



*Investing in the Future*

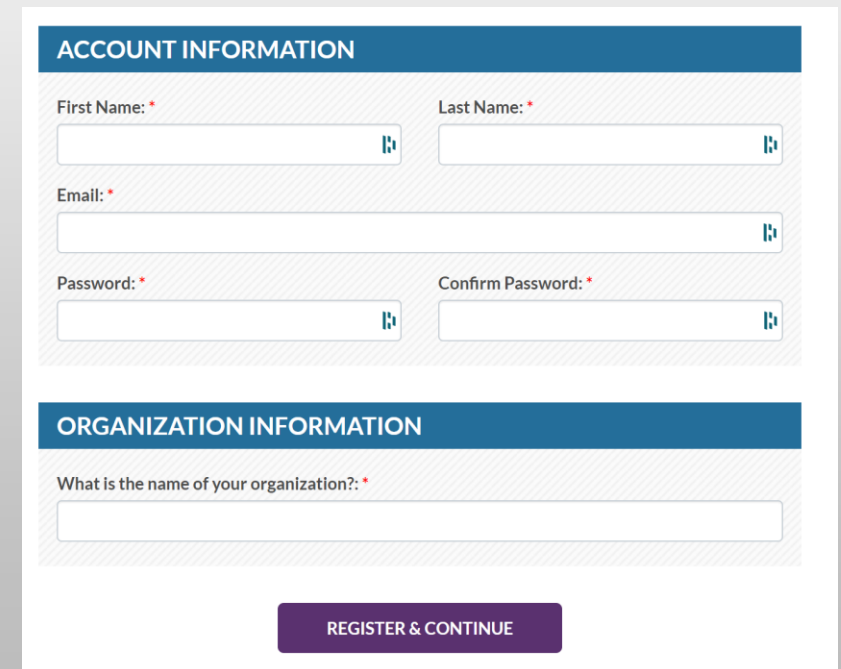
## LAUNCH Admin Account Registration

Welcome to LAUNCH: A student's guide to employment in Ohio

Get started by clicking the link <https://www.ohiocpa.com/launch/register> , use this guide to follow along as you create your organization's profile

Create your account.

- To create a new account fill out all information and click "Register & Continue." As this is the first time, you'll have to create a new Administrator account. That account is the only one that can edit the organization's profile.
- Organizations with multiple offices may designate one person as the Administrator or share the login information.
- Organizations may direct all resumes to one person who will forward them to the right location, or list multiple locations and primary contacts.



The screenshot shows a registration form with two main sections: "ACCOUNT INFORMATION" and "ORGANIZATION INFORMATION".

**ACCOUNT INFORMATION**

First Name: \*

Last Name: \*

Email: \*

Password: \*

Confirm Password: \*

**ORGANIZATION INFORMATION**

What is the name of your organization?: \*

REGISTER & CONTINUE

### SUBSCRIPTION STATUS

Please fill out your company profile, then use the begin payment button to finalize your subscription to LAUNCH. If you have a coupon code enter it below before clicking Begin Payment.

Coupon:

BEGIN PAYMENT

CHANGE LOGO

SAVE PROFILE

Company Name: \*

The Ohio Society of CPAs

### INTRODUCTION

### EDUCATION

Accepts Interns:

Yes  No  N/A

Paid Association Dues:

Yes  No  N/A

Offers Internal CPE:

Yes  No  N/A

Offers External CPE:

Yes  No  N/A

Assistance for CPA Exam Prep:

Yes  No  N/A

Assistance for CPA Exam Fees:

Yes  No  N/A

Assistance with Licensing Fees:

Yes  No  N/A

Min. GPA in Accounting/Business:

First, start by filling out the profile form with your organization's information, upload your logo and complete the data fields. Don't forget to save your work as you go!

### COMPANY INFORMATION

Website:

Founded:

If applicable, # of Partners:

# of Staff:

# of CPAs:

Org Type:

- Under company information please enter your organization's information. If not applicable, please enter NA into the field.
- Total # of partners in the state of Ohio
- Please enter the total # of staff in Ohio
- Enter the total # of CPA's on your staff
- Select from the drop the Org Type that best describes your organization

**MAIN OFFICE**

Nickname: \*

Street:

City:

State:  Zip:

Phone:

Email:

Primary Contact Name:

Primary Contact Title:

**Primary Location** [Delete](#)

**ADD ADDITIONAL LOCATION** **SAVE**

Next, enter the address information for your main office in Ohio. If you have multiple location's in Ohio you will be able to enter those additional locations.

- Enter a "nickname" for your main office
- For email and primary contact please make sure that you are entering someone that will be responsive to student inquiries
- If applicable add additional Ohio office locations, you may add a separate contact for each location



Welcome to LAUNCH: A student's guide to employment in Ohio



Next, tell students more about what you have to offer.

You have 1000 characters to give students an overall picture of your company. There are three more open fields to come. Add links to pages on your website or links to awards, fun volunteer activities or articles about the organization.

**INTRODUCTION**

1000 characters left

### EDUCATION

- |                        |   |                                  |   |
|------------------------|---|----------------------------------|---|
| Accepts Interns:       | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A | Assistance for CPA Exam Prep:    | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A |
| Paid Association Dues: | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A | Assistance for CPA Exam Fees:    | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A |
| Offers Internal CPE:   | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A | Assistance with Licensing Fees:  | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A |
| Offers External CPE:   | <input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A | Min. GPA in Accounting/Business: | <input type="text"/>  |

### INDUSTRY SPECIALIZATIONS

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Agriculture                      | <input type="checkbox"/> Arts/Entertainment           | <input type="checkbox"/> Automotive             |
| <input type="checkbox"/> Banking/Finance                  | <input type="checkbox"/> Construction                 | <input type="checkbox"/> Education              |
| <input type="checkbox"/> Energy (mining, oil, gas)        | <input type="checkbox"/> Governmental                 | <input type="checkbox"/> Health Care            |
| <input type="checkbox"/> Hospitality (hotels, restaurant) | <input type="checkbox"/> Information (telecom, media) | <input type="checkbox"/> Insurance              |
| <input type="checkbox"/> Manufacturing                    | <input type="checkbox"/> Nonprofit                    | <input type="checkbox"/> Pharmaceutical/Biotech |
| <input type="checkbox"/> Professional/Scientific/Tech Srv | <input type="checkbox"/> Real Estate                  | <input type="checkbox"/> Retail                 |
| <input type="checkbox"/> Transportation Logistics         | <input type="checkbox"/> Utilities                    | <input type="checkbox"/> Wholesale              |

### CLIENT SERVICES OFFERED

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Audit & Assurance (Audit/Attest) | <input type="checkbox"/> Audit & Assurance (Comp Rvw) | <input type="checkbox"/> Corporation Finance (Merger & Acquisition) |
| <input type="checkbox"/> Employee Benefit Plans                      | <input type="checkbox"/> Ethics and CPE Regulation    | <input type="checkbox"/> Finan. Acct. & Rprt. (Bookkeeping)         |
| <input type="checkbox"/> Finan. Acct. & Rprt. (SEC Rprt)             | <input type="checkbox"/> Firm Management              | <input type="checkbox"/> Forensic and Fraud                         |
| <input type="checkbox"/> Internal Audit                              | <input type="checkbox"/> Internal Controls            | <input type="checkbox"/> Management Accounting                      |
| <input type="checkbox"/> Payroll Services/Consulting                 | <input type="checkbox"/> Personal Financial Planning  | <input type="checkbox"/> Risk Management                            |
| <input type="checkbox"/> Talent Management                           | <input type="checkbox"/> Tax (Corporate - Federal)    | <input checked="" type="checkbox"/> Tax (Corporate - International) |
| <input type="checkbox"/> Tax (Corporate - State/Local)               | <input type="checkbox"/> Tax (Estate/Trust/Gift)      | <input checked="" type="checkbox"/> Tax (Individual)                |

In the next three areas select the options that are applicable to your organization

Students will also be able to filter their search by these fields

AWARDS, DIVERSITY INITIATIVES AND COMPANY CULTURE

Tell students about your office culture and what it's like to work here. Because NOT EVERYONE IS THE SAME. Share your support for: Minorities; Women; Professionals with Disabilities; LGBTQ employees; differently-abled employees; Veterans ... you get the idea

ADDITIONAL BENEFITS OFFERED

WHY YOU SHOULD START YOUR NEW CAREER WITH US

CANCEL CHANGES

SAVE PROFILE

- Students will be looking for ways to identify organizations where they will feel comfortable and be included. Add information about your D&I programs, awards your organization has won and describe your company culture
- Health insurance, PTO, gym memberships, cell phone expenses, volunteer time, 401K match, paid association memberships
- What sets you apart?
- DON'T FORGET TO SAVE YOUR PROFILE. You can come back at a later date and edit or modify any information within your profile



- Once you have entered all information into the organization profile, click save profile, then click Begin Payment in the left-hand corner of the profile page.

- When you click begin payment you will be redirected to the payment page

- (If you have a coupon code enter that code in the space provided and click begin payment.

Your profile will be submitted for approval.)

### SUBSCRIPTION STATUS

Please fill out your company profile, then use the begin payment button to finalize your subscription to LAUNCH. If you have a coupon code enter it below before clicking Begin Payment.

Coupon:

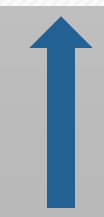
**BEGIN PAYMENT**

Company Name: \*

### INTRODUCTION

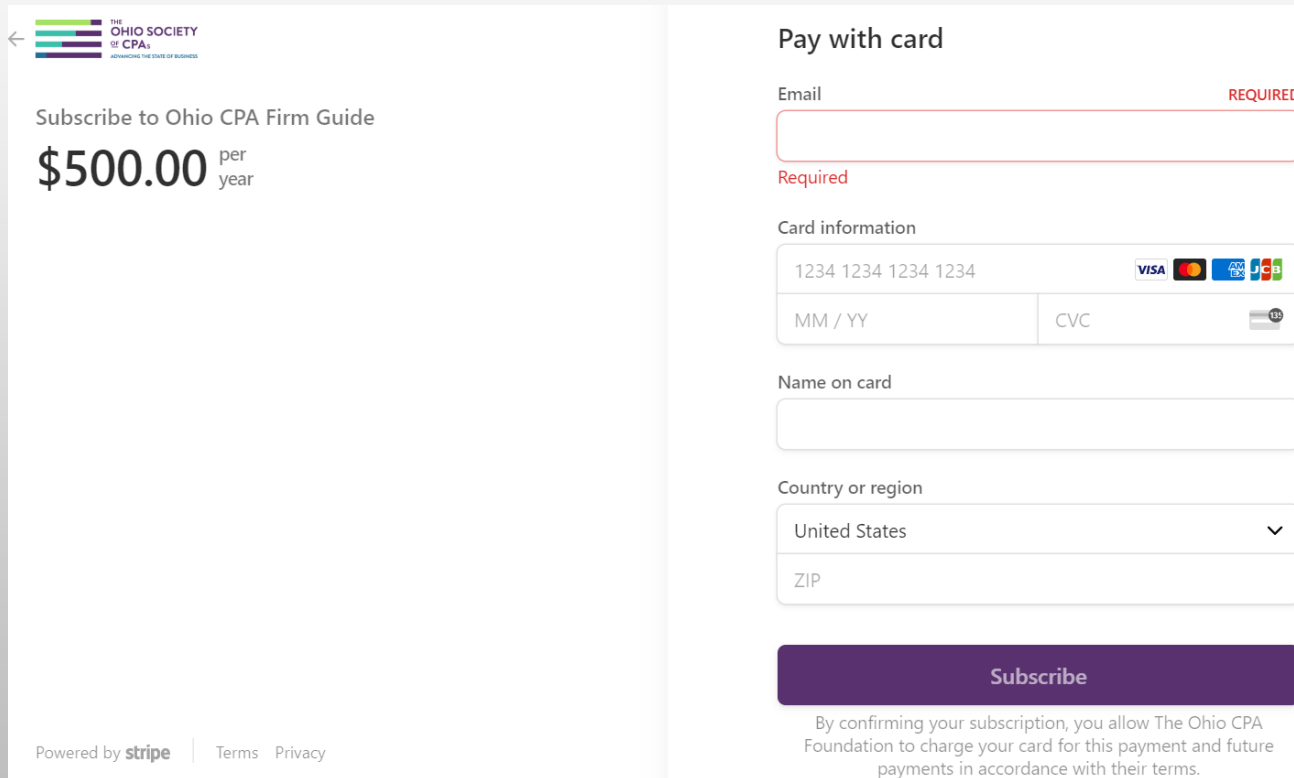
The Ohio Society of CPAs partners with the accounting profession to advance the state of business so Ohio can enjoy a healthy and sustainable economic environment. We are a hub of knowledge, education and advocacy for our members and their teams, providing a vibrant, solutions-oriented community that helps CPAs and businesses thrive. With more than 100 years of experience, The Ohio Society of CPAs represents 85,000 CPAs and accounting professionals who are the strategic financial advisors to Ohio's leading businesses. We work with public, private and not-for-profit organizations of every size and sector, leading healthy exchanges between business leaders and policy makers to drive initiatives such as a fair and predictable tax environment in Ohio. The Ohio Society of CPAs is driven by our values in professionalism, integrity, excellence and diversity to advance the accounting profession and build stronger communities across Ohio.

**SAVE PROFILE**





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← THE OHIO SOCIETY OF CPAs  
ADVANCING THE STATE OF BUSINESS


Subscribe to Ohio CPA Firm Guide  
**\$500.00** per year

Pay with card

Email REQUIRED  
  
Required

Card information

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Name on card

Country or region  
United States

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**Subscribe**

By confirming your subscription, you allow The Ohio CPA Foundation to charge your card for this payment and future payments in accordance with their terms.

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Once you click begin payment you will be taken to the payment screen. Please enter your email address along with your credit card information. This is a subscription and this card will be billed annually on the date of initial payment. Don't worry we will send you an email reminder prior to the annual payment. If you would like to cancel your subscription at any time, please contact [lsbrown@ohiocpa.com](mailto:lsbrown@ohiocpa.com). Org Billing profiles will auto-renew annually when your organization renews the membership. Once you click subscribe a member of our team will receive a notification to review your submitted profile. Once approved the profile will be published your organizations profile will be viewable within 24-48 hours of being submitted

If you need to make future edits to your organization's profile, please use this link [www.ohiocpa.com/launch/login](http://www.ohiocpa.com/launch/login) once logged in you will be directed to your organization's profile page. To make edit's in the upper right-hand corner of the profile click on "Edit Organization Profile"

**LOGIN**

Email / Username

Password

The Password field is required.

Remember me

[Forgot password?](#)

LOGIN

REGISTER NOW

LAUNCH / SAMPLE PROFILE

## SAMPLE PROFILE [Edit Organization Profile](#)

*This is a SAMPLE Launch profile.*

*Organizations, tell students about your interests and clients, locations, and culture.*

*Students, look for opportunities where you will feel comfortable and shine.*

*SAMPLE PROFILE is looking to grow with new talent for offices around the Midwest. Be ready to hit the ground running because our operating structure is a little different: You will work directly with the partners and clients, you won't be sitting in a cubicle in the back. You will do a lot, learn a lot and grow professionally. Our office is comfortable, family friendly and open to different viewpoints and traditions. Some of us bring our pets to work.*

**EDUCATION**

Accepts Interns:	✓ Yes	Assistance for CPA Exam Prep:	✓ Yes
Paid Association Dues:	✓ Yes	Assistance for CPA Exam Fees:	✓ Yes
Offers Internal CPE:	✓ Yes	Assistance with Licensing Fees:	✓ Yes
Offers External CPE:	✓ Yes	Min. GPA in Accounting/Business:	3.5

**Sample Profile**

**VISIT WEBSITE**

**MAIN OFFICE**

123 Sample Drive  
 Columbus, OH 43082  
[Get directions](#)  
 Phone: 614-123-1234  
 Email: [smith@sampleprofile.com](mailto:smith@sampleprofile.com)

Primary Contact Name:  
 Sample Smith

Primary Contact Title:  
 Director of Recruiting

LAUNCH Edit Organization Profile

**SUBSCRIPTION STATUS**

active  
Subscription Expires On 8/4/2021

**SAVE PROFILE**

Organization Name: \*  
SAMPLE PROFILE

**INTRODUCTION**

This is a SAMPLE Launch profile.  
Organizations, tell students about your interests and clients, locations, and culture.  
Students, look for opportunities where you will feel comfortable and shine.  
SAMPLE PROFILE is looking to grow with new talent for offices around the Midwest. Be ready to hit the ground running because our operating structure is a little different: You will work directly with the partners and clients, you won't be sitting in a cubicle in the back. You will do a lot, learn a lot and grow professionally. Our office is comfortable, family friendly and open to different viewpoints and traditions. Some of us bring our pets to work.

**Sample Profile**  
CHANGE LOGO  
Recommended Logo Size 300px x 300px

**ORGANIZATION INFORMATION**

Website: www.sampleprofile.com

Founded: 2002

If applicable, # of Partners: NA

# of Staff:

**EDUCATION**

Accepts Interns:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A	Assistance for CPA Exam Prep:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A
Paid Association Dues:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A	Assistance for CPA Exam Fees:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A
Offers Internal CPE:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A	Assistance with Licensing Fees:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A
Offers External CPE:	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A	Min. GPA in Accounting/Business:	3.50

After clicking on "Edit Organization Profile" you will be directed to this page where you will be able to make any necessary adjustments or edits. Don't forget to click save profile. To view the guide click LAUNCH in the upper left-hand corner



**YOUR PROFILE**

Hello, [Redacted]

[LOGOUT](#)

- [INDUSTRY SPECIALIZATION](#)
- [CLIENT SERVICES](#)
- [ORGANIZATION TYPE](#)
- [REGION](#)
- [OTHER](#)
- [MY ORGANIZATIONS](#)

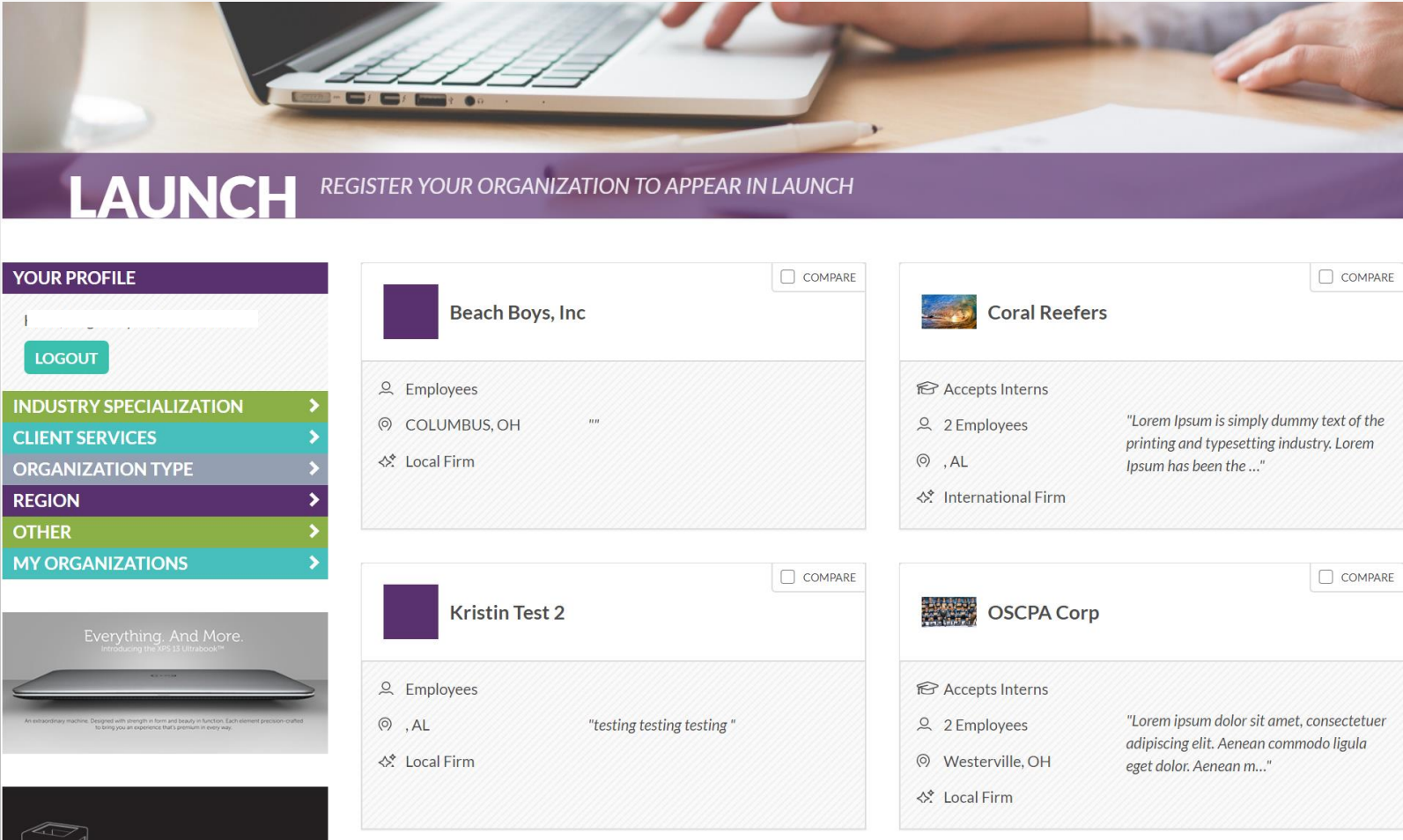
SAMPLE PROFILE

COMPARE

**SAMPLE PROFILE**

Accepts Interns	"
40 Employees	This is a SAMPLE Launch profile.
Columbus, OH	Organizations, tell students about your interests and clients, locations, and culture. ...
Regional Corporation	"

From this page you will be able to view other organization profiles, logout, or review your organization's profile



**LAUNCH** REGISTER YOUR ORGANIZATION TO APPEAR IN LAUNCH

**YOUR PROFILE**

LOGOUT

**INDUSTRY SPECIALIZATION** >

**CLIENT SERVICES** >

**ORGANIZATION TYPE** >

**REGION** >

**OTHER** >

**MY ORGANIZATIONS** >

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**Beach Boys, Inc**  COMPARE

- Employees
- COLUMBUS, OH
- Local Firm

**Coral Reefers**  COMPARE

- Accepts Interns
- 2 Employees
- , AL
- International Firm

*"Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the..."*

**Kristin Test 2**  COMPARE

- Employees
- , AL
- Local Firm

*"testing testing testing"*

**OSCPA Corp**  COMPARE

- Accepts Interns
- 2 Employees
- Westerville, OH
- Local Firm

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean m..."*

The example to the left is the view that students will see when they filter and search the LAUNCH “catalog” of organization profiles. On the next slide we will show you the profile screen that the student will view once they have selected your organization's profile from the main LAUNCH catalog. (Please keep in mind this is a screen shot from our test environment)



Investing in the Future



VISIT WEBSITE

#### SAMPLE HOME OFFICE

Cleveland, OH

[Get directions](#)

Phone:

Email:

Primary Contact Name:  
College Recruiter

Primary Contact Title:

#### COMPANY INFORMATION

Founded:	1991
Partners:	13
Professionals:	11,642
CPAs:	60
Org Type:	Regional Firm

## Sample CPA Organization

This is a SAMPLE Launch profile.

**Firms**, tell students about your interests and clients, locations, and culture.

**Students**, look for opportunities where you will feel comfortable and shine.

Sample CPA is looking to grow with new talent for offices around the Midwest. Be ready to hit the ground running because our operating structure is a little different: You will work directly with the partners and clients, you won't be sitting in a cubicle in the back. You will do a lot, learn a lot and grow professionally. Our office is comfortable, family friendly and open to different viewpoints and traditions. Some of us bring our pets to work.

### EDUCATION

Accepts Interns:	✓ Yes	Assistance for CPA Exam Prep:	Unknown
Paid Association Dues:	✓ Yes	Assistance for CPA Exam Fees:	✓ Yes
Offers Internal CPE:	✓ Yes	Assistance with Licensing Fees:	Unknown
Offers External CPE:	Unknown		

### INDUSTRY SPECIALIZATIONS

Arts/Entertainment	Education	Health Care
Hospitality (hotels, restaurant)	Nonprofit	Real Estate

### CLIENT SERVICES OFFERED

Audit & Assurance (Audit/Attest)	Tax (Corporate - International)	Tax (Individual)
----------------------------------	---------------------------------	------------------

### AWARDS, DIVERSITY INITIATIVES AND COMPANY CULTURE

At Sample CPA, we value the Power of different cultures. We encourage and inclusive and diverse work environment by valuing each person's experiences and perspectives. Our Forums support our employees with trust, mentoring, emotional support and access to resources because NOT EVERYONE IS THE SAME.

Ask us about our Sample Forums and get to meet people like you. Minority Forum; Women's Networking Forum; Parenting Forum; Professionals with Disabilities Forum; Lesbian, Gay, Bisexual, Transgender and Queer (LGBT) Forum; Disability Caregivers Forum; English as a Second Language Forum; Veteran's Forum; Accounting as Second Career Forum

Once a student selects an organization from the main catalog, they will be directed to the organization's profile page. Here the student can read all about your organization, navigate to your website and best of all get in touch with your main point of contact.



*Investing in the Future*

## FAQs

**How much does it cost?** \$500 for 12 months

**How often can I make changes?** As often as you like. You can post jobs and internships, or simply present your organization and see who's out there.

**Where do I get a coupon code?** Ask us about organizational billing and get Launch free for this year. It's easier for your organization to pay with one bill and you get a lot of bonus publicity. Org billing firms expire April 30, 2021 and auto renew with your organization's annual membership renewal.

**How can I pay? Can you invoice me?** You can pay on the site by credit card and you'll get a receipt by email. At this time, we cannot create an invoice.

**How many students will see my profile?** We have more than 10,000 student members who are taking accounting classes and planning their careers. OSCP student members attend schools on this list and more:

- **Public schools:** Ohio State University, Bowling Green, Miami and University of Akron, University of Cincinnati, University of Toledo, Wright State and Youngstown State.
- **Private schools:** Case Western, University of Dayton and Xavier
- **Small schools:** Capital, Baldwin Wallace, Hiram and John Carroll plus Central State and Wilberforce -- Ohio's Historically Black College and University.
- **Community Colleges:** Young professionals may be taking classes to reach 150 hours or to help them study for the CPA exam.
- **Our University Partners:** Ashland, Cleveland State, Franklin, Kent State, Urbana, Ohio University, Ohio Northern, Ohio Wesleyan and Youngstown State.

Reach students and recent grads at schools where you don't typically interview, and it's far less expensive than Meet the Accountants events.

**Can young professionals 2-4 years out of college see Launch?** Young professionals can see your profile on the site.



**FAQs continued**

**We're a large firm with multiple offices nationally. Can we have more than one profile?** At this time, firms have one overall profile and list their locations. Some organizations will direct young people to send their resumes to one central contact and note their preferred locations. Or, list multiple primary contacts and students will send resumes directly to their preferred location.

**We have two people who do college recruiting. Can we have two administrators?** An easy way to do that is to have them both use the same login. At this time, we are setting up one profile for each organization.

**How do I know what to write?** Start with your website. Highlight why your young associates love working for you.

**Can I boost my profile? Are there other ways to reach OSCPAs student members using Launch?** Yes. There are two opportunities for advertising starting at \$500 and \$750.

**Can I include pictures or videos of my organization?** At this time, you can post your logo and links to a webpage, or a video on your website or on YouTube.

**Does the CPA Foundation have other student activities I can get involved in?** Yes, we have a variety of programming for high school and college students and young professionals with an eye towards increasing the diversity of the profession. Contact Lori Brown at [lsbrown@ohiocpa.com](mailto:lsbrown@ohiocpa.com) to continue the conversation.



*Investing in the Future*

The Ohio CPA Foundation is committed to showcasing the accounting profession and all it has to offer to inspire students today to become the next generation of CPAs. By choosing to be a part of LAUNCH you are helping us in that mission, and we thank you!

Learn more about the ways The Ohio CPA Foundation is supporting the future of the profession by visiting our [Programs](#) page or by reading [Faces of the Future](#), our case for support.