



## PROPOSAL SUBMISSION GUIDELINES for Educational Products

The Internal Audit (IA) Foundation is the global leader in sponsoring, disseminating, and promoting research and knowledge resources to enhance the development and effectiveness of the IA profession. The Foundation continually monitors the needs of the profession and its stakeholders to identify high-priority topics for future projects. These topics can either become Research Projects or Educational Products.

**Research Projects** focus on discovering new information about the IA profession using academic research methods such as surveys, focus groups, interviews, case studies, literature review, and data analysis. Whenever possible, research projects should include implications or applications for practitioners.

**Educational Products** are designed to provide information that IA practitioners can use on the job. Educational products often include “how-to” information, tools, best practices, and so on. (A research component can support the educational product.)

**Unsolicited Topic Proposals** may also be submitted for topics that are not directly related to the posted RFPs. These may be submitted for research projects or educational products. The number of projects selected for funding will depend on the quality and number of proposals received and the amount of funds requested and available.

The following guidelines have been established for submission of **EDUCATIONAL PRODUCT PROPOSALS**. Please note that proposals with a global scope are encouraged.

Return your proposal as a Microsoft Word document via email to [foundation@theiia.org](mailto:foundation@theiia.org). If additional information is needed, please contact the IA Foundation at [foundation@theiia.org](mailto:foundation@theiia.org).

Thank you for your interest in submitting a proposal. We look forward to working with you.

## EDUCATIONAL PRODUCTS – Proposal Submission Guides (cont'd)

Proposals should not exceed **five pages** exclusive of the summary page and appendices described below, and should be organized in the following order:

1. Proposal Summary Page
  - a. Date proposal submitted
  - b. Primary author's name, contact information, and credentials
  - c. Name of the topic being addressed
  - d. Proposal title (specific to the proposal, not the same as the name of the topic)
  - e. Proposal abstract – approximately 50 words summarizing how internal auditors can use this product in their work. In other words: what's "the hook," why should the customer buy this book, what are the unique selling points?
2. Project Description
  - a. Project overview (300-500 words about the topic)
  - b. Please explain how this product will support the IA Foundation's overall mission to expand knowledge and understanding of internal auditing and to advance the profession globally
  - c. How will this product benefit the IA profession and provide current and useful information that will add value?
  - d. Does this product address an emerging issue/hot topic or fill an existing perceived skills gap?
  - e. Who is the intended audience? (typical user profile)
  - f. Primary and secondary audiences
  - g. What is the target industry/sector for this product (e.g. Financial Services, Government, etc.) and will it have global application?
  - h. Proposed annotated table of contents: this should include potential chapter titles along with 2-3 sentences, describing each chapter.
  - i. Other possible content uses
3. Author(s) and Compensation
  - a. Brief description of qualifications and experience of each author
  - b. A review of author's previous works if applicable (books, articles, etc.)
  - c. Financial compensation expectations
4. Deliverable Description
  - a. Describe the deliverable format (e.g., manuscript, tools, checklists, etc.)
  - b. Length of the book; be specific! Provide estimated word count, number of exhibits/charts/graphs, and the level of detail in the exhibits (i.e. if more text than illustration)
  - c. Timeline for completion
5. Appendices
  - a. Curriculum vitae (CV) for each author (three pages maximum)
  - b. Previous author affiliation with The IIA or IA Foundation (previous research or educational products published, volunteer participation, chapter officer, etc.)

Submit proposals via email to: [foundation@theiia.org](mailto:foundation@theiia.org).