

Academic Relations

Ideas for Promoting Internal Audit to Students

The following list of possible projects may be sponsored by your Academic Relations Committee (ARC) to help build internal audit awareness among students. Many of these ideas were submitted by chapters or institutes and include links to the chapters/institutes and additional information. The expected [maturity level](#) of the ARC [**Basic, Intermediate, Advanced, or ALL**] is provided to assist chapter/institute leaders with selecting appropriate activities.

We want to hear about your successful events! Please send details of your AR activities to academic@theiia.org.

1. Submit Your Contact Lists

Send names and addresses of your contacts at the colleges and universities to The IIA Academic Relations Department at academic@theiia.org so that we may assist you in providing the university and students with information as needed. [**ALL**]



2. IIA Student Memberships

Sponsor [student memberships](#) in The IIA. [**ALL**]

3. Expand Your Email Lists

Include your college and university contacts on your chapter/institute's mailing/email distribution lists. [**ALL**]

4. Free Admission for Students

Provide students and educators complimentary admission to chapter/institute meetings and sponsored events. [**ALL**]

5. Subscribe to *Internal Auditor*

Magazine

Purchase a gift subscription to [Internal Auditor magazine](#) for selected students, student centers, university libraries, etc. [**ALL**]

6. Offer Student Scholarships

Offer [scholarships](#) to students interested in auditing. [ALL]

7. Communicate With Student Associations and Professors

Develop a line of communication with student associations and professors at local universities to advertise events, scholarships, student membership opportunities, etc. [ALL]

8. Support Academic Awareness Program and IAEP Schools

Promote and support universities with the [Academic Awareness Program](#) and the [Internal Auditing Education Partnership \(IAEP\)](#) program by providing scholarships for students studying internal audit, offering support for instructors (books, guest lecturers, etc.), and/or providing financial support through a university endowment or donation to [The Internal Audit Foundation Academic Fund](#). [Advanced]

9. Summer Leadership Program

Develop a Summer Leadership Program and select students to participate in research projects, simulations, company visitations, peer outreach, and presentations to your chapter/institute board. [Advanced]

10. Mentorship Program

Develop a Mentorship Program and pair practitioners with students to meet and talk about career paths, preparation, and more. [Advanced]

11. Start an IIA Student Organization on Campus

Help start and sustain an [IIA Student Organization](#) at a local university that supports internal audit curriculum. [Advanced]

12. Internship Programs

Reach out to chapter/institute members to offer [internship programs](#). Provide the [Internship in a Box](#) resource to companies to encourage more internship programs. Advertise successful internship programs through the chapter/institute. [Advanced, Intermediate]

13. Appoint Student Members to Chapter/Institute Boards

Appoint [students members](#) to chapter/institute boards and allow them to serve as volunteers on committees. [Intermediate]



14. Invite Professors to Support Your Chapter/Institute

Invite professors of auditing and/or accounting to be involved with your chapter/institute, whether serving on the board or speaking at chapter/institute events, etc. [Intermediate]

15. Speaker's Bureau

Develop a speaker's bureau in which members offer to speak to accounting classes on the topic of internal auditing as a potential future career choice. [Intermediate]

16. Connect with Your Local IAEP Program University

If there is an [Internal Auditing Education Partnership \(IAEP\)](#) program school in your area, create a relationship between a representative of your board or Advisory Committee to keep both sides apprised of events of mutual interest. [Intermediate]

The following projects represent events that include students, professors, chapter/institute members and others.

17. Meet the Firms

Participate in a Meet the Firms night at a local college or university to market your company's internal auditing department. [ALL]

18. Book Donations

Donate books related to internal auditing to your local college and university library. Identify recently released books (with reviews) or publications on topical issues that would be of interest to the professors for teaching materials in the classroom. Or, provide professors with gift certificates to [The Internal Audit Foundation's Bookstore](#). [ALL]

19. Advertise

Publicize your chapter/institute events in college newsletters and social media. [ALL]

20. Career Day

Participate in [Career Day](#) activities at local colleges and universities. If an educational institution in your area does not have such an activity, consider initiating one. Invite recent graduates within the chapter/institute to participate in the event. Also visit the [online IIA Store](#) through the chapter/institute leader webpages (under events/planning) for available promotional items to imprint with your chapter/institute logo. [ALL]

21. Training Events

Host (or co-host with a university) a training event, provided free or at low-cost to students and mentors who participate. [Advanced]

22. Case Competitions for Students

Organize case competitions for students. Student teams can submit an abstract, work with a practitioner, and present solutions to an internal audit case. **[Advanced]**

23. Educator and Student Night

Host an [Educator and Student Night](#) at chapter/institute meetings during the year. These events bring professionals, students, and professors together and provide an opportunity for students to learn more about internal audit and for chapter/institute's to motivate students to join our profession. **[Advanced]**

24. Group Speed Interviews

Host a [Group Speed Interview](#) event. This is an excellent opportunity for a chapter/institute to assist student members in preparing for employment. Enlist chapter/institute members to participate in the event. **[Advanced, Intermediate]**

25. Host Student and Educator Visits at Member Companies

Encourage chapter/institute members to host student and educator [visits to member companies](#)' internal audit departments. **[Intermediate]**

26. Teach an Internal Audit Course

Work with a local university to offer an internal audit course. [The IIA's Global Model Internal Audit Curriculum](#) offers syllabi for core courses. **[Intermediate]**

27. Student Networking

Host a [Student Networking](#) event structured so that students have the opportunity to practice networking skills, meet professional auditors and learn more about the profession of internal auditing. **[Intermediate]**

28. Student Reception

Host a Student Reception where internal audit practitioners talk to students about the profession and the future activities of the local chapter/institute. **[Intermediate]**

29. Internal Auditing Day

Host an Internal Auditing Day at local college campuses. Link that event to information about careers in internal auditing and preliminary recruiting to encourage students to stop by and discuss the profession. **[Intermediate]**

30. CIA Scholarships

IIA chapters/institutes can offer to subsidize the preparation and exam fees for the CIA® exam.
[Basic, Intermediate]

31. Student Awareness Events

Host Student Awareness events. Partner with The IIA to conduct a broader awareness event; or locally, provide pizza and a fun activity such as a baseball game to attract interest, then invite guest speakers to talk about a career in internal audit. [Basic, Intermediate]