



**NCPAA Conference Schedule**  
**Virginia Beach, Virginia**  
**September 26-28, 2023**

**Tuesday, Sept. 26 (Day 1)**

- 8:00 a.m. – 9:00 a.m. *Registration & Breakfast*
- 9:00 a.m. – 9:30 a.m. **Opening Ceremony**
- 9:30 a.m. – 10:00 a.m. **General Membership Meeting**
- 10:00 a.m. – 12:00 p.m. **Keynote Speaker**
- 12:00 p.m. – 1:00 p.m. *Lunch*
- 1:00 p.m. – 2:30 p.m. **Breakout Session #1 (Select One)**
- **General Track - Option 1**
    - *Effective Marketing Strategies for CPAs / Alumni Groups*
  - **General Track - Option 2**
    - *Engaging Your Alumni Group in a Community Crisis*
- 2:30 p.m. – 2:45 p.m. *Break*
- 2:45 p.m. – 3:45 p.m. **General Session – (All)**
- *Engaging Key Community Stakeholders with Your CPA/Alumni Group*
- 3:45 p.m. – 5:00 p.m. **Breakout Session #2 (Select One)**
- **Agency Track**
    - *How to Ensure You're Addressing Community Concern When Re-Evaluating Your CPA Program*
  - **Alumni Track**
    - *Strengthening Relationships within your Department (Fundraising, Advocacy, Volunteerism, Cross-relationships, etc.)*



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**Wednesday, Sept. 27 (Day 2)**

- 8:00 a.m. – 9:00 a.m. *Breakfast*
- 9:00 a.m. – 10:00 a.m. **General Session (All)**
- *Defining Community*
- 10:00 a.m. – 11:30 a.m. **General Session with Breakout (All)**
- *Creative Strategies to Remove Barriers to Access For Your CPA / Alumni Group (ex., outside-the-box class structures, background check requirements, time of day, transportation, childcare, etc.)*
- 11:30 a.m. – 12:30 p.m. *Lunch*
- 12:30 p.m. – 2:00 p.m. **Breakout Session #4 (Select One)**
- **Agency Track**
    - *Innovative CPA Programs & Experiences (Program Share-out)*
  - **Alumni Track**
    - *Current Recruitment and Retention Trends for Alumni Groups*
- 2:00 p.m. – 2:15 p.m. *Break*
- 2:15 p.m. – 3:45 p.m. **General Session (All)**
- *Why Officer Wellness Matters to Your Community*
- 3:45 p.m. – 4:00 p.m. *Break*
- 4:00 p.m. – 5:00 p.m. **Breakout Session #5 (Select One)**
- **Agency Track**
    - *Critical Incident Response Training – Transparently Sharing with Your CPA (too much, not enough, etc.)*
  - **Alumni Track**
    - *Critical Incident Response Protocols / Case Study*



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5:45 p.m. – 6:30 p.m. *Pre-Banquet Social*  
6:30 p.m. – 8:00 p.m. **Banquet / Awards Dinner (All)**

**Thursday, Sept. 28 (Day 3)**

8:00 a.m. – 9:00 a.m. *Breakfast*  
9:00 a.m. – 10:00 a.m. **General Session (All)**

- *How to Conduct a S.W.O.T. Analysis for your CPA / Alumni Group in a “Post 2020” World (S.W.O.T. = Strengths, Weaknesses, Opportunities, Threats)*

10:00 a.m. – 11:30 a.m. **Breakout Session #6 (Select One)**

- **Agency Track**
  - *S.W.O.T. Analysis – Agency Deep Dive*
- **Alumni Track**
  - *S.W.O.T. Analysis – Alumni Deep Dive*

11:30 a.m. – 12:30 p.m. **General Session**

- *Conference Debrief (All)*

1:00 p.m. – 4:30 p.m. **Optional Field Trip - TBD**  
**End of Conference**