



June 30, 2017

Subject: Update from the Dean's Representative on the national Beta Alpha Psi board

Fellow Deans,

During our recent June 2017 Beta Alpha Psi (BAP) strategic planning meeting in Houston, Texas, we discussed several important issues that would be of keen interest to Business School Deans:

- Beta Alpha Psi (BAP) is focused on preparing students for successful careers in the Accounting, Finance and Information Systems professions.
- The BAP organization is uniquely positioned to heighten innovation, engagement and impact that are critical performance dimensions for AACSB accredited business schools.
- BAP has successfully marshalled a variety of resources from the American Institute of CPAs (AICPA), Industry Profession Partners, Alumni, Chapter Advocates, Faculty Advisors and Student Chapters. BAP also has a mature reporting system to track performance.
- BAP's updated strategic plan is focused on strengthening its impact by emphasizing three goals over the next 3 years:
  1. Widening the reach by thinking globally and acting locally. The goal here is to remove barriers in order to reach more students earlier in their academic careers. Specifically, the board agreed to allow students to become candidate members as early as their first academic year on campus. However, candidates are encouraged to become full BAP members as soon as they are academically eligible.
  2. Extending the gratitude by seeking more opportunities to recognize the contributions of key BAP stakeholders. BAP will



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take additional steps to communicate the successes of BAP students, chapters, faculty advisors and other stakeholders.

3. Innovating knowledge sharing by focusing on experiential learning for soft skills that are essential for graduates to have a smooth transition and early success in the workplace.

BAP needs the strong support of business school deans in order to advance the tremendous impact our BAP students are having. Please take the time to recognize your BAP chapter's contributions at your school. Here are three questions to ask:

1. What impactful service projects are your BAP students doing?
2. What recognition (gold, superior, distinguished, mission based) has your BAP chapter received?
3. BAP offers several career readiness and networking programs at the local, regional and national levels. How engaged is your BAP chapter with these programs?

Sincerely,

Eric P. Jack, PhD  
BAP Dean's Representative  
Dean, UAB Collat School of Business