

MAKING A CASE



OUR **CHAPTER**

- Installed in 2014
- Superior status for 7 years
- Approximately 65 members
- 12 executive board members



NU ZETA CHAPTER
BAΨ NV



A BRIEF **INTRODUCTION**

Beta Alpha Psi Nu Zeta Chapter at West Chester achieved member engagement for 2019 with an ethics case competition sponsored by Wipfli.

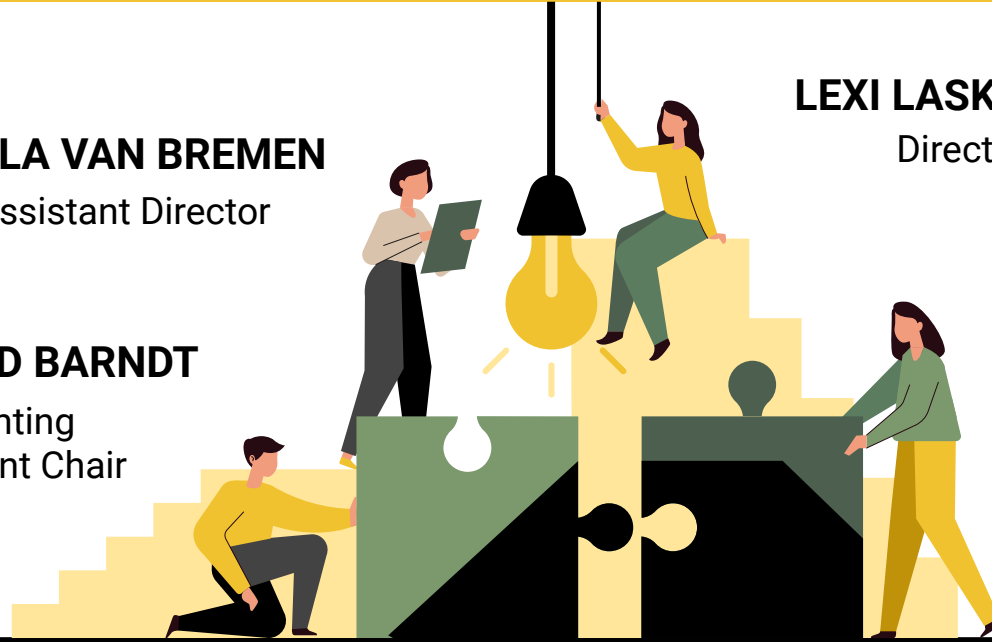
OUR 2019 TEAM

KAYLA VAN BREMEN
Assistant Director

DR. RICHARD BARNDT
Accounting
Department Chair

LEXI LASKOWSKI
Director

WIPFLI LLP
Sponsor



FIRST YEAR EXPERIENCE

The director and assistant director prepared a proposal to the accounting department chair and sponsor to explain the case and estimate the costs. Task lists and a roadmap were developed to guide future mentors.



CRUNCHING NUMBERS

3-5

MEMBERS
in each group

02

WEEKS
to prepare

14

GROUPS
who competed

150

STUDENTS
who participated



FIND A SPONSOR

01

Partner
Organizations

Local CPA
Firms

Accounting
Department

ASSIGN CASE MEMBERS

02

**Director &
Assistant Director**

Manage the case

**Presentations
Chair**

Manages day of event

**Marketing &
Distribution Chairs**

Markets the event and
provides prizes

CHOOSE A CASE

03

Modern Problem
or Situation

Complex Topic

Room For
Creativity

SPREAD THE WORD

04

**Social Media
Updates**

**Informational
Sheets & Flyers**

**Classroom
Announcements**

CREATE A RALLY EVENT

05

**Find the right
location**

**Prepare for panel
discussion**

**Create a
presentation**

ETHICAL ANALYSIS

LEADERSHIP

Learn to take charge
and take turns.

PRESENTATION

Boost your public
speaking skills.



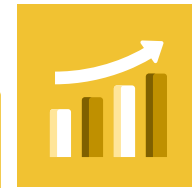
CREATIVITY

Be innovative to find
the best solutions.



TEAMWORK

Efficiency is key, and it
relies on teamwork!





THANK YOU

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