

- Michael Eisenberg
 - (310) 470-8090, michael@eisenbergfinancialadvisors.com
- Karen Goodfriend
 - (650) 941-5530, kgoodfriend@kkwlth.com
- Clar Rosso
 - (650) 802-2466, clar.rosso@calcpa.org

Chapter Champions (14 chapters)

- | | |
|----------------------------|------------------|
| • San Joaquin | Michelle Benton |
| • Sacramento | Bruce Kajiwara |
| • Silicon Valley/San Jose | Donna Bumgarner |
| • Fresno | Laura Cullen |
| • East Bay | Michelle Day |
| • Central Coast | Philip Hasel |
| • Bakersfield | Jerry Randall |
| • Peninsula Silicon Valley | Laarni VonRuden |
| • San Diego | Larry Kaplan |
| • Inland Empire | Derrick DeBrunye |
| • San Francisco | Angie Grainger |
| • Los Angeles | John Ellis |
| • Orange County/Long Beach | (open) |
| • Channel Counties | (open) |

What's What

CalCPA's Mission

To increase the value and promote the integrity of the CPA profession, contribute to the success of our members, and strengthen client, employer, public and government trust in CalCPA member advice, work products and opinions.

CalCPA Institute – Non-profit 501(c)(3) organization

Core Purpose

To support the public and CPA profession by advancing financial education and improving the financial literacy of Californians.

Goals

- Raise awareness about the importance of financial literacy among consumers in California.
- Protect the public interest in California through state-level advocacy and education programs.
- Educate California CPAs about the full spectrum of career opportunities in California.
- Educate, train and provide resources for California college and university educators who work with undergraduate and graduate degree programs that prepare students to become CPAs.
- Help further the education of potential CPA candidates through scholarships for undergraduate and graduate/advanced degree students in California.
- Cultivate and grow leaders within the California CPA profession.

Core Programs

- **Financial literacy** initiatives include collaborative work with the National Endowment for Financial Education, California Jump\$tart Coalition, California Council on Economic Education, Junior Achievement, Operation Hope, the American Institute of CPAs and the “Feed The Pig” public service campaign.
- **CPA career awareness programs** are designed to help students and young professionals understand the array of career opportunities for CPA careers in California.
- **College and university outreach** designed to educate, train and provide resources for educators who help advance the CPA profession in California.
 - CalCPA Institute works with professors on key issues and facilitates their ongoing communication.
 - CalCPA Institute, with the California CPA Education Foundation,

provides doctoral scholarships to Ph.D. students in accounting (recipients receive \$30,000 over three years and must agree to teach in California for three years or return funds).

- CalCPA Institute builds relationships with California colleges and universities through partnerships, sponsorships, endowments and other opportunities.
- CalCPA Institute is a leading advocate for educators on issues related to the CPA profession.
- **Leadership development** trains future leaders of the California CPA profession; central to this effort is Leadership Institute, a five-day intensive training program.
- **Academic scholarships** totaling more than \$300,000 annually are granted to college and university students pursuing CPA careers through local CalCPA chapters; statewide scholarships are awarded to students who are pursuing 150 hours of education.

AICPA

National accounting association that supports FL primarily through two initiatives – Feed the Pig and 360 Degrees of Financial Literacy.

Feed The Pig:

www.feedthepig.org

National public service campaign sponsored by the AICPA and The Advertising Council. The goal is to encourage and help Americans age 25-34 to take save. Website provides:

- Resources
- Tools
- Calculators
- Articles
- Podcasts

For tweens-4th 5th and 6th graders

<http://tweens.feedthepig.org/tweens/>

Spokesperson/Icon/Symbol – Benjamin Bankes

360 Degrees of Financial Literacy:

www.360financialliteracy.org

Offers information to help consumers make sound financial decisions at every stage of their lives, from childhood to retirement.

How to Get Involved

Sign up as a volunteer

- o Go to www.calcpa.org/ to sign up
- o Participate in webcast training –
 - <http://calcpa.acrobat.com/p74243275/>
 - Presented by Crystil Turner (42 minutes)
- o Contact your local chapter champion and introduce yourself.
- o Add yourself onto local email list for notification of opportunities
- o Review NEFE materials
- o Review Dollars and Sense materials

Find opportunities yourself

- Rotary Club
- Church Group
- Local Library
- Youth Group
- Local High Schools
- Community Colleges

Online Resources Available

Hub for all Volunteer Programs www.calcpa.org/outreach

Featuring:

- Student outreach
- Dollars & Sense
- Financial Empowerment podcasts
- Financial Literacy Blog
- Volunteer Resources Overview

Student Outreach www.calcpa.org/student_outreach

Featuring:

- Information on programs
- Electronic copies of financial literacy materials

Copy of the student outreach mailer

Electronic copy available at: www.calcpa.org/student_outreach

Youtube <http://www.youtube.com/calcpa>

DVDs

- Money Talks – ‘Man on the street’ format asking public about various financial issues.
- Bring It On – CPA careers

Chapter Champions – Frequently Asked Questions

What is the difference between a chapter champion versus a committee chair?

The traditional committee chairperson is responsible for coordinating meetings at the local level. They are responsible for obtaining speakers for each meeting, obtaining the venue, informing members of the meetings, coordinating with the program associate regarding bulletin announcements, and representing the committee at chapter meetings and functions. Chapter champions hold no committee meetings at the local level, unless the members desire to have one. Thus, the name of chapter champion is to differentiate the two roles.

What are my duties?

Below is a list of responsibilities the chapter champion is expected to undertake -

1. Report activities to the local CPA Chapter board.
2. Serve as a resource to CalCPA staff with volunteer opportunities. Opportunities do not have to come from CalCPA (i.e., Crystil Turner), but can be generated by local CPA volunteers.
3. Encourage volunteers to create opportunities.
4. Hold a local financial literacy committee meeting if desired by the members.
5. Keep Crystil Turner informed of all activity.
6. Attend statewide CalCPA Financial Literacy meeting (one or two per year) and participate in conference calls (as needed).
7. Coordinate and monitor volunteers. Remind them that CalCPA does not want to jeopardize its nonprofit status. Can't charge for services. Can't use the program to further their business.
8. Read the Financial Literacy blog - Buzz

How do I hold a Dollars and Sense workshop?

Refer to separate page in this guide.

How do I hold a high school event?

Refer to separate page in this guide.

What occurs at the statewide financial literacy committee meetings?

We update CalCPA activities that have occurred at the local, state and national levels. Discuss how to create more opportunities to promote financial literacy, and determine how to utilize all the volunteers we have available. Also discuss what is working at each chapter and identify other outreach opportunities that may be implemented at your chapter.

How long is my commitment?

Your commitment is for one year. The CalCPA year starts May 1 and runs through April 30. You can serve additional terms if desired.

May I still participate in the Committee without being a chapter champion?

Yes. Apply via the regular appointment process and express your interest to being involved in the Financial Literacy chapter committee.

How to Host a Dollars and Sense Event

CalCPA's Dollars & Sense program consists of CPA led workshops hosted by legislators, community groups, schools and businesses to help improve Californians' financial literacy. These workshops provide tips on how to better manage your money, improve savings and investment strategies and save on taxes, plus more.

Each workshop includes a presentation and dynamic Q&A that participants walk away from with valuable information that meets their specific financial needs and helps them to build financial security.

The Dollars and Sense workshops can be customized to meet the demands and interests of your group. Here are some suggested additions to our basic workshop based on topic. You can also mix and match to put together your own.

- Careers
- College Students
- Home Ownership
- Life Crisis
- Marital Status
- Parents
- Retirement
- Sandwich Generation
- Small Business

Reference the following CalCPA website for additional information –

<http://www.calcpa.org/Content/communityoutreach/dollars.aspx>

How to Host a High School Event

CalCPA is committed to seeing that all Californians are financially literate and understand the importance of managing their finances responsibly. Our financial literacy visits are a great way to introduce these important concepts to high school students, and contribute to the efforts to improve financial literacy statewide. In addition, the profession is depending on you to inspire bright, talented students to discover the integrity, trust and career diversity that is the CPA profession.

Visits generally fall into one of three categories:

- **Financial Literacy**

Teach a personal finance lesson on money management, careers, budgeting, savings and investing, managing credit or insurance. Most presentations last 50-60 minutes and all volunteers receive curriculum guides and visual aids. Each student receives a financial literacy student workbook, Quest magazine and money management brochure. In addition, we encourage all volunteers to show the “MoneyTalks” and “Bring it On” DVDs.

- **Host a career fair booth**

Host a career fair booth. The event usually takes place in the school gym or auditorium and tables are set up for various organizations/professions, with students visiting tables that interest them. Available presentation materials include Quest magazine, CalCPA yo-yos, and money management brochures.

- **CPA careers presentation**

Make a presentation/lead a discussion about accounting careers. Visits usually last 50-60 minutes. Available presentation materials include Quest magazine, CalCPA pens, “Bring it On” DVD, a presentation outline and PowerPoint presentation

Reference the following CalCPA student outreach website for additional information –

<http://www.calcpa.org/Content/community/outreach.aspx>

Outside Organizations

National Endowment for Financial Education (NEFE): High School Financial Planning Program (HSFPP)

The National Endowment for Financial Education (NEFE) HSFPP was designed and developed around a special type of education called *performance-based learning*. With performance-based learning, students take what they learn and apply it directly in the course of each unit. This program was developed by teachers and financial professionals who know how to move students from knowledge to the kinds of positive action that will help them begin their financial lives on the right foot.

CalCPA utilizes the materials provided by NEFE (both student and teacher guides) for our student outreach financial literacy program. The materials are supplied free of charge.

<http://hsfpp.nefe.org/>

California Jump\$tart Coalition:

The Jump\$tart Coalition for Personal Financial Literacy determined that the average student who graduates from high school lacks basic skills in the management of personal financial affairs. The Coalition's direct objective is to encourage curriculum enrichment to ensure that basic personal financial management skills are attained during the K-12 educational experience.

CalCPA collaborates with the California Jump\$tart coalition on many projects, including the Summit for Financial Literacy. CalCPA members also volunteer for Jump\$tart events and student outreach opportunities.

<http://www.cajumpstart.org/>