

The Accounting Students of Kwantlen

For students, By students

Welcome to our 1st General Meeting of 2025

We will begin at 12:35PM



What is **The ASK?** Background

Founded in 2007 by **Joana Li & Sean McInnes**, The Accounting Society of Kwantlen formed to serve as Kwantlen's sole accounting club.

When joining the Kwantlen Student Association in 2023, the club rebranded to **The Accounting Students of Kwantlen**, more accurately reflecting its mission & members.

What is **The ASK?** Objective & Purpose

Mission: broaden the understanding of the student body, beyond classrooms

How do we do this? The ASK is dedicated to **connecting you with opportunities for success**. We empower your development through access to resources, as well as engaging events – with peers, and professionals

What we hope to accomplish?

Vision: to expand the potential & understanding of all students

Who is The ASK?

Officially a team of **28 ambassadors** (student volunteers)

All KPU accounting students are **part** of **The Accounting Students of Kwantlen.**

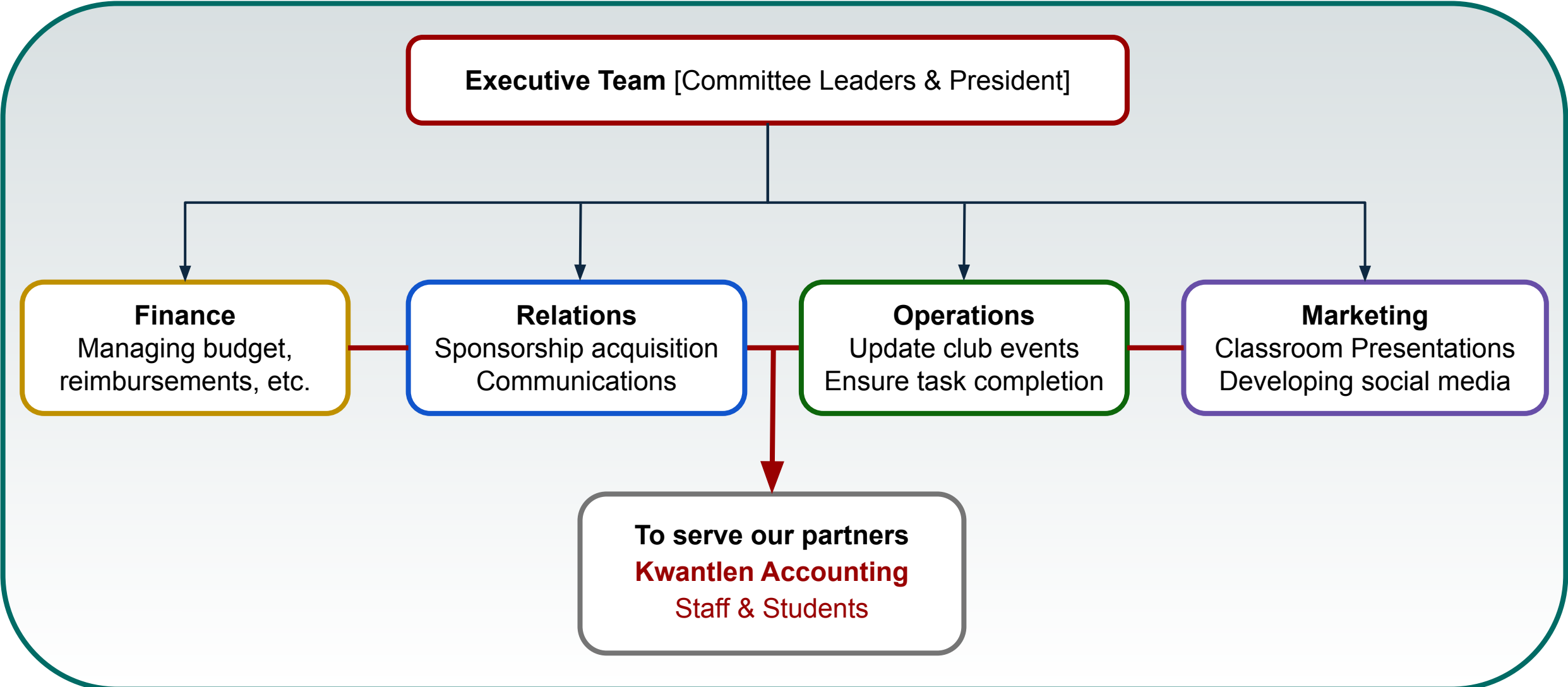
From Summer 2024 till today, The ASK has engaged **nearly 300 KPU students.**

Whether you've registered for membership or attended our events – **Thank you!!**

You are all effectively members of our club.

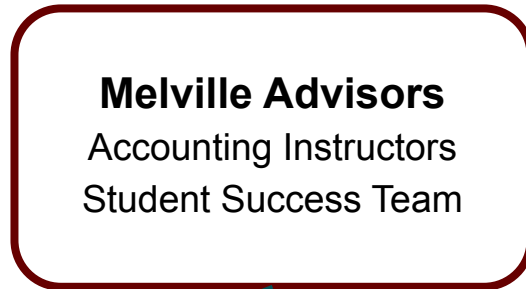
In the coming years we hope to see a continued acceleration in **participation!**

ASK Ambassadors – Team Structure



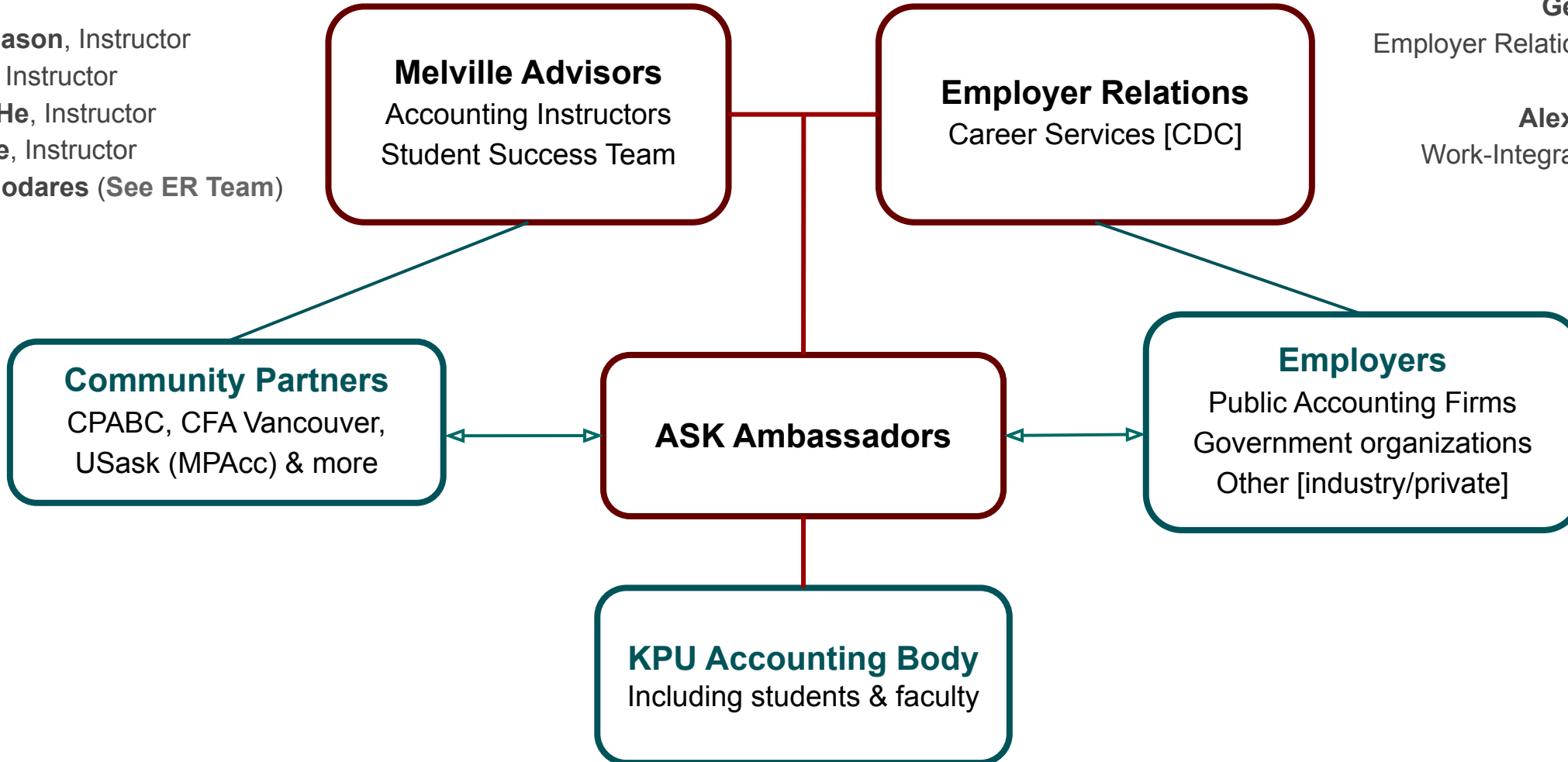
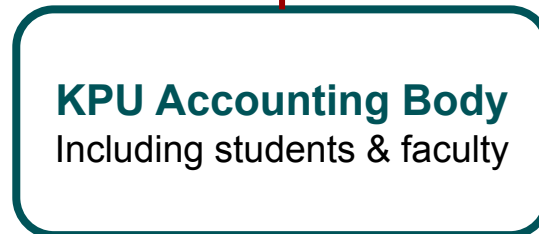
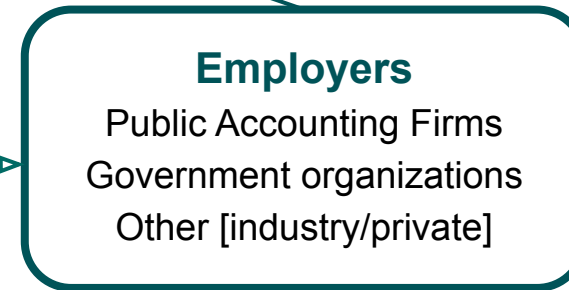
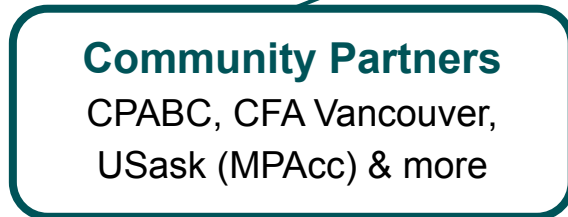
Who is The ASK?

Freddy Mason, Instructor
Raj Clair, Instructor
Stephen He, Instructor
Sarah Lee, Instructor
Alex AI Modares (See ER Team)



Geeta Schallig
Employer Relations Strategist

Alex AI Modares
Work-Integrated-Learning
Coordinator



Connect with Industry Professionals including our 16 Sponsors

CPABC, as well as **Public Accounting** Firms, from **local boutiques** to **Big 4**



Promises to Stakeholders

We are proud to serve our Stakeholders

1. **Students & Alumni**
2. **KPU community** (Melville, Faculty, CDC)
3. **Sponsors** - as well as other employers & community partners

One staple Accounting Event // semester

Careers in Accounting – *Fall*

Konnect Roundtable – *Spring [more on this later]*

Ice Cream Social – *Summer 2023 & prior years – subject to change*

Promises to Stakeholders

As a sponsor, employers can earn certain privileges with KPU...

Opportunity to host **individual event** with KPU Students

Access to **promotion** via social media / ASK website

Priority invite to major seasonal events

How does this benefit students?

Sponsors pay the club a sponsorship fee (September - August fiscal year)

100% of club funds are reserved **purely** for **club activities**

E.g. events, website maintenance - with approval of KSA/Melville, as well as faculty



ASK Retrospective

Review - since joining KSA

2023 - MNP Tax Clinic, Konnect Roundtable, Ice Cream Social, **Careers in Accounting**

2024

Konnect Roundtable (April)

Networking 101 (November)

Careers in Accounting (November)

9 Coffee Chats / Accounting Information Sessions (*thanks Sarah Lee!*)

"Monopoly Extravaganza" (3) - The Learning Centre (*Surrey, Langley, Richmond*)

2024 - Challenges & Opportunities

Ambassadorship – students graduating, lack of clear succession plan

Succession - learning procedures with KSA, & on-boarding new ambassadors

Elections - to be made more democratic [taking consideration of all Kwantlen Accounting students]

Visibility & Awareness - Exposure to students, and general knowledge of club initiatives

Capacity - ambassadorship & logistical issues led to inability to host a Summer 2024 event

2024 - Triumphs, Successes

Elections & renewal of The ASK Executive Team

Execution of **Networking 101** & **Coffee Chats** with help of faculty

Acquisition of 16 sponsorships in Summer of 2024 (new all-time high?)

Transition to KSA is complete - promising stronger processes & support hereafter

Successful ambassador recruitment - leading to **near 100% increase in ambassadorship**

Execution of **Careers in Accounting**, with **150+** student attendees with help of Melville & CDC

Why Take Part?

kwantlenaccounting.com/joinask



**CAREER INSIGHTS
& ENHANCEMENT**



**BUILDING BRIDGES
CONNECTING WITH
PROFESSIONALS**



**DEVELOP & SHOWCASE
NETWORKING ABILITY**



**ENGAGE & LEARN IN
EVENT OPPORTUNITIES**

Engage in Events! [External]

Regular Information Sessions from CPABC

- Consistent updates year-round – so stay posted!

Recruitment & Networking Events by Employers

- **MNP** Road Show & **Smythe** Career Insights are coming up soon!

Visit kwantlenaccounting.com/external for more

Engage in Events! [Internal]

ASK Events (on-going)

*Incl. Coffee Chats, Networking 101, & recruitment events (such as **DGT Info Session**)*

The Learning Centre, Melville, CDC (on-going)

Exam preparation, resume building, job-searching workshops & more!

Events in collaboration with Melville School of Business & CDC including...

Careers in Accounting

Every year, employers, alumni, & instructors join students for Melville's staple event

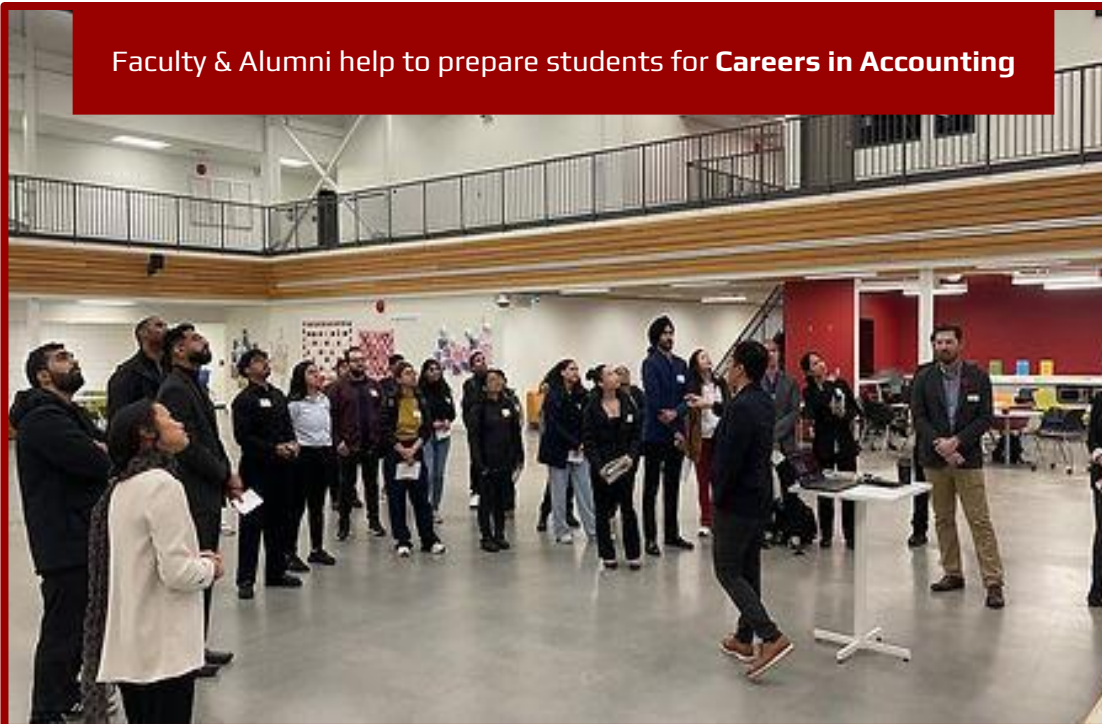
Aim -> to host at least 1 major Accounting event per semester (3 / year)



Develop Networking Skills

ASK hosted **Networking 101** in November 2024

Faculty & Alumni help to prepare students for **Careers in Accounting**



Career Insights

Regular workshops like **Coffee Chats with Sarah** to learn & discuss insights on the accounting profession. It will be **beneficial to students of all levels.**

Stay tuned - you can expect Sarah's info sessions to return very soon!!



CHAPTER IN RICHMOND CAREERS IN ACCOUNTING COFFEE CHAT



SARAH LEE CPA, CA, MPACC

SPEAKER



November 27th
9:00 AM – 10:00AM

KPU Richmond
Room 2540

Join a jam-packed session covering essential knowledge for aspiring accountants! Discover **key terminology, explore career paths** across six competency areas & gain insights on the **CPA journey in public practice.**

Strengthen the foundation for your accounting career!



What is In Store?

More of **Everything.**

Expect more opportunities to connect with employers - on-campus!

- Dedicated information sessions (e.g. **Doane Grant Thornton** & other ASK sponsors)
- Major events, to meet with employers outside of sponsors/public accounting

Expect to see **new faces** on campus, such as **CFA Institute & University of Saskatchewan...**

Consistent delivery of **updates** on **Instagram & The Accounting Moodle Hub**

Visit linktr.ee/kpu_ask for links!

Konnect Roundtable

Each semester we aim to deliver a unique event for students, community partners & employers.

SAVE THE DATE

April 2nd, 2025 - Surrey, Cedar Conference Centre | 1:00 - 4:00PM

Designed to be a formal networking & recruitment session

In preparation, you can once again look forward to

Networking 101, led by your Accounting Faculty in March!



Images of **Konnect Roundtable 2023**

Re-elections

Conducted by your non-voting Elections Officer,
Baldeep Singh - unless requested otherwise by faculty

To be conducted upon the end of the President's Term - to establish a new Executive Team.

Future President/VP positions will be reserved for past or existing executive members.

Positions for ambassadors to look forward to:

Head of Communications (Relations Lead, develop relationships with key internal & external stakeholders)

Treasurer (Finance Lead, maintaining bookkeeping, accurate financial reporting, reimbursements)

Operations Manager (Operations Lead, maintaining website, events, & club procedures)

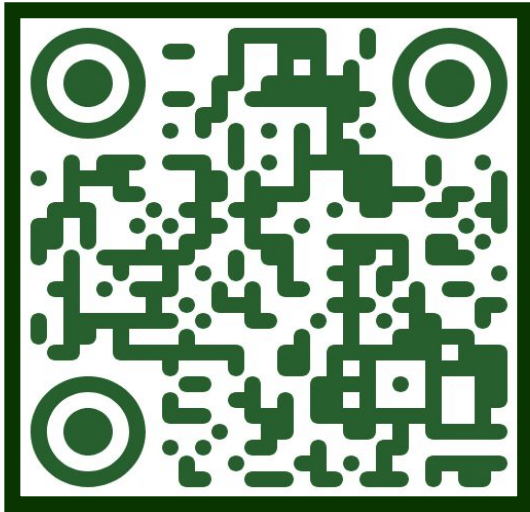
Marketing Director (Marketing Lead, on social media & with physical presence)

Unelected students can still participate in their committee, and also have leadership opportunities

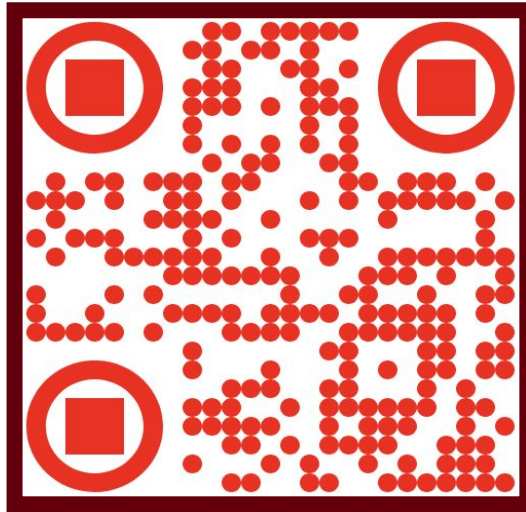
Only Ambassadors may run for election, but all members can vote.

Thank You!

The floor is open to any questions



Visit Our Website



LinkTree



Upcoming Events



@kwantlenaccounting



questions.ask@gmail.com