



Becker[®]+

Campus Ambassador handbook

Welcome aboard!

Congrats! You're officially a Becker Campus Ambassador. Soon you'll be part of a rapidly-growing community of professionals – and it starts with being the face of Becker on campus. Together with your Account Manager, you'll help your fellow students navigate their path to a successful CPA or CMA Exam experience. Simple, right?

We'll make it easy for you by outlining your primary roles – **educate** and **assist** – within this handbook, as well as providing you with further resources and information. Keep it handy so you can refer to it throughout your term.

Helping students like you pass the CPA or CMA Exam is what Becker is all about. And with your assistance, we can help even more students make it happen.

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Roles and responsibilities

As a Campus Ambassador, your primary responsibilities are to **educate** students and **assist** your Account Manager. We'll go into more detail about how to fulfill each duty in the next few pages.



Educate students

Raise awareness

Promote Becker on campus by word of mouth. Chat up fellow students and professors alike, and share the supplied marketing materials with them.

Direct

Direct interested students to **becker.com**, or forward their contact information to your Becker Account Manager.

Participate

Take part in any and all accounting activities on campus, whether it's through clubs, societies, fraternities or sororities.

Promote

Post marketing materials on bulletin boards where accounting classes are held, or anywhere else accounting students gather (in accordance with school regulations). Make sure materials are current and replace outdated content. If your school uses digital monitors, ask your Account Manager for PowerPoint slides.

Assist your Account Manager

Be prepared

Attend and complete all required training and sessions. Complete your workbook and submit it to your Account Manager as directed.

Be responsible

Complete and return all reports, surveys and forms sent by your Account Manager and Becker in a timely manner.

Be responsive

Respond in a timely manner to calls, emails and texts from your Account Manager. Be sure to participate in all scheduled meetings and campus activities.

Be helpful

Assist your Account Manager on campus whenever possible – career fairs, information tables, presentations, etc.

Be supportive

Support Becker's social media initiatives on Facebook, Instagram, Twitter, YouTube and LinkedIn. Promote them to your classmates, and collect testimonials from them, including photographs when possible.

Be informed

Keep your Account Manager informed of opportunities to promote Becker at meetings, socials or other campus activities – as well as letting them know what competing review courses are doing. Forward competitor emails and record their on-campus activities in your workbook. Take and share pictures of any competitors' materials posted on campus with your Account Manager.

Make connections

Introduce your Account Manager to professors, advisors, and administrative and career services personnel who can help promote Becker on campus to a wider community.

Coordinate

Throughout the year, your Account Manager may request your assistance in scheduling promotional events on campus. You may also be asked to coordinate opportunities for Becker to meet students, faculty and staff.

Present

Work with your Account Manager to determine the best time for on-campus presentations – conducted either by you or the Account Manager.

Collect leads

Obtain a roster of ALL accounting, finance and economics majors from your school – including sophomores, juniors, seniors and graduate students. In order to receive your agreed-upon reward, a reasonable number of names and information must be submitted. For more details, discuss with your Account Manager.

Recommend and prequalify

Recommend highly qualified candidates for consideration as a Campus Ambassador after your term has ended. Candidates should be students with a minimum of one complete academic year on campus (preferably two years).

Backed by Becker

As part of the Becker team, your primary contact is your Account Manager – who will provide training and resources to help you fulfill your responsibilities. As a Campus Ambassador, your perspective is valuable. Any suggestions you have that could improve our marketing efforts are always welcome.

Account Manager roles and responsibilities

Provide support

Provides administrative support while you're enrolled in the Campus Ambassador program.

- **Responsive:** Returns phone calls, emails and texts in a timely manner.
- **Resources:** Provides you with the tools you need to do your job effectively.
- **Coordinate:** Helps you plan and coordinate participation in campus functions.
- **Training:** Provides ongoing training on how to be a more effective Campus Ambassador.

Process your award

Upon satisfactory completion of your duties at the end of your term, your Account Manager will process your award. See the award section for more details.

Extended support team

Every Account Manager is supported by a Regional Manager. While your Account Manager is your direct contact, in the event he or she is unavailable, reach out to your Regional Manager, whose contact information will be provided to you.

Competition on-campus



As our eyes and ears on campus, be on the lookout and let us know what our competitors are doing! Here's what to look for and how to notify your Account Manager:

Digital communications

Forward any competitor communications you see (from Facebook, Instagram, Twitter and other social media) onto your Account Manager.

In-class presentations

Notify your Account Manager when a competitor is set to present to your class. Take notes on their presentation and share with your Account Manager.

Sponsorships

Notify your Account Manager when a competitor is sponsoring an event.

Print communications

Take pictures and send them to your Account Manager.



A rewarding experience

Once you've completed your Campus Ambassador duties, you can choose either the Becker CMA Advantage Exam Review or CPA Exam Review Advantage package (or reduced rate, as decided by your Account Manager), which includes 24-month access to the review course.

And if you're hired by a firm that pays for Becker's CPA or CMA Exam Review course, you may choose to receive other available Becker products.

Additional benefits



Be Becker prepared

Gain first-hand knowledge about the CPA and CMA Exams and planning process before you prepare to take the exam yourself.



Develop leadership skills

No matter where your career takes you, the leadership skills you develop as a Campus Ambassador will be invaluable in any profession.



Networking

Make contacts within an extensive network of partnered local and national firms, as well as Becker staff nationwide.



Gain experience

Being a Campus Ambassador is an attractive addition to your résumé and can help open the doors to future opportunities and impress prospective employers.



Recommendation letter

Recommendations are important for highlighting your strengths, abilities and accomplishments that may not be easily noticed from your résumé.



Build relationships

Build lasting relationships with fellow students, professors, other Campus Ambassadors as well as your Becker Account Manager.



Why Becker?

Do anything for more than 60 years and you'll probably be good at it. And at Becker, we strive to be even better. It's why we're the industry's leading partner in CPA Exam preparation. We work harder (and smarter) to help you prepare the way that works best for you. And, now, with our strategic partnership with the IMA, we offer CMA Exam Review.

Because you're not just prepping for an exam – you're preparing for your future, and Becker prepares you for a legacy of success that lasts a lifetime.

1 million +

Candidates have prepared with Becker.

The top 100

Accounting firms rely on Becker for their staff's exam preparation.

More than 90%

Of Watt Sells award winners (2007–2022) have prepared with Becker.

2,900 +

Accounting firms, corporations, alliances, government agencies and universities choose Becker.

Becker's Exam Day ReadySM Students report

94%

pass rate

*CPA Exam pass/fail data is collected from Becker students through the Becker CPA learning platform. Becker's Exam Day ReadySM Students are those who met course completion minimum of 80% and scored at least 50% on Becker's exclusive simulated exams. Becker began compiling and reporting on this data in 2020, and since then, 94% of Becker's Exam Day Ready SM Students passed their CPA Exams.

Key highlights and discussion points

Get Exam Day ReadySM with Becker

Above all, you want to be ready and feel confident on exam day. Becker's difference is our comprehensive study and coaching system that combines powerful practice tools with expert instructors to promote focused preparation every step of the way.

Unparalleled support

Your exam review provider should help you prepare confidently and provide support every step of the way. We are committed to giving our students the help they need to be at their best on exam day.

1-on-1 support

We encourage all of our students to reach out to our Academic Support staff to ask questions. Our licensed CPAs team promises to provide a personal response to inquiries within 48 hours or less.

Study planner

Make studying more organized with our study planner. With interactive tools to help you determine your ideal study schedule and to recommend your ideal exam-taking time, it's easy to plan your preparation so you're ready when exam time comes.

Access to success coaches

Students have access to mentors who will help guide them through their journey to becoming a CPA or CMA. Mentors provide students with suggestions on planning, goal setting and course recommendations.

The Becker Promise[®]

In a world without many promises, it's good to know there are still those who stand by theirs.

That's why the Becker Exam Review includes the Becker Promise[®]: if you study with Becker but don't pass the CPA or CMA Exam, you can repeat our course for free[†]. Promise.

[†]Certain requirements apply

Flex pay

Becker offers flexible payment options with 6- or 12-month installment plans on select products and a 24-month installment plan on CPA Advantage package purchases, with a one-time non-refundable processing fee of \$69, \$89, or \$119. Enjoy pre-approval for all applicants.

For more information visit **becker.com**

How to collect leads



One of your most important responsibility is collecting contact information for all accounting, finance and economics majors from your school. That's because email is the most effective way to reach students and tell them about Becker CPA and CMA Exam Reviews and updates for the exams.

Be sure to collect information for all classes – including undergraduate, graduate and online students – preferably in digital format. If you can't get a complete list, be sure to give your Account Manager partial lists throughout the academic year. Failure to do so may jeopardize your award. If you have any questions about how to fulfill this requirement, speak with your Account Manager – they may have helpful tips and advice.

Contact info needed

Be sure to collect all the information listed here from your fellow students. If they ask why you're collecting emails, tell them it's to provide updates and useful information about the CPA and CMA Exams, scholarship opportunities and more. These emails will also help students understand their eligibility, provide best practices for taking the exam and answer some of their most common questions.

- + **First name**
- + **Last name**
- + **University**
- + **Email**
- + **Graduation date**
- + **Expected sit date for CPA or CMA Exam**
- + **Year in school**



Tips for getting leads

Connect with former Campus Ambassadors

Ask how they obtained their student lists.

School of Business/Accounting Department

Some departments may provide a list of all accounting majors. Speak to administrative staff or a professor to learn more.

Registrar's office

Some registrars will provide a list upon request for a fee. Discuss this option with your Account Manager, who will be responsible for payment.

Start an accounting club or association

If your school doesn't have an accounting association or club, consider starting one yourself. Your Account Manager will advise you on how to get started.

Student directory

If your school publishes a student directory that includes majors, highlight the relevant names and send the entire directory to your Account Manager. If there's a cost associated with obtaining the list, contact your Account Manager. If your school directory only lists names and addresses, try cross-referencing with other sources.

Accounting clubs and classes

Additionally, names can be gathered from the following:

- Accounting major names on bulletin boards
- Members and pledges in your accounting association or club
- Names of students in your accounting classes
- Emails from professors

Empowering professors

Becker offers a variety of helpful tools for professors. Let your Account Manager know if a professor has questions or would like to schedule a meeting.

Educator resources

Becker books

Professors can receive a complimentary set of Becker textbooks.

Discounted CPE courses

Professors are eligible for a 50% discount off our CPE subscription. visit: becker.com/CPEprofessors

14-day demo

Professors can gain access to our 14-day product demo site.

Local Becker Account Manager

A local Becker Account Manager is available for class presentations and information sessions as well as a resource for student and faculty questions regarding the CPA and CMA Exams.

University Programs Manager

A Becker representative can help professors determine how they can use our programs in their classrooms.

Partnership Program information

Scholarships and special pricing may be available for your school.

Stay in the know

Throughout the year, Becker offers several webinars and blogs which are informative resources for educators.

Industry updates

Professors can receive information on state CPA requirements and changes to the CPA Exam.

Complimentary exam review

Uncertified professors may take our CPA or CMA Exam Review at no charge.

Materials

Professors can receive flyers discussing the accounting profession and topics related to the CPA and CMA Exams.

AccountingMaster™

With this tool professor can create customized assignments and quizzes from the entire Becker test bank for both CPA and CMA reviews.

Navigator 3.0

A tool that helps professors more comprehensively track student progress and performance, both individually and as a cohort.



Becker events

Together with your Account Manager, there are several activities Becker can host, participate in or sponsor with you. Work together to determine the most worthwhile events to promote Becker on your campus and coordinate to ensure the events are successful. Below is a timeline of potential events throughout the school year. Refer to your workbook for more specific details.

School event	Becker activity	Target audience	Time frame
School welcome week/finals relief	Information table	Accounting majors	September/December
Career fairs	Table/booth	Accounting majors	September/January
Meet the firms	Table/booth	Accounting majors	September/October
Faculty “welcome back”/appreciation	Welcome bags/event	Faculty	September/ongoing
BAP (Beta Alpha Psi)	Presentation	Club members	September/February/ongoing
Accounting club events	Presentation/social	Social club members	October/March/ongoing
Social events	Bowling/game night	Accounting majors	Ongoing
Career services events	Presentation/event	Accounting majors	May/August
Professional development events	Presentation/event	Accounting majors	Ongoing
Award banquets	Table/sponsorship	Accounting majors	December/April
University organizations (NABA, Ascend, ALPFA, VITA)	Presentation/event	Accounting majors	Ongoing
State CPA society	Presentation/co-sponsored event	Accounting majors	November/March
Information tables on campus	Information table	Accounting majors	Fall/Spring
Office hours/CPA planning workshop	Room/table/virtual	Accounting majors	Fall/Spring

Other events

Know any other events that you think would be a good fit for Becker? Keep your Account Manager informed of potential opportunities – and don’t be afraid to get creative!

Presentations

Your Account Manager has a variety of presentations suitable for classes, events or informal social settings. Work together to determine which presentation is best suited for specific audiences and occasions, tailoring them to fit each crowd and any time constraints. Potential topics include: careers in accounting, the process for becoming a CPA or CMA, mock exams with testing tips and strategies and more.

Talking points for classes and clubs

To make the most of your opportunities when presenting to accounting classes or at club meetings, here are some key talking points to cover:

Introduction

Introduce yourself as the Becker Campus Ambassador for your school.

On-demand webinars and Upcoming Events

Becker provides free monthly webinars that cover AICPA, IMA and exam updates, Becker content and course updates, exam tips and tricks, and so much more. These webinars are hosted by Becker national instructors and partners to keep students informed about the accounting industry, CPA exam review, and CMA Exam Review.

Go to becker.com/webinar for more information.

Requirements

CPA candidates need to meet their licensing state's requirements.

Visit becker.com/state for more information.

CMA candidates need to review the requirements through the IMA.

Visit imanet.org/cma-certification for more information.

Planning

It takes planning to sit for the CPA or CMA Exam – starting with when each section is taken. Advise students to plan their final semester schedule now so they have a lighter load of classes. This way, they can review and take parts of the exam before they graduate.

Becker Alumni Community

Our students are the backbone of the accounting industry, and we want to celebrate their success. By registering as a Becker alum, you will get the opportunity to become a part of the Becker community to share your experiences and connect with others in the field.

Go to: becker.com/alumni to register.





Campus Ambassador checklist

Check off tasks as you complete them. Discuss any difficulties you have accomplishing these tasks with your Account Manager.

Task

Completed

Respond to Account Manager within 24 hours of being contacted

Attend Campus Ambassador training

Add "Becker Campus Ambassador" to your email signature

Hang new posters/monitor slides and remove outdated posters

Introduce yourself to accounting faculty and career services as the Becker Campus Ambassador

Complete the online Becker demo for CPA and CMA

Complete workbook and send to Account Manager

Schedule campus welcome events with Account Manager

Submit leads of all accounting, economics and finance majors to Account Manager at beginning of the semester

Attend first accounting club/association/BAP meeting and introduce yourself as the Becker Campus Ambassador

Attend Meet the Firms event with Account Manager

Assist Account Manager in scheduling and marketing Becker fall presentation

Inform Account Manager about competition on campus throughout the year

Assist Account Manager in setting up and holding a faculty appreciation event

Assist Account Manager in scheduling and marketing Becker spring presentation

Recommend a replacement Campus Ambassador at end of term to your Account Manager

Share images and content of what you're doing on campus on social media, and tag Becker on social platforms every month

Assist with logistical support of live classrooms as needed

Join Becker Facebook and LinkedIn communities

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[becker.com](https://www.becker.com)

