

# Academic Relations

## Educator and Student Night at Local Chapters and Institutes

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A highlight of the chapter/institute year can be an Educator and Student Night. Though it may bear different names (Campus Night, Education Night, etc.), it is the chapter/institute's opportunity to motivate students to join our profession.

### Here's How to Do It

1. Have special nametags for the student and educator guests so they can be easily identified.
2. When developing the seating arrangements, mix educators and students among members so they will spend their time learning about internal auditing. (Failure to do this will result in educators and students sitting together and talking about campus activities, not learning about internal auditing.)
3. Prepare IIA members in advance. Have a discussion before the Educator and Student Night and an article in your chapter/institute newsletter on the importance of interacting with the educators and students and making them feel welcome. Help them see the value in and attraction to a career in internal auditing.

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objective more  
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### The Program

Consider having a short pre-meeting seminar for the students. You can show The IIA's Academic Relations video, *Internal Auditing in the Spotlight*, or one of the PowerPoint presentations related to networking or other topics. Check the IIA Academic Relations [webpage](#) (under Toolkit for Chapters — Tools for Students) for current titles as they will change periodically. Or feel free to create your own to fit your audience. Additionally, you can discuss the importance of professional certification by introducing the students to the Certified Internal Auditor® (CIA®) program.



An effective seminar may be built around senior internal audit managers describing the profession in understandable terms and a recent graduate practitioner telling about his or her experience. Nothing can meet your seminar objective more quickly than students being able to identify with someone who was in their position a year or two earlier and is now in practice.

### **For the Dinner Speech, Consider:**

- Asking a CEO of a local company to talk about what internal audit means to his or her organization.
- Conducting a panel of CAEs (no more than three internal audit practitioners from different industries, including government or a public sector agency, if possible) to describe what an internal auditor will do in the first year in their department and where internal auditors can go in an organization if they choose different career aspirations.
- Having a CAE describe the career path in his or her department and what the staff member will be doing at each stage along the way. Consider adding material about the subjects and skills students should take in college to prepare for internal auditing careers.