

GLEIM[®]

CAMPUS REP

HANDBOOK



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INTRODUCTION

Welcome to the Gleim Campus Rep program!

This is your first step toward preparing for your certification exam. As part of this program, you will learn valuable information about the major certification exams that will be beneficial to the professional development of you and your peers.

As a Gleim Campus Rep, you are expected to be an ambassador for Gleim at your college by promoting our materials to your classmates and peers.

ABOUT GLEIM

Dr. Gleim and his wife wrote the first Gleim CPA Review book in 1974. In 1980, when John Wiley took over the publishing of the Gleim CPA Examination Review, sales to accounting students and CPA candidates had grown to over 90% of the CPA Review book market. Dr. Gleim remained with Wiley as a coauthor (Gleim/Delaney) until 1990.

In 1994, Dr. Gleim re-entered the CPA Review market with innovative new books, Test Prep software, audios, and online courses. Since 1980, he has self-published the most widely-used CIA Review, CMA Review, and Exam Questions and Explanations (EQE) accounting student study books. Students can use the EQE books to study throughout their college careers and then use the review systems to pass their professional certification exams. Gleim also provides hundreds of hours of Continuing Professional Education (CPE) credit for professional accountants.

In 1980, Dr. Gleim also began self-publishing pilot training books. The dozens of titles, as well as Test Prep, audios, and online courses, are very widely used by pilots to pass FAA pilot knowledge tests and FAA practical (flight) tests.

Today, Gleim Exam Prep is one of the most experienced and largest providers of Accounting Exam Prep materials worldwide.

PROGRAM OVERVIEW

REIMBURSEMENT

Students will receive a Gleim Premium Review System upon successful completion of the program. The system integrates all of the available review materials into an easy-to-use, 3-step approach with *Smart Adapt™ Technology, so candidates can diagnose weak areas, study from review materials written by professional educators, and apply knowledge with the largest test bank of multiple-choice questions, focus questions, and task-based simulations on the market. Students who are eager to start studying and sit for their exams can receive some review materials as they progress through the program, however students will not receive the full system until the program is complete.

*Smart Adapt™ is only currently available with the CPA and CIA Review Systems.

POINT SYSTEM

You will earn your study materials through a point system. Each task you complete will be worth a specific number of points. The goal is to accumulate 100 points to earn your Gleim Premium Review System. We generally recommend completing 50 points each semester to make the program more manageable.

STARTING OUT

To begin the program, you will view the Introduction Video and CPA Course Demo which will help answer any questions that you have about the program. The videos go over the handbook, cover the program tasks in detail, discuss the materials you will receive, and walk you through a demo of our CPA review course. Each video lasts about 30 minutes. Before being sent any of the materials for the program, you will need to sign and return the Campus Representative Agreement, your six video questions, and the introductory survey.

TASKS

Without interfering with your school work, you will be expected to help promote our materials around your campus. All of the tasks fall into one of two categories: Mandatory or Elective. The Mandatory tasks must be completed to fulfill the program. You will use Elective tasks to complete the remaining required points.

You can either email the Campus Rep Coordinator the details of each task as you complete it, or you can email the details of the tasks at the end of each semester. You will also be given a link to a Google Doc where your points are being tracked. There will be a second sheet for you to use to track your own tasks, which ensures that you receive credit for each completed task.

POINTS TABLE

MANDATORY TASKS		POINTS
1.	Video Questions	2
2.	Introductory Survey	3
3.	Schedule of Events (per semester)	2
4.	Exam Guide Review	5
5.	Follow Gleim on Social Media (per page)	1
6.	Professor Connection	5
7.	Presentation (per semester)	10
8.	Monthly Check-In	1
9.	End-of-Semester Survey	3
10.	Recruit Successor	5
11.	Exit Video Interview	5

ELECTIVE TASKS		POINTS
	Recruit Campus Rep at Another School	20
	Handbook/Exam Guide Feedback	2
	Focus Group	15
	Tabling	10
	Blog Post	10
	Wear Gleim shirt	1
	Social Media (per post)	0.5-3
	Discussion Topics (per topic)	0.5-2
	Refer Peers to Purchase Materials	
	Premium Review System Set	20
	Traditional Review System Set	15
	One Section of Either Review System	5
	Any Other Purchase	2
	Hang Posters (per poster)	1
	Pass out Booklets (per 10 booklets)	1
	Volunteer at a Conference	50

TASK DESCRIPTIONS

MANDATORY

1. Video Questions – Watch the Introduction and CPA Course Demo videos that will be sent to you. Each video is between 20-30 minutes long. After watching a video, submit three questions about the video (6 questions total) to the Campus Rep Coordinator.

2. Introductory Survey – After watching the videos, fill out the survey found on page 10 and submit it to the Campus Rep Coordinator. This form is necessary to send you the promotional materials you will need for the program.

3. Schedule of Events – Provide a schedule of events from each of the accounting-related clubs you are involved in. You should also provide information on any events that your department is hosting related to accounting. Qualifying clubs include, but are not limited to, Beta Alpha Psi, Accounting Society, Institute of Management Accountants, Women in Business, National Association of Black Accountants, and Association of Latino Professionals in Finance and Accounting. This must be submitted by the beginning of your semester. You receive 2 points per semester when this is submitted.

4. Exam Guide Review – You will access a PDF that explains each of the exams for which Gleim offers review materials. Reading this PDF is essential to understanding the exams. It will also help you on your own journey to becoming certified. After reading the PDF, you will need to fill out the review form on page 11. This is due before you can receive your giveaway materials.

5. Follow Gleim on Social Media – There are social media pages for Facebook, Twitter, Instagram, and LinkedIn. Facebook and Twitter have multiple pages for our various reviews. For every page that you follow, you will receive 1 point. Links to our social media pages are on page 17.

6. Professor Connection – You need five accounting professors to confirm that you have introduced yourself to them as both an accounting student and a Campus Rep of Gleim. An easy-to-use sign-off sheet is included on page 12. We will provide you with a list of professors who we already have relationships with, and you will need to reach out to three of those professors. You will also need to reach out to two professors that are not included in our list.

7. Presentations – You will need to speak at various accounting classes or club meetings about the different certifications and the importance of dual certification. Club meetings are also a great opportunity to promote a focus group (described on the next page). You will be given materials that you can distribute to students at these events (e.g., pens, sticky notes, folders). You will have access to a flier on which you can enter the information of your presentation and print out. Many types of gatherings fall under this task, so check with the Campus Rep Coordinator on whether a particular event qualifies. You will be provided with Gleim connection cards to hand out during the presentation. These cards will be a means for you to hold a raffle. This enables the Campus Rep Coordinator to select a winner and send them a prize (typically a Gleim shirt or a mug). For every 10 students that sign in, we will choose 1 winner.

TASK DESCRIPTIONS

8. Monthly Check In – You need to check in with the Capus Rep Coordinator regularly. This can be done by email once a month or by attending the monthly meeting. The dates and times of the monthly meeting will be posted in the Facebook group.

9. End-of-Semester Survey – This survey allows the Campus Rep Coordinator to keep track of (1) how you are progressing through the program at the end of the semester and (2) what you may need for your next semester.

10. Recruit a Successor – It is your responsibility to find a successor at your school for when you complete the program. You do not need to confirm the qualifications of interested students, you just need to give their contact information to the Campus Rep Coordinator. Professors are great resources for recommending successors.

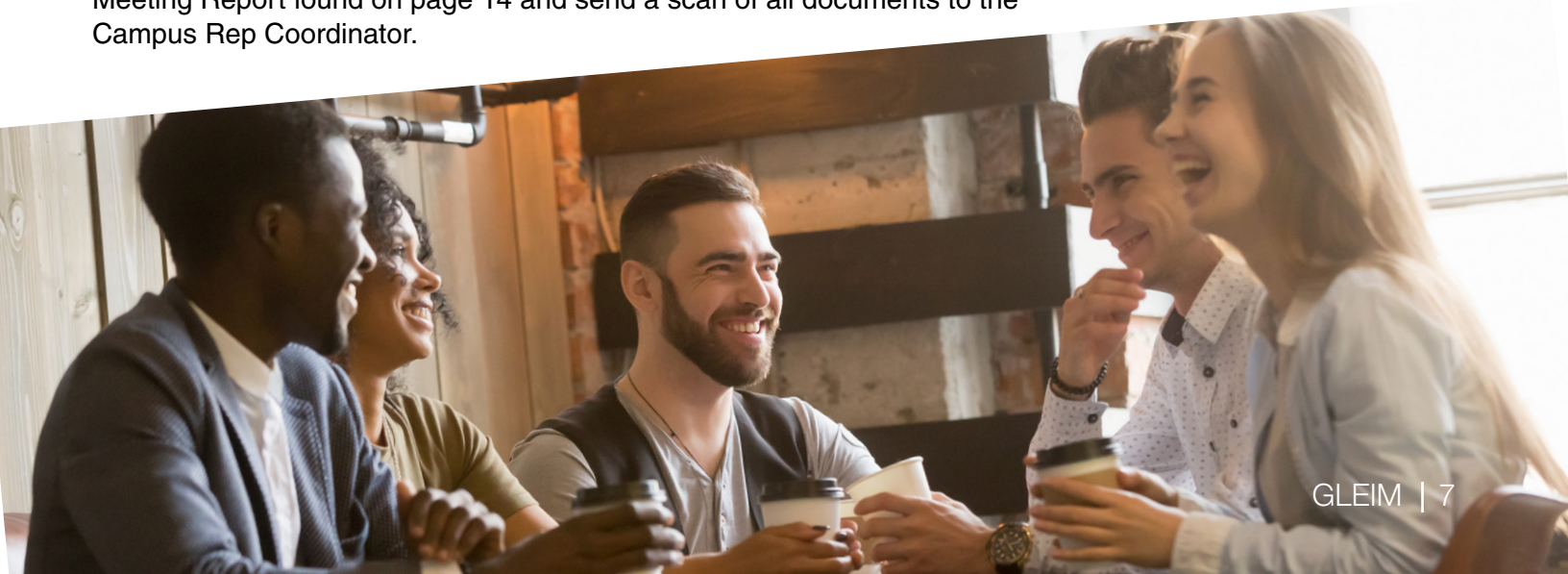
11. Exit Video Interview – This video should be completed near the end of your tenure. This is your opportunity to give feedback on your experience and offer any advice for the program or for future Reps. The video should contain audio and be between 3 and 8 minutes long. Many students choose to record their video like a Vlog. You can be as creative as you like, as long as you are talking about the program throughout the video. Keep in mind that many university libraries have cameras that can be checked out by students.

ELECTIVE

Recruit Campus Rep at Another School – Refer someone who attends another school/campus to become a Gleim Campus Rep. You do not need to confirm the qualifications of interested students, you just need to give their contact information to the Campus Rep Coordinator.

Handbook/Exam Guide Feedback – After you've read through the Handbook and Exam Guide, please provide the Campus Rep Coordinator with your comments and suggestions, including any information or guidance which you feel is missing or would have been helpful. The Gleim Campus Rep Program is constantly growing and improving, and we love receiving your feedback!

Focus Group – During the focus group, you will guide a small group (5-10 students) through creating a Gleim account and demoing the CPA Premium Review Course. You will be sent a flier on which you can enter the information of your focus group and send out. At the end of each group, the participants are required to complete the Meeting Evaluation found on page 15. At this point, you should be able to answer questions and discuss the resources available to Gleim candidates. Any information not covered by the CPA Course Demo video (Task 1) can be found in your Exam Guide. At the end of your focus group, you will fill out the Meeting Report found on page 14 and send a scan of all documents to the Campus Rep Coordinator.



TASK DESCRIPTIONS

Tabling – You are able to table at events that directly correlate to accounting at your school or the accounting profession (Meet the Firms, Accounting fairs, etc.). While tabling, you are making yourself available to answer questions, providing a sign-in sheet for students who want more information, and providing giveaways to students (informational booklets, pens, sticky notes, etc.). You will need to take a photo of your table and/or submit your raffle sheets in order to receive points for this activity. You can request a sign to put on your table and a black tablecloth as well.

Blog Post – You can choose from a list of blog topics that the Campus Rep Coordinator can provide to you. This should be between 1,000 and 2,000 words, and any additional requirements will be divulged when you contact the coordinator about this option. To see examples of blogs, visit gleim.com/cpa-review/blog.

Wear a Gleim Shirt – Any time you are on campus and participate in an activity related to accounting, you can take a picture of yourself wearing your Gleim shirt and receive a point for it. Make sure that you send the picture to the Campus Rep Coordinator. Earn bonus points by posting your pictures to social media!

Social Media – Posting on Facebook, LinkedIn, Instagram, or Twitter can earn you additional points. The more original the content, the more points you can receive. Points range from 0.5-3 points and are up to the discretion of the Campus Rep Coordinator. Points may also be awarded for promoting specific social media posts we send you.

Discussion Topics – There is a private Facebook group where you and fellow Gleim Campus Reps can network and ask each other for advice. In that group, discussion topics are posted. By commenting on those posts, you can earn 0.5-2 points per post depending on the quality of your contribution. The amount of points given is up to the discretion of the Campus Rep Coordinator. In order to join the group, you must first add Sarah Sheppard on Facebook. Sarah will then add you to the group. Please note that you can hide Sarah from seeing your personal posts in order to maintain privacy.

Refer Peers to Purchase Materials – You may have students approach you about purchasing Gleim materials. Those students can purchase materials through the Campus Rep Coordinator or may call Gleim directly. In order to receive credit for referring them, they must provide your name as a reference or you must let the Campus Rep Coordinator know that you referred them. Any student with a valid .edu email address qualifies for our Student Pricing. The points you earn vary based on the specific purchases made. Please refer to the point chart. To encourage students to use your name as a reference, inform them they'll receive a free Gleim shirt with their purchase if they tell us you referred them.

Hang Posters – This is an easy way to get students to know that you are a Gleim contact. You should write your name and email address on each poster.

Pass Out Booklets – You will be given exam guide booklets to distribute at various events.

Volunteer at a Conference – Every year, Gleim attends a number of conferences, and sometimes we need student help. If there is an event in your area, the Campus Rep Coordinator will reach out to you with more information. This is not available everywhere or to everyone.

CAMPUS REPRESENTATIVE AGREEMENT

This agreement states that _____ (Campus Representative) has read the Gleim Campus Representative Handbook and agrees to the requirements of the Campus Representative Program. The Campus Representative understands that agreeing to the Campus Representative Program is a responsibility, and as such the Campus Representative will undertake the position with professionalism and due care.

RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Creating a positive representation of Gleim accounting materials
- Holding focus groups
- Passing out Gleim materials
- Posting on social media
- Attending and/or speaking at accounting meetings.

CONSENT

The undersigned hereby irrevocably consents to and authorizes the exclusive use of any materials developed as a result of the Campus Representative's participation in the program to be for the sole benefit of Gleim and the Campus Representative Program. Gleim shall have the right to publish, re-publish, or exhibit any such materials created for the program by Campus Representatives. Such materials shall include, but shall not be limited to: posts on social media sites (images & statements), pictures, or videos taken of the Representative.

The undersigned also consents, without further consideration or compensation, that all photographs and all audio and video recordings taken of him/her for Gleim, while serving as a Campus Representative, may be used by Gleim for promotion on Gleim's website (gleim.com), on social media channels, for product graphics, for instructional materials, or for promotional or advertising purposes related to products sold by Gleim. The undersigned further authorizes Gleim to grant permission and license to Gleim Internet, Inc., and to Gleim Conferencing, LLC, to copy and use any and all such photographs and recordings for like purposes to which the undersigned hereby consents. The undersigned understands that Gleim remains the sole owner of such photographs and audio and video recordings and that these photographs and audio and video recordings will be used only for instruction or for promotional or advertising purposes related to products sold by Gleim.

EXCLUSIVE ARRANGEMENT

The Campus Representative agrees to represent Gleim only and will not represent other exam prep providers while serving as a Gleim Campus Representative and for at least one year thereafter.

CONFIDENTIALITY

As a Campus Representative, you may have access to and be provided with trade secrets, pricing, and other confidential information regarding Gleim. You are obligated to keep confidential information, proprietary systems, and trade secrets private and only share this information as required in performing your duties as a Campus Representative.

AWARD/COMPENSATION

In order to receive a free course review, the Representative must accumulate 100 points by completing various tasks as outlined in the Gleim Campus Representative Handbook. Once completed, you will be awarded one Premium Gleim Review System of your choice (CPA, CIA, CMA, or EA).

By signing below, I acknowledge that I understand the terms of this arrangement and agree to the above.

Printed Name

Signature

Email Address

Phone Number

INTRODUCTORY SURVEY

1. What is your shipping address (please include apartment, unit, or suite number, if applicable)?
2. What is your shirt size (round up)? Men's or Women's?
3. Would you like posters to put up around your campus?
4. How did you hear about the Campus Rep Program?
5. What clubs are you a member of at your university/college?
6. Are you planning to attend grad school or a MACC program?
7. What certifications are you interested in?
8. What accounting courses are you taking this semester?
9. Do you feel students are familiar with Gleim at your school?
10. Do you have any suggestions on how to improve the Introduction Videos?



EXAM GUIDE REVIEW

1. What is the only certification that is not tested at Prometric?
2. Which certification only has 2 parts?
3. What do Personal Counselors do?
4. What are Gleim Instruct videos?
5. Which certification increased in value after the Sarbanes-Oxley Act of 2002?
6. Which certification does not have any educational requirements?

Additional comments and suggestions:

PROFESSOR CONNECTIONS

I introduced myself as the Gleim Campus Rep to the following professors:

Name:

Class(es) Taught:

Initials:

Name:

Class(es) Taught:

Initials:

Name:

Class(es) Taught:

Initials:

Name:

Class(es) Taught:

Initials:

Name:

Class(es) Taught:

Initials:



GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

GLEIM® EXAM PREP
Enter to WIN!

Name (First) _____ (Last) _____

Email Address _____

Phone _____

Completing and submitting this form provides consent for Gleim to contact you with the information provided.

MEETING REPORT

DATE OF MEETING

CAMUS REP

1. Was the meeting successful? Why or why not?
2. On a scale of one to ten (ten being highest), rate the students' interest in each of the topics discussed.
Explain the reason for each rating.
3. What was the best question asked during the meeting?
4. What questions were asked that you did not know the answer to?
5. Which Gleim Exam Prep materials do you think students will order as a result of your focus group?
6. Did you have everything you needed available to you at the meeting? What would have made this meeting more successful?

Additional comments and suggestions:

MEETING EVALUATION

DATE

NAME

GLEIM LOG IN

Rate the Gleim Campus Rep's knowledge of certification exams:

Poor	Fair	Average	Good	Excellent
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Rate the Gleim Campus Rep's knowledge of the Gleim Premium Review System components:

Poor	Fair	Average	Good	Excellent
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Rate your knowledge of Gleim prior to this meeting:

Poor	Fair	Average	Good	Excellent
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Rate your knowledge of Gleim after this meeting:

Poor	Fair	Average	Good	Excellent
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Which certification exam are you interested in and when do you plan to take your exam?

Will you use Gleim to study for your certification exam? Why or why not?

Do you have any other questions about your exam or about Gleim?

CONTACT INFORMATION

CAMPUS REPRESENTATIVE COORDINATOR



Sarah Sheppard

campus.rep@gleim.com
(800) 874-5346, ext. 453

PROFESSOR RELATIONS COORDINATORS



Justin Widerman



Courtney Sefjack



Alexandra Graham

professor.relations@gleim.com
(800) 874-5346, ext. 658

ACCOUNTING SALES CONSULTANTS

If students have any questions or would like to place an order, they can contact an Accounting Sales Consultant by calling (800) 874-5346 and dialing 'zero.'

PERSONAL COUNSELORS

(800) 874-5346, ext. 498
personalcounselor@gleim.com

TECHNICAL SUPPORT

For technical questions, contact Technical Support.
(800) 874-5346, ext. 212
support@gleim.com

WEBSITES

gleim.com
gleim.com/students/

Visit us on social media



You can also follow us at:

facebook.com/GleimAccounting
facebook.com/GleimCMARreview
twitter.com/GleimAccounting
twitter.com/GleimCMARreview