

THE JOB OF A STUDENT INFLUENCER IS TO:

- ☑ **Serve as a liaison between TSCPA and accounting students and key contacts** (professors and/or administration) on your campus.
- ☑ **Promote the TSCPA Student membership and accounting career path** on campus and through social media platforms.



TSCPA STUDENT INFLUENCER PROGRAM REQUIREMENTS

Students can expect to spend **10-15 hours per semester** dedicated to their responsibilities as a TSCPA Student Influencer. The following is required of a Student Influencer:

- ☑ Attend a **fall kick-off meeting in August** with TSCPA staff to discuss responsibilities, the Student membership and how you can best represent TSCPA on your campus;
- ☑ Attend a **spring kick-off meeting in January** with TSCPA staff to discuss ideas for spring semester and needed support;
- ☑ Conduct **at least one presentation or host one event per semester** to promote the TSCPA Student membership and opportunities;
- ☑ Participate in **regular check-ins** via email or phone with TSCPA staff to update on activities, outreach and needs; and
- ☑ Attend **at least one TSCPA-hosted student event** such as a chapter Future CPA Night or Future CPA Leadership Summit.
- ☑ **Contribute throughout the school year to TSCPA communications and/or social media pages by:**
 - Providing content from presentations/events for social media such as video and/or pictures
 - Promoting TSCPA student events and news through social media tagging and resharing of TSCPA posts
 - Providing content from TSCPA events attended
 - Providing creative content such as Day in My Life, testimonials for scholarships or other TSCPA programs, etc.

RESPONSIBILITIES MAY INCLUDE BUT ARE NOT LIMITED TO:



- ☑ Promoting the TSCPA Student membership by identifying key contacts (supportive professors and faculty) on your campus to use as a resource to spread awareness to students;
- ☑ Distributing promotional materials to key contacts;
- ☑ Distributing promotional materials to other students;
- ☑ Assisting with marketing your chapter's Future CPA Night by utilizing key contacts;
- ☑ Attending other school events such as career fairs and networking opportunities as a TSCPA representative;
- ☑ Speaking to introductory business courses about the accounting major with a TSCPA staff and/or a volunteer member;
- ☑ Participating in high school student events like Discover Accounting or Accounting Opportunities Month (November);
- ☑ Promoting the TSCPA Scholarship Program (February-June);
- ☑ Participating in TSCPA committee meetings to discuss student needs, how TSCPA can better serve students, and provide feedback on student programs;
- ☑ Participating in regular check-ins with TSCPA Student Influencer Liaison; and
- ☑ Recruiting new Student Influencers for the following year.

A TSCPA staff member will provide you with continual support and equip you with the tools and training necessary to complete your tasks effectively. Student Influencers are also provided with a \$250 marketing budget for event costs during the academic year.

QUALIFICATIONS

The ideal candidate is a college junior or senior currently enrolled in an accounting (or equivalent) major at an accredited college or university. ****Influencers must be enrolled at a college or university while serving in the Student Influencer role.***



Student Influencers are involved on campus, enthusiastic about the accounting major and able to adopt a leadership role on behalf of TSCPA. Candidates must possess excellent communication and organizational skills as well as a strong academic and social presence within the school's accounting department.

STIPEND

Upon satisfactory completion of all responsibilities, Influencers who show commitment to the program will be recognized by TSCPA in the following ways:

- ☑ \$250 stipend awarded at the end of each semester (December and May)
- ☑ Included in a published list in the *Tennessee CPA Journal*
- ☑ Included in a listing of Student Influencers on the TSCPA website and social media channels
- ☑ Granted one year of free Emerging Professional membership upon graduation



ADDITIONAL ADVANTAGES

As a Student Influencer, you have the opportunity to gain leadership experience in a supportive, productive environment.

Experience as a TSCPA Student Influencer will impress prospective employers, and you can make contacts within TSCPA's network of nearly 10,000 members at the local and state level.



A Student Influencer obtains valuable business experience and the opportunity to network with local and national firms.

CALENDAR

APRIL 30, 2025

- ☑ Application deadline

JUNE 2025

- ☑ Student Influencers selected and notified

AUG. 2025-
MAY 2026

- ☑ Student Influencer year of service

AUG. 2025

- ☑ Virtual orientation and fall semester kick-off meeting

JAN. 2026

- ☑ Virtual spring semester kick-off meeting

