

## CROP'S POSITION ON THE 2002 AICPA SURVEY

In September 2002 an electronic letter over Barry Melancon's signature was sent to approximately five percent (5%) of the AICPA membership. The letter's purpose was to invite a randomly selected population of members to complete an online survey. At least one CROP member was in the test population and responded to the survey. The scope of the survey covered both use of and satisfaction with AICPA products and services. The final paragraph of the cover letter read, "We continually strive to better understand how we can enhance our services and improve the quality and value of AICPA membership. I hope you elect to assist us in this pursuit and thank you in advance for the valuable feedback your efforts will provide."

TARP, an independent market research firm was retained by the AICPA to gather and analyze the results. Considering the effort and AICPA/member resources expended to create, collect and analyze this data, CROP believe that the results of this survey, both the raw data and analysis, should be released to both Council and the general membership before the upcoming meeting (especially since member satisfaction may be a discussion item at this meeting).

Open sharing of information goes to the heart of fair governance and validates transparency of leadership and its policies. The AICPA has a history of releasing poll results to the membership. Currently it is broadcasting the results of a Gallup poll that indicates the public's image of accountants is improving. Previously the AICPA touted the results of a survey that indicated a majority of CPAs were in favor of the proposed XYZ credential. The results of that survey were not consistent with the results of the membership ballot on that issue.

We believe that members have a right to view the results of a membership funded activity and that the integrity of the AICPA will be enhanced by sharing both its strengths and its weaknesses. If the stated goal is to "continually strive to better understand how we can enhance our services and improve the quality and value of AICPA membership", an open discussion of these areas will ultimately lead to a stronger organization.