



# **BETA ALPHA PSI**

## **REGIONAL MEETING 2021**

### **CHAPTER OPERATIONS- MEMBER ENGAGEMENT**

Hofstra University  
Delta Pi Chapter

# MEMBER ENGAGEMENT OUTLINE

- Recruitment Tactics
- Virtual Member Activities
- Firm Engagement
- Virtual Induction Dinner



# RECRUITMENT TACTICS- VIDEO



As a result of the COVID-19 Pandemic, regular means of recruitment were not possible.

The Delta Pi Chapter created a recruitment video that was circulated throughout the Hofstra Accounting Department and classrooms.

[Video](#)

# RECRUITMENT TACTICS - ZOOM CLASSES

To answer any prospective students' questions about eligibility and Beta Alpha Psi requirements, members of our executive board joined accounting Zoom classes.

Executive board members also pitched Beta Alpha Psi in their own Zoom classes!

# **RECRUITMENT TACTICS- VIRTUAL CLUB FAIR**

**Executive Board members participated in the Virtual Club Fair hosted by Hofstra University.**

**Students joined the Zoom session and were able to ask any questions pertaining to membership in Beta Alpha Psi.**

# VIRTUAL MEMBER ACTIVITIES - INDIVIDUAL CHARITY EVENT

Current and Inducting members of Beta Alpha Psi were asked to complete an individual charity event of their choosing. Some events included picking up trash on the beach, shopping for groceries for elderly neighbors, and raking leaves at a local park.

To highlight the great work our members did, they were featured individually on our Chapter's LinkedIn page.



# MEMBER ACTIVITIES- SOCIALLY DISTANCED EVENT

To welcome our new members, we hosted a socially distanced event.

Each member introduced themselves through various activities such as the Web Connection game. Students were then split into smaller groups to receive peer guidance regarding CPA exam studying tips and tricks.





# **VIRTUAL MEMBER ACTIVITIES - VIRTUAL TUTORING**

To maintain our involvement in the Hofstra Zarb School of Business, Beta Alpha Psi members and inductees conducted virtual tutoring hours for any student struggling with accounting.

Tutoring was held daily Monday through Friday, from 9am-5pm.

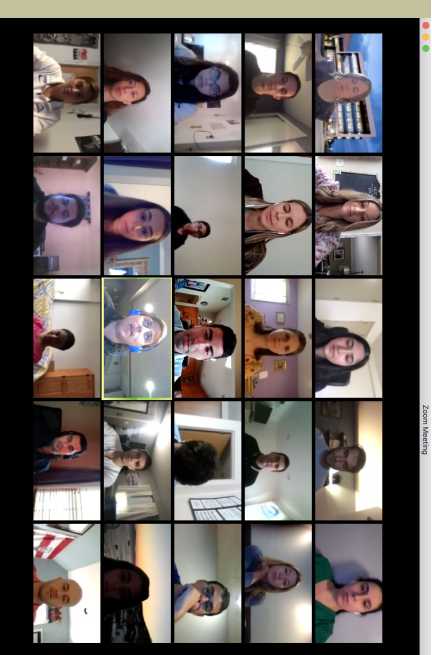


# FIRM ENGAGEMENT- WEEKLY VIRTUAL FIRM MEETINGS

Throughout the Fall 2020 semester we hosted twelve accounting firms ranging from the Big 4 to mid sized and local firms.

Firms presented on various topics including virtual interviewing tips, networking, and firm culture.

Each meeting was highlighted on our Chapter's LinkedIn page. Subsequently, firms reached out asking for meetings with our Chapter!



# **FIRM ENGAGEMENT- VIRTUAL OFFICE VISIT**

In November, Grant Thornton conducted a virtual office visit, allowing members to get a feel for the accounting workplace.

In addition to their office visit, employees discussed working in these unprecedented times.

# FIRM ENGAGEMENT- SOFT SKILLS WORKSHOP

We also hosted a virtual soft skills workshop with CohnReznick. Their firm presented on keeping yourself motivated in a virtual environment.

They allowed the meeting to be an open conversation, allowing Beta Alpha Psi members to vocalize their opinions and feelings during this time.

# VIRTUAL INDUCTION DINNER

Keeping with tradition, the Delta Pi Chapter hosted a virtual induction dinner, highlighting our new members, current members, faculty, and alumni.

Over 60 accounting professionals and students joined the Zoom meetings, reminding us that while we may be physically apart, accounting will always bring us together!