A Year of Progress

BY HEATHER WALDENMAYER, CCIFP, OUTGOING CHAIRMAN

When I started my term as Chairman last April, the Institute's priorities included transitioning to on-demand testing, building awareness for the CCIFP credential, and increasing the involvement of committees. I am happy to report that we have made significant progress in each of these areas.

On-Demand Testing
At CFMA's 2016 Annual Conference & Exhibition in San Antonio, TX, I was excited to announce that the CCIFP Exam was getting a 21st-century makeover by moving to an on-demand format. Previously, candidates had to sit for the exam based on when and where it was scheduled. Now, they are able to schedule a time and location that works for them.

Increased Awareness
The Institute made a drastic shift in marketing efforts through the leadership of our Marketing Committee. Moving the exam to an electronic format presented a great opportunity to market to potential candidates, particularly those who historically were unable to coordinate their schedules with the exam schedule. In anticipation of this opportunity, we increased our marketing budget to its highest amount since 2012.

Our Google AdWords campaign promoted the designation and increased overall industry recognition. We also advertised with the AICPA to promote the credential in its newsletters to show potential candidates how CPA firms can differentiate themselves in the marketplace by employing certified individuals. These efforts resulted in a measurable increase in website visitors.

Your Vision, Our Future
As a small organization, ICCIFP relies significantly on our volunteers. As the Institute grows, our volunteers serve an integral role in maintaining our accreditation, developing exam content, and welcoming new CCIFPs.

This year, our Board of Trustees has been incredibly active in overseeing the Institute. Meetings were filled with exciting dialogue from an engaged group; this same momentum can be seen at the committee level. This increased involvement has allowed us to make significant strides in the past year. With the commitment and dedication of our volunteers, our organization is ready to meet the demands of the future.

As my term as Chairman comes to a close, I wanted to take this opportunity to thank everyone who has worked tirelessly on these goals during the past year. You've helped make the vision for the Institute a reality, and none of this would have been possible without your time and effort.

Thank you all for a great year!