



ACADEMIC RELATIONS

Spreading Internal Audit Awareness to Students

20 Ideas for Getting the Word to Students About Internal Auditing



1. Develop a Summer Leadership Program: Select students to participate in research projects, simulations, company visitations, peer outreach, and presentations to your chapter board.
2. Provide students free admission to events and chapter meetings.
3. Sponsor student memberships in The IIA.
4. Develop a Mentorship Program: Pair practitioners with students to meet and talk about career paths, preparation, and more.
5. Appoint students to Chapter Boards and allow them to serve as volunteers on committees.
6. Organize case competitions for students.

Student teams can submit an abstract, work with a practitioner and present solutions to an internal audit case. The [IIA-Atlanta Chapter](#) has successfully conducted state-wide case competition.

7. Help start and sustain an IIA student chapter at a local university that supports internal audit curriculum.
8. Invite professors of auditing and/or accounting to be involved with your chapter, whether serving on the board or board, speaking at chapter events.
9. Subscribe to **ia** magazine for student centers, university libraries, etc.
10. 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 a guest speaker to talk about a career in internal auditing.

Send an email to academic@theiia.org for more information on the Internal Auditing Education Partnership (IAEP) program or The IIA's Academic Relations efforts. You can also find additional information online. Visit www.theiia.org/academic.



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11. Develop a speaker's bureau in which members would offer to speak to accounting classes on the topic of internal auditing as a potential future career choice.
12. Offer scholarships to students interested in auditing.
13. Participate in career fairs – bring promotional items imprinted with your chapter website.
14. Develop a line of communication with student associations and professors at local universities to advertise events, scholarships, student membership opportunities, etc.
15. Reach out to chapter members to offer internships programs. To encourage more internship programs at companies, advertise successful internship programs through the chapter.
16. 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 interest.
17. Promote and support universities with the [Internal Auditing Academic Awareness Program](#) and [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 for the university through an endowment or donation to the Internal Auditing Academic Advancement Fund.
18. Host a training event, provided free or low-cost to students and mentors who participate (or co-host with a university).
19. Have practitioners seek to teach an internal auditing course at a local university.
20. Share your success stories with The IIA! There are opportunities for publishing in newsletters, on AuditChannel.tv and more.



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