



2019 - 2020

# StudentCPT Chapter Manual

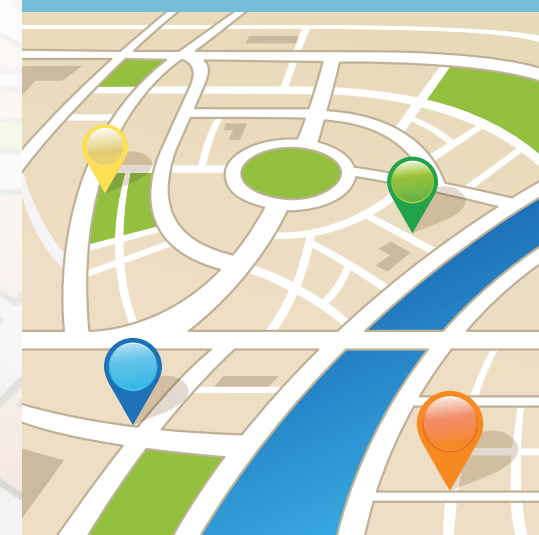
Roadmap to Success



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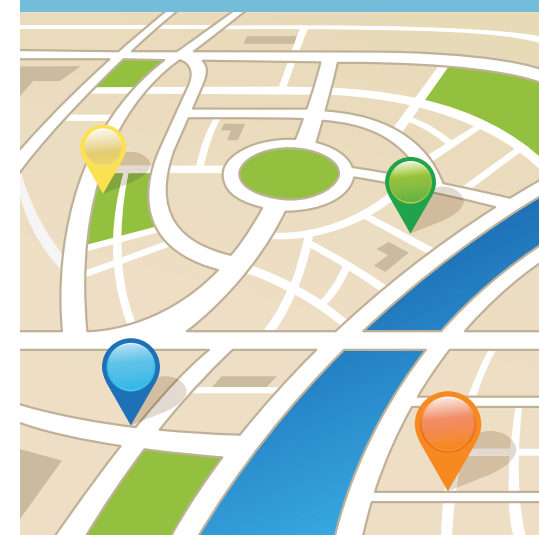
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# Student Center for the Public Trust

## About the StudentCPT

The Student Center for the Public Trust (StudentCPT) is a national network of college students who demonstrate a commitment to ethical leadership. Chapters are hosted on college campuses across the country, which provide students with opportunities to participate in training sessions, conferences, community service and business ethics competitions.

StudentCPT chapters are supported by the NASBA Center for the Public Trust (CPT), which has staff and resources available to help chapters maximize their effectiveness. The CPT staff works to create opportunities for students to network with the business community and learn how to market themselves in the job market after graduation.

## Mission Statement

To develop, empower and promote ethical leaders.

## Vision Statement

To be the largest network of ethical leaders on college campuses.



## Student Code of Ethics

Below are the values that student members are expected to uphold.

### I. Ethical Leadership

Student members set the standard for ethical leadership, ethical conduct and model ethical behavior. Student members act ethically in every personal and professional interaction.

### II. Accountability

Student members accept responsibility and accountability for their individual decisions, actions and attitudes. Student members engage in activities that enhance the credibility and value of the StudentCPT and themselves.

### III. Integrity

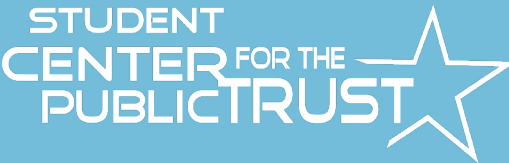
Student members think and act with honesty and integrity, and apply high standards of ethical behavior to their daily activities.

### IV. Trust

Student members maintain a high level of trust with all others and build trust through fairness, honesty, accountability, integrity and transparency.



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# NASBA Center For The Public Trust (CPT)

## About the CPT

In 2005, the accounting profession received a large amount of negative publicity, due to the unethical behavior of a small fraction of accounting professionals.

As a result, NASBA established the Center for the Public Trust (CPT) to focus on the great majority of businesses, corporations and individuals who work and act in an ethical manner. CPT promotes ethical leadership, integrity, accountability and trust as guiding principles.

Since negative events typically generate the most media attention, CPT chose the opposite approach – to focus attention and energy on organizations and individuals who employ best practices and do the right thing.

## MISSION

To develop, empower and promote ethical leaders.

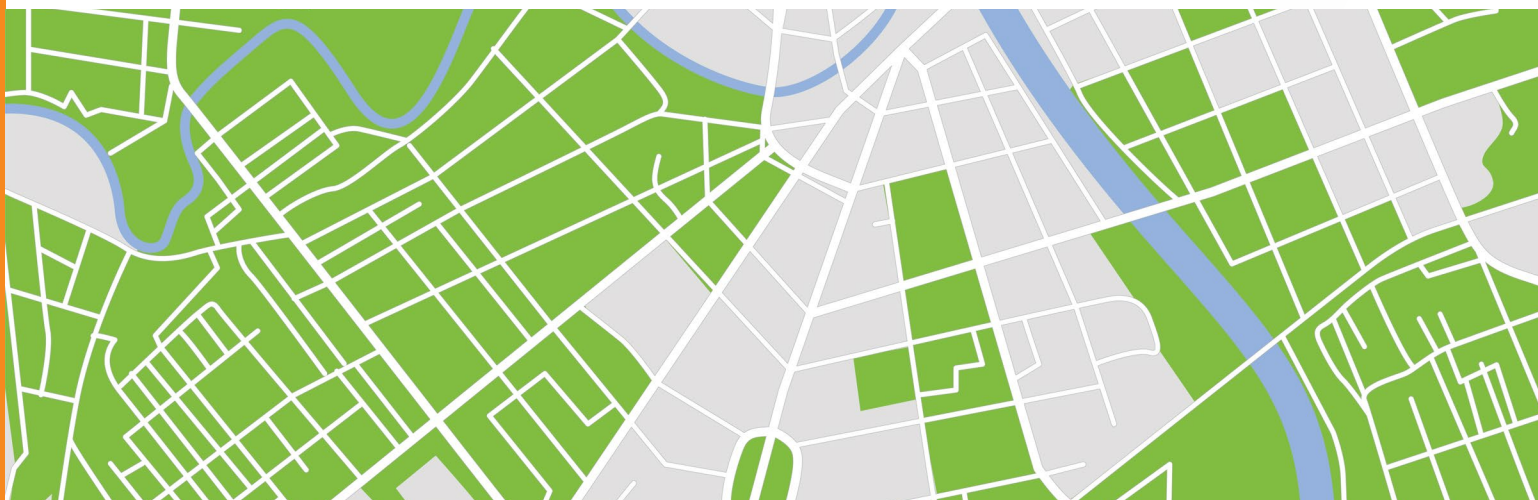
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## **Membership Benefits**

- **Set Yourself Apart as an Ethical Leader** – Affiliation with the StudentCPT allows you the distinction of being a part of an organization that demonstrates your commitment to ethical behavior and provides a unique resume enhancement.
- **Experience the “Real World of Business”** – Through interaction with local leaders and executives, you will learn how to assume ethical thinking and behavior, which will help shape your career.
- **Connect with Professionals Through Networking Opportunities** – You will have opportunities to network with business leaders and make professional contacts that enhance your networking skills.
- **Gain Exposure Through National *Ethics in Action* Video Competition** – An annual video competition that challenges students to be creative, original and think outside the box about ethics, leadership and business. Members have the opportunity to compete for prizes.
- **Recognize Leaders Through Campus *Being A Difference* award** – An annual awards program; students on campus nominate both students and faculty members. An honoree is selected in each category by the campus StudentCPT leadership with the guidance of the faculty advisor and the CPT National Office.

## **Who Can Join**

- **Academic Requirements** – Any student in good standing at his/her college or university shall be eligible for membership.
- **Participation Requirements** – Students will retain their membership as long as the student is enrolled in the equivalent of at least six (6) credit hours per term/semester, attends two meetings annually, and participates in the StudentCPT chapter community service project.
- **Annual Dues** – Each StudentCPT member will pay the \$10 annual dues to remain an active member. Dues are collected during the Fall and/or Spring Semesters.
  - Students or advisors can pay chapter dues online by visiting:  
<https://www.studentcpt.org/student-resources/>
  - Students or advisor can mail chapter dues to the address below:  
NASBA Center for the Public Trust  
PO Box 306272  
Nashville, TN 37230-6272

## **How to Become a Member**

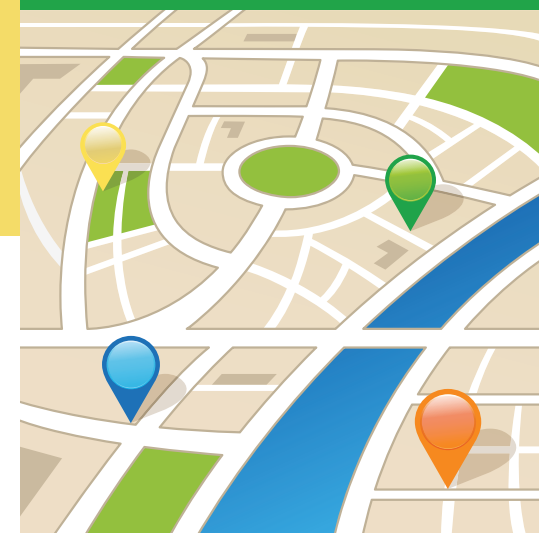
- **Submitting Online Applications** – To complete your online application, visit your chapter’s page on the StudentCPT website ([via the chapter directory](#)) and complete the online membership application under the Become a Member link.
- **Officer Notification of New Members** – When an online application is submitted to join a chapter, an email will be sent to one of the chapter officers notifying them that a new member has joined. Chapter rosters can be requested by contacting your Chapter Account Representative.



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# Leading Your Student Chapter

## **Establishing Your Chapter**

### **Securing a Commitment from Faculty/Administration**

The CPT will work with your professors and administrators to secure their time, staff and financial commitment to establishing a chapter on your campus.

### **Developing and Submitting Your Charter**

After securing a commitment from your school's students, faculty and administration, CPT staff will check your school's student organization guidelines to ensure all requirements are met. If your chapter needs assistance customizing your charter, CPT staff are available to help.

### **Chapter Accounts**

CPT will create an account for each chapter, which will be used to pay for chapter events, including food, promotional materials, and other necessary expenses to support the chapter (please keep receipts for all purchases in order to be reimbursed). This account will be managed by CPT staff, and students and advisors will be reimbursed for approved expenses or have the CPT National Office pay for expenses, which will be deducted from your chapter account. Please contact CPT staff to discuss any specific questions you may have about the reimbursement process or your account balance. All reimbursements must be pre-approved by CPT staff prior to chapter event.

## **Fundraising Guidelines**

Please contact CPT staff if you need any help selecting a fundraiser. All fundraisers must be pre-approved by CPT staff.

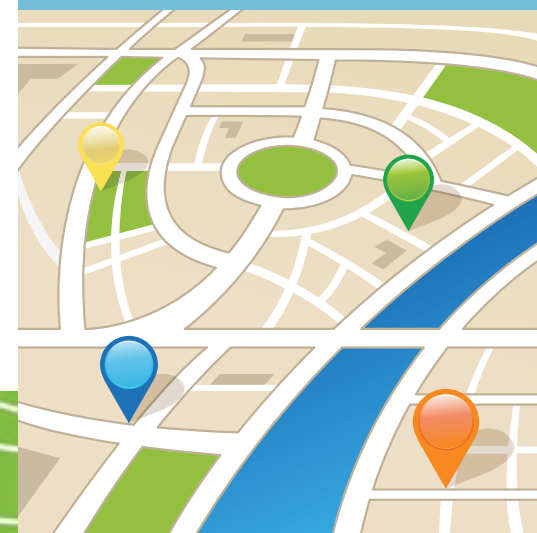
- All fundraising initiatives must first be approved by CPT National Office.
- If you are raising funds for StudentCPT activities, you **MUST** include our full legal name on any marketing materials or receipts: Example- Vanderbilt StudentCPT, a chapter of the NASBA Center for the Public Trust.
- If you are raising funds for a nonprofit organization, include the name of the nonprofit that will be benefitting from the fundraising activity.
- Fundraisers on behalf of other nonprofit organizations must not promote any political parties or political advocacy organizations.
- Practice good fundraising ethics.



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## Starting the School Year

Student chapters should notify CPT staff immediately if there is a change in advisors. All chapters are required to submit an End of the Semester Report, Activity Reports and Executive Council Roster to maintain active status. These documents notify the CPT National Office of important contact information such as advisor address and phone number, and current chapter officers. Up-to-date information is vital to maintaining communication between the CPT National Office and the StudentCPT chapters.

Below is an outline of the annual process student chapters should follow at the start of the academic year.

1. Elect officers (first year chapters only) and submit an Annual Student Chapter Information Form and Executive Council Roster to the CPT National Office.
2. Review chapter Bylaws.
3. Review mission statement and goals.
4. Establish a regular program calendar and send your program calendar to the CPT National Office.
5. Develop a recruiting program.
6. Plan chapter activities and delegate responsibilities to specific officers, directors or committees.
7. Plan community service activity.
8. Educate faculty/staff members on value of the StudentCPT.
9. Publicize and promote the StudentCPT and chapter activities.
10. Hold chapter social activities to build cohesiveness and chapter spirit.

## Student Chapter Objectives

- Provide programs that help students develop ethical business practices and engage in ethical leadership.
- Provide meaningful meetings and activities to help students better understand the business and professional world.
- Be a resource for campus and community projects in the way of ethical business practices and ethical leadership.
- Establish contacts with professionals, business executives and managers.
- Promote local awareness of the StudentCPT chapter, its activities and members.

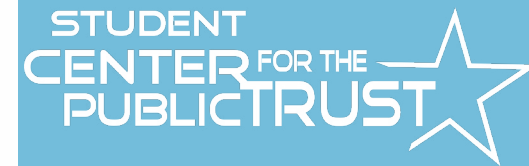
## Support for Your Chapter

The CPT National Office has staff available to answer questions, discuss ideas and provide support for student chapter planning and activities. The CPT staff is also available to travel and speak at student conferences and chapter meetings. CPT staff can be reached by email at [info@thecpt.org](mailto:info@thecpt.org).

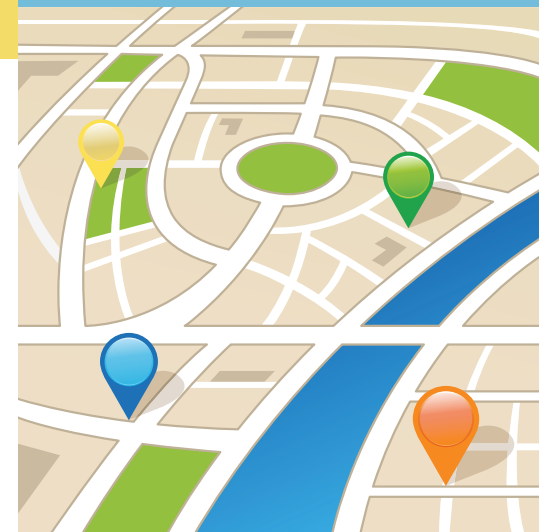
In addition to submitting the Executive Council Roster at the start of the school year, each student chapter must submit an End of the Semester Report and Activity Reports by the end of each academic year. To view a complete list of forms and templates, visit <http://www.studentcpt.org/student-resources/>.



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## Chapter Expectations

### What the National Office Expects from StudentCPT Chapters

As student leaders, our desire is for you to lead your chapters with excellence and cultivate an environment of ethical behavior on your campuses. To help enhance your effectiveness, we have provided our minimum expectations for each chapter below.

#### Level 1: Developing Chapter Status

All chapters are considered Developing Chapters until they achieve Star Chapter status.

#### Level 2: Star Chapter Performance Level Expectations

During the academic school year, a Star Chapter meets the following criteria:

- Elects officers
- Has a minimum of five (5) registered student members
- Conducts at least four (4) chapter meetings
- Participates in at least one (1) CPT-approved community service activity
- Submits Activity Reports after each chapter meeting and community service project
- Submits Fall and Spring End-of-Semester Chapter Reports
- Promotes StudentCPT ethics competitions
- Sends students to the [StudentCPT Leadership Conference](#)



#### Level 3: Golden Star Chapter Performance Level Expectations

Golden Star Chapters will be recognized during the StudentCPT Leadership Conference. To obtain this status, a chapter must meet the Star Chapter expectations, plus the following criteria during the academic school year:

- Conducts at least one (1) additional chapter meeting, community service project or other CPT-approved activity
- Presents a [Campus Being a Difference Award](#) for a deserving student and/or faculty member
- Participates in [Ethics in Action Video Competition](#) or other CPT-approved ethics competition

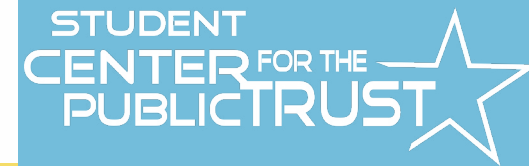
### What the StudentCPT Chapters and Advisors Should Expect from the CPT National Office

Our goal is to help you lead your chapter with excellence, and we have resources available to help you. Below is a list of items you should expect to receive from the CPT National Office.

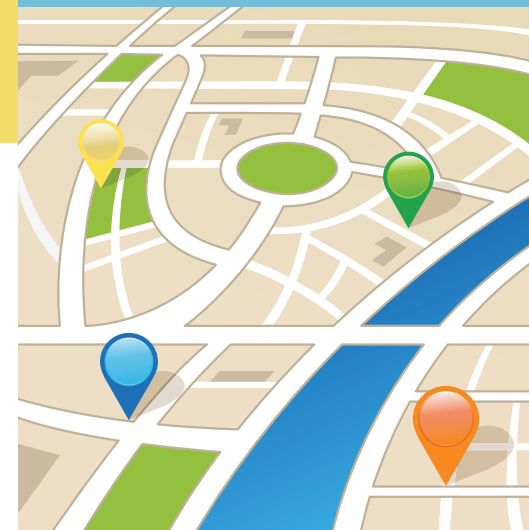
- Contact with a chapter officer and/or advisor at least once per month.
- Assistance with graphic creation, printing and shipping of promotional materials for meetings and events.
- Acknowledgement that we received your email or phone call within two (2) business days.
- Staff member availability to discuss questions or concerns about your chapter.
- Management of your chapter bank account, including reimbursement for chapter meeting expenses.
- An updated list of [chapter resources](#).



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## Chapter Expectations continued

### What the CPT National Office Expects from StudentCPT Advisors

Each chapter must have a designated chapter advisor. The chapter advisor is most often a faculty member at the college or university where the chapter is located. However, college or university staff members outside of academics are also eligible to serve.

The chapter advisor serves as the point of contact for the chapter and receives all chapter mailings. One of the advisor's primary roles is to maintain the history and continuity of the chapter. Possessing a general interest in and enthusiasm for the students' efforts and activities are important contributions that the advisor makes throughout the year. The chapter advisor is also expected to attend the planned activities. A chapter may have co-advisors; however, one person should be the primary contact.

It is very important for advisors to maintain regular contact with chapter officers. Below is a list of expectations to help explain the role of chapter advisors:

- Primary contact to the CPT National Office.
- Liaison between the CPT National Office and the student officers.
- Liaison between the CPT National Office and school administration.
- Communicates monthly with CPT staff and chapter officers regarding chapter activities.
- Recruit and develop student leaders.
- Provide guidance to student leaders on the formation and implementation of the chapter's goals, activities and adherence to standards and Bylaws approved by the CPT National Office.
- Ensure the chapter membership understands the role of the CPT National Office.
- Offer assistance booking rooms on campus for chapter meetings.
- Oversee and attend activities and programs.
- Provide for the succession of student officers.

Student chapters may, upon occasion, find their chapter advisor unsatisfactory. For example, the chapter advisor may be too deeply involved with other commitments to give adequate time and effort to their student chapter. In such case, a representative of the student chapter (generally the president or vice president) should discuss the situation with the chapter advisor and try to resolve the situation.

If a solution is not reached, the officer should speak to a member of the CPT staff about the student chapter's concern. Various alternatives, such as bringing in a chapter co-advisor (other professor or school administrator), can then be considered to improve the situation.

If you have any questions or concerns about chapter, advisor or National Office expectations, please contact the CPT National Office at: [info@thecpt.org](mailto:info@thecpt.org) or Student Programs Manager, Ashley Metivier, 615-312-3841.

### Chapter Activities

Chapters are expected to conduct multiple activities throughout the year. These activities should be designed to support and promote the principles of ethical leadership. Below is a list of common chapter activities:

Common chapter activities include:

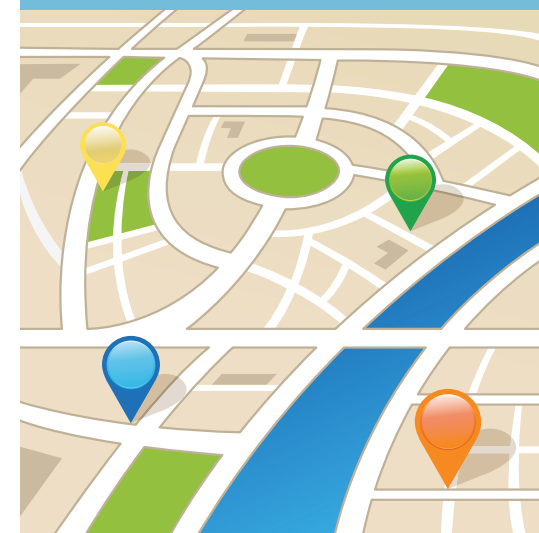
- Chapter Meetings
- Community Service Events
- *Ethics in Action* Video Competition
- Fundraising Initiatives
- *Campus Being a Difference* Awards
- Officer Elections
- Member/Officer Induction Ceremony
- Student Leadership Conference



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## Suggested Program Calendar

This sample calendar should be used as a planning tool to assist your chapter in having an effective year. Modification of the calendar to align with your university calendar is recommended.

### August

- Call or email advisor to discuss chapter plans for the school year
- File annual Student Chapter Charter Form

### September

- Executive Council meeting
- Submit program calendar to CPT national office
- Confirm fall semester speakers and community service partner
- Annual “Membership Kick-Off” event (submit Activity Report)
- Recruit new members at student activities fair (submit Activity Report)
- Requisition rooms for chapter meetings

### October

- Executive Council meeting
- Chapter meeting (submit Activity Report)

### November

- Executive Council meeting
- Chapter meeting (submit Activity Report)
- Invite guest speakers for spring semester
- Begin preparing teams for video competition
- Continue planning for F.U.N. Money Program or community service project

### December

- Host chapter social event or hold a joint-group meeting/activity with another student organization
- Submit End-of-Semester Report to CPT National Office

### January

- Executive Council meeting
- Start planning fundraising activities
- Chapter meeting (submit Activity Report)
- Follow-up and confirm spring speakers
- Begin recruiting potential StudentCPT Leadership Conference delegates

### February

- Nominations for election of officers
- Executive Council meeting
- Nominations for *Campus Being A Difference* Awards
- Submit delegates for Student Leadership Conference to CPT National Office

### March

- Election of officers
- Executive Council meeting
- Submit *Ethics in Action* video

### April

- Executive Council meeting
- Conduct fundraising activity
- Presents *Campus Being a Difference* Awards to winners
- Submit Executive Council Roster to CPT National Office

### May

- Recognition of member contributions and achievements
- Recognition of outgoing chapter officers
- Establish goals and objectives for coming chapter year
- Prepare preliminary agenda for coming year’s events
- Submit End of Semester Report to CPT National Office

### June

- Send delegates to StudentCPT Leadership Conference

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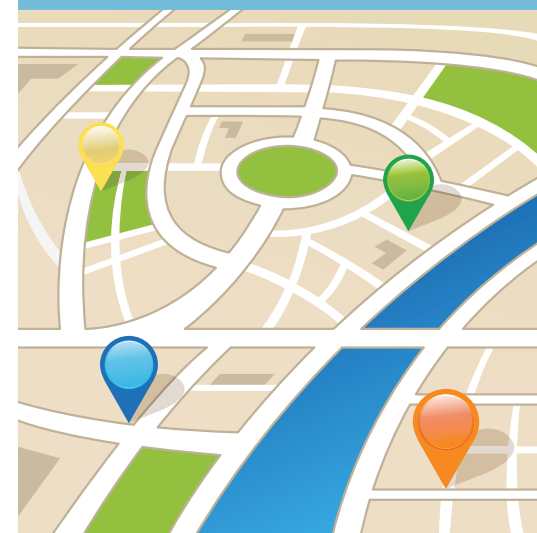
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## **Chapter Officer Elections**

Each chapter should elect officers once per year. Although new chapters may elect officers during the fall semester, we encourage existing chapters to conduct elections during the spring semester. Chapters should also allow at least one month of transition time after the election, so current officers can help teach incoming officers more about their roles and responsibilities.

## **Overview of Executive Council Responsibilities**

The quality of leadership provided by the officers and Executive Council significantly influences the level of involvement and participation of both chapter members and other interested individuals in planned chapter activities. The officers' understanding of the importance of their roles in setting the direction of the student chapter and seeing to its management will be reflected in the overall success and continuity of the chapter.

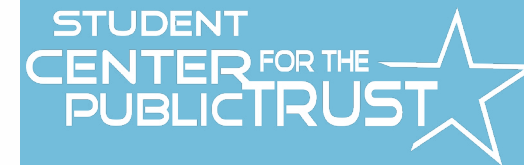
The officers of a student chapter typically consist of a president, vice president, secretary and treasurer. Other positions may be necessary depending on the needs of the chapter as well as the availability of students for those roles. The officers also serve as members of the chapter's Executive Council.

### **Officer responsibilities include:**

- Act as the primary liaison between the chapter advisor(s), the CPT National Office, campus student organization oversight function (where necessary) and the student members.
- In conjunction with the chapter advisor and national programs staff, assist in developing activities.
- Attend events, assist in promoting events, promote participation, ensure attendance rosters are maintained, collect dues and necessary information for the CPT National Office.
- Recruit members.
- Train newly elected officers.
- Respond to emails from the CPT National Office within one to two business days



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## Executive Council Positions

**President** – Shall preside at all meetings of the student chapter and act as chair of the Executive Council. The president shall lead the development and update of the chapter Bylaws. The president shall appoint chairpersons for standing and temporary committees, and shall administer the business of the student chapter between regular meetings, exercising authority consistent with the powers given in the Bylaws.

**Vice President (President Elect)** – Shall perform the duties of the president in the event of his or her absence, disability, or at the president's request. If the office of the president becomes vacant, the vice president will automatically succeed to office of president of the student chapter. The student chapter membership will then nominate and vote on a permanent replacement for the vice president. The vice president shall also be responsible for coordinating the calendar of events for the student chapter. Also, the vice president shall oversee the activities of the director of corporate relations, the director of communications and the director of student relations (if a student chapter chooses to appoint such directors). **The vice president is expected to serve as president the following year if performance was satisfactory. If members deem the vice president's term unsatisfactory, then an election for president should be held in the spring semester.**

**Secretary** – Shall take minutes of meetings, distribute meeting agendas, circulate sign-in and sign-up sheets at meetings, and make copies available of relevant announcements and any other materials for distribution at student chapter meetings. The secretary oversees the activities of the director of chapter information systems and the director of communication (if a student chapter chooses to appoint such directors).

**Treasurer** – Shall take responsibility for gathering, distributing and managing the student chapter's funds and maintaining the student chapter's bank account, along with the chapter advisor and CPT staff. Responsible student chapter operations require the establishment of and adherence to realistic budgets. All officers should

be informed of funds budgeted for the student chapter's activities prior to planning for the year. Contact the CPT National Office if you have specific questions regarding your chapter's account.

### Additional positions can include:

**Director of Chapter Information Systems** – Shall develop, maintain and regularly update the student chapter website, database and social media tools, i.e., Facebook, Twitter. Login credentials to social media accounts should be passed on from one Executive Council to the next and should also be shared with the CPT National Office.

**Director of Communication** – Shall update college/university bulletin boards, post flyers, advertise upcoming student chapter events and submit articles publicizing StudentCPT activities to media outlets.

**Director of Community Relations and Development** – Shall pursue and organize community service projects and fundraising events, and shall be responsible for recruiting and coordinating volunteers for the chapter's community service programs. Shall maintain records of participation.

**Director of Corporate Relations** – Shall contact and coordinate speakers for student chapter meetings. Shall identify speakers on various topics of interest to student chapter members, formally invite them to present and send a confirmation letter with the time, date, topic and directions to campus. Shall schedule audiovisuals and provide technical assistance at the time of presentations and send thank-you letters after visits. Shall generate the speaker calendar each semester and maintain a speaker database to maintain information on past activities, including speaker information and meeting topics.

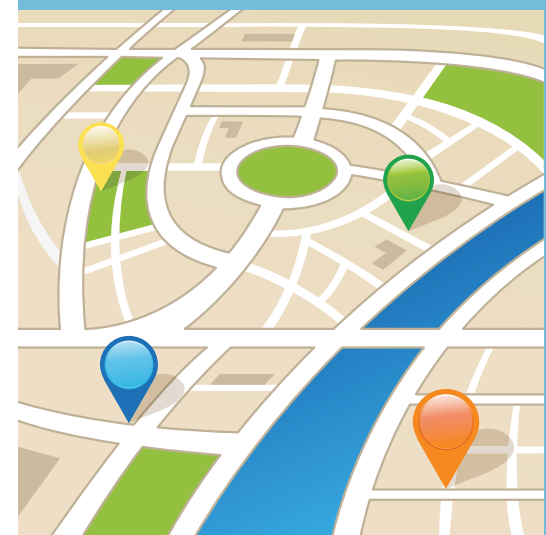
**Director of Student Relations** – Shall recruit and welcome new members, help retain existing members, provide forms for joining StudentCPT and assist and mentor students in ways that enrich their student chapter membership experience. Will also maintain the student membership roster.



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# Promoting Your Chapter

## Available Materials to Promote Your Chapter

To assist in promotion and sustainment of your chapter the CPT National Office provides the following materials to be sent upon request. Contact CPT staff for pricing of banners and table cloths.

- Printed materials
- StudentCPT t-shirts for members
- Lapel pins
- Pens
- Electronic copy of all content in the chapter manual
- Electronic copy of PowerPoint presentations
- Pull-up banners
- Table cloths

**Please allow the CPT National Office three (3) weeks to create, print and ship your materials.**

Visit <https://www.studentcpt.org/student-resources/> to view available forms and templates.

**To order please contact:**

[info@thecpt.org](mailto:info@thecpt.org)



## Using Social Media to Promote Your Chapter

In today's world, social media can be a powerful tool to help promote your StudentCPT chapter. Social media groups can be successful in recruiting new members, as well as communicating news and events with active members. StudentCPT chapters are most effective using social media to promote a chapter when creating groups within the various social media platforms. This allows active and potential chapter members to engage in conversation about the StudentCPT and its activities.

When using social media to promote your chapter, please adhere to the following guidelines:

- Create an open "group" for active and potential members to join. Do not create pages or accounts that appear to be owned or managed by StudentCPT or the NASBA Center for the Public Trust.
- When creating a group, abide by the StudentCPT Graphics Standards and Use policy (see next section) when selecting icons, thumbnails and cover images. Take special care to:
  - Include the "Student Center for the Public Trust" name or the "StudentCPT" acronym in a manner which indicates their chapter affiliation.
  - Use the "Student Center for the Public Trust" name, "StudentCPT" acronym and StudentCPT logo solely to indicate that they are a chapter of StudentCPT.

(see social media guidelines on page 17)



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## StudentCPT Graphic Standards and Use

To help the CPT and StudentCPT achieve a consistent image, a cohesive branding system has been developed and is nationally known.

These graphic standards spell out how to correctly use StudentCPT on all forms of print and electronic communication. Every StudentCPT chapter and affiliate should abide by the standards outlined here. By following them, we reinforce the reputation of the CPT and StudentCPT as a progressive and cohesive organization.

## Use Graphics and Logos

Student chapters are licensed by their annual charter to use StudentCPT graphics, logos and images on goods and in association with quality services.

StudentCPT chapter use of graphics, logos and images on promotional materials (print and online) to illustrate the association between the chapter and CPT is approved only if used in accordance with these guidelines. By using graphics, logos and images under this license, you agree to cease your use upon request by CPT.

The CPT allows student chapters under their annual charter to use by license the StudentCPT name, acronym and logo, if certain guidelines are followed.

## Guidelines

- Include the “Student Center for the Public Trust” name or the “StudentCPT” acronym in a manner which indicates their chapter affiliation.
- Use the “Student Center for the Public Trust” name, “StudentCPT” acronym and StudentCPT logo solely to indicate that they are a chapter of StudentCPT.
- Chapters may not use the “Student Center for the Public Trust” name, “StudentCPT” acronym or StudentCPT logo in an independent manner.

In addition, chapters are required to prominently display the StudentCPT logo to indicate their affiliation on all chapter communication pieces, including social media websites. Chapters may not register or trademark any of the StudentCPT graphics, logos or images.



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## Logo Usage

The traditional identification colors for StudentCPT are Blue (PMS 2935) and Yellow (PMS 1245). The consistent use of these colors reinforces the StudentCPT brand. The logo may appear in full color or black and white.



**PMS 2935**

**C = 100**  
**M = 68**  
**Y = 4**  
**K = 0**

**R = 0**  
**G = 86**  
**B = 184**

**HEX = 0056B8**



**PMS 1245**

**C = 0**  
**M = 28**  
**Y = 100**  
**K = 18**

**R = 213**  
**G = 159**  
**B = 15**

**HEX = D59F0F**

In using the StudentCPT logo, chapters:

- Cannot modify the logo in any way, shape or form.
- Cannot create a new chapter logo designed to look similar to the StudentCPT logo.
- Cannot create another logo around it.

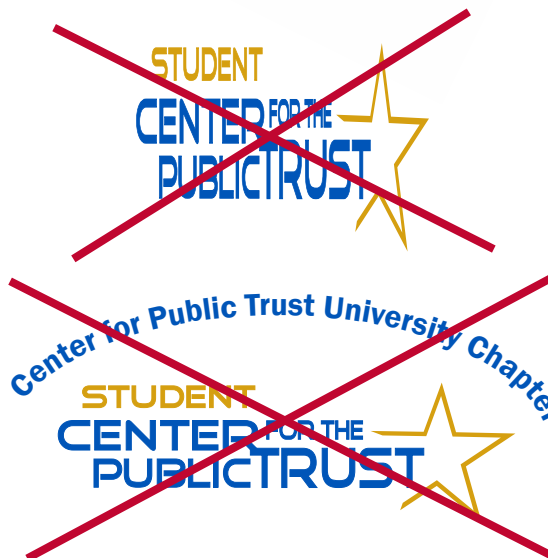
The StudentCPT logo is designed to capture the brand of the program and its consistent use accrues value over time. Misuse and unauthorized alterations undermine the StudentCPT brand. Well-meant changes may distract from the brand and are strictly not permitted.

Click the logos below to download approved formats.

### Approved Formats



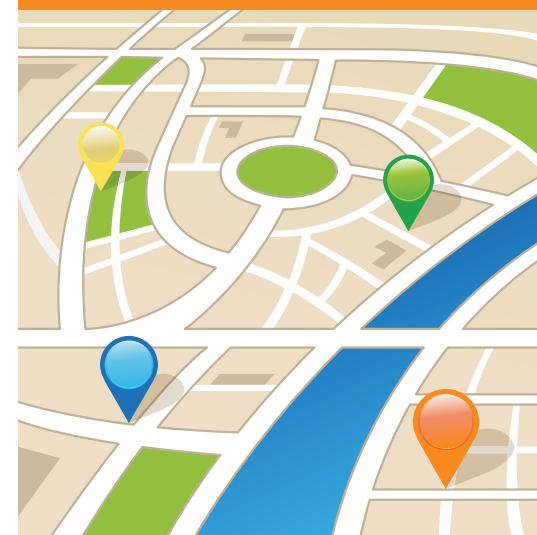
### Not Permitted Formats



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## Reaching Out to StudentCPT Alumni

Some of the best resources you have in building your chapter are right in your backyard. Increasing alumni engagement not only boosts the morale of your chapter, but uniquely provides an opportunity for your chapter to grow in quality.

- **Seeking Advice**

Connecting with former StudentCPT members not only helps build the bridge between current and past StudentCPT members, but allows them to share knowledge on what they have found to be the chapter's best practices.

- **Network of Speakers**

Additionally, this enables your chapter to build a speaker roster of local contacts who have experienced the StudentCPT chapter first hand.

- **Social Engagement**

Current StudentCPT members should open their chapter social events to past alumni StudentCPT members to encourage networking and relationship building.

## Chapter Fundraising

Fundraising is a great way to raise money for your chapter while making an impact on your local community and campus. The CPT National Office has various fundraising initiatives that can be implemented within your chapter. If you need help selecting a fundraiser, officers should contact CPT staff at [info@thecpt.org](mailto:info@thecpt.org) to discuss the most suitable fundraising initiative for your university's culture. Please follow all fundraising guidelines as outlined on page six.

**All fundraising initiatives must first be approved by CPT National Office.**

## How to Book a Speaker

One of the most effective ways to reach students on your campus is to book dynamic speakers for your StudentCPT meetings. The CPT National Office has a list of dynamic speakers that would love to speak to your chapter. It is also a good practice to build a resume' of local speakers in your area. This will save your chapter money on speaker travel expenses and help establish your chapter's community presence.

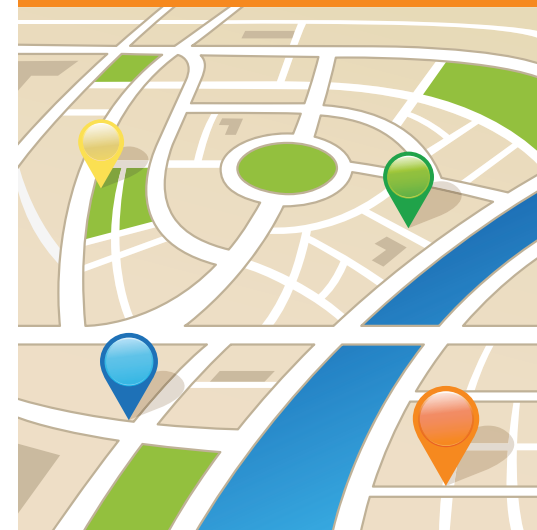
To book a speaker, simply contact the CPT National Office to discuss your preferred topic and potential speaker. Please try to book your speaker at least four (4) weeks in advance so the CPT National Office and speakers can make their necessary arrangements.



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## StudentCPT Social Media Guidelines and Use

The guidelines below are for official social media use on behalf of the StudentCPT. If you are a chapter advisor, officer or member creating or contributing to any kind of social media where StudentCPT is mentioned, these guidelines are for you.

As an organization, we encourage communication among our employees, members, partners and others – and social media tools can be great ways to stimulate conversation and discussion.

## Social Media Guidelines

If you participate in social media on behalf of StudentCPT, please follow these guiding principles:

- Stick to your area of expertise
- Post meaningful, respectful comments
- Always pause before posting
- Respect proprietary information and content
- When disagreeing with others' opinions, keep it appropriate and polite
- Build a reputation of trust among your peers, media and the public

You are responsible for your actions. Anything you post that can potentially tarnish the organization's image will ultimately be your responsibility. We encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.

## Additional Guidance

Respect copyrights. You must recognize and respect intellectual property rights, including copyrights. While certain limited use of third-party materials (ex. Quotes that you will comment on) may not always require approval from the copyright owner, it is still advisable to get the owner's permission whenever you use third-party material. Never use more than a short excerpt from someone else's work and make sure to credit, and if possible, link to the original source.

## Social Media Use

As mentioned, social media provides opportunities to increase communication and build relationships among StudentCPT members. To help with this effort, the StudentCPT has created member-only groups in several high-traffic social media sites to support communication among its members.

### **Members are encouraged to join these groups:**

- Facebook: [NASBA StudentCPT](#) / [NASBA CPT](#)
- Twitter: [@StudentCPT](#) / [@NASBACPT](#)
- LinkedIn: [StudentCPT](#) / [NASBA CPT](#)

### **Commonly Used Hashtags:**

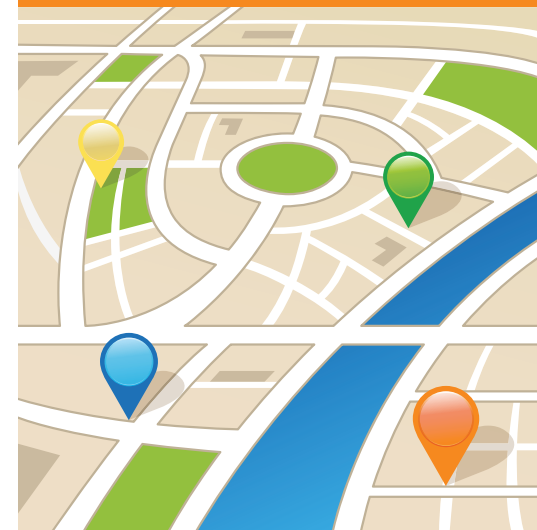
- |                   |             |
|-------------------|-------------|
| #BeingADifference | #StudentCPT |
| #EthicsMatter     | #CPT        |
| #ethicsDOMatter   |             |



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# Ethical Leadership Certification Program

## 📍 Certification Program Overview

Regarded as the first of its kind, the program is designed to creatively teach ethical leadership to students on college campuses across the country.

[This program](#) brings real-world ethical dilemmas to life with six challenging and engaging training modules. These modules utilize multiple learning methods, including interactive polls, videos and discussion questions, which allow you to share your thoughts and opinions. Each module is broken down into four or five sections, which each last about 15 minutes. To earn your certification in ethical leadership, simply complete each of the six modules and a final exam.

After completing this program, you will be able to apply what you learn, as you continue to grow in your roles as student leaders. As an added StudentCPT member benefit, StudentCPT members receive a discount on this certification.



## 📍 Why Get Certified

Earning a certificate in ethical leadership will help you:

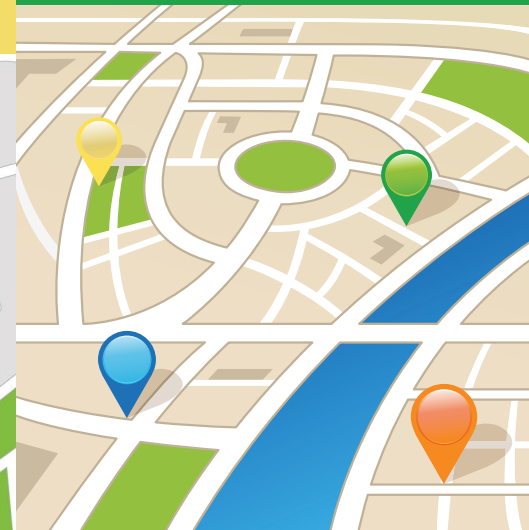
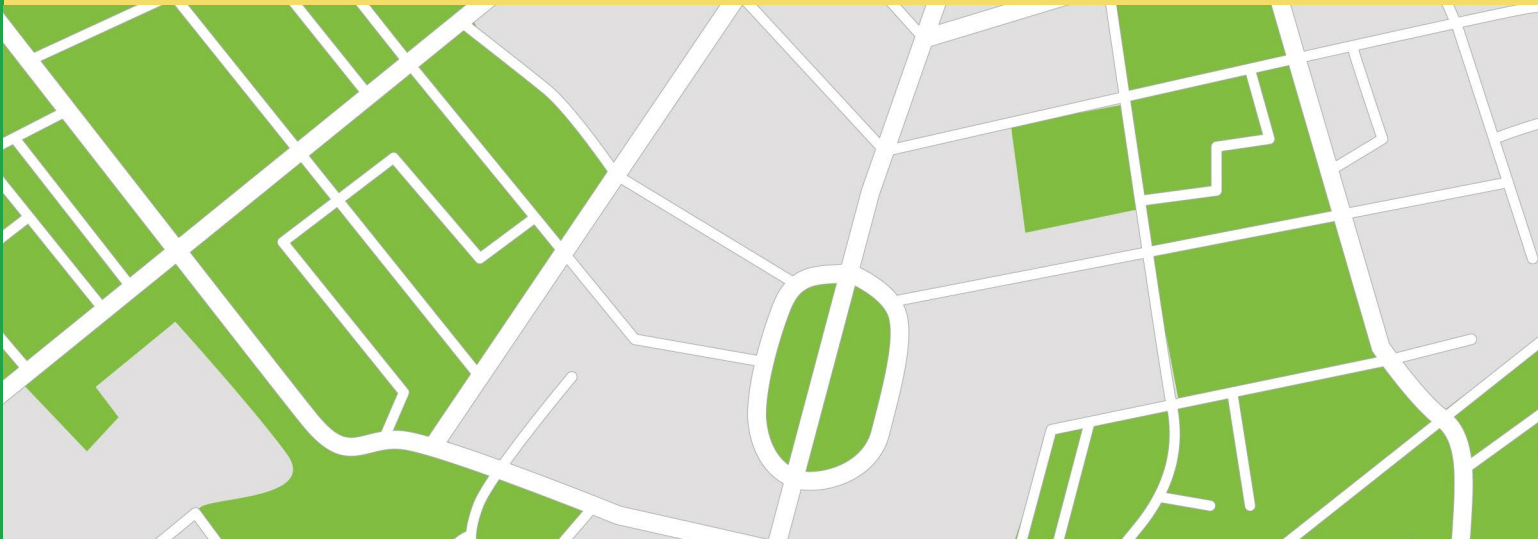
- Separate yourself from the crowd in the internship/job market, by demonstrating your commitment to ethics.
- Develop skills to help you be a more effective ethical leader and decision maker.
- Gain the ability to recognize potential ethical pitfalls early in your career.
- Share your ethical commitment with your peers after receiving your certificate.



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# Additional Student Chapter Resources

## Social Media Handles

-  [NASBA StudentCPT](#) / [NASBACPT](#)
-  [@StudentCPT](#) / [@NASBACPT](#)
-  [NASBA StudentCPT](#) / [NASBA CPT](#)
-  [cpt.ethics](#)



## Commonly Used Hashtags

- #BeingADifference
- #EthicsMatter
- #ethicsDOmatter
- #StudentCPT
- #CPT

## Contact Information for the CPT National Office



### Mailing Address:

NASBA Center for the Public Trust, 150 4th Ave. N., Suite 700, Nashville, TN 37219



**Alfonzo Alexander**  
NASBA CPT President  
Phone: 615-312-3815  
[aalexander@thecpt.org](mailto:aalexander@thecpt.org)

Contact Alfonzo for help securing faculty and administrator support to start a chapter.



**Sedrik Newbern**  
CPT Director  
Phone: 615-564-2129  
[snewbern@thecpt.org](mailto:snewbern@thecpt.org)

Contact Sedrik for marketing assistance and help operating your chapter.



**Ashley Metivier**  
Student Programs Manager  
Phone: 615-312-3841  
[ametivier@thecpt.org](mailto:ametivier@thecpt.org)

Contact Ashley for help establishing and operating your chapter, the StudentCPT Leadership Conference, award programs, *Ethics in Action* Video Competition and general chapter account information.



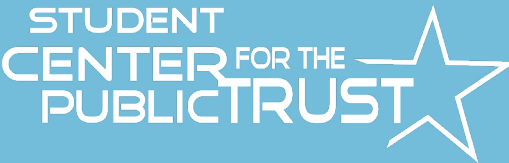
**Sara Urbaniak**  
Development and Student Programs Specialist  
Phone: 615-312-4234  
[surbaniak@thecpt.org](mailto:surbaniak@thecpt.org)

Contact Sara for help operating your chapter, online forms and the Ethical Leadership Certification Program.

If you're not sure who to contact, just email [info@thecpt.org](mailto:info@thecpt.org), and one of our team members will reach out to you.



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## **Formal Student Chapter Ceremony**

A formal chartering ceremony may be held to launch your chapter. When the student chapter has been notified of its approval, the student chapter officers, advisor and/or sponsors may plan the following:

- Date of Charter Presentation
- Time of Presentation
- Location of Presentation
- Speakers

### **Below are some suggestions to consider when planning your chartering ceremony.**

- Include a brief history of how and why the chapter got started.
- Invite prospective members, spouses, friends and college or university officials (deans, department chair and president).
- Publicity should be done through press releases prepared for local media, including campus and community newspapers, radio stations and television stations.
- A formal installation of the new officers is appropriate as part of the chartering ceremony.



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## **Officer Installation Ceremony**

### **OFFICER'S OATH & CHARGE OF OFFICE**

(year) StudentCPT Officers, please rise and approach the podium.

(State President's Name)

You have been elected president of the (school name) Chapter of the Student Center for the Public Trust. It will be your duty to preside at meetings, to abide by the chapter Bylaws, and to function in every respect as your chapter's chief executive officer. As president, you will guide the officers in developing the chapter's goals and objectives. You will become familiar with the chapter Bylaws. (Officer's name), you should at all times be watchful for activities, projects and programs which could benefit your chapter, its members or the StudentCPT as a whole. Ultimately, the success of this organization rests in your hands.

(Officer's name), do you agree to abide by the StudentCPT Bylaws? (answer "I do.")

(State Vice President's Name)

You have been elected vice president of the (school name) Chapter of the Student Center for the Public Trust. It will be your duty to preside over chapter meetings in the president's absence and to oversee the functioning of all chapter committees.

You should become familiar with the StudentCPT Bylaws. (Officer's name), you should at all times be watchful for activities, projects and programs which could benefit your chapter, its members or the StudentCPT as a whole. As vice president, you will work closely with the president to ensure the success of this chapter.

(Officer's name), do you agree to abide by the StudentCPT Bylaws? (answer "I do.")

(State Secretary's Name)

You have been elected secretary of the (school name) Chapter of the Student Center for the Public Trust. It will be your duty to record the minutes of all meetings, to conduct the chapter's correspondence, and to keep accurate membership records. Your work will help the chapter to project a professional

image to the CPT National Office and to the business and university communities.

(Officer's name), do you agree to abide by the StudentCPT Bylaws? (answer "I do.")

(State Treasurer's Name)

You have been elected treasurer of the (school name) Chapter of the Student Center for the Public Trust. It will be your duty to be the custodian of the chapter's funds, to keep accurate accounting records, and to give regular reports regarding the chapter's financial status. In addition, you will be responsible for collecting all dues or chapter fees from the membership. You will assist the other officers in preparing an annual budget and in preparing special funding requests. Your books and accounts shall be open and available at all times for inspection.

(Officer's name), do you agree to abide by the StudentCPT Bylaws? (answer "I do.")

### **ALL OFFICERS**

Are you all ready to take the oath of office as our (year) Executive Council? (answer "I am")

Please raise your right hand and take the oath of office.

**REPEAT AFTER ME:** In the presence of honored guests and the members here assembled, (repeat) I, (officer's name), do solemnly promise and pledge (repeat) to faithfully execute the duties of office required for the (school name) Chapter of the Student Center for the Public Trust to the best of my knowledge and ability, (repeat) and to further the goals and objectives of this organization. (repeat) Furthermore, I will act with the utmost integrity and pursue all activities in an ethical manner. (repeat)

On behalf of the (school name) Chapter of the Student Center for the Public Trust, I hereby install you as the executive council of the (year) (school name) Student Center for the Public Trust Chapter. Congratulations.

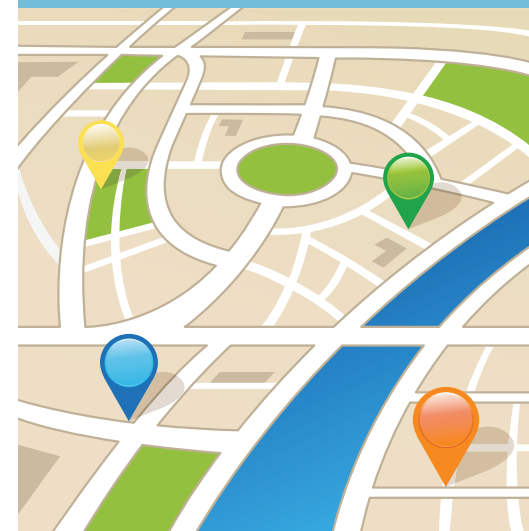
(For other officers not listed here, use the format for the offices of secretary and treasurer, but substitute the officer title and duties of office as appropriate.)



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## **Student Chapter Bylaws Template**

### **SECTION I: AFFILIATION**

#### **ARTICLE 1**

The (School Name) Student Center for the Public Trust is a chapter affiliate of the NASBA Center for the Public Trust, a 501(c)3 nonprofit organization, wholly owned by the National Association of State Boards of Accountancy.

#### **ARTICLE 2**

The name of this organization shall be the (School Name) Student Center for the Public Trust.

### **SECTION II: PURPOSE**

#### **ARTICLE 1**

The mission of the (School Name) StudentCPT is to provide college students with tools to become ethical business leaders. The (School Name) StudentCPT will provide students with the opportunity to develop a real awareness of ethical issues which will provide a moral and ethical foundation for all future endeavors and create a better, more thoughtful world.

### **SECTION III: MEMBERSHIP**

#### **ARTICLE 1**

Any student in good standing at (School Name) shall be eligible for membership. Membership shall remain in force as long as the member is enrolled in the school, pays the annual dues and maintains three (3) semester credits per term.

#### **ARTICLE 2**

An established chapter might accept as members, students from neighboring colleges, which do not have chapters, provided that:

- (a) Members are students in good standing.
- (b) Members pay the annual dues.
- (c) Members attend at least one regularly scheduled chapter meeting every three months during the school year.
- (d) The schools are no more than 30 miles apart.

### **SECTION IV: DUES**

#### **ARTICLE 1**

Dues shall be established by the CPT and are payable to the student chapter treasurer.

#### **ARTICLE 2**

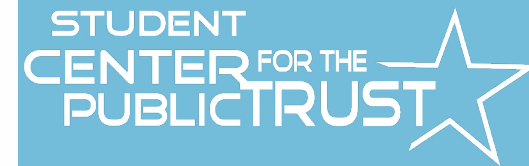
If a student is in default in dues payment for one semester, he shall be ineligible to vote. After one year, he shall be dropped from the roster.

#### **ARTICLE 3**

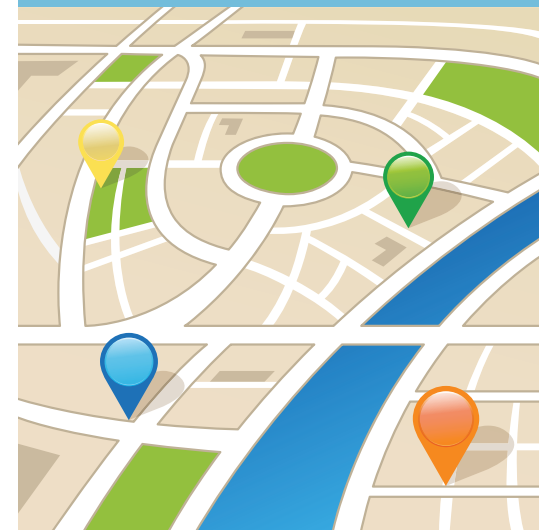
Dues will be held by the faculty advisor and will be used to support activities.



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## **SECTION V: FACULTY ADVISOR**

### **ARTICLE 1**

The (School Name) StudentCPT shall have at least one chapter advisor.

### **ARTICLE 2**

The chapter advisor will be appointed by (School Name). The chapter advisor is most often a faculty member at the college or university where the chapter is located; however, college or university staff members outside of academics are also eligible to serve as advisors.

### **ARTICLE 3**

The chapter advisor must consent to accepting the position and its attendant responsibilities prior to being placed in position.

### **ARTICLE 4**

The faculty advisor will agree to maintain contact with the CPT.

---

## **SECTION VI: OFFICERS**

### **ARTICLE 1**

The officers of the organization shall be president, vice president, secretary, treasurer, and shall comprise an Executive Council of the chapter.

### **ARTICLE 2**

Officers shall be elected at a meeting during the end of spring term and shall serve for one year beginning with the fall term.

### **ARTICLE 3**

A call for nominations will be sent out to all members in March. Members may nominate themselves, or be nominated by any member in good standing or by the chapter advisor.

### **ARTICLE 4**

The chapter advisor will supervise the voting process to ensure honesty, integrity and fairness.

### **ARTICLE 5**

Vacancies, except for that of president, occurring during the year shall be filled at a regularly scheduled meeting.

### **ARTICLE 6**

The office of an officer who ceases to be in good standing automatically thereupon becomes vacant.

### **ARTICLE 7**

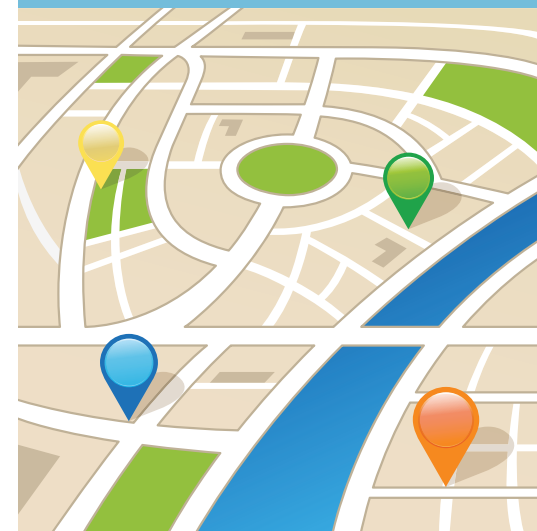
When the chapter president is graduating or unavailable to serve for a second term, the vice president is expected to serve as president the following year if performance was satisfactory. If members deem the vice president's term unsatisfactory, then an election for president should be held.



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## **SECTION VII: REMOVAL**

### **ARTICLE 1**

An officer may be removed from the office before his/her term would have otherwise expired if:

- a) Appropriate grounds are established due to a blatant disregard for the StudentCPT code of ethics.
- b) A lack of good faith effort to carry out the necessary and appropriate duties and responsibilities of said office.

## **SECTION VIII: DUTIES OF THE OFFICERS**

### **ARTICLE 1**

The president shall preside at all meetings of the StudentCPT and the Executive Council. The president shall appoint all committees subject to approval of the Executive Council. All other executive duties not herein delegated shall be the president's responsibility.

### **ARTICLE 2**

The vice president shall assume the duties of the president in the president's absence and shall succeed to the presidency in case of a vacancy.

### **ARTICLE 3**

The secretary shall keep the official minutes, which will consist of a record of all chapter and Executive Council meetings.

### **ARTICLE 4**

The treasurer shall maintain a complete record of all income and expenses of the chapter and coordinate the payment of bills through the faculty advisor. The treasurer shall submit an annual report to the faculty advisor and Executive Council for audit and approval. The CPT shall provide the annual report form.

## **SECTION IX: OPERATIONS**

### **ARTICLE 1**

The chapter shall hold at least two meetings per semester.

### **ARTICLE 2**

The operations of the chapter are under the control of the Executive Council and faculty advisor. The Executive Council shall meet as needed.

### **ARTICLE 3**

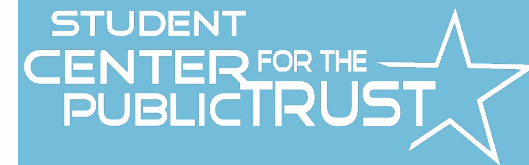
The president, as needed, may establish special committees.

### **ARTICLE 4**

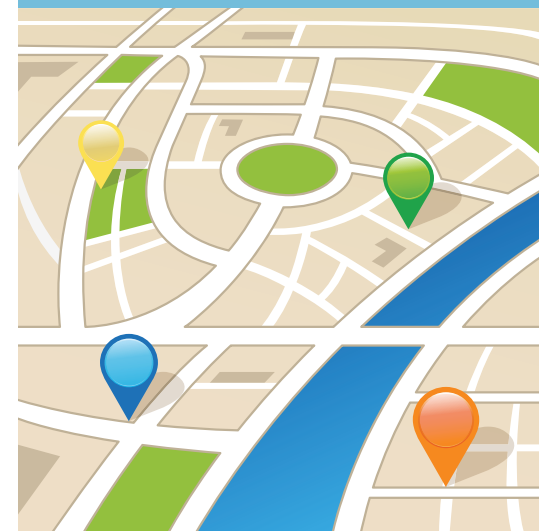
All books, records and cash shall be left in the possession of the faculty advisor during the summer term.



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## **SECTION X: QUORUM**

### **ARTICLE 1**

A quorum at any meeting of the membership shall be one-third of the members of the chapter with at least one of the elected officers being present.

### **ARTICLE 2**

A quorum of the Executive Council shall be three.

## **SECTION XI: REPORTS**

### **ARTICLE 1**

The chapter shall file the following reports with the CPT. The first report (Executive Council Roster) shall list the Executive Council, committee chairs and a list of the members. The second report (End of Semester Report) shall outline chapter activity and chapter membership throughout the previous semester. This report is due at the end of the Fall semester and at the end of the Spring semester.

### **ARTICLE 2**

Failure to provide the first report to the CPT by the end of December may result in the chapter being placed on probation.

### **ARTICLE 3**

Failure to provide the final report to the CPT by the end of the school year will result in the chapter being placed on probation. Any chapter placed on probation, which fails to file either of the two reports, is subject to having the chapter and attendant benefits revoked.

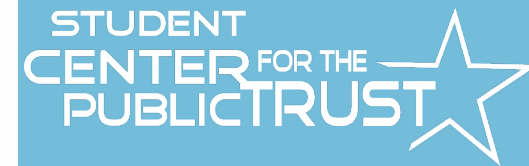
## **SECTION XII: AMENDMENTS**

### **ARTICLE 1**

Any chapter may petition the CPT for a change in the Bylaws by submitting in writing the proposed changes.



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