

PROGRAM REVIEW FOR CENTERS AND INSTITUTES
--

1. Cover Sheet

- ***Center/Institute:*** Center for Corporate Reporting and Governance
- ***Director/Administrator:*** Dr. Vivek Mande, Director
- ***College/Academic unit:*** Mihaylo College of Business & Economics; Department of Accounting / Unit 192 / Academic Affairs
- ***Contact Information:*** Phone #: (657) 278-4414, Email: ccrg@fullerton.edu, Building location: SGMH 4357
- ***Year Established:*** 2003
- ***Year of Last Review:*** 2013
- ***Date the review is being submitted:*** May 27, 2016
- ***Name of primary authors if different***
From Director/Administrator: Grant Kurz, Kathleen Nguyen, Aaron Sanchez

2. Mission and Goals

The Center for Corporate Reporting and Governance (CCRG) states its mission as: “to advance high quality corporate reporting and governance through education, research and collaboration with the business community”. The Center also develops relationships with accounting firms, providing opportunities for student placement. In addition to serving as a resource for students, the Center’s activities have greatly increased the visibility of the Department of Accounting, helped secure fellowships for its faculty through its connections with the accounting firms, and most importantly, helped the Department maintain its separate accreditation. The Center’s mission is linked with the University’s goals to expand connections within our region and to increase external support for University programs and priorities.

3. Activities

Activities of the Center include the following high profile events in Orange County: (1) an annual SEC Conference, (2) a sponsored academic conference, (3) collaborative events with local organizations such as the Forum for Corporate Directors, (4) networking opportunities for students and (5) research focused on Orange County firms.

In the future, the Center will continue to expand its outreach efforts, increase its research activities and continue to build on the success of past events. The Center is currently working on a high visibility research project that focuses on analyzing composition and performance of boards of directors of public companies in Orange County and comparing these boards to nation-wide boards.

Student involvement in the Center’s activities is very high. Research (on OC firms) is performed by a team of student researchers. For instance, six students and two faculty are currently involved in the Center’s latest research effort. The academic conference is attended by over 125 CSUF *Master of Accounting* students, who benefit from hearing about financial reporting and governance from 9-10 leading academics invited by the Center from prominent universities.

Over 100 undergraduate students attend the SEC Conference and benefit from hearing from over 25 leading experts from regulators and from experts in the field. This is indeed a one of a kind experience for our students, providing them with an edge over students from our competitor schools.

Students are also provided the opportunity to network with their prospective employers. The Center has helped establish valuable relationships with prospective employers which in turn benefits students seeking high-quality jobs in accounting.

Conference Summary						
	Conference Dates		Location	Keynote Speakers	# of Conference Participants	
	Haskell & White	SEC			Haskell & White	SEC
2013	9/19/2013	9/20/2013	Hyatt Regency, Irvine, CA	Christopher Cox, SEC Former Chairman	109	461
2014	9/18/2014	9/19/2014	Hotel Irvine, Irvine, CA	Cary Thompson, Bank of America Merrill Lynch	100	387
2015	9/17/2015	9/18/2015	Irvine Marriott, Irvine, CA	John Campbell, Former Congressman Douglas Ingram, Former President of Allergan	141	461

4. Organizational Structure and Governance

The CCRG operates using the guidance of a governing board. The governing board is composed of 16 partners from the most prominent accounting and law firms in Orange County. Several of our board members are also involved in other areas at CSUF, at the highest levels: on the Dean's Advisory Board and on the Foundation. The board meets at least once a year to evaluate the previous conferences and plan for the next conference.

The board organizes the timeline and content of the SEC Conference. They help with planning the program, providing input on growing the conference, making strategic alliances, procuring high quality speakers, finding interesting speaker topics and improving the overall quality of the Conference. Board members reach out to high-quality speakers from public, private, and government financial and accounting sectors to come speak at the Conferences.

The following individuals are CCRG Board Advisors for the 2015-2016 year:

Board of Directors		
Tony Cherbak	COO	Resources Global Professionals
Mark Hughes	Partner	Grant Thornton
Bala Iyer	Director	Qlogic, IHS, Skyworks Solutions and Life Technologies
Joe B. Johnson	Managing Partner	BDO
Ron Kent	Partner	RSM
Joseph Moderow	Board Member (retired)	SVP and UPS
James Moloney	Partner	Gibson, Dunn & Crutcher
Dennis Parrott	Managing Partner	KPMG
Wayne Pinnell	Managing Partner	Haskell & White
Chris Schmidt	Partner & CEO	Moss Adams
Jon C. Smith	Partner	Ernst & Young
Summer M. Taylor	Director	Deloitte
Roger Weninger	Managing Partner	Moss Adams
Ted Wilm	Partner	PricewaterhouseCoopers
Gary E. Wilson	Partner	PricewaterhouseCoopers
Dean Yoost	Board Member	Emulex and Pacific Life Insurance

5. Resources and Sustainability

The CCRG generates revenue from the annual Securities Exchange Conference (SEC). The cash flows generated from the last three SEC Conferences are as follows: (2013-14) \$69,395, (2014-15) \$33,895, and (2015-16) \$41,900. Furthermore, the CCRG receives annual grants of \$60,000 to supplement our annual SEC and Academic Conferences. These grants from the Mihaylo College are mostly used to support students: hiring of students for research, providing them complimentary attendance at the SEC Conference (normally \$400 per person) and funding student networking events. Of the above, \$10,000 is used for research activities (designing, printing and disseminating). Without these monies, the Center would have to find resources from other sources or scale its activities. The fees for the conference which are \$400 cannot be increased because there are competing providers of CPE education that charge less. This Center brings enormous visibility to the college (recognizing the uniqueness of the SEC Conference, our competitor school, UC Irvine, has in past years expressed interest in jointly hosting this event and is currently hosting a smaller event with limited success).

6. Highlights and Accomplishments

Several accomplishments highlight the Center's activities. For thirteen years, the Center has hosted the annual SEC Financial Reporting Conference with increasing participation from 80 attendees in 2003 to nearly 525 attendees in 2015. In addition, Risk Metrics/Institutional Shareholders Services (ISS) granted the Center accreditation in 2008. Other accreditations received include one from National Association of State Boards of Accountancy (NASBA), which allows the Center to offer Continuing Professional Education (CPE) credit to professionals who attend qualified events. The governing board has been strengthened by adding members from accounting firms, law firms and other businesses that have a local or national presence.

The CCRG publicly distributes research bulletins that influence the way local firms run their operations. The CCRG analyzed, compiled, and organized data into the OC Corporate Governance Bulletins, released in June and October of 2014. The June issue discussed Audit Fees in Orange County and the October issue discussed CEO Pay in Orange County. The findings were the topic of discussion at the Forum for Corporate Directors (FCD), a distinguished group comprised of directors of publicly traded firms in Orange County. The FCD and CCRG's collaborative 5th Annual Executive Compensation Summit featured the OC Corporate Governance Bulletin's findings in the area of executive compensation to the conference's attendees. Its research has also been covered in the OC Register and over 10 news outlets. The CCRG is now part of an ongoing relationship with the FCD that includes sponsorship of the 6th Annual Executive Compensation Summit. The CCRG's bulletins were also highly regarded by the top eight accounting firms in Orange County. It is noteworthy that two audit firms in OC, Deloitte and Moss Adams, requested 25 copies each for discussion of our results within their firms. The Audit Committee Roundtable in Orange County also placed a study from the bulletins as an agenda item for discussion.

The CCRG hosts the Haskell & White Corporate Reporting and Governance Conference, which is a forum for professors, doctoral students and practitioners to present papers in the areas of accounting, finance and economics. The conference is unique because it blends theory with practice. California State University, Fullerton's faculty review submitted papers from around the globe. Over 140 people (students and faculty) attended last year's Haskell & White Academic Conference, including Wayne Pinnell, the Managing Partner of Haskell & White, whom spoke on the *Current Trends in Auditing*.

A significant achievement of the CCRG is our flagship SEC Financial Reporting Conference, providing important updates from the SEC, PCAOB and FASB, as well as industry leader panelists and Keynote speakers discussing critical topics of the year. During the last three years

alone, CCRG provided over 5,000 hours of CPE credits for professionals nationwide. In addition to delivering CPE credit, the CCRG as of 2015 offers MCLE credit for Law Firms in Orange County. The programs provided below outline the depth and breadth of the SEC Financial Reporting Conference in 2015, 2014 and the Academic Conference in 2013, respectively.

CONFERENCE AGENDA		
TIME	TOPIC	SPEAKERS
7:30 - 8:00 a.m.	Registration and Continental Breakfast	
8:00 - 8:50 a.m.	Welcome Remarks	Dr. Anil Puri, Dean <i>Mihayo College of Business and Economics</i>
	Keynote Address: <i>Regulations, Taxes and the Economy – What will come out of Washington?</i>	John Campbell III, Member of Congress, 2005 - 2015
8:50 - 9:40 a.m.	FASB Update	Dr. Tom Linsmeier, FASB
9:40 - 9:50 a.m.	Coffee Break	
9:50 - 11:05 a.m.	SEC & PCAOB Updates	Jason Lee, SEC Craig Olinger, SEC Kevin Stout, SEC George Wilfert, PCAOB Thomas Zaccaro, Zaccaro Morgan LLP
11:05 - 11:30 p.m.	Q&A with the SEC & PCAOB	Moderator: Marc Fagel, Gibson, Dunn & Crutcher
11:30 - 12:30 p.m.	Lunch	
12:30 - 1:20 p.m.	Top Trends (Part I): Capital Markets	Mike Gould, PwC Timothy Rupp, Morgan, Lewis & Bockius Jeff Thomas, NASDAQ Private Market Moderator: George Chin, RGP
1:20 - 1:45 p.m.	Keynote Address: <i>Shareholder Activism</i>	Douglas S. Ingram, Pacific Mutual Holding Company, Nemus Bioscience Inc.
1:45 - 2:35 p.m.	Top Trends (Part II): Governance	Mark Borges, Compensia Inc. Rani Doyle, Morgan, Lewis & Bockius David Rosenblum, Harri Financial Corporation Moderator: Catherine Bromilow, PwC
2:35 - 2:45 p.m.	Coffee Break	
2:45 - 4:00 p.m.	Top Trends (Part III): Financial Reporting	Olivier C. Leonetti, Western Digital Corporation Lisa Trow, Rubicon Project, Inc. Glenn Tyranski, Ernst & Young Moderator: Lynne Triplett, Grant Thornton
4:00 p.m.	Closing Remarks	Dr. Vivek Mande, CSUF Center for Corporate Reporting and Governance
4:00 - 5:00 p.m.	Networking Reception	

Conference Program Chairs
James Moloney, Gibson, Dunn & Crutcher
Wayne Pinnell, Haskell & White

GLOBAL MEGATRENDS

HOW THEY WILL CHANGE YOUR BUSINESS

Fri. 09.19.2014
Hotel Irvine, CA

Conference Program

Time	Topic	Speakers
7:30 - 8:00 a.m.	Registration and Continental Breakfast	
8:00 - 8:50 a.m.	Welcome Remarks	Anil Puri, Dean <i>CSUF Mihayo College of Business and Economics</i>
	Opening Keynote Address	Cary Thompson, Bank of America Merrill Lynch
8:50 - 10:05 a.m.	SEC & PCAOB Updates	Kirk Crews, SEC Craig Olinger, SEC Karol Pollock, SEC George Wilfert, PCAOB
10:05 - 10:15 a.m.	Coffee Break	
10:15 - 10:40 a.m.	Q & A with the SEC & PCAOB	Moderator: Marc Fagel, Gibson, Dunn & Crutcher
10:40 - 11:55 a.m.	Global Megatrends Part I: Social and Economic Changes	DJ Peterson, Longview Global Advisors Michael Ray, Western Digital Dean Yooft, Emuler, Pacific Life Insurance and MUFJ Union Bank (Board Member) Moderator: Brian Cullinan, PricewaterhouseCoopers
11:55 - 12:55 p.m.	Lunch	
12:55 - 1:45 p.m.	FASB Updates	Dr. Tom Linsmeier, FASB Moderator: Gary Kramer, McGladrey
1:45 - 2:35 p.m.	Global Megatrends Part II: Cyber-Security Issues & Technology Changes	Glen Day, Ernst & Young Kevin Morgan, Grant Thornton
2:35 - 2:45 p.m.	Coffee Break	
2:45 - 4:00 p.m.	Global Megatrends Part III: Financial Reporting and Capital Markets	Bradley Blank, TR Pointe Homes Trevor Farber, Deloitte & Touche Greg Njoes, PricewaterhouseCoopers Shauna Watson, RGP
4:00 p.m.	Closing Remarks	Dr. Vivek Mande, CSUF Center for Corporate Reporting & Governance
		Master of Ceremonies: Wayne Pinnell, Haskell & White

Haskell & White Corporate Reporting & Governance Academic Conference

Blending Theory with Practice

Thu. 09.17.2015
Irvine Marriott

CONFERENCE PROGRAM

TIME	TOPIC	SPEAKERS
12:30 - 12:45 p.m.	Check-in	
12:45 - 12:55 p.m.	Welcome and Announcements	Dr. Vivek Mande, Director, CSUF Center for Corporate Reporting & Governance
1:00 - 1:40 p.m.	Split-day Trading on Shanghai Stock Exchange	Rashad Abdel-Khalik, Professor of Accountancy and V.K. Zimmerman Professor in International Accounting, University of Illinois at Urbana-Champaign
	Session 1: Financial Analysts	Moderator: I-Ling Sophia Wang, California State University, Fullerton
1:45 - 2:10 p.m.	Buy-Side Analysts and Earnings Conference Calls	Michael Jung, Assistant Professor, Stern School of Business, New York University
2:10 - 2:40 p.m.	Do Analysts Understand Innovation? Evidence from Patents and Trademarks and Analyst Forecasts	Qin Li, PhD Candidate, University of California, Irvine
2:45 - 3:10 p.m.	Current Trends in Auditing	Wayne Pinnell, Managing Partner, Haskell & White
3:10 - 3:20 p.m.	Coffee Break	
	Session 2: Corporate Boards	Moderator: Walied Keshk, California State University, Fullerton
3:20 - 3:40 p.m.	Board Classification and Shareholder Value: Evidence from a Natural Experiment	Deehyun Kim, PhD Candidate, The University of Texas at Austin
3:50 - 4:10 p.m.	Information Disclosure and Insider Trading around Board Meetings	Seil Kim, PhD Candidate, Stern School of Business, New York University
4:20 - 4:40 p.m.	Is Classified Board the Weak Corporate Governance? Evidence from Financial Restatements	Khondkar Karim, Professor and Chair of the Accounting Department, University of Massachusetts Lowell
4:45 - 4:50 p.m.	Coffee Break	
	Session 3: Capital Markets	Moderator: Wonik Choi, California State University, Fullerton
4:55 - 5:20 p.m.	Does Institutional Ownership Predict Mutual Fund Performance? An Examination of Undiscovered Holdings within 13F Reports	Xuhui Pan, Assistant Professor, A.B. Freeman School of Business, Tulane University
5:25 - 5:50 p.m.	Lost in Translation: Cultural Differences and Earnings Management Contagion	Nathan Dong, Assistant Professor, Columbia University
6:00 - 9:00 p.m.	Reception	
7:00 p.m.	The Best Paper Award	

7. Planning and Strategic Outlook

Planning for the Center is conducted by the governing board, assistant directors, chair and dean. There is a process in place for planning the annual SEC Conference with board participation. Attendance for the conferences has steadily grown. CPE certificates are issued to attendees and conference evaluations are sent to the board for review. With the introduction of MCLE credits, a greater proportion of lawyers now make up the SEC Conference. After review, the leadership indicates that there is no current need to modify center activities or operations.

	Mihaylo College Learning Goals				Mihaylo College Strategic Goals				CSUF Strategic Goals			
	1: Functional knowledge	2: Business opportunity recognition and problem solving	3: Interpersonal skills	4: Awareness of global, local, and regional environment	1: Deliver innovative and effective curriculum and instruction to prepare Mihaylo students for success in the global economy.	2: Provide effective, student-focused operations.	3: Recruit diverse and high-quality faculty and support high-quality applied research.	4: Strengthen partnerships with key stakeholders and increase financial support for the College.	1: Develop and maintain a curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs.	2: Improve student persistence, increase graduation rates University-wide, and narrow the achievement gap for underrepresented students.	3: Recruit and retain a high-quality and diverse faculty and staff	4: Increase revenue through fundraising, entrepreneurial activities, grants, and contracts
Increase visibility	X	X	X	X	X	X	X	X	X	X	X	X
Host SEC conference	X	X	X	X	X	X	X	X	X	X	X	X
Increase Academic Reputation	X	X	X	X	X	X	X	X	X	X	X	X
Increase professional and business interaction	X	X	X	X	X	X	X	X	X	X	X	X

8. Appendices

The Center does not have an account with Auxiliary Services Corporation of the CSUF Foundation. There is an account with Cal State Fullerton Philanthropic Foundation.

Summary and Recommendation(s)

The Center for Corporate Reporting and Governance (CCRG) disseminates information on current financial reporting issues, provides interpretations of financial rules, and publishes research results of studies conducted by the Center. In addition, the Center brings accounting firms to campus to increase student hiring and placement. Most of the Center's activities revolve around the hosting/sponsoring of two annual conferences along with research bulletins: the SEC Financial Reporting Conference, the Haskell & White Academic Conference and research on OC firms. The SEC Conference is the main source of revenue for the Center. Continuing Professional Education (CPE) credit is awarded to professionals who attend the SEC Conference. The CCRG is accredited by NASBA. The Center has a governing board whose membership includes top professionals in the accounting field and assists the Center in its annual planning. The Center is an effective organization that accomplishes its mission and goals.