



A PRACTICAL TOOLKIT TO SUPPORT
AND RETAIN YOUR ACCA STUDENTS



**ARE YOUR STUDENTS
EXCITED FOR 2022?**

Think Ahead

Looking forward to a new era of opportunity

Most of the world is now returning to a sense of normality with organisations revisiting and renewing expansion plans as they look forward to a positive future.

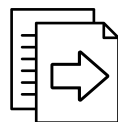
Fresh ideas and new technologies, the reopening of borders, modern ways of working and a firm commitment to build a sustainable, inclusive world make this a truly fantastic time to strive for a career in business and finance.

With 2022 marking the start of a new era of opportunity, ACCA's finance talent is in prime position as the profession takes a central role in planning and decision making across business and industry.

Help with progressing and retaining your students in 2022 - a short guide for our partners

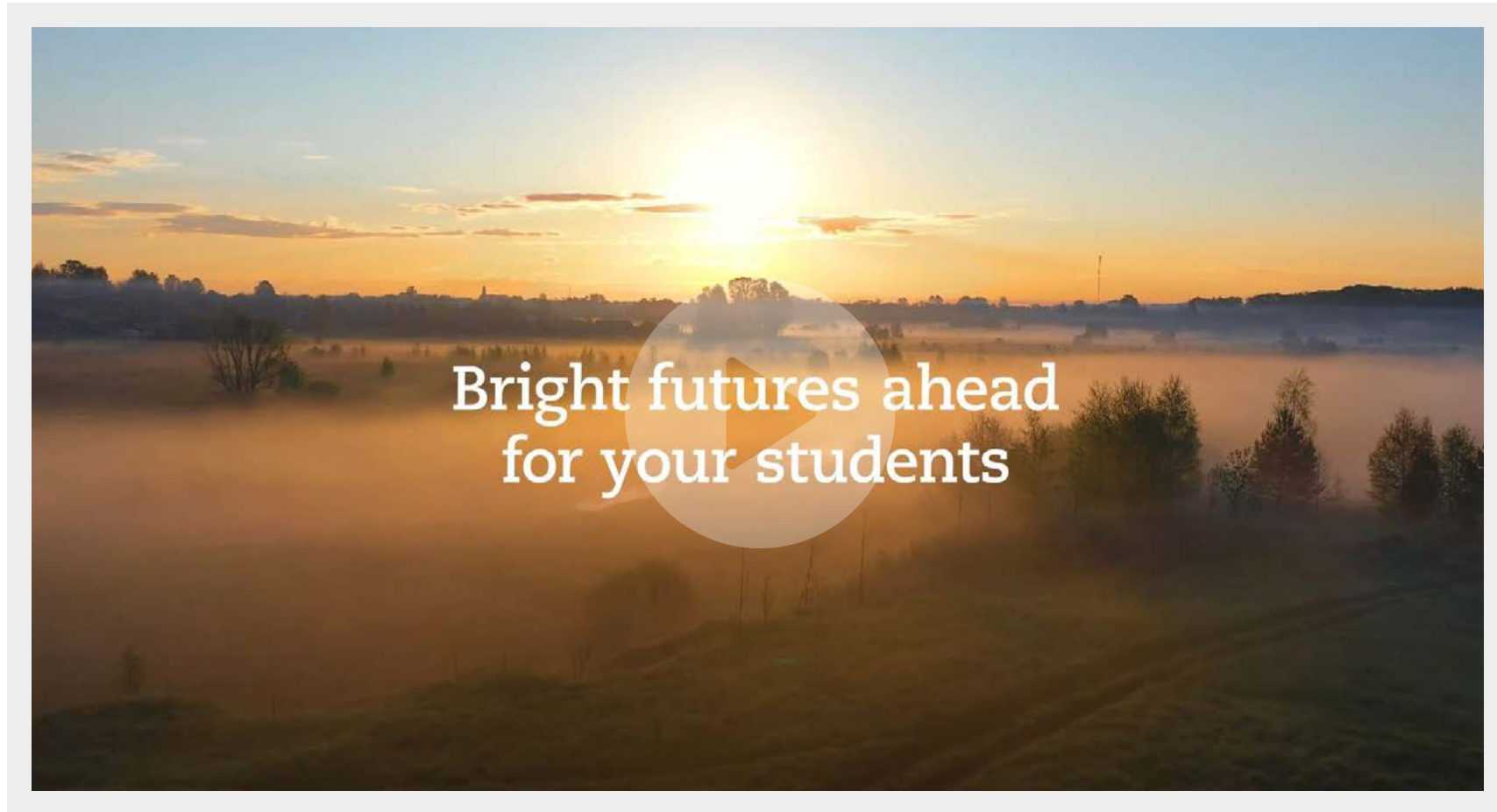
Your students are due to renew their ACCA subscription in the new year. Now is the time to excite, engage and motivate them about the incredible opportunities that lie ahead.

In this toolkit, you'll find ready-to-use support and resources to help you progress and retain your students into the new year and beyond.



2022 SUBSCRIPTION

WHAT IT IS AND HOW TO SUPPORT YOUR STUDENTS



→ FEES AND CHARGES

Keeping our students fully supported

ACCA is committed to the career success of its members and future members and continually offers exclusive opportunities and dedicated support to help them reach their true potential with:

Innovations to exams and exam delivery

By introducing remote session exams during the pandemic, we've made sitting an ACCA exam far more flexible and inclusive for our students around the world. We're fully invested in making sure our students can overcome all artificial barriers and continue their journey without disruption.

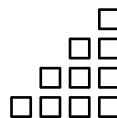
[Learn more >](#)



Building the skills of the future

ACCA Careers Skills Builder is an online hub for students containing everything they need to become fully prepared to join a workplace. With unlimited access to curated content from industry leaders and experts, it includes relevant courses, tips on career development and tools designed to help students boost their employability and build their dream career.

[Visit Skills Builder >](#)



World-class employability resources and support

Through ACCA Careers, we're delivering future-focused advice from top career and employability experts helping members and future members understand ever-changing employer demands and acquire the most sought-after behaviors and skills to be always future-ready.

Every month, there are at least 200,000 live jobs on our job board from, on average, more than 30,000 employers around the world. And the fact we register more than a million pageviews each month on ACCA Careers, demonstrates that our members, and future members greatly benefit from our employability support.

Our Virtual Careers Fairs have been a great success with high interest from members and future members. Participation from more than 1,000 top employers around the world and more than 100,000 event registrations prove that our careers fairs are another student-favourite employability initiative.

With career navigator, our talent can set their route to success – acquire new skills, explore career destinations and opportunities and develop and grow as a professional.

[Visit ACCA Careers >](#)

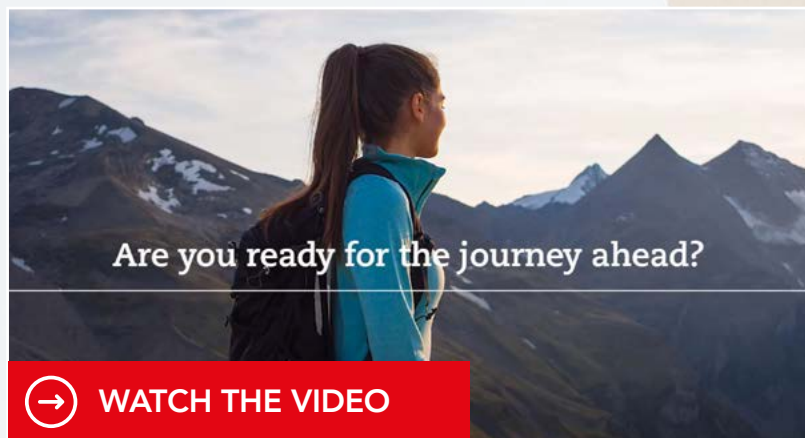


Map an exciting future with career navigator

ACCA's new digital tool allows students to explore capability-linked career possibilities with guidance on planning their route to success. The tool enables them to learn about exciting career paths and work towards their chosen career destination.

Career navigator features career stories from ACCA members in different roles and with unique career journeys to inspire and motivate aspiring professionals. Students can also use the tool to identify key skills desired by top employers and access ACCA's learning and development resources to acquire those skills and grow professionally.

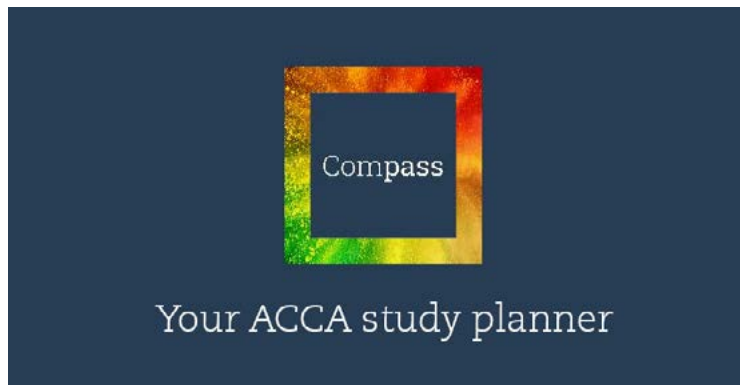
[Click here](#) to access our career navigator toolkit to get started.



Introduce your students to Compass

Students can set up exam progress, plan next steps in their ACCA journey and remain fully organised with Compass – students' personal ACCA study planner.

Available online at:
compass.accaglobal.com



COMMUNICATING TO STUDENTS

We contact our students via email, social media, SMS and in some cases, by telephone and direct mail.

Whilst we manage to reach a large portion of our students through these channels, we ask you – our valued partners – to work with us to ensure we reach all of them.

To make this as easy as possible for you, we've created handy, ready to use email templates and downloadable assets for your own communication channels.



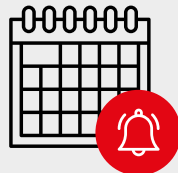


Ready-to-share communications for each stage of the subscription period

We've created pre-written templates for you to send on to your students via email or letter for pre-deadline, post-deadline and pre-registration strike-off to help you retain your ACCA students in 2022.

Pre-deadline communication

We recommend you send this any time between **22 November 2021** - **12 January 2022**.



Dear [insert students name]

ACCA's 2022 annual subscription window is now open. Get organised by paying early and avoid any further reminders from ACCA. All you need to do is make a quick and easy payment through your **myACCA** account and you can tick it off your to-do list today!

Access myACCA

Let's look forward to a better future together.

Your student subscription contributes towards:

- Innovations to ACCA's exams and exam delivery
- Industry leading insights and research
- Advancements to ensure ACCA qualifications remain future-proof
- ACCA Careers – the world's largest finance and accountancy job board connecting you to employers worldwide
- Up-to-the-minute employability guidance and virtual careers fairs
- Exclusive, cost-effective undergraduate and postgraduate university opportunities to boost your employability

Thanks

[insert tutor's name]



Ready to share communications for each stage of the subscription period

After the payment deadline of 12 January 2022

Dear [insert students name]

The deadline to pay ACCA's 2022 annual subscription has now passed. If you haven't already, please pay the outstanding amount ASAP to prevent you from falling into arrears and compromising your exam journey. By making a payment now you will also stop any further reminders from ACCA.

All you need to do is make a quick and easy payment through your **myACCA** account and you can tick it off your to-do list today!

Access myACCA

Thanks

[insert tutor's name]

Close to the student removal from the ACCA register

Dear [insert student name]

We're writing to remind you that ACCA will soon be removing students who've not yet paid outstanding fees on their ACCA account from the ACCA register.

Removal from the ACCA register would stop you from sitting any more exams and terminates all other benefits exclusive to ACCA students. You made the fantastic decision to start your ACCA journey with us, and we know how hard you've worked – we urge you not to throw it all away now.

Please note, should you wish to return to ACCA after removal, you would also incur a re-registration fee of up to £89 GBP.

If you have outstanding fees, please go to your **myACCA** account and make the outstanding payment as soon as possible.

If you wish, you can also pay in installments during this time. Instructions on how to make part payments can be found on your **myACCA** account.

Finance professionals like you, are – and will continue to be – more in demand than ever.

Stay with us and achieve your dreams.

Thanks

[insert tutor's name]

myACCA

Social media and SMS

Download and post the asset below on your social media channel of choice. Make sure you link it to **myACCA** and use this suggested accompanying text when you post:

Are you an ACCA student with outstanding fees?

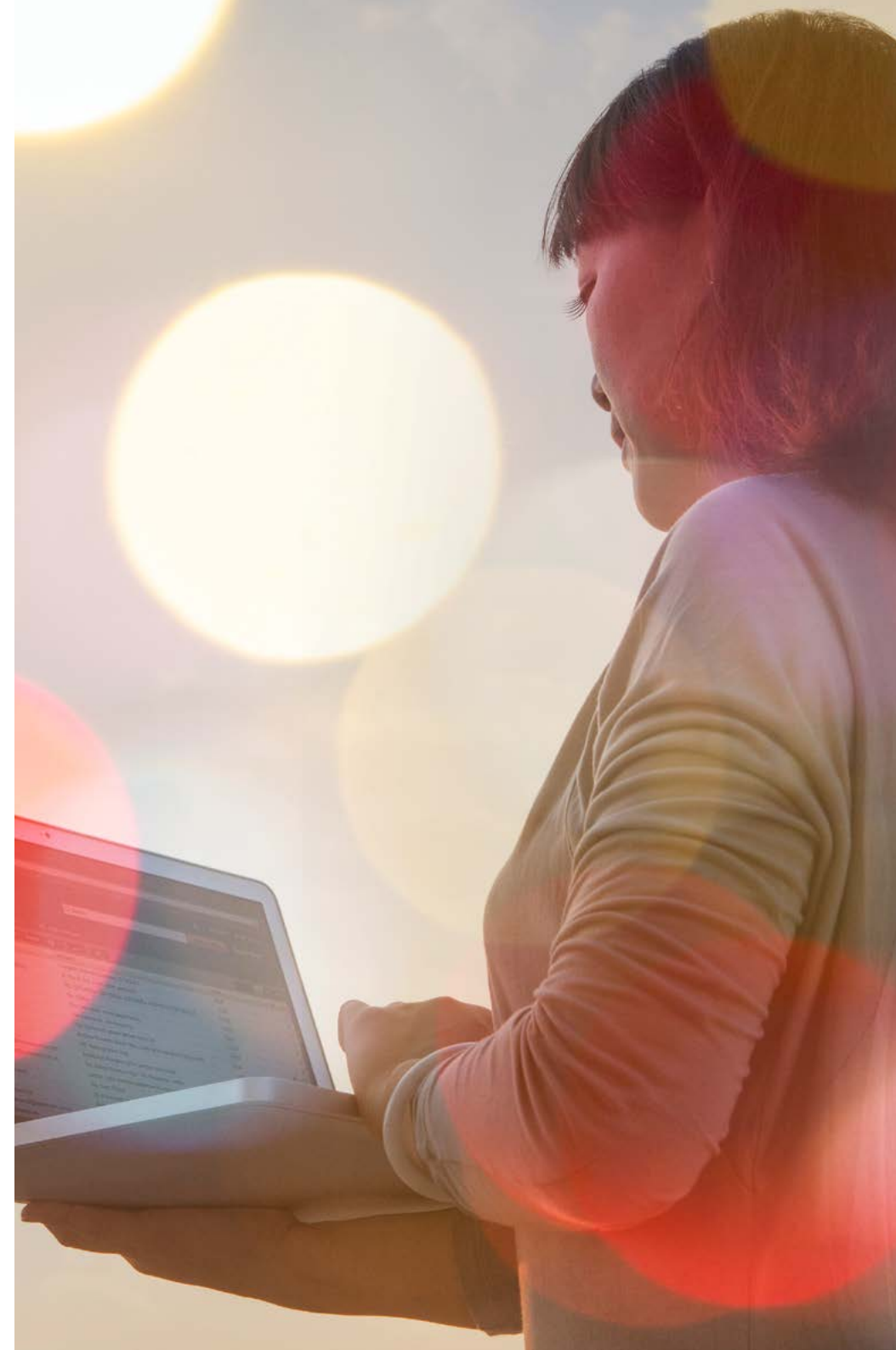
This is the final reminder to pay your annual subscription to avoid losing all your hard work. Stay on track and renew today via your myACCA account.



Download and share this asset



Download and share this asset





Any questions?
Please contact your
local office or visit
ALP section on the website

ACCA
The Adelphi
1/11 John Adam Street
London WC2N 6AU
United Kingdom
020 7059 5000

www.accaglobal.com

Please ensure that ACCA's official content is not edited from the original in any way. Official content cannot be used in conjunction with competitor promotion or branding and ACCA reserves the right to request removal of official content at any point.

The information contained in this publication is provided for general purposes only. While every effort has been made to ensure that the information is accurate and up to date at the time of going to press, ACCA accepts no responsibility for any loss which may arise from information contained in this publication.
No part of this publication may be reproduced, in any format, without prior written permission of ACCA.

© ACCA NOV 2021.

Think Ahead