

CAMPUS REP HANDBOOK



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GLEIM® EXAM PREP



INTRODUCTION

Thank you for your interest in the Gleim Campus Rep program! This is your first step toward preparing for your certification exam and achieving career success.

As a Campus Rep, you will learn and improve upon many valuable skills to aid in your personal and professional development, including public speaking, time management, and confidence.

THE PROGRAM GIVES YOU THE OPPORTUNITY TO:

- ✓ **Network with students and professors**
- ✓ **Build your resume**
- ✓ **Get more insight into which accounting career path to choose**

During the 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 fellow classmates. However, to be clear, this is not a sales position. You are not expected to sell any Gleim materials.

ABOUT GLEIM

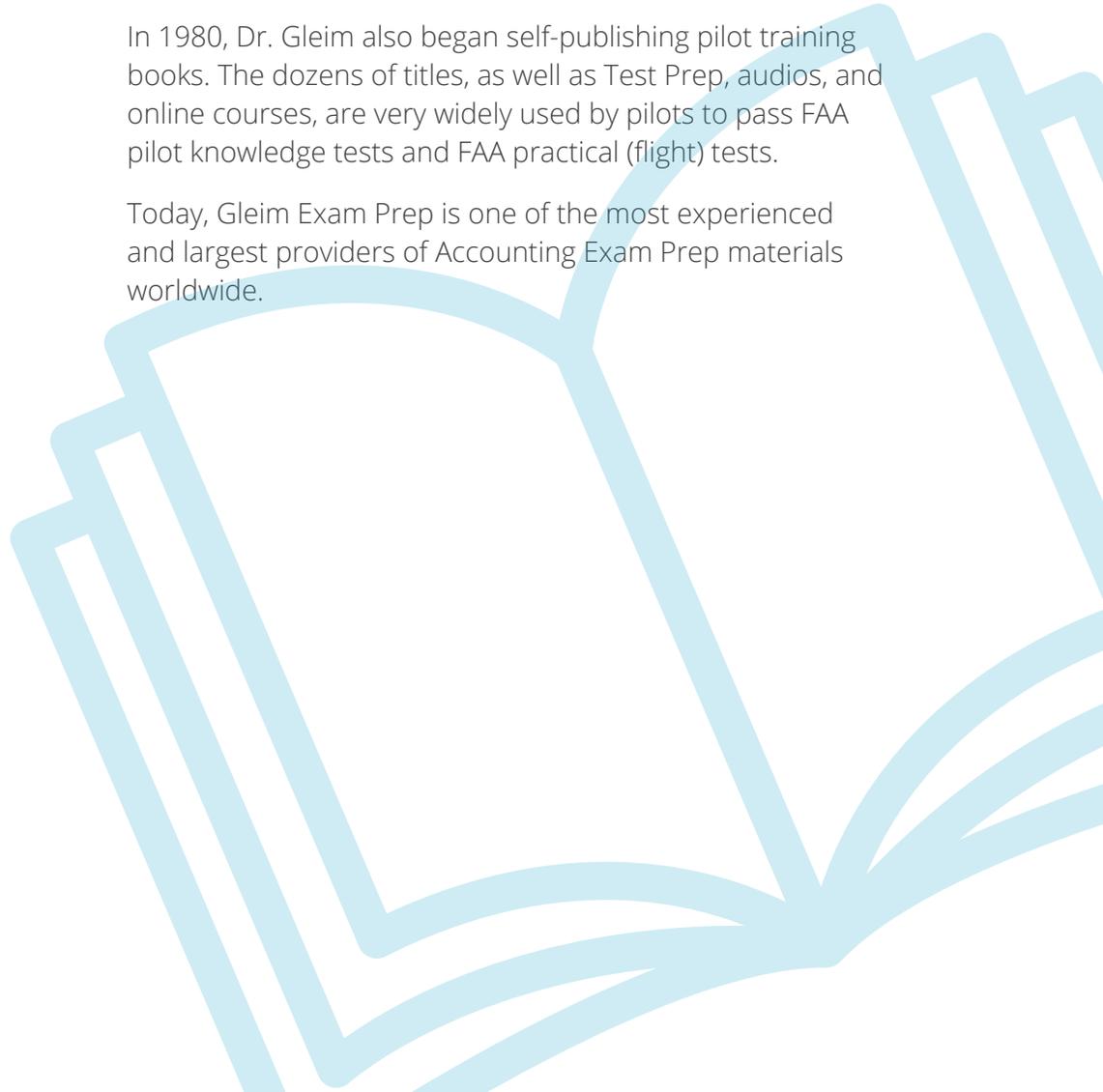
Gleim Exam Prep is one of the most experienced and largest providers of accounting exam prep materials worldwide.



Dr. Gleim and his wife wrote the first Gleim CPA Review book in 1974. In 1980, sales to accounting students and CPA candidates had grown to over 90% of the CPA Review market. 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, EA 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 is powered by SmartAdapt™ technology, an innovative platform that continually zeros in on areas you should focus on. Gleim materials are 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 sitting 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.

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.

TASKS

Without interfering with your schoolwork, you will be expected to help promote our materials around your campus and online. 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.

TASK DESCRIPTIONS AND POINTS

MANDATORY TASKS

The following activities are required for fulfillment of the program.

✔ **Video Questions (2 points each)**

There are two videos you are required to watch (fewer than 15 minutes each): Introduction Video and CPA Course Demo Video. You will answer three questions about each video.

✔ **Introductory Survey (3 points)**

After watching the videos, fill out the form found on the Campus Rep Resource Center web page. This form is necessary to send you the promotional materials you will need for the program.

✔ **Schedule of Events per Semester (2 points)**

Provide a schedule of events (virtual or in-person) from each of the accounting-related clubs you are involved in. You should also provide information on any events that your Accounting/Finance Department is hosting related to accounting.

✔ **Presentations (10 points/semester)**

Speak at various accounting classes or club meetings (in person or pre-recorded) about the different certifications and the importance of dual certification. We have pre-recorded presentations for you to use.

✔ **Exam Guide Review Form (5 points)**

You can access each exam guide on the Campus Rep Resource Center web page, then fill out the review form. The exam guides explain each of the exams for which Gleim offers review materials. They are essential for understanding the exams and will help you on your own journey to becoming certified.

✔ **Follow Gleim on Social Media (1 point/page)**

We have several social media platforms listed in the resource center for you to follow. Plus, it's a great way to stay on top of exam news!

✔ **Professor Connection (5 points)**

Introduce yourself to accounting professors (in person or online) as both an accounting student and a Gleim Campus Rep. We will provide a list of professors who we already have relationships with, and you will also need to reach out to two professors who are not included in our list.





✔ **Monthly Check-in (1 point/month)**

You need to check in with your Campus Rep Coordinator regularly to update your status on tasks, challenges, materials needed, and any concerns or questions you may have during the semester.

✔ **End-of-Semester Survey (3 points/semester)**

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.

✔ **Recruit a Successor (5 points)**

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. You will receive points even if the student does not become a Campus Rep.

✔ **Exit Video Interview (5 points)**

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 for future Campus Reps.

ELECTIVE TASKS

You can select from the following activities which ones you want to complete to obtain the remaining required points to fulfill the program.

✔ **Recruit Campus Rep at Another School (20 points)**

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. You will receive points even if the student does not become a Campus Rep.

✔ **Handbook or Exam Guide Feedback (2 points/booklet)**

We love receiving your feedback! After you've read through the Campus Rep Handbook and any booklet, please submit your comments and suggestions, including any information or guidance you feel is missing or would have been helpful to include.

✔ **Focus Group or Watch Party on Facebook (15 points)**

During the Focus Group (in person or online), you will guide a small group of 5-10 students through creating a Gleim account and demoing the CPA Premium Review Course. Instructions and a video detailing how to conduct the Focus Group will be provided to you.

✔ **Tabling (10 points)**

If available, you can represent Gleim while you attend events (in person or virtually) at your school. We will provide talking points for you to use.

✔ **Blog Post (10 points)**

You can submit a blog article to be posted on the Gleim website. You can choose your topic from a list of blog topics we will provide to you. To see examples of blogs, visit www.gleim.com/cpa-review/blog/.

✔ **Wear Your Gleim Shirt (1 point)**

We provide you with three Gleim shirts. You can take a picture of yourself wearing your Gleim shirt while you are on campus, or if you're attending classes online, studying, or presenting during an activity that is related to accounting. Send it to the Campus Rep Coordinator or post it to social media.





✔ ***LinkedIn Group Discussion Topics (per post)***

There is an exclusive LinkedIn group for Gleim users (candidates, professors, Campus Reps), called Gleim Connect, where discussion topics can be posted. Ask the Campus Rep Coordinator to provide a list of topics to discuss to earn points, or you can suggest a topic to discuss.

✔ ***Refer Peers to Purchase Materials (2-20 points)***

You may receive credit for referring students to purchase Gleim materials. Students must provide your name as a reference, or you must let the Campus Rep Coordinator know that you referred them.

✔ ***Social Media (0.5-3 points/post)***

Posting on Facebook, LinkedIn, Instagram, or Twitter can earn you additional points. Points may also be awarded for promoting specific social media posts we send you.

✔ ***Pass out Booklets (1 point/10 booklets)***

You will be given exam guides and/or Careers in Accounting booklets to distribute at various events, either virtually or in person. When sharing digitally, you can share the link to the PDF version with students or professors via email, or you can post in any of your accounting clubs or groups if acceptable by the group.

✔ **Volunteer at a Conference (50 points)**

Gleim attends conferences where we may need students' help. If there is an event in your area or online that you can attend, the Campus Rep Coordinator will reach out to you with more information.

✔ **Contact Information of Club Officers (5 points)**

Obtain contact information for accounting club officers for the Campus Rep Coordinator to be able to share the program information. The clubs can be on or off campus, including clubs that you are aware of on social platforms, like Facebook.

✔ **Send Program Info to School Newsletters & Clubs (5 points)**

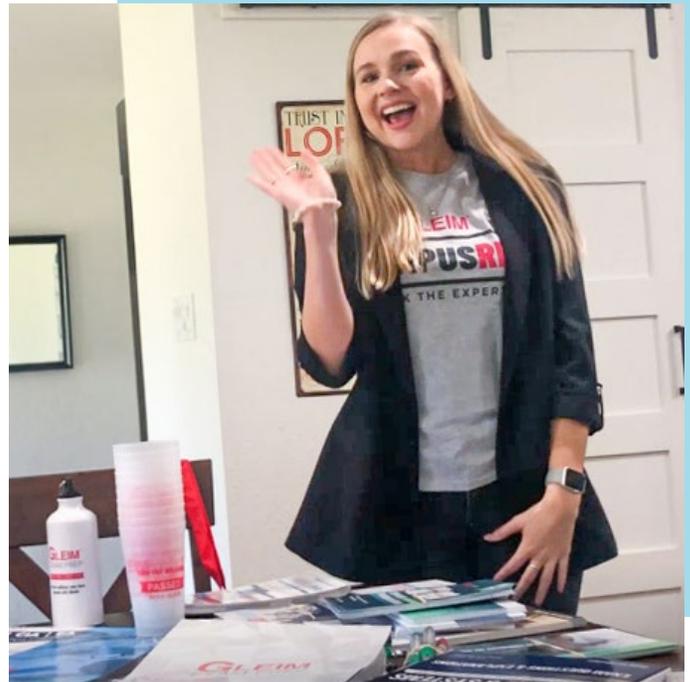
Reach out to your school's Accounting Department to see if they are willing to mention the Campus Rep program on their profile and/or in their newsletter, if they have one. Use the email template found in the Campus Rep Resource Center to send to your accounting department's secretary or appropriate contact to make this request.

✔ **Hang Posters (1 point/poster)**

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.

✔ **Campus Rep Spotlight (10 points)**

You can earn points when you're featured on our blog as a Campus Rep spotlight. The spotlight blog will highlight you as a Campus Rep, your school, and what led you to pursue an accounting career, as well as your interest in becoming a Campus Rep. You will answer a questionnaire that is listed in the Campus Rep Resource Center, or you can ask the Campus Rep Coordinator for the questions. You only need to answer the questions via email submission and provide photos. The Gleim team will write the spotlight.



✔ **Instagram Takeover (10 points)**

You may contribute to an Instagram Takeover. You won't need to access the Gleim Instagram account, and all guidelines will be provided to you.

✔ **Unboxing Video (5 points)**

After you receive your Campus Rep marketing materials, you can film an unboxing video to reveal the contents of the box and your reaction. Details for how to film and submit the unboxing video will be available to you in the Campus Rep Resource Center.

✔ **Exit Interview Video for Promotional Use (5 points)**

Share your experience during the program and give some feedback on how the program benefits your personal and professional development. This video is intended to release on the Gleim website and social platforms, so you should speak to the viewers as if they are not familiar with the program.