

TXCPA'S 2020-2021

YEAR IN REVIEW

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

In a year shaped by the global pandemic and fast-moving change, there has never been a more pressing need for the support of TXCPA and your professional community. The impact of COVID-19 on businesses, individuals and their livelihoods brought a rigorous and far-reaching legislative response, making it critical for CPAs to understand compliance, navigate the complexity, identify opportunities, and prepare for what comes next.

Through these times, TXCPA remained vigilant to deliver on our charge to empower members to lead and succeed. With the continued commitment and dedication of our leaders and members, TXCPA and our chapters focused on our three pillars of success to promote Community and Connection, Professional Excellence and Advocacy for Texas CPAs. As we look back at the 2020-2021 year at TXCPA, the value of belonging to this organization is more apparent than ever.

Community and Connection

COVID-19 brought an accelerated transformation in how and where we work. In a series of surveys, TXCPA and several other state CPA societies surveyed members to learn more about how the pandemic was impacting them and how we could better serve members' needs.

TXCPA and our 20 chapters used the feedback to develop programming and resources that would allow members to stay connected at a time when we could not be together in person.

TXCPA took advantage of technology to help members stay informed and engaged. Conversations on the TXCPA Exchange member communities were dynamic and informative as CPAs actively exchanged ideas, asked questions, discussed important issues, and offered



COMMUNITY & CONNECTION

Provide members with opportunities and resources to connect, serve and lead.



PROFESSIONAL EXCELLENCE

Provide resources to assist members in the achievement of professional and personal success.



ADVOCACY

Be the voice of our members before public policy makers and the public.



their feedback, leveraging the knowledge of thousands of members to find what they needed to know.

Our social media communities also grew, giving members a sense of connection to their professional community during a time of social distancing. Our popular Facebook Live Fridays covered critical updates and the latest news of the week. More than 16,000 viewers had access to 18 hours of content provided on Facebook over the past year. Members can join us on our [Facebook page](#) at 10 a.m. on Fridays or watch the replay to hear these lively discussions.

Community service also remained strong despite the pandemic. TXCPA's Month of Service in December shone the spotlight on our members, chapters and firms who found ways to safely give back to the communities where they live and work. With a statewide focus on financial literacy education and service, resources were extended to various organizations across the state to help Texans build a stronger financial foundation.

Professional Excellence

TXCPA continued to expand digital learning opportunities, with hundreds of course offerings delivered virtually to keep members updated and educated on all the changes that have impacted the accounting profession.

We provided a host of highly rated free and low-cost learning opportunities during the year. Members receive at least 20

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POWERING PAYMENTS
FOR ACCOUNTING PROFESSIONALS



THE WAY CPAs GET PAID

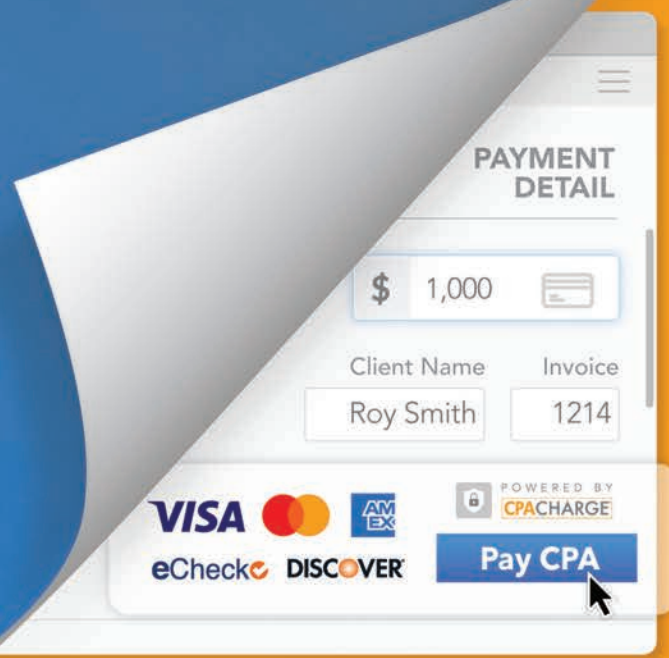
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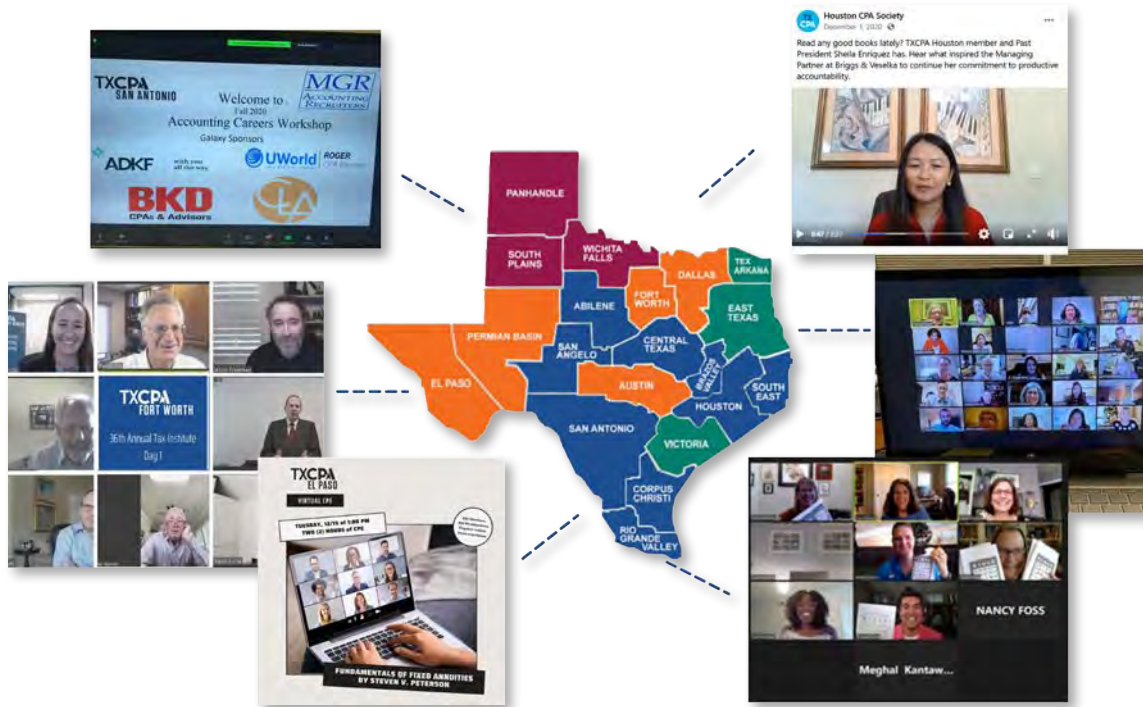


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TXCPA CHAPTERS



hours of free CPE included with their annual renewal, resulting in even greater membership value. More information about these free learning opportunities is available [on our website](#).

Our member communications ramped up with timely updates and alerts as new guidance was issued and questions were answered. The focus remained on helping our members stay informed so they can better serve their clients and employers.

IN THE MIDST OF A GLOBAL PANDEMIC, TXCPA'S MEMBERSHIP IN 2020-2021 HELD STEADY WHEN COMPARED TO THE PRIOR YEAR.

The availability of online learning became critical when we were not able to provide traditional classroom courses and the need for the latest information was higher than ever before. The TXCPA Passport, a subscription for on-demand CPE, was even more valuable for members during a time when live programming was not available. For only \$199, you receive unlimited access to one- and two-hour CPE programs that cover a variety of topics, including 80 new programs added in the last several months.

Diversity and Inclusion – A Community for All CPAs in Texas

The Diversity and Inclusion Committee engaged with others across the Society to help educate, inform and work to effect change so that TXCPA can truly be a community for ALL CPAs in Texas, where ALL feel a sense of belonging. Our statement on diversity and inclusion was updated this year:

Our Commitment to Diversity, Equity, Inclusion and Belonging

“TXCPA values the diverse contributions and talents of all its members. We are committed to promoting diversity, equity, inclusion and a sense of belonging in the workplace, in membership and in the accounting profession. Diversity includes, but is not limited to, race, gender, generations, abilities, orientation, and religious beliefs.”

- Adopted by the TXCPA Executive Board, 2020

TXCPA also supported at least 14 TXCPA chapters as they also transitioned their programming to a virtual environment.

MEMBERS RECEIVE AT LEAST 20 HOURS OF FREE CPE INCLUDED WITH THEIR ANNUAL RENEWAL.

In response to how the impacts of COVID-19 could potentially affect firm peer reviews, the AICPA Peer Review Board (PRB) temporarily relaxed the requirements for system reviews performed at a location other than the reviewed firm's office. TXCPA's Peer Review team worked tirelessly with firms and reviewers to manage extensions, reschedule review dates and help manage the review backlog created by the pandemic.

Advocacy

Legislative advocacy remains a central part of protecting the value of your CPA license and promoting the interests of Texas CPAs. As the state's largest association of CPAs and finance professionals, we serve a critical role by defending against legislation and requirements that might be detrimental to you.

The 87th session of the Texas Legislature began on January 12 and ends on May 31. In preparation for the session, our Government Affairs staff and volunteers identified opportunities to cultivate relationships and bolster our connection with like-minded licensed professions, other professional associations and members of the legislature so we could start strong with our messages and our representation of Texas CPAs.

With the session well underway, our volunteers are moving our legislative agenda ahead, watching out for the issues that impact the profession and we're keeping members engaged along the way.

To stay informed on the latest announcements from Austin throughout the session, make sure to check out our [legislative session page](#) and [Last Week in the Legislature](#) for up-to-the-minute news, TXCPA legislative agenda successes, notable dates, volunteer information and more. **The Capitol Interest** article in this publication provides an informative discussion and insights from the session.

In addition to representing our interests with governing and legislative bodies in Texas and nationally, TXCPA promotes the value of CPAs to the public and the opportunities in accounting to students across the state. Digital advertising campaigns and virtual career



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Assistant Controller – Reporting & Tax Accounting
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education resources are being utilized so we can keep our momentum and focus on attracting students to the profession and promoting CPAs' services to businesses and individuals across Texas.

Looking Ahead

TXCPA's Strategic Planning Committee developed the 2020-2024 Strategic Plan during the summer of 2020. In the new [Strategic Plan](#), work continues under our three pillars of success. Goals and related progress updates are regularly provided to the TXCPA Executive Board and progress will be reported to the Board of Directors at our Annual Meeting in June 2021. We'll keep you updated on the [Strategic Plan](#) through our member communications.

The events of the past year have shown that we are stronger and better when we work as part of a community. TXCPA will remain focused on providing the greatest value, benefit and support to our members.

We're also here to help you get engaged and make the most of your membership. Please reach out to the [TXCPA](#)

Legislative advocacy remains a central part of protecting the value of your CPA license and promoting the interests of Texas CPAs.



[team](#) if you're looking for a way to be connected at the state or chapter level.

Thank you for your membership and for trusting TXCPA as a resource for you and your profession.

Activity in TXCPA's Social Media Communities

June 1, 2020 - March 31, 2021

[TXCPA Exchange](#)

Over 1,800 discussion posts across four member communities

Top 5 most searched terms:

- PPP/PPP Loan Forgiveness
- Employee Retention Credit
- CPE
- 7200
- EIDL

[Facebook](#)

Total number of followers: 4,163

Number of followers gained: 536

[Twitter](#)

Total number of followers: 3,274

Number of followers gained: 73

[LinkedIn](#)

Total number of followers: 4,533

Number of followers gained: 785

[Instagram](#)

Total number of followers: 1,041

2021 Legislative Priorities

The TXCPA Legislative Advisory Committee and Executive Board approved the 2021 Legislative Priorities in the fall of 2020. The Government Affairs staff and volunteers are focusing on these priorities during the session to make sure that your voices are heard in the Capitol. The priorities include:

- Sales tax on professional services;
- Proper and rigorous regulatory oversight of the accounting profession (opposing the deregulation of the accounting profession);
- Extending the fingerprinting deadline for CPA licensees beyond August 2021;
- Tax reform (monitoring all tax changes – whether tax rates, deadlines or new taxes – proposed by the legislature); and
- Business liability issues.

Significant progress is being made on our legislative priorities and advocacy efforts. Go to the [legislative session page on our website](#) for the latest updates on our successes in advancing our legislative agenda.