

# 2023 by the Numbers

MassCPAs is the local, professional home to **11,500** members.

## In the last year:

**Networking** **2,221 MEMBERS** participated in **92 COMMITTEE MEETINGS**

**↑30%** in  
COMMITTEE  
PARTICIPATION

**3 NEW COMMITTEES** added:  

- Blockchain & Cryptocurrency
- Cannabis
- Client Accounting Services (CAS)

**209 MEMBERS** attended regional Member Networking Nights

**22 FIRMS AND COMPANIES** volunteered at organizations across the state for the CPA Day of Service

**598 DISCUSSIONS** on The HUB online community

## Advocacy

**500+ MEMBERS** directly impacted legislative and regulatory efforts through the **CPA Advocates Program** and **Political Action Committee (PAC)**

**22 PIECES OF TESTIMONY** on **13 BILLS** were provided to the Legislature in the first **7 MONTHS** of the legislative session

## Brand Awareness

**13,474 SOCIAL MEDIA FOLLOWERS**

**↑211%** in  
MEDIA  
COVERAGE

**↑53%**  
LINKED IN  
ENGAGEMENT

**83 ARTICLES** written by or featuring **MEMBERS** in *SumNews*

## Commitment to the Profession

**71 FIRMS** invested **100%** in their staff through the Firm Sponsored Membership (FSM) Program

**2 FIRMS** joined the new Pipeline Partners Program

**2 CONSULTING AND ADVISORY FIRMS** enrolled in the new Enterprise Membership (EM) Program

## Learning & Development

**2,528 FREE CPE CREDITS** to members through the CPE PLUS Program

**↑70%**  
customized  
team trainings

**431 MEMBERS** downloaded resources from the Knowledge Center

**400+ MassCPAs MEMBERS** completed DEIB training

**4,745 VISITS** to the Vendor Directory

**3** leadership development training plans for **MEMBERS** at all levels

## Pipeline

**↑60%** in  
STUDENT  
touchpoints

**\$175,000** in  
**SCHOLARSHIPS** awarded to  
**51 ACCOUNTING STUDENTS**

**15 mentors** empowered, encouraged and inspired **15 FUTURE CPAs** through the MassCPAs' **Mentor Match Program**

**↑31%**  
STUDENT  
members

**3x** **= 12 COLLEGE + introductions**  
EARLY COLLEGE INNOVATION PATHWAY PROGRAMS CREDITS to each participating HIGH SCHOOL STUDENT to various CAREER PATHS IN ACCOUNTING

**2x**  
ACCOUNTING CAREER EXPLORATORY (ACE) Leadership Program:

A FREE 1-week, non-residency program for underrepresented high school students who are interested in learning more about a **CAREER IN ACCOUNTING AND BUSINESS**

Unlimited opportunities to learn, connect and prosper = value that **CAN'T. BE. CRUNCHED.**