

2014 ACFE Chapter Leaders Meeting

Ryan C. Hubbs - CFE, CIA, PHR, CCSA

President Houston ACFE Chapter

President Emeritus & Founder New Orleans ACFE Chapter

rhubbs@houstonacfe.org

Agenda

- 3:00 – 3:50pm, Meeting
- 3:50 – 4:00pm, Break
- 4:00 – 4:50pm, Meeting
- 4:50 – 5:00pm, Break
- 5:00 – 5:30pm, Meeting
- 5:30 – 6:30pm, Networking Reception

Chapter Leaders Resource Guide

A Work In Progress

- Welcome Ashley Stone to the chapter leadership position and thank him for supporting us with this initiative.
- Chapter Developed Guide: You Help Make This Happen
- 2014 Participation – Over 70 Chapters & Contributors
 - “I contributed to the survey but don’t see any of my answers?”
- Format change from 2013 guide to 2014
- Guide now encompasses nearly 60 pages of ideas
- Write down and submit 2015 questions and information needs before you leave today.
- Those interested in helping to prepare, review, edit or present on the 2015 guide please contact Ryan or Ashley

Chapter Hacking / Cyber Attacks

- Make sure that your website platforms are up to date.
- Make sure that your chapter information is properly secured.
- Make sure that you have up to date backups of your websites and content.
- Make sure that your online payment mechanisms are secure.
- Periodically monitor your member/user lists for your websites.
- Periodically monitor the IP address lists of visitors.

Chapter Fundraising Challenge

Deadline 12/15/2014

- **Bronze** - donations more than USD 1000 – prize package of assorted books and merchandise
- **Silver** - donations more than USD 2500 – prize package of assorted books and merchandise, including two copies of the *CFE Exam Prep Course*
- **Gold** - donations more than USD 5000 – prize package of assorted books and merchandise, including four copies of the *CFE Exam Prep Course*
- **Platinum** - donations more than USD 7500 – prize package of assorted books and merchandise including four copies of the *CFE Exam Prep Course* and two registrations to a 2015 ACFE fraud conference (choose from *Asia-Pacific Fraud Conference*, *European Fraud Conference*, *Global Fraud Conference* or a *CFE Exam Review Course*)

ACFE Insights

25 YEARS ACFE®
Association of Certified Fraud Examiners

NEWS, ANALYSIS AND COMMENTARY ON THE GLOBAL FIGHT AGAINST FRAUD

ACFE INSIGHTS

[ACFE INSIGHTS](#)

[ACFE.COM](#)

[FRAUD MAGAZINE](#)

[BECOME A CFE](#)

[EVENTS](#)

[PRODUCTS](#)

Houston ACFE Chapter Donates \$5,340 to Scholarship Program

February 27, 2014

AUTHOR'S POST

Mandy Moody, CFE
ACFE Social Media Specialist

Last year, the Houston ACFE Chapter made assisting the ACFE Foundation one of its top priorities for 2013. In an effort to show their commitment, they collected, matched and donated \$5,340 to the ACFE Foundation and the [Ritchie-Jennings Memorial Scholarship Program](#) in January.

FIND A COURSE IN YOUR AREA THIS
YEAR



SEARCH ACFE INSIGHTS

ARCHIVES BY CATEGORY

2014 Chapter Leaders Resource Guide

Now Boasts 14 Sections of Chapter Leader Content

- Strategies to Increase Attendance
- Strategies with Social Media and Increasing Awareness
- Community Service Initiatives
- Membership Benefits & Appreciation Strategies
- Strategies to Increase Membership
- Tips for Membership Renewal
- Speaker and Training Strategies
- Support for Students and the Anti-Fraud Profession
- Student Scholarship Programs
- Board and Chapter Leader Strategies
- Networking Related Tips
- Working With Other Organizations
- Strategies for Using Sponsors
- Trying New Things, Successes and Failures
- Congrats! You are on the Board, Now What?

The Three Big Chapter Questions

1. Why Should Someone Become a Member of the Chapter?
2. Why Should Someone Stay a Member of the Chapter?
3. What Does the Chapter Do to Help the Community?

Trying New Things, Successes and Failures

- Get Acquainted Initiative/Networking
- Boston Red Sox Night
- Member of the year award
- Speed networking events
- Bring a guest events
- Credit card pay at the door
- Guest membership to other professions
- No more membership dues, flat event rates
- Using the National ACFE list more
- University outreach
- 1st ever training events
- Reduced training prices for students
- Focus on education and less social
- Revamped websites, twitter, online credit card payments
- Automated emails and registration for events
- Email CPE forms after the events
- We made a budget!
- Expanded the board
- Hired a paid admin / Fired a paid admin
- Joined Forces with other organizations

Strategies with Social Media and Increasing Awareness

- Extensive websites & Content management systems
- Purchased Constant Contact
- Extended email distribution lists
- Purchased website manager “Star Chapter”
- Talk show, television and newspaper
- Educational Institution outreach
- Member focus of website content
- Working with other chapters
- Out of town training options
- Fully integrated social media, LinkedIn, Twitter, Facebook, Blogs, etc.
- Assigning specific board members to various social media options

Community Service Initiatives

- Speaking at local universities
- Member involvement at Universities
 - Instructors
 - Guest lecturers
 - Job fairs
- Justice for Fraud Project
- Fraud Victims pilot project
- Elder Abuse Awareness Day
- Fund Raisers
- Shred Day
- Inner City Youth Program
- Volunteer at local police department
- Volunteer with Elder Abuse unit
- Volunteer on AARP's Fraud Hotline
- Chapter members provide Pro-bono services
- Senior Center and Senior Group outreach
- Charitable giving (Human Trafficking, food drives, habitat for humanity, telethons, salvation army)
- Fraud Awareness Week Activities

Strategies to Increase Membership

- Proactive member monitoring (New Assoc. & CFEs) ACFE List
- Increased student outreach
- Corporate outreach
- Partnering with organizations / joint events
- Free membership and training for college students
- Congratulations email to new CFEs
- Bring a guest / co-worker
- Board dispersion at luncheons to foster inclusion
- Mail campaign to all non-members / former members
- Phone call former members
- Low cost membership dues compared to services offered
- Welcome everyone personally at all events

Support for Students and the Anti-Fraud Profession

- Board members are part of adjunct faculty of local Univ.
- Director dedicated to chapter / Univ. relations
- Designation / Certification day at local Univ.
- Justice for Fraud Victims project
- Half day training day for students about the anti-fraud profession
- Student mentor program
- Reduced or no fees for students
- Fraud Library at local Univ.
- Supporting local Univ. education/training programs.

Student Scholarship Programs

- \$500 - \$4000 annual scholarship, using ACFE criteria
- Multiple scholarships / year (Spring/Fall)
- Anti-fraud degrees only
- Full-time students
- Awards only eligible to members of student chapter
- High School Scholarship Program
- CFE Exam Awards \$250-\$500 or purchased prep-course

Board and Chapter Leadership Strategies

- Assigning specific tasks, holding them accountable
- Solicit members to run for board
- Board votes on non-performing board member
- Adjusted Board size +/-
- Spread duties across the board
- Special Projects positions on the board
- Annual goals submission by board members
- Periodically highlight goals and action items
- Bi-annually recommit board, allow for graceful exit.
- Setting meeting/event criteria
- Annual Strategic planning meeting
- Read and sign responsibilities form
- Required interaction with the members
- Initiation of the President's Award

Working with Other Organizations

- Joint events with other orgs such as ACCA, IIA, ISACA, ACAMS
- Presentations at other groups (ASIS, SHRM)
- Partnering with local AICPA groups who have a large member base
- Recognized member pricing for other orgs
- Partnering with small business organizations
- Getting training certified for local law enforcement, attorneys, etc.
- Getting NASBA certification status to reach CPAs
- Advertising in other organizational newsletters
- Partnering with local industry groups

Strategies for Using Sponsors

- Donation of event space or event items
- Monetary donations
- Promotional items delivered to attendees
- Fund PR initiatives
- Socials
- Price reduction at events
- Encourage them to fund Scholarships
- Promote them on website and in social media
- Networking socials
- Help to offset operational costs
- Attendee lists of event that they sponsor

You are on the Board, Now What?

- Keep trainings fresh
- Be aware of who wants to be on the board and why
- Ensure that everyone contributes
- Bring on people with passion and drive
- Connect with other chapters
- Involve as many people as possible
- Spread the work and responsibility
- Define your chapter as the local professional organization on all things fraud
- Pace yourself!
- Value your members and sponsors
- Don't lose money! Shoot for net zero.

You are on the Board, Now What?

- Do a historical checkup, are you even incorporated and who is on the bank accounts? Don't assume your predecessors did it right
- Define roles, responsibilities and actions items by position
- Use technology where possible
- Know your board members, support their strengths
- Let the board members grow, work on what motivates them
- Consistency and stability, 2yr terms with cross-over
- Mentor new board prospects
- You will need to put in the time, regardless of the stage of growth the chapter is in.
- Focus on quality not quantity
- Keep a strong focus on what your members need and want

2014-2015 Goals and Aspirations?

2015 Guide Development

What Info Do You Want to Know for
the 2015 Chapters Leaders Guide?

Everyone contribute 3-5 topics.

Turn in to Ashley

2014 ACFE Chapter Leaders Meeting

Ryan C. Hubbs - CFE, CIA, PHR, CCSA

President Houston ACFE Chapter

President Emeritus & Founder New Orleans ACFE Chapter

rhubbs@houstonacfe.org